

# Client Sensitivity about Celebrity Endorsement: A Study of FMCG Trademarks

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## Abstract

Concept of this cram is based on celebrity endorsement as a tool of Clint sensitivity regarding the brand. A Primary study of 478 folks was accomplished to investigate the aspect affecting purchase intentions among FMCG consumers of Pakistan. Three Predictor variables were studied as determinants of consumers' purchase intentions with the help of SPSS and sales volume of the FMCG products in the specific region of Punjab Pakistan and found to have a positive association with purchase intentions while using a celebrity endorsement. This study will lead the marketers towards new dimensions of the branding and advertisement. This study helps us to understand the effectiveness of celebrity endorsement and arrive at a meaningful conclusion.

**Keywords:** Celebrity endorsement, Brand image, Brand loyalty, Purchase intention.

## INTRODUCTION

Celebrity endorsement is the abstract of the brand or advertising campaign that engage a well known person using their fame to help promote a product or service. Producers of perfumes and clothing are some of the most common business users of classic celebrity endorsement ways such as TV ads and arrange event contributions, in the marketing of their products. Celebrities manipulate on clients emerge to be larger than ever before. Everyday consumers are passed to hundred of voices and images in billboards, daily news paper, radio adds. Every brand attempts to feel of a person's time to inform him or her of the astonishing and diverse feature of the product. Purchase intention is the implied promise to one's self to buy the product again whenever one makes next trip to the market (Fandos & Flavian, 2006; Halim & Hameed, 2005). According to M. Anosh et., al (2014) There are some factors that strongly influence on the purchase intention of the customer's of lower Punjab i.e. brand image, Brand perception, Brand preference, product Awareness, product and brand loyalty. Basic purpose of this cram to sort out the influence of celebrity on the purchase intention of the customers of lower Punjab means either client is sensitive with the celebrity endorsement or not and how much celebrity play role in building trademark. This study will explain the purchase cycle of the client that how consumer attract to make purchase of the product advertized by some celebrity and also probe the unique aspects that are necessary to retain the re-buying of the product .

In the dynamic market hard to find out what kind of product actually the consumer wants. Celebrity endorsement is the only way to retain the mind share of the customer and market share of the competitive market . This study will provide the additional empirical evidence in the facts base of marketing promotions. It may also elevate the awareness of the concept of "branding with celebrity " in a market where lot of focal unbranded FMCG products are surviving. In Pakistan's markets where advertisement and marketing is mostly organizational oriented, implying customer driven approach will provide the marketers with an insight into the consumer's perception of their marketing efforts in an attempt to focus their efforts for more effective outcome.

Anam, M., Anosh, M., & Hamad, N. (2015) said that The combination of good characteristic makes a positive impact on the client, because frequently buyer like the celebrities for the trust worthiness, customers like their pleasant appearance and material attribute. Most significantly the company focus contest between the celebrity character and product or brand features or aspects.

## LITERATURE REVIEW

The origin of the brand formed by brick makers in Egypt who put signs on their bricks to distinguish them M. Anosh et., al (2014). Many brands born without any personality, brand it-self is nothing. A brand can never walk, talk and get snapped. But with a celebrity is like a basic need fulfilled and purpose of communication to the audience is fulfilled, the name of a product or a company can take on instant glitz, glamour, appeal, and aspiration. D. Reeder (Greenlight L.A) explained that, Customer absorption with celebrities isn't going away. And also M. Anam et al., 2015 Celebrity endorsement of brands will absolutely sway the buying intention of customer Celebrity creditability inspire others to purchase the specific brand but the brand factors were undefined . purchase intention is the repurchase proposal of an specific brand or product in the market while purchase of the product , purchase of the product in the future, and to buy the specific product Halim and Hameed (2005) . it's a behavior of client in short term in which he decided to purchase the unique product while having substitute in the competitive market Fandos and Flavian (2006).According to Anosh et. al (2014) while survey of Smartphone market by using some of brand equity elements makes influence in purchase intention of

the brand shows that brand loyalty and brand image has positively related to the sale of the brand other brand equity variables also play vital role in the process but these two variables are more influencers than other variables .

M. Anam et al., 2015 explains Celebrities carry a positive image in the mind of purchaser that also helps to create the brand image in the mind of the customers and advertising agencies use this positive image to convey the message of their brand. Celebrity endorsement advertisement is not only interesting and attractive but also source of attention. The purchaser desires a diversity of feature from the endorsement like the credibility and acceptability. The celebrity should be completed and planned to describe the actual image of the brand and to convey right message to the target audience. The director of Nestle foods Pakistan and Haleeb foods Pakistan should be well chosen and the endorser good and well popular actors of Pakistan. According to Indian authors what they concluded in the related researches is Celebrity Endorsement significantly impact Brand Image. In the dynamic environment celebrities are used in marketing communication policy is quite general practice for major companies in sustaining brand imagery. According to Chan, K., Ng, Y. L., & Luk, E. K. (2013) popularity is the main factor, a good image, and similarity between the celebrity's image and that of the brand as significant feature for marketers to believe in selecting celebrity endorsers

