



Determining the impact of Celebrity Endorsement on Customer's purchasing Intention: Study on Careem, Karachi

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Abstract:

Endorsement of the recognized personality is become more popular in all over the world. Company utilize the fame of celebrity for gaining attention of consumers towards the brand. The purpose of this study is to determine the influences of those attributes of celebrity endorsement which drastically generate which persuade the customer's purchasing attitude. Whereas, in developing countries, local celebrity widely utilized for endorsement for grasp the devotion of youngsters mainly. Because, people easily convinced by their favorite personalities rather than unknown personality. In Asian countries, typically people inspired by the appearance, attractiveness, charisma and life elegances of celebrities. As well-known personality endorsement is the traditional weapon of organizations for fascinating approach to grab the customer's intention towards brand. But celebrity endorsement approach also very powerful in the modern era. Researcher intend to scrutinize those factors of celebrity endorsement i.e. Celebrity Attractiveness, Celebrity Expertise, Celebrity Credibility, E-WOM, Multi-Endorsement & Brand Image on customers purchasing behavior. Researcher propose the collision between celebrity endorsement and consumer buying behavior on Careem. The research study is totally based on descriptive and type of study is causal. As well as, time horizon is cross sectional. The quantitative approach will be applying to scrutinize the questionnaires and to analyses the data with the help of SPSS software. Through analyzing it will be concluded that the celebrity endorsement favorably impacts on Consumer Buying Behavior.

Keyword: Celebrity Endorsement. E-WOM, Physical Attractiveness, Celebrity Charisma, Consumers purchasing intention.

INTRODUCTION

According to the prior research paper (**Atkin & Block, 1983**) the people of modern world, hardly unobserved Celebrity endorsement commercials as compared to the without celebrity endorsement commercials (**Cooper, 1984**). Now a day's life becomes more tough and difficult, marketers can't easily understand the mind of customers and their preferences. According to the busy life it is hard for companies to identify the desires of customers for attracting them towards the offered services/product. In spite due to these all obstacles, one marketing tool can reach towards the customer's mind through Celebrity endorsement. Celebrity plays an essential role for improving marketing techniques as cited by (**Daneshvary & Schwer, 2000**).

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Celebrity endorsement is a successful marketing strategy in this current era. People/Customers getting more aware about social media's platform like: twitter, face book, Instagram etc. The update about everything is more easily travel and people can easily access all updates and know how about the world whether it includes politicians' updates, famous personality update, product or services updates or new technologies updates related to the consumers goods/services (FMCGs/SMCGs) etc. Celebrity endorsement is a more effective weapon for marketers and companies, which are using by each and every firm for gaining more market share as compared to competitor. Every marketer wants to become a market leader.

According to the above concept, Careem a well-known name now days, it is become a market leader in Pakistan; there is no doubt behind the popularity of Careem service. Careem is an online application (APP) service-based company, which inaugurated their operations from 2012 in Pakistan. (Wikipedia, 2019) Careem provide online transportation service in overall Pakistan which make ease for customers. Careem runs their operations individually as a monopoly, its acquiring Uber (online transportation facilitator) in 2019. Careem is look after its business operation as a Monopoly (Careem, 2019). It offers different types of rides like, AC-Go Car, Mini Car, Auto, Bykea, Bike ride, & luxurious car, premium car, economy car etc (Careem, 2019) . Careem is acquiring Pakistani market through digital networking system. Careem capturing customers through offering rides by App (Careem, 2019). Customers feel free to enjoy Careem rides, because it's easy to travel rather than taxi and Auto etc. Youngsters, students, older people, businessmen, women and families can easily avail their desired ride in one click by digitalized Careem App.

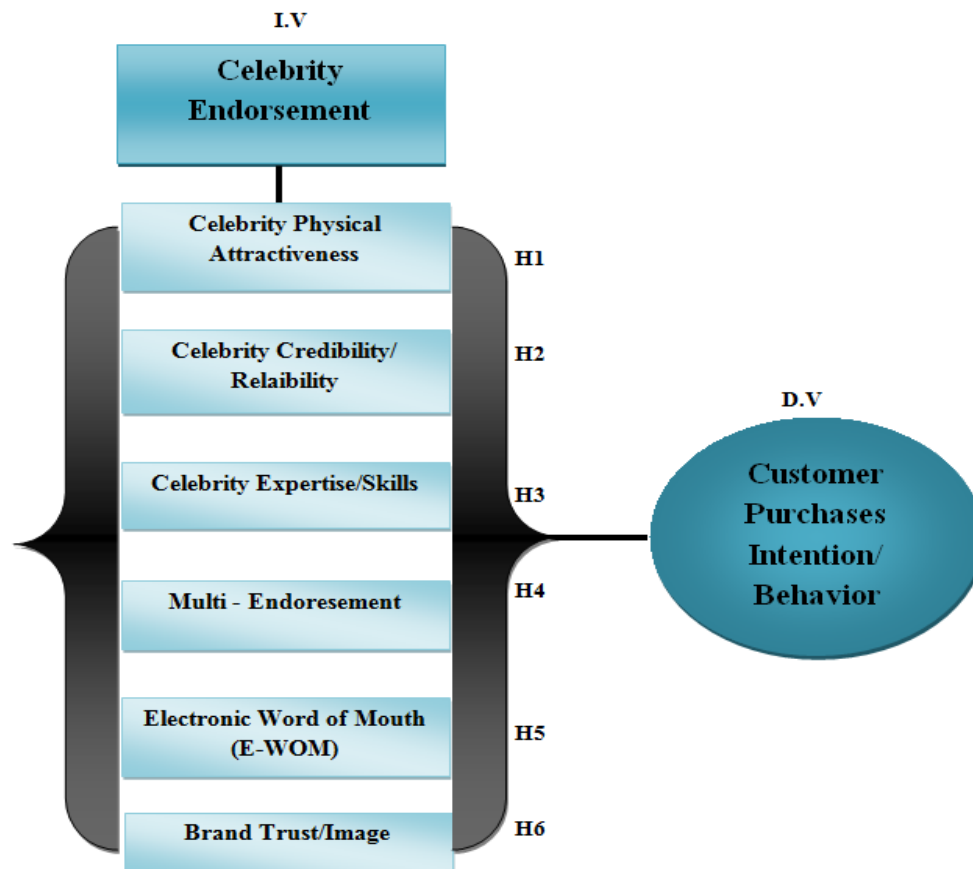
Research Problem Statement:

