01

The Impact of Celebrity Endorsement in Advertisements on Consumer Buying Behavior

A.M. Priyangani Adikari[1], J.M.G. Lalani[2], S.P.K. Iresha[3]

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වර්තමානය වන විට ප්‍රසිද්ධිය පිටසන් කිරීම මගින් අලෙවි ප්‍රවර්ධනය කිරීම බොහෝ නිමැවුම් කර්මාන්ත තම අලෙවි උපායමාර්ගය බවට පත් කරගනිමින් සිටියි. පාරිභෝගික මිලදී ගැනීම මත ධනාත්මක බලපෑම් කිරීමටත් නිෂ්පාදන කෙරෙහි පාරිභෝගික අවබෝධය පුළුල් කිරීම මගින් තම නිෂ්පාදන වර්ගනාමය කෙරෙහි යහපත් ධනාත්මක ආකල්පයන් ඇතිකරළීම පිණිස අලෙවිකරුවන් ප්‍රසිද්ධ පිටසන තම නිෂ්පාදන හා වර්ග නාමයන් මත ආරෝපණය කරළීම සිදුකරමින් පවතී. එවැනි අලෙවි ප්‍රවර්ධන ක්‍රියාවලියන් සිදුවන වපසරියක් තුළ මෙම අධ්‍යයනය මගින් ප්‍රසිද්ධිය භාණ්ඩ හා වර්ගනාමය මත පිටසන් කිරීම පාරිභෝගික මිලදී ගැනීම කෙරෙහි කෙසේ බලපාන්නේදැයි අධ්‍යයනය කරනු ලැබේ. මෙම අධ්‍යයනය ප්‍රාථමික දත්ත මත පදනම් වූ අතර ඒ සඳහා කුරුණෑගල දිස්ත්‍රික්කයේ උඩුබද්දාව නැමැති ග්‍රාමයෙහි රූපලාවන්‍ය නිෂ්පාදන පාරිභෝගිකයින් සිය දෙනෙකු සසම්භාවී

[1]*Senior Lecturer, Department of Social Sciences, Faculty of Social Sciences and Humanities, University of Rajarata priyangani.adikari@yahoo.com*
[2]*Lecturer, Department of Social Sciences, Faculty of Social Sciences and Humanities, University of Rajarata lalani.mihin@yahoo.co.uk*
[3] *Lecturer, Department of Social Sciences, Faculty of Social Sciences and Humanities, University of Rajarata kaminieyiresha@gmail.com*

කුමවේදය හරහා ක්ෂේත්‍ර සමීක්ෂණයක් මගින් තෝරාගෙන ව්‍යුහගත ප්‍රශ්නාවලියක් මගින් අවශ්‍ය දත්ත ලබා ගන්නා ලදි. දත්ත විශ්ලේෂණය තුළින් උපකල්පන තුන්වයක් සහසම්බන්ධතා ප්‍රතිපාතන විශ්ලේෂණ තුළින් සනාථ විය. එනම් ප්‍රසිද්ධ පිටසන් කළ වෙළඳ දැන්වීම් වල ආකර්ශනීය බව විශ්වාසනීයත්වය හා සන්නිවේදන අර්ථය පාරිභෝගික මිළදී ගැනීම කෙරෙහි ධනාත්මකව බලපාන බවය. එබැවින් මෙම අධ්‍යයනය තුළින් ප්‍රසිද්ධිය පිටසන් කිරීම හරහා වෙළඳ දැන්වීම මගින් පාරිභෝගික මිළදී ගැනීම කෙරෙහි ධනාත්මකව බලපෑම් ඇතිකරන බව නිගමනය කළ හැක.

යොමු වචන - ප්‍රසිද්ධිය පිටසන් කිරීම, වෙළඳ දැන්වීම්, පාරිභෝගික මිළදී ගැනීම, රූපලාවන්‍ය නිෂ්පාදන, අලෙවි උපායමාර්ග

Introduction

Nowadays organizations require to continuously introduce innovative products which meet the trends, lifestyles and expectations of customers to compete in a turbulent and competitive business landscape. Advertising is the most common and effective tool in creating awareness and convincing customers about the brand name and also it is well known fact that the advertisement plays an important role in achieving the organizational goals and strategies especially in the market. In fact advertisement is an effective marketing tool available to marketers to create and promote awareness for their products and to position their products differently among the minds of their customers. But everyday consumers are exposed to enormous advertisements of different brands. These advertisements may be in magazines, newspapers, billboards, website, social network sites, radio and televisions. Every brand attempts to steal at least fraction of person's time to inform him or her of the amazing and different attributes of the product at hand. Every advertisements are highlighted the features of the respective products. Therefore, it is very difficult for customers to make product choice. This is a serious issue for the companies to convince customers to buy their product.