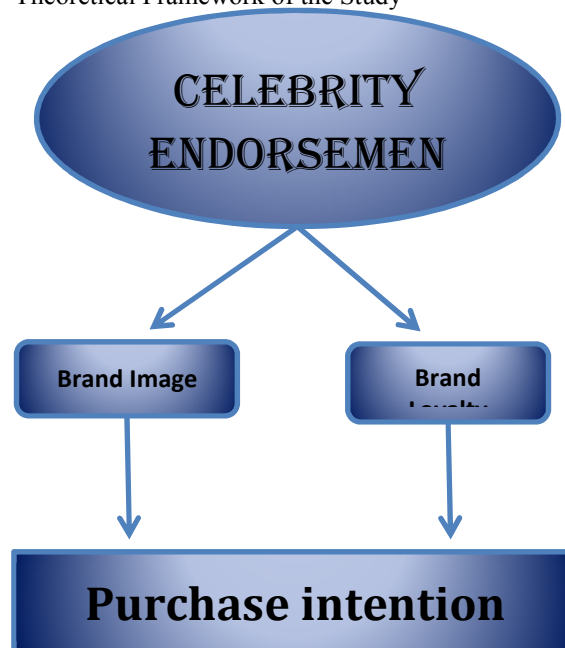
Arslan and Altuna (2010) defined brand image is the feeling regarding brand when purchaser wants to purchase the brand in the market. he explained three aspects of brand image favorability, strength, and distinctiveness. Every dimension of the brand image found the considerable effect on the consumer purchase intention. Muhammad, Anosh, Naqvi Hamad, and Ghulam Shabir (2014) studied the influence of brand image on consumer purchase intention. They analyzed that brand image is significantly and positively related with the purchase intention. Erdogan (1998), mentions several of the probable hazard in the use of celebrity personality that may cause a change in customer loyalty. Firstly, when the celebrity is entangled in some form of indignity or controversy. Dick et.al (1994) explain customer loyalty with two aspects , that is, behavioral and attitude component. Moraga, Parraga and Gonzalez (2008) said brand loyalty is a continuous purchase manners that make company to retain customers. clients analysis unreliable celebrity endorsers in spite of their additional traits as questionable message (Erdogan,1999). On the basis of literature review regarding the variables hypotheses was generated to test and examine the market customers of lower Punjab, Pakistan. In theoretical framework celebrity is an independent variable That's play vital role in the generation of the Brand image and Brand Loyalty. In other word peoples only believe on the product if well know celebrity is endorsing the product . this is how after experience of the product consumer shows positive or negative word of mouth. Purchase intention shows as a dependent variable that is based on Brand image and brand loyalty of the products. These dimensions may be summarized in the following model.

H1: Celebrity has directly or indirectly impact on Purchase intention.

H2: Brand Image has a significant and positive relationship with purchase intentions.

H3: Brand loyalty has a significant and positive relationship with purchase intentions.

#### Theoretical Framework of the Study



## METHODOLOGY

This study is a cross-sectional study which was accomplished in Lower Punjab, Pakistan. Cities included were Mian Chenu, Khanewal, Multan, Layyah, Chowk Munda, Bhakar, Kot Adu, Dera Ghazi Khan, Jampur, Muhammad Pur, Fazal Pur, Rajanpur, Kot Mithan, Alipur, Muzaffargarh and Jatoi. These are the most well-known markets of the lower Punjab regarding FMCG. Primary data was collected to complete the objective of the research, questions were asked to the folks regarding well-known celebrities that mostly perform in the advertisement of Milk and Shampoo. Questions were verbally asked to the targeted audience because a specific level of awareness about variables was necessary in the study of FMCG market of Pakistan. 478 filled questionnaires were used for result analysis. SPSS is used to achieve the results of the study. The alliance between celebrity endorsement, Brand image, Brand loyalty and purchase intentions was originated using Pearson's correlation to make sure whether there is a positive and significant relationship exists between different extent of the product and intention to purchase of the Product by consumers. During research best practice was to collect sales data of FMCG products from above-mentioned cities that confirms the result of SPSS.

## Analysis and Results:

### Correlation Analysis

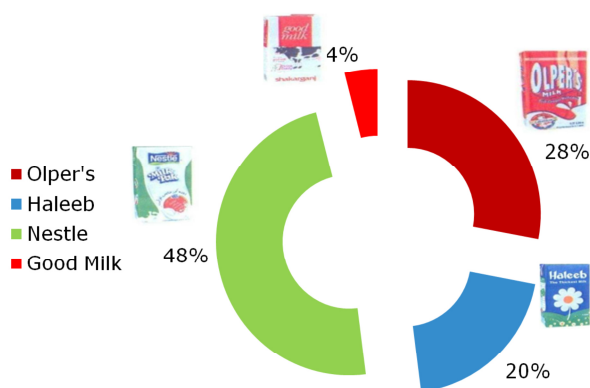
		Purchase Intentions
<b>Celebrity Endorsement</b>	Pearson Correlation	.327**
	Sig. (2-tailed)	0
<b>Brand Image</b>	Pearson Correlation	.288**
	Sig. (2-tailed)	0
<b>Brand Loyalty</b>	Pearson Correlation	.419**
	Sig. (2-tailed)	0
<b>Predictor variable=</b> Celebrity Endorsement, Brand Image, Brand Loyalty.		
<b>Response variable=</b> Purchase intention.		

