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**IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING
BEHAVIOR TOWARDS BEAUTY SOAPS IN KARACHI CITY**

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Abstract

This research paper focused on the impact celebrity endorsement has on consumer buying behavior towards beauty soaps particularly in Karachi city. Pakistan is a country where people would love and proud to follow or copy or be look like their favorite celebrities. Unilever Pakistan has cashed or used this psyche of Pakistanis very beautifully for their beauty soap named LUX but on the other hand for its beauty soap, named Dove, it has taken commoners to promote that product. In this research it is founded that in Pakistan especially in Karachi city there are more users of LUX than Dove and this is due to two reasons in which Celebrity endorsement is one described in detail in this paper. Results of this paper indicates that when companies choose celebrities based on factors such as, Credibility (physical attractiveness, trustworthiness, expertise), Emotional Involvement (passion, dedication), Meaning Transfer (effective communication, field of celebrity endorsed that best match with the product attributes) this would have a positive impact on consumers' buying behavior. Recommendation for companies regarding selection of celebrities is that companies should do that after ensure that the celebrities' image and overall personalities must match with the brand personality.

Keywords: Celebrity endorsement, Consumer buying behavior.

1. Introduction

In below passages background, introduction and some important terminologies of the research topic are discussed. Furthermore, research problem, research questions, its span, suppositions, limitations and importance are discussed.

Numerous studies have been conducted on the effectiveness of advertising. There are numerous tools to enhance the effectiveness of advertising; celebrity endorsement is one of those tools. Since its inception, i.e., 19th century till now, as time passes this strategy has become the most effective tool of advertising or marketing a product or brand to grab the attention of target market and to get the desired result from them in terms of their buying behavior regarding the product or brand being marketed through the strategy named celebrity endorsement. But this strategy would become a winning one only when the selection of celebrities is based on some factors. Many past researchers have raised many different factors for that, after reading those articles I found a gap regarding the best mix of factors that marketers should focus while selecting the celebrity to endorse a brand. Furthermore this study is conducted to ascertain the effect of superstars' endorsement on buyers buying behavior for particularly beauty soaps named LUX & Dove in Karachi city, which is a big gap, i.e., no research has been done prior to cover this entire topic. It is also conducted to know which dimensions of celebrity endorsers prove to be the winning ones in terms of achieving desired outcomes with the people of Karachi city and also to know whether the results will be different with the citizens of Karachi city or they'll be same everywhere which means to know that whether the best mix of factors for celebrity endorsement is same plus whether that best mix of factors for celebrity endorsement is as important to get convinced for everyone living anywhere in the world or there are some changes in this regard would occur on having the same dependent and independent variables study in different geographical areas of the world.

1.1 Background

In this era of globalization and modernization many industries are getting advanced in terms of coming up with innovative ideas, like in Pakistan fashion industry and cosmetic industry are booming ones. On the other hand marketers are also coming up with different attractive ideas to grab the attention of viewers and their target market towards the purchase and repurchase of their products, celebrity endorsement is one of those techniques. Individuals are trying to follow the lifestyles of their most loved celebrity and this makes an awesome effect on their purchasing behavior towards the endorsed brand. This increases market share of that brand and eventually improves organization's profitability. Celebrities' presence has a great impact on customers picking of such brands when they are on shopping. We try to use those things or brands which our favorite celebrities use so that we get resemble with our loved celebrities (Khatri 2006).

In last 150 years advertising, its forms and ways of doing has become totally changed. Presently the use of celebrities in advertisement is become a most impactful and desired action gaining (from customers) technique (Burp, G. also, Belch, M. 2008) recognizing the fact that primary aim of using this technique is to get high brand disclosure, yearning, focus and interest of target market. McCracken (1989) expressed that these acclaimed identities' had awesome impact on the buyer's purchasing conduct that is the reason it turns into the most alluring device of promoting now daily. This proves as a significant mean to publicize or market a brand to attract the attention and ultimately gain the desire action of customers (Ohanian 1990).

Advertisement is a persuasive tool to convey a brand's message to target audience with an objective to persuade them towards buying that brand or product. Since the last decade marketing environment is become totally changed, many new ways of branding or marketing a product/brand have come under practice, celebrity endorsement is one of those new techniques.. Nowadays Celebrity Endorsement is become a multimillion industry in the field of marketing. Celebrity endorsement has been defined as: "Recognized individuals when associate their recognition, fame and image with consumer goods or with organizations' brands by promoting such brands through their appearance in commercials or advertisements" (McCracken, 1989). Currently organizations are spending a lot on celebrity endorsement for their brands to cash such celebrities image in the form of capturing their fan following becoming their customers & ultimately such brands market share would get increase, because Pakistan is the nation where people madly love celebrities and try to follow each and every action of their favorite celebrities. This is what Unilever Lux is doing, since its inception Lux is being endorsed by the most favourite and charming celebrities of respected era, like, some 40 years back Lollywood peak actress Babra sharif has endorsed Lux, then after some time Reema Khan, Iman Ali, Humaima Malik and now Fawad khan with Mahira Khan and in the most recent commercial of Lux we've seen Mahira Khan; Muawra Hocane & Maya Ali with Sheharyar Munawar has endorsed three different flavors of Lux. Whereas Unilever with its another beauty soap brand that is Dove, has not used the strategy of celebrity endorsement. This research is conducted to discover whether the superstar advocacy really impacts the buying pattern of consumers or not, furthermore, does the factors such as celebrity's credibility, emotional involvement and meaning transfer by celebrity in the ads has significant impact on consumer buying behavior. While doing promotion and celebrities' endorsement for their products, Marketers sometime fail to establish strong association between brand / product and celebrity being endorsed which is very much important factor to consider for achieving desired outcomes. What benefits Unilever Pakistan has achieved on using celebrity endorsement for Lux and does non-celebrity endorsement in Unilever Dove is responsible for the failure for not capturing of desired market share particularly in Karachi city. McCracken (1989) said that such

recognized individuals or public figures had a great impact on shopper's or buyers' purchasing patterns or behavior and this is the reason why celebrity endorsement is become a very interesting, appealing and greatly used promotion tool nowadays.

