

FACTORS INFLUENCING EFFECTIVENESS OF CELEBRITY ENDORSEMENT IN ADVERTISING

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ABSTRACT: *Celebrity endorsement is a widely used tactic in marketing and a useful way of pushing a product in crowded markets, much research has been done on the selection and effect of celebrity endorsement. This study identifies key factors that determine the effectiveness of the celebrity endorsements in advertisements. The study adopts a quantitative approach, with a structured questionnaire as the main tool. A survey of 245 samples was conducted and results indicated that all the observed factors influences greatly on the effectiveness of the celebrity endorsements except one and that is attractiveness. These factors are popularity, knowledge and skills, credibility, celebrity-brand match up and loyalty of the celebrity. Also, this study found out that the price is the major consideration in consumer buying decisions. Marketers should devise the advertising strategies that address all the observed factors. The study concludes with the agenda for future research.*

KEYWORDS: Celebrity Endorsement, Quantitative Approach, Advertising Strategies, Future Agenda.

INTRODUCTION

Customers are the resource and assets of the organization upon which the organizational success depends. Without customers, organizations would not exist. There is a commonly saying that achieving success may be somewhat straight but to maintain that success is a real thing and task to do. Bringing customers to the company is merely depends on the Advertising but once the company succeeded in bringing the customers the next step is to retain and make the customers happy in order to get customer loyalty, Here again, Advertising comes forward. Advertising is a crucial part of the marketing strategy which involves many kinds of tools and techniques. Advertising plays a very important role in today's age of competition. Companies try their hardest to snatch the customers and to attach them with their own brands. But in this bombardment of commercials, it is very hard to even recall the commercial to which a normal customer go through daily, but this snatching and attaching of the customers can be effectively done by Advertising if it is done in a creative manner.

As many people think that advertising is that ladder which starts with the creativity, imagination, fascination, ideas and innovative concepts so it should be done in an artistic, creative and in intelligent way so the customer become happy because happy customer will pay, happy customer will stay and happy customer will bring another customers. As advertising is a work of an art,

beauty and intelligence and creativity, so there are various kinds of strategies which companies adopts in order to target more customers. Some techniques are Celebrity Endorsement, Product placement, prize deals, ambush advertising and a list of not ending techniques goes on. In order to make it beautiful, attractive, fascinating, and eye-catching and heart wining, the most common technique is obviously not other than Celebrity Endorsement. In this research project, we are going to discuss only about Celebrity Endorsement or Celebrity Marketing.

In the first decade of the new millennium, because of the speed and the growth of the internet, celebrity spokespersons have paradoxically been easier than ever to reach and sign deals with, and advertisers have been able to quantify better than at any other time the effect that a celebrity can have on the bottom line for a given brand. However, Celebrity endorsement cannot guarantee fool-proof success. The wrong match between brand and celebrity, and any misconduct in the private life of a given celebrity can be an instant brand killer, just as the celebrity's career can be short lived indeed from private misdeeds, as well as if the endorsee qualities may be inappropriate, irrelevant, and undesirable. Thus, a major question is: How can companies select and retain the 'right' celebrity among many competing alternatives, and, simultaneously manage this resource, while avoiding potential pitfalls? This paper seeks to explore variables, which may be considered in any celebrity selection process by drawing inferences from various literatures.

Marketing research also shows us that there are many factors associated in making such endorsements effective. From marketing perspective, we came to know about certain factors (that are universally accepted) associated in making endorsements. They include Credibility, Attractiveness, Brand fit; and many more which are also going to be examined in this paper. The celebrity endorsement strategy must be integrated with target market characteristics, and the other elements of the marketing mix such as product design, branding, packaging, and pricing. The message that will be conveyed by the celebrity must likewise be made clear and single-minded because it ensures that people will notice the commercial, and hopefully remember what the brand is saying. Smart associations are ones where the former happens.

There are other factors which can affect effectiveness of the Celebrity Endorsement and we are going to examine either that factors influences over the effectiveness of the Celebrity Endorsement, if so than how much? Those factors would be celebrity's popularity, celebrities past life, credibility of the celebrity, knowledge and skills of the celebrity etc. in addition with attractiveness, brand fit and fame. This article is explained as follows: Section 2 is the problem statement and section 3 about literature review; Section 4 explains data collection methodology and model speciation. Section 5 discusses the experimental results. Section 6 clarifies the conclusion.