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

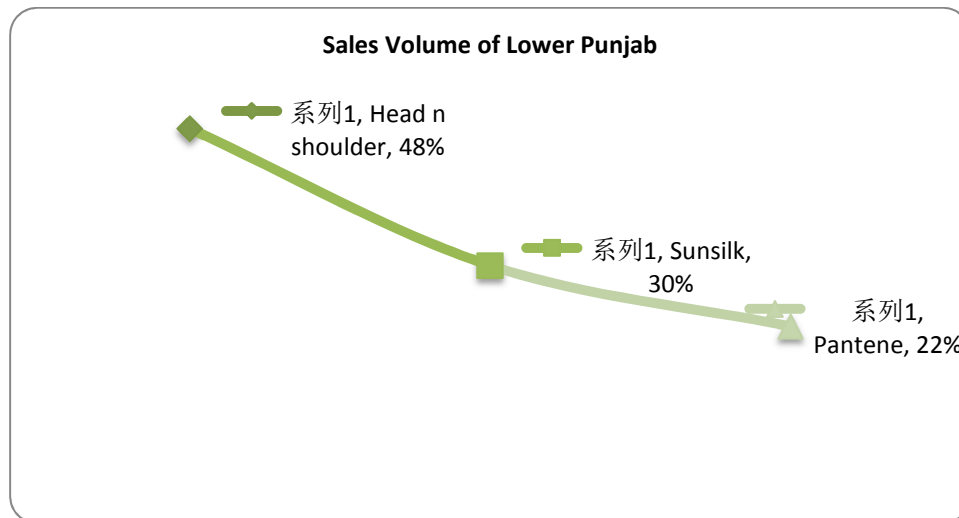
The results of Pearson's Correlation Coefficient demonstrate that Celebrity Endorsement, brand image and brand loyalty have a positive and significant relationship with purchase intentions and purchase intention directly or indirectly affects the purchase intention of the brand or product at a 0.01 level of significance with "r" scores .327, .288, .419 respectively. These results show that folks of lower Punjab are very much loyal toward the using brands or products and brand image is on the third number with .288 score second one is Celebrity endorsement that is directly or indirectly effects the purchase intention of the brand.

According to the survey as shown in figure 1 that Nestle sales share is much greater than all other milk brands just due to the well-known celebrity Anwer Maqsood who performs in the advertisement of Nestle Milk Pack and Peoples are inspired by him and love to use the products affiliated with the Anwer Maqsood.

Fig-1 : Sales Volume of lower Punjab



Secondly product that was study in the research related to FMCG is from Shampoo industry



After compiling of the data of sales of three Shampoo brands results shows that Head&shoulder is the large number of seller in the lower Punjab and one the second num sun-silk and last one is Pantene. After seek out the reason come to know that most of the people know about the head&Shoulder just because of a famous cricketer Shahid Afridi as the brand ambassador of Head&shoulder shampoo. Availability of the product plays an imperative role in the sales volume but customer affiliation with a certain product and retaining brand loyalty with a good image of the product is only achieved through celebrity endorsement as mentioned in the text that the brand itself 'Can't Talk, Walk and get snapped'. These two case studies show that celebrities play a vital role in the sale of the product and customers are always influenced by credible and well-known celebrities. Purchase intention is directly or indirectly related to the celebrity endorsement.

### Conclusion and Recommendations:

In the FMCG sector of lower Punjab, Pakistan, mostly customers are brand loyal and mostly inspired by TV ads. Companies must focus on the folk's celebrities as shown in the research; companies should make ads with local celebrities so a common person should also be aware of the social and behavioral issues of the society. The element of reliability and attractiveness in their ads are very low. Credibility of the celebrity is very important in the building of a brand. A celebrity should not be involved in any type of scandal or controversy as this can affect the worth of the product in the market. Like some years ago, Lays Chips issue arose as a HARAM food (not according to the Islamic procedure) and in this case again a celebrity, Junaid Jamsheed, performed his role and let the people know in the advertisement that Lays is a HALLAL food (according to Islamic process manufacturing) due to the credibility of the celebrity, again sales increased and still they have to face any type of HALLAL HARAM issue.

No doubt brand equity is the strong influencer of the purchase intention but celebrity has its own role in the development of the brand equity. As with all pragmatic observations, this research has certain boundaries which themselves compose possible lines of research in further studies. Restriction is that only those variables measured to be the most appropriate for achieving the objectives were included in their search model. A further limitation of this study lies in the application of the empirical study specifically in the FMCG market. For suggestions of more researches in the future, imitation and extension of this study should be conducted along with a relative analysis study of the consumer point views towards celebrity endorsement between a developed country and a developing country.

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