Today the world has become more competitive and consumers are opened to thousands of expressions and pictures in magazines, newspapers and on billboards, websites, radio and television. Marketers try hard to capture a small portion of an individual's time in order to let him/her know of the wonderful and unique characteristics of the product or brand. Most of the people daily experience the constant bombardment of advertisements by the media so ultimately people become emotionless towards all the advertisement practices.

The effect of celebrity endorsement on advertisement and on the brand is of huge importance. For this process businesses and firms usually appoint celebrities from a specific area in order to give them a chance to be a part of advertisement campaign. In order to motivate a consumer to consider a particular brand from a diverse series of brands, the marketing attributes and imageries of a brand are complemented with the celebrity.

The consumer is the one who pays the money to consume the goods and services, which are produced by the companies. We all come into this category and we consume things according to our needs, preferences and buying power. There are many kinds of goods like consumable goods, durable goods, specialty goods or, industrial goods. Consumer behavior depends on many factors like what we buy, how we buy, where and when we buy, in how much quantity we buy which is based on our perception, self-concept, social and cultural background and our age and family cycle, our attitudes, beliefs, values, motivation, personality, social class and many other factors that are both internal and external to us. Today the consumption pattern of the consumer and their behavior is changing gradually. New demands, technology, lifestyle and acceptance of other countries' cultures are forcing companies to do continuous change in their offering and promotions. Increase in competition favors the consumer to get more variety and quality in reasonable price.

Every brand attempts to find at least a fraction of an audience's time to inform him or her of the various unique attributes of the products at hand. Due to the constant flooding of the standard marketing campaigns by various media the audience eventually, become

insensitive towards them. Hence, now-a-days marketers are facing challenge to find out the ways that will gain the attention of the consumer.

The popularity and credibility of a celebrity helps the companies to attract more and more customers. There is a need to find out the great impact of celebrity endorsement on the buying trends or purchasing behaviors of the consumers. Celebrity endorsements have long been used and which are one of the most popular advertising strategies and recognized as "ubiquitous feature of modern day marketing" (Biswas et al. 2009). Celebrities are the personalities that are well known in public either be-cause of their credibility or of their attractiveness or because of both of these. To leverage this, advertisers use celebrities in their advertisement to increase the effectiveness and heighten the believability of commercials (Ahmed et al. 2012).

Problem Statement

Nowadays, celebrity endorsement is commonly used strategy in Sri Lanka for promoting various types of products and services or brands especially consumer goods. In this age of intense competition, capturing a position in the consumers' mind space is extremely tough in Sri Lanka. In Sri Lanka most of the consumer goods are endorsed by celebrities in the media mainly through the television after that magazines, billboards, websites, social network sites and etc. Not only Sri Lankan advertisements endorsed by celebrities but foreign celebrity endorsed advertisements also influence the consumer behavior in Sri Lanka.

Celebrity endorsement can trigger purchase of cosmetic products rather than other Fast Moving Consumer Goods (FMCG). Many cosmetic products like facial cream, make-up items, body lotions, hair products and various kinds of beauty care items used the celebrity endorsed advertisements to popular their brand name and increase sales. In Sri Lanka television advertisements are highly used celebrity endorsement and world lead celebrity endorsed advertisements also telecasted. Consumers are also influenced by other media such as websites, social networks etc. So, The study explained the impact of celebrity

4

endorsement in the mind of consumer that how a consumer perceive celebrity endorsed advertisement and which is the major element that influence them to prefer their choices from multiple brands of cosmetic products in the market.