Key Problem Statement

Advertisement is very important tool for creating the brand image of the product due to which people buy the product again and again. Previous researches indicated that endorsement has been the most crucial factor of advertisement or the sale of the product. But there are some negativity exists about the Celebrity Endorsement and is not guarantee fool-Proof success always. From the

above, we came to know that there are some observed factors that can influence on the effectiveness of the Celebrity Endorsement. In order to check that factors which are said to most influencing on Celebrity Endorsement, this paper presents the research about the factors, to which if advertisers don't consider those, that can deter their advertising campaign and effect the sales and image of the company and all their efforts will go in vain.

There are certain objectives of this Research and these are given below:

- To Determine the Effects of some Important Factors e.g. Attractiveness, Nationality, Popularity, Brand fit, Credibility of the Celebrities upon Effectiveness of the Celebrity Endorsement.
- To explore the reasons/causes of the some failure of the Advertising Messages having Celebrity as an Endorsee.
- To layout the way, to which the Advertisers should be vigilant while hiring Celebrity as an Endorsee to their Brands.

This study can help advertisers to know about the certain Conditions and Factors while hiring the Celebrity in their Commercials so that they can get benefit and their efforts would not go in vain. The companies can know about certain factors that can influence their advertising campaigns and also they will come to know that what actually consumers like and what are the things which they don't like in commercials and that there would be a perfect match between the product and the celebrity. This paper is going to examine the causes of the Failure of some Brands even having Celebrities in them, as there are some Factors, whom if not followed, can hinder the effectiveness of the Celebrity Endorsements in the commercials.

LITERATURE REVIEW

Ibok (2013) conducted research over factors that were influencing the effectiveness of the celebrity endorsements in Nigeria and he found out that this type of Marketing has become significant component almost for all kind of advertisements in continuing years in Nigeria especially in Nigerian Telecommunication sector. He came across to the limitation in implying this strategy in his country and that was it had not been taken as per consumer's perspective or views. He found out that credibility, expertise, attractiveness and trustworthiness were the most crucial factors determining the effectiveness and persuasiveness of the Celebrity Marketing. He concluded that Celebrity's image could have respective effect on the brand and suggested to consider it seriously. Dix and Chowdry (2010) have done research on factors influencing persuasiveness of sports celebrity endorsements and to know the consumer's attitudes towards endorser and brand when the endorser is actually a sportsman and is endorsing both sports and non-sports brands. They found out that there were no difference in consumer's attitudes towards endorser or brand (either non-sports brands or sports brands) endorsed by the sportsmen. But they stated that the study could be extended to more fields as their one have some limitations e.g. convenience sampling or being limited to the particular sample and field.

Rafique (2010) conducted a research on effect of celebrity marketing on consumer's perception and purchase intentions. They eventually admitted the importance of this tactic in sales hike of product and wider media coverage. But they thought that it will work persuasively only if there is a brand fit, attractiveness and credibility of the celebrity exists. They are of the view that consumers will go out to purchase if they see their favorite celebrity endorsing the product. One thing which is very astonishing is that they stated that celebrity endorsements influence the customers greatly and the product features itself take secondary importance and considerations by the consumers.

Saouma and Chabo (2005) presented their work whose main objective and purpose was to find out the crucial things when hiring the celebrities for the endorsements purposes. Like many others, they found out trust worthiness and expertise the overwhelming factors but they claimed that having only those factors in a endorsee does not eliminate the necessity of other factors which may be at a time, hidden. Above two does not guarantee success but there should be addition of other accepted factors as well in their view.

Temperley and Tangen (2006) admitted the importance of the celebrity marketing and they said that although a lot of research work has been done on hiring process of celebrity and their persuasiveness in advertising. Findings of their paper paradoxically proved the importance of the credibility and brand fit. The most important and interesting thing in this study was to know that consumers considered the celebrities as PINOCCHIO (a syndrome whose nose gets bigger if he tells a lie), means the credibility and trustworthiness were the crucial variables in their study.

