PAKISTAN INSTITUTE OF DEVELOPMENT ECONOMICS, ISLAMABAD

IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOR: AN ISLAMIC PERSPECTIVE

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CERTIFICATE

This is to certify that this thesis entitled " **Impact of Celebrity Endorsement on Consumer Buying Behavior: An Islamic Perspective**" submitted by Arslan Ahmed is accepted in its present form by the Department of Business Studies, Pakistan Institute of Development Economics (PIDE) Islamabad as satisfying the requirements for the partial fulfillment of the Degree of Master in Business Administration.

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Summary

This chapter presents an overview and background of the present study, including a brief review of available Celebrity endorsement literature. It also explains the problem statement and the research questions arising from the literature. This is followed by a discussion of the significance of the study.

Abstract

Title: Impact of Celebrity Endorsement on Consumer Buying Behavior: An Islamic Perspective

This learning purposes at investigating the influence of personality endorsement on consumer buying behavior in an Islamic perspective in Islamabad, Pakistan. This study is based on the survey questionnaire of 207 university students of Rawalpindi and Islamabad on their attitude towards purchasing behavior of products endorsed by Islamic celebrities in Pakistan. Different statistical techniques like reliability test, correlation and regression analysis were applied in order to discourse the research questions of the study. The main findings showed that the respondents were more inclined towards the expertise and the credibility of the Islamic endorser rather than the attractiveness factor. The results indicated some statistically significant of purchase intentions due to the expertise and credibility factor and they trust on a celebrity who is well known in terms of his expertise and credibility. More specifically, students like to buy the products or services which are endorsed by the Islamic scholars who possess expertise and known for their credibility.

Key words: celebrity, celebrity endorsement, purchase intention, consumer buying behavior, Islamic endorsement

Chapter 1

Introduction

Background to the Research

Celebrities are the role model in the in the current world. Changing their life styles according to their chosen celebrities lives. This action makes a big influence on the purchasing behavior of the people. This appeals the customers and finally makes an increase the company productivity.

Islamic Celebrities are not considered more attractive to the customers in terms of buying the products and services. But it leaves an excessive impact on the thought of choosing the product. And customer always thinks that if their personality is using the product, then they should go for it (Khatri 2006).

Since past 150 years adverting is diversifying in multiple stages from the traditional to modern life. Nowadays it's the great strategy to show their products and services by using celebrities and influence customers. Belch and Belch (2008) states that the main goal of using these policies is to get high attention, longing, retaining and get more curiosity. For this marketers attach renowned celebrities with their products.

McCracken (1989) stated Renown celebrities had enormous effect on the customer's purchasing actions that's why it became the maximum striking tool of publicity now. The main aim of to do publicity is to effect customers to the products and services (Ohanian 1990).

Celebrity

Erdogan (1999) explains that personalities are those persons who possess well recognized by the big population. This possesses special uniqueness and qualities like charisma or unusual qualities and standard of living that common people don't have access. And they can be categorized as a special person who is different from the common person. If we talk about the Islamic celebrities then Dr. Amir Liaqat, Junaid Jamshed and Bilal Qutab are significant personalities. Other then these in actors (e.g. Fawad Ali Khan, Shan, Moammar Rana, Faisal Qureshi etc), models (e.g. Ayan Ali, Iman Ali, Mahira Khan, Mehwish Hayat, Saba Qamar etc), Players (e.g. Wasim Akram, Shahid Afridi, Shoaib Akhtar, etc.) are influential.

Celebrity Endorsement

Khatri (2006) studies that the promotions by the celebrities are the advertising strategy to seek the attentions of the company. By reviewing the present marketplace, it has develop the necessity of the marketers to attach the unalike celebrities with their brands to make a significant image and the unique identity of the company. But it carries high risk to company because sometimes we have not surety that it will leave the good impact on the customer and the sales booster of the company. But it gives a buzz and a curious message to the customer which ends up popularity of the brand. And it increases the expectations of the customers that the product or service will perform well.

Consumer Purchasing Conduct

Purchasing performance is a procedure in which a person wants the products and facilities they make decisions to purchase the most wanted products which suited them perfectly from many alternatives. Marketing decision purchasing process has a vital role for anyone. Each step is take

care from the marketers quite than just buying choice because if advertisers just study purchasing choice, it can so late for a company to effect the excellent of the customers. According to the typical purchaser goes done the entire procedure for buying any good or service. Though, while in extra consistent purchase, sometimes patron avoids.

Influence Of Validation On Purchasing Performance

McCracken (1989) approved commercial is the act that encourages persons specific market to purchase services and products. There are numerous ways of advertising like TV ads, radio, and print media, billboard marketing, online in store advertising, WOM and endorsement.

McCracken (1989) found that endorsing by celebrities characterized in numerous ways of transferring meaning to brands.

Research Gap

There is a lot of study has been done on personality endorsement. Many researchers through the globe are still finding new facets of this study. Islamic celebrity endorsement is the novel idea on which very few researchers have worked.

Problem Statement

Pakistan is an Islamic country. Where 95-98% of population is Muslim. It's a very big market for business. Every day we see a new advertisements endorsing by the famous celebrities. But a few ads endorsed by the Islamic scholars. Unfortunately very rare research work has done on endorsing products and services by the Islamic scholars. Celebrity endorsement sports star however very less celebrity endorser is an Islamic scholar. Few of the heath care campaigns have been endorsed by Islamic scholars hence a need of general validity is required to be tested. This

research work can have an exceptional impact on the endorsement of goods and services and we could see a big change.

Study Queries

Any influence of personality on customer purchasing performance?

Which factor of personality effect purchase intention of the consumer?

Which influence of purchase intention on customer purchasing performance?

Significance of the study

We have a large chunk of celebrities working in media industry as well as the Islamic scholars on different TV channels. Marketing companies like to hire them for endorsing their products and services. Because of the attractiveness, fan following and good reputation of the celebrities. But what if they hire Islamic scholars to endorse their products and services, results will be same or not? We have seen many advertisements now a days which are being endorsed by Islamic scholars like Tullo, Lays, cricket promotional ads and numerous polio campaigns. This research will make a significant impact and a big contributions to the current research era on celebrity endorsement.