Researcher intend to explore the consent of marketers i.e. CAREEM which are desperately used, celebrity Endorsement methods for acquiring customers, therefore in contemporary world people are willingly to change their life style, way of purchasing and their buying choices Product/services or any brand totally make valuable according to the favorite personality or celebrity priorities. Now a day's celebrity is the influencing and attractive tool, companies mainly focus to acquire customer's mind by heart through using innovative way of advertisement approach by famous celebrity endorsement (Malik, et al., 2013). Researcher intend to acknowledged the marketer wants whose desire to grab overall market through employee powerful strategy by using celebrity for encourage brand and its value share in the customer's mind (Atkin & Block, 1983), as mentioned by (Ahmed, Mir, & Farooq, 2012).The purpose of researcher to Find out the issue which are occur is that CAREEM used Celebrity endorsement for enhancing their market share or acquiring more customers which can't afford high pay rides, due to celebrity endorsement it is illustrated that, younger's & parents defiantly scared about bike ride with strangers, as well as 2 wheels accidents as in very common in Pakistan now a days.

As well as the recent advertisement i.e. (*Agar apni Shadi se bhagna ho To Kareem Bike karo!*) and (*Women on Bikes, Reclaim your public Space*) by Careem is trolling negative image in front of customer's mind according to the Islamic cultural norms. Mostly, people in Pakistan Boycott the Careem usage due to misleading advertisements. Customers perceive the ads are misleading the new generations and mostly exploit the women/girl's minds and it is against to the Islamic values and norms. The intention of this paper is to identify the improvement of celebrity endorsement purpose and impact on Customers intentions.

Research Model / Theoretical Framework:

As according to the prior research, researcher has established the conceptual framework by the merging of different attributes which significantly influence the consumer purchasing intentions. (Malik & Qureshi, 2016); (Parmar & Patel, 2014); (Ahmed, Mir, & Farooq, 2012); (Ahmed, Mir, & Farooq, 2012) ; (Purnama Sari & Rani Yulianti, 2019); & (Ahmed, Seedani, Ahuja, & Paryani, 2015). Therefore, citations have given for authentication of the research model which has developed by the mix of numerous research papers. Hence, this theoretical framework will present in more appropriate and with improved way.



Hypothesis of the Research:

- i. H_0 = There is no impact of physical attractiveness of celebrity on Customer purchase intention.
 H_A = There is an impact of physical attractiveness of celebrity on Customer purchase intention.
- ii. H_0 = There is no impact of Celebrity reliability/trustworthy of celebrity endorsement on Customer purchase intention.
 H_A = There is an impact of Celebrity reliability/trustworthy of celebrity endorsement on Customer purchase intention.
- iii. H_0 = There is no impact of Expertise of Celebrity on Customer purchase intention.
 H_A = There is an impact of Expertise of Celebrity on Customer purchase intention.



- iv. H_0 = There is no impact of Celebrity Multi-endorsement on Customer purchase intention.
 H_A = There is an impact of Celebrity Multi-endorsement on Customer purchase intention.
- v. H_0 = There is no impact of Celebrity Electronic word of mouth on Customer purchase intention.
 H_A = There is an impact of Celebrity Electronic word of mouth on Customer purchase intention.
- vi. H_0 = There is no impact of Brand Image/trust on Customer purchase intention.
 H_A = There is an impact of brand Image/trust of celebrity endorsement on Customer purchase intention.

Objectives of the Research:

- i. To explore the connection between **Physical Attractiveness of celebrity** on customer purchases intention.
- ii. To identify the relationship between **Celebrity credibility/trustworthy** on Customer purchasing behavior.
- iii. To find out the affiliation between **Expertise of Celebrity** on customer buying intention.
- iv. To illustrate the linkage between **Celebrity Multi Endorsement** on customer purchase behavior.
- v. To demonstrate the impact between **Celebrity Electronic word of mouth** on customer buying behavior
- vi. To analyze the association between **Celebrity Brand Trust/Image** on customer purchasing attitude.

Research Question:

Q: How does celebrity endorsement effective to creating influence on customer mind?

Scope of the Research:

This research study significantly beneficial for future research in developing countries , most of the variable could not clarify in extensive level. The researcher will work on secondary or primary data for collecting facts which might be match on prior research consequences. As well as the research is also significant for all marketer whom doing their business in online platform. Through this research they can aware about online business specially in pakistan in order to understand the issues which might be the reason of customer's dissatisfaction for doing online ride. Whereas, this research is helpful in explaining the polices and strategies for work on online medium and how attract more customers through digitalize network by Application or other online brand. Therefore, this research is also supportive for investigate the more factors which must be conducting on online and digitalized marketing and customer's intention.

