

**T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**THE IMPACT OF CONSUMER BUYING BEHAVIOR ON BEAUTY
PRODUCTS THROUGH CELEBRITY & INFLUENCER ENDORSEMENT
MARKETING IN SUBCONTINENT**

MASTER'S THESIS

Behshtarukhsar ABBASY

**Department of Business
Business Administration Program**

April, 2023

T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES



**“THE IMPACT OF CONSUMER BUYING BEHAVIOR ON BEAUTY
PRODUCTS THROUGH CELEBRITY & INFLUENCER ENDORSEMENT
MARKETING IN SUBCONTINENT**

MASTER’S THESIS

Behshtarukhsar ABBASY
(Y2012.130042)

Department of Business
Business Administration Program

Thesis Advisor: Assist. Prof. Dr. Murat UNANOĞLU

April, 2023

APPROVAL PAGE

DECLARATION

I hereby declare that all information in this thesis document has been obtained and presented under academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results which are not original to this thesis.

Behshtarukhsar ABBASY

FOREWORD

I would like to express my thanks and gratitude to all those who helped me accomplish this work and to overcome our difficulties, especially Assist. Prof. Dr. Murat Unanođlu, honored me by accepting the supervision of my letter and making observations and suggestions that would enrich the scientific research of all professors at the Faculty of Business Administration.

I would like to thank Istanbul Aydin University for having a Master's degree in Business Administration.

April, 2023

Behshtarukhsar ABBASY

THE IMPACT OF CONSUMER BUYING BEHAVIOR ON BEAUTY PRODUCTS THROUGH CELEBRITY & INFLUENCER ENDORSEMENT MARKETING IN SUBCONTINENT

ABSTRACT

Advertisers and organizations should look at how young people behave since they have more options than ever before and tend to choose descriptors that fit them. Youth are influenced by the status and accomplishments of real and fictional celebrities, athletes, and movie stars. Younger consumers pay more attention to advertisements than older consumers do, and the influence of celebrities on young people is far greater than it is on members of the baby-boomer generation. Due to celebrity resistance to brand support, advertisers are more interested in analyzing the various effects of endorsers and item inclusion's significant effects on young mentality and buy intentions.

The impact of consumer buying behavior on beauty products through celebrity and influencer endorsement support was analyzed in the three countries based in the subcontinent, i.e India, Pakistan, and Afghanistan. Investigating the effects of item class (high and low) and endorsement impact on teenage purchase behavior was the goal of this study. The study for this evaluation included business undergraduate and graduate students from India, Pakistan, and Afghanistan. Additionally, about 300 samples were acquired to assess the outcome of 400 questionnaires that were floated to the Generation Z population in India, Pakistan, and Afghanistan. Samples were obtained for this investigation by using the qualitative method approach.

The data from 300 respondents were collected. 100 responses from each of the three countries India, Pakistan, and Afghanistan were received. This data was then used to form variables and models to analyze the proposed hypotheses. Our

research aimed to determine the impact of endorser type on consumers' perceptions of advertisements, brands, and intended purchases. The second involved examining how the engagement of the product affected these characteristics, and the third considered how the two variables interacted. To build regression models, we employed the OLS assumption technique. The results from the three countries were distinct, demonstrating that each country's population has a distinct attitude regarding the celebrity and the product.

Keywords: Celebrity Endorsement, VIP, Endorsement Marketing, India, Afghanistan, Pakistan

TÜKETİCİ SATIN ALMA DAVRANIŞININ ALT KITADAKİ ÜNLÜ VE ETKİLEYİCİ ONAY PAZARLAMASI YOLUYLA GÜZELLİK ÜRÜNLERİ ÜZERİNDEKİ ETKİSİ

ÖZET

Reklamverenler ve kuruluşlar, her zamankinden daha fazla seçeneğe sahip oldukları ve kendilerine uyan tanımlayıcıları seçme eğiliminde oldukları için gençlerin nasıl davrandıklarına bakmalıdır. Gençler, gerçek ve kurgusal ünlülerin, sporcuların ve film yıldızlarının statüsünden ve başarılarından etkilenir. Genç tüketiciler reklamlara yaşlı tüketicilerden daha fazla dikkat etmektedir ve ünlülerin gençler üzerindeki etkisi, baby-boomer neslinin üyeleri üzerindeki etkisinden çok daha büyüktür. Ünlülerin marka desteğine karşı direnci nedeniyle, reklamverenler onaylayanların çeşitli etkilerini ve ürün eklemenin gençlerin zihniyeti ve satın alma niyetleri üzerindeki önemli etkilerini analiz etmekle daha fazla ilgilenmektedirler.

Tüketici satın alma davranışının ünlü ve influencer edorsement desteği ile güzellik ürünleri üzerindeki etkisi, subcontinent merkezli üç ülkede, yani Hindistan, Pakistan ve Afganistan'da analiz edildi. Ürün sınıfının (yüksek ve düşük) ve onay etkisinin gençlerin satın alma davranışı üzerindeki etkilerinin araştırılması bu çalışmanın amacıdır. Bu değerlendirme için yapılan çalışma, Hindistan, Pakistan ve Afganistan'dan işletme lisans ve lisansüstü öğrencilerini içeriyordu. Ek olarak, Hindistan, Pakistan ve Afganistan'daki Z kuşağı nüfusuna sunulan 400 anketin sonucunu değerlendirmek için yaklaşık 300 örnek alınmıştır. Bu araştırma için nitel yöntem yaklaşımı kullanılarak örnekler elde edilmiştir.

300 katılımcının verileri toplandı. Üç ülkeden Hindistan, Pakistan ve Afganistan'dan 100'şer yanıt alındı. Bu veriler daha sonra önerilen hipotezleri analiz etmek için değişkenler ve modeller oluşturmak için kullanıldı. Araştırmamız, destekleyici tipinin tüketicilerin reklamlar, markalar ve amaçlanan satın alımlar hakkındaki algıları üzerindeki etkisini belirlemeyi amaçlamıştır. İkincisi, ürünün

katılımının bu özellikleri nasıl etkilediğini incelemeyi içeriyordu ve üçüncüsü, iki değişkenin nasıl etkileşime girdiğini dikkate aldı. Regresyon modelleri oluşturmak için OLS varsayım tekniğini kullanıldı. Üç ülkeden elde edilen sonuçlar her ülkenin nüfusunun ünlü ve ürünle ilgili farklı bir tutumu olduğunu gösterdi.

Anahtar kelimeler: Ünlü Onayı, VIP, Onay Pazarlaması, Hindistan, Afganistan, Pakistan

TABLE OF CONTENT

DECLARATION	i
FOREWORD	ii
ABSTRACT	iii
ÖZET	v
TABLE OF CONTENT	vii
ABBREVIATIONS	x
LIST OF TABLES	xi
LIST OF FIGURES	xii
I. INTRODUCTION	1
A. Background	1
1. Marketing?	2
2. Marketing Mix	2
3. Promotional Mix	2
4. Awareness of Brands	3
B. Problem Statement	4
C. Study Questions	6
D. Study Hypothesis	6
E. Structure of Study	7
F. Scope of Study	7
G. Conceptual Framework of Study	7
II. LITERATURE REVIEW	9
A. Source Credibility Components	9
B. Celebrity Endorsement.....	9
C. Effects of Celebrity Endorsement	17
D. Celebrity Endorsement Model	19
1. Source attractiveness model.....	19
2. Match up model.....	20
3. The meaning transfer model.....	20

E.	Product Involvement	22
F.	The Celebrities and Consumer Perception.....	24
G.	Drawback of Celebrity Endorsement	25
1.	The vampire effect	26
2.	Hired gun problem	26
H.	Factors that Contribute to Celebrities' Influence on Audience.....	27
1.	Identity	27
2.	Association.....	27
3.	Media.....	27
4.	Advantages of Using Celebrity Endorsement in Advertisement	28
5.	Dis Advantages of Using Celebrity Endorsement in Advertisement.....	29
III.	METHODOLOGY.....	30
A.	Research Strategy.....	30
B.	Targeted Population	30
C.	Sampling Population	30
D.	Research Instruments	31
IV.	RESULT DISCUSSION:.....	32
V.	RESULTS ANALYSIS	41
A.	Pakistan	41
1.	Hypothesis 1	42
2.	Hypothesis 2.....	45
3.	Hypothesis 3.....	50
B.	Afghanistan	51
1.	Hypothesis 1	52
2.	Hypothesis 2.....	56
3.	Hypothesis 3.....	61
C.	India.....	62
1.	Hypothesis 1	63
2.	Hypothesis 2.....	67
3.	Hypothesis 3.....	71
VI.	DISCUSSION	73
VII.	CONCLUSION, LIMITATIONS AND FUTURE WORKING	80
A.	Conclusion	80
B.	Limitations	81

C. Future Workings	82
VIII. REFERENCES.....	85
APPENDIX	97
RESUME.....	102

ABBREVIATIONS

AB : Attitude Towards Brand

AaD : Attitude Towards Ad

ET : Endorsement Type

LHS : Left Hand Side

OLS : Ordinary Least Squares

PI : Purchase Intentions

PT : Product Involvement

SIT : Social Influence Theory

VIP : Very Important Person

LIST OF TABLES

Table 1: The occurrence of celebrity-endorsed versus non-endorsed advertisements	18
Table 2: Skewness, Kurtosis, Std, Deviation	32
Table 3: Factor Loading	35
Table 4: Goodness of Fit	36
Table 5: R2 testing- Pakistan	41
Table 6- R2 Testing- Afghanistan.....	52
Table 7: R2 Testing- India	63

LIST OF FIGURES

Figure 1: The brand awareness concept	3
Figure 2: Antecedents of Endorser Credibility	20
Figure 3: The meaning transfer process	21
Figure 4: Confirmatory Factor Analysis	36
Figure 5: Model 1	38
Figure 6: Model 2	39
Figure 7: Model 3	40
Figure 8: Scatter Plot of H1A - Pakistan.....	42
Figure 9: Scatter Plot of H1B - Pakistan.....	43
Figure 10: Scatter Plot of H1C - Pakistan.....	45
Figure 11: Scatter Plot of H2A - Pakistan.....	47
Figure 12: Scatter Plot of H2B - Pakistan.....	49
Figure 13: Scatter Plot of H2C – Pakistan	50
Figure 14- Scatter Plot of H1A- Afghanistan	53
Figure 15: Scatter Plot of H1B- Afghanistan.....	54
Figure 16: Scatter Plot of H1C- Afghanistan.....	56
Figure 17: Scatter Plot of H2A- Afghanistan.....	57
Figure 18: Scatter Plot of H2B- Afghanistan.....	59
Figure 19: Scatter Plot of H2C- Afghanistan.....	60
Figure 20: Scatter Plot of H1A- India.....	64
Figure 21: Scatter Plot of H1B- India	65
Figure 22: Scatter Plot of H1C- India	66
Figure 23: Scatter Plot of H2A- India.....	68
Figure 24: Scatter Plot of H2B- India	69
Figure 25: Scatter Plot of H2C- India	70

I. INTRODUCTION

A. Background

According to (Karasiewicz & Martyna, 2014), VIP underwriting in advertising originally appeared in the nineteenth century and continued to grow during the twentieth century as new promotional platforms like radio (1930s), TV (1950s), and the Web debuted (1990). Furthermore, it was emphasized how this advertising process has developed over time to become the most popular public relations strategy ever. (Erdogan, 1999) also observed that celebrity branding is currently one of the most efficient ways to reach people. According to (Solomon, et al., 2002), just a small portion of advertising spending is currently devoted to compensating celebrities for their participation in marketing, and it is estimated that more than a fifth of advertising campaigns in the USA today feature famous persons. As a result, this has produced excellent results in developed nations, and major corporations like Pepsi and Nike have used this concept of using famous individuals to market their goods. Because of their fruitful relationships with illustrious great names, these firms continue to dominate their respective displaying specializations.