Fathi, F., & Kheiri, B. (2015) called celebrity endorsement as an important factor for grasping customer attentions, to build customer loyalty and to give the companies wanted results. However, they suggested the companies to hire the celebrities with the perfect brand fit in order to get desired results. They also suggested the companies to layout their actual strategies beforehand (either increasing sales or disseminating information).

Roozen and Claeys (2010) discussed on relative effectiveness of celebrity endorsements for print advertisements. With the experiment of using non-celebrity person and celebrity person as well as good and bad brand fit, they came to know that the celebrity endorsements are always not a success-guaranteed and companies investing lavishly in this technique deserves serious considerations. Roy (2012) published article on the topic to use the obvious choice: investigating the relative effectiveness of an overexposed celebrity and he found out that when the celebrity endorses more than one brand, he certainly losses his credibility towards products. He admitted the worth of brand fit in persuasiveness of celebrity marketing. He showed some concerns over this trend of celebrities endorsing more than few brands and towards the companies who are investing their precious money in it.

RESEARCH DESIGN AND METHODOLOGY

The purpose of this article is to explain the research methodology which was adopted to collect the data from the respondents and how that data was analyzed. The basic research design was a *Survey Technique*. Self-administered questionnaires were given to the respondents. Some

respondents were also followed by frequent phone calls in order to encourage responses from them. The population for this research was considered the whole numbers of the students from Department of the University. The whole population was 2344 students from the Department of the University. Sample size was calculated through the *Sample Size Calculator* via internet. The confidence level was kept 90% and confidence interval was 5% and the Population was limited as of 2344. So, the Sample size was extracted 245 respondents from the Department of the University. The sampling technique for this study was a *Convenient Sampling Technique*. It was used just because the limitation of the time period for conducting the research. Convenient sampling techniques requires less time and comparatively easy to go with. The nature of problem deserves much wider scale like that of country as a whole or province, but due to certain limitations of the student researcher (like time and financial resources) the study was conducted at University Campus. The choice of appropriate sample size is critical depending on nature of method to be used for analysis.

Research Design is Exploratory and descriptive methods were used for this study. Bearing in mind the objective of the study and secondary data analysis, the research was carried out using a structured questionnaire. The survey was conducted in Faisalabad city and the sample was chosen from the students in University. Data collection comprises of primary data. The primary data has been collected through questionnaires. Primary data were collected through questionnaire survey. This study employs survey method because it is existing quantitative method vastly used by social sciences. Through questionnaires survey technique, data can be collected easily and in time. Moreover, the present study employed the self-administered questionnaire to collect the data from the respondents of the research. There are various benefits to use questionnaire technique such as it is very cheap, data can be collected easily through close ended questions and simplicity of data analysis for the analysis of the data when there are close-ended questions only. But this method have some weakness also with it such as high ratio of non-response, requires much validation and sometimes very time consuming. Thus, each method has some limitations but some efforts has been made to minimize the weaknesses in order to increase the validity of the result. In this present study the validity of questionnaires are ensure by concerning with the experts in the field of research. Data is information collected from participants by observation or from secondly sources. In order to seek objective, of the study, primary data were mainly required. However, secondary data were also used to supplement the research.

Reliability Statistics

Cronbach's Alpha	Number of Items
0.702	19

Through SPSS software the reliability test was employed to the questionnaire to check whether the data of the study is reliable or not. The value of the cronbach Alpha determined the reliability of the data of the study. The value of the cronbach Alpha for this study was 0.701. To check the Validity of the data, present study employed the Face Validity Technique. The reason for choosing the face validity was that the questionnaires were made by consulting previous literature on

variables of the present study so it is checked by the expert in research field to check the validity of the questionnaires.

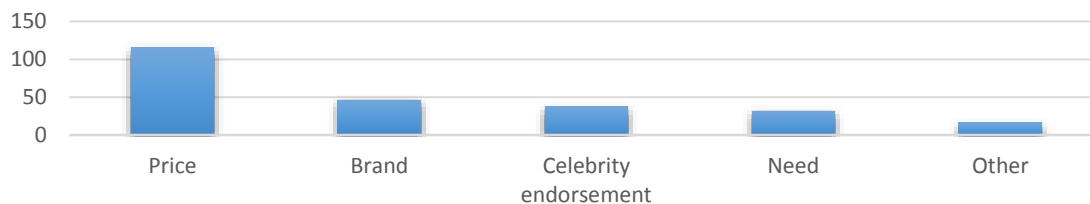
Frequencies

What is the greatest factor you consider while buying a product?