Literature Survey

Priyankara et.al. (2017) explored the celebrities appearing on television advertisements. The purpose was to identify the influence of celebrity endorsement on consumer buying intention in Sri Lanka. Television Advertising is one of the marketing communication tools used to receive the attention of the customer and build their loyalty to perfume brands. Celebrity advertisement is an important and frequently used marketing tool to directly influence the consumers' purchase intentions. The aim of this study was to determine the effect of celebrity endorsement on customer purchasing intention for perfume brands. The survey method was used as the research method. Questionnaire was utilized in gathering information from the respondents in Colombo and Gampaha in Sri Lanka. Cluster sampling was used to select a sample size of 100 and collected data were analyzed descriptively using the SPSS 20.0 version. Correlation analysis was conducted to establish the nature of the relationship between the celebrity endorsers and consumer purchasing intention. Results showed significant relationship between the celebrity endorsement (likability, credibility, personality, attractiveness, and expertise) and consumer purchasing intention, so that all five hypotheses were accepted by this exploration.

Ahmed (2015) has clarified marketers are endorsed celebrities with their products and brands in the advertisement to increase their sales and change the perception of the viewer's regarding their brand, which positively impacts on their buying behavior. This research study was focused on the celebrity endorsement and its impact on the customer's buying behavior and their perception regarding the product or brand of the company. A quantitative method was used in this research in order to investigate the impact of celebrity endorsement on buying behavior. The data of 200 respondents was collected through questionnaire and results were analyzed through the SPSS. The students of different

universities as respondents had been taken to know their perception regarding the celebrity and its attributes and the impact of celebrity endorsement on their buying behavior. It was concluded that celebrities endorsed advertisements are more attractive than the non-endorsed advertisements. Moreover the tested attributes of celebrity show positive relationship with the buying behavior and brand perception as well. It also proved that there was a significant impact of celebrity endorsement on the buying behavior. Finally, the results of the study further proved that there is a significant impact of celebrity endorsement on the buying behavior of customers.

Jamil (2014) clarified that advertisement by involvement of celebrities becomes an essence in modern competitive marketing environment for high recognition and creation of strong product perception. Celebrity endorsement is the main focus of the study where Pakistani and Indian celebrities with their attributes are used for their endorsement effect on purchase intention. A sample of 300 was taken to assess the contrast between Indian and Pakistani celebrity endorsement effects on purchase intention in Pakistan. Similar and competitive brands were chosen which are endorsed by Pakistani and Indian Celebrities separately. Results of the study showed that endorsement through local and Indian celebrities has similar and-not much significant influence on purchase intention in Pakistan, with no major difference by country origin of celebrity. In the study consumer celebrity relationship is assessed and confirms that attributes of celebrity (Local or Indian) are not much important for intent to purchase for existing products but quality, brand image and brand loyalty are the key factors for intention to purchase. Implication for research and practice are discussed.

Nyakado (2013) investigated celebrity endorsement in relations to consumer behavior. In the present time there is enormous increase in information systems and media influence. Due to this trend more and more people have gained a lot of attachments to the celebrities. Celebrity endorsement plays a major role in changing the perception or thinking, of the consumer and also the consumption pattern of the society in general. This study focused on (1) identifying the influence of celebrity match on consumer behavior (2) effects of celebrity attractiveness on consumer behavior. The target population of this study was 300 direct

sales men and women at the distribution channels of Unilever Kenya. Random sampling technique was used to obtain representative sample. Sample of 20% was selected from the group to bear the study population. This generated a sample of 60 respondents which the study sought information from. Primary data will be collected. The data collected through use of self-administered questionnaires. Descriptive statistical methods were used to analyze the coded data. The data was analyzed with the help of computer software package for social science (SPSS).Data was then presented by use of tables, bar chart, frequency distribution tables, pie charts, and graphs. In additions, the researchers conducted a multiple regression analysis. This provided the generalization of the findings on the relationship between celebrity endorsement and consumer behavior. The study concluded that physical attractiveness influences customer's attitude towards the product. Physical attractiveness also makes people pay attention to the adverts either in the TV or billboards. The study therefore recommends that Unilever should not only appoint a celebrity who is admired but also who has credibility and his values relevant to the target audience and matches the brand values. Secondly the product they are endorsing must make sense for them to be affiliated with it. If this isn't immediately obvious then the endorsement may look contrived and actually damage the brand. As an extension to this, a star shouldn't endorse a product that he/she actually does not believe in or value.

Objectives of the Study

General Objective of this study was to study the impact of celebrity endorsement in advertisements on consumer buying behavior and specific objectives were;

To study the relationship between attractiveness of celebrity endorsed advertisements and consumer buying behavior.