1.2 Research problem

While doing promotion and celebrities' endorsement for their products, Marketers sometime fail to establish strong association between brand / product and celebrity being endorsed which is very much important factor to consider for achieving desired outcomes.

1.3 Research questions

- Does the Credibility of celebrity endorsement have a significant impact on consumer buying behavior?
- Does the Emotional Involvement of celebrity endorsement have a significant impact on consumer buying behavior?
- Does the Meaning Transfer by celebrity in advertisement have a significant impact on consumer buying behavior?

1.4 Research objectives

- To discern the repercussions of public figures' advocacy on shoppers buying behavior.
- To identify whether factors such as, Credibility (trustworthiness, expertise and attractiveness), Emotional Involvement, and Meaning Transfer affect consumer buying behavior.

1.5 Scope of the study

This research is beneficial in following manner:

It is beneficial for companies in terms of the brand differentiation or brand equity celebrity endorsement creates in the minds of consumers. Another benefit of it is that it helps consumers remember such brands, like when they go for shopping and see those brands in a market celebrities who have endorsed that brand quickly come to their mind which means consumers can easily recall the brands endorsed by well-known personalities. Another favorable reason to use that technique is people associate celebrities skills with the usage of that brand endorsed by that celebrity. Help to increase company's product sales, market share and improve their brand image. It also help companies to revise their marketing strategies.

For Consumers, it is helpful in creating awareness regarding product selection.

This research is also helpful for Business and marketing students as it helps to Increase their skills of evaluating ads and In understanding that how much powerful impact now celebrities have on product sales and brand acceptance.

Furthermore, it is helpful in identifying the impact of TVCs on the brand awareness of viewers and on their reactions after watching such TVCs in terms of their purchase decision or preferences about brands.

It is also beneficial for management sciences students regarding getting the practical knowledge as a support of what they study in their courses.

1.6 Limitations

Almost all researches have few or more obstructions, this particular paper has had the following,

- Endorsed celebrities opinion has not been taken in this research.
- Researcher's meeting with the creative team of agencies was not possible.
- Research is focused on the respondents from Karachi city only.
- Time to conduct this research was limited.
- Just purposive sampling technique is used in this research.
- Sample size to cover the entire population of Karachi city is relatively small that's why results are not enough for companies to follow when go for celebrities selection for their brands.
- Responses were taken from just the young population of Karachi city.
- Not every area of Karachi city is covered for the collection of responses.

1.7 Significance of the study

Now we are living in a marketing world. Consumers are bombarded with hundreds of advertisements daily on an average so its not possible for viewers to remember all such commercials that's why marketers every time try to come up come with more innovative ideas than they have used before. Nowadays celebrity endorsement is become a game changer or winning technique that helps consumers to remember the brand's message or unique selling proposition or points of differentiation of the brand endorsed by well-known celebrities. Celebrity endorsement based on the factors like, celebrity credibility (trustworthiness, expertise, and attractiveness), emotional involvement, and meaning transfer by celebrity would definitely be a game changer for organizations in a positive aspect.

2. Literature review

Below are some important concepts covered in previous studies.

2.1 Celebrity

Now advertisers believe that celebrities' presence in the ad plays a noteworthy role to convince the audience (CHOI and Rifon, 2007). Famous ones are those who got appreciation from the general public and possess some unique and appealing characteristics like, credibility or attractiveness (McCracken, 1889; Silvera; Austad, 2004). The title 'Big name' means a person who is known by everyone very well, for example, showbiz stars, athletes, politicians, social workers, etc. (Friedman and Friedman, 1979).

2.2 Celebrity endorsement

The below passage is from a Journal of marketing & communication – A study on the impact of celebrity endorsement by Jayant Sonwalker, Manohar Kapse & Anuradha Pathak.

Now celebrity endorsement has become a winning formula for companies to improve the brand image and sales of a brand. To create a significant impact on target market companies are now using celebrities to make their brands prominent, recognizable and remember by viewers because people are more attracted towards celebrities and can easily retain their message (Jayant sonwalker)

Following passage is written by Datta in the research named, 'Celebrity endorsement in India-Emerging trends and challenges',

Celebrity Endorsement is a publication tool that uses popular personalities associate their public image with the brands to help in creating or developing the brands' image. It has become a profitable tool for organizations which creates a significant image of brand in the minds of consumers over competitive brands present in the market (Datta S. P. April, 2010).

Celebrity is a person who has a spark to grab the attention of viewers, fascinate them and produce desired actions from general public towards items (Gupta, 2009). Thus, the term superstar's advocacy means the marketing strategy of using famous persons to advocate brands. Celebrity advocacy proved to be a helpful tool in promoting the deals related to brand, in bringing desired sentiments towards brands and creating the recognition of proprietary name. Well recognized individuals speaking about any brand creates a great degree of appeal and public's trust on such speech would be much higher than on those speeches made by any unknown model(s) (Kambitsis, Harahousou, Theodorakis, & Chatzibeis, 2002). Superstar supports have been utilized as a premise of showcasing techniques for the advancements of the marked items (Klaus & Bailey, 2008) and are an all inclusive component embraced by overall proprietary names (O'Mahony & Meenaghan, 1998).

For the accomplishment of engaging impact, a fitting association between the big names and, either the items supported or the famous people's identities in regards to a few parts of the items is imperative (Ohanian, 1991) Celebrity endorsers has a considerable impact for brands that has a great impact on consumers' mind. For example, form apparel and gems retailers when they embrace big name representative, it can create a more noteworthy unwavering quality and additionally reassuring brand appraisal from purchasers (Friedman & Friedman, 1979; Kamins, Brand, Hoeke & Moe, 1989; Dean & Biswas, 2001).