For instance, the link between renowned basketball player Michael Jordan and the company Nike had a significant role in the development of the Nike Jordan brand, which has generated and continues to generate significant amounts of money for the company even at this time. Furthermore, celebrities underwriting affects consumer purchasing behavior in developed nations like the US, England, and Australia, to name a few, according to (Choi & Berger, 2010), (Gupta, et al., 2015), even though this hasn't been focused on in developing nations like India, Pakistan, and Afghanistan. To decide how celebrity underwriting benefits the young generation in developing countries, the study of Chavadi, Sirothiya, and Yatgiri will be used as a contextual analysis in the review. Having said that, it is critical to recollect that big-name support is a type of promoting, consequently characterizing showcasing here to help the article's readers is essential.

1. Marketing?

According to (Blodgett, 2011), marketing is an ongoing correspondence exchange with customers in a way that educates, illuminates, and lays out an association over the long term, thus any business association needs to successfully connect its end customers. It was said that promoting is both the science and the skill of seeking, developing, and communicating esteem to satisfy the requirements of an objective market while making a profit. Additionally, marketing is depicted as a strategy for addressing human wants by delivering goods to customers at the ideal time, in the ideal location, and the correct organization. The definitions given above highlight the importance of marketing in today's culture and demonstrate that it includes the cycle by which businesses expand their advertising campaigns to connect with consumers. Therefore, it is recommended in this study that special attention be given to the promoting mix, which will be described in detail below.

2. Marketing Mix

The mix of strategies and tactics a company uses to market its products or brands is known as the showcasing blend. In support of this, it was said that an organization's business process is made up of its marketing mix components, which, when used properly, may result in significant success. The promoting mix is a complex topic that requires information from the appropriate statistical survey. However, this study will just focus on advancement. It was observed that the displaying mix includes item, value, spot, and advancement.

3. Promotional Mix

The promotion mix refers to the resources an organization employs to plan, monitor, and sustain interest in its goods and services (Armstrong, 2012). Additionally, it was decided that certain components of the particular mix may be used as tools for communicating with the target market to fulfill transaction goals and benefit the company. A company may employ a variety of unique techniques to plan, maintain, and grow the demand for labor and goods. The aforementioned tactics also include the promotion of offers, individual selling, direct marketing, and advertising. Accordingly, (Vemkatrao, 2015) believes that, out of all the components of the short-term mix, advertising stands out as the most effective strategy for establishing brand awareness and engaging with customers. To bolster this, it was

focused on the impact of advertising on brand awareness. The findings demonstrated that brand value is increased and consumer awareness of a product or service is increased through publicity. The passages that follow illustrate brand attentiveness.

4. Awareness of Brands



Figure 1: The brand awareness concept

Source: (Munyoro & Nhevere, 2019)

Brand awareness is the most popular method for helping people remember or perceive a brand in enough detail to make a purchase. As seen in the image above, the promotion has a significant influence on increasing memorability. In the modern day, where customers have a wide range of product alternatives, success depends on having a distinct message and a group of individuals who can quickly distinguish an organization's image from that of competitors. Additionally, when customers are aware of the product that a business sells, they are more likely to contact that firm directly if they need that stuff rather than looking around for other locations that could be offering that specific thing. Furthermore, businesses should focus all of their advertising efforts on building their brands. Big-name underwriting, which is seen to be an effective approach for achieving both of these things, is one tool that may be used to achieve this (Munyoro & Nhevere, 2019).

B. Problem Statement

Celebrity endorsement is a common practice utilized by businesses that have been thoroughly studied (Fleck, et al., 2012); (Hung, et al., 2011). They are used to support and remember a brand by associating them with a particular source in addition to having excellent stopping power. Businesses use celebrities as spokespersons, actors, endorsers, spokespersons, testimonials (outlining the benefits of the product), and endorsers (giving their names and experience) (representing the brand over time). According to several studies, celebrity endorsements have an impact on a company's bottom line, or the sales of its products (Chandani, 2020); (Farrell, et al., 2000). Even though the product is the same, a brand's news that it has signed a celebrity affects its stock price (Olenski, 2016). It seems sensible that businesses spend a lot of money on celebrity endorsement.

Youth in India, Pakistan, and Afghanistan are captivated by superstars, and the nation is inspired by Bollywood. Superstars or mascots shape youngsters' way of behaving, and the present youth are fixated on utilizing the products they support (Pairoa & Arunrangsiwed, 2016). Advertisers need to comprehend the perspectives and ways of behaving of subcontinent youths since they are as yet making decisions about brands in this beginning phase of their life. Through their situation and achievements, reality and made-up big names, competitors, and famous actors influence youngsters (Dix, et al., 2010); (Trivedi, 2018). Celebrities' impact on youngsters is multiple times more than it is on the Gen X-er age, (Barton, et al., 2014). As the biggest section of the populace in India, Pakistan, and Afghanistan, adolescents have been moved by promoting as customers. Contrasted with other age gatherings, they observe more motion pictures and take part in sports (Hasnain, et al., 2018). More youthful shoppers gave the publicizing a preferred rating over more established customers (Hussain & Khan, 2017).

Most exploration has taken a gander at how client perspectives and buy expectations are impacted by celebrities' support (Wei & Lu, 2013), as well as what supports mean for brand memory, celebrities' picture, source believability, and item assessment (Amos, et al., 2008); (Silva, et al., 2015). In specific conditions, famous people's offenses could decrease item deals (Um, 2013). These dissimilar discoveries show that various variables, including intricacy, influence the progress of celebrity support. (Knoll & Matthes, 2017) the meta-examination study showed that big-name

underwriting ominously affected the respondents. The error between the examinations may be made sense of by directing elements including compatibility, endorser sex, or client interest with the item (Arora, et al., 2019); (Bergkvist & Zhou, 2016). Subsequently, contingent upon the setting of the support, its effect might vary.

Not many people have thought about how product endorser compatibility affects consumer behavior (Johansson & Bozan, 2017); (Min, et al., 2019); (Mishra, et al., 2015). For example, Aishwarya Rai supporting Loreal is an illustration of how a superstar underwriting is fruitful for an item on the off chance that it increments actual engaging quality (excellence-related items). Celebrities need to stand apart to draw in end consumers, yet they shouldn't overpower the genuine item. The emphasis ought to be on the item, not the big name (McCormick, 2016). At the point when a superstar and an item don't work well, a support fizzles. To boost positive client responses, the endorser for the business should be chosen because of the kind of item. The genuine engaging quality, knowledge, and trustworthiness of the endorsers were the focus of a more thorough study of support and what they indicated for the welcomed things (Branchik & Chowdhury, 2017); (Ohanian, 1991). Nonetheless, the great characteristics of endorsers affect acceptability (Goldsmith, et al., 2000). The level of watcher consistency with conduct increments with source unwavering quality. Since it produces positive promoting results, the idea of source believability has been given a great deal of thought.

Previous research has emphasized the influence of a single endorser, such as a movie or sports star (Arora, et al., 2019); (Hameed, et al., 2020); or mascot) on consumer behavior. The influence of multiple endorsers on consumer purchasing behavior has been the subject of a very small number of published studies, including comparisons of single versus multiple celebrities (Handriana & Wisandiko , 2017), celebrities versus influencers (Schouten et al., 2020), and real versus fake celebrities (Jain , et al., 2011); (Trivedi, 2018). Some companies use numerous celebrities to appeal to their target market because the celebrity's traits may not always translate to the brand (Kim, et al., 2014).

C. Study Questions

The following questions will each have a particular answer that this study will offer:

- What impact do various endorsers have on young consumer's Attitude towards Ad, Attitude towards brands, and Purchase intentions?
- Does the presence of a product serve as a moderator between an endorser and young purchasers Attitude towards Ad, Attitude towards brands and Purchase intentions?
- Under the influence of endorsers, do young customers' preferences for Attitude towards Ad, Attitude towards brands and Purchase intentions low- or high-involvement of products vary?

D. Study Hypothesis

H1a: There is a significant relationship between endorsement type and attitude towards ad

H1b: There is a significant relationship between endorsement type and attitude towards brand

H1c: There is a significant relationship between endorsement type and attitude purchase intentions.

H2a: Product involvement has a moderation relationship between endorsement type and attitude towards ad.

H2b: Product involvement has a moderation relationship between endorsement type and attitude towards brand.

H2c: Product involvement has a moderation relationship between endorsement type and attitude purchase intentions.

H3a: An increase in product involvement will reinforce the negative relationship between endorsement type and attitude towards ad

H3b: An increase in product involvement will reinforce the negative relationship between endorsement type and attitude towards brand

H3c: An increase in product involvement will reinforce the negative relationship between endorsement type and purchase intentions.

E. Structure of Study

The objective of this study is to acquire a more profound comprehension of what celebrity endorsement has meant for the purchase decision as way of dealing with client buying conduct. And it is being conducted to decide the reasons that are causing a change in purchaser conduct about celebrity endorsement in the subcontinent. To evaluate the efficiency of the advertisements, this study employed an experimental approach. It will support a superior comprehension of the change in conduct and what is driving it, as well as help important associations in investigating the impact of celebrity endorsement on consumer buying behavior.