RESEARCH LITERATURE REVIEW

Celebrity Physical Attractiveness:

According to the prior researches (**Erdogen,1999**) authors sustain that the thought about celebrity physical presence is less valuable than the celebrity in commercials and advertisements. Whereas, (**Malik & Qureshi, 2016**) Celebrity advertisement appeals whether, humourous appeal and emotional appeal & fascination grasp and ehances the customer's attentions which is effective for brand demand (**Erdogen,1999**). Celebrity presence in advertisement or in physical publicity



has a potential technique which may grasp the concentration of customers. Publicity by celebrity not only grasp by physical height/size, physical appearance/look is also mandatory like, beauty, eyes, face look, hair, skin color, and dressing style for grab the attention of customers towards the product or brand as cited by **(Piu Yi & Priscilla, 2012)** etc.

Other authors beliefs that, the charisma of celebrity or famous personality like Katrina Kaif, Shoib Akhtar, Shahid Afridi & ranbeer kapoor etc. may create influence on customer's behavior for availing product or services as mentioned by **(Malik & Qureshi, 2016)** because mostly customers attract by glamorous, beauty, well-knowned and charming personalities significantly influence customers mind mainly gender wise and increase the value of commercials where people retain information and follow their famous personalities as according to their ways and use brand accoding to celebrities endorsed. Consequently, by the past studies, it has verified that, **(Baker and Churchill 1977; Chaiken 1979; Debevec and Kernan 1984)** create greater impact of celebrity physical presence or popular personality endorsement which may generate and increase purchasing behavior of customers towards any favourite endoser brand **(Friedman et al, 1979; (Susan & Kenneth, 1989); (Cacioppo & Petty, 1984)** rather than unknown personality or normal commercials without appealing celebrity endorsement.

Many research studies scrutinize that, the celebrity attractiveness attribute is essential for any brand which may supported to boost brand values and image by the endorsement as said by **(Baker, Churchill et al, 1977; (Joseph, 1982); (Kahle & Homer, 1985); (Winham & Hampl, 2008)**.

Celebrity Credibility/Reliability:

(Malik & Qureshi, 2016) found that, Celebrity or public recognized personality is effectively utilized by maerketer when their's image is credible and trustworthy infront of customers mind **(Aronson, Turner and Carlsmith, 1963)**. Credible aspects in endoser's personality is mandatory to retain or attract more customers and to change the purchasing intentio of buyers **(Lutz, Mackenzie and Belch, 1983)**. Celebrity credibility or convincing power is useful for marketers to utilized their worthful image and avail benefits and boost the value of brand and customers buying intention by celebrity credibility **(Lafferty & Goldsmith, 1999)**.

Furthermore, marketers polish their brand's image by the usage of celebrity credibility and its influenced the customers intention towards the brand **(Malik & Qureshi, 2016)**. Whereas, it has been shown in past studies that, **Zoubi and Bataineh (2011)** marketer design differnet level of commercials where mostly personality used in their advertisement campaign, basically unknown personality could not be create greater impact on customer's mind and their purchasing intention, as compared to credible personality, which must be well-known by the customers or pube, which can easily convinced the public towards the brand, **(Malik & Qureshi, 2016)** whose personality and expertise can undoubtly attract their fans or customers towards the brand. As well as credible or attractive personality or endoser can create fruitfull imapct on companies sales also. And marketer can took greater competitive sadvantage ratherthan used unknown personality. Credible endosers can approach uniquely of their fans as compared to competitor **(Silvera and Austad, 2004)**.

Celebrity Expertise:



According to the (Ohanian, 1991) it is demonstrated that, more skillful, aware, talented, competent, attentive, alert and experienced celebrity endorser is more valuable/preferable rather than non-skilled personality for customers (Hovland & Weiss, 1951). Purchaser changed their buying behavior through attentiveness of their favourite personality. Well-known endorsers can boost the brand worth and creating positive impact by their expertise and knowledge levels on customers or fans (Erdogen, 1999). As well as, Sportsmen can be fit or close to the sport brands or sports advertisement, Zhang et al, (2011) because they are connected with the specific sports well. Furthermore, Ohanian (1991) according to the prior researches, endorsers credibility can influencing more customers, and their attractiveness increase the brand values and buyers purchasing attitude. Attentive (Aaker and Myers, 1987) and knowledgeable endorsers is supposed to be more credible and reliable for influenced more customers and attracting them significantly.

2.1. Multi-Endorsement:

Marketers recognised and can hire the numbers of endorsers for endorsement according to the number of products and levels (Malik & Qureshi, 2016). Consequently, it is not mandatory, that single endorsers hire for single product. Single celebrity can endorse multiple products and can gain more customers trust, as cited by (Nam-Hyun Um, 2008) & Hsu and McDonald (2002) because attentiveness of celebrity is more persuade of viewers or buyers. Whereas, two or more endoser creating immense and frequently impact on cusomers purchasing intention. One or more celebrity used by marketer in differnet ways for growing marketing campaigns. Firstly, in one advertoisment marketer can used multiple celebrity for promotions or advertisement drive. In the other hand, marketer can hire multiple celebrities for product promotions one by one according to the customers desires or preferences which basically based on celebrity attractiveness . Mostly multiple celebrity boosting longterm good effects on customers mind (Malik & Qureshi, 2016). For instance, procter & gamble and unilever company can promote their distinct line product through hire multiple celebrity for the prupose of endorsement. As same as, indian pepsi can used many celebrities for advertisement purpose like, famous indian sports man, famous actresses, famous actors etc (Khatri, 2006).

