



Consumer Purchase Intention for Celebrity Endorsed Products: A Study on Pakistan Clothing Industry

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Abstract

This study examines the impact the use of celebrity endorsements has on the purchase intentions of consumers specifically in the Pakistani clothing industry. This study focuses on the consumer who witnesses celebrities in different Pakistani clothing ads and overall what impact they have on their purchase intentions towards the product being endorsed. A total of 5 variables are covered in this study out of which there was one independent variable (Purchase intention) and four dependent variables (Attractiveness, Trustworthiness, Expertise, and Product fit). The data collection was done through a quantitative method using a questionnaire to gather primary data from Pakistani consumers. The population studied are the individuals in Pakistan who are consumers of the Pakistani clothing industry. Since the population is too widespread and not feasible considering the limitations of the study at this point a sample is taken. A total of 380 individuals from Karachi are used as the respondents for this study. The results of this study are that each of the constructs of the variables studied using the questionnaire has an impact on the variable except the first through sixth constructs of purchase intentions. Through running KMO and Bartlett the results were above the threshold of .7 showing that each of the constructs of each variable present in the questionnaire has an impact on the variables. Furthermore, the significance defined that the questionnaire is valid and further tests can be run. Additionally, the regression tests identified that each of the tested variables has no significance on consumer purchase intentions. Based on the reliability results it is also evident that every construct of every variable has shown reliable results except for 3 constructs of each attractiveness and purchase intention. Overall, the findings of this research show that all of the studied dimensions do not have a sign on the purchase intentions of consumers in the Pakistani clothing industry and conclude that there are other factors than celebrity endorsements that impact the Consumer of the Pakistani clothing industry's purchase intentions.

Keywords: *Celebrity endorsements, Purchase intentions, Attractiveness, Expertise, Trustworthiness, Product fit, Pakistan, and Clothing industry.*

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Introduction

Now, a day an organization's basic aim is to sell out all the products and fulfill the needs of all consumers with the help of marketing communications strategies. Many strategies are used one of them being celebrity endorsement. It is a kind of strategy in which the business uses celebrities as Part of their marketing campaigns to try and increase sales and also attract the consumer towards products to in return try and generate better outcomes for the organization. According to Winterich, Gangwar, & Grewal, (2018) as marketers are finding more and more ways to make their advertisements attractive to the consumer one of the ways they have adapted is by incorporating celebrity endorsements as a part of their marketing processes. The question is what celebrity endorsement is and what impact does it has on overall purchase intentions? Celebrity endorsements are a tool that is used when advertising and brand campaigning. It involves a person who is well known and famous through which companies advertise to promote their product in hopes of increasing overall sales. Although, many businesses still use traditional advertising techniques such as ads on television, billboard, events in the promotion of the product, etc. we see the use of celebrities becoming much more common and this technique is focused on in the Pakistani clothing industry. In this era, people are not just attracted by advertisements but actually, they are attracted by the glamour of celebrities. Celebrity affects brands and also has great importance now. Now a day firms hire celebrities for promotional campaigns. The product features are advertised with celebrity images which attract and convince the consumer to purchase that products and brands. Furthermore, it is the most prominent and attractive way of the element is advertising and communication management. In this strategy, celebrity becomes brand ambassador and they are the basic tool for the organization to advertise their products and increase their sales and generate profitable results. As explained by Weigold et al. (2013), as cited in Pileliene and Grigaliunaite (2017), people associate physical features with the personality traits of an individual. When companies use such attractive celebrity faces to promote their products it helps consumers identify them with personality traits that they would like to be associated with creating an influence on their purchase intentions. In this modern era celebrity endorsement is a unique way of advertising technique. People like those advertisement products which are based on their favorite celebrity and they want to purchase and spend more on that type of product. Since consumers see the ads and their favorite celebrities in those ads, they just assumed then how glamorous they look after wearing that one brand. This persuades the consumers to spend more and purchase more.

In this research, celebrity endorsements are going to be elaborated on and discussed as well as the impact it has on the Pakistani consumer when focusing on the clothing industry. This research will focus on trying to identify the impact attractiveness, trustworthiness, expertise, and product fit have on the overall purchase intentions of consumers in the Pakistani clothing industry. Currently in the Pakistani clothing industry celebrity endorsements are taking over the marketing campaigns by storm. Well-established market giants of the clothing industry of Pakistan are focusing on using celebrities as the main part of their marketing campaigns. Brands such as Alkaram and Amir Adnan are evident examples of such marketing activities. Alkaram has worked with several trending celebrities to be a part of their advertising campaigns for their latest collections, with celebrity Ayeza Khan being their latest endorser (Dawn Images, February 25th, 2018). Similarly, Amir Adnan has used Zahid Ahmed as the face of their 2018 collection (Dawn Images, February 16th, 2018). Based on the current industry practices it was thought to investigate whether these



endorsements have an impact on the consumer's purchase intentions for the specific industry or not. Looking into past research it was found that although past research has studied various dimensions and contexts of celebrity endorsements there are some theoretical gaps identified concerning celebrity endorsements in the clothing industry specifically in Pakistan. This study will focus on celebrity endorsements but look at their impact specifically in the context of the Pakistani clothing industry to help understand and identify whether the use of such marketing practices in the Pakistani clothing industry has an impact or if it is just a waste of resources' time and money. This study will focus on four different dimensions which impact celebrity endorsements and potentially impact purchase intentions. One of the dimensions includes looking at the effect of a celebrities' attractiveness and how it affects the purchase intentions of different consumers in the Pakistani clothing market.