To study the relationship between credibility of celebrity endorsed advertisements and consumer buying behavior.

To study the relationship between meaning transfer of celebrity endorsed advertisements and consumer buying behavior.

Hypothesis of the Study

In order to achieve the objectives of this study, following hypothesis was developed. The null hypothesis and alternative hypothesis were derived to measure the significance of each variable.

H_1- There is a positive relationship between Attractiveness of Celebrity endorsed advertisements and Consumer Buying behavior.

H_2- There is a positive relationship between Credibility of Celebrity endorsed advertisements and   Consumer Buying behavior.

H_3- There is a positive relationship between Meaning transfer of Celebrity endorsed advertisements and Consumer Buying behavior.
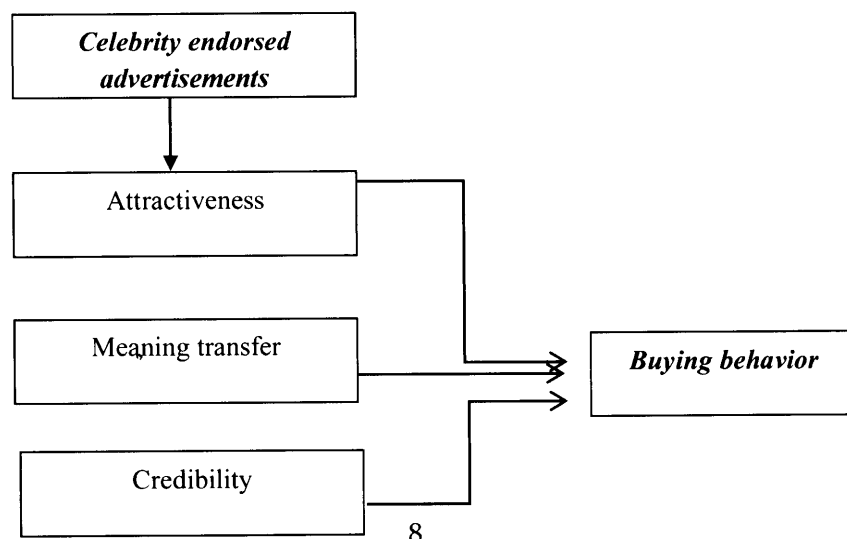
Methodology of the Study

The below figure represents the framework for understanding the effect of celebrity endorsement in advertisements on consumer buying behavior.

Figure No.01 Conceptual Framework

Independent Variables   **Dependent Variable**

8

The research is quantitative and descriptive in nature. Both primary and secondary data sources have been collected and get results through SPSS 16.0 version. Primary data were collected through structured questionnaires measure with five point Likert scale and also multiple and single choice questions. The first part of the questionnaire comprised of demographic factors with optional questions, the second part included the questions related to the perception of consumers regarding celebrity endorsed advertisements. The other 3 parts comprised with five point Likert scale questionnaire those are the main attributes used for the study for describe the buying behavior. Last part was for the statements relating to respondents opinions and their suggestions regarding celebrity endorsed advertisements. Secondary data was collected from research studies, books, journals, newspapers and web-sites.

This study was carried out the Udubaddawa area in Kurunegala district in North Western Province in Sri Lanka. The target sample is 100 consumers from general public who are using cosmetic products in the research area. Data was collected by using convenient sampling method.

Results of the Study

Demographic Factors of the sample

Total respondents are 100 taken in account, in which 55 are female respondents and 45 are male respondents. When consider about the age factor, most of the respondents are between the age of 18-25, which are43, 32 are in the age of 26-35 and there are only 6 respondents below 18. Most of the respondents are passed A/L, which are 36. Next are vocationally qualified, which are34, 25 are in the degree or professionally qualified category. 2 and 3 respondents are in secondary and passed O/L category. When consider about the monthly income most of respondents are in Rs.36, 000-45,000 income category.29 respondents are in this category. 22 respondents have no monthly income because of those are in below 18 and 18-25 age category .Most of them are dependents of their families because of those are still students

of Undergraduates.18 and 19 respondents are in 26,000-35,000 ad 45,000 over monthly income category.

