

EXPLORING THE EFFECTS OF CELEBRITY ENDORSEMENT IN ELECTRONIC MEDIA ADVERTISEMENTS ON PURCHASING BEHAVIOR OF CITIZENS OF SARGODHA CITY

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Abstract

The socio-economic development of Sargodha city of Pakistan has positive effects on the purchase behavior of citizen of the city. The induction of different brands in this city creates an opportunity to test the purchase behavior influenced by electronic media. The study examines the effects of celebrity endorsement in electronic media advertisements on purchase behavior of citizens of Sargodha city. Television is selected from a broad range of electronic media due to its popularity and access to the majority of population. 320 individuals are selected through multi stage sampling techniques in which participants are categorized demographically by gender, age, education, and as per income level with the ratio of 160 each gender category. Survey research method is used to acquire proper response from selected sample. Statistical analysis using SPSS describes the celebrity endorsed advertisements in TV which has significant positive impact on purchase behavior of the consumers of the study. The study reveals that customers pay more attention towards celebrity endorsed rather than non-celebrity advertisement. It is also learnt that female showbiz celebrities are more adored by customers as compared to male showbiz celebrities. In addition, customers recall level about advertisement with celebrities is higher than the advertisements with absence of celebrities. Findings further show that celebrity endorsed advertisements is more influential on purchase behavior of citizen of Sargodha.

Key Words: Celebrities Endorsement, Advertisements, Purchasing Behavior, Celebrity

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1. Introduction

Around the clock, people are experiencing hundreds of voices and pictures in radio, television, magazines, newspapers, billboards, social media, and other media. Each brand makes effort to fascinate the masses with different engineered effective communication. In spite of all these, it is always a big challenge for producers not only to get the attention of viewers but also to urge them to purchase the specific product. In this connection market is grabbed through different tactics and specialized communication by the producer. Marketers have conquered every feature of life in daily relations, conversations, approaches and to a convinced degree of regulate our activities as consumers of tangible and non tangible products. Advertisements affect individuals from every place through radio, television, newspaper, magazine, hoarding, arcade or shop or outlet to walls of each public building. Even the email box and social media are filled with advertisements. This planet has speedily developed as advertisement cognisant to such an extent that at night-time the town lights up with millions of neon glow signs announcing, seizing our consideration.

1.1 Advertisement

Advertisement can be defined as a paid sort of communication which is planned for informing the targeted market about the tangible and intangible products (Haroon et.al., 2011). Shah et al., (2009) affirm that persuasive advertising is intended to encourage people to buy. This becomes more important as the product faces growing competition. The advertiser now needs to give more motives or incentives to pull consumers. The goal of the most of the advertising messages is to persuade the viewers to believe an idea or buy a product. The language of persuasion in advertising therefore is taken as an art. Arens et al., (2008) consider advertising as the controlled and self-possessed non-personal communication of information, paid for and usually influential in kind about products by open sources through numerous media. The core objective of advertising is to enhance the sale volumes of products through

different advertising mediums Advertising touches people in many ways. Thus it has potential to effect from large corporations to small rural residents.

1.2 *Celebrity*

A person who is acknowledged by the public for his or her deeds in having different portfolios like performer, sportsman, entertainer, legislator, etc. is known as celebrity (Choi et al., 2005). Celebrity is a person who adores public appreciation by an outsized group of people. Whereas, features like charming, amazing lifestyle or distinct skills are particular same characteristics that are perceived and celebrity normally differs from the social norm and experience a great mark of public attentiveness (Schlecht, 2003). In this context Atif Aslam, Mahnoor Baloch, Sanam Saeed, Waseem Akram, Fahad Mustafa, Katrina Kaif, and Sania Mirza, are some examples of celebrities having different portfolio and public recognition. And people give weightage to these personalities in their routine work as aspirations from them and feel relaxed. In this regard not only Pakistani but also celebrities from other countries can be seen in all media. According to Fleck et al., (2012) when a celebrity gets the status of fame and popularity that instantly appears in an advertisement.