Another aspect we would like to focus on is identifying the relationship between the customer and celebrity concerning trustworthiness. How does the celebrity's credibility in society impact the consumers' ability to trust them and change their purchase intentions? As previously researched by Jha, Bhattacharjee, Priti, & Heng, (2020) they were able to conclude that the credibility of the endorser and the brand credibility have a direct relationship. Both of these aspects affect each other when dealing with the image created in the consumers' minds. When a consumer can trust the celebrity based on their social credibility it allows for a change in their purchase intentions towards the brand increasing its credibility and trustworthiness as well. Using similar variables this research will help identify whether customers in the Pakistani market are affected by such aspects of the endorser or if their purchase intentions disregard "credibility". Staying focused on celebrity image this study will also explore the effect of the celebrity's overall image on sales. In the context of celebrity image MS, (2020) found that sales have a direct impact on the image of the celebrity. In their study, they were able to identify the drop in Nike golf ball sales after the Tiger Woods scandal as he was the celebrity being used to endorse the product showing that the endorsers' image can affect the overall profitability of the company. In our study, we will try to conclude the impact trustworthiness of a celebrity has on the purchase intention of Pakistani consumers.

This study will also look into the impact celebrity fit has on the purchase intention of the consumer. When using a certain celebrity to endorse a product there is usually some logic behind the choice. Lastly, this study will be exploring expertise and what impact it has on the purchase intentions of consumers in the clothing industry. Looking into previous research Wang & Scheinbaum, (2018) concluded that trustworthiness expertise is also very impactful when using celebrity endorsement techniques. For a consumer purchase intention to be impacted by the celebrity endorsements the celebrity must be an expert or have experience in the product being marketed. This relates to increasing trust in the celebrity and making the advertising more appealing and realistic to the consumer.

To add to the previous research conducted this study will focus on finding the effect of celebrity endorsements in the clothing industry of Pakistan by putting the variables purchase intention, brand image, and celebrity endorsements in the context of the Pakistani clothing industry. Conducting this research will help the Pakistani clothing industry and marketing



managers better understand the importance of celebrity endorsements and how to make them beneficial for their business.

Objectives of the study:

The overall study is about the impact of celebrity endorsements on consumer purchase intentions in the Pakistani clothing industry. This study covers attractiveness, trustworthiness, expertise, and product celebrity fit in the clothing industry of Pakistan. The desired outcomes of the study are to find out the effectiveness of celebrity endorsement and how much people are influenced by celebrities in the clothing industry and how celebrities alter consumers' purchase decisions.

Specific Objectives:

The study will be completed after fulfilling the following objectives.

- To find out the influence of celebrity endorsement.
- To find out the scale of attractiveness through celebrity endorsement in the clothing industry.
- To find out how the trustworthiness of a celebrity influences consumers' purchase intentions.
- To measure the effectiveness of celebrity endorsement by identifying the fit between the celebrity and the product.
- To find out how the celebrity's expertise towards the product impacts the purchase intentions of consumers.

Questions:

1. How do celebrity endorsements influence consumer purchase intentions?
2. How does the physical attractiveness of the celebrity affect the overall product endorsement?
3. How does the trustworthiness of the celebrity affect the consumer's purchase intentions?
4. How does the celebrity fit impact consumer purchase intentions?
5. How does the expertise of the celebrity impact consumer purchase intentions?

Significance of the thesis:

This study is done to help identify the factors that impact celebrity endorsements on consumer purchase intention in the clothing industry of Pakistan. This study will help brands identify the importance of celebrity endorsements to their customers. With the use of this study before investing in such celebrity endorsements for different clothing advertisement campaigns in Pakistan, brands will be able to identify if it will have an impact on their consumer's purchase intentions or if it is of no significance. With the help of this research, marketing teams will be able to identify which variable has the greatest impact on their consumer's purchase intentions. This will allow them to focus on and highlight those variables in their ads to aid in creating effective and impactful advertising campaigns for their brands. Overall, the significance of this study is to help identify the impact of using celebrity endorsements in the Pakistani clothing industry and understand the impact it puts on the consumer's purchase intentions.



Scope of the study:

The scope of this study is to identify the impact of celebrity endorsements on consumer purchase intentions in the clothing industry of Pakistan. This study will focus on different clothing brands in Pakistan and how they use celebrity endorsements. The impact of such marketing strategies will be analyzed and studied. Focusing on looking at four dimensions which include attractiveness, trustworthiness, expertise, and celebrity fit this study will identify the impact each dimension has on the purchase intention of the consumer. This study will specifically focus on the clothing industry and how these dimensions play a role in celebrity-based advertising in the specific industry.