Reliability Analysis

According to the standard rule that the reliability percentage must be above 0.7, and hence this test got .961, therefore the questionnaire is reliable. Furthermore, the reliability is of 16 items consist of five point Likert scale questions as four questions for four variables as shown in conceptual framework.

Correlation Analysis

As shown in the correlation matrix in table no 1, Correlation coefficient for the relationship between Attractiveness of celebrity endorsed advertisements and consumer buying behavior is .773 that is significant at 0.01 (p<0.01). So that it can be concluded that there is a strong and positive relationship between Attractiveness of celebrity endorsed advertisements and Consumer Buying behavior. Thus, these results are supported the first hypothesis of the study (H_1).

The correlation coefficient for the relationship between Credibility of celebrity endorsed advertisements and Consumer buying behavior is .853 that is significant at 0.01(p<0.01). It is indicated that there is a positive and very strong relationship between credibility of celebrity endorsed advertisements and consumer buying behavior. These results are supported the second hypothesis of the study (H_2).

The correlation coefficient for the relationship between Meaning transfer of celebrity endorsed advertisements and consumer buying behavior is .837 that is significant at 0.01 (p<0.01). It is indicated that there is a positive and very strong relationship between meaning transfer of celebrity endorsed advertisements and consumer buying behavior. These results are supported for third hypothesis of the study (H_3).

10

Above details are showed the relationship of the dimensions of independent variables and dependent variable. Correlation Analysis is proved and supported for the all hypothesis of the study.

Table No.01 Correlation Analysis

		Attractive ness	Credibility	Meaning transfer	Buying behavior
Attractiveness	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	100			
Credibility	Pearson Correlation	.778**	1		
	Sig. (2-tailed)	.000			
	N	100	100		
Meaning transfer	Pearson Correlation	.691**	.818**	1	
	Sig. (2-tailed)	.000	.000		
	N	100	100	100	
Buying behavior	Pearson Correlation	.773**	.853**	.837**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).					

Regression Analysis

The tableNo.02 shows the R-value which is represents the correlation between the observed value and predicted value of the independent variables. Here the value of R-square is 0.806 that means the dependent variable of model can be predicted 80.6% of the variance is independent variables.

Table No.2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898ª	.806	.800	.307

Predictors: (Constant), Meaning transfer, Attractiveness, Credibility

The table no.03 gives the test result for the analysis of one-way ANOVA. F-value in this case is 132.926 and the P-value is given by 0.000 which is less than 0.005 so the main objective of this study was accepted.

Table No.03ANOVA

Model	Sum of squares	df	Mean squares	F	Sig
1 Regression	37.540	3	12.513	132.926	.000ª
Residual	9.037	96	.094		
Total	46.578	99			

Predictors: (Constant), Meaningtransfer, Attractiveness, Credibility

Dependent variable: Buying behavior

Finally the study could be concluded that Celebrity endorsement in advertisements has the overall impact on consumer buying behavior because the Significance value is .000ª in ANOVA shows that overall model is good.

Therefore Celebrity endorsement in advertisements has an impact on Consumer Buying behavior.

Table No.04 Coefficients Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (constant)	.028	.184		.154	.878
Attractiveness	.213	.069	.223	3.085	.003
Credibility	.339	.084	.367	4.035	.000
Meaning transfer	.388	.080	.383	4.849	.000

Dependent Variable: buying behavior

The results of coefficients in this model; where Beta is 0.223 of the attractiveness and t value is 3.085 and $p < 0.05$, which proposed that attractiveness has a significant impact on buying behavior. Credibility has 4.035 t value and $p < 0.05$, which proposed that credibility has a significant impact on consumer buying behavior. Moreover, meaning transfer has $t = 4.849$ and $p < 0.05$, which propose that meaning transfer also has a significant impact on consumer buying behavior.

Multiple regression can be used to calculate relationship between more than one variable. According to this study it can be presented as below.

$$Y = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i}$$

Consumer Buying behavior = $0.28 + .213 X_{1i} + .339 X_{2i} + .388 X_{3i}$

Y = Consumer buying behavior

β_0 = Intercept

X_{1i} = attractiveness of celebrity endorsed advertisements

X_{2i} = credibility of celebrity endorsed advertisements

X_{3i} = meaning transfer of celebrity endorsed advertisements

Amount increase or decrease in beta value of independent variables are influenced for the increase or decrease in the dependent variable by that

much. In here Attractiveness of celebrity endorsed advertisements, Credibility of celebrity endorsed advertisements and Meaning transfer of celebrity endorsed advertisements positively influence for the Consumer Buying behavior.