Research Objectives

1. To study the influence of superstar endorsement on purchasing behavior.
2. To examine that which factor of celebrity effects purchase intention.
3. To examine the influence of purchase intention on consumer buying behavior.

Synopsis of the chapters

Outline of this study has been constructed in order to comprehend the above-mentioned purposes and therefore includes Five chapters are Introduction, literature review, methodology, analysis and discussion, conclusions. A brief summary of each of them is as follows:

Chapter 1

Mechanisms of section one are overview, research gap, research queries, problem declaration, worth of the education, research objectives and précis of the chapters.

Chapter 2

Chapter 2 Covers fiction appraisal in it all variables are defined, explained with proper references and citations.

Chapter 3

In chapter 3 methodology, research philosophy, research design, Sampling Technique, data collection method, sample size, instrument selection, reliability test, plan of analysis, statistical tools for data analysis and variables.

Chapter 4

Chapter 4 includes results Correlation and Regression Analysis, mediation analysis and Testing of Hypothesis have been discussed in depth and detail.

Chapter 5

The last Chapter includes Discussion, Recommendations, limitations and future research areas of the study.

Chapter 2

Literature Review

Marketers frequently exercise the approaches proposed to appeal consumers attention to their communication and to distinguish the contributions from the competing goods by the expectation of prompting customer purchasing performance. In the current modest biosphere, to accomplish the objectives a excellence is placed on an method which can achieve these benchmarks. The biggest challenge is to use a personality symbolic. According to Akin and Bock (1983), around are many foundations as to why a known advocator may be leading. Celebrities are usually seen as being importantly active persons with attractive and pleasant traits (Kamins et al. 1989). The use of well-known celebrities in the upgrades is drew spinal to nineteenth era and these general advertisings exposed a large number of intelligent as well as truthful thoughts. Mostly academic study of personality provision contains the circle of representative's trustworthiness and magnetic representative, and endorses that well-known person's workout their influence on buyer through seeming characters.

Numerous studies reveals that use of famous and attractive celebrities serve as a foundation to increase approaches towards the advertisement (Haghirian & Madlberger 2005). Now a days mass media is full of information regarding superstars and celebrities and because of consequences, superstars have great status, unique traits and captivating metaphors according to public view (Haghirian & Madlberger 2005).

Personalities frequently occur in advertisings in contacts among client belongings or facilities. In this way they find a way to stay away from the hectic mess of people and get publicity in an easy way they portray consumer consideration so superstar endorsement have proved to be a good

method. It’s a fact that marketers spend bug amount to utilizing the stars to sponsor their products and services (Agawal & Wgner 1995; Erdogan 1999; Kikati 1987; Mrathur et al. 1997; Gabfor et al. 1987).

McCracken (1998) states that celebrity is like a performer, memorial and illustrative of the business or society. Study needs recognized that representative authorization effects customers’ mind-ofset and it can alteration their perceptions and moods to the advertisement and goods as well. This can lead the increase in the sales of products or services.

"Superstar Supporter is a individual who is known to audience for his achievements in different class to the approved product areas "(Friedman and Friedman, 1979). Fixing superstars with their brands multinational organizations is an extra effort exerted on the aads, in instruction to improvement more approval of the product and for informal credit purpose of buying drive. Strong attachment with personalities attracts folks and encourages them to follow the celebrity (McCutcheon, and Houran Lange, 2002).

Erdogan (1999) delivers a meaning of an endorser similar to Erdogan (1999) celebrity; a superstar endorser is a extensively familiar in different areas of the product that supports person. These multinational organizations are an extra effort exerted on and have a large number of followers who see them as role replicas in terms of their characteristic makings. Product developers take advantage of the credibility and celebrity following for its credible ads. An endorser celebrity is defined who see them as role replicas in terms and to appear in an ad with a given commodity used public recognition in product name. McCracken definition emphasizes the transfer or rather the association of the achievements of the celebrity endorser and therefore recognition with the approved product.

Celebrities WHO offer persons to purchase the product or service are invited with huge influence on ads than any other Because of Its trustworthiness and unique position. It leads to the intention of buying. In setting present advertising attention, capturing to The ads made by the endorsers Also, Which produces optimistic consequences and Larger advertising purchase intentions (Brijesh and Gauranga, 2011). Superstars are considered to draw attention to advertising because of its sympathy and appeal (Erdogan, 2001).

Physical Attractiveness

Rendering to Patazer (1985), “Physical attractiveness is an formal cue which includes properties that are delicate, universal, and inevitable; harvests a sure shape of Verifiable changes; properties that are delicate ".

According to Oahanian (1991), “Attractiveness is a better endorsement than any dispatch of Introduction". Physical attractiveness of personality endorser got excessive common judgment and suitability. It is a means to get attention of spectators both in electronic and print media;

While choosing the product or services physical attractiveness is a positive attribute customer keep in mind in comparison to non-attractive celebrity (Oahanian, 1991). A reading conclusion about Blade discloses charm of personality creates important fallouts as persons are themselves aware about their particular appearances (Kaahle and Hoamer, 1985). Equally, harvests related to the person’s physical attractiveness like facial creams, shampoo, powders are more influenced by the celebrity’s physical attractiveness. Celebrities who are physical attractiveness are valuable for the code of game up model while selecting celebrities where appeal is extra important (Kamins, 1990).

Bodily draw is an instrument to alter boldness (Menon et al.2001). So physical lure is influential source to inspiration the folks by their appearance elegance create significant effect on buying intention. As national Islamic Scholar like Amir Liaqat exposes himself in Tullu advertisement national superstars are of their own reputation in this respect within social chains and spiritual perimeters.

Credibility

Credibility denotes to the " integrity, honesty and credibility of an advocate" (Erdogan, 2001). Customer has usually a consideration that personalities are reliable way of interactive info (Goldsmith et al., 2000).

It's a common principle a person you believe upon is a source to persuade you to trust in unseen thing, that person is more trustworthy than any other in the society. In addition to "the extent to which the receiver realizes the medium as getting relevant awareness, abilities, or information and the medium to give fair, neutral information" (Belch and Belch, 1994).

Celebrity who is in the advertisement become really effective in the masses if its arbitrated that who is the speaker, who is speaking; how much is that individual believable? Superstar having expertise is more believable or credible (Haung et al., 2011).