Limitations of the study:

Our overall research revolves around the effect of celebrity endorsements on the purchase intention of customers in the clothing industry. Our research will be limited to the urban population specifically Karachi therefore we will not be able to gather data from the rural population or any other urban city of Pakistan. Another limitation of our research is that we are specifically focusing on the clothing industry therefore will only be able to analyze the impact on customer purchasing intentions from any other industry. Also, data collection is limited to the 18 to 40+ age group, as a result, limiting our target prospects for data analysis in our research. Furthermore, our research is focused on the variable's attractiveness, trustworthiness, expertise, and celebrity fit forcing us to limit our research on effects on purchase intention to only the above-discussed four dimensions.

Literature Reviews:

Attractiveness is the physical attraction related to something or someone. This variable looks at the impact the celebrity's attractiveness has on the consumer's purchase intentions. Schimmelpfennig, (2018) stated that consumers are changing the way they live and relate to the lives of celebrities. With that said celebrity attractiveness has a high correlation with advertisement believability. Seeing attractive celebrities and making it easier to believe in them makes the consumers more attracted to the products and more inclined to make the purchase. Dwivedi, Johnson, and McDonald (2016) stated that people nowadays are more attracted to celebrities in advertisements. Celebrities create appeal and create valuable appeals for the customer. Hassan & Jamil (2014) stated that even though celebrity attractiveness plays a role in successful marketing the Pakistani consumer doesn't focus on the actual celebrity but rather on the functionality and need of the product. Saaksjarvi, Hellén & Balabanis (2016) found that females with high self-esteem are not impacted by the attractiveness of the celebrity, rather individuals with low self-esteem are negatively impacted by attractive celebrities.

Trustworthiness is the trust you have in something or someone. When looking at advertisements and seeing different celebrities' purchases are usually influenced if the consumer trusts the celebrities' beliefs and opinions. Paul, & Bhakar, (2018) explained that the individual's image created in the market affects the product's image as well as the success of the advertisement. When the celebrity has a negative image of themselves created it allows the consumers not to believe what they are saying as they no longer trust them due to their negative image. This image translates into the product's image as well and when seen that someone who the consumer cannot trust is endorsing the specific product will result in them



not wanting to buy the product. Zahaf and Anderson (2008) also found that the credibility of the celebrity affects the trust the consumer has in them as well as anything they say or do. When showing their respondent's celebrity-based advertisements it showed that their behavior changed as they thought of the credibility and trust they had in the celebrity. Chou and Wang (2017) concluded that when the consumer needs something they buy it. No matter how many strategies are applied once the need is there the product will be bought. However, in the case where a credible celebrity is used in which the consumers have a sense of trustworthiness an impact on the purchase intentions can be made.

Expertise is related to how much experience an individual has towards something or the art of being an expert. When wanting to make a decision an expert opinion is usually looked at and preferred the same goes with celebrity endorsements and the impact, they have on the consumer's purchase intentions through advertising. Till and Bussler (1998) found that although attractiveness and celebrity fit is useful, expertise has a great impact on purchase intentions. It also states that expertise has more worth than charisma as it allows for logical reasoning and understanding behind the persuasion to purchase a product. When the celebrity is an expert their endorsement will have more impact than someone who has charisma or is attractive. Schimmelpfennig, (2018) also stated that expertise and trustworthiness have more value to the customer. When buying the product through seeing the advertisement it is important that the celebrity be an expert and can be trusted to ensure that the product will do all that it says.

Celebrity product fit is the ability to relate between the product and the celebrity endorsing it. When using a celebrity, there must be some sort of relation or logical reasoning behind the pair-up to put an impact on the consumer buying decision. Chung, Derdenger, and Srinivasan (2012) identified that if there is a negative connection between the endorser and the product it devalues the impact of the advertisement. In the experiment when using Tiger Woods as the endorser for Nike golf balls sales significantly increased. Followed by Zafar and Rafique (2012) also found that congruence between the product and celebrity is more likely to increase the influence on the purchase intentions of the consumer. In the experiment, they found that when consumers had information on the product and when seeing their favorite celebrities in the ad and being able to identify between the two had an impact on their purchase intentions. Silvera and Austad (2004) also concluded that the relatability between the product and the celebrity endorsing it made advertisements more persuasive to the consumers. Erdogan (2010) also found that even though it's difficult to identify how to choose the right celebrity if the celebrity is justifiable for the product and has the charisma and trust it aids in the organization's competitive advantage. To further add to the importance of celebrity product fit, Garud (2013) found that when buying everyday products consumers buy what they like but their purchasing can be influenced by the use of celebrities whose personality relates to the product being advertised. When the consumer can find logic between the celebrity and product it allows them to believe what is being said and impact their purchase intentions. Ilicic, Baxter, and Kulczynski (2015) further also explained the importance of celebrity product fit and how it is influenced not only by the sound of the celebrity's name but also their physical attractiveness both creating a perception about the advertisement in the consumers' mind.



