Examining the Impacts of Celebrity Endorsement on Consumer Buying Behavior: A Gender-Based Perspective

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Abstract

To sustain competitive advantage in consumer markets, companies often use celebrity endorsement as a promising strategy for brands' promotion. Several studies have investigated the impact of celebrity endorsement on consumers' buying behavior. Nevertheless, little research is conducted to relate celebrity endorsement to purchase intention with a differentiated perspective on males and females apart. This study therefore examines the effects of celebrity endorsement on consumers' buying behavior by empiricising source-credibility model encompassing good looks, trustworthiness, attractiveness and expertise. Data were collected by a mix of intercept and online surveys undertaken from undergraduate students in the two capital cities i.e. Islamabad (national capital) and Peshawar (provincial capital). A total number of 172 usable questionnaire responses were received for analysis. Respondents were asked to rate the effects of 10 celebrities mostly in the fashion industry. Descriptive statistics are presented first to present sample profile. Comparative results find that consumers' buying behavior was highly affected by celebrity endorsers' expertise and trustworthiness. Also, male and female buying behavior wasdeemed similar under the effects of attractiveness, trustworthiness and expertise of celebrity endorsers. However, females had very different perceptions about the importance of 'good looks' and celebrity endorsements than male counterparts. Finally, when asked about rating favorite celebrities, male and female gave higher weightage to Shaan and Ahsan khan, consecutively. Surprisingly, ShahidAfridi was ranked 6th in terms of source credibility. Overall, celebrity endorsement proves to be an effective strategy to grab consumers' attention but it bears little impact on actual consumers' buying as several other factors like price and quality are at foreplay. The study bears widespread implications for Marketing researchers and companies to focus on bringing the right celebrity for promoting the right products carrying differentiated gender perspective.

Keywords: Celebrity endorsement, Source-credibility, consumer behavior, attractiveness, expertise, trustworthiness.

1. Introduction

Various types of products and services are promoted nowadays by a promising marketing strategy called celebrity endorsement.This trend has recently been witnessed in Pakistan where most of the brands are endorsed by actors/actresses, singers, sportsmen or young models as it is the most effective and efficient way for arousing public awareness and interest towards product and services. Corporations are building up brand awareness by adopting local celebrities to capture high shares in the market. Celebrity endorsement is not a new

phenomenon butits practiced heavily only recently especially in sectors such as cosmetics and telecommunication advertisements. Mostly purchase intentions are made up because of celebrity's face value which can recall brand attitudes and can also generate brand equity and emotional attachments to stars. Due to mature consumer market of Pakistan, marketers are in great need to grab consumers' attention by taking celebrities in ads either actors, singers or sportsmen. Celebrities are employed as spokespersons and brand ambassadors by marketers due to great social value of celebrity culture ina growing consumer market. With a socio-economic growth of Pakistan, celebrity-chasing phenomenon is also seen on the rise. Young blood becomes fan of famous and attractive celebrities and keen to buy those products endorsed by their stars. Therefore, multinational corporations endorse their brands by local celebrities in Pakistan for friendly appearance and attachments with consumers.

The world today has become a global village that has transformed communication fast and easy.**O**n average, single person comes across thousands of advertisements a day. In this situation marketers had no other choice other than celebrity endorsement to reinforce the marketing message.Consumers remember a marketing message not only by good looks of celebrity but also trustworthiness, expertise and attractiveness of celebrity endorser. In literature, the relationship between good-looking, trustworthiness, expertise, attractiveness have not been investigated to a considerable extent. The current therefore attempts to fill the above pertinent void. Marketers can be recommended a perfect celebrity that can awaken the buying intention of consumers. This research examines consumers' buying behavior under the effects of celebrity endorsement and also considers notable effects of source credibility of the celebrity endorsing a particular brand. It also reviews and synthesize past research and in particular organizes information about celebrity supporting products in Pakistan. The relation of four factors of source credibility model (good-looking, trustworthiness, expertise and attractiveness) is examined with respect to genders. As one research outcome we will have decision-making information regarding male/female consumers' perceptions and preferences which would help in recommending useful strategies to companies.The companies would therefore be able to choose right celebrity for the right brand that affects the consumers' buying purpose. To be more specific, this research strives to achieve the following objectives.

- To inspect celebrity's source credibility effects on consumers' buying intention.
- To analyze celebrity endorsement effects and its effectiveness on different genders.
- To learn about anticipated image of celebrity endorsing products among genders.
- To recognize suitable celebrity endorser.
- To know a particular genders' choice of celebrity endorser.
- To understand the relationship of four factors (good-looks, expertise, attractiveness and trustworthiness) of celebrity endorser among two different genders (male and female).

2. Literature Review

In general, consumer behavior is defined as 'the process of selecting, purchasing, utilizing or disposing of products or services by individuals or groups to satisfy their needs and wants' (Solomon, 2006).Blackwell, et al (2006) model lays a roadmap of human psychology that marketers could use for the guidance of selling and communicating strategy. Internal and external forces that raise and lower the purchase and consume decisions of consumers are captured in a schematic form in this model. The internal forces were personal perceptions, emotional attitudes, knowledge values and norms while external forces included society, cultural groups, celebrity endorsing ads etc. The usual steps of consumer decision process model include need recognition, search of information, per-purchase alternatives evaluation, purchasing, consuming, post-consumption evaluation and then divestment. As shown in fig
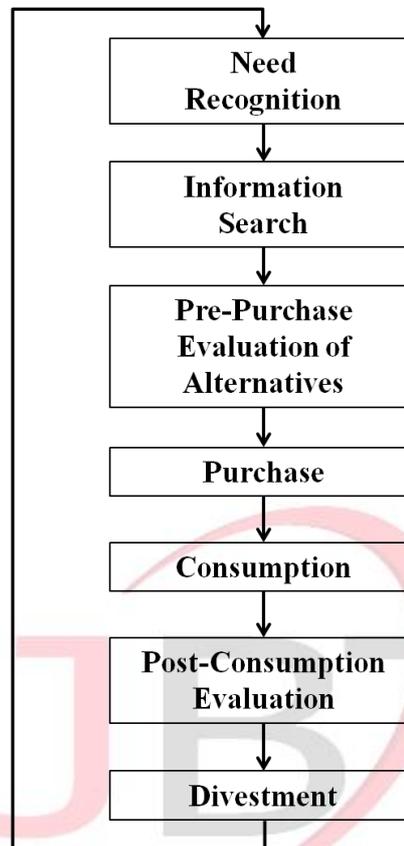
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Figure 2.1 Consumer decision process model (Blackwell, et al. 2006)