	Frequency	Percent
Price	115	39.4
Brand	46	15.8
Celebrity endorsement	37	12.7
Need	31	10.6
Other	16	5.5

This question was to extract about the actual purchase intentions of the consumer's either they are just inspired by the celebrity in the commercial or they are doing this for other reasons than that, if so, then what are those? From above questions, we got different answers of the questions. Some people said that they really buy because of the celebrity but most surprisingly mostly people said that see Price only when making a purchase decision. So this is the most influencing factor in purchase intentions of the consumers.

What is the greatest factor you consider while buying a product?

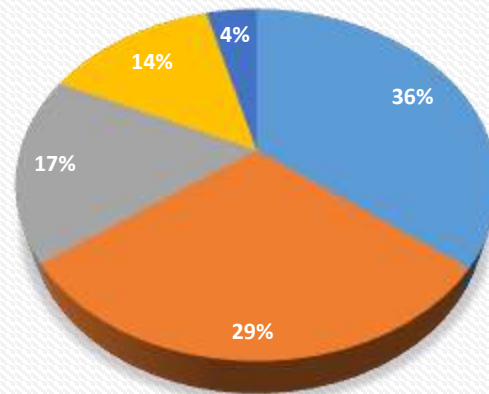


Recall the Commercial which you like the Most and Tick it's Nature

	Frequency	Percent
Funny/Hilarious	87	29.8
Sad/Emotional	72	24.7
Informative/Awareness	42	14.4
Public Message	34	11.6
Other	10	3.4

This question was to know about consumer interests and preferences in commercials. They were inquired about the nature of the commercial which they could easily recall and had retained in their minds for a long time. Many people said that they liked to watch funny and hilarious commercials rather than any other. The exact reason for this liking can be known by doing further research.

Recall the commercial which you like the most and tick it's nature



■ Funny/Hilarious ■ Sad/Emotional ■ Informative/Awareness ■ Public Message ■ Other

Do you think, advertisers uses celebrities in their products just to manipulate the minds of the consumers?

	Frequency	Percent
Strongly Agree	39	13.4
Agree	74	25.3
Neutral	83	28.4
Disagree	39	13.4
Strongly Disagree	10	3.4

This question was asked just to come across the opinions of the consumers about what they consider of the celebrity endorsements in the commercials. They gave very mixed answers of these questions. But if we take a bird's eye view on the extracted resulted then we come to know that mostly people are agreed that celebrity endorsement is using by the advertisers just to manipulate the minds of the consumers. That was an interesting question which can give in depth insights to future researchers.

Celebrities with some sincere and reliable images, are most appreciated by you?

	Frequency	Percent
Strongly Agree	56	19.2
Agree	59	20.2
Neutral	72	24.7
Disagree	48	16.4
Strongly Disagree	10	3.4

This question was asked in order to inquire about the effectiveness of the celebrity endorsement in the commercials. Results were very surprising and people said that they have no any problem about that as mostly people answered neutrally. In side comparison, we can easily look that most of the people said that they are agree of having celebrities with reliable and credible images in the minds of the consumers.

Celebrity should have Required Skills, Knowledge about the Product which he/she is going to Endorse?

	Frequency	Percent
Strongly Agree	135	46.2
Agree	79	27.1
Neutral	26	8.9
Disagree	5	1.7

This question was asked to know about the effectiveness of the celebrity endorsement in the commercials. Results shows that majority of the people are thinking that the celebrities which are going to endorse some brands should have required knowledge of it or he/she should be skilled in the required field. For example, if he/she is going to appear in the some type of medicated products, so he/she should be doctor or having appropriate knowledge about it.

Celebrity is most Likeable by you if he/she is from Modern Age?