Theoretical Development of Hypothesis

In recent years it has been seen that brands have tried to use celebrities as the main source of marketing their products. Companies base their marketing strategies on using celebrity endorsements to impact the purchase intention of their customers by associating and using specific celebrities with the brand. Carrillat & Ilicic, (2019) discovered that customers are more likely to be attracted to a product when they identify it with a celebrity. They created two different sports brands (a fitness center and sports shoes brand) and in the advertisements used David Beckham and Jackie Chan as the celebrity endorsers. Using a questionnaire, they analyzed the results of the effect on customers when comparing a celebrity to the relevance they have towards the product they are advertising and whether it affects their purchase intentions or not. Through conducting this research, they were able to find that attractiveness and popularity of the celebrity affected the purchase intentions of the customer. It can be seen that when advertising companies want to make sure that their endorsers are attractive to catch the attention of the consumer. Zafar and Rafique (2012) looked at whether a celebrities' attractiveness affects the purchase intentions of a customer or not. Through preparing a series of questions they wanted to find out the relationship between a celebrities' attractiveness and image and the effect it had on the purchase intentions. Saaksjarvi, Hellén, and Balabanis (2016) looked at the effect celebrities' attractiveness has on the purchase intentions of an individual. They found that attractiveness can directly relate to the self-esteem of the individual and if the celebrity creates an image of confidence and high self-esteem when using the product, it may change the purchase intention of the customer. Through this study, we would like to see how the results differ concerning the Pakistani market. As a result, it was found that not only does attractiveness matter but the image of the celebrity also plays a role in successful celebrity endorsements.

H1: The attractiveness of the celebrity has a significant and positive influence on consumer purchase intention.

When it comes to celebrity endorsements also have a huge impact on the sales being made. Since celebrities are often looked upon as inspiration and even idols for that customer it could be the defining reason behind making the purchase. In this case, it was again seen that in today's day celebrity endorsements overall have a large impact on the purchase intentions of the customer as well as the sales of the company.

To further look at the impact of celebrity endorsements on the sales generated through identifying the consumer purchase intentions, Chung, Derdenger, and Srinivasan (2012) conducted a study in which they looked at the sales generated versus the quality of the celebrity with regards to the trustworthiness of the individual. They specifically focused on Nike golf balls and the advertisements done by Tiger Woods one of the highest-paid athletes in the world (Forbes, 2015). Between 2000 and 2010 Nike got up to \$103million in profit from golf ball sales that were being advertised by Woods. Even though sales had been growing for the past 10-15 years in the year 2013 after woods was accused of infidelity in his marriage (New York Post, November 24th, 2013) and many other linking scandals the sales had been seen to drop causing a loss of profit of approximately \$1.4 million. Through this study, the conclusion was made that celebrity quality with regards to how much they can be trusted by the consumer and the purchase intentions of a customer are dependent on each



other and the downfall of the endorser's Reputation directly affects the sales. Since brands associate themselves and the products with the celebrity that image is instilled in the consumers' minds and automatically when thinking about the Product the customer makes the purchase decision based on the trust, they have in the celebrity who in the end impacts the purchase intentions of the consumer and sales of the company.

H2: Trustworthiness of the celebrity has a positive impact on consumer purchase intentions.