2.1. Consumer decision process

At first, consumers noted that there was a need of finding product that could be of some benefit to them where actual state of affairs have difference than expected state (Blackwell, et al.2006). For a reason, the priceless needs of the consumers could be fulfilled but opportunity recognition appeared when consumers are at front of similar products competition (Solomon, 2006). Recognition of need is a natural phenomenon which could be activated by marketers too. The need could be created by primary and secondary demand. Primary demand referred to consumers that doesn't care about the brand when they made a purchase while secondary demand referred to consumers convinced by the marketers to consume specific brand when thinking of a product in need (Solomon, 2006). After need recognition, if consumer realize that need was existed then that need would be followed by searching information by collecting right data to make a proper decision and to resolve the problem. Some searched information internally by experience and some from the external source. Information gathering by consumers could be done by two sources (marketer-dominated and non-marketer-dominated). Marketer-dominated source was the persuasion technique of marketers to convince consumers by ads magazines, sales person, and websites while non-marketer-dominated source was personal source of consumer like family, friends from consumers informed through word-of-mouth (Blackwell, et al.2006). Wrong experiences in past due to false choices depth of information seeking arouse. Moreover, consumer acted positive towards celebrity endorsement because consumers saw celebrity as a reference group on behalf of the brand (Park and V. Parker, 1977). Brands endorsed by

celebrities were chosen by consumer for resemblance of their behaviors to their stars (Alsmadi, 2006). Thirdly, consumers came up with set of alternatives of products or services that could satisfy their need after searching information. Consumers filtered their choices due to limited resources on experience of consumption or pre-existing evaluations for high level of satisfaction. Different consumers had different experiences and standards, their decision were based on society, company they keep, personal style and so on. For example, the consumer is a big fan of specific celebrity that endorsed a product in ad. Then consumers' product evaluation would be based on celebrity endorser.

Fourthly, consumers could purchase products by answering five questions to buy (where, whether, what, when and how). Past experience played a vital role in purchasing too while choosing consumers store choice. While purchasing many factors influence consumers' buying attitude like discounts, lack of financial resources, promotions with their desired celebrity could lead the change in their buying intention.

The next stage issatisfying the needs by using the purchased product called consumption. After all 100 percent surety of satisfaction is not possible due to positive reinforcement and negative reinforcement. Elimination of negative feeling was a core focus of companies and to increase the positive feelings so that a better and pleasant experience could be created while satisfying precious needs of customers. After using the product, the consumer evaluates the product. Consumers' needs were satisfied if actual performance of the product was above zero on tolerance chart of their expected performance from a product. Positive feeling creation was the most important target of companies because if consumer felt dissatisfaction then it could damage the loyalty of consumer towards the brand. Moreover for the word-of mouth and click communication only satisfaction was a clear motive. As consumers communicate and share their experiences positive or negative with other prospects of company which might affect the buying behavior of prospects. Therefore companies should keep customers expectation their top priority to avoid negative views. At last divestment would be the stage at the end of useful life of a product or service. Three types of divestment were disposal, recycling and remarketing. Celebrities were found to endorse second-hand products in clothing industry to raise money for some good causes and young fans were attracted to acquire their favorite celebrity's clothes.

Similarly it is observed in the literature that celebrity's gender must be carefully selected for the marketing of a product or service. Gender refers to the differentiation of male and female on the basis of physical characteristics (Phang and De Run, 2007). Different societies had different expectations about male and female different relevant actions and behaviors (Solomon, 2006). Male and female were trained from their childhood by culture and social norm. Gender differences existed in terms of products and services describing male or female attributes and to be further investigated by marketers. Males are likely to make buying decisions with little information and more hysterical (Elliott, 2006). No extra information would be needed for male while buying something and they would only do shopping when there need arouse. Sexual imagery, creativity, funny, colorful ads and to the point messages could easily attract males. In Germany, female celebrity in ad was more liked by men than women (Brown, 2011).

In contrast, females were opposite to male in perceiving an advertisement. Clear message, emotional and objective factors should be combine by the marketer according to the preference of genders (Elliott, 2006). Moreover, advertisement with music, decent lifestyle and with children was more preferred by females than erotic ads (Millward Brown, 2011). Experts and professionals were found to be more influential to females than males (Aronson, 1972). Targeting fashion industry than females were found to spend more than males (Goldsmith, Freiden and Kilsheimer, 1993). Moreover, males were found to be lower

innovative than females in fashion and idea leadership (Stith and Goldsmith, 1989). Females showed more positivity than males towards shopping usually (Alreck and Settle, 2001; Falk and Campbell, 1997). Including, females enjoy shopping as their needs could be satisfied at mean time (Falk and Campbell, 1997). Due to differential choices between male and female buying behaviors, marketers would face critical situation to predict the purchase intentions of customers. Purchase intentions refer to the possibility of consumer about buying a product or service (Burton, Lichtenstein, Netemeyer and Garretson, 1998) or a plan of purchasing a product eventually (Spears & Singh, 2004). Similarly it is argued that purchase intentionrefers to the intellectual behavior of a consumer towards purchasing a brand (Kwek, 2010). Purchase intention could be measured by what customers expect and their considerations like interest and evaluation (Zhou, 1996). Moreover, external forces affect consumers purchase intention in shape of pricing, packaging and especially celebrity endorser which consumers heavily grasp (Sheu, 2010). Consumers buying behavior towards any brand was more affected by their admired celebrity and consumers as fans of celebrity purchase in order to had relevance with the endorser (Forbes, 2011).

2.2 Celebrityendorsement

Celebrity endorsement evolved from the print media in 1870s advertisement by Reverend Henry in Harpers endorsed Waltham watches (Subhadip, 2006). Actors, actresses, singers, sportsmen were known as celebrity that could be a promotional tool and profit generators for and from public (Gupta, 2009). Celebrities were the easiest way to increase the consumers trust and awareness towards the brand. It was the best way of recalling brand in consumers mind (Kambitsis, Harahousou, Theodorakis & Chatzibeis, 2002). There are different forms of endorsing that include TV Commercials, Transit Advertisement, Product placement in movies, magazines, songs and making celebrities brand ambassadors (Eshaghpour, 2010). Marketers should select a proper form meeting their financial and brand criteria to reach profitable goals and customers attention efficiently. Celebrity endorsed products help companies in many ways. Firstly, commercials with celebrities left a positive and strong image of company in consumers' mind. Secondly celebrities in advertisement grabbed attention of consumers more quickly than unknown models. Thirdly, due to celebrity endorsement consumers were more attracted to brands so they were easily available in stores. Fourthly, celebrity endorsement was an effective investment for financial returns of a company over a product or service (Farrell, Karels, Monfort and McClatchey, 2000; Erdogan et al, 2001). Fifthly, the best way to differentiate the similar products from others is celebrity endorsement (Burroughs and Feinberg, 1987). Celebrity endorsement could generate profits and create positive feeling about the product and services. According to Pringle (2004), for long term brand value celebrity endorsement was the effective and efficient way.