2.3 Forms of superstars underwriting

Nowadays celebrity endorsement is being practicing in different forms like, print ads in magazines or newspapers, celebrities appearance in TVCs, celebrities promoting brands in some programs, through music, through mobile vans, etc. such superstars could be established ones or new ones as well (Eshaghpour, 2010). Organizations should select such well-known personalities by considering the message they want to convey to the audience, brand personality and organizations' marketing budget only then can it become a winning technique for any brand in terms of achieving a desired objective by celebrity endorsement.

2.4 Advantages of celebrity endorsement

Despite that it's a costly marketing technique, it has lots of advantages as well. By utilizing the famous people 'open acknowledgment, the organizations could increase numerous benefits.(Mcaleer, 2010) Firstly, shoppers start thinking in a direction that if a reputed personality is using a brand then this brand must be of that caliber. Another big advantage is that attention of viewers can easily got grabbed for brand by the presence of famous persons or superstars. Thirdly, brands can easily get free exposure in public, TV, newspaper, magazine, news, shows, etc., when well-known celebrities use or wear that brand and go anywhere. Fourthly, brands endorsed by big names are usually costly so profitability and return on investment would probably be higher in this way (Farrell, Karels, Monfort & McClatchey, 2000; Erdogan et al., 2001). 5thly this technique proves as a successful one to help customers in recognizing the brands, their points of differentiation with the competitive brands and also in retaining and recalling such brand names (Burroughs & Feinberg, 1987).

2.5 celebrity endorsement reference groups

Social gatherings have a significant influence on people mind on their lifestyle (Bearden & Etzel, 1982). Shoppers try to be look like famous persons. Celebrities are those

reference groups which are not personally or nearly known by general public but people want to copy their favorite celebrities (Solomon, 2006).

2.6 Superstar vs. Non-Superstar Endorsement

Past researches showed that celebrities speeches favoring brands results in more powerful and productive influence than those speeches done by non-celebrities (Seno & Lukas, 2007). The ultimate objective of taking superstars support is to build a desired brand image and desired behavior of customers towards that brand. As opposed to this, superstar endorsers has built up a character and identity of themselves as time passes (Tom et al., 1992). Prior investigations about superstars advocacy proves when contrasted with non-superstar advocator, superstars advocator has created greater certifiable practices toward advertising and expanded purchasing target (Atkin & Block, 1983; Petty et al., 1983; Ohanian, 1991).

2.7 Single vs. Multiple Celebrity Endorsement and Multiple Celebrity Endorsements

We can classified big name underwriting based on number of items embraced (single versus numerous items) and the quantity of superstars (single versus various big names). In the event that a superstar embraced just a single item or mark then it is called single item support. Along these lines, it is not a normal practice that big name embraced just one item/brand, usually they like themselves underwriting more than one item/brand (Um, N. H., 2008). Hsu & McDonald (2002) characterized numerous superstars underwriting as; "The utilization of at least two big names in a promoting effort" He classified different celebrity endorsement, based on how superstars are exhibited in a promotion, into two segments. In the main setup, for underwriting of an item at least two superstars included in an Ad. While in second situation, the underwriting of a similar item done by including diverse famous people in a progression of the Advertisement. In the business of Marketing and commercial, supporting different famous people doesn't cause excitement among publicists. Many big brands use this strategy in all over the world, same is the case in Pakistan, if we take an example of a well-known brand, Pepsi has been endorsed by various superstars, like, Shahid Afridi; Fawad Khan; Atif Aslam; Reema Khan; Ayesha Omer; etc.

Erdogan & Pastry specialist (1999) guaranteed in their examination that keeping in mind the end goal to support a specific brand, utilizing numerous big names is most viable procedure for the promoters. Since by doing this they can impact and pull in the entire target showcase. In spite of the fact that, highlighting numerous famous people in commercials may create confusions in viewers minds regarding the USPs of brand(s), brand(s) differentiation and regarding their positioning (Erdogan & Baker, 1999). What's

more, at last it loses uniqueness when big names focus on various brands instead of spotlight on one brand (Redenbach, 2005).

2.8 Factors Affecting Celebrity Endorsement and relevant Models

There are different factors of celebrities influencing the consumer buying behavior when such celebrities endorsed any brand. Marketers have to consider some factors while selecting celebrities to endorse brands to get the desired result to use this strategy of celebrity endorsement in terms of brand image, consumer buying behavior and attainment of desired market share. Past researchers have focused on different mix of factors related to celebrity endorsement influencing consumer buying behavior, this research is focused on relatively a different and most appropriate mix of factors that a marketer should consider while selecting celebrities to endorse any brand to get a desired effect on consumer buying behavior. Let's have look on them.

2.8.1 Credibility

It refers to the level of believability a beneficiary has towards a message given by the source and expertise of the source or deliverer (Ohanian, 1990). In past source credibility was just considered as an endorser credibility in a commercial (Aronson, Turner, & Carlsmith, 1963). It is proved as a significant basis affecting customer buying behavior and their attitude towards marketing communications (Lutz, MacKenzie, & Belch, 1983). Past publications described trio facets of it which are trustworthiness, expertise & attractiveness (Baker & Churchill, 1977; Giffin, 1967; Hovland, Janis, & Kelley, 1953; Joseph, 1982; Kahle, & Homer, 1985; Maddux & Rogers, 1980; Mills & Harvey, 1972).

Source credibility model.

Celebrity's integrity relies on his or her physical attractiveness, trustworthiness and expertise that's why researchers who want to study the effectiveness of celebrity endorsement have to consider this model (Ohanian, 1990).

Physical Attractiveness. Attractiveness has the power that can easily grab the attention of viewers but it doesn't just relate with the body but the entire physical traits comes under the measure of attractiveness which includes, hair color, facial features, height, weight, complexion, etc and normally public figures have to be attractive to have an influence on their audience and viewers (Temple, 2009).