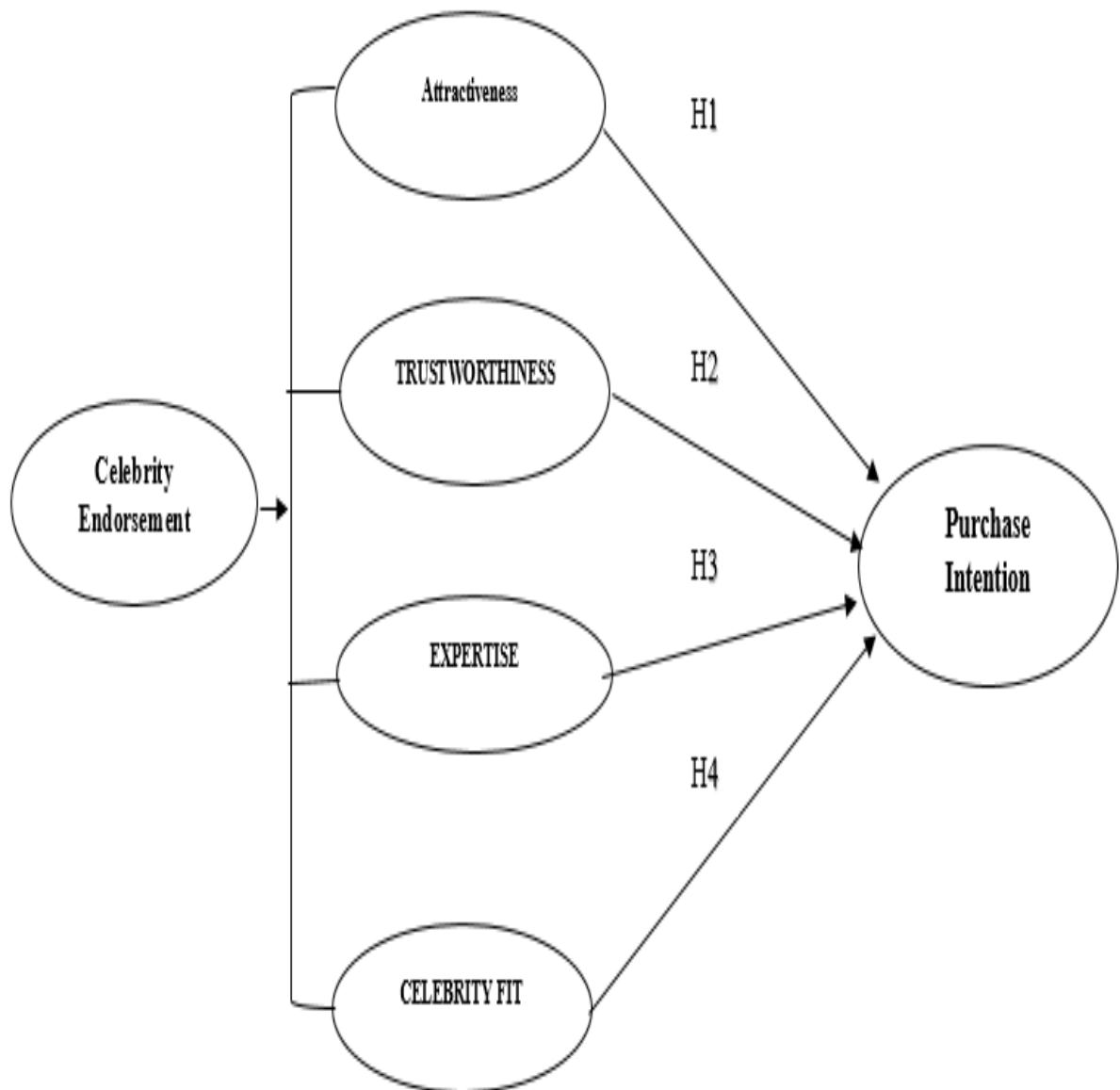
Ramiz UL Hassan and Ahmed Jamil (2014) looked into celebrity endorsements when it comes to celebrities of different countries and whether the aspect of being from a different country changes the relationship between celebrity endorsements and sales. They specifically focused on well-known brands and endorsements done in Pakistan by Indian celebrities for example Kareena Kapoor for head and shoulders, Veet by Katrina Kaif, etc. After conducting gathering data through a questionnaire it was found that although celebrities are a way of persuasion, they aren't the only factor a Pakistani consumer takes into consideration when purchasing a product. The Pakistani consumer depends on quality, price, and taste as well. When jumping into the industry for the first-time brands opt for celebrity endorsements to try a quickly capture an audience. (Dawn News, March 3rd, 2015) looked into the common use of celebrities when it came to lawn campaigns. They found that both Pakistani and Indian celebrities are heavily a part of such campaigns. Through interviews, they were able to identify that the reasoning behind this is that designers believe these celebrities carry their clothing in such a way that attracts customers. It was seen as a celebrity product fit with consumers being able to relate clothing and the advertising of clothing through the use of different celebrities. Therefore, it was concluded that even if the customer doesn't buy the product because they like the celebrity the way they model the product and make it look through using their expertise and the concept of celebrity product fit allows the customer to imagine themselves in such a way is enough to persuade the purchase intentions.

H3: The use of experienced and expert celebrities creates positive purchase intentions for the consumer.

Hani, Marwan, & Andre, (2018) found that consumers like to see some relevance between the product and the celebrity at least to an extent where there can be some truthfulness. This study will look into identifying if there is a relationship between the product and celebrity fit and how much impact if any it has on the purchase intentions of consumers in the Pakistani clothing industry. Schouten, Janssen, & Verspaget, (2020) argued that the impact of the celebrity fit on credibility. Hence, the product has to be a good fit with the specialization of the celebrity. Thus, a good fit between the endorser and the product has significant importance which results in the development of the following hypothesis:

H4: Relevant product and celebrity fit have a positive impact on consumer purchase intention.

Proposed Research Work frame



Research Methodology

Consumer Purchase Intention for
Celebrity Endorsed Products:
A Study on Pakistan Clothing Industry



The data was collected by using a questionnaire that consisted of 30 questions and was quantified using a Likert scale. Tests were then further run using SPSS to conclude the results. This data collection process and quantifying of the results allowed us to draw results related to the topic of research.

The purpose of conducting this research was to identify the impact of celebrity endorsements on consumer purchase intentions within the Pakistani clothing industry. We wanted to put into perspective the common idea that celebrity endorsements are beneficial for company sales and see how it translates in a significantly different market than what is present in other parts of the world. Looking at the different aspects of Attractiveness, Trustworthiness, Expertise, and Celebrity fit this study helped bring insight into how these factors impact the purchase intentions of consumers purchasing from the Pakistani clothing industry.