2.3 Sourcecredibility

Consumers usually have a firm conviction on the information about the brand given by endorser as they would believe that as original source (Ohanian, 1990). Right celebrity in commercial would be the simplest meaning of source credibility (Aronson, Turner and Carlsmith, 1963). Partially buying behavior of consumers might be affected by source credibility (Lutz, MacKenzie & Belch, 1983). Trustworthiness, Expertise and Attractiveness were the three factors described by the literature (Baker and Churchill, 1977; Maddux and Rogers, 1980;Hovland, Janis and Kelley, 1953; Joseph, 1982;Giffin, 1967; Kahle and Homer, 1985; Mills & Harvey, 1972). Level of celebrity endorsement effectiveness is dependent on the credibility including trustworthiness and expertise and the other was attractiveness (Ohanian, 1990).
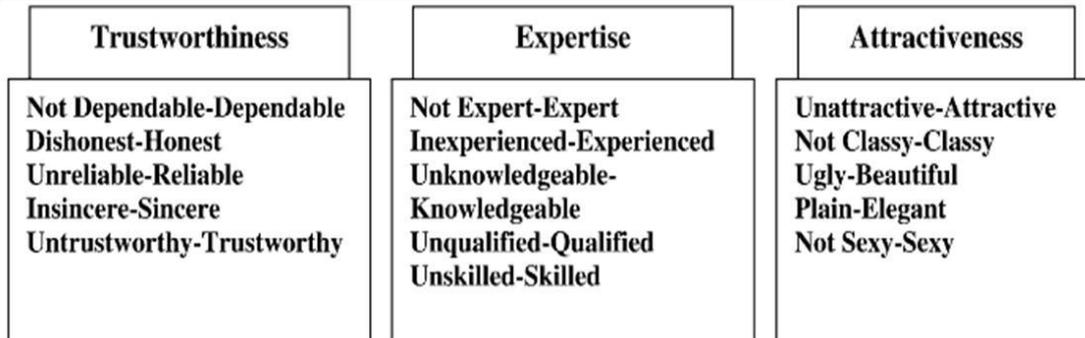
The model is depicted in Figure 2.2.

Trustworthiness	Expertise	Attractiveness
Not Dependable-Dependable Dishonest-Honest Unreliable-Reliable Insincere-Sincere Untrustworthy-Trustworthy	Not Expert-Expert Inexperienced-Experienced Unknowledgeable- Knowledgeable Unqualified-Qualified Unskilled-Skilled	Unattractive-Attractive Not Classy-Classy Ugly-Beautiful Plain-Elegant Not Sexy-Sexy

Figure 2.2: 15-point Source-credibility scale (Ohanian, 1990)

A specific celebrity endorser's level of credibility is measured by adjectives in this model and then by combining different perspectives of respondents which could also help in finding celebrity endorsement effectiveness. The importance of this model is identified by its capability of determining the degree that could convince consumers buying behavior, said Ohanian (1990). Trustworthiness is the level of believability that communicator had communicating the message and confidence on its validity (Hoyland, 1953). Similarly it's theconsumers' trust over the honesty of information provided by the source (Ohanian, 1991). The more would be the change in consumer buying intention due to message if more the endorser was trustworthy (Miller & Baseheart, 1969). Furthermore, Trustworthiness perception boost more change than expertise perception (McGinnies& Ward, 1980). Effectiveness of celebrity endorsement could be predicted by trustworthiness. Trust is the most convincing matter for the consumer as their behavior change towards the communicated message when they found endorser hugely trustworthy, reviewed by Miller and Baseheart (1969). Friends' advice would be given more weightage and more trusted while doing shopping instead of professional sales person (Harrison-Walker, 2001). Single product celebrity endorser would be considered more credible and trustworthy than the multiple product endorsers (Jensen and Carlson, 1994). As Louie and Obermiller (2002) investigated that bad attitudes and events related to celebrity can threw negative impact on brands image which they endorsed. Expertise is the degree to which consumer believed that opinionated message should be communicated by experts and those who had professional knowledge about the product rather than endorsed by those who have only physical attractiveness (Till and Busler, 1998).

Professional product knowledge could strengthen the claims about the product more than the believability impacts according to consumers' preference (David H. Silvera, BenedikteAustad, 2004). Expertise and trust would the important dimensions for marketer while focusing consumer's behavior towards credible celebrity endorsement (Miciak and Shanklin, 1994). According to Till and Busler (1998) Physical attractiveness might be less point of believability than expertise. Features, hair color and appearance of endorser are something that arouse public interest called attractiveness. Furthermore, celebrity's attractiveness is not only related to size of the body but consumers perceived likeability of beliefs, attitudes and similarity of society were the affection of attractiveness (Temple, 2009). Attractiveness became necessary factor of source credibility because of the early phrase that first impression was the last impression. Consumers are more attracted at first sight to the physical appearance of the celebrity in commercials and communicating message (Ohanian, 1991).

Consumers' attention could be grabbed more easily by attractive celebrity endorsers (Till and Busler, 1998). Quoting Dante Alighieri, "Beauty awakens the soul to act" advocates that

attractiveness as the most important dimension of source credibility by consumers nowadays. Effectiveness of commercials and print media is predicted by attractive celebrities (Till and Busler, 2000). Attractive celebrities are more influential at fashion and cosmetics industry advertisements. Especially females are the most pearl of attractiveness factor. Still due to unclear scope of attractiveness additional attention would be important.Pleasing appearance of endorser is called a subjective good-looking. Different Cultures had different symbols of beauty and good looks like Africans insert gems and colored stones and Chinese women used tiny bow shoes (Discover Magazine, 2004).

3.   Research Methodology

The study was focused on the quantitative research to check the impacts of celebrity endorsement on consumer buying behavior in Pakistan. At the start of this research a deeper understanding and clarity of the topic was sought. Secondly, any hidden variables and respondents' reaction towards celebrity endorsement were explored by applying quantitative research. Impacts of celebrity endorsement on consumer buying behavior in Pakistan and others were investigated in exploratory research. Furthermore, deeply understanding to the primary data and approach to the topic of research was established. For basic knowledge and insightful approach to the research topic, help was taken from journals, theories and internet source. To investigate the impacts of celebrity endorsement on consumers' buying behavior in Pakistan, quantitative data was collected through questionnaires. It helped in providing facts for predicting relationship among consumers' buying behavior and celebrity endorsement accurately. Hence, deeper understanding of underlying factors and their relationship with buying behavioramong groups was articulated.