	Frequency	Percent
Strongly Agree	67	22.9
Agree	94	32.2
Neutral	42	14.4
Disagree	35	12.0
Strongly Disagree	7	2.4

This question gives us that mostly people now a day wants to see the celebrities of the modern age. This questionnaire was filled out by the younger generation so they answered in the same way that they like the celebrities of the modern age.

Do you think, Celebrity Endorsement do nothing with you but to Enhance Brand Price?

	Frequency	Percent
Strongly Agree	43	14.7
Agree	92	31.5
Neutral	55	18.8
Disagree	41	14.0
Strongly Disagree	14	4.8

This question gives complicated responses. As there are more neutral responses than others. So we can say that people do not buy just on the behalf of the celebrities or celebrities do not matter a lot in the purchase intentions of the consumers.

Product which is Endorse by the Celebrity should also be consumed by the Celebrity itself?

	Frequency	Percent
Strongly Agree	49	16.8
Agree	64	21.9
Neutral	73	25.0
Disagree	48	16.4
Strongly Disagree	11	3.8

From above, we can concluded that people want that the celebrities which are going to endorse in the brands should also uses that brands. They should not mislead the consumers about the brands. They should be loyal to the consumers about the products which they are endorsing.

One Celebrity should endorse only Few Brands?

	Frequency	Percent
Strongly Agree	75	25.7
Agree	71	24.3
Neutral	80	27.4
Disagree	18	6.2
Strongly Disagree	1	.3

The results shows that the mostly people like that celebrities should endorse only few brands as in this way they can maintain their image of the loyalty and credibility in the minds of the consumers. As more as celebrities appear in more brands, there is lower loyalty and credibility left.

Celebrities are more likeable if they have both regional and international appeal?

	Frequency	Percent
Strongly Agree	41	14.0
Agree	34	11.6
Neutral	90	30.8
Disagree	55	18.8
Strongly Disagree	25	8.6

As from the above results, we can see that consumers are attracted from both nationally and internationally celebrities. If internationally celebrities appear in the commercials they have equal effects like the national celebrities in the commercials.

Celebrities who are endorsing the Products, should not have Controversial Past?

	Frequency	Percent
Strongly Agree	128	43.8
Agree	105	36.0
Neutral	7	2.4
Disagree	4	1.4
Strongly Disagree	1	.3

From the above result, it showed clearly that the people want those celebrities which have no any scandals or any mysterious thing associated with them in the past. Advertisers when going to hire the celebrities in their commercials should kept in mind this factor and should be very vigilant about this matter; otherwise they can run through a great sales declines and wastage of money only on advertisings etc.

I like the Celebrity which is More Attractive?

	Frequency	Percent
Strongly Agree	25	8.6
Agree	24	23.2
Neutral	65	22.3
Disagree	74	25.3
Strongly Disagree	12	4.1

From the above results we can concluded that we can concluded that Attractiveness does not matter at large with the effectiveness of the celebrities' endorsement in the commercials at all.

I like the national celebrities as compared to the international celebrities?

	Frequency	Percent
Strongly Agree	47	16.1
Agree	49	16.8
Neutral	118	40.4
Disagree	26	8.9
Strongly Disagree	5	1.7

Mostly people don't actually mind to see the celebrity out of their demography or region. So, this factor does not related at all.

I like the Celebrity Most which is More Popular?

	Frequency	Percent
Strongly Agree	140	47.9
Agree	89	30.5
Neutral	16	5.5
Disagree	245	83.9
Strongly Disagree	47	16.1

From the above results, we can conclude that consumers don't attract greatly to the popularity factor of the celebrity but to the consistency of the quality. Underexposed celebrity can also go with it. So advertisers should remain vigilant in hiring the celebrities for the purpose of the brand endorsement in the commercials, if anything go incompatible with the consumer preferences, and then results can be very stressful for the advertisers.

In a Commercials, Celebrity's Personality should Match with the Message of the Brand?

	Frequency	Percent
Strongly Agree	80	27.4
Agree	58	19.9
Neutral	55	18.8
Disagree	42	14.4
Strongly Disagree	10	3.4

From the above results, we can conclude that there should be perfect brand and celebrity matchup in the brand endorsement commercials. Celebrity should be well fitted with the brand and commercial concept and message. If celebrity is not well fitted with the message and attributes of the brand then advertisers can run through a great trouble and will face problematic situations in consequences.