The research design was disparate from the technique of gathering data, most research literature is misunderstood in design with techniques; it's not very unusual to see research design behave as a means to collect the data instead of reacting as a logical form of investigation (Vaus, 2001). This study was based on a descriptive design allowing us to analyze the participants to find answers to our study. The design was made up of surveys specifically a 30-question

Questionnaire.

This research was evaluated by using quantitative methods. Also, the instrument used for data collection in this study is based on past research papers specifically “Measuring the impact of celebrity endorsements on consumer behavioral intentions: a study of Malaysian customers” (Wei, Wu & li, 2013).

The target population for this research generally consisted of any individual who is a consumer of the Pakistani clothing industry and has witnessed celebrity endorsements when going to purchase a clothing item. This study used individuals who were aware of celebrity endorsements used in the Pakistani clothing industry and can recall specific ads or experiences to help in the data collection process. Hence, a convenience technique was utilized. The sample size used for this study is 380 respondents to try and ensure significant results. The respondents were individuals both males and females living within Karachi ranging from ages 18 and onwards. The data was analyzed through different tests run in the software Statistical Package for Social Sciences or SPSS. The first tool used was the process of exploratory factor analysis (EFA). This allowed us to find out if the constructs of each variable are related to them or not. In this, the KMO and Bartlett test was run to show the effectiveness of our Instrument (questionnaire). Followed by that regression was run to find the ANOVA tables as well as the significance of the dimensions of celebrity endorsements on purchase intentions. Tests for reliability were also run to make sure the user data is reliable

Throughout this research, we ensured that every step was taken with ethical consideration. All data collected through the questionnaires was done in a way to ensure no respondent was forced or pressured into giving their feedback to the listed questions.

**Data Analysis****Demographics**

The demographics which were focused on in this study were age, gender, income, and education. There were a total of 380 respondents used in this study. The majority of respondents with a total of 76.8% were less than the age of 25. There were more female respondents than men with them totaling to be 54.2%. The highest amount of income range was identified as less than 20000 which totaled to be 65% of the total respondents involved in the study. Lastly, in education undergraduates were the majority totaling 81.1% of the total respondents.

4.1 Demographics

	Frequency	Percentage (%)
Age		
Less than 25	292	76.8
25-30	59	15.5
31-35	18	4.7
36- Above	11	2.9
Gender		
Female	206	54.2
Male	174	45.8
Income		
Less than 20000	247	65
20000-30000	58	15.3
30001-40000	26	6.8
40001-50000	11	2.9
50001-above	38	10
Education		
Undergraduate	308	81.1
Graduate	38	10
Masters	26	6.8
Other	7	1.8

KMO and Bartlett

KMO or Kaiser-Meyer-Olkin is used to show the impact the constructs have on the variable. The results using the data show that the KMO is .916 or 91.6%. This shows that the data is within the given benchmark and that the results must be greater than or equal to .7 or 70%. This shows that each construct of the variables has an impact on it and identifies that results are correct therefore identifying that further tests can be run. Also, the significance analyzed is .000 which is less than the benchmark given of .05, therefore, shows that the instrument used has been validated.

Table 4.2 *KMO and Bartlett results*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.916
Bartlett's Test of Sphericity Approx. Chi-Square	6228.406
Degree of freedom	435
Significance	.000

Factor Analysis

There was a total of 4 exogenous dimensions of celebrity endorsements were studied. Each of the dimensions had a total of five constructs. The fifth dimension was the endogenous variable. To allow for proper factor loading 6 of the 10 constraints were used. According to Wei, Wu, and Lei (2013) factor loading above 0.6 shows a strong relationship between the constraint and the variable. According to this all constructs of all variables were strong except $t_5=.585$, $a_4=.501$, and $pi_7=.524$. Even with the exceptions, there was a very slight difference between the results and what was described to be strong factor loading. This factor loading showed us how much each of the constructs relates to each of the respective variables.

Table 4.3 Rotated Component Matrix

	Factor Loading				
	1	2	3	4	5
pf3	.822				
pf2	.820				
pf4	.762				
pf1	.726				
pf5	.687				
e2		.788			
e1		.757			
e3		.726			
e4		.719			
e5		.685			
t4			.785		
t5			.784		
t2			.756		
t3			.748		
t1			.585		
a2				.798	
a3				.765	
a1				.760	
a5				.666	



a4	.501
pi9	.845
pi10	.838
pi8	.809
pi7	.524

Regression

According to the results, .29 or 29% of the data has resulted in being presentable. The significance in the ANOVA table shows the significance of the independent variables on the dependent variables. The benchmark given is that to be significant the data must result in significantly less than .05. Based on the benchmark and our result of .004 it shows that the independent variables have a significant impact on the dependent variable. Overall, based on the results of regression it shows that all variables have an insignificant impact on purchase intentions. The results show a positive relationship between each independent and the dependent variable. According to the results, it is shown that when product fit, attractiveness, trustworthiness, and expertise change by one unit, purchase intentions change by .106, .028, .052, and .056 respectively but due to the insignificance shows that the identified relationship is not significant on the intentions.