To decrease the rumors or bad celebrity's trustworthiness is very important. Ethnic group is very important for increasing the trust on the celebrity because having the same ethnic group will have a bigger impact on the people than any other ethnic group. A celebrity which has same lifestyle and living routine or belong the same region with prospect group is considered to be more reliable. Like Pakistan and Indians has same kind of lifestyle and their endorsers are followed by the large number of population due to the same kind of region Like Salman Khan, Shahid Kapoor, Shahid Afridi but little bit difference of believes is also seen like Mahnoor,

kareena and Baloch. Apart from all the similarities it doesn't matter if from Pakistan or India they are almost same like they have Dr. Zakir Naik for promotions of their campaigns which has a hug fan following in India and Pakistan.

Celebrity Expertise

Term skill is explained as "the degree to which a speaker is supposed to be a foundation of effective statements" (Haovland et al.,1953). In command to influence receivers of gen advocate's knowledge has promising influence on telephones (Ohanian, 1990). Belch or and Belch (1994) states that the receiver has a firm credence upon the speaker who is every day and needing related info and information, knowledge in his main area. By great information endorsers high data and assistances has more control of sanction than any other person who has low expertise has low power of recommendation (Ohanian,1990). It is the reason in directive to find out the guidance on the recipient (Aamos, Holmes and Strutton,2008). Personality with strong knowledge and expertise in the advocating topic than it has the strong differential power to pursue.

Purchase Intention

Purchase intention is a cognitive process which works behind a customer plan to buy something for use and where some factors customer perception about source person or product matters. Key attention of the study is on the attitude of main person, spokesperson. The qualities of spokesperson change the defiance near buying (Amos, Holmes and Struton (2008). Optimistic attitude of customer towards the attributes of celebrity increase buying behavior (Ohanian 1991). Buying purpose is the only outcome of single spokesperson's aspect that is his capability rather than any other. Purchase intention increases when the message of advertisement is simply

remembered and friendliness of the ad escalations due to the superstar's participation which consequences in purchasing intention (Preingle and Binet, 2005). By using advertisement as medium indirect relationship with intent to buying and spokesperson is also found positive toward product (Goldsmith et al., 2000) .

Consumers opt with celebrities if produce traits are not careful in detail by customers (Lafferty and Goldsmith, 1999). Attractiveness has more influence on purchase decision and some significant results are also found according to (Yoon et al. ,1998). On the other end, researchers also highlighted the negative effect of celebrity endorsement. Effectiveness of the celebrity decreases by over endorsement and it makes a negative effect n the purchase decision (Tripp et al., 1994).

Celebrity endorsement has a positive and significant impact on the purchase intention of consumer it's found from the available literature. In this study attractiveness of Islamic celebrity is not much important for the customers but the expertise and credibility of the endorser. In India and Pakistan celebrities who are physically attractive are considered more credible and perfect for the advertisement but when it comes to Islamic celebrities it's not important for celebrities to look attractive to consumers. On the other side for the promotions of beauty products and shampoos celebrity must be attractive to make an influence on the purchaser. Emerging of Islamic celebrities in Pakistan while endorsing products, running campaigns and services it gives an idea that organizations got benefits by doing so.

Dr Amir Liaqat in different promotional ads can be seen endorsing several products. In an Islamic state when a newspaper published an unethical ad of mobile with an Indian celebrity laying down and holding the mobile created a chaos in the advertisement industry. Islamic

celebrities like Junaid Jamshed alleged with blasphemous act and decreases its worth for the marketers because it could make negative impact on the promotional strategies.

On the other side the conflicting examination has also been performed by academics as over certification, or if the luminary is wrong and not proficient, then near resolve be no harmful effect spokesperson commendation in the product. Increased figure of brands approved by decreasing celebrity the value of spokesperson and significant influence (Tripp et al., 1994). Celebrity participation in bad event makes less heartening or pleasing to the merchandise or service guarantee (White et al., 2009).

On the other needle opposing analysis has also been completed by the investigators when celebrities over endorse or the celebrities has not that much level or professionalism formerly there will be a bad effect on the product (Tripp et al., 1994). Involvement of celebrities in the adverse actions makes less exciting to the product or services (White et al., 2009).

Based on the above scrutiny, most lessons backing that personality assenters have significant influence on Consumer buying behaviors. Several studies support the same ethnic groups Celebrities are effective in purchase intent. While in Pakistan Islamic celebrities are also lies in the influential endorsers, Dr Amir Liaqat, Junaid Jamshed and Bilal Qutab are some of the influential celebrities of Pakistan.

A consumer is the person who is using or consuming a particular product (Institute of Political Studies, 2006). Similarly everyone in the world is a consumer because in a time or another in the daily lives of the world's population, an individual requires something (Hung 2011). When needs arises the consumption process begins. So individual has needed to fulfil so he always tries to fulfill that need and remain in search for the product to meet the need. It's not a simple process that explains how the different consumers will behave when they attempt to meet their needs

(Hung 2011). There are many internal and external factors which determine the consumption process (2,006 Policy Studies Institute). Internal factors like psychological factors on consumer. Moreover, there are many external factors which may affect the purchase decision like purchasing power, availability of different products, consumer perception of price, quality or other factors.

Edinburgh business school's director David Statt (2010) stats that the consumer is general term. It argues that what client is a person who carries the relationship for a long term between a brand or retailer and purchaser. On the other side, consumer is a term who purchase and use a particular product. As Statt (2010) explains, businesses and companies should work hard to increase the customers.

Because every customer has some brand loyalty to certain level that allows a company to sustain the market shares. If customer shows some kind of tendency to make some subsequent purchases then the business can predict the sales volume. Explains consumer buying behavior as physical, mental and emotional process that consumer passes through while making the purchase or services that satisfy the need of the consumer.

Many emotional and mental processes depend on the thoughts and may depend on the sensitivity. Like Valarie Zeithaml (1988) states in the journal of marketing that sometimes customer is not clear about the product quality, price and the value and it can differ from the actual shape. Zeithaml (1988) said that the perceived quality is not that much up to the mark so the marketers and advertisers make their brands seem greater to the competition. According Zeithermal (1988), sometimes celebrity endorsement is used to alter the perception of the consumer of a particular brand by relating the success of the celebrity to the product or service.