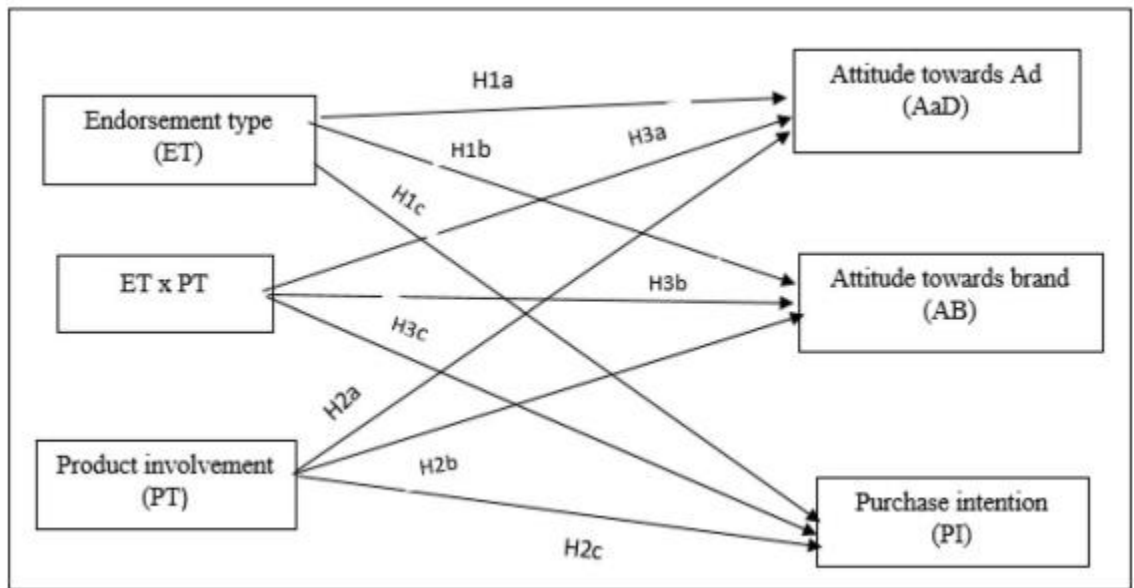
F. Scope of Study

The entire purpose of this research will be to deepen the knowledge about the impact of consumers buying behavior on Beauty Products Through Celebrity & Influencer Endorsement Marketing in Asia and its impact between attitude towards ad, attitude towards brand, and purchase intentions. The research aims to study and mention the new ways and patterns in that which Celebrity & Influencer Endorsement Marketing influence in buying behavior of consumers in Asian countries.

The research will be conducted on the consumer of beauty products in Asian countries influenced by Celebrity & Influencer Endorsement Marketing. Consumers have the desire to use beauty products and the expected outcome from this research is aimed to provide a set of behavioral ways and practices that will help in expanding theoretical knowledge in regard to consumer buying behavior through Celebrity & Influencer Endorsement Marketing.

G. Conceptual Framework of Study

This theoretical framework was driven by the article of: (Chavadi, Sirothiya, Vishwanatha, & Yatgiri, 2021)



II. LITERATURE REVIEW

A. Source Credibility Components

When defining and assessing source validity, scientists have taken into consideration the following factors: (a) engaging quality (b) information (c) and reliability (Amos, et al., 2008). These three viewpoints have a huge influence on how clients think and behave because they cut across all social boundaries. The source's engaging nature is typically seen as its true attraction. This information came from the Source Valence Model (McGuire, 1985). A source's familiarity, agreeability, similarity, and real appeal all contribute to its attractiveness (Ohanian, 1991).

Due to the source's transparency, the commonality for this circumstance recommended the information it possessed. The source's "agreeability" was referred to as the shopper's perception of the source's true attraction. Comparability, on the other hand, refers to how comparable the supplier and the client are. The ability being tested is how credible the communicator's statements are. It frequently relates to the source's strength, capacity, and ability (Whitehead Jr, 1968). Regarding superstar support, the seeming fit between a well-known person's specialty and a certain item category might be considered (Till & Busler, 2000). Source dependability is a measure of the clients' trust in the communicator to transmit the situations that they typically consider to be legitimate. It has to deal with the consistency, sincerity, credibility, and authenticity of the source.

B. Celebrity Endorsement

Celebrity individuals are accomplished professionals who are well-known among most of their respective audiences (Spry, et al., 2011). A performer (entertainer), competitor, entertainer, or any person well-known to the public for accomplishments unrelated to the great or administration she was seeking to market might all be considered a VIP. (Erdogan, 1999); (Wei & Lu, 2013) Support from laypeople, specialists, and celebrities creates a brand image that reflects the

endorser's personality (Keller, 2013); (Erdogan, et al., 2001). According to (Patra & Datta, 2010), brand underwriting is a medium for brand communication that allows celebrities to represent an organisation in multiple contexts and transmit the information necessary to represent the brand. Likewise, stellar customer service affects a customer's purchase intent, buying behaviour, brand distinguishing evidence, memory, and the effectiveness of marketing (Hollensen & Schimmelpfennig, 2013); (Spry, et al., 2011). This demonstrates that customers easily relate to well-known brands in product or service promotions, which helps them assess the information being delivered and influences their decision to make a purchase either now or in the future.

The social effect speculation may be utilized to actually make sense of the possibility of social influence theory (SIT). The idea of social impact hypothesis inspects how individuals from a specific informal community are convinced to embrace specific personal conduct standards by others (Li, 2013); (Venkatesh & Brown, 2001). As per (Venkatesh & Brown, 2001), messages and signals that add to the arrangement of these perspectives are considered as applying strain on individuals to stick to specific ways of behaving. Instructive and regularizing effects on society can be recognized (Deutsch & Gerard, 1955). The regulating social impact relates to the influence of individuals to conform to the assumptions for someone else in a gathering, rather than the educational social impact, which convinces individuals to acknowledge data from different sources as evidence of the real world (Li, 2013). This shows that well-known brands transmit information about businesses that is perceived as authentic and reliable, which may change a person's opinion of a brand as a result of a social ID of some type (Hsu & Lin, 2008). This illustrates that considering the source's unwavering quality, appeal, dependability, commonality, and neutrality is necessary when evaluating the type of data made available to the general public (Munnukka, et al., 2016).

Source validity and engaging quality are also considered to be important since they have the potential to affect customers and increase message receptivity, according to influence hypothesis (Lafferty, et al., 2005). (Solomon, 2014) emphasises the importance of how persuasive these messages are as using famous people as product and service endorsers is an effort to alter or influence consumers' attitudes and judgments about the brand. (Temperley & Tangen, 2006) provide

additional support for this claim by revealing that a company's duty to brand large names is at the point of achieving certain set goals of the business through the superstar. This magnitude of observed influence might help explain why big-name supporters appear in 25% of all cases (Biswas, et al., 2009).

As was at that point said, one might guarantee that the source hypothesis declares that the apparent degree of capability, engaging quality, commonality, and reliability of an endorser decides the effect of a correspondence (Arai, et al., 2014); (Erdogan, 1999); (La-Ferle & Choi, 2005); (Solomon, 2014). As indicated by interest group sees, dependability is characterized as an endorser's genuineness, trustworthiness, and believability, which proposes that a brand is probably going to follow through on its commitments (Arai, et al., 2014); (Jin & Phua, 2014). With amiability as its quality, reliability is a critical indicator of source validity and has the ability to change individuals' convictions, sentiments, perspectives, and conduct (Liu & Brock, 2011); (Tzoumaka, et al., 2016). Beneficiaries recognise the influence a source has had on their own mentalities and value systems when they do this (Solomon, 2014). According to (Shalev & Morwitz, 2012), customers accept influence from sources they can relate to and reject it when they need to minimise most, if not all, connection with a source. Big names have advantages in persuading customers to recognise item informing and to follow it up by acquiring the product since they are viewed as hopeful pioneers (Jin & Phua, 2014); (Liu & Brock, 2011).

Additionally, celebrities have traditionally been selected as endorsers based on their beauty in order to capitalise on the synergistic impact of both celebrity status and genuine engaging qualities (Erdogan, 1999); (Ohanian, 1991). The source engaging quality model (McCracken, 1989) emphasises that a message's success depends upon the "source commonality, agreeability, similarity, and real enticement for the respondents," as stated by (Liu, et al., 2007). Commonality is the ability to comprehend the source by being open to the source's true characteristics and behaviour. Excellence encompasses various ethics that customers could discover while engaging a VIP endorser, including their knowledge, characteristics, ways of life, and physical abilities, as stated by (Erdogan, 1999); (Liu, et al., 2007).

It is very likely assured that the primary goal of utilising celebrities as brand ambassadors for work and goods is to draw attention to the brand and alter consumers' perceptions of the company (Erdogan, et al., 2001); (Liu, et al., 2007).

Thus, the source models may play a crucial role in persuading customers of the appeal or unwavering quality of the brand. This may also imply that companies should use well-known individuals who are respected and appealing to their target audience when creating persuasive advertising.

Superstar underwriting is a specific tactic used by advertisers to promote a product on a stage that enables customers to relate to the brand's value from the perspective of the celebrity representative. In this instance, big name underwriting is understood to be a sort of brand connection including the employment of a well-known or prominent individual to leverage their social status or notoriety to support a firm. Therefore, in the belief that the celebrities positive reputation will transfer to the goods or brand, advertisers employ famous people to represent their brands (McCracken, 1989). Additionally, (Khatri, 2006) mentioned that the celebrity support is a marketing tactic used solely to attract customers by making a champion claim through the employment of well-known or influential figures in the public eye, such as Michael Jackson and Beyoncé, to name a couple. A noteworthy celebrity may also be used by advertisers to serve as their ambassador or spokesperson in order to increase brand recall (McCracken, 1989). Surprisingly, the majority of these high-profile endorsers come from the media (Jain, 2011).

Publicizing refers to any non-personal, paid letter from a recognised support about a cause, a cause, an idea, or a thinking (Gerbner, 1977). To do this, sponsors use a variety of marketing strategies, and celebrity backing is one of them. "Big name" refers to a person who is well-known to the general public for accomplishments unrelated to the item categorization they are endorsing, such as an entertainer, sports figure, performer, etc. is a person with a high profile who commands some level of public interest and effect in the daily news media. The phrase frequently refers to a wealthy and well-known somebody who excels in a certain field, is well-known in their field, and is well-known to the general public.

The term "celebrity" refers to people who frequently appear in the media and who typically have a high profile in a variety of industries, including sports and entertainment. They are used to promote organisations, ideas, goods, and services (Black Jay & et al., 2001). Superstars that serve as brand spokespersons through support attest to the veracity of the marketed item thanks to their increased fame and recognition.

Since Indians like superstars and have a sizable fan base, big name supports in TV promoting impact clients in India. A vendor who offers different item messages, one with a superstar underwriting and the other without, figures the item with the big name support will sell more and thus be worth more.

When utilised wisely, celebrity endorsement helps a company stand out, strengthens brand recognition, and promotes quick transparency. Celebrity endorsements are a strategy to differentiate yourself from the competition in the commercial centre. Celebrities and cricket players with big names have been successful at garnering a lot of public attention and generating business.

Amitabh Bachchan, a star who promoted the brand while Cadbury had a "advertisement stage," for instance, "reaped people's devotion for the purpose and enlarged the offer of Cadbury.

