



AIUB DSpace Publication Details

Title	Consumers Attitude Towards Celebrity Endorsement on Advertisement
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Published Journal	Journal of Business Management and Economic Research
Type of Publication	Journal Article
Volume	5
Issue	1
Publisher	JOBMER
Publication Date	April 2021
ISSN	2602-3385
DOI	
URL	
Other Related Info.	Page 22-34
Keywords	
Citation	Khan, Z. H., Istihad, S., & Ali, M. (2021). Publication Preview Source Consumers Attitude Towards Celebrity Endorsement on Advertisement. Journal of Business Management and Economic Research, 5(1), 22-34.



Abstract

This study examined the influence of celebrity endorsed advertisement on consumer's purchase decision. The main purpose of this study is to investigate the relationship of the endorser's gender, credibility, attractiveness, type (celebrity vs. non-celebrity) as well as multiple endorsements and whether celebrity endorsements affect the buying behavior of the people or whether there is a shift in their perceived behavior because of celebrity endorsements by evaluating specific independent variables of celebrities. It appears from the research findings that celebrity endorsement of advertisement does have significant influence on consumers over an advertisement that is not endorsed. This research has combined various factors as independent variable and consumers' attitude as dependent variable to build a conceptual model, where some variables are taken from previous findings and adjusted in accordance with the local needs. All the correlation matrixes presented in the study, indicate that there is a positive relationship between the variables and consumers purchasing intentions. However, some of the variables used to explain the consumers' attitude towards celebrity endorsement are found to be insignificant. The study suggests the marketers or companies to ensure the gender and type of the celebrity should remain the prime concern for satisfy the consumers and generate positive attitude towards the product or brand.

Sustainable Development Goal(s) (SDG)

Goal 9: Industry, Innovation and Infrastructure