However, Hayat (2010) says sometimes this idea fails due to the over expectation from the endorser because it is possible that he may not have the idea or may not support the product. Essentially, marketing's end goal is to alter the perception of the consumer about the shape of certain product. There are numerous ways to do that like lowering the prices, higher prices, big endorser can be attached to the product and there are many other ways to advertise the product. For a marketer, to cater the right category and select the right marketing strategy he or she needs to have the clear knowledge of the market.

To understand the consumer behavior marketer must do the extensive market analysis and then he can get the idea of likes and dislikes of the market. As Busler (2002) states consumer behavior is a data of many factors and it changes by the passage of time. Busler (2002) explains that consumer behavior is the cause of all the marketing related decisions. So, a marketer who have a clear idea about the behavior of the target market then he can make a strong and influential marketing strategy and it will surely lead to an increase in sale. Market research is very important to know the patterns of the target audience therefore to create an effective marketing strategy which will carry the message and in the end to make them buy the product.

Hypothesis

Main Hypothesis:

H1: Attractiveness is a positive and significant affiliation with shopper purchasing performance

H2: Credibility has a positive and significant affiliation with shopper purchasing performance

H3: Expertise is a positive and significant affiliation with shopper purchasing performance

H4: Purchase intention is a significant connection with Consumer buying behavior

Mediation Hypothesis:

H5: The Purchase intention is an insignificant mediator in the relationship of attractiveness and consumer buying behavior.

H6: The Purchase intention is a significant mediator in the association of reliability and consumer buying behavior.

H7: The Purchase intention is a momentous mediator in the affiliation of expertise and consumer buying behavior.

Chapter 3

Methodology

Saunders Onion (Saunders, M. N. 2011) research model is used to conduct the research. This model is taken from "Investigation means for business students, 5/e. Pearson Education India".

Research Philosophy

The Current research philosophy we are using that is positivism. Evidence are taken from sensory knowledge and interpreted through logic and reasons. Ultimately this study examines true understanding towards the influence of superstar validation on customer buying performance.

Research Design

Quantitative and exploratory research is done. Together chief and minor figures bases have been gathered for this study.

Primary Data:

Primary data was collected from Quaid-e-Azam University, Islamabad, Pakistan Institute of Development Economics, Islamabad and Per Mehar Ali Shah University, Rawalpindi

Secondary Data:

Secondary data was collected from the numerous papers and journals.

Sample Size

The 230 questionnaires were distributed for collection of data and 220 were got back, 13 surveys from 220 were 70 – 80 % void later these they (13 questionnaires) were omitted from study while 207 surveys were useful and correctly filled. Hence 5.90% were invalid surveys and 94.10% surveys were useful and the tools were also applied on effective sample.

Total Questionnaires	=	230	
Received Questionnaires	=	220	
Unfilled Questionnaires	=	13	(5.90%)
Correct Questionnaires	=	207	(94.10%)

Data Collection Method

Quantitative survey was used and it was grounded on closed ended questionnaire method .Items which are added in the questionnaires were measured on 7 points Likert scale range was agree to disagree its assigning quantitate look to the qualitative data and data was adapted from numerous researchers. Points among the responses were equally distributed. Scale was established by Renesis Likert (1932) and it opened new ways in quantitative measure.

Personal interactions and interviews were taken on early level while most questions were disseminated and got back. References basis questionnaires were disseminated to make the research quick and timely and increases the rate of responses. Questionnaires in hard copies were 230 from 220 were got back and invalid questionnaires were 13 out of 220 so eliminated from the study while 207 questionnaires were authentic and filled.

Sampling Technique

Sampling Technique was convenient non probable for the collection of data. Basically non probability technique is applied where you don't have an idea about the respondent or he can't be calculated. This technique is cost effective and easy to use to gather data.

Instrument Selection

Approach was Total design method (Dillman, 1978) and it explains that the questionnaire should be genuine and authenticated from the many researchers. Borrowed this survey from the research on the topic of influence on celebrity Statistical analysis is done through different software because these are cheap and reliable while if I its very time taking, there are many chances of error mean low reliability and waste of resources. Syed Rammeez ul hasssan and Raja Ahmed Jamil (2014). And further it was altered according to the model of study.

Statistical Techniques for Data Analysis

Empirical evidences and significance to establish the theory there is a in an Islamic perspective. Statistical analysis is done to interpret the empirical evidences. Statistical analysis is done through different software because these are cheap and reliable while if I do manual calculations then its very time taking, there are many chances of error mean low reliability and waste of resources.

Following tests were applied on data for; instrument reliability (Cronbach's alpha) test, analysis and Pearson's correlation and regression technique is used.

Variables

Customer purchasing performance is the in need of variable and star endorsement is the independent movable. We categorize the personality in its three key characteristics namely, credibility, attractiveness and expertise. And we see their influence on the consumer buying behavior. And we have a mediating variable of purchase intention.

Plan of Analysis

Data is treated in SPSS and AMOS to get the consequences in this study. The outcome of the study will be examined through correlation, regression and mediation analysis through AMOS.

Questionnaire Reliability Tests:

For further statistical analysis instrument reliability test is compulsory and it's a pre-requisite, it explains that if the instrument is significant and calculating appropriate concept or not. Consistency among internal items determines the reliability of the instrument and it should be in the acceptable range.

Test which is applied is Cronbach's Alpha to measure the relation among items. Value of Alpha maximized when the relations among item is larger which explains that all items are calculating equal concepts.

Below given table explains the consistencies of each result and questionnaire, values are in the array of getting. Georgea and Maalley (2003) and Seekaran (2003) state that ≤ 0.v6 ≥ 0.f7 (equal

to or larger than .f6 and equivalent to or less than .v7) is a satisfactory range to and all the results are under the satisfactory range.

Variable Name	Cronbach's Alpha	Number of Items
Physical Attractiveness	.746	4
Credibility	.728	3
Expertise	.934	5
Purchase Intention	.893	2
Consumer buying behavior	.793	2

Table 1: Reliability Test

Physical Attractiveness

Table shows Cronbach's Alpha's value for physical attractiveness is .746 and it's exceeding than standard of Cronbach's Alpha test of reliability.