Source Attractiveness Model. Attractive celebrities are more commonly used by organizations for brands' promotions since the inception of this marketing strategy (Erdogan, 1999), once the customers get inspired with the attractive personality of celebrity then they get more involved in the message such celebrities give and then the

chances of customers conviction towards the communication of celebrities become more resultful (Baker & Churchill, 1977; Chaiken, 1979; Debevec & Keman, 1984) such fruitful results probability is normally low with less attractive celebrities.

Trustworthiness. Trustworthiness is the degree of believability or trust listeners have for communicator (Hovland, 1953). In case of celebrities it refers to the buyer's trust on celebrities message for brand (Ohanian, 1991). In other words if customers have a trust on celebrity being endorsed then the message of such celebrities will be more influential and will help a lot in changing the minds of customers towards the desired action what organizations want for their brand by customers (Miller and Baseheart, 1969).

Impacts of Trustworthiness. Previously it was researched that more the customers have a trust on communicator the more they get persuaded by the message of that communicator and more the chances of getting customers mind change for the purchase of that brand (Miller & Baseheart, 1969)

Expertise. Expertise is the measure of communicator's aptitude and attitude which influences customers decision towards purchase of a brand. Researchers believe that celebrities with relative and high expertise prove to be more successful in persuading the customers than those who just have physical attractiveness not the combination of attractiveness and expertise (Till and Busler 1998).

Impacts of Expertise. Expertise is the ability of a communicator that proves as a helpful factor in taking the decision by shopper. They generally get inspired by the sayings of learned and expert communicators. Proficient learning skills and expertise of endorsers has a significant reliability impact on customers believe towards the communication of such endorsers (David H. Silvera, Benedikte Austad, 2004).

2.8.2 Emotional involvement

Emotional Involvement means the purchase decision of customers is directly proportional to the the use and likeness by celebrity (endorser) for the brand that celebrity is endorsing (Cronley et al., 1999; Silvera and Austad, 2004). Adding to this, emotional attachment of viewers with their favorite celebrities becomes more fruitful in terms of their believability for the message given by that celebrity.

2.8.3 Meaning transfer

The Meaning Transfer Model by McCracken (1989) clarifies the adequacy of big name spokespersons in terms of what purchasers connect with the endorser and in the end exchange to the brand. McCracken described this model in three stages. First stage covers

the message transferred by celebrity to the brand, in the second stage message from the brand gets transferred to the customer and in the third stage that message leaves the impact on customer's psyche and ultimately on customers' decision to buy that brand.

2.9 Summary of Important Models of Research

<i>Models Explaining Celebrity Endorsement</i>	<i>Basic Theory</i>	<i>Writers</i>	<i>Consumer perception/Buying behavior/</i>
Source Credibility Model	Believability which comes through three factors, i.e., physical attractiveness; expertise & trustworthiness.	Hovland & Weiss, 1951; Ohanian, 1991; Liu et al., 2007	Believability of purchasers on endorsers enhances convictions, feelings and have a positive impact on their buying behavior.
Source Attractiveness Model	Endorser's physically appealing personalities and good looks.	Baker & Churchill, 1977; Chaiken, 1979; Debevec & Keman, 1984	Appealing and attractive personalities can successfully evolve convictions and produce buying expectations .
Emotional Involvement Model	Endorser like and use the item he supported.	Cronley et al., 1999; Silvera & Austad, 2004	When an endorser is accepted to like or utilize the item being supported, purchaser states of mind towards the brand and promotion enhance.
Meaning Transfer Model	Process of transferring a concept of a product through an endorser to a customer.	McCracken, 1986	The appropriate fit between brand features and advocator's personality brings higher chances of likelihood of consumers' Observation and purchase intention.

2.10 Consumer buying behavior

Buying decision refers to the probability that a customer would buy the brand (Phelps and Hoy, 1996). Perner (2009) described purchaser conduct as customer identifying their need then start investigating for alternatives then selecting the appropriate one and then buy that product use the product and then discard that and then on the basis of past experience decision to repurchase the same or switch on other one will takes place.

2.10.1 Stages in consumer choice taking steps

Process starts by acknowledging a need or problem called the problem recognition stage. Then a person start searching the information regarding the solution of a problem this is known as information search stage. Then as a result of the information collected individual becomes able to evaluate the alternatives they have to resolve their problem. Then the time comes to take a purchase decision for the most appropriate alternative they have evaluated among the all they have in their choice. Then on using the selected alternative, buyer become able to assess the performance of the brand that whether it fulfilled the desired expectations or not or whether to buy it again or not.

2.10.2 Factors influencing purchase decision

There are three factors that influence buyer conduct. Such factors play an important role on consumer buying behavior (Satish. K. Batra, 2008). Social factors include the social gathering or surrounding, culture and subculture, friends, relatives, family, colleagues. These people have a great influence on the buying behavior of consumers. Mental factors means the internal state of mind or the way of thinking of customer. It includes inspiration, recognition, learning and state of mind of buyer or client. Personal or individual factors incorporate individual's statistical elements, way of life, and situational factors.

2.10.3 Market Trends in Pakistan's Cosmetic Industry

By country report_ beauty and personal care in Pakistan in Euromonitor International Journal and by article published in Dawn in a business & Finance weekly on 19th October 2015, it is concluded that Beauty and cosmetic industry in Pakistan is in a booming phase and with the time it has been observed that many different segments and sub-segments have been evolved in this Industry and people of Pakistan are getting more involved towards style, fashion and beauty. Many international and local brands are getting more and more sales due to this emerging trend in Pakistan, one of the biggest names in the cosmetic sector is Unilever and as this research paper is focused on beauty soaps consumption due to celebrity endorsement so for that this paper has selected LUX and Dove specifically.

Let's have a look on the relationship of Celebrity Endorsement with Unilever LUX and Unilever Dove separately.