While advertising methods were evolving, celebrities were used for quite some time (Kaikati, 1987), but not past the point of no return since advertisers quickly realised that by utilising celebrities in their commercials, they could alter the personalities of their companies to that of the great names. Evidently, only one celebrity out of every eight becomes a successful endorsement, making the decision-making process extremely difficult. Celebrities are carefully chosen by promoters since, in the event that any selected encounter for a Celebrity underwriting goes wrong, the superstar-backed publicity campaign may fail (Zipporah & Mberia, 2014).

These factors together influence the audience since most of them choose well-known figures who are reliable and honest, while others prefer people who are handsome and have endearing qualities, and yet others take into account both of these factors. Due to the fact that the confluence of these factors sharpens the client's perceptions even more and improves the ideal impression of the brand, the large name's own attributes and the product's credits end up achieving real success. As a result, sponsors also look for the appropriate combination. It is possible to guarantee that mail is sent to a certain target population through tributes, advances, missions, or public relations (Black Jay & et al., 2001).

According to (Kotler, 2008), marketing goals may be divided into three categories depending on whether the main goal is to inform, convince, or recall. A

specialised communication project can be completed with a defined interest group and within a certain timeframe. When a new product category is introduced, educational marketing is frequently used to highlight the advantages of the new products in terms of appearance, quality, and comfort. As competition increases, persuasive advertising plays a bigger role in trying to pique specific interest by persuading customers that their products are the best value for their money. Advertising that serves as an update is essential for mature products since it keeps customers thinking about the brand and maintains client relationships. For instance, Coca-advertising Cola's focuses less on providing information or having an influence on momentary purchases and more on establishing and maintaining relationships with consumers.

Publicity's goal is to quickly persuade audiences to act or make a purchase. The main goal of promotions is to alter consumers' perceptions of the brand or product. Media buyers and planners take the lighting system into account when developing effective marketing messaging. The main goal of elevating is to alter consumers' attitudes or behaviour toward a product or company. People may react when they believe their actions will benefit them. A should have strong sections that may clearly and competently explain the correspondence process. You can encourage the goal market's consideration and premium by determining the ideal approach, strategy, style, tone, and design for conveying the message. Most media buyers prefer to utilise character pictures when a person is employed to symbolise an object. Additionally, it uses source movement or tribute backing to support the item. The superstar's good effect on the audience might increase the notice's message's feasibility (Choi & Rifon, 2007).

Advertisers claim that superstars increase the message's recallability, validate its accuracy, and have a beneficial effect that may be extended to the brand as a whole (Ohanian, 1991). Genuinely charming communicators have shown to be more effective than poor spokespersons in changing the opinions and perceptions of the general public, and they are frequently used in TV and print advertising.

Since the general public views Celebrities as role models, sponsors want big name sponsorship due to its superior benefits and enormous anticipated effect. Celebrity-supported advertisements attract more attention than non-famous ones, aid the company in repositioning its product or brand, and offer it more clout when it

enters new markets or uses means of global expansion. Celebrity treatment isn't the primary factor in success, though. Additionally, it exposes the company to significant risks. Debate, overexposure, and eclipse are a few examples (Erdogan, et al., 2001).

According to (McCracken, 1989), a celebrity endorser is "someone who has a public reputation and uses this status in support of a shopper ware by showing up with it in a business". The topic of celebrity endorsement in advertising has undoubtedly stood out in the writing. Several studies categorically support the use of celebrity endorsements, claiming that it increases the possibility that customers would make purchases (Petty, et al., 1983), fosters brand loyalty, and positively influences informal interchange public relations (Bush, et al., 2004). Additionally, (Hoffner & Cantor, 1991) point out that people imitate the appearance and behaviour of the media personalities they aspire to be like.

The majority of research on well-known endorsers has examined what the reliability of the source indicates for the suitability of the message. An extremely credible source attracts more attention than a less reliable one when it comes to influencing how the public perceives and behaves (Sternthal, et al., 1978). After merging the past research on the topic, (Ohanian, 1991) predicted the three main components of big name endorser believability: aptitude, dependability, and magnificence.

A communicator's competency is implied by how much one is perceived as possessing knowledge, skills, credentials, or experience and is thus thought to provide accurate information. While appeal refers to how really interesting, rich, or friendly the source is to the audience, dependability refers to the audience's belief that the source presents information in a fair and legitimate manner. As a result, clients are encouraged to have positive attitudes and methods of acting toward the brand and the product by endorsers who are seen as capable, dependable, and attractive (Ohanian, 1991).

According to experts, using well-known celebrities as brand ambassadors is more effective than using ordinary individuals to get customers to respond favourably (Atkin & Block, 1983); (Kamins, 1989). Moreover, these credible advocates help shape improved perceptions of the company (Lafferty, et al., 2005); (Ohanian, 1991).

Celebrity endorsements are a deliberate marketing strategy used by multinational corporations to increase brand awareness and increase consumer interest in their products. Due to their sincere dedication to them, people are drawn to geniuses and are inspired to follow them (McCuthceon, et al., 2002). Big-name marketing tactics have a significant impact on correspondence in China (Gan, 2006). Celebrities have a stronger influence on advertisements than anybody else because of their status and unique position, which affects consumers' expectations to make a purchase. In the modern advertising environment, brand ambassadors also try to make people notice their advertisements, which improves marketing outcomes and increases buy intent (Brajesh & Gouranga, 2011).

Promotions are considered to be noticed because of renowned people's affability and splendour (Erdogan, et al., 2001). Celebrities are chosen for plugs based on both their uniqueness and how well they complement the product they are promoting. How suitable is Junaid Jamshed, for instance, to a commercial for toilet cleaners as opposed to a man endorsing women's reasonableness creams? The endorser's real attractiveness also has a significant impact on how culturally valuable they are. As a result, brand credits and big name attributes have equal impact on the final product. (Erdogan, 1999) emphasised that celebrity endorsements are more successful because of the characteristics associated with that Celebrity.

However, academics have also conducted improbable studies, such as those on over-underwriting or the impact of unprofessional or dubious Celebrity assistance on a product. When more goods are underwritten by Celebs, their value and influence are diminished (Tripp, et al., 1994). When a Celebrity participates in a bad event, it undermines the progress or appeal of the great or service they are endorsing (White, et al., 2009).

According to the majority of research, Celebrity endorsers have a significant impact on consumers' expectations while making purchases. Numerous studies have shown that buyers' propensity to buy is influenced by the presence of experts from the same ethnic region. Because of the media and excellent Bollywood films, Indian performers are becoming even more well-known in Pakistan and Afghanistan.

As Indian celebrities like Shahrukh Khan, Salaman Khan, Katrina Kaif, and others become more well-known, there is a growing sense of loyalty to them. because of the parallels between celebrity societies, the depth of fan devotion, and

the number of potent marketing endorsements given by Indian superstars in Pakistani media. The section that follows is vague on how different celebrity qualities affect client purchasing goals.

C. Effects of Celebrity Endorsement

Since the late nineteenth century, publicists have used big name underwriting as a standard marketing approach (Erdogan, 1999). Commercials featuring well-known personalities perform better than those using less well-known individuals (Dix, et al., 2010). A celebrity endorser is someone who is well-known in society for their outstanding accomplishments in a variety of professions. These people may pursue a variety of careers, including those as performers, competitors, or entertainers. They cultivate the brand and create relationships with customers (Thomson, 2006). They successfully alter the brand's customer discernments (PIs). They demand high client amity and change the problematic understanding of the brand (Amos, et al., 2008); (Misra & Beatty, 1990). They draw more attention to emerging companies or products that consumers are interested in (Grewal, et al., 1994). A sizable portion of Indian customers view celebrities as role models. For the sake of bolstering their own conviction, followers of a particular celebrity may try to imitate or resemble them. It involves copying their choice of words, fashion sense, correspondence tone, and the brands they choose to use and purchase (Sami, 2006). These actions demonstrate how important and widespread superstar support is in the field of advertising.

Many people believe that the media profoundly shapes masses' ideas, convictions, or behavioural patterns, either directly or indirectly (Elizabeth , 2001). Additionally, it has an impact on a variety of aspects of how we think, feel, and act, including how we see reality, how restless we are, and many others. (Black Jay & et al., 2001) and others Exclusive marketing assistance is limitless to the extent that it aids in establishing trust with both current and potential customers, increases the likelihood that the brand will be remembered, and draws in new customers. Due to supports, the customer's advantage for a product may grow. This is some of the time achieved by suggesting that the big name being referred to is to some degree fairly liable for their prosperity, capacity, or appeal.

A brand's association with a well-known person has an effect on how customers perceive the brand. The majority of the celebrities utilised aid in the public's growth of credulity and faith in the shown goods. Since many people hold some famous persons in high regard, a celebrity's endorsement of a product immediately increases the level of client trust they have in the business.

However, if the mainstream media begins to criticise the brand, this might occasionally neutralise it. An endorser's claims of illegal, dishonest, strange, or unexpected behaviour might damage both their reputation and the reputation of the brand they are endorsing.

By encouraging fans and fans to try the product, big name brand representatives further build brand mindfulness and usage aims. Celebrity agreeability and brand consistency have an impact on consumer preference for the plugs, which in turn affects attitude toward the brand's purchase goal. The legitimacy and financial benefits of working with a well-known endorser increase the shopper's level of confidence in their purchase. The trustworthiness, engaging quality, and three informational source developments all play a role in how effective a superstar endorser is. The commercial advice is that celebrities should be chosen by advertisements based on their popularity, their diversion value, and actual engaging qualities (Zipporah & Mberia, 2014).

Table 1: The occurrence of celebrity endorsed versus non endorsed advertisements

	Print Media	Electronic Media	Social Media	Mean %
Endorsed advertisement by a celebrity	10	14	11	62.5
Non endorsed advertisement	5	6	5	28.57
Not exposed to advertisement	1	3	1	8.93

Source: (Zipporah & Mberia, 2014)

It is obvious that most people will typically be touched by what they see on celebrity accepted products as opposed to non-supported advertising or people who are not subjected to any promotions at all. This is done in order for companies to be associated with well-known, well-respected individuals because consumers look up

to and value them as role models.

D. Celebrity Endorsement Model

Since each model explains the relationship between the product brand, the large name, and the method by which the celebrity traits are integrated into the brand, it is important to discuss the models that describe superstar underwriting.

1. Source attractiveness model

This worldview is based on social brain science theory, which divides human behaviour into two categories: mastery and consistency (Hovland & Weiss, 1951); (McGuire, 1985). The model put forward by (Karasiewicz & Martyna, 2014) is predicated on three presumptions, chief among them being that beneficiaries would acknowledge and believe a notice if the celebrity were reliable, knowledgeable, and excellent. Validity refers to one's belief in the accuracy of a piece of information (Hovland & Weiss, 1951). (McCracken, 1989) defines rockstar reliability as the source's evident readiness to make sincere arguments as a result . While the ability of a large name source to present persuasive arguments is its apparent limit (Shukre & Dugar, 2013). The last criteria for defining engaging quality are the predominance and true attraction of a well-known brand. In this way, Celebrity renown, talent, and reliability are the crucial attributes that might affect customers' perceptions of the veracity of a message, according to (Umeougu & Bonachristus, 2012) The source appeal model therefore hypothesises that employing a well-known brand with specified qualities, such as dependability, expertise, and engaging quality in promotional activities related to any item category positively influences the item (Weiner & Mowen, 1986).