Credibility

Table shows Cronbach's Alpha's value for physical attractiveness is .728 and it's exceeding than standard of Cronbach's Alpha test of reliability.

Expertise

Table shows Cronbach's Alpha's value for physical attractiveness is .934 and it's exceeding than standard of Cronbach's Alpha test of reliability.

Purchase Intention

Table shows Cronbach's Alpha's value for physical attractiveness is .893 and it's exceeding than standard of Cronbach's Alpha test of reliability.

Consumer buying behavior

Table shows Cronbach's Alpha's value for physical attractiveness is .793 and it's exceeding than standard of Cronbach's Alpha test of reliability.

Conclusion:

Reliability and validity test has performed on the study so we can continue the study and perform the residual analysis and get the goals of the study and prove the hypothesis are accepted or rejected.

Theoretical Framework

Theoretical framework is something which explains the overall topic of the study. We have three independent variables, purchase intention which is a mediator and a dependent variable which is consumer buying behavior. There are some qualities of the celebrity and here we are stating main three components of the celebrity which is attractiveness it includes the beauty, looks, charm and pleasing appearance of the celebrity. Second attribute we've taken is credibility which is explaining trustworthiness, sincerity and authority of the celebrity and third one is expertise which includes knowledge, experience of the product. Purchase intention is a mediator which shows the consumer's intention of purchase or the buying goal towards the product. Consumer

buying behavior is dependent variable which is explaining that how much behavior of the consumer changes due to the mediator and independent variables. (Ahmed et al. 2014).

Models

Under figure is representing the outline from which can be clearly understand the impact of personality endorsement on consumer purchasing behavior. It is embraced after the combined perfect for kind personality authorization and customers' awareness study cross traditional customer behavior (Biswas & Hussain 2009).

Model of Research

Table 2: Model of Consumer Buying Behavior

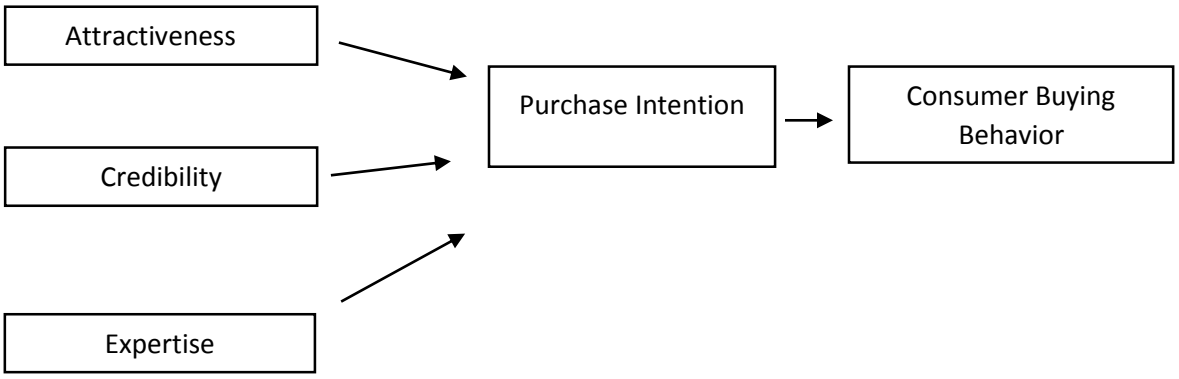


Table 3: Explaining Model of Consumer Buying Behavior

Models	Basic Theory	Source	Consumer perception

Attractiveness Model	Knowledge, Charm and positivity of Celebrity	Identification process (Kelman, 1961)	Affirmative vision of promotions, personality and brand when information and reliability high.
Credibility model	Reliability, trustworthiness of celebrity.	Internalization process (Kelman) Balance theory (Heider 1946)	Optimistic judgment of poster, personality and brand when celebrity is famous.
Expertise Model	Experience, Knowledge and skill of the celebrity.	Influence of knowledge and experience.	Promotions of products and services are required deep knowledge and skill while endorsing in advertisings.

Chapter 4

Table 4: Correlation Analysis

	Mean	S.D	01	02	03	04	05	06	07	08
01-Gender	1.40	.49	1							
02-Age	1.77	.70	-.311**	1						
03-Educational Level	3.17	.67	.023	.686**	1					
04- Physical Attractiveness	5.82	.63	.140*	-.014	.102	1				
05- Credibility	5.36	.82	-.198**	-.094	.005	.370**	1			
06- Expertise	4.34	1.38	.013	-.137*	.080	.276**	.783**	1		
07- Purchase Intention	3.26	1.48	.069	-.138*	.086	.186**	.662**	.783**	1	
08- Consumer buying behavior	3.78	1.44	-.007	.258**	.017	.272**	.695**	.801**	.836**	1

**. Correlation is significant at the 0.01 level (2-tailed)

*. Correlation is significant at the 0.05 level (2-tailed)

N = 207

Correlation table shows relation between two variables (indicated by level of significance) and the direction of correlation (indicated by positive or negative signs). Positive sign indicates that both the variables are moving in the same direction and negative sing claims that variable have opposite movements. Pearson correlation analysis is used to calculate correlation coefficient. The value of coefficient lies between +1.00 to -1.00. 0 value indicates no correlation between variables.

Purchase intention is portraying the strong positive relation with Consumer buying behavior. Pearson Correlation value between purchase intention and the consumer buying behavior is .836** and it is weighty that specifies that there is optimistic relation among both variables.

Relationship between consumer buying behavior and physical attractiveness .272** is positively correlate. Pearson correlation is defining the value of physical attractiveness .272** and it is significant.

Relationship between consumer buying behavior and Credibility .695** is strong positively correlate. Pearson correlation is defining the value of Credibility .695** and it is significant.

Relationship between consumer buying behavior and expertise .801** is positively correlate. Pearson correlation is defining the value of expertise .801** and it is significant.

Regression Analysis

Regression examination is a method which clarifies the linear most possible influence in dependent variable. It shows that how much effect has self-determining on needy variable. It is also distinct as constant of association; the joint variations of self-governing and reliant on variables. R2 is denoted as regression (R-Square).