Table 4.4 Regression

Adjusted R Square	.029
ANOVA - Significance	.004 ^b

Table 4.5 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	S td. Error				Tolerance	V IF
(Constant)	2.072	0.236		8.797	0		
pf	0.103	0.064	0.106	1.598	0.111	0.583	1.715
a	0.027	0.064	0.028	0.424	0.672	0.599	1.67
t	0.054	0.067	0.052	0.8	0.424	0.599	1.668
e	0.056	0.071	0.056	0.784	0.433	0.507	1.972

a. Dependent Variable: pi



Reliability

According to Wei, Wu, and Lei (2013), it is stated that the acceptable threshold for composite reliability is 0.7 or above. The reliability is checked through the Cronbach Alpha. Based on the results showed that the majority of the data used was identified as being reliable. The variable product fit shows that the data was reliable as the results fit in the given benchmark of 0.7. All constructs fell between .855 and .87. Similarly, expertise shows complete reliable data with the constructs falling between .869 and .851. Moving on to trustworthiness has also resulted in reliable research with results falling between .875 and .80. Looking at the attractiveness the results show to be a little different from the above variables. Although, the 3 constructs are reliable the second and third constructs are unreliable as they are falling below the given benchmark. Similar to attractiveness the eighth, ninth, and tenth construct of purchase intention has also resulted in being unreliable.

Table 4.6 Reliability

Variable	Cronbach's Alpha if Item Deleted
PF3	.861
PF2	.855
PF4	.869
PF1	.874
PF5	.875
E2	.851
E1	.867
E3	.857
E4	.863
E5	.869
T4	.808
T5	.824
T2	.816
T3	.803
T1	.875
A2	.697
A3	.688
A1	.716
A5	.721
A4	.872
PI9	.662
PI10	.657
PI8	.691
PI7	.804

**Discussion**

The overall findings of this study show that the celebrity-related variables used have no significance on the consumer's purchase intention in the Pakistani clothing industry. Contrary to most literature Hassan and Jamil (2014) explained that the Pakistani consumer does not get majorly impacted by the celebrity but rather is brand loyal and uses products they like. The results of this study agree with the above literature.

Based on the results it was found that even if the consumer of the Pakistani clothing industry is impacted by the attractiveness of the celebrity it does not translate into an impact on their purchase intentions due to the insignificance of the impact. The table below shows that attractiveness and purchase intentions have a positive but insignificant relationship. One unit increase in attractiveness will cause a .106 increase in purchase intentions. This shows that when the attractiveness of the celebrity increases the consumer's purchase intentions are positively impacted. The insignificance defines that this result is not statistically significant showing that the data provided provides little evidence that the hypothesis is false. When the celebrity is likable and attractive it does impact the purchase intentions of the consumer (Zipporah & Mirba, 2014). This is found to be the same in the Pakistani clothing industry.

Similarly, the results show that expertise has an insignificant impact on the Purchase Intention of the Pakistani consumer. Expertise and trustworthiness have more overall value to the customer (Ohanian, 1990). The results of this study found that the impact is insignificant to the consumer In the Pakistani clothing industry. As the table shows that trustworthiness and purchase intentions have a positive but insignificant impact on each other. Results show that one unit increase in trustworthiness will cause a .028 positive change in the purchase intentions. Though there is a positive relationship its results are insignificant statistically. This shows that even though there is a positive relationship it is so minute that it has no significance with the changes in the dependent variable purchase intentions. Expertise and product fit both also show similar results with a positive beta of .052 and .056 respectively both resulting in insignificance.

Based on the findings it is identified that celebrity endorsements have no significant impact on the purchase intentions of the Pakistani clothing industry.

Table 4.7 Hypothesis Summary

Hypothesis	Variable	B eta	Significance	Supported/ unsupported
H1	Attractiveness	.106	.111	Unsupported
H2	Trustworthine ss	.028	.672	Unsupported
H3	Expertise	.052	.424	Unsupported
H4	Product fit	.056	.433	Unsupported

Dependent variable: Purchase intention



Conclusion and Recommendations

In conclusion, this study was conducted to look at the impact of celebrity endorsements on the purchase intentions of consumers in the Pakistani clothing industry. This study looked into celebrity endorsements the marketing strategy and how different companies use them as a marketing strategy. This study focused on looking at four dimensions' attractiveness, trustworthiness, expertise, and celebrity fit and how each of them impacts the consumer's purchase intentions. Purchase intention is the idea of wanting to make a purchase. This study looked at how celebrity endorsements impact purchase intentions. The dimensions mentioned above were studied to see how each of the dimensions of the celebrity impacts the consumer's purchase intentions. To gather data a questionnaire was used. Since this was a quantitative study this was the instrument used to gather data. The questionnaire consisted of a total of 30 questions. There was a total of 380 respondents who took part in this study and all participated voluntarily. No one was forced to take part in the study to ensure accurate and honest results. There were several statistical tools used to help analyze the collected data. Exploratory factor loading was done to find the impact each constraint had on the variable. Further KMO and Bartlett tests were run to identify the correctness and presentability of our data. Followed by that regression was applied. This allowed us to find the significance of the study and the variables in the study. Lastly, correlation tests were done to find the relationship between the variables as well as reliability tests to ensure the data is reliable. In reliability, Cronbach alpha was focused on identifying the reliability.