1.3 *Celebrity Endorsed Advertisement*

Such advertisement in which a celebrity is used on behalf of a consumer's good by performing with it (McCracken, 1989, p.310). In market's point of view, Gupta (2009) elaborates celebrity as a person whose name has attention-getting, interest gaining and profit making value that shoots from the high level of public interest. Such entities are used to endorse customer services, products, ideas or organization (Canning et.al., 2006). Keller (2003) mentions the traits of celebrity in terms of expertise, trustworthiness, likability, attractiveness and specific relations that carry possible product significance.

1.4 *The Impacts of Advertising*

Schiffman and Kanuk (2007) termed advertising appeal as suppliers' claim of an emotionally inspiring control to stimulate consumers' aspiration and behavior for purchasing while displaying electronic advertisements to modify audiences' perceptions about the brand. To fulfill the fluctuating demands of their marked public, advertisers frequently exploit rational and emotional appeal in strategies to effect customer's behavior [CITATION Chu96 \l 1033]. Similarly Kotler (1997) took rational appeal as reason based buying motivated by openly giving descriptions of a product's benefits. According to him, second appeal is as the motivation for consumers' purchase goals by affecting their positive or negative sentiments.

Lin (2008) described advertising attitude as an endlessly responsive positioning observed from a firm object. This positioning signifies a person's personal values such as agree and disagree, and right and wrong. This apprehended by consumers instigated by advertising can be categorized into two phases: cognition and affection. Cognition and affection represent rational and sensitivity, respectively (Vakratsas ,1999). According to Schiffman and Kanuk (2007) advertising appeal may modify consumers' approach.

1.5 *The Influence of Advertising Attitude on Purchase Intention*

Consumer behavior is the action public commence when gaining, consuming, and disposing of tangible and non tangible products (Blackwell et. al., 2001). Learning this action is vital because it can assist to develop effective strategies to stimulate the consumer to buy the advertised brand. Purchasers have the command to accept or reject the brands according to their needs and lifestyles. Blackwell et. al., (2001, p. 6) suggested to read out consumers' heads comprehensively. It would definitely provide the grounds to consumer to act as per line of the marketing mix a well-known 4Ps (Product, Price, Place and Promotion).

2. Objectives of Study

The objectives of the study are as follows:

- To investigate how much celebrity endorsers affect customers' purchasing behavior.
- To assess the interest level of customers in celebrity endorsement advertisements.
- To dig out costumers' level of satisfaction regarding celebrities in advertisements.

3. Literature Review

An empirical study entitled, "Impact of Celebrity endorsement on consumer's buying behaviour" was conducted in India to examine the influence by celebrity endorsed advertisements on buying behaviour of consumers belonging to different age groups. After applying convenience sampling the data was acquired through structured questionnaire. The findings revealed that Celebrity endorsement develops product awareness among respondents. According to the result it was also come to know that these advertisements also assist the respondents to recall endorsed products. It was also established by the study that these advertisements persuade customers to buy brands rather than non-celebrity advertisements. A vast majority of consumers think that celebrities are not consuming those brands endorsed by them. A good number of the consumers feel that repeated changes in celebrity for the brand lessen their buying decision. It was also observed that the purchase attitude is affected by the quality of the products rather than endorsement features, cost, price cut and incentive packages. The findings also established that renowned figures are playing key role in generating more impact than Sports persons and showbiz personalities (Randhawa & Khan, 2014).