Regression Analysis (Hypothesis 1)

The H1 of this study was; Attractiveness is a positive and significant relationship with consumer buying behavior.

Regression Model explains the summary table in which value .272 of R (Coefficient of Correlation) which shows that there is 27.2 % correlation among physical attractiveness and

consumer buying behavior, value .074 of R^2 (coefficient of regression) explains 7.4% or 7.0% impact of physical attractiveness on consumer buying behavior.

ANOVA Table shows the fitness of model, F-value at 16.244 is .000<.05 and it is significant which shows that the variation produced (7.4 or 7.0%) by physical attractiveness on consumer buying behavior is significant. Physical attractiveness has standardized β-coefficient is .272.

Table 5: Regression Analysis (Hypothesis 1)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.272[a]	.074	.070	1.40

a. Predictors: (Constant), Physical Attractiveness

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.060	1	32.060	16.424	.000[b]
	Residual	400.157	205	1.952		
	Total	432.217	206			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Physical Attractiveness

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.117	.910		.129	.897
	Physical Attractiveness	.629	.155	.272	4.053	.000

a. Dependent Variable: Consumer Buying Behavior

Regression Analysis (Hypothesis 2)

The H2 of this study was; credibility is a positive and significant relationship with consumer buying behavior.

Regression Model explains the summary table in which value .695of R (Coefficient of Correlation) which shows that there is 69.5% correlation among credibility and consumer buying behavior, value .482 of R^2 (coefficient of regression) explains 48.2 % or 48.0 % impact of credibility on consumer buying behavior.

ANOVA Table shows the fitness model, F-value at 191.029 is .000 < .05and it is significant which shows that the variation produced (48.2 or 48.0 %) by credibility on consumer buying behavior is significant. Credibility has standardized β-coefficient is .695.

Table 6: Regression Analysis (Hypothesis 2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.695[a]	.482	.480	1.045

a. Predictors: (Constant), Credibility

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	208.485	1	208.485	191.029	.000[b]
	Residual	232.732	205	1.091		
	Total	432.217	206			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Credibility

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.793	.481		-5.805	.000

Credibility	1.226	.089	.695	13.821	.000

a. Dependent Variable: Consumer Buying Behavior

Regression Analysis (Hypothesis 3)

The H3 of this study was; expertise is a positive and significant relationship with consumer buying behavior.

Regression Model explains the summary table in which value .801 of R (Coefficient of Correlation) which shows that there is 80.1% correlation among expertise and consumer buying behavior, value .682 of R^2 (coefficient of regression) explains 68.2 % or 64.0 % impact of expertise on consumer buying behavior.

ANOVA Table shows the fitness of model, FA-value at 367.610 is .0000 < .005 and it is important which shows that the variation bent (68.2 or 64.0 %) by expertise on consumer buying behavior is significant. Expertise has standardized β-coefficient is .801.

Table 7: Regression Analysis (Hypothesis 3)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801	.642	.640	.8688

a. Predictors: (Constant), Expertise

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	277.479	1	277.479	367.610	.000[b]
	Residual	154.738	205	.755		
	Total	432.217	206			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Expertise

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.142	.199		.713	.476
	Expertise	.839	.044	.801	19.173	.000

a. Dependent Variable: Consumer Buying Behavior

Regression Analysis (Hypothesis 4)

The H4 of this study was; Purchase intention is a significant relationship with Consumer buying behavior.

Regression Model explains the summary table in which value .836 of R (Coefficient of Correlation) which shows that there is 83.6% correlation among credibility and consumer buying

behavior, value .699 of R^2 (coefficient of regression) explains 69.9 % or 69.7 % impact of Purchase intention on consumer buying behavior.

ANOVA Table shows the fitness of model, F-value at 475.561 is .000 < .05 and it is important which shows that the difference created (69.9 or 69.7 %) by Purchase intention on consumer buying behavior is significant. Purchase intention has standardized β-coefficient is .836.

Table 8: Regression Analysis (Hypothesis 4)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836	.699	.697	.79693

a. Predictors: (Constant), Purchase_Intention

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	208.485	1	208.485	191.029	.000[b]
	Residual	232.732	205	1.091		
	Total	432.217	206			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Credibility

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.793	.481		-5.805	.000
	Physical Attractiveness	1.226	.089	.695	13.821	.000

a. Dependent Variable: Consumer Buying Behavior

Mediation Analysis (Hypothesis 5)

AMOS is used for mediation analysis which is classed Study of Measure constructions which is an relaxed and straight method for conciliation investigation. AMOS is the extension of SPSS (arithmetic suite for social science) hereafter the data is maintained with AMOS. Relationship is portrayed by the diagram in rectangular boxes through the arrow signs.

Assumptions of Mediation Analysis

Mediation analysis is constructed upon the statistical method, the regression rules and path assumptions (Baron & Kenny, 1986; Judd & Kenny, 1981; MacKinnon et al., 2007; MacKinnon, 2008).

Path Assumptions

The Baron & Kenny (1986) technique used for mediation analysis it determine the mediation and according to them the mediation model has 4 paths, a, b, c and c’ which are defined as:

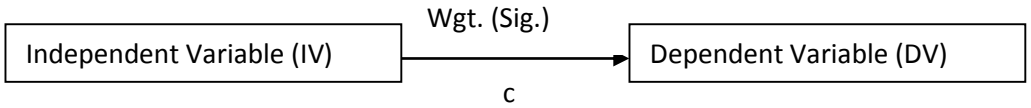
Path a: Influence of Independent variable on interceding variable and it should be important.

Path b: Influence of interceding variable on reliant variable and it should be substantial.

Path c: Impact of independent variable on reliant on mutable and it should be substantial.

Path c': By taking the mediating variable effect of autonomous variable on at the mercy of variable.