According to the results of regression analysis and correlation analysis the following statement can be presented as shown in table no 05.

Table No.05 Hypothesis Results

Hypothesis		Correlation Analysis	Regression Analysis
H₁	There is a relationship between Attractiveness of Celebrity endorsed advertisements and Consumer Buying behavior.	Accepted	Accepted
H₂	There is a relationship between Credibility of Celebrity endorsed advertisements and Consumer Buying behavior.	Accepted	Accepted
H₃	There is a relationship between Meaning transfer of Celebrity endorsed advertisements and Consumer Buying behavior.	Accepted	Accepted

Conclusion and Recommendation

Changes in Consumer Buying behavior happen because not only the changes of attractiveness, credibility and meaning transfer of celebrity endorsed advertisements. From this study the researcher was tried to investigate how Attractiveness of celebrity endorsed advertisements, Credibility of celebrity endorsed advertisements and Meaning transfer of celebrity endorsed advertisements influence for the Consumer Buying behavior.

To identify impact of celebrity endorsed advertisements on consumer buying behavior, the data were analyzed with correlation and multiple regression analysis. Relationship between all the independent variables

14

and dependent variable fitted in multiple regression model and correlation. Results of regression analysis were accepted all three hypothesis of this study.

Main research objective was to find out the impact of Celebrity endorsed advertisements on Consumer Buying behavior in Udubaddawa area. It was found out by using multiple regression analysis and finally the study could be concluded that Celebrity endorsement in advertisements has the overall impact on consumer buying behavior.

The Second objective of this study was to identify the relationship between Attractiveness of celebrity endorsed advertisements and Consumer buying behavior, Results of the study were illustrated by Correlation and Regression Analysis. According to Correlation analysis, Attractiveness of celebrity endorsed advertisements and consumer buying behavior has strong and positive relationship. According to Regression Analysis Attractiveness of Celebrity endorsed advertisements and Consumer Buying behavior indicate .213 (21.3%) significant relationship between both of them. Therefore according to both regression and correlation analysis accepted the first hypothesis that there is a relationship between Attractiveness of celebrity endorsed advertisements and Consumer Buying behavior.

To identify the relationship between Credibility of celebrity endorsed advertisements and Consumer Buying behavior is the third objective of the study. According to Correlation Analysis, Credibility of celebrity endorsed advertisements and Consumer Buying behavior has Positive and Very strong relationship. According to Regression Analysis Credibility of Celebrity endorsed advertisements and Consumer Buying behavior indicate .339 (33.9%) significant relationship between both of them. Therefore according to both regression and correlation analysis accepted the second hypothesis that there is a relationship between Credibility of celebrity endorsed advertisements and Consumer Buying behavior.

Next objective of the study is to identify the relationship between Meaning transfer of celebrity endorsed advertisements and Consumer Buying behavior. According to Correlation Analysis, Meaning transfer

of celebrity endorsed advertisements and Consumer Buying behavior has Positive and Very strong relationship. According to Regression Analysis Meaning transfer of Celebrity endorsed advertisements and Consumer Buying behavior indicate .388 (38.8%) significant relationship between both of them. Therefore according to both regression and correlation analysis accepted the third hypothesis that there is a relationship between Meaning transfer of celebrity endorsed advertisements and Consumer Buying behavior.

Results show that the celebrity endorsement in advertisements has overall impact on consumer buying behavior. Attractiveness, credibility and meaning transfer of the celebrity endorsed advertisements with the reference to endorsed advertisement all have impact on customer perception about the advertised product.

Using Celebrity endorsed advertisement is a best strategy to influence the purchasing intention of a consumer, but offering a quality product according to consumer's need should be increased. The consumers can recall the advertisements because of the attractiveness of the celebrities. If the marketers want to keep the advertisements in the consumers mind the attractive celebrity is more effective and also this celebrity also have an ability to give an inspiration for the consumers is a better way to recall the advertisements in consumers mind.

This study is concise on the common need of a person and it is significantly valuable for marketers, researchers, students and advertisers. It can be further used for study and research purpose.

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