3.1Conceptualframework

Examining if consumers buying behavior was affected by source credibility of celebrity was the main aim of this study. As shown in fig 3.1 the conceptual framework contained three elements of source credibility (trustworthiness, expertise and attractiveness). Source credibility model might be effected by good-looking to some extent. Source credibility model and good-looking were the two factors effecting celebrity endorsement which had a direct impact on buying behavior. By constructing this framework, relationship between different factors could be identified. .
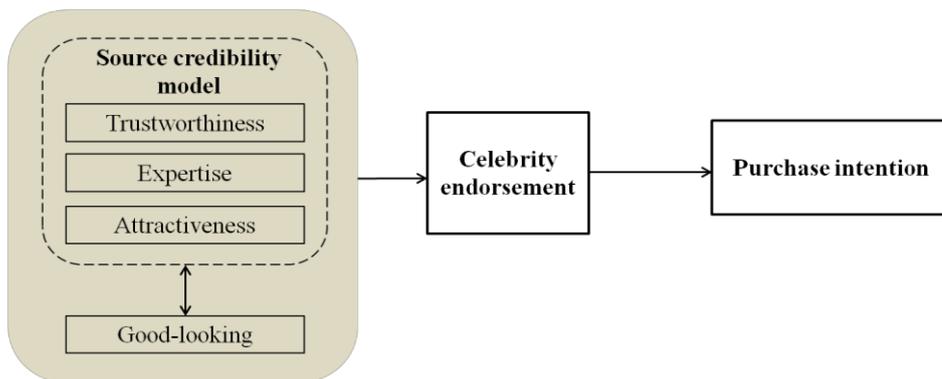

Figure 3.1: Conceptual Framework

3.2. Researchhypothesis
3.2.1. Celebrityendorsers' attractiveness

Attraction was the spark that arouses public interest in commercial and resulted in positive purchasing attitudes by consumers after they watched ad with attractive structure celebrities. Study of several analysts concluded that consumers pay less attention to less attractive person compared to more attractive one (Phau and Lum, 2000). Communicating marketing messages have been found conclusive relation among attractive physique source and persuasion (Kahle and Homer, 1985). Therefore, finding celebrity endorsers with physical attractive attributes was the primary focus of marketers. Positive effects of attractive celebrity endorsing was noticed on buying behavior of consumers.

H1a. Buying behavior of consumers will be less effected by endorsers' attraction.
H1b. Under the Attractive endorsers effects, male and female had different buying behaviors.

3.2.2Celebrityendorsers' trustworthiness

Consumers find the messages of endorser more influential when the celebrity is more able to be trusted and level of their believability is higher. A study was carried out by psychologist named James Houran about the Hollywood celebrity's trustworthiness and concluded that consumers felt the relevance and relation with celebrities by knowing them well enough and that was the reason behind the trust of people on celebrities. Moreover, intentionally with the wish of feeling successful like their admired celebrities, consumers copied them (Forbes, 2011). Continuous exposure of people to celebrity endorsement due to new era of advertising they were gravitate towards like, trust and accept it. So, when consumers frequently received endorsers' message, their perception about celebrity became of greater trustworthiness.

These hypothesis were set up from the analysis.

H2a. Buying behavior of consumers will be less effected by endorsers' trustworthiness.
H2b. Under the trustworthy endorser effects, male and female had different buying behaviors.

3.2.3Celebrityendorsers' expertise

A degree where consumers perceiving power was noted by the professional experience and knowledge validity of the endorser. As dentist know better when and which toothpaste would be effective. Furthermore, consumers' already knew the professional field of endorser and their clinical messages were more followed by consumers than non-experts. According to Ohanian (1991) the buying behavior of consumer could be convinced by expertise celebrity.

These hypothesis were set up from the analysis

H3a. Buying behavior of consumers will be less effected by endorsers' expertise.
H3b. Under the expert endorser effects, male and female had different buying behaviors.

3.3.   Research approach

For examining the factors relationship of conceptual framework ten popular male and femalecelebrities in Pakistan are selected by preliminary test. This step should be before setting up a questionnaire. Undergraduate students of Islamabad and Peshawar were taken as convenience sample to run preliminary test for selecting a celebrity with the source credibility dimensions and good-looking factor. Students around the University campuses were asked about their favorite celebrities they are following. Furthermore, those celebrities were selected having all the characteristics described in the literature. Popular, Fashionable and attractive celebrities were left in the list after elimination according to criteria. Furthermore, they had positive and clean past to be used from investigation of factors of conceptual framework relationship. For obtaining the relevant answers, set of formal questions were established for respondents called questionnaire. Questions were arranged in a specific order which respondents could easily and voluntarily answer (Malhotra, 2006).Scale of options and multiple choices were designed for the items for this study. For accurate and reliable survey of questionnaires pilot test was held before distribution. Surveys were taken online too by self-

administration within a short time span and to acquire sufficient responses. Data from 100 respondents was gathered having both male and female of same ratio. The analysis was performed in the following manner. First, descriptive analysis for all major variables were performed. Alldata were presented into percentages and counts table in groups with mean, median and mode analyzed with the help of crosstabs and frequencies (SPSS Inc, 2007).A comparative analysis was performed by univariate and group means calculation with the help of means for dependent variables. Later testing of hypothesis was done by different types of T-test of samples (one, independent and paired). Lastly, multiple regression technique was used to examine the causal relation of a number of independent variables and single dependent variable (continuous).

4. Results and Discussion

Research was conducted by both intercept and online surveys which was self-administered. On completion of specific period of time, number of questionnaire copies received was 176. In this total number of online replies was 132 and up to 45 were received through intercept survey. The process of error and missing data was done with the help of SPSS for detection and correction of errors before analyzing data. After all the data was double-checked for surety number of copies with missing data in questionnaires were 4. Therefore, 97.7% valid 172 copies were refined and clean copies were utilized for analysis.

4.1Demographicdataanalysis

Demographic data of respondents was very important for more accurate measurement of perceptions towards buying behavior, affecting celebrity endorsement. This includes but not limited to factors such as genders' occupation, education level, age and income level would be a supportive data that served in more detailed findings.

4.1.1Gender

The optimum gender ration should be 6:4 or 4:6 was one of the targets settled before distribution of questionnaires. Out of 100% the percentage of male was 43.60% with a number of 75 and number of female respondents was 97 which was 56.40% out of 100.
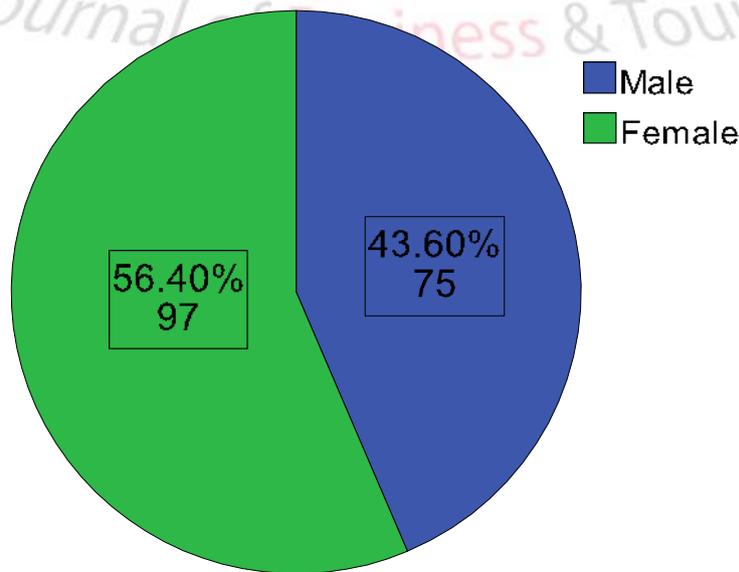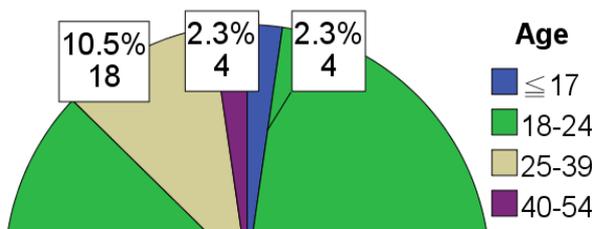