Celebrity Endorsement is an Effective Tool of Advertising?

	Frequency	Percent
Strongly Agree	89	30.5
Agree	59	20.2
Neutral	57	19.5
Disagree	29	9
Strongly Disagree	11	3

Celebrity endorsement is an effective tool or not? It is always a debatable issue for the advertisers. As in the present research we are also determined to examine the effectiveness of the celebrity

endorsement in the commercials and want to know the essential factors that contributes and determining the effectiveness of the celebrity endorsement. As the result shows, celebrity endorsement is an effective tactics to attract the consumers towards the brands because celebrities are the one who can make consumers stop on the way and can appeal their attentions. Hence their brands if one noticed, they will grab consumer's attentions in future.

Status

Status	Frequency	Percent
Married	79	35.4
Unmarried	121	54.3

Mostly people, who responded in this present research, were unmarried. One of the reasons of taking this demographic in consideration is that the people have their point of views and have their thoughts changed after taking responsibilities of the family.

Residence

Residence	Frequency	Percent
Faisalabad	200	90
Other		

All the respondents for this study were from Faisalabad and very few were outside from Faisalabad. One of the reasons of taking this demographic is that the location and geography have a great effect on consumer preferences. In other words, geography shapes the preferences of the consumers in the region. So all the respondents were from the Faisalabad.

Income

Income	Frequency	Percent
N/A	102	45.7
15,000-25,000	98	43.9

The income level of the respondents were inquired but mostly respondents were from the department as the sample is selected from the department so mostly they are not any livelihood as they are all students.

Gender

Gender	Frequency	Percent
Male	102	45.7
Female	98	43.9

Total numbers of females were less than the total number of males for this study. They are the total number of the respondents in conducting this study.

Age of the Respondents

Age	Frequency	Percent
20-25	124	55.6
26-30	76	34.1

The respondents for this study were of mostly in the ranges of 20-25 years. They were all from the university campus.

Regression Analysis (Model Summary)

R	R Square	Adjusted R Square
.772	.595	.572

The value of the coefficient of determination is .595. This shows that the regression between the observed values and the value of the effectiveness of the celebrity endorsement is nearly 60% percent. The value of the adjusted coefficients of determination (adjusted R square) is affected. The value of the adjusted coefficient of determination is .572 which shows that by changing some factors, effectiveness will be affected by the rate of 57%. The value of R (correlation coefficient) is .772 that indicates a high degree of positive correlation between dependent and independent variables, while the value of R-square (R = .595) points out that nearly 60% variation independent variable is explained by independent variable.

ANOVA

	Sum of the Squares	Df	Mean Square	F	Sig
Regression	205.351	12	17.113	28.069	.000
Residual	141.440	232	.610		

The above table presents the results of the regression model. The purpose of the regression model is to find the dependency between two or more variables. In this research we found out that effectiveness of the celebrity endorsement is 59% dependent on the observed and intended variables. The table above demonstrates the level of significance. Thus from the table it could be observed that all the factors; perceived expertise, trustworthiness, attractiveness, and credibility are all related to celebrity's effectiveness and that the relationship between the independent variables and the dependent variable is positively significant when compared with the alpha value of 0.05.

Brand Fit or brand matchups by the consumers themselves**Number of the Respondents**

Celebrity	Beverages	Cosmetic	Public Service Message	Sports	Total
Hamza Ali Abbasi	137	18	53	37	245
Esam ul Haq	49	0	7	189	245
Iman Ali	40	200	4	1	245
Imran khan	0	0	102	143	245

The above table was in the questionnaire to inquire about the consumer's preferences for endorsing of celebrities that which celebrities they like to watch in the given nature of the advertisements and commercials. Consumers made the best matchups without any hesitations that show the higher consumer Rationality in Pakistan.

DISCUSSION

The present study is carried out to identify the Effectiveness of Celebrity Endorsement in Advertising in Pakistan. For this purpose the present study used quantitative research method to check the Effectiveness of the Celebrity Endorsements by certain observed and universally accepted factors. The whole population was from Department of the University from which particular sample extracted. This sample was extracted by the help of sampling calculator. Effectiveness of the Celebrity endorsement was a dependent variable and the trustworthiness, credibility, popularity, attractiveness, knowledge and skills, Brand Fit and some additional factors were taken as the independent variables.