Electronic Word of Mouth (E-WOM):

(Purnama Sari & Rani Yulianti, 2019) by the past studies it has been identified that, for electronic word of mouth, marketers used these five tools for attracting more customers towards the respective product of brand, first is talker. Talker is mainly those endorser or personality who knows about the product and endowed knowledge and spread awareness about the product of brand. Second one is topic, people can get or seek information about the relevant topic which can circulate by the customers or reviewers mouth and this topic can increase the worth, third one is tools, so the marketing is a tool where marketer used celebrity endorsement for brand promotion and for gaining reviews about the product or brand. In the other hand 4th is taking part which basically supposed to be that how much the image of brand taking part in customers mind by Word of mouth or in corporate sector. Sernovitz (2008) Furthermore, last one is Tracking, companies can track review, product image, customers preferences, and can maintain customer relationship management by tracking which basically done by electronic word of mouth. Sumarwan (2003) according to the past researches, it has been identified that, due to E-WOM companies can look after their brand quality and properly work on negative image in market which can reduce by the new ideas implementing which customers desires and can grasp their purchasing intention through



E-WOM by the celebrities. It has been also demonstrated that, the E-WOM is a traditional approach which are using according to the customer's mindsets. As well as E-WOM can also boost the product or brand image and can create a positive image in customers mind which can easily change their thought and increase good opinion towards the brand, product or services as cited by **(Purnama Sari & Rani Yulianti, 2019)**.

Brand Image/Trust:

Past studies illustrated the idea about celebrity endorsement author **(De Pelsmacker, M., & Van, 2004)** identified that, obtain the marketing technique by famous personality endorsement is a key part for attract and grasp the interest of customers towards the brand, celebrity endorsement may lead to increase the image and value of brand mainly when marketer relocate any brand in customer's mind or launched a new brand name in front of targeted market. Its create a clean chit image of brand in front of customers as mentioned by **(J., 2014)**. Celebrity endorsement may lead to make brand image or increase trust on brand towards the customers.

Other prior studies demonstrated that, the celebrity reviews by commercials or by social media is creating favorable impact to enhance brand image/position. **(Kamins, 1989)** It is an effective tool for grab the customers concentration towards the brand, effective endorsement marketing technique is more precious and generate influential effects on purchaser's mind rather than non-celebrity advertisements as cited by **(J., 2014)**.

Customer Purchases Intention:

In Modern period, people are become more brand conscious rather than the past era. The current decade purchaser buying intention changing continuously. **(Belch et al, 2004)** because in this contemporary world the trend of modernization and customers mind work according to the tendency of purchasing intention. **(Phelps and Hoy, 1996)** Celebrity can boost the desire of customers and spread the positivity towards the brand on customers mind. **Spears and Singh (2004)** Customers would be change their purchasing intention by the famous celebrity reviews and approaches **(Kwek, 2010)**. **Perner (2009)**. Hence it is demonstrated that customer's purchases attitude changed by endorsers E-WOM, credibility and expertise because these factors is mandatory for any endorsers etc. In the other hand, customer's expectation towards any brand **(Laroche Zhou, 1996)** in order to measure by their preferences, customer's willingness, purchasing power, their choice, product information, and marketer/company's claim which can change customer's buying attitude or their intention.

As well as, rather than above discussed factors, E-WOM reviews by any person can change the buying habit or purchasing decision whether it's known personality or unknown personality. WOM can significantly and effectively influenced the decision of customers whether its word of Mouth or word of mouse knowledge or information regarding product. Moreover, other classifications of brand or products like, theme, attractive color, price, advertisement message, humorous campaign, and celebrity endorsement etc. impactful for customers purchasing intention as mentioned by **(Sheu, 2010)**; **(Forbes, 2011)**; **(Pui yi & Priscilla, 2012)**. Promotional campaign cans vary according to the customer's preferences, and mostly marketers used or hire those personalities which are closed to the customer's heart. Because celebrity presence, their attractiveness, their skills and expertise and their recognition are most important factors for



endorsing any product because customers only believe those endorsers which must be close and their image must be clean in front of customers (Pui yi & Priscilla, 2012).

METHODOLOGY

Research Design:

This will be the descriptive study nature, because the researcher found prior researches through secondary sources. As well as study setting is correlation and consist on quantitative method. Because researcher is found the relationship amongst the independent and dependent variables through primary sources. (Henlal and Jentoft, 2011) Whereas, the unit analysis of this study is individual base, because researcher gathered data on individual basis in non-contrived environment from targeted population which are based on Careem users. Moreover, the time horizon of this study is cross-sectional in nature because research have a time constraint.

Sample Design:

Researcher gathered data from primary sources through well-structured adopted questionnaires. The questionnaires have been adopted from five distinct sources and combined it according to the variables in which contain more then 40 questions and researcher chosen almost 200-202 respondents for collect responses from the customers of Careem (Pui yi & Priscilla, 2012), Carvalho, 2012. On the base of field survey only 200 customers gave their responses out of 202. The population of Karachi has been targeted as well as respondents give their responses according to the five-point likert scale in which including 1=Strongly agree, 2= Strongly, 3=Neutral, 4=Disagree, 5= Strongly Disagree.

Sampling Techniques:

Mainly the sampling technique is based on probability and non-probability sampling. On the basis of research paper study, Tustin, Ligthelm and Martinsn (2005) researcher chosen non-probability and convenience sampling technique because the population is known and huge.

Data Collection Method:

The data collection method is primary resource through well-structured questionnaires (Malhotra, 2006). The data has been collected from male and female both are participated equally to given their responses. Targeted population is Careem customer’s mainly youngsters. Data analysis contain with the help of linear regression by SPSS software.