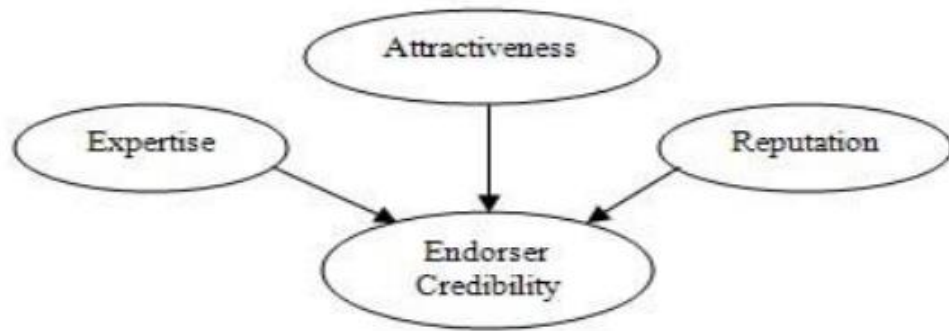


Figure 2: Antecedents of Endorser Credibility

Source: (Ohanian, 1991)

2. Match up model

The effectiveness of include a celebs in promotional correspondences, according to (Kamins & Gupta, 1994) and (Kamins, 1989), depends on how well the brand (item name, image, picture, benefits, and qualities) and picture of the celebs are seen to match together. The coordinate model, also known as the Item Coordinate Theory or the Superstar brand Coinciding Model, is based on this supposition. The theory challenges the notion that only a select few major names would successfully develop each brand in each product category, and that since Celebs are just human, they are reliant on a vast number of risks that might eventually damage the reputation of the company. According to (Liu, 2005) investigation into what celebrity endorsements mean for product similarity, only high superstar product similarity strongly influences creating more buy goals than low big name product similarity, and celebrity allure isn't really a big factor in influencing subjects' buy expectations. The model's flaw is that it is unable to recognise and assess superstar traits that are important for particular item classes and organisations. According to several studies by (Choi & Nora, 2005), (Ohanian, 1991), and (Kahle & Homer , 1985), the resemblance of the endorser and the product is strongly related to customer attitudes and purchase expectations.

3. The meaning transfer model

The model is a development of both the attractiveness of Sources model and the coordinate speculation model. (Hovland & Weiss, 1951), and (Kahle & Homer ,

1985) evaluated and endorsed the sources' engaging quality models; however, McCracken (1988) criticised them for failing to take into account all of the factors that affect correspondence viability and argued that it is difficult to understand why a celebrity only appears for certain items and not others, and cases that it is difficult to understand why famous people just Additionally, the source appeal models don't provide a practical way to identify celebrities. The importance move model, which comprises of three stages showing the transmission of characteristics or implications, is recommended by (McCracken, 1989) and (Basu, 2009) as an answer for this.

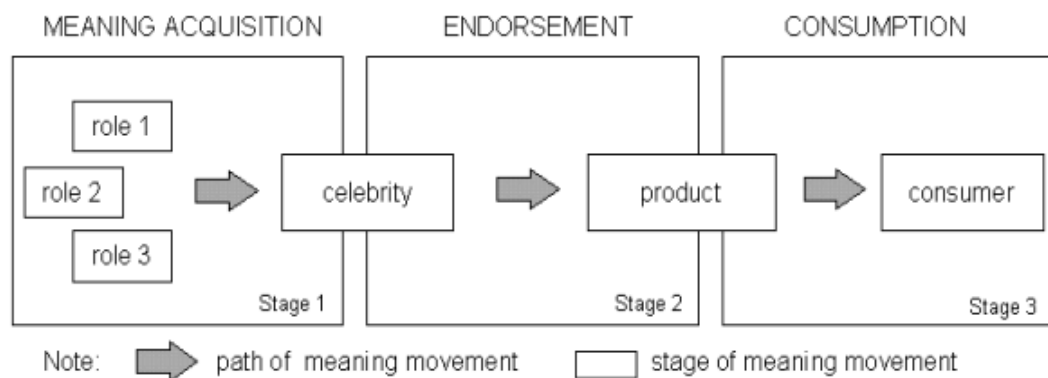


Figure 3: The meaning transfer process

Source: (Munyoro & Nhevere, 2019)

- **Meaning Acquisition**

According to the theory, celebrities have a certain type of relevance because of where they live and how they affect society (Choi & Berger, 2010). Superstars are thought to be more significant than undiscovered models in terms of bolstering the ad's legitimacy and impact due to their lives and personas (Vyas, 2012). According to (Mgbakoigba, 2017), celebrities hold a position akin to that of a Divine entity, which results in a powerful allure of influence on customers. Superstars are recognised as having an amazing amount of force in the current situation.

A superstar is initially identified by all traits that are consistent with how the public perceives them in light of their actions, statements, and jobs (Zufer, et al., 2015). Therefore, well-known figures have a variety of social undertones that are already evident in people's lives, such as status, class, orientation, age, characters, and ways of living. More importantly, a Superstar may change the social connotations associated with the causes they support (McCracken, 1989).

- Endorsement

The relationship with celebrity is transferred to the item they are advancing in the following level (Misra & Sharon, 1990). Finding the brand's symbolic qualities that will be enhanced or generated via promotional efforts and selecting a celebrity who best embodies those desired representative qualities are now the main concerns (Rajakumar & Tamizhjothi, 2011). The underwriting procedure in this case enables a celebrity to increase their notoriety and transfer it to the item (Creswell, 2008); (McCracken, 1989). However, the fundamental practise is to locate a celebrity who possesses the qualities that the product requires. Using celebrity financing necessitates coherence between the large name's traits and the organization's image, as stated by (Basu, 2009).

- Consumption

By exchanging such meanings, the client at this level becomes a component of a bigger whole, cultivates self-appreciation, and enhances their own internal self-portrait. The importance is now transferred from the celebrity to the brand (Basu, 2009). According to (McCracken, 1989), the last step should be regarded as the most important and difficult one. A celebrity-endorsed marketing may be successful if it leaves a lasting impression on the client's mind. As a result, there should be a high level of brand awareness so that if a client notices the delegate superstar, they will afterwards think about the company. Noting that this model highlights not only the celebrity-brand match-up but also the choice of meanings to be transmitted from the celebrity to the marketed brand, it is imperative to recognise that it is a substantial expansion of the match-up model (Misra & Sharon, 1990).

E. Product Involvement

Item interest refers to a client's level of enthusiasm for a certain item (Solomon, 2011). Item commitment is concerned with customers' research, complex thinking, and considerations before making a purchase (Handriana & Wisandiko, 2017); (Schiffman & Kanuk, 2014). According to (Park & Keil, 2019), a client's level of item investment might range from minimal to substantial. High-contribution items are difficult, associated with financial, social, psychological, and practical risks, and important to consumers. Contrarily, low-contribution items are common,

typically secure, and of little importance to customers. Customers will be more encouraged to notice, interpret, and make sense of information regarding their purchases as their level of commitment increases. According to (Schiffman & Kanuk, 2014), buying anything that needs little interest or effort is referred to as a low-support buy, and buying something that requires a lot of involvement is referred to as a high-contribution buy. According to (MacKenzie, et al., 1986), a client's dedication to them plays a crucial role in influencing their mindset and behaviour. (Iwasaki & Havitz, 1998) discovered a link between considerable levels of shopper item collaboration and strong brand unwaveringness levels in comparable item classification. The effect of high-profile financing and item investment on consumer purchasing behaviour is further explored (Lee, et al., 2016).

When anything is intended to be purchased shortly for usage, a mental cycle occurs beforehand during which many aspects, such as how the customer perceives the product or the supplier, take a significant role. The primary focus of the evaluation throughout the anticipated time of purchase is the conduct toward the source person, a VIP endorser. Superstar qualities influence consumer mindsets. According to (Amos, et al., 2008), consumers' positive opinions about a brand's celebrity source influence their decision to make a purchase. According to (Ohanian, 1991), buy expectation is the major outcome of one large name trademark — his expertise — as contrasted to other trademarks. Because a famous person is engaged, the commercial's message is assessed more successfully and becomes friendlier, increasing the likelihood that viewers would make a purchase. Backhanded relationships between buy aim and source underwriting are also discovered to be favourable to the item when using advertising as a medium (Goldsmith, et al., 2000). Customers could choose to purchase a product if a celebrity backs it if they don't carefully consider all of the product's components (Lafferty, et al., 2005). It was found that integrating celebrities had a significant impact on purchase intention, excellence had a stronger influence.

However, concentrates also come with the drawbacks of celebrity endorsement. According to (Tripp, et al., 1994), celebrity survivability is negatively correlated with buy aim and decreases with overendorsement. Additionally, the association of a terrible incident with a famous endorser has a negative impact on purchasing decisions (White, et al., 2009). According to the literature that is now

available, stellar underwriting significantly influences customer purchase ambitions. Superstar engaging quality, harmony, and validity all positively influence purchasing behaviour. If one is thought to be truly engaging, the other is thought to be more legitimate, etc., in contrast to Indian and Pakistani hotshots. Distinct notable persons exhibit different attributes in various contexts. Thus, both of these national stars are included in modern notifications. The association should have benefited from this, according to the growing perceivability of Indian large names by perceived organisations in Pakistani media. Pakistani great personalities may also be noticed in the advertising for similar items. As a result, it is thought that celebrities from the two nations have a significant influence on consumers' purchase decisions.

F. The Celebrities and Consumer Perception

Celebs are viewed in the advertising community as those who value public recognition and utilise it to promote a thing by displaying with it in a promotional setting (McCracken, 1989). According to (Choi & Rifon, 2007), consumers believe that if they associate themselves with a product, they would be able to get the brand's importance through that association. As a result, the thing he associates himself with receives the social value and rank of the Celebrity. (Jain, 2011), for instance, argues that the public in India reveres and loves big names like entertainers and cricket players because they are regarded as referents by general society, which alludes to fictional or real people who are remembered to have an impact on the popular's perspectives, longings, and behaviour. (Khatri, 2006) discovered that consumers consider celebrities as having an influence on their decision to purchase a product because they perceive their #1 big name's association with the product as an endorsement for its use. Customers then purchase the product in an effort to imitate the celebrities. It is important to keep in mind that every famous person has an impact on society by their actions, influencing others to relate to them through qualities like reliability, believability, friendliness, and engaging nature with many hotshots (McCracken, 1989).