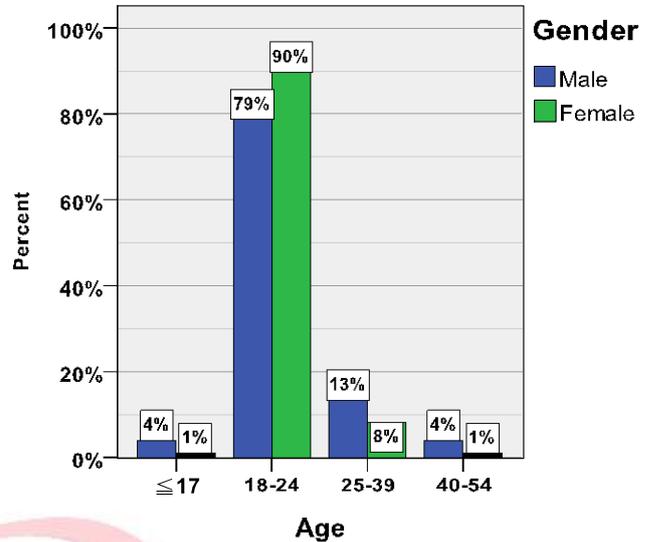Figure 4.1 Gender of respondents

4.3.2 Age

Figure 4.2 Age of respondents   Figure 4.2b Age of respondents,
by genders

Age ranging from 18 to 24 were the majority respondents reached number of 146 which was 84.9% out of 100 and followed by age ranging 25 to 39 with a number of 18 that was 10.5% of 100. Age ranging from 40 to 54 and under 17 were the rest of respondents with a number of 4 each which was 2.3 out of 100 percentage. Similarity of age groups of respondents was due to referring questionnaires to their friends.

Further age of respondents were divided by genders respectively in percentage. In the majority number of respondents ranging age 18 to 24 the percent of male was 79% and female was 90%. Percentage of female was 8% which was less than the percentage of male respondents that was 13% of age ranging from 25 to 39. The percentage of female and male at the age ranging from 40-54 and under 17 was same. Male was 4% and female was 1%.

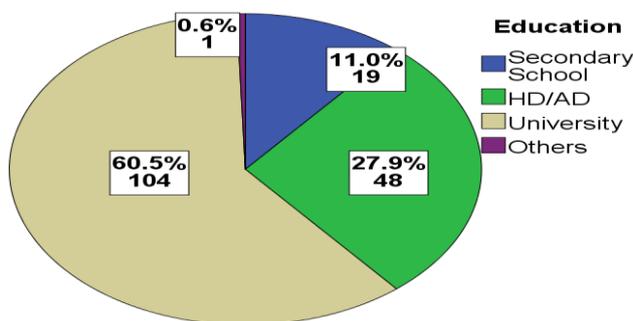**4.1.2 Education Level**

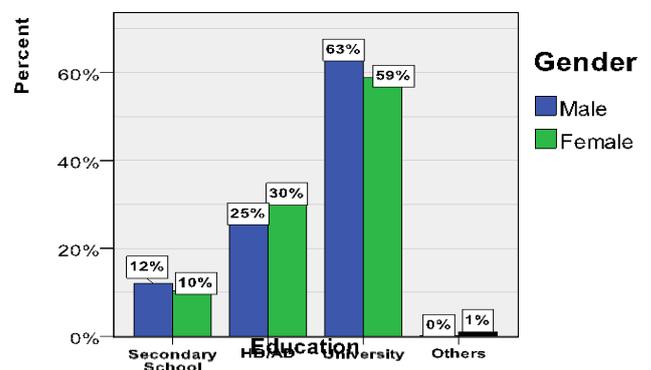Figure 4.3 Education levels of respondents   Figure 4.3b Education level of
respondents, by genders

The majority of 104 respondents which was 60.5% out of 100 were university students. Followed by high diploma or associate degree students with number of 48 which was 27.9%

of 100. Secondary school respondents' percentage out of 100 was 11.0% which was 19 in number. 1 respondent with 0.6% out of 100 was from others. Further levels of education was divided in percentages of male and female. The majority of university level respondents contained 59 percent of female which was lesser than 63% of male out of 100 percentage. Female respondents at high diploma or associate degree level was 30%, at secondary school was 10% and 1% at others while male respondents was less at high diploma and associate degree with 25% and slight higher at secondary school with 12% out of 100.

4.2Consumers'buying motiveundertheperceptionofcelebrityendorsement.

The focus of the question 1-18 was to examine the buying behavior of consumer under the characteristics of celebrity endorsement. It was done by the application of 15 attributes of source credibility model to the questions. Simplification of the problem with little information loss was done by analysis of factors which could refine and filter the data to possible existence of unnecessary variables.Three elements with fifteen attributes were included in source credibility model (Ohanian, 1990). Analysis of factors was important to be carried out for the simplification of model.

4.2.1 Impactsofcelebrityendorsements on Consumers purchase intention

Assumed variances were used if Levene's tests' significance value for variance equality was >0.05 in test of independent samples. While not assumed equal variances would be used if not >0.05.With low mean of 2.81 showed that consumers' behavior of buying could not be targeted by sexy celebrities. The highest means of experience which was 3.6, knowledgeable which was 3.59 and experts which was 3.58 showed that consumers' behavior of buying could be targeted through endorsing a product by expert celebrity with experience and knowledge. **Gender wise:**Females mean for beautiful celebrities was 3.23 due to significance of 0.047<0.05 between genders. Males mean was less than total of 3.09 mean which was 2.92 explained that men's buying behavior could not be targeted by beautiful celebrities.Whereas, there was no sign of statistically significant difference in attributes of experts, knowledgeable, classy, trustworthy, reliable, educated, skillful, elegancy and dependencies of endorser which were given high mean by female respondents than male that was greater than 0.05.Resulted that female consumers buying behavior were more effected by beautiful, attractive and sincerity of the celebrity than males. Therefore, statistically significance difference was occurred.

Table1: Independent Samples Test and Mean Values of Attributes in Source Credibility Model

		Levene's Test for Equality of Variances	T-test for Equality of Means	Male	Female	Total
Q1Attractive	Eq variances assumed	.019	.038	3.12	3.43	3.30
Q2Beautiful	Eq variances not assumed	.722	.042	2.92	3.23	3.09
Q3Classy	Eq variances assumed	.067	.065	3.21	3.49	3.27
Q4Sexy	Eq variances assumed	.234	.405	2.73	2.87	2.81
Q5Elegant	Eq variances assumed	.857	.454	3.20	3.31	3.26

Q7Trustworth	Eq variances assumed	.957	.276	3.37	3.54	3.47
Q8Dependable	Eq variances assumed	.800	.264	3.35	3.52	3.44
Q9Honest	Eq variances assumed	.469	.169	3.41	3.62	3.53
Q10Reliable	Eq variances assumed	.724	.201	3.44	3.65	3.55
Q11Sincere	Eq variances assumed	.125	.042	3.35	3.64	3.52
Q13Experts	Eq variances assumed	.170	.792	3.56	3.60	3.58
Q14Experienced	Eq variances assumed	.087	.363	3.53	3.65	3.60
Q15Knowledge	Eq variances assumed	.225	.077	3.45	3.70	3.59
Q16Qualified	Eq variances not assumed	.005	.071	3.40	3.67	3.55
Q17Skilled	Eq variances not assumed	.023	.466	3.49	3.60	3.55

4.3 Celebrity endorsers' effects on consumers' buying behavior

The main three elements of source credibility model (trustworthiness, expertise and attractiveness) were compared by using paired sample T-test and by the calculation of elements' sub-variables' average means.