RESULTS & ANALYSIS

Reliability Test:

Reliability Statistics	
Cronbach's Alpha	N of Items
.778	8

Cronbach’s Alpha	Reliability analysis
celebrity endorsement CE	0.811



celebrity physical attractiveness CPA	0.765
celebrity credibility /trustworthy CCT	0.712
celebrity expertise/skills CEX	0.891
Celebrity multi-endorsement	0.722
Brand Image/Trust BIT	0.694
E-word of mouth E-WOM	0.790
Consumer buying intention	0.845

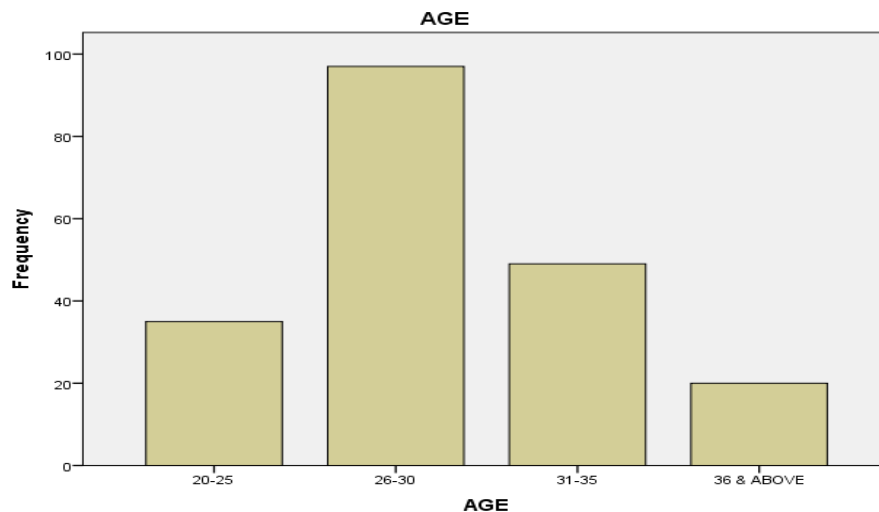
Interpretations:

According to the above table, the cronbach’s alpha of dependent and independent variable are validate and reliable because the values of reliability is consistence in nature i.e. greater than 70% it means that the testing is valid and applicable for research. The combined value of cronbach’s alpha is 0.778 i.e. greater than 70%.

Frequencies:

AGE

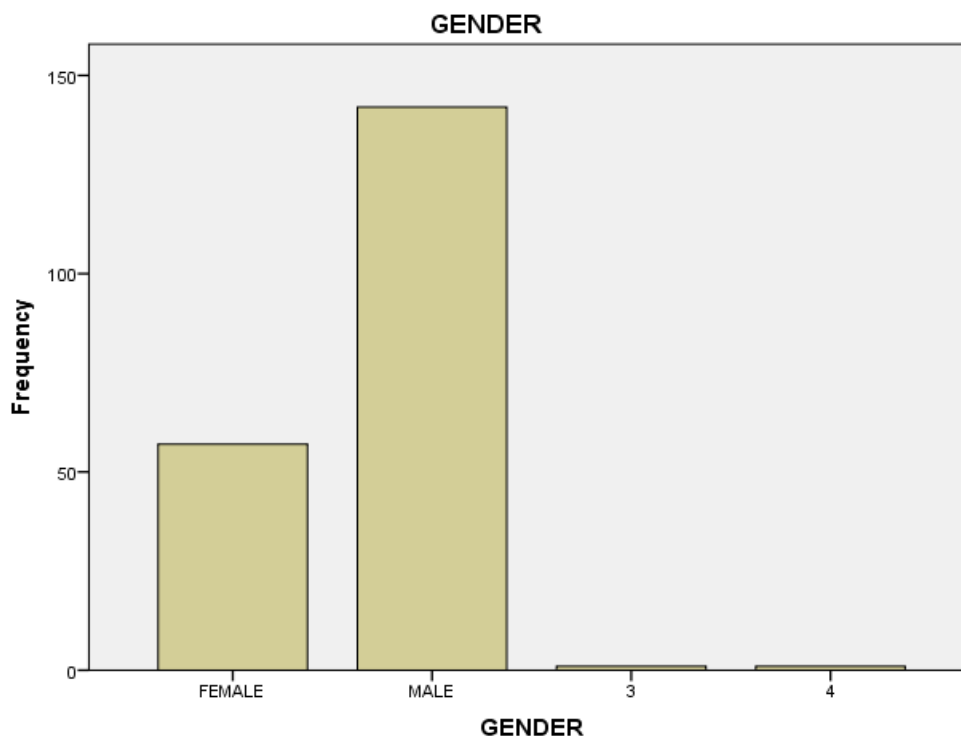
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 20-25	35	17.3	17.4	17.4
26-30	97	48.0	48.3	65.7
31-35	49	24.3	24.4	90.0
36 & ABOVE	20	9.9	10.0	100.0
Total	201	99.5	100.0	
Missing System	1	.5		
Total	202	100.0		



Interpretations:

According to the above table, it has been shown that, the age group in between (26-30) has given more than 90 responses. And the age group in between (31-35) has given more than 45 responses approximately.