In a recent chartroom looking at why customers are obsessed on Celebs, (Gaurav, 2016) shown that famous individuals are a depiction for consumer objectives, specifically of how consumers strive to show up, date, live, be loved, and be gifted like. It has been proven in developed nations that well-known superstars

make enormous sums of money through online entertainment platforms like Facebook and Instagram. According to (Gaurav, 2016), (Agrawal & Kamakura, 1995), Celebs are typically viewed as members of the social elite who participate in advertising through TV and film roles, special event appearances, discussion projects, and gossip magazine arrangements. According to (McCracken, 1989) and (Elberse, 2017), big names are frequently adored, especially by young consumers who utilise them as models for their personality arrangement. In light of this, well-known people serve as excellent models, comparable referents, and occasionally even legendary personalities, setting the high bar for advancement that consumers strive to (Gaurav, 2016). In a recent discussion on why the system of celebrity endorsement works, Strategic Marketing Institute said that consumers like to see a well-known face on a product, including Beyoncé, Kylie Jenner, Kim Kardashian, and Kanye, to name a few examples. Customers love prominence, so when they see someone such as Beyoncé in a Pepsi advertisement or print advertisement, it finally piques their interest. These are the topics that are discussed throughout this conversation. A lot of people assume that if their number one big name appears in a business, the product is fantastic and they will probably buy it.

According to (Zufer, et al., 2015), there are three distinct categories of endorsers: professionals, famous people, and regular people. If a famous person has specific expertise in a field of study, the result of that celebrity endorsing a product in that field should be excellent conversion and increased sales. Cristiano Ronaldo stands out as a representative since he is the fourth paid celebrity in Nike's programme of famous people. These well-known figures have knowledge in addition to strong, endearing, and beautiful credentials. Most businesses utilise marketing communication tactics to match these characteristics to their products, and advertising featuring Celebs outperform those without them in terms of intrigue (Farrell, et al., 2000). According to (Pughazhendi & Ranindran, 2012), the ultimate goal of marketing is to establish a powerful brand that will command customers' attention.

G. Drawback of Celebrity Endorsement

In any event, not everything that sparkles in certain industrialised countries is gold. Despite the many advantages of celebrity endorsements, there are a few

possible drawbacks as well. Public relations strategy does not always result in fantastic outcomes for businesses. A counterargument was offered that a famous celebrity is someone who is prone to social disruption since the stigma around a superstar could cause customers to get perplexed (Dholakia, 2018). For instance, the likes of Mike Tyson, Madonna, and Michael Jackson put a lot of strain on Pepsi Co. When a representative or celebrity endorser becomes intensely involved in a conversation, as happened with Tiger Woods and his few inappropriate conduct offences, associations may suffer severe embarrassment (Erdogan, 1999); (Dholakia, 2018). The following are a few outcomes of celebrity support.

1. The vampire effect

(Dholakia, 2018) advanced the vampire effect, sometimes referred to as the "eclipsing influence" by promotional professionals, in an article examining the consequences of high-profile endorsements. This impact occurs when the marketed brand is overshadowed by the big-name endorser's demeanour and unvarnished character (Erdogan, 1999). According to marketing guru (Robert, 2009), the big name's involvement in the advertisement hurts the company rather than facilitating transactions and enhancing its reputation. According to (Robert, 2009), when prominent individuals don't have a fair and exact connection to what they are endorsing, their effort will typically have a vampire effect. As a consequence, the crowd will only remember the famous name associated with the marketing and not the actual product. The greatest urgent concern that arises from this problem is that customers fail to recognise the brand being progressed since they are more interested in the large name (Erdogan, 1999); (Dholakia, 2018).

2. Hired gun problem

Another major problem with celebrity endorsement is the fact that famous Celebs frequently promote a wide range of services and goods just for the advantages they generate. For instance, according to Forbes' list of the sports with the highest salaries, Roger Federer earned 58 million dollars from endorsements alone. Like the majority of famous people, Roger Federer is a hired gun. Rolex, Mercedes Benz, Rimowa, NetJets, Credit Suisse, Jura Elektroapparate, Moet and Chandon, Barilla, Lindt, and Wilson are just a few of the famous companies he currently underwrites. Solomon et al. depicted the dilemma of recruited firearms in 2002, when the

representative appears to be endorsing the product only for financial gain. Most examiners raise the argument that unfavourable publicity about a celebrity affects how consumers perceive both the large name and the product he has promoted (Till & Shimp, 1995). According to (Agrawal & Kamakura, 1995), big-name endorsers are now a danger for the cause they support due to the declining incentives associated with superstars. Some commentators have promoted explicit products while also referring to renowned individuals as advertising manikins, meaning that they believe the Celebs to be deceitful and false.

H. Factors that Contribute to Celebrities' Influence on Audience

1. Identity

It all comes down to who a person spends time with in their current situation. The general public views famous names as important, lofty, and new; as a result, it is determined that practising their actions and interacting with celebrities will help one develop a likeness of them. When someone is continually observing, they grow engrossed and mimic what the other person is doing (Wes ten, 1999). This aids in locating model direct and strengthens one's own objectives.

2. Association

Since there is a concept that you are in the same social class as the people you live and mingle with, you want to look like them and be on the same level as them. This emphasises belonging and identifying with others, which enables one to establish relationships with family, friends, and the larger community (Wes ten, 1999).

3. Media

Media allegedly exposes people to a wealth of material on a regular basis (Black Jay & et al., 2001). It has a significant impact because we tend to doubt what we see, hear, or read. We take it seriously and either plan for it to happen frequently or, even better, try it out. The media has a big influence on public plan-setting, and this cycle is psychological in nature.

There are variations in the mental reactions provided by data recipients. When there is no celebrity assistance, the audience is more focused on the brand and

its benefits; when there is celebrity support, the audience is more focused on the celebrity doing the marketing. (Atkin & Block, 1983), on the other hand, claimed that celebrity endorsers led to greater buy objectives and more favourable views about advertising than non-celebrity endorsers.

The use of celebrities as brand ambassadors is a successful way to market goods and services as status symbols since they are unquestionably high-status persons who invite consumers to share in their enjoyment of the items.

4. Advantages of Using Celebrity Endorsement in Advertisement

Advantages are stated by (Zipporah & Mberia, 2014) are as follows:

- Laying out validity: When a superstar supports a business, the objective market is bound to trust it, particularly with regards to new things.
- Big names draw the interest group's consideration by getting through the messiness of ads and making the promotion and the brand stick out.
- More significant levels of memory: Individuals frequently partner the big name's character with the brand, which raises the review worth of the merchandise.
- A peruser's inclination for a radio station conveys an enticing message. Since the buyer will likewise benefit from the superstar's underwriting of the brand, this discernment will expand deals or client steadfastness to the upside.
- Psychographic association: Promoters use superstars to take advantage of the reverence and dedication that fans have for them to convince customers to purchase their items.
- Segment associations: Particular famous people have various requests to different segment gatherings, including those in light old enough, orientation, class, and area, among others. This guides in arriving at different interest groups.
- Universal appeal: Some celebrities are solid bets for peppering up interest among the general public.

5. Dis Advantages of Using Celebrity Endorsement in Advertisement

DisAdvantages are stated by (Zipporah & Mberia, 2014) are as follows:

- If the Superstar who is endorsing the product has a damaged reputation, the endorsement might hurt the big name's reputation. The celebrity's speech influences the brand and the crowd's perception of the cause they are supporting.
- The vampire effect, which occurs when a celebrity eclipses a business. This causes the audience to recall the celebrity rather than the marketed goods.
- Overexposure would result from a star supporting many brands. On the off chance that a big name shows up in such a large number of ads, his oddity is reduced, and the business might not have a huge effect or importance for the watcher. (4)

III. METHODOLOGY

A. Research Strategy

The purpose of this study was to investigate the influence of item class (high and low) and endorser impact on the purchasing behaviour of adolescents. Business undergraduate and graduate students from India, Pakistan, and Afghanistan were used for this review's study. These impartial responders prefer notifications with mascot supports and are more receptive to those with celebrity supports (Knoll & Matthes, 2017); (Trivedi, 2018).

Given that most illustrative assessment is quantitative, the researchers advised using a quantitative approach to evaluate these components. Determining the relationships between various sections also requires the use of the quantitative evaluation approach.

According to "Quantitative Assessment," data should be gathered such that it may be examined and subjected to verifiable research to support or refute claims of elective data (Leedy & Ormrod, 2001). Being able to "impartially survey the variable(s) of interest... furthermore, be separated from the investigation members so they may make honest finishes" makes it more appropriate (Leedy & Ormrod, 2001).

B. Targeted Population

According to (Lancaster, 2005), population refers to "the complete set of items or topics under inquiry". The total population consists of approximately 300 of Gen Z shoppers purchaing beauty products through celebrity and influencer endoresemnt in India, Pakistan and Afghanistan. Every buyer is typically between the ages of 23 and 25, according to the participants in our survey.

C. Sampling Population

It is "the method by which a researcher selects a sample of respondents for a

survey from the pool of interested inhabitants" (Leary, 2004). It gives academics the ability to examine the audit population's inactive contrasts. The population's diversity or heterogeneity, the typical error rate, and the degree of confidence are the three most important factors to take into account when choosing the model size (Zikmund, 2003).

In addition almost 300 number of samples were gathered to test the result in the return of 200 floated questionnaire in population of generation Z residing in India, Pakistan and Afghanistan. In this study, samples were recruited by implying the qualitative method technique.

D. Research Instruments

Inside discussions or opinions about the workplace might serve as the basis for estimating or information gathering; nonetheless, polls were preferred by most studies because to their superior impartiality and evaluating ethos (Spector, 2000). The survey was taken from the piece of writing named, "Analysing the Moderating Effects of Product Involvement and Endorsement Type on Consumer Buying Behaviour: An Empirical Study on Youth Perspective".

Questionnaires will be used to communicate with them in order to collect data. Closed-ended questionnaires will be used to collect the data, and respondents who are taking part in the study will get them to complete. A five-point Likert scale measuring Strongly Agree, Agree, Not Sure, Disagree, and Strongly Disagree will be used to design the questionnaire. The questionnaire is broken into two portions, the first of which contains questions about the respondents' biographical information, the second of which includes questions about the respondents' attitudes about advertisements and brands as well as their intentions to make purchases. The instrument will be chosen on purpose since it asks for the respondents' personal opinions and allows them to use their expertise to provide a variety of facts.

A questionnaire is "a collection of highly developed questions, chosen after extensive testing, with an aim to inspire precise replies from a picked test." The goal is to determine what a certain group of people do, believe, or feel (Collis & Hussey, 2003). The study's questionnaire is included in the appendices.