Table 2: Paired Samples Statistics table, with means

		Mean	N
Pair 1	Mean of Attractiveness	**3.1663**	172
Pair 2	Mean of Trustworthiness	**3.5012**	172
	Mean of Attractiveness		172
	Mean of Expertise	3.1663	172
	Mean of Trustworthiness		172
Pair 3		**3.5767**	
	Mean of Expertise	3.5767	172

Attractiveness average mean was lowest 3.17 than trustworthiness mean was at second which was 3.5 and the higher was the expertise mean that was 3.58.

Table 3: Paired Samples Correlations table

		N	Correlation	Sig.
Pair 1	Mean of Attractiveness & Mean of Trustworthiness	172	**.574**	.000
Pair 2	Mean of Attractiveness & Mean of Expertise	172	**.578**	.000
Pair 3	Mean of Trustworthiness & Mean of Expertise	172	**.502**	.000

The correlation of three pairs of the elements of source credibility model was showed when equation became

Each pair value > 0.5 and

Significant level <0.05.

Table 4: Paired Differences table

		PairedDifferences		
		Mean	Std.Deviation	Sig. (2-tailed)
Pair 1	Mean of Attractiveness -Mean of Trustworthiness	-.33488	.78670	.000
Pair 2	Mean of Attractiveness -Mean of Expertise	-.41047	.73993	.000
Pair 3	Mean of Trustworthiness - Mean of Expertise	-.07558	.85381	.247

Statistically significant difference (0.000< 0.05) was showed at pair 1 of attractiveness and trustworthiness. Similarly 0.000< 0.05 statistically significant difference was showed at pair 2 of attractiveness and expertise too. Yet 0.247> 0.05 no statistically significant difference showed at pair 3 of trustworthiness and expertise. Resulted, consumer buying behavior could be effected by celebrity endorsers' trustworthiness and expertise.

So, the hypothesis were,

- H1a. Buying behavior of consumers will be less effected by endorsers' attraction **was accepted.**
- H2a. Buying behavior of consumers will be less effected by endorsers' trustworthiness **was rejected.**
- H3a. Buying behavior of consumers will be less effected by endorsers' expertise **was rejected.**

Hence, concluded that consumers' buying behavior was highly effected by celebrity endorsers' expertise and trustworthiness.

Gender wise:

Assumed variances would be used if Levene's tests' significance value for variance equality was >0.05 in test of independent samples. While not assumed equal variances would be used

if not >0.05.

Table 5: Report table, by genders

Gender		Mean of Attractiveness	Mean of Trustworthiness	Mean of Expertise
Male	Mean	**3.0373**	**3.3840**	**3.4880**
Female	Mean	**3.2660**	**3.5918**	**3.6454**
Total	Mean	3.1663	3.5012	3.5767

After insight analysis it was shown that in all three of the elements expertise, trustworthiness and attractiveness, average mean of females was higher than male which was 3.65 of females and 3.49 of males in expertise, 3.6 of females and 3.39 of males in trustworthiness and 3.3 of females and 3.04 of males in attractiveness.

Table 6: Independent Samples Test table

		Levene's Test for Equality of Variances	t-test for Equality of Means
		Sig.	Sig.(2-tailed)
Mean of Attractiveness	Equal variances assumed	.330	**.063**
Mean of Trustworthiness	Equal variances assumed	.558	**.131**
Mean of Expertise	Equal variances assumed	.212	**.207**

Statistically significant difference was not showed due to 0.207 > 0.05 significance of expertise. Similarly, statistically significant difference was not showed either due to 0.131 > 0.05 significance of trustworthiness. Significance of attractiveness was 0.063 > 0.05 meant no sign of statistically significant difference.

So, hypothesis were

- H1b. Under the Attractive endorsers effects, male and female had different buying behaviors' **was rejected.**
- H2b. Under the Trustworthy endorser effects, male and female had different buying behaviors **was rejected.**
- H3b. Under the Expert endorser effects, male and female had different buying behaviors **was rejected.**

Hence, under three elements of source credibility model, male and female consumers had similar buying behaviors.

4.4Sourcecredibility

Respondents favored attractiveness of celebrity endorser a credible source were 63 which was 36.6%. At that time trustworthiness as credible source was favored by 62 respondents which was 36%. Finally, 47 respondents which was 27.3% favored expertise as credible source of celebrity endorser. Difference occurred between results of previous part and present.

Gender wise:

Attractiveness as credible source was favored by female with percentage of 46%. After 29% of females favored trustworthiness and 25% of females favored expertise as credible source of celebrity endorsement. This results illustrated that when it came to endorsement of product than females prefer attractive celebrities. While malepreferred trustworthy celebrities endorsing products. The percentage of male favored trustworthiness was 45%, after that 31% of males preferred expertise celebrity and finally 24% males favored attractiveness in celebrity endorsement. Concluded that males gave preference to trustworthiness as credible source not attractiveness for celebrity endorsing product.
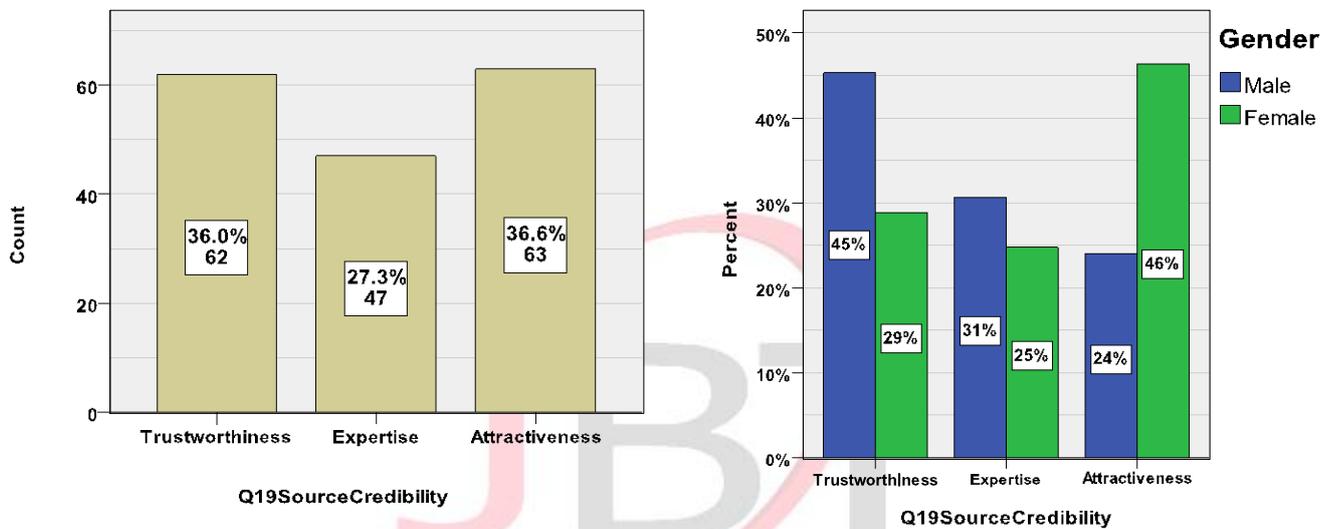