Malik &Guptha (2014) tailored a research on influence of endorsements by celebrity and brand mascots on buyers' purchasing behaviour. Celebrity and brand amulet endorsements are very widespread skills by marketers. A well-arranged questionnaire was the instrument of data

collection from 150 individuals from the Northern India. The test was applied according to requirement of study for analysis. The findings determined that a celebrity endorser motivate the consumers in the personal care and food brands. The researchers take Celebrity endorsers as initiator and influencer in the consumer's purchasing behaviour to inform about brand and build link between brand and public. Majority of the sample believe that sportsman/sportswoman to be more influencers since individuals take them genuine captivate figures. The results also established that Celebrity-endorsed brands are taken by the consumers more important than non-celebrity products. It was also affirmed that customers believe that a celebrity endorsed product celebrity is of worthy quality. After acknowledgement of the importance of celebrities companies are hiring these figures massively to persuade the people.

A study entitled "Influence of Celebrity Endorsement on the Consumer's Purchase Decision" was conducted in Coimbatore, India. As Indian markets are flooded with stars and brands so it was point to evaluate the trends and opinions regarding celebrity endorsed advertisements. Convenience sampling is been adopted in this study and a sample of 200 is been selected. And data was gathered through questionnaire and analysed by using statistical tests. The findings concluded that 51% of the consumers give leverage to quality of the brand while buying. Whereas 53% believe that advertisements with celebrity support them to recognize a product. It was also revealed that 51% of the consumers are persuaded by these advertisements to acquire the goods. Another finding exposed that 69% television the medium of advertisement convincing to buy a brand. 39.5% individuals strongly agreed that a sportsman (Sachin Tendulkar) is the greatest among all other celebrity endorsers (Radha & Jija, 2013).

Nyakado (2013) investigated a representative sample size of 300 selected by random sampling technique, in Kenya about celebrity endorsement regarding their purchasing behaviour. Celebrity endorsement is an important factor in changing thinking and also the consumption pattern of the

individuals. The study was concentrated to recognising the effect of celebrity and its attractiveness on consumer. The results of study confirmed that physical attractiveness of celebrity effects buyer's towards the brand. Therefore it has been recommended that company should not only employ a celebrity who is only well-liked but who also attains credibility. The findings indicated that a celebrity endorsed brands have a tendency to attract more consumers. The research findings also exposed that Wahu was the finest to do the Rexona elevation as per 83% respondents. According to the big portion of respondents, she is well known to each corner of East Africa.

Companies spend massive amounts on advertising for signing the accurate celebrity. Buyers remark the product as high quality since it has been recommended by a trustworthy source. A study was conducted in the city of Belguam, regarding to analyse the influence of Brand Ambassadors on buying behaviour of soft drinks. To explore the importance of celebrity endorsement in the recalling brand, its awareness, promotion of product and assess the impact in the purchase behaviour of soft drinks, this research was carried out. 100 individuals ranging from age 17 to 35 years, were selected as representative sample. To inquire, the researcher used questionnaire then treatment with data was made through software. According to the findings, 68% individuals were exposed to television celebrity endorsed advertisements of a specific soft drink. Another result showed that these advertisements are facilitative for brand awareness and recall among respondents. It was also concluded in study that celebrity endorsement be subject to the firm that how efficiently use it (Goutam, 2013).

Another study was conducted to analyze the effect of celebrity endorsed advertisements on consumers' purchasing. The overall results showed that celebrity endorsers are used by the corporations for product fairness. It has also revealed that consumer perceives that these advertisements are reliable and convenient to recall about product. And consumers think connected and it has also assisted in effecting the demand of the brands. The study also concludes that corporations attaching in the

celebrities to boost the image of the brand, awareness, recall, and for credibility. Further, the study revealed that those brands have more market portion which are endorsed by celebrities. And consumers have also influenced on the demand of the brands. In short, celebrity endorsement has positive relation with corporations as well as product and customers according to the study (Anjum et. al., 2012).

Another study was conducted to examine consumer attitudes regarding celebrity endorsement in different types of media in Egypt and effect on purchasing behavior. This research applied convenience sampling and surveyed 355 respondents, having different age groups, educational level, income division and residential regions. According to the results, the individuals were overall interested in celebrity endorsed advertisements, as the majority acknowledged its attractiveness; however, they did not find it sufficiently considerable for purchasing behavior. The study suggested re-examining the use and selection of celebrities in advertising within the background of the Egyptian culture (Azab, 2011).