2.10.4 LUX Celebrity Endorsement Journey in Pakistan

Unilever LUX is a beauty soap that has always been focused towards the celebrity endorsement strategy to win the desired market share, since its inception till now.

Starting from Sheila Ramani, Babra Sharif, Ali Zafar, Reema Khan, Meera, Humaima Malik, Mehwish Hayat, Aamina Shaikh, Fawad Khan, and now Iman Ali, Mahira Khan, Maya Ali, Muawra Hussain and Shehryar Munawar. With the time and with celebrities its tag line has also been changed, like, from "Aakhir log humara chehra hi tau dekhtay hain" to "Bs zara sa LUX".

LUX Style Awards is a big proof of its focus towards celebrities for endorsing LUX and grabbing the desired market share as this award show is a big platform provided and sponsored by Unilever LUX where all the superstars got recognized for their style, fashion and beauty. And Unilever LUX is a pioneer in Pakistan to come up with the style awards.

One can't just disparage the energy of superstar supports in ads. They exercise such a monstrous impact on a brand that they can without much of a stretch make it a colossal achievement or essentially decrease it into nonexistence. All through time, we have seen celebrated faces advertising results of different types however with regards to extravagance marks, a big name contribution can hurt more than help. Simple as it might sound, however connecting a genius with an extravagance mark isn't easy. The objective market for such products has more riches and is keen and watchful when settling on their purchasing decisions. Along these lines, a brand needs to practice overwhelming conceptualizing while at the same time connecting the correct identity to the item picture.

In the subcontinent, the promoting methodology of utilizing big name supports is an extremely old fixing in the formula of making extravagance marks a win. Moment popularity is ensured even without much worry on the identity mix of the brand with its endorsee.

Lux has been an extremely prominent extravagance brand to use the instrument of superstar affiliations. From Babra Sharif to Katrina Kaif, Reema to Meera, Vaneeza Ahmed to Iman Ali; the excellence mark has been upheld by capable on-screen characters of both Bollywood and Lollywood.

The late promotion of Lux White highlights the exceptionally excellent Aminah Sheik. She turned into the new face to parade the renowned brand in the new TVC while the great looking Emmad Irfani escapes by her magnificence and appeal.

In the recent promotion of LUX, Mahira Khan, Maya Ali, Muawra Hussain and Shehryar Munawar are the endorsers. In this commercial these three beautiful ladies have endorsed three different flavors of LUX soap.

Its decision of big name support has offered extraordinary ascribes to the brand that it might have needed something else.

2.10.5 Celebrity Endorsement and Unilever Dove Pakistan

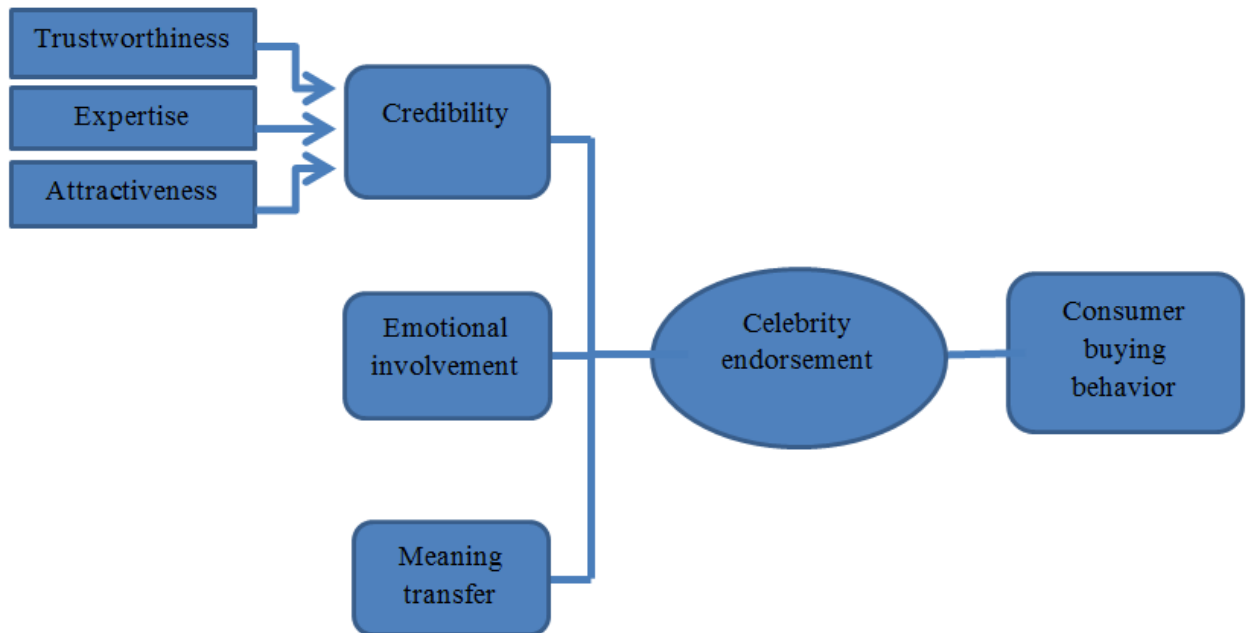
Dove is an individual care mark claimed by Unilever. It is present in the markets of more than thirty-five countries & have both users, men and women. It's logo is the exact reflection of its name having a flying dove on it.

Unilever Dove has never been focused towards Celebrity endorsement strategy to win the desired market share. It has focused on non-models or commoners of beauty of their own kind. It has done so to make people getting more connected with the brand as they see their type of people in its TVC's. But in Pakistan especially in Karachi city people would love to follow Celebrities and furthermore the stickiness of Dove, these two are the reasons due to which Dove becomes fail to achieve the desired market share in Pakistan especially in Karachi city.