Figure: Most credible source of celebrity endorsement   **Figure: Most credible source of celebrity endorsement, byGenders**

4.5Consumers' perception aboutcelebrityendorsers

The number of celebrities chosen for examining relationship among the factors of conceptual framework according to consumer perception was 10.

4.5.1Good-Looking and Source Credibility model

Ratings

The plain looks and the best looks would be the primary focus of this ratings in order to explore the impact of good looking on perceived image of celebrity endorsement. Furthermore, 10 celebrities by gender were measured with the 4 characteristics by average means.

Table 7: Average mean table, by genders

Gender		Average mean of celebrities' Good-Looking	Average mean of celebrities' Trustworthy	Average mean of celebrities' Attractive	Average mean of celebrities' Expertise
Male	Mean	3.2253	3.3320	3.2080	3.3373
Female	Mean	3.1856	3.1845	3.1454	3.2010

Table 8: Celebrities' rating table by male and female respondents

MaleRespondents	Mean	FemaleRespondents	Mean
		Shaan	
Q20 Good-Looking	4.24	Q20Good-Looking	4.51
Q21Trustworthy	3.91	Q21Trustworthy	3.82
Q22Attractive	4.01	Q22Attractive	4.40
Q23Expertise	3.35	Q23Expertise	3.39
		Fawad Khan	
Q20 Good-Looking	4.24	Q20 Good-Looking	4.19
Q21 Trustworthy	3.91	Q21 Trustworthy	3.76
Q22 Attractive	4.00	Q22 Attractive	4.04
Q23 Expertise	3.35	Q23 Expertise	3.27
		ShahidAfridi	
Q20 Good-Looking	2.56	Q20 Good-Looking	2.26
Q21 Trustworthy	3.91	Q21 Trustworthy	3.46
Q22 Attractive	2.88	Q22 Attractive	2.61
Q23 Expertise	4.24	Q23 Expertise	4.06
Hamza Ali Abbasi			
Q20 Good-Looking	2.64	Q20 Good-Looking	2.39
Q21 Trustworthy	3.25	Q21Trustworthy	3.01
Q22 Attractive	2.76	Q22Attractive	2.67
Q23 Expertise	3.41	Q23Expertise	2.96
		Ahsan Khan	
Q20 Good-Looking	3.60	Q20 Good-Looking	3.18
Q21 Trustworthy	3.36	Q21 Trustworthy	2.89
Q22 Attractive	3.45	Q22 Attractive	3.01
Q23 Expertise	3.09	Q23 Expertise	2.79
MahnoorBaloch			
Q20 Good-Looking	3.68	Q20 Good-Looking	3.53

Q21 Trustworthy	2.72	Q21 Trustworthy	2.67
Q22 Attractive	3.47	Q22 Attractive	3.13
Q23 Expertise	2.96	Q23 Expertise	2.59

Mahira Khan

Q20 Good-Looking	3.05	Q20 Good-Looking	3.31
Q21 Trustworthy	3.19	Q21Trustworthy	3.32
Q22 Attractive	3.17	Q22 Attractive	3.15
Q23 Expertise	3.47	Q23 Expertise	3.55

MawraHocane

Q20 Good-Looking	2.48	Q20 Good-Looking	2.60
Q21 Trustworthy	3.07	Q21 Trustworthy	3.06
Q22 Attractive	2.61	Q22 Attractive	2.69
Q23 Expertise	3.61	Q23 Expertise	3.48

SanamBaloch

Q20 Good-Looking	2.53	Q20 Good-Looking	2.65
Q21 Trustworthy	3.11	Q21 Trustworthy	3.04
Q22 Attractive	2.61	Q22 Attractive	2.59
Q23 Expertise	3.19	Q23 Expertise	3.07

UrwaHocane

Q20 Good-Looking	3.23	Q20 Good-Looking	3.26
Q21 Trustworthy	2.91	Q21 Trustworthy	2.80
Q22 Attractive	3.11	Q22 Attractive	3.15
Q23 Expertise	2.71	Q23 Expertise	2.85

Good looking:
For Male Respondents:
Best looks mean > 4 was Shaan and Fawad Khan
Ordinary looks 3.23< mean < 4 was Ahsan Khan, MahnoorBaloch and UrwaHocane.
Plain looks mean< 3.23 was ShahidAfridi, Hamza Ali Abbasi, Mahirakhan,MawraHocane
and SanamBaloch.
For Female Respondents:
Best looks mean> 4 was Shaan and Fawad Khan
Ordinary looks 3.19< mean< 4 was MahnoorBaloch, Mahira khan and UrwaHocane.
Plain looks mean< 3.19 was ShahidAfridi, Hamza Ali Abbasi, Ahsan khan, MawraHocane

and SanamBaloch.

Resulted, that Shaan and Fawad Khan were the most popular in looks with best looks in both genders' perception. ShahidAfridi and MawraHocane got plain looks in respondents' perceptions with low mean values.

Trustworthiness:

For Males:

High trustworthiness mean> 3.5 was Shaan, Fawad Khan and ShahidAfridi

Quite trustworthiness 3.33< mean <3.5 was Ahsan khan

No Trustworthiness mean< 3.33 was Hamza Ali Abbasi, MahnoorBaloch, Mahira khan, MawraHocane, SanamBaloch and UrwaHocane.

For Females:

High trustworthiness mean> 3.5 was Shaan, Fawad Khan and ShahidAfridi.

Quite trustworthiness 3.18< mean <3.5 was Mahira Khan.

No trustworthiness mean< 3.18 was Hamza Ali Abbasi, Ahsan Khan, MahnoorBaloch, MawraHocane, SanamBaloch and UrwaHocane.

Resulted, that due to mean value of trustworthiness was near to 4 of Shaan and Fawad khan they were more trustworthy with best looks. ShahidAfridi was also ranked as trustworthy celebrity by both genders like Shaan and Fawad. The celebrity with ordinary looks MahnoorBaloch was at the lower level of trustworthiness.

Attractiveness:

For Males:

High attractiveness mean> 4 was Shaan and Fawad khan.

Quite attractiveness 3.21< mean <4 was Ahsan khan and MahnoorBaloch.