IV. RESULT DISCUSSION:

300 people from India, Pakistan, and Afghanistan helped us gather data. The information is presented on a Likert scale of 1 to 5, with 1 denoting strong disagreement and 5 denoting strong agreement. Every inquiry on the survey is changed into a variable. A total of 15 discrete variables were formed as follows; *Endorser personality, Endorser reliability, Endorser Knowledge, Inquiry required, Thinking required, Risk involvement, Liking of endorser featuring ad, Creativity of endorser featuring ads, Pleasantness of endorser featuring ads, Liking of endorsed brands, Quality of endorsed brands, Pleasantness of endorsed brands, Intention to purchase brands, Planning to purchase brands & Search for brands in stores.*

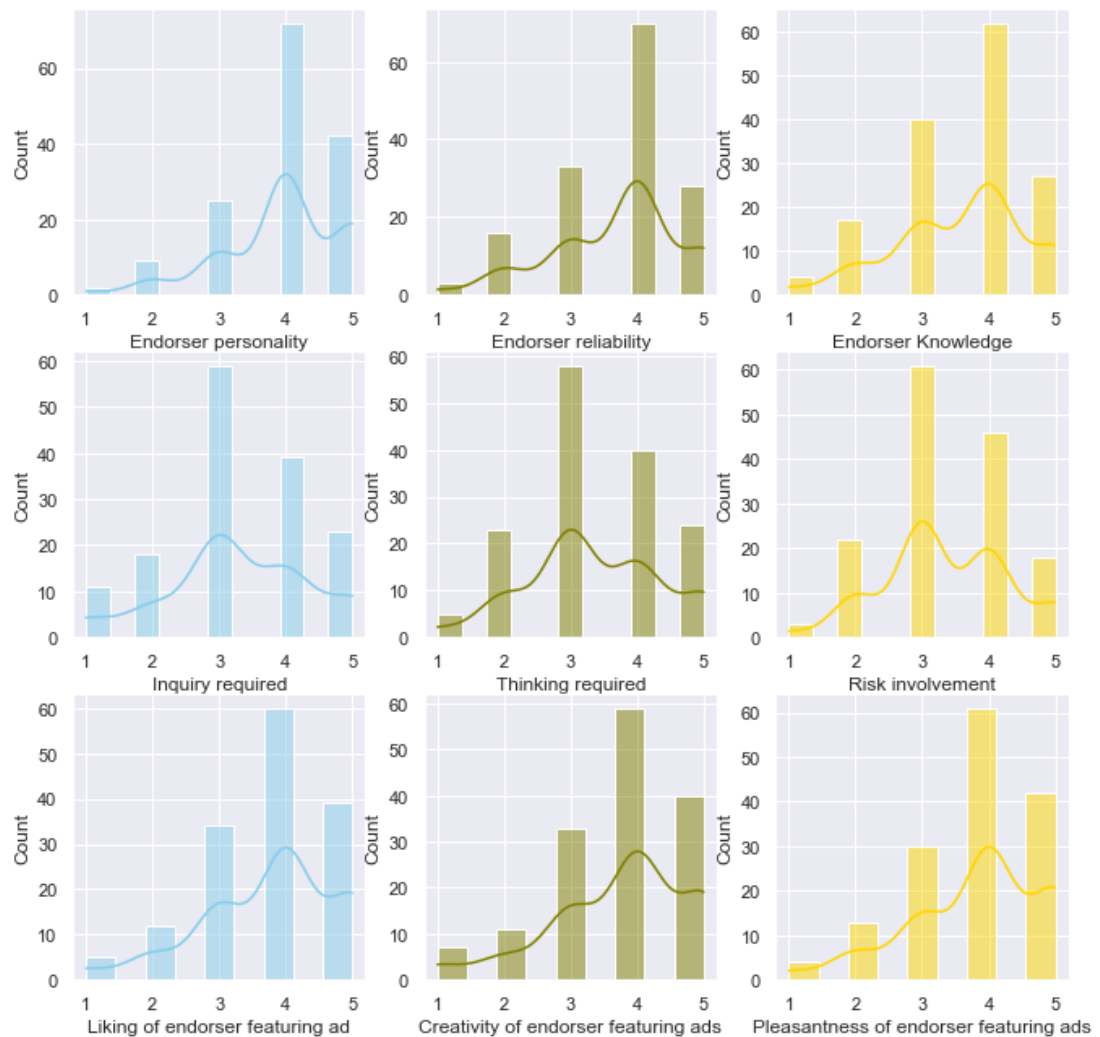
In order to find out the nature of the data we calculated the skewness, kurtosis and standard deviation of all the variables using SPSS. The table below shows the values of the 3 measures for each variable:

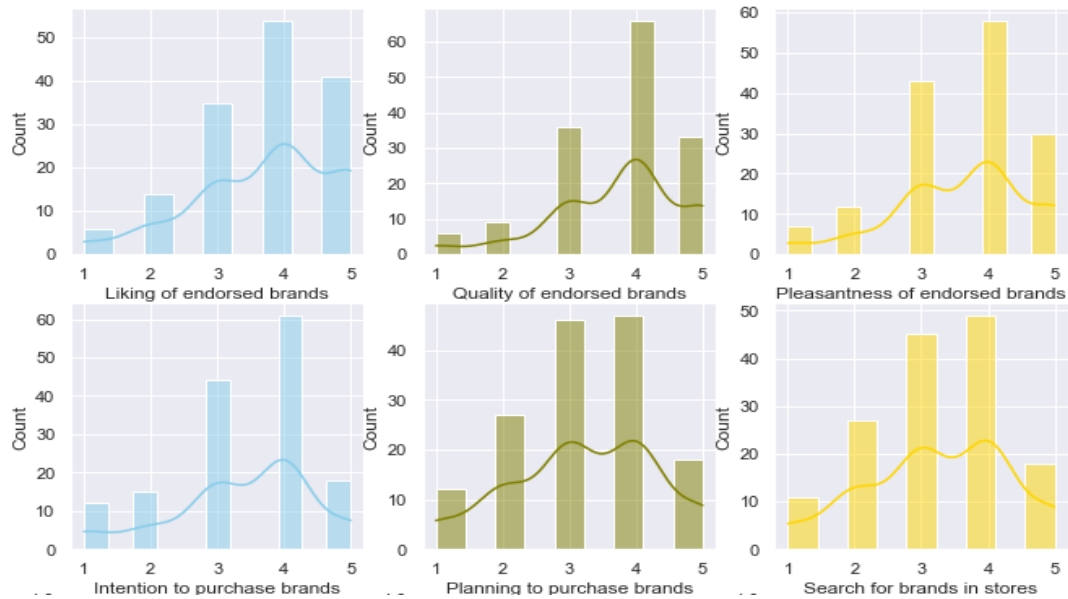
Table 2: Skewness, Kurtosis, Std, Deviation

Variables	Skewness	Kurtosis	Std.Deviation
Endorser Personality	-0.85	0.68	0.89
Endorser Reliability	-0.62	0.01	0.95
Endorser Knowledge	-0.50	-0.19	0.99
Product Inquiry Required	-0.24	-0.37	1.09
Product Thinking Required	-0.08	-0.51	1.02
Risk Involvement	-0.04	-0.36	0.94
Liking of Endorser Featuring Ad	-0.72	0.10	1.02
Creativity of Endorser Featuring Ad	-0.79	0.17	1.06
Pleasantness of Endorser Featuring Ad	-0.75	0.08	1.01
Liking of Endorsed Brand	-0.66	-0.16	1.08
Quality of Endorsed Brand	-0.80	0.51	0.99
Pleasantness of Endorsed Brand	-0.61	0.04	1.03
Intention to Purchase Brand	-0.62	-0.11	1.07
Planning to Purchase Brand	-0.25	-0.64	1.11
Search for Brand at Stores	-0.27	-0.61	1.10

A variable's skewness helps us understand how the data are distributed, and when skewness and kurtosis are calculated from the data, we can say that the first three variables related to the Endorser are skewed to the right because their values are close to -1, which indicates that a larger percentage of the responses are strongly agreeing. The responses obtained for attitudes toward endorsers and attitudes toward brands show the same sort of data. On the other hand, the variables related to the product involvement are normally distributed as their skewness is closer to zero. Which can be concluded that the responses tend to be more towards the neutral zone than the strongly agreeing or disagreeing zones.

Below, we have used histograms to show the distribution of each variable individually. The skewness and distribution can be easily observed using these graphs.





- **Confirmatory Factor Analysis:**

A special kind of factor analysis called confirmatory factor analysis (CFA) is most frequently applied in social science research. It is employed to determine whether construct measures are in line with a researcher's knowledge of the nature of the construct (or factor). Confirmatory factor analysis's goal is to determine whether the results conform to the proposed measurement model.

The three factors Endorser Type, Product Involvement, Attitude Towards Endorser, Attitude Towards Brand, and Purchasing Intentions were subjected to a confirmatory factor analysis. These five factors were created by equally dividing our original variables into three variables for each element. According to the findings displayed in the table below, each variable's factor loadings are strongly connected with the corresponding construct (factor).

Table 3: Factor Loading

Factor	Variables	Factor Loadings
Endorser Type	Q1: Endorser's personality.	0.73
	Q2: Reliability of Endorser.	0.86
	Q3: Endorser's Knowledge about the product.	0.89
Product Involvement	Q4: Product detailed inquiry required.	1.00
	Q5: Critical thinking required prior purchase.	0.88
Attitude Towards Endorser	Q6: Involvement of risk in the product.	0.75
	Q7: Liking of Endorser.	0.87
	Q8: Creativity of Endorser.	0.93
Attitude Towards Brand	Q9: Pleasantness of Endorser.	0.86
	Q10: Liking of the brand.	0.93
	Q11: Quality of the brand.	0.83
Purchasing Intentions	Q12: Pleasantness of the brand.	0.90
	Q13: Intention to purchase brands.	0.87
	Q14: Planning to purchase brands.	0.98
	Q15: Search for brands in retail stores.	0.94