		GENDER			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FEMALE	57	28.2	28.4	28.4
	MALE	142	70.3	70.6	99.0
	3	1	.5	.5	99.5
	4	1	.5	.5	100.0
	Total	201	99.5	100.0	
Missing	System	1	.5		
Total		202	100.0		



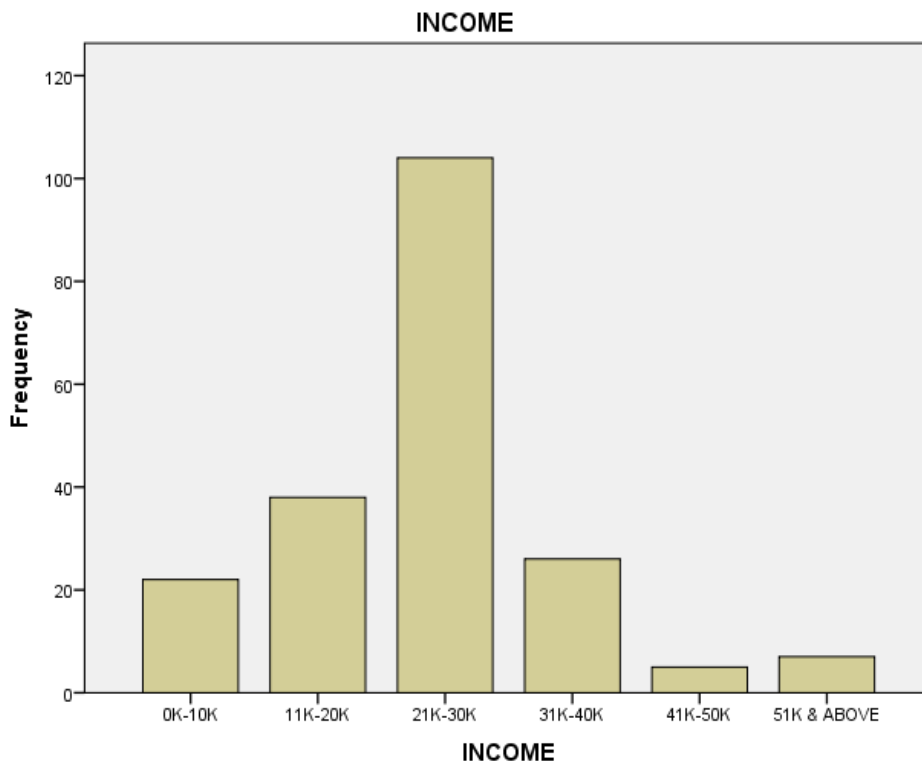
Interpretations:



According to the gender table it has shown that, mostly male respondents has given above 140 responses from 202 as compare to female respondents.

INCOME

	Frequency	Percent	Valid Percent	Cumulative Percent
0K-10K	22	10.9	10.9	10.9
11K-20K	38	18.8	18.8	29.7
21K-30K	104	51.5	51.5	81.2
31K-40K	26	12.9	12.9	94.1
Valid 41K-50K	5	2.5	2.5	96.5
51K & ABOVE	7	3.5	3.5	100.0
Total	202	100.0	100.0	



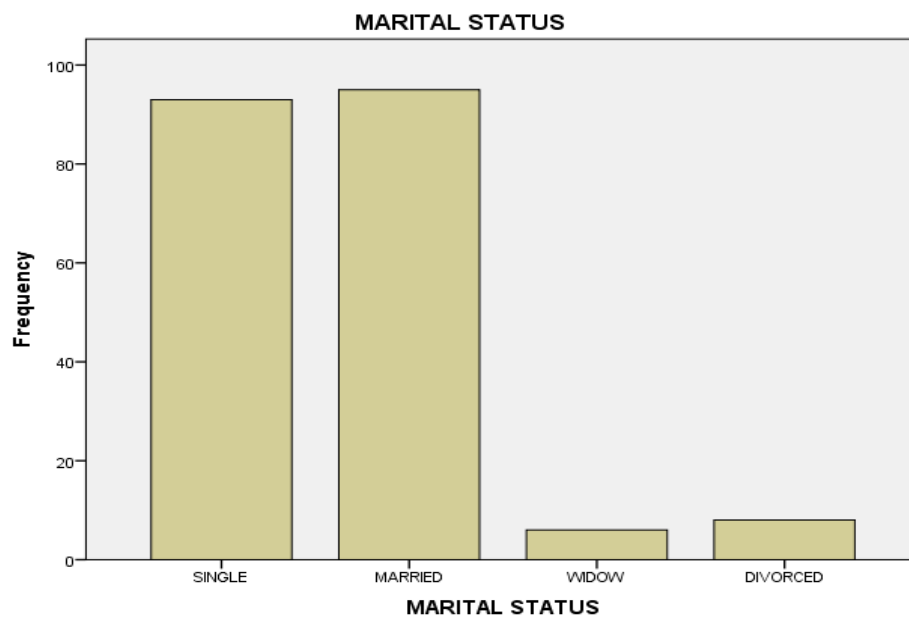
Interpretations:

Hence it has been shown that, mostly careem user’s income group lies in between 21k-30k, and these respondents given highest responses as compare to others.



MARITAL STATUS

	Frequency	Percent	Valid Percent	Cumulative Percent
SINGLE	93	46.0	46.0	46.0
MARRIED	95	47.0	47.0	93.1
WIDOW	6	3.0	3.0	96.0
Valid DIVORCED	8	4.0	4.0	100.0
Total	202	100.0	100.0	



Interpretations:

Therefore, above table indicate that, researcher find out almost 100 respondents are those whom married out of 202 respondents. Whereas more than 90 respondents are single as well as 10 are widow and other more than 10 are divorced out of 202 respondents.