Although consumers hold favorable attitudes towards celebrity marketing but there should be some additional or might be hidden factors to be considered when using this technique. The research

results revealed that consumers hold favorable attitude towards celebrity endorsements. The favorable perception of the celebrity endorsement does not necessarily extend to buy the endorsed product. Fulfilling the requirement of the consumers is most important in advertising. The goal was to indicate the Effectiveness of using Celebrity Endorsement in Advertising. *The result of this study showed that with more or less there is a Positive and Significant Relationship between Effectiveness of Celebrity Endorsement and Certain Observed Variables/Factors.*

In this study, descriptive analysis was used in order to get results. Analysis was done via Frequencies and Regression Analysis to check the Dependency of the dependent variable over the independent variables. All the frequency tables as well as pie charts, bar charts are used to present the intensity of the responses. The empirical evidences show that there are the strong relationship between the dependent variable and the independent variables as it was of 60% relationship between them.

The present study helps the advertisers to make the right decisions when hiring the celebrities in their commercials and advertisements. There should be some crucial factors to be observed while hiring the celebrity. If the observed factors would neglect then marketers and decision makers would run into hard times of the financial crisis and sales declines etc. If the advertisers do not consider the observed factors in hiring the Celebrity for their advertisements then they will go through hard times in financial proceedings.

CONCLUSION

The study concludes that the celebrity endorsement is an effective tool for advertising till the advertisers considers all the important factors while hiring the celebrity in his advertisement as there was very positive and strong relationship/dependency of the effectiveness of the Celebrity Endorsement over observed factors has been shown. Those important factors are trustworthiness, credibility, attractiveness, knowledge and skills, popularity, international appeal, cultural belonging, strong brand-celebrity match up and should not have any controversial past or scandals. If these observed factors would consider in hiring the celebrity or before letting the celebrity to endorse the brand, then there will be more effective advertisements for the brands. Consumer will attract towards that celebrity only if he/she possess above characteristics otherwise marketers/advertisers or decision maker's efforts will go in vain. Only one factor showed not any strong and positive dependency which is Attractiveness that means only having above factors in a celebrity without being physically attractive can matter a lot and will leave a persuasive impact on the minds of the consumers.

One of another finding of this research was that large numbers of consumers and buyers in Pakistan purchases the brand/product on basis of the price of the brand or product. The customers buy the products on the basis of the product's price and the consistency of the quality. Celebrity endorsement will nothing to do in the purchase decisions of the buyers when they are looking for the required product/brand in appropriate price in Pakistan, and it seems that the price consideration is the major factor while buying any product/brand in Pakistan.

Let's come to the most interesting findings of this research and that is about the most reminding nature of the commercials which can be recall easily by a consumers. Surprisingly, this study found out that the large number of the consumers can recall the commercial which was hilarious and funny in nature. We can say that humor in advertising can easily grab the attentions of the consumers as compared to the sad/emotional one. Although, we could not come to know the exact reason of the retention nature of the funny and hilarious add but the future researcher still have a room to do research on this topic and can expand the circle of his research.

One of the limitations of the study was the use of student sample, which could be addressed in future research by expanding the study to a more general audience. The research study is focused only on the Faisalabad city. Future research can include the other cities in the research as geographical contexts can have a great influence on the preferences of the consumers.

The sample size for conducting the survey is limited to two hundred samples only as proper generalization could not be observed in this study. The respondents are chosen only from the students which consist of both male and female. The Likert scale is used as a Measurement scale for the responses in this study, respondents generally respond to Neutral to whom there is a difficulty to proceed with. The time period of this study 2 months was a major constraint to get used to the various surface of the research study.

Future studies should base the research on a wider geographical location as to expand the research circle to another cities will resulting in more generalizable representation. Future researchers can conduct research with expansion in demographic level (increasing ages, occupations etc.) beyond a convenience sample of university students. Including more diversity to the sample can only enhance and strengthen the study's results. Future researcher can enhance his sample size in order to get more generalization in the Research Results. More sample size means wider circle as well as more visualized picture of the context.

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