A study done by Asiamah and Ampadu (2011) on “Celebrity endorsement of brands and its effect on consumers in the Accra metropolis”, inquired 200 respondents whether they identify a particular celebrity. 98.5% responded that they recognize a celebrity .The findings revealed that 87% respondents strongly agreed that there is rise in celebrity endorsement in Ghana. Furthermore, approximately 98.5% were using celebrity endorsed product. 42% consumers used celebrities to evaluate themselves and 58% of the respondents don't do this. It was established that only 50% respondents thought that celebrities have the power to affect consumers. In the view of 89.5% respondents, celebrities used for certain products have helped in the recollection of those brands. However, only 11.5% purchase celebrity endorsed brand. The results showed that majority of the respondents thought familiarity with the celebrity could affect consumers to purchase a specific product.

4. Theoretical Framework

The present study assesses the effects of celebrity endorsed advertisements on consumers' purchasing behavior in line of Elaboration Likelihood Model (ELM). In this study it is observed that whether the behavior that is being shown in advertisements on electronic media will influence to adopt behavior or not? In order to explore the aforesaid problem, the researcher tries to access the association between viewers' purchasing intention to modeled behaviors presented in the advertisements on electronic media and their effects on individuals.

5. Hypotheses

H1: It is more likely that customers pay more attention towards celebrity endorsed advertisements than others advertisements.

H2: It is more likely that female showbiz celebrities are more liked by customers as compared to male showbiz celebrities.

H3: It is more likely that customers recall level about advertisement with celebrities is higher than the advertisements with absence of celebrities.

H4: It is more likely that celebrity endorsed advertisement are more influential on purchasing behavior of customers than non-celebrity advertisements.

6. Methodology

Survey research method was adopted for this research. Population of the research was citizen of Sargodha city of Pakistan. Here in this study every individual of population of study is unit of analysis. The researcher has taken the representative sample of 320 for the Sargodha city. Sampling techniques used for this research were stratified and purposive. The sample of 320 comprised of 160 men and women each. Questionnaire was used as tool to gather responses from respondents. SPSS was used to analyze the data in detail.

7. Findings

Celebrity endorsement has become a universal occurrence and it undertakes utmost position in many countries. The advertisers have started endeavouring to measure its magnitude to persuade the buyers and make the communication effective for awareness, appeal, and relevance to a product or cause and its influence on the purchasing behaviour.

7.1 *Extent of Attention to Celebrity Endorsed Ads*

Table 1

Category	Viewers
Very much	14.1
Much	39.7
Somewhat	36.3
Rarely	8.1
Not at all	1.9

Table 1 above highlights the attention paying level of viewers to watch celebrity endorsed TV advertisements. As per table, 40% viewers pay much attention to TV advertisements with celebrity which is the biggest value of the table while 36% pay less attention to ads. Similarly only 14% of overall viewers consider these ads very much whereas 8% take interest rarely and 2 % do not pay attention at all.

Table 2: One Sample “T” Test

	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Watched Television Advertisements	42.735	319	.039	2.509	2.39	2.62

This table describes after applying t-test to observe the frequencies, it is learnt here that significant value which is less than p value of 0.05 shows that customers pay more attention to TV advertisements with celebrity than the other advertisements. It supports the hypothesis (H1), *“It is more likely that*

customers pay more attention to TV advertisements with celebrity than the other advertisements”. Hence it is accepted.