Table 9: Path Analysis



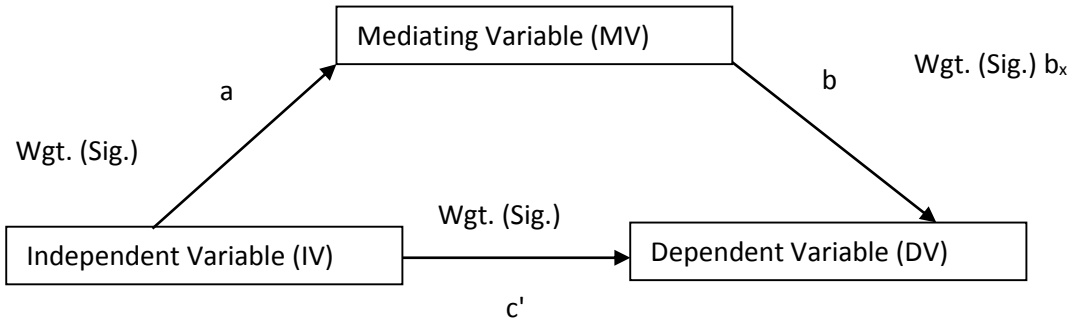
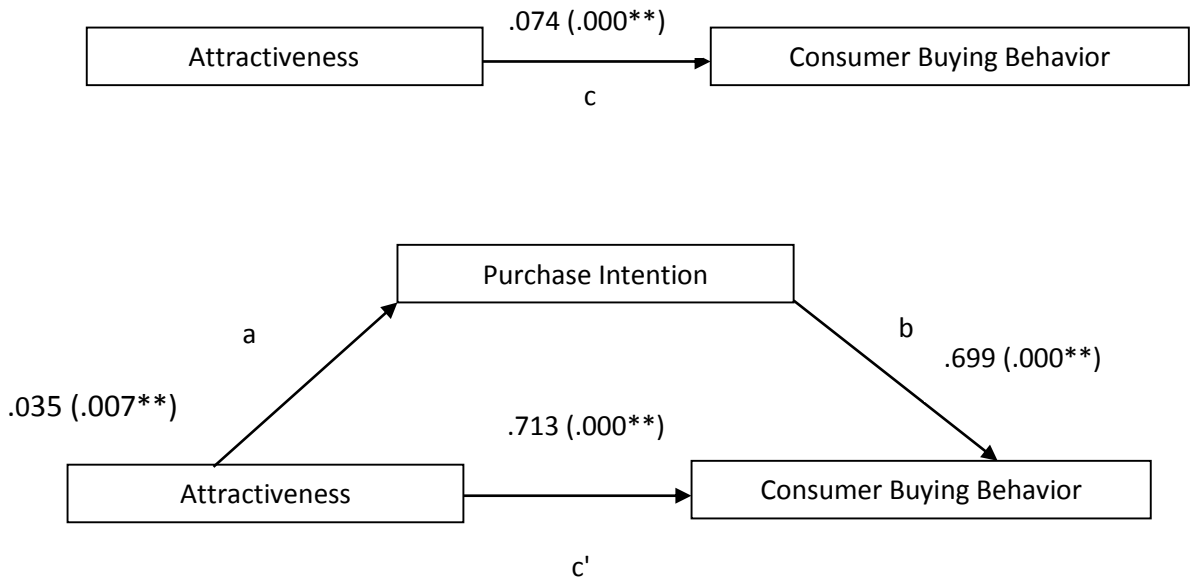


Table 10: Mediation Analysis (Hypothesis 5)



H5: The Purchase intention is an insignificant mediator in the relationship of attractiveness and consumer buying behavior.

Path a: Path a is showing important relationship of .035 at .0000 <0.01 for association of purchase intention and attractiveness, hence this fulfills the first assumption for mediation analysis.

Path b: Path b is showing significant relationship of .699 at .000 <0.01 for relationship of purchase intention and consumer buying behavior, hence this satisfies the second assumption for mediation analysis.

Path c: Path c is showing significant relationship of .074 at .0000 <0.01 for association of attractiveness and consumer buying behavior, henceforth this satisfies the third hypothesis for mediation analysis.

Path c': The results of path c' illustrates; the insignificant regression weighs .713 for impact of attractiveness on consumer buying behavior while taking the mediating role of purchase intention.

These results for path c' shows there is no effect of mediation of attractiveness on consumer buying behavior while mediating role of purchase intention.

	Mediation Analysis			
Model	Path a	Path b	Path c	Path c'
A → PI	.035 (.007**)			
PI → CBB		.699 (.000**)		
A → CBB			.074 (.000**)	
A →PI → CBB				.713 (.000**)

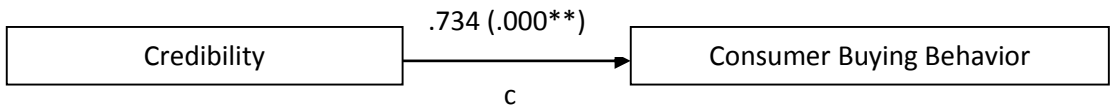
* Sig < 0.05, ** Sig < 0.01

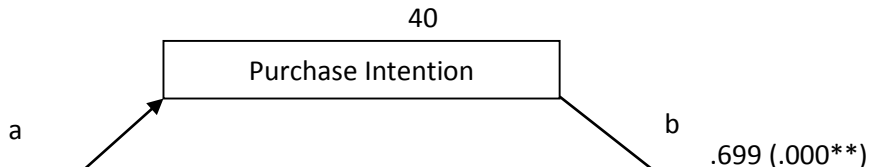
A : Attractiveness

PI : Purchase Intention

CBB : Consumer Buying Behavior

Table 11: Mediation Analysis (Hypothesis 6)





Results of Mediation Analysis

H6: The Purchase intention is a significant mediator in the relationship of credibility and consumer buying behavior.

Path a: Path a is showing important relationship of .438 at .000 <0.01 for relationship of purchase intention and credibility, hence this fulfills the first assumption for mediation analysis.

Path b: Path b is showing significant relationship of .699 at .000 <0.01 for relationship of purchase intention and consumer buying behavior, hence this satisfies the second assumption for mediation analysis.

Path c: Path c is showing significant relationship of .734 at .000 <0.01 for relationship of credibility and consumer buying behavior, hence this satisfies the third assumption for mediation analysis.

Path c': The results of path c' shows; the partial significant regression weighs .482 for impact of credibility on consumer buying behavior while taking the mediating role of purchase intention.

These results for path c' shows there is little effect of mediation on consumer buying behavior while mediating role of purchase intention.