OCCUPATION

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STUDENT	34	16.8	16.8	16.8
MANAGER	18	8.9	8.9	25.7



SUPERVISOR	25	12.4	12.4	38.1
EMPLOYEE	121	59.9	59.9	98.0
OTHER	4	2.0	2.0	100.0
Total	202	100.0	100.0	



Interpretations:

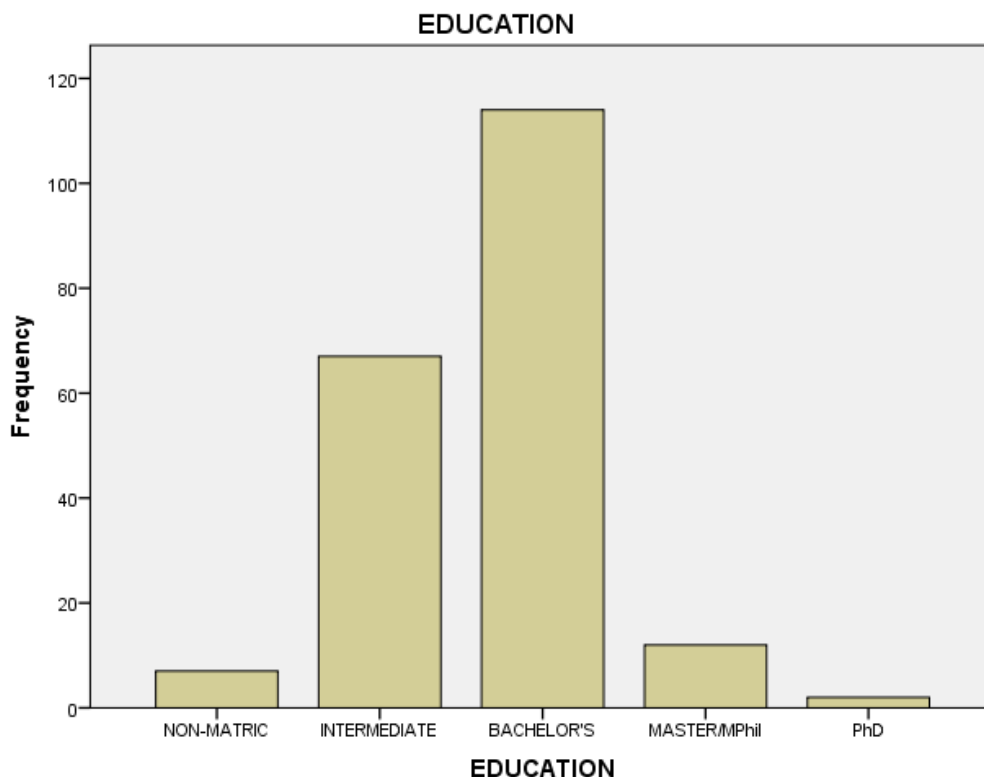
Therefore, in the above table, researcher illustrate that, 125 respondents are those whom are employees in their occupation, and 37 are students, whom given responses out of 202 respondents. As well as mangers are given 18 respondents, 06 are others in the end above 30 are supervisors who have given responses about celebrity endorsement.

EDUCATION

	Frequency	Percent	Valid Percent	Cumulative Percent
NON-MATRIC	7	3.5	3.5	3.5
INTERMEDIATE	67	33.2	33.2	36.6
Valid BACHELORS	114	56.4	56.4	93.1
MASTER/MPHil	12	5.9	5.9	99.0
PhD	2	1.0	1.0	100.0



Total	202	100.0	100.0
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Interpretations:

Hence according to the above plot graph, it has been shown that mostly bachelors have given responses approx. 115 out of 202 respondents. As well as more than 70 respondents are those who are intermediate level. Researcher collect lesser responses from non-matric, masters and PhD levels of respondents.

4.3. Regression Test:

Model Summary

Model	R	R Square	Adjusted R Square	Durbin-Watson
1	.654 ^a	.423	.414	2.464

a. Predictors: (Constant), E-word of mouth E-WOM, celebrity credibility/trustworthy CCT, celebrity physical attractiveness CPA, celebrity expertise/skills CEX, celebrity endorsement CE, Celebrity multi-endorsement, Brand Image/Trust BIT



b. Dependent Variable: consumer buying behavior DV

Interpretations:

According to the above model summery table researcher illustrated that, that value of R is 0.654 its means that it is lie in between (0.5 - 0.7) it creates moderate relationship between independent (celebrity endorsement) from dependent variable (consumer buying behavior). Whereas, R is positive, as if one variable increase or decrease positively so dependent variable also increase, or decrease in value.

In the other hand analyst, demonstrate the value of R square is 0.423. R square is co-efficient of determinant in Model Summary, R square demonstrate that changeability is 42.3% between dependent variable i.e. (consumer buying behavior) to independent variable i.e. (celebrity endorsement). Moreover, the Adjusted R square is 0.414i.e. 41.4%.

The difference between R square and Adjusted R square is $0.009 < 10$, so the variation is applicable since it is lesser than 10.

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.815	7	.545	69.923	.001 ^b
Residual	26.670	192	.139		
Total	30.485	199			

a. Dependent Variable: consumer buying behavior DV

b. Predictors: (Constant), E-word of mouth E-WOM, celebrity credibility/trustworthy CCT, celebrity physical attractiveness CPA, celebrity expertise/skills CEX, celebrity endorsement CE, Celebrity multi-endorsement, Brand Image/Trust BIT

Interpretations:

On the basis of above ANOVA table, the researcher demonstrated that the value of F is 69.923 i.e. greater than 10, its means that the f is statistically significant, because independent variables creates relation on dependent variable.

Along with, the value of $p=0.001$ i.e. less than 0.05, analyst found that the null hypothesis rejected and there is favorable relation amongst dependent and independent variable.