7.2 Comparison of Liking Celebrities

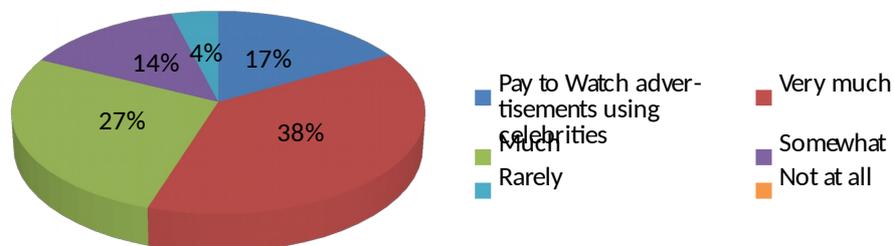
Table 3: Genderwise Liking Celebrities Table

	Male			Female		
	Actors	Singers	Models	Actress	Singer	Model
Very Much	216	154	163	223	180	166
Somewhat	97	147	135	79	115	123
Rarely	7	19	22	18	25	31

This shows that female celebrities are more liked than male celebrities in advertisements. This mathematically significant difference also supports the hypothesis (H2) “It is more likely that female showbiz celebrities are more liked by customers as compared to male showbiz celebrities” and declares the null hypothesis as false.

7.3 Help to Recognize the Brand by Advertisements with Celebrity

Figure 1



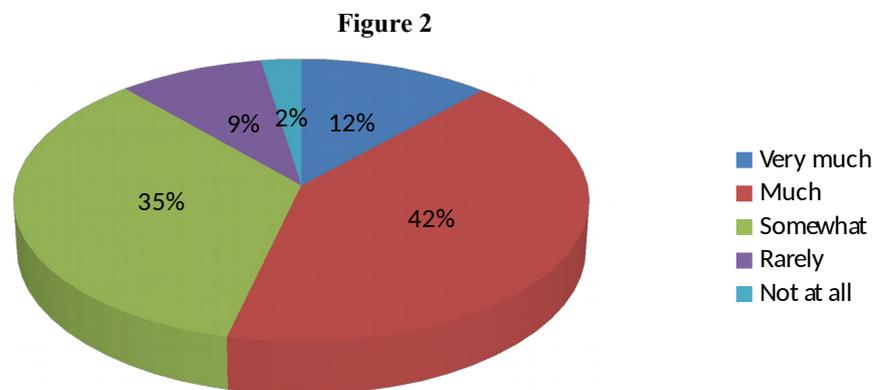
As shown in pi-chart, the brand is recognized with the help of the presence of celebrity in TV advertisements by overall viewers. The big share of viewers which is 38% believes that celebrity in TV advertisements helps much to recognize the brand similarly 27% considers it to some extent. The 3rd biggest value of 17% of viewers strongly thinks the celebrity as facilitative to recognize the brand whereas 14% agree with it rarely. 4% least value represents those who don't this so at all.

Table 4

Chi-Square Extent of Recalling the Advertisement		
	Recall the advertisements with presence of celebrities	Recall the advertisements with absence of celebrities
Chi-Square	119.906 ^a	91.094 ^a
Df	4	4
Asymp. Sig.	.000	.000
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 64.0.		

The chi-square shows the significant difference between advertisements with presence of celebrities and advertisements with absence of celebrities regarding recall level can be seen. The recall level for advertisements with presence of celebrity is prominent which also accepts the hypothesis (H3) *“It is more likely that customers recall level about advertisement with celebrities is higher than the advertisements with absence of celebrities”* and rejects the null hypothesis.

7.4 Purchasing Decision under Influence of Celebrities



This chart exposes the thinking level of viewers about influence of TV advertisement with celebrity on purchasing decision. According to the picture, 42% viewers think advertisements with celebrity much effect on purchasing decision. Similarly 35% viewers consider it in some extent while 9% agree with it rarely. Only 3 % viewers deny it.