3. Theoretical framework

Theoretical framework explains the entire research briefly, for celebrity endorsement there are lots of factors to consider while selecting the appropriate celebrity but in this research focus is on three factors which are credibility that includes physical attractiveness; trustworthiness & expertise, emotional involvement that includes celebrity's passion towards working with the product impacts the consumer buying behavior & emotional involvement of viewers with the celebrity impacts their buying behavior for the product which is endorsed by that celebrity, and meaning transfer by celebrity that includes effective communication of celebrity in advertisement impacts the consumer buying behavior & the field of celebrity endorsed (cricketer, film or drama star, sports person, etc.) that best match with product attributes impacts consumer buying behavior. Selection of celebrity on these bases improves the effectiveness of message which ultimately affects consumer purchasing positively (Ahmed et al., 2014).

Following structure describes the entire topic and have taken from the past research done on the same topic by Biswas & Hussain in the year 2009.



Below is the framework describing the impact of celebrity endorsement on consumer buying behavior adopted from the integrated model for understanding celebrity endorsement and consumers' perception study cross cultural consumer behavior (Biswas & Hussain 2009).

In this research controlled variable is purchasing conduct of consumers and uncontrolled variable is big-stars advocacy. Both dependent and independent variables are already discussed above in this paper in detail.

4. Research Methodology

In this chapter the aim of my research, type of research, research approach being used in this research, unit of research, targeted population of this research, sampling type, respondents (demographics), hypothesis, primary data collection tools, secondary data collection tools, data analysis, and ethical considerations, all these will be described.

4.1 Study purpose

Purpose of this study is identifying an influence of VIP's backing or support on purchasing attitude of users and also identifying whether factors such as, Credibility

(Trustworthiness, Expertise and Attractiveness), Emotional Involvement, and Meaning Transfer affect consumer buying behavior.

4.2 Research Design

4.2.1 Research Type: Quantitative and causal research

This is a causal research as it focused on evaluating the impact of one variable on other one (Sondhi, 2011) in this research independent variable is celebrity backing & controlled variable is purchasing conduct of purchasers as this paper's focus is on studying an impact of public figures advocacy for products on the purchasing conduct of target market.

4.2.2 Test Approach: Cross-sectional testing

A cross-sectional study refers to the study involves respondents from a diverse areas or traits but with some similar attributes (Gratton, C. & Jones, I., 2004).

4.2.3 Research Organization:

Young consumers of LUX & Dove

4.3 Population

The population covered in this research belongs to the age group of 18-49 years from all over Karachi city. I have taken responses from 101 consumers of LUX and Dove Soaps.

4.4 Sampling

4.4.1 Non-Probability and Purposive Sampling

Non-probability sampling is a sampling technique that does not give an equal chance to everyone in the population to get selected (Strauss and Corbin, 1990). Purposive sampling involves the sample based on the objective of the study and certain characteristics of population; it is also known as judgmental, selective or subjective sampling.

4.4.2 Respondents

Responses for this research has been taken from 101 respondents comprises of both genders, Male and Female. Respondents of this research belong to different age group between 18 to 49 years and having different educational background, i.e., from undergraduates to post graduates with different spending powers or incomes starting from 20K to above 90K.

4.5 Hypothesis

H0 VIP's credibility does not bring a notable effect on purchasing actions of buyers

H1 VIP's credibility brings a notable effect on purchasing actions of buyers

H1.a Trustworthiness of VIPs bring a noteworthy effect on purchasing actions of purchasers *H1.b Expertise of VIPs bring a noteworthy effect on purchasing actions of purchasers*

H1.c Attractiveness of VIPs bring a noteworthy effect on purchasing actions of purchasers

Ho Emotional Involvement of VIP advocator does not bring a notable effect on purchasing conduct of buyers

H1 Emotional Involvement of VIP advocator brings a notable effect on purchasing conduct of buyers

Ho Meaning Transfer by VIP advocator does not bring a notable effect on purchasing conduct of buyers

H1 Meaning Transfer by VIP brings a notable effect on purchasing conduct of buyers

4.6 Data Collection

4.6.1 Primary data

Primarily data has been collected through Questionnaire but interviews have also conducted to get the better understanding regarding views or beliefs of respondents about the topic covered in this paper.

4.6.2 Secondary data

Secondary sources used in this research for data collection includes, Past literature, e-Books, e-Journals, e-Articles, etc.

4.6.3 Questionnaire designing

Questionnaire is designed mainly on two portions, one is demographics and other is having questions regarding topic of research on likert scale.

4.7 Data Analysis

Reliability

Table 1

<i>Variables</i>	<i>No. of items</i>	<i>Reliability</i>
Credibility	3	.881
Emotional Involvement	2	.868
Meaning Transfer	2	.798
Consumer Buying Behavior	8	.583

Above table shows that the data collected by the respondents has consistency in it. For all the questions related to dependent variable, i.e., Consumer buying behavior as well as independent variable, i.e., Endorsed celebrities credibility; emotional involvement and meaning transfer by celebrities, mostly respondents are on the same pace and have similar thoughts regarding the impact of celebrity endorsement on their consumption pattern towards beauty soaps.

4.8 Ethical Considerations

As in every single human association, moral contemplations likewise exist in look into. Both respondent and specialist are morally mindful towards investigate.

Fair collaboration is the principle commitment of the exploration member. As a byproduct of being honest, the subject has the privilege to expect secrecy. Secrecy implies that data associated with the examination won't be imparted to others. At the point when the respondent really trusts that privacy will be kept up, at that point it turns out to be substantially less demanding to react honestly, even about conceivably delicate themes. The privilege to protection is an essential issue in explore. This issue includes the member's flexibility to pick whether to agree to the examiner's demand. Trial controls frequently include some level of misleading. Truth be told, without some double dealing, an analyst could never know whether an exploration subject was reacting to the real control or to their impression of the test variable. This is the reason specialists now and then utilize a fake treatment. A fake treatment is a false trial impact used to make the impression of a genuine impact. Analysts ought to do all that they can to ensure that exploration members are not hurt by taking part in inquire about. Most sorts of research

don't open members to any mischief. Be that as it may, the scientist ought to think about each plausibility (William G. Zikmund).