Coefficients^a

Model	Unstandardized Coefficients		Sig.
	B	Std. Error	
(Constant)	0.122	.261	.000
celebrity endorsement CE	.155	.059	.001
celebrity physical attractiveness CPA	.049	.063	.0022



celebrity credibility/trustworthy CCT	.028	.057	.004
celebrity expertise/skills CEX	.056	.052	.002
Celebrity multi-endorsement	.017	.045	.000
Brand Image/Trust BIT	.004	.056	.939
E-word of mouth E-WOM	.177	.046	.035

a. Dependent Variable: consumer buying behavior DV

Interpretations:

According to the above table it is shown that, the constant i.e. an indicate the consumer buying behavior as well as coefficient of X_1 is celebrity endorsement, coefficient of X_2 is celebrity physical attractiveness, coefficient of X_3 is celebrity credibility, coefficient of X_4 is celebrity expertise, coefficient of x_5 is celebrity multi endorsement, coefficient of X_6 is brand image, coefficient of X_7 is E-WOM. These are the standards for the regression equation for forecasting the all coefficient of dependent variable from the independent variable. The regression equation is as embodied:

$$Y = a + bx$$

$$Y = a + b_1x_1 + b_2x_2 + b_3(x_3) + b_4(x_4) + b_5(x_5) + b_6(x_6) + b_7(x_7)$$

$$Y = 0.122 + 0.155(x_1) + 0.49(x_2) + 0.028(x_3) + 0.56(x_4) + 0.017(x_5) + 0.004(x_6) + 0.177(x_7)$$

Similarly, according to above regression equation, if researcher putting all coefficients equal to zero, so there is no impact on dependent variable and constant value of consumer buying behavior remains same. Therefore, if researcher considering all coefficients equal to 1, so there is a positive impact on consumer buying behavior through all coefficients' and dependent variable (consumer buying behavior) increases significantly.

All coefficient values of regression equation are positive its means that there is a positive impact of all coefficient (Celebrity endorsement, physical attractiveness, celebrity credibility, celebrity expertise, celebrity multi-endorsement, brand image and E-WOM) on consumer buying behavior. Above table, demonstrate that significance level of Celebrity endorsement is $p = 0.001$ which is less than 0.05 (i.e. $p = 0.001 < 0.05$) its means that null hypothesis rejected, therefore it is concluded that there is favorable impact of celebrity endorsement on consumer buying behavior. Whereas the significance level of other coefficient celebrity physical attractiveness is $p = 0.0022$ which is fewer than 0.05 (i.e. $p = 0.0022 < 0.05$) its means that null hypothesis rejected, therefore it is concluded that there is drastically impact of physical attractiveness of celebrity on consumer buying behavior. As well as analyst predict that the significance level of coefficient celebrity credibility/trustworthy is $p = 0.004$ which is also smaller than 0.05 (i.e. $p = 0.004 < 0.05$) its means that null hypothesis rejected, because there is a significant collision of celebrity credibility/trustworthy on consumer buying behavior. Therefore, as researcher expect that the significance level of coefficient celebrity expertise/skills is $p = 0.002$ which is also smaller than 0.05 (i.e. $p = 0.002 < 0.05$) its means that null hypothesis rejected, because there is a significant collision of celebrity expertise on consumer buying behavior. In the other hand, the significance level of celebrity multi endorsement is $p = 0.000$ that is also lesser than the 0.05 ($0.000 < 0.05$) null hypothesis is rejected. As well as, the significance level of brand image is 0.939 i.e. greater than 0.05 ($0.939 > 0.05$), its means that the null hypothesis of brand image is failed to reject. The brand image is not significantly creating



impact on consumer buying behavior. The last significance level is $E-WOM = 0.035$ i.e. less than 0.05, the null hypothesis is rejected. It means that there is an impact of E-WOM on consumer purchasing attitude.

CHAPTER#05

CONCLUSION & RECOMMENDATIONS

Conclusions:

Therefore, celebrity endorsement significantly influences customers buying decision. Hence, if celebrity endorsement present with any brand so brand image isn't important or essential to pursue the customers towards brand. According to the research study, research found that there is no impact of brand image on consumers buying behavior. Rather than physical attractiveness, celebrity credibility, celebrity expertise, multi-endorsement by celebrities and Electronic word of mouth showing the favorable impact on consumers buying attitude. This study identifies that customers influence by celebrity. If celebrity is their favorite list so customers buying attitude directly and positively changed. Celebrity endorsement become an essential weapon for any brand to grab the customers attention. Whether youngsters, old age group, male & females, employed & unemployed all groups shown their attractiveness towards the celebrity. Celebrity endorsement is a successful technique, by this approach any brand can grab the most market share. Researchers conclude this study according to the careem users. This study demonstrated that, the careem brand image is nothing for customers hence their promotional technique with celebrity pursuing more and recall the brand in their mind due to the celebrity. Celebrity charisma, fame, personality, success, expertise, knowledge and trustworthy attitude, is highly counted amongst the customers and fan followers. Mostly youngsters in age group between (26-30) widely used careem services and inspired from their services because of celebrity.

Recommendations:

This research study has a wider scope to gather data from different domain and sampling size. This study conducts mainly on descriptive basis. It will be also conducted on exploratory or field experiment level. Therefore, celebrity endorsement and their physical attractiveness is a controversial and universal topic in marketing field that can not be old in any century of globe. Hence, company must have to choose celebrity which influence their targeted market and hire them with respect to ethics. For further study, qualitative and induction approach can be used for scrutinize the results through interviews, field experiments in contrived environment etc. Other researchers can also conduct this study in above 200 to 300 respondents for accuracy in results. Whereas, this study will be conducted in longitudinal basis according to the multi celebrity endorsement period.

Limitations:

There are some limitations during the research study which are as embodied:

- Researcher has time constraints for conduct this study.
- Researcher has limited resources for gathered data and testing it.
- Researcher can only focus the convenience sampling technique.
- Researcher bound to conduct study is only descriptive type.
- Data collection is not fully accurately done from the less concentrations of respondents.
- Majority of the respondents are students and youngsters to that's why results could not be implemented on general level.



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