Table 5

Z-Score				
		N	Mean Rank	Sum of Ranks
Celebrity endorsement ads are influential on purchasing decision - Respondent Gender	Negative Ranks	20 ^a	81.00	1620.00
	Positive Ranks	223 ^b	125.68	28026.00
	Ties	77 ^c		
	Total	320		
a. Celebrity endorsement ads are influential on purchasing decision < Respondent Gender				
b. Celebrity endorsement ads are influential on purchasing decision > Respondent Gender				
c. Celebrity endorsement ads are influential on purchasing decision = Respondent Gender				

Table 6

Test Statistics ^b	
	Respondent Gender - Celebrity endorsement ads are influential on purchasing decision
Z	-12.518 ^a
Asymp. Sig. (2-tailed)	.023
a. Based on positive ranks.	
b. Wilcoxon Signed Ranks Test	

These statistical results show that TV advertisements with celebrity are significantly influential on the purchasing behavior of respondents. It also support the hypothesis (H4) “*It is more likely that celebrity endorsed advertisements are more influential on purchasing behavior of customers than non-celebrity advertisements*” and rejects null hypothesis.

8. Discussion

This study was intended to explore the effects of celebrity endorsement in electronic media advertisements on the purchasing behaviours of citizens of Sargodha city. For the purpose the advertisements on TV were taken. Findings of the study reveal that significant number of respondents is exposed to TV advertisements very frequently. Similarly, remarkable majority of respondents take very much interest in watching celebrity endorsed TV advertisement. Respondents think celebrity is used very frequently in TV advertisement. Like this, the types of celebrity with major division on the basis of gender and minor division according to their portfolio, like from showbiz, actor, singer and model have taken. Whereas, sportsman and experts are also categorizes of celebrity on the basis of gender in the table, also validates the Hypothesis (2)

“It is more likely that female showbiz celebrities are more liked by customers as compared to male showbiz celebrities”.

Significant numbers of respondents pay attention very much to watch advertisement using celebrity, also validates the Hypothesis (1) *“It is more likely that customers pay more attention towards celebrity endorsed advertisement than other advertisements”*. Presence of celebrity in advertisements is very much helpful for respondents to recognize the brand, also validate the hypothesis (3) *“It is more likely that customers recall level about advertisements with celebrities is higher than the advertisement with absence of celebrities”*. Advertisements with presence of celebrity are very much recalled as compared to absence of celebrity in advertisements.

The responses of respondents are significant for attraction trait of the celebrity in advertisement as compare to trustworthiness, credibility, and loyalty. Similarly another result based on major question of study demonstrates that respondents are influenced very much by celebrity endorsement advertisement in their purchasing decision, as it also supports the hypothesis (4) *“It is more likely that celebrity endorsed advertisements are more influential on purchasing behaviour of customers than non-celebrity advertisements”*.

9. Recommendations

Following recommendations may be proposed as the result of findings:

- Advertising is a flourishing sector in Pakistan and due to emergence of latest equipment and mode of communication it is very challenging task for advertisers to grab the market and sustain it on long-term basis. So it requires deep-rooted observation to analyze the market as an audience to get sound results. In this connection well-analyzed ,well-designed communication can attain the objectives of business, so to get this strategy advertiser may be followed the standards of research to diagnose the publics, trends and requirements of market for better result-oriented scheme of mind.

- Corporate sector may be constituted such policies to address real need of customers instead of seizing the minds of audience for unconsciousness. False marketing and other sort of malpractices can damage the reputes of advertiser too. So, to remove such kind of stuff, scientific observation may be taken on priority basis.

- It is learnt that the bottom-line of current corporate sector is just to get profit. In this motive some unethical dissemination is used in advertisement which may be eliminated just for the sake of social responsibility. It would be helpful to facilitate the consumer to select the real right option in the market.

10. Implications For Future Research

Forthcoming researchers may draw their attention on this area in different following dimensions by adopting different techniques. A comparative study between international and national celebrities may be conducted to assess their influence on the purchasing decisions of customers. A study may also be conducted to assess the perception of consumers about brand which is endorsed by celebrity.

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