Respondents once in a while consent to take part in an exploration study that is implied to be unadulterated research, however it in the end winds up evident that the overview is redirected from its motivation. This is amateurish, best case scenario and false at the very least. Scientists ought to keep up elevated expectations to be sure that their information are precise. It ought to abandon saying, however investigate results ought not be distorted. This implies, for example, that the factual exactness of a test ought to be expressed decisively and the significance of discoveries ought not be downplayed or exaggerated. Both the analyst and the respondent offer this commitment. The analyst regularly is committed to ensure the secrecy of both the exploration support and the examination member. Truth be told, business customers esteem specialists' classification more than some other trait of an exploration firm. The American Marketing Association's showcasing research Code of Ethics expresses that "a client of research should not purposely disperse decisions from a given research venture or administration that are conflicting with or not justified by the information." (William G. Zikmund)

Distortion can likewise happen in the way comes about are introduced. For example, outlines can be made that have a little effect seem enormous. In like manner, they can be changed to have a significant effect appear to be little.

Secrecy becomes possibly the most important factor in a few ways. The scientist regularly is committed to secure the secrecy of both the examination support and the exploration member. Truth be told, business customers esteem specialists' classification more than some other trait of an examination firm.

The American Marketing Association's showcasing research Code of Ethics expresses that "a client of research might not purposely scatter determinations from a given research undertaking or administration that are conflicting with or not justified by the information."

Individuals trust the gathering and circulation of individual data without their insight is a genuine infringement of their security. The security privileges of research members make a protection commitment with respect to the exploration customer.

5. Results and discussion

This chapter covers the result of collected data. In start there is a brief overview of the entire topic to build the understanding for the readers then it covers the analysis of the entire data with tabular as well as narrated descriptions.

5.1 Topic overview

Celebrity endorsement is one of the widely used and attention grabbing tool of marketing nowadays. Marketers are using this technique to make their brands get introduced well and developed quickly in the market and minds of customers so as to increase sales and return on investment. In this era people would love to follow their favorite celebrities that's why marketers are playing with this psyche of public by using well-known celebrities to promote their brands. Primary data was collected through structured questionnaire and sampling unit was Karachi city. Secondary sources were also used in the beginning so as to gain an insight of the problem. It was found that celebrity endorser affects consumer buying behavior regarding purchase of the Beauty Soaps like, LUX and superstars advocacy acts like an originator for reinforcement and development of a brand.

5.2 Analysis

5.2.1 Correlation

Table 2

	<i>Credibility</i>	<i>Emotional Involvement</i>	<i>Meaning Transfer</i>	<i>Consumer Buying Behavior</i>
<i>Credibility</i>	1	.713	.789	.303
<i>Emotional Involvement</i>	-	1	.732	.278
<i>Meaning Transfer</i>	-	-	1	.405
<i>Consumer Buying Behavior</i>	-	-	-	1

The above table demonstrates a positive relation between the dependent variable and independent variable of this study. As all the values have positive sign with them so the credibility of endorsed celebrity, emotional involvement of viewers with the celebrity and meaning transfer by celebrity in the commercial brings a significant effect for purchasing

conduct of shoppers towards purchasing marketed proprietary. Furthermore in terms of explaining this relationship with figures mentioned in above table, Credibility has the greatest relationship with meaning transfer that is 0.789 as compare to that it has with emotional involvement and consumer purchase behavior; Emotional Involvement has also the highest degree of relationship with meaning transfer that is 0.732 than it has with credibility and consumer buying patterns; Meaning Transfer has the greatest relationship with Credibility that is 0.789 as compare to that it has with emotional involvement and consumer purchase behavior & Consumer Buying Behavior which is the dependent variable, it has the greatest relationship with Meaning Transfer that is 0.405 as compare to that it has with credibility and emotional involvement. This figurative explanation proves that all the dimensions or factors that marketers should consider for celebrity endorsers, all such factors will work only when celebrities focus on having those factors with the most important factor that is meaning transfer, because if celebrity is attractive and people has emotional attachment with that celebrity but that celebrity becomes fail to transfer or deliver the message of brand they endorse then the beauty or emotional involvement of viewers cannot bring the desired results in terms of buying behavior for that brand.

5.2.2 Regression

Table 3

<i>Variables</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>T</i>	<i>Sig.</i>	<i>F</i>	<i>Sig.</i>
Credibility	.165	.139	-.203	.839	6.391	0.001
Emotional Involvement			-.200	.842		
Meaning Transfer			2.750	.007		

Above table shows that meaning transfer by celebrities in commercial has more significant impact on consumer buying behavior than credibility and emotional involvement factors. Furthermore above table also shows that as just emotional involvement has t- sig value less than 0.05 i.e., 0.007 so just this hypothesis in this research stands accepted and other two has t-sig value greater than 0.05 so these two hypothesis stand rejected. But it doesn't mean that credibility and emotional involvement factors should not be focused while selecting the right celebrity to endorse a brand, these factors are also significant for consideration in selecting appropriate superstar for

endorsing a brand. If we consider the R-square value which shows 16.5% of variance in the dependent variable. So, on considering other variables remain constant, Consumer buying behavior has 16.5% variance for beauty soaps in Karachi city because of having Celebrity endorsement in their commercials which is a very high percentage. This high percentage shows that people of Karachi city get easily influenced, attracted and convinced for beauty soaps purchase through their favorite celebrities than the same message conveyed by non-celebrities.