To look at the impact of each of the constructs we used the KMO and Bartlett test where .70 was sent as the benchmark. The results came out to be .912 or 91.2% which is an overall good result. According to Wei, Wu, and Lei (2013), the lowest factor loading is .6 with the data loading between .845 and .501. All factors are within the given criteria except for t1, a4, and pi7. Regression was also calculated. These resulted in showing that though there is a positive relationship between the dependent and independent variables and has insignificance towards the impact on the purchase intentions. The lowest reliability is with purchase intentions and the highest with trustworthiness and product fit resulting at .657 and .875 respectively.

Based on the tests run and the results found it is established that consumers in the Pakistani clothing industry are insignificantly impacted by celebrity endorsements in the clothing industry of Pakistan. The results shown are not aligned with those of the literature used. This identifies that though the consumer may enjoy such marketing activities when focusing on the actual Pakistani consumer in the clothing industry it can be seen that celebrity endorsements do not impact their purchase intentions. Based on this it can be concluded when studying the consumer of the Pakistani clothing industry other potential factors can influence their purchase intentions but celebrity endorsements do not have any significance on the impact of their purchase intentions.

Theoretical contribution

This study examined the impact celebrity endorsements had on the purchase intentions of consumers in the Pakistani clothing industry. Through analyzing the data collected we were able to conclude the impact these dimensions had on purchase intention. This study



allows individuals working in the clothing industry of Pakistan better understand the consumers' reaction to celebrity endorsements. Knowing what impacts their consumer's purchase intentions both positively and negatively allows them to strategically plan their marketing campaigns. This will allow for increased business sales as well as allow the consumer to better relate and associate with the brand. This study contributes to the literature for future studies conducted by being an example of how such a marketing activity impacts the Pakistani consumer in the clothing industry.

Management Implication

This study examined the impact celebrity endorsements have on the consumer purchase intentions in the Pakistani clothing industry while focusing on four dimensions of celebrity endorsements which included attractiveness, expertise, trustworthiness, and product fit. Even with increased logical celebrity endorsements there doesn't seem to be a shift made in the purchase intentions of consumers in the Pakistani clothing industry. The studied dimensions do not significantly impact consumer purchase intentions in the Pakistani clothing industry.

Based on this:

- Marketing managers should try to understand other factors which may impact their consumer's purchase intentions.
- Managers should focus on contacting and using trusted celebrities. The trust the consumer has in the celebrity endorsing the product will impact the effect it has on their purchase intentions. Companies should focus on using celebrities who have a good image in the market so that they can be portrayed on the product being sold.
- Managers should assess the attributes of the celebrity potentially being used to endorse the product to ensure that consumers can make logical sense of the pairing between the product and the celebrity.
- Managers should make sure their used celebrities have a good image and are maintaining it because if not done can impact the credibility and sales of their product.
- If the celebrity image starts becoming negative the managers should have a plan to deal with the issue and replace them to protect their brand image.

Recommendations for a future line of research

While this study has contributed to looking at the impact of celebrity endorsements on the consumer purchase intentions in the Pakistani clothing industry there are some recommendations for further research. This study was focused on looking at four dimensions related to celebrity endorsements and their impact on purchase intentions. In the future, more dimensions such as popularity and gender can be added to the study to get a more in-depth result concerning looking at specific genders. Also, this study was limited to only using quantitative methods therefore all results were based on statistical tools and analysis. In future studies, qualitative approaches such as interviews can be used to get a first-hand experience-based result. This will allow for being able to look at the topic of study in a different way. Also, this study was mainly focused on people in Karachi as that was the sample population used. To gather more results different parts of Pakistan should be incorporated to get a more general result about the Pakistani consumer as a whole. In the future, it is recommended to divide the respondents by class and run tests, and analyse results accordingly. This will help identify the impact celebrity endorsements have on different



class-level consumers in the Pakistani clothing industry. Also, in the future, this study can be taken on consumers other than in the Pakistani clothing industry. While still focusing on the clothing industry the study can take place in different countries and how they are impacted by celebrity endorsements in their clothing industry. This would allow for the comparison of attitudes and impacting variables in the same industry but with different geographically placed respondents.

Some additional recommendations:

- Focus on a larger age range of respondents to allow for a wider feedback perspective. The more age groups you target the more people you will represent from your target population.
- Look into including the rural areas in your sample as well to allow for results based on different geographical locations.
- Look into other industries and how their consumers are impacted by celebrity endorsements.

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