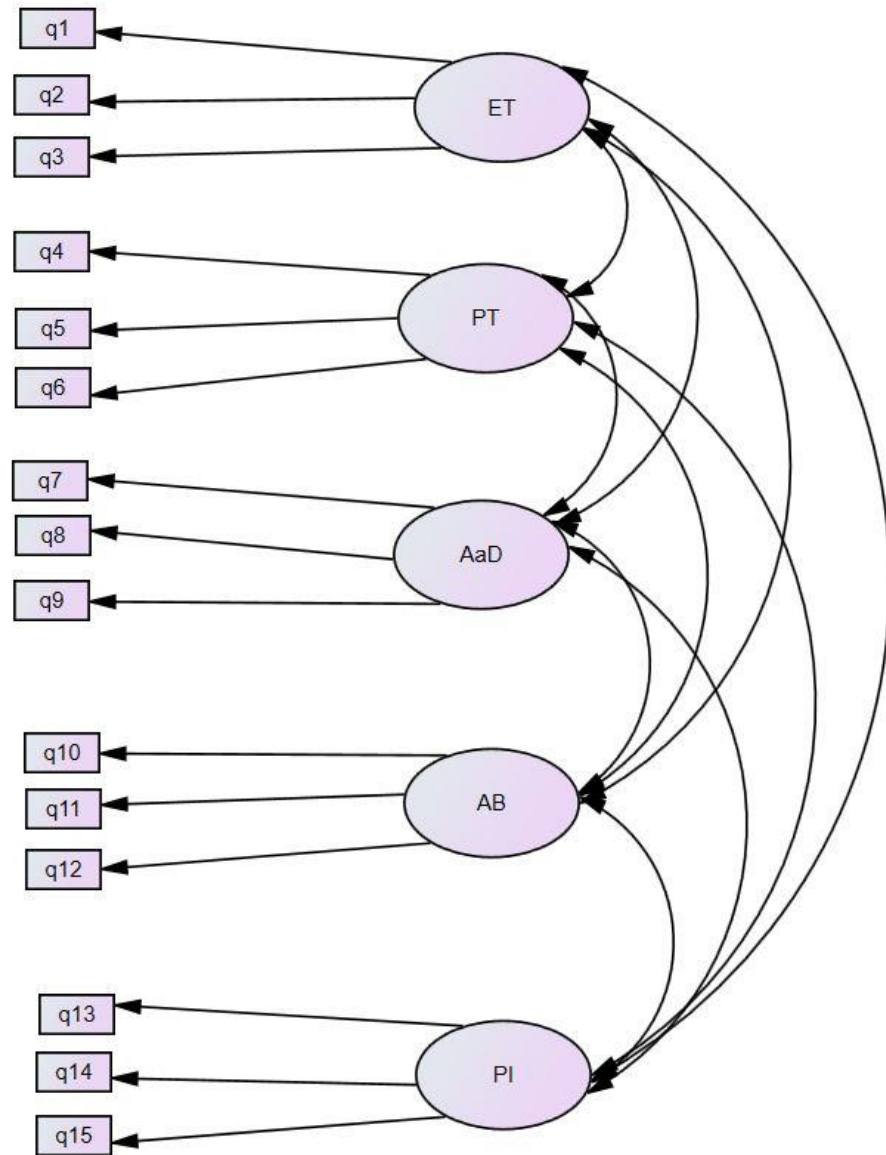


Figure 4: Confirmatory Factor Analysis

After getting the results from out factor analysis, we performed Chi-Squared test and KMO test to check the reliability of factor analysis and our data. The calculations were also performed using SPSS. The results from these tests are shown in the table below:

Table 4: Goodness of Fit

Goodness of Fit Test for Confirmatory Factor Analysis		
Chi-Square	Statistic = 1153.829.	P value = 0.00
KMO Test	0.8437	

The results of the goodness of fit test demonstrate how well the developed model supported our hypothesis. Theoretically, the P-value must be less than 0.05. The findings demonstrate that the P-value for our CFA is 0.00, indicating that the model fits the data well. While the KMO test aids in determining whether or not the data are trustworthy for factor analysis. The value for KMO lies between 0 to 1 and a resultant of <0.6 means the data is inadequate. Since, the KMO value is 0.843 for our data we can conclude that our data is great for factor analysis and will provide reliable results.

- Regression Analysis and Hypothesis Testing:

To test our designed hypothesis from H1a to H3c we have divided our data into 3 parts. Since the data is collected from three different countries, we will divide our data on the basis of countries. The three countries in the dataset are Pakistan, Afghanistan and India. We divided the data and obtained 50 entries for each country. We used SPSS to perform regression analysis on these 3 datasets and analyze the results to test our hypothesis. The division helped us analyze the difference of effect of advertisement, endorsers and brand in each country.

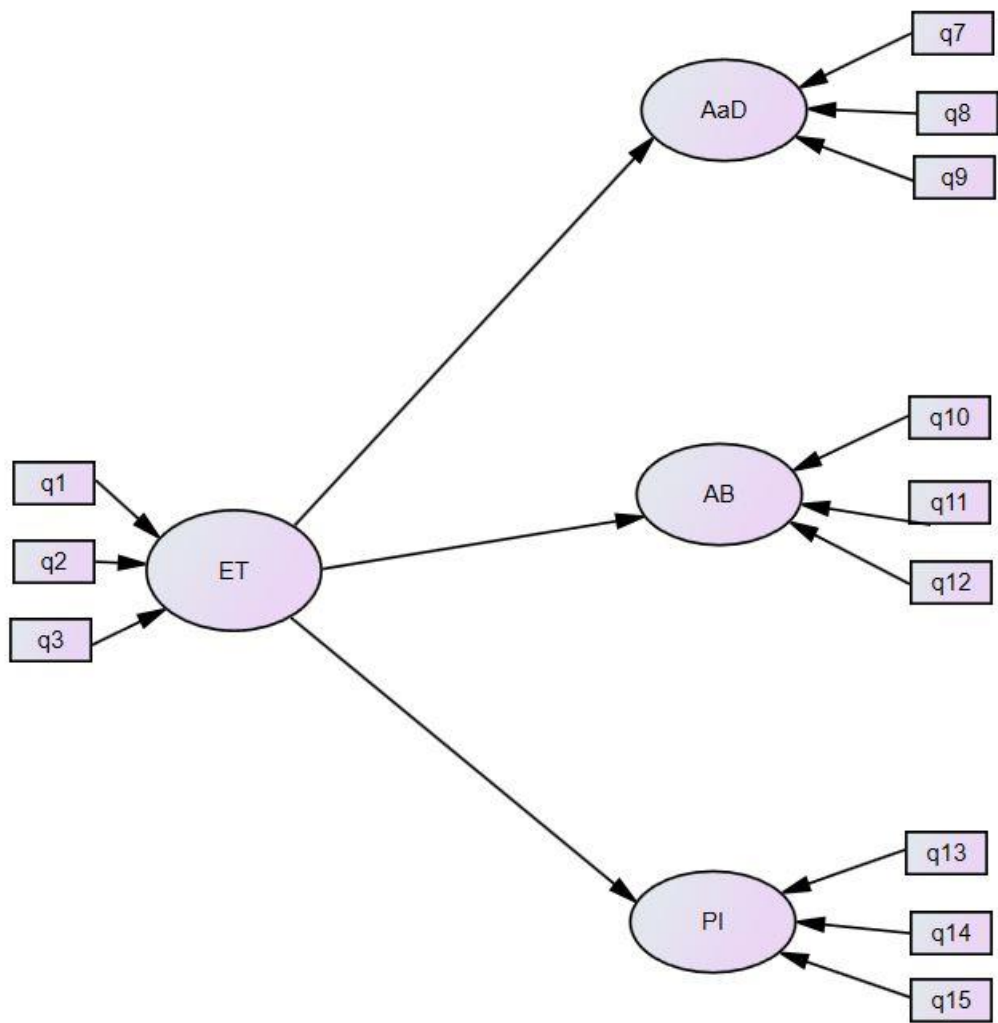


Figure 5: Model 1

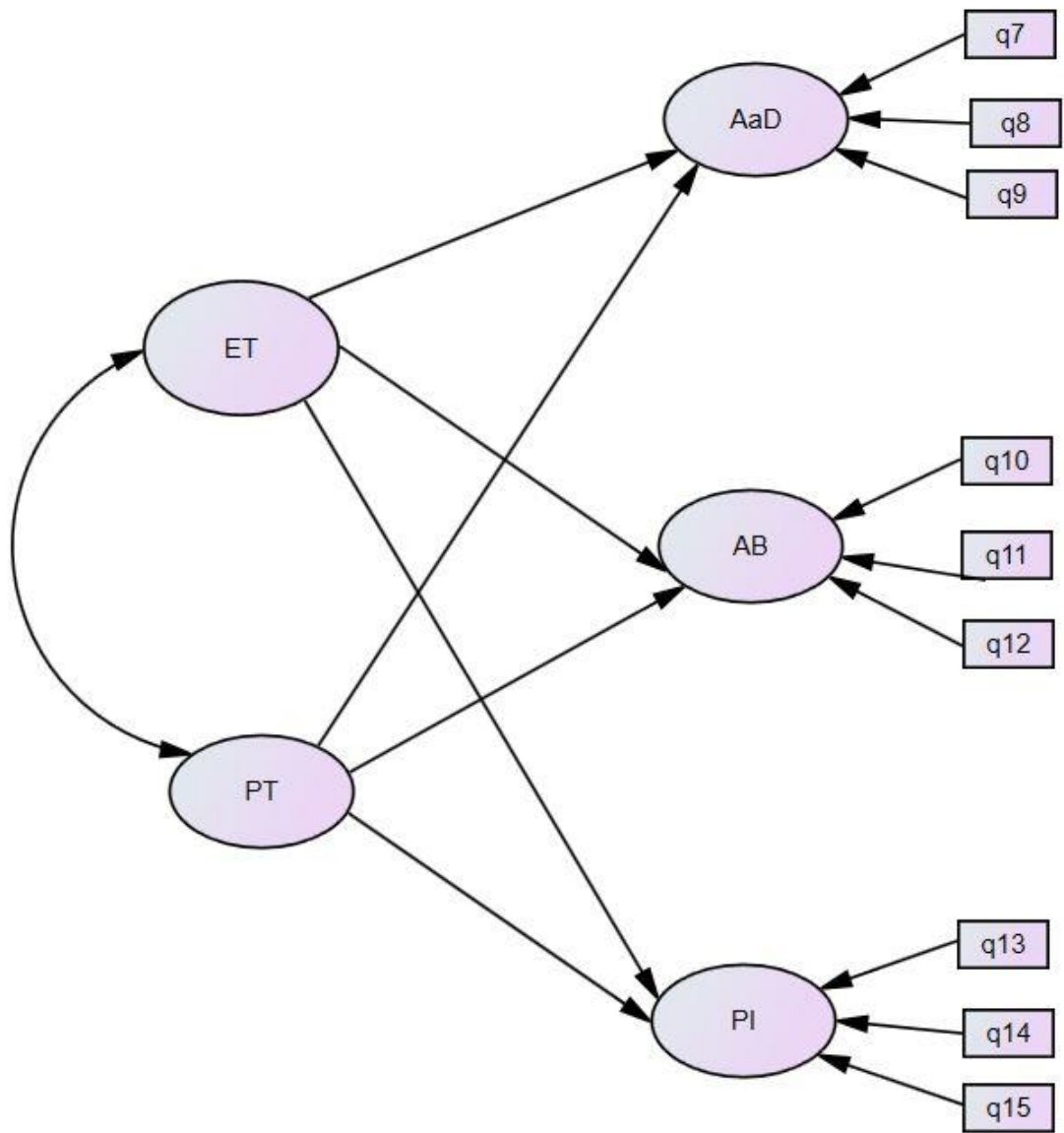


Figure 6: Model 2