5.3 Conclusion

This research paper constitutes the results of an extensive research supporting effects of public figures advocacy on obtaining performance of shoppers for beauty soaps in Karachi city. This paper focused on three factors of leading stars backing with this practice supports for acquiring patterns of acquirers. Such factors are, credibility of celebrities being endorsed which covers physical attractiveness, trustworthiness and expertise of celebrity, Emotional Involvement which covers passion and dedication of celebrity that reflects through the commercials & Meaning Transfer which covers effective communication by celebrity and field of celebrity endorsed that best match with the product attributes. For this study responses were taken by 100 respondents from Karachi city. All the respondents were educated and belonged to middle class and upper middle class families. They all were almost on the same page. Through this research it was concluded that credibility and emotional involvement separately are less winning factors for favorable consumer buying behavior than if these factors come in a combination with the factor named as meaning transfer by celebrities as meaning transfer has more prominent influence towards shoppers purchasing conduct according to study's outcomes analysis. Then particularly for beauty soaps celebrity endorsement is proved as a most appealing, attractive and winning strategy in Karachi city where glamor, fashion, style and celebrities have an extensive involvement in people's lifestyle. Marketers used celebrities to personify and associate those celebrities' image with the brands or products so that fan following of such celebrities would probably become the users and ultimately the consumers of those brands or products. This paper has taken LUX and Dove specifically and results showed that people of Karachi city are mostly the users of LUX than Dove. Through questionnaire and through verbal interviews with such respondents it got to know that there are three reasons behind more users of LUX than Dove in Karachi city, one is celebrity endorsement as LUX is being a beautiful user of this strategy since its inception whereas Dove does not, second reason is climatic condition of Karachi is not favorable for Dove usage and third reason is the price difference, for daily consumption people cannot afford Dove because Karachi city constitutes middle and upper middle class families more than those belong to upper or elite class. Furthermore it was also concluded that LUX have both users male and female whereas males mostly avoid to use Dove due to its ultra-greasy and sticky results even after washing it. On studying

previous researches done with same dependent and independent variable but on different category of products and focused on the respondents of different geographical areas of the world, more or less the same result is observed that only attractive or good looking celebrity or the celebrity with which people are emotionally attached cannot bring the desired outcomes for brand, these factors of celebrities will only work when those celebrities are capable of brilliantly, completely and beautifully transfer the meaning or message of brand they are endorsing, their communication style must be very convincing and attention grabbing then their presence in commercials brings positive or desired result(s) otherwise not. Furthermore it is also noticed while studying previous researches that in sub-continent, celebrity endorsement culture is on a peak than that in rest of the world and this is due to the reason that in sub-continent majority of the population belongs to young ones or youth and youngsters are more involved in being trendy or in practicing or adopting fashion or be look like celebrities so to influence them celebrity endorsement is the most winning tactic of marketing and branding use by marketers for their brands in terms of the purchase of that brand or in terms of increasing the market share of their brands.

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Appendix
Questionnaire

It's a Karachi based comparative study to identify the impact of Celebrity Endorsement on Consumer Buying Behavior towards LUX and Dove Soaps. This research is purely for academics purpose. It will not take more than 10 minutes to fill out this questionnaire. Your Response To this Questionnaire is completely confidential. Your answer will be grouped within those of other respondents who complete the Questionnaire as well. Your cooperation in this regard will be highly appreciated.

Gender:

- *male*
- *female*

Age:

- *18-25*
- *26-33*
- *34-41*
- *42-49*

Education:

- *Under Graduate*
- *Graduate*
- *Post Graduate*

Income:

- *20K-30K*
- *31K-50K*
- *51K-70K*
- *71K-90K*
- *Above 90K*

<p>Please select your desired response:</p> <p>For example: If your response is 4 (Agree), it <input type="radio"/> will be like this.</p>	<p style="text-align: center;">Strongly disagree</p> <p style="text-align: center;">Disagree</p> <p style="text-align: center;">Neither Agree nor Disagree</p> <p style="text-align: center;">Agree</p> <p style="text-align: center;">Strongly Agree</p>
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	<i>General questions</i>					
1	Celebrity endorsement makes you notice a brand.	1	2	3	4	5
2	You believe products specifically advertised by the celebrities are of good quality.	1	2	3	4	5
3	You buy a brand if your favorite celebrity is endorsing it.	1	2	3	4	5
4	Your favorite celebrity gives a positive image to the endorsed brand.	1	2	3	4	5
5	Celebrity endorsement helps in brand promotion.	1	2	3	4	5
	<i>Credibility</i>					
1	Physical attractiveness of celebrity impacts the consumer buying behavior.	1	2	3	4	5
2	Trustworthiness of celebrity impacts the consumer buying behavior.	1	2	3	4	5
3	Expertise of celebrity impacts the consumer buying behavior.	1	2	3	4	5
	<i>Emotional involvement</i>					
1	Celebrity's passion while endorsing a product impacts the consumer buying behavior.	1	2	3	4	5
2	Emotional involvement of viewers with the celebrity impacts their buying behavior for the product which is endorsed by that celebrity.	1	2	3	4	5
	<i>Meaning transfer</i>					
1	Effective communication of celebrity in advertisement impacts the consumer buying behavior.	1	2	3	4	5
2	The field of celebrity endorser (any sports person, actor, singer, politician, etc.) that best match with product attributes impacts the consumer buying behavior.	1	2	3	4	5
	<i>Consumer buying behavior</i>					

1	You are likely to purchase LUX soap.	1	2	3	4	5
2	You are likely to try LUX soap if seen in a store.	1	2	3	4	5
3	You are likely to seek out LUX soap in a store.	1	2	3	4	5
4	Presence of celebrities in the ad encourages you to buy LUX soap.	1	2	3	4	5
5	You are likely to purchase Dove soap.	1	2	3	4	5
6	You are likely to try Dove soap if seen in a store.	1	2	3	4	5
7	You are likely to seek out Dove soap in a store.	1	2	3	4	5
8	Presence of commoner, i.e., non-celebrity in the ad encourages you to buy Dove soap.	1	2	3	4	5