Mediation Analysis

Model	Path a	Path b	Path c	Path c’
C → PI	.438 (.007**)			
PI → CBB		.699 (.000**)		
C → CBB			.482 (.000**)	
C →PI → CBB				.734 (.000**)

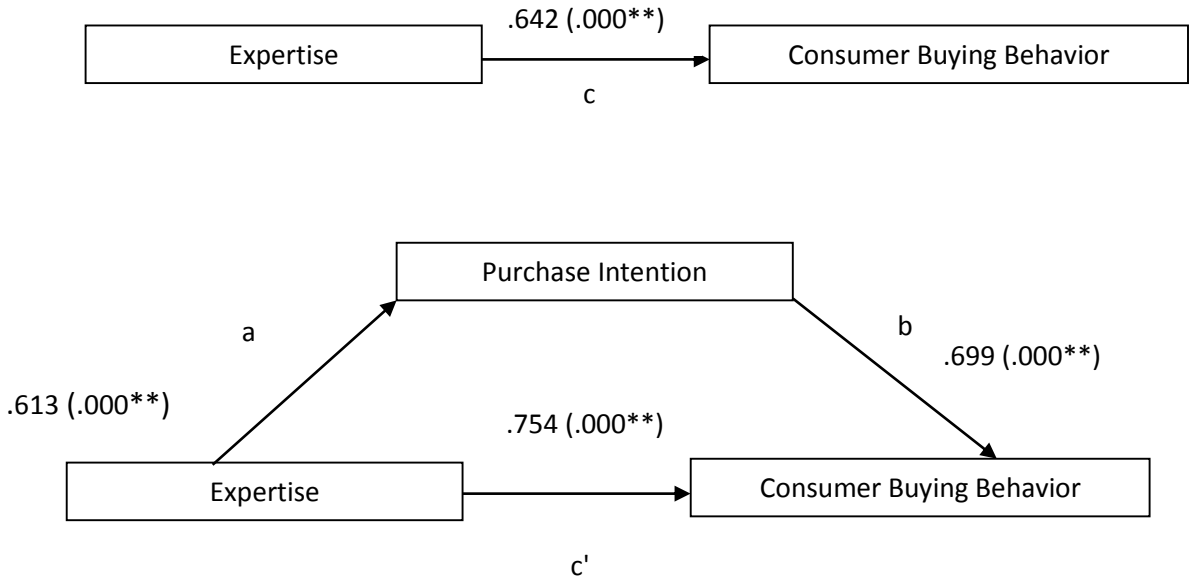
* Sig < 0.05, ** Sig < 0.01

C : Credibility

PI : Purchase Intention

CBB : Consumer Buying Behavior

Table 12: Mediation Analysis (Hypothesis 7)



Results of Mediation Analysis

H7: The Purchase intention is a significant mediator in the relationship of expertise and consumer buying behavior.

Path a: Path a is showing important relationship of .613 at .000 <0.01 for relationship of purchase intention and expertise, hence this satisfies the first assumption for mediation analysis.

Path b: Path b is showing significant relationship of .699 at .000 <0.01 for relationship of purchase intention and consumer buying behavior, hence this satisfies the second assumption for mediation analysis.

Path c: Path c is showing significant relationship of .642 at .000 <0.01 for relationship of expertise and consumer buying behavior, hence this satisfies the third assumption for mediation analysis.

Path c': The results of path c' shows; the partial significant regression weighs .754 for impact of expertise on consumer buying behavior while taking the mediating role of purchase intention.

These results for path c' shows there is little effect of mediation on consumer buying behavior while mediating role of purchase intention.

	Mediation Analysis			
Model	Path a	Path b	Path c	Path c'
EC → PI	.613 (.007**)			
PI → CBB		.699 (.000**)		
E → CBB			.642 (.000**)	
C →PI → CBB				.754 (.000**)

* Sig < 0.05, ** Sig < 0.01

E : Expertise

PI : Purchase Intention

CBB : Consumer Buying Behavior

CHAPTER 5

Discussion

Islamic Celebrity endorsement is something which is not getting much attention as a research perspective in Pakistan. Because being an Islamic state with 98% of Muslim population Islamic scholar endorsement is the need of this era. Products or services which has an Islamic or religious view is always needed someone who is credible and has expertise in this field.

This study shows the both R^2 of credibility and expertise significant. It states that when marketers will choose spokesperson for the Islamic endorsement then they must focus on the characteristics of credibility and expertise rather than just the attractiveness of the celebrity. Because when people buy products which have an Islamic touch then it must be endorsed from the person who has good repute and knowledge about the products or services. In Pakistan for the promotions of advertisement campaigns marketers are not much interested to endorse them from Islamic scholars and less Muslim scholars are invited for advertisements.

There is another issue in endorsement through Islamic scholars that we have not many products or services which can be endorsed by the Islamic scholar they are attractive oriented.

Recommendations

1. According to the study it is proved that through mediation analysis Islamic endorsement does not have any direct link with attractiveness so Marketers should consider expertise and credibility in the Islamic endorser rather than attractiveness.
2. Marketing companies should hire Islamic endorsers who are credible and expert in products which doesn't require attractiveness like health campaigns, reproduction campaigns and where behavioral changes are required instead of physical outlook products.
3. More researchers should work on attractiveness that is it an insignificant variable or not.
4. If it's an insignificant factor than we should create scale which can help marketers to choose people who are biased or from the credibility frame or expertise rather than attractiveness.

Limitations of the study

Limitations of this study are as follows

1. Questionnaire was modified from numerous researchers on their preceding researches in changed area of lessons hence it was full utensil for the recent training but its further impact may be authorized in other beliefs and regions.
2. This research contains only selected scopes in consumer buying behavior, more it may be added more dimensions for understanding the behavior on complex analogy.

Future areas of Research

This study includes only 1 mediation and industry, comparative study of different areas of celebrity endorsement may also be conducted for the future research.

The literature review shows that there is a considerable scope of advertisement and its effect on consumer buying behavior and hence this research may be extended to advertisement and marketing sector.

Celebrity endorsement is a long topic which demands longitudinal research design with in depth interviews may also explore the longitudinal dynamics of Islamic celebrity endorsement.

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