No attractiveness mean< 3.21 was ShahidAfridi, Hamzaaliabbasi, Mahira khan, MawraHocane, SanamBaloch and UrwaHocane.

For Females:

High attractiveness mean> 4 was Shaan and Fawad khan.

Quite attractiveness 3.15< mean <4 was Mahira khan and UrwaHocane.

No attractiveness mean<3.15 was ShahidAfridi, Hamzaaliabbasi, Ahsan khan, MahnoorBaloch, MawraHocane and SanamBaloch.

Resulted, that Shaan and Fawad khan were selected as attractive celebrities by both genders. And plain looks of ShahidAfridi threw him in non-attractiveness category by both genders. Such as Mawra and SanamBaloch which was plain looks category celebrities usually rated as unattractive celebrities too.

Expertise:

For Males:

High expertise mean> 4 was ShahidAfridi.

Little expertise 3.34< mean <4 was Shaan, Fawad khan, Hamza Ali abbasi, Mahira khan and MawraHocane.

No expertise mean< 3.34 was Ahsan khan, MahnoorBaloch, SanamBaloch and UrwaHocane.

For Females:

High expertise mean> 4 was ShahidAfridi.

Little expertise 3.2< mean < 4 was Shaan, Fawad khan, Mahira khan and MawraHocane.

No expertise mean< 3.2 was Hamzaaliabbasi, Ahsan khan, MahnoorBaloch, UrwaHocane and SanamBaloch.

Resulted, that Shahid Afridi was preferred as celebrity with high expertise by both genders. However Mawra Hocane had high mean value and preferred as expert, as she had the lowest mean values at looks, trustworthiness and attractiveness. This discussion led the observation

to the results that highest ratings at all the characteristics was attained by Shaan and Fawad Khan. While in some elements high ratings was attained by ShahidAfridi and MawraHocane too. This led to the suggestions of some relationship among source credibility model elements and good looks. For examination two celebrities were selected.Shaan with highest ratings in good looks and ShahidAfridi with plain good looks rating.

4.5.2Favoritecelebrityendorsers

Three favorite celebrities from list of ten had to be selected by respondents. Shaan was the most favorite celebrity in both genders with highest vote's percentage. After Shaan both genders gave high percentage of votes to Fawad khan as favorite celebrity. Difference occurred at the third choice of both genders, which was Ahsan khan by males and UrwaHocane by females.

Table 9: Top3 favorite celebrities table

Male		Female	
Shaan	56(74.7%)	Shaan	84(86.6%)
Fawad khan	40(53.3%)	Fawad khan	40(50.5%)
Ahsan Khan	30(40%)	UrwaHocane	31(32%)
MahnoorBaloch	25 (33.3%)	MahnoorBaloch	30 (30.9%)
UrwaHocane	25 (33.3%)	Mahira Khan	30 (30.9%)
ShahidAfridi	16 (21.3%)	Ahsan khan	21 (21.6%)
Hamzaaliabbasi	14 (18.7%)	MawraHocane	14 (14.4%)
Mahira khan	11 (14.7%)	SanamBaloch	11 (11.3%)
MawraHocane	7 (9.3%)	ShahidAfridi	11 (11.3%)
SanamBaloch	1 (1.3%)	Hamzaaliabbasi	10 (10.3%)
Count	75	Count	97
Total	100%	% of Total	100%

Table 10: Descriptive Statistics table of 3 favorite celebrities

Gender		N	Sum	Mean
Male	No. of male celebrity chose	75	154	2.05
	No. of female celebrity chose	75	69	.92
	Valid N (list wise)	75		
Female	No. of male celebrity chose	97	178	1.84
	No. of female celebrity chose	97	113	1.16
	Valid N (list wise)	97		

It is thereby concluded that Shaan and Fawad khan had the highest scores at all the characteristics but with little expertise. Both genders were attracted to such characteristics. At second Ahsan khan was the third choice of males due to trustworthiness, attractiveness and ordinary looks but not expertise. UrwaHocane was the third favorite celebrity of females

because of the ordinary looks and quite attractiveness, not trustworthiness and expertise. And respondents thought that other celebrities were with plain looks and unattractive characteristics. The results suggested that effects of celebrity endorsement on buying decision of consumer were only limited. Consumer buying intention could be aroused by celebrity endorsements but the decision of buying that brand could be dependent on price of product and quality of product too.

5.0 Conclusion and Recommendations

The above analyses assert that buying behavior of males was observed to be more affected positively by celebrity endorsers with expertise about the product they were endorsing. There was no such change noticed in buying intention of males brought about due to beauty and sexiness of the celebrity endorser.Similarly, female consumers' buying behavior could also be targeted by celebrity with expertise about product but compared to male consumer, females buying intention can best be affected by beauty, attractiveness and sincerity of the celebrity.

Consumers' buying behavior was more positively affected by the celebrity endorser with trustworthiness and expertise. Similarity, buying behavior of male and female was observed at three source credibility model elements.Attractiveness comes first in credibility followed by trustworthiness and then expertise. This is the finding for female respondents nevertheless, the males preferred trustworthiness then expertise and finally attractiveness.There is a positive relation among good looks and trustworthiness. Both males and females consider that good-looking celebrity can be trustworthy. Relationship of plain looks and trustworthiness is not positive in the perception of females because they think of nil trustworthiness if celebrity is with plain looks. While plain looks don't affect trustworthiness of the endorser as perceived by males.

There is a pure positive relation among attractiveness and good looks under the agreement of both genders and same as they agreed on no attractiveness when it comes to celebrity with plain looks. Similarly it is found that there is a positive relation among expertise and good looks in the perception of males while expertise is negatively affected by good looks in the perception of females. When celebrity with plain looks endorse a product or service, then good looks will not affect expertise as agreed by both genders.Celebrities with high good looks, high trustworthiness, high attractiveness and little expertise are followed by both male and female respondents. Impacts of celebrity endorsement on buying behavior of consumers are positive. Celebrity endorsement has resulted in enhancing brand awareness and attraction. With celebrity endorsement, consumers can easily recall brands at the times of shopping and even at home. Celebrity endorsement helps in consumers' evaluation process of brand alternatives. Though celebrity endorsement affects consumers' buying practices,the actual decisions however are taken upon consideration of several other factors like price and quality. And the ultimate decision of buying is in customers' hand. Celebrity endorsement can thus help in grabbing attention of consumers more effectively, as celebrity takesa sort of guarantee of that products' good results while endorsing a product. After creation of need, celebrity endorsement can easily convince the decision of the consumer which may further tempt them to a purchase.

The investigation of significant differences among the two genders i.e. males and females are the analytical aim of this study. It is cleared from the results that between males and females buying behavior there is not much significant difference. Age, marital status occupation, culture and income levels are the other factors that can affect consumers' buying behavior under the impact of celebrity endorsement other than gender differences.Companies and researchers aresuggested to do exploratory research. Future researchers should also undertake in-depth interviews from focus group for assessing the impact of specific celebrity

endorser on a particular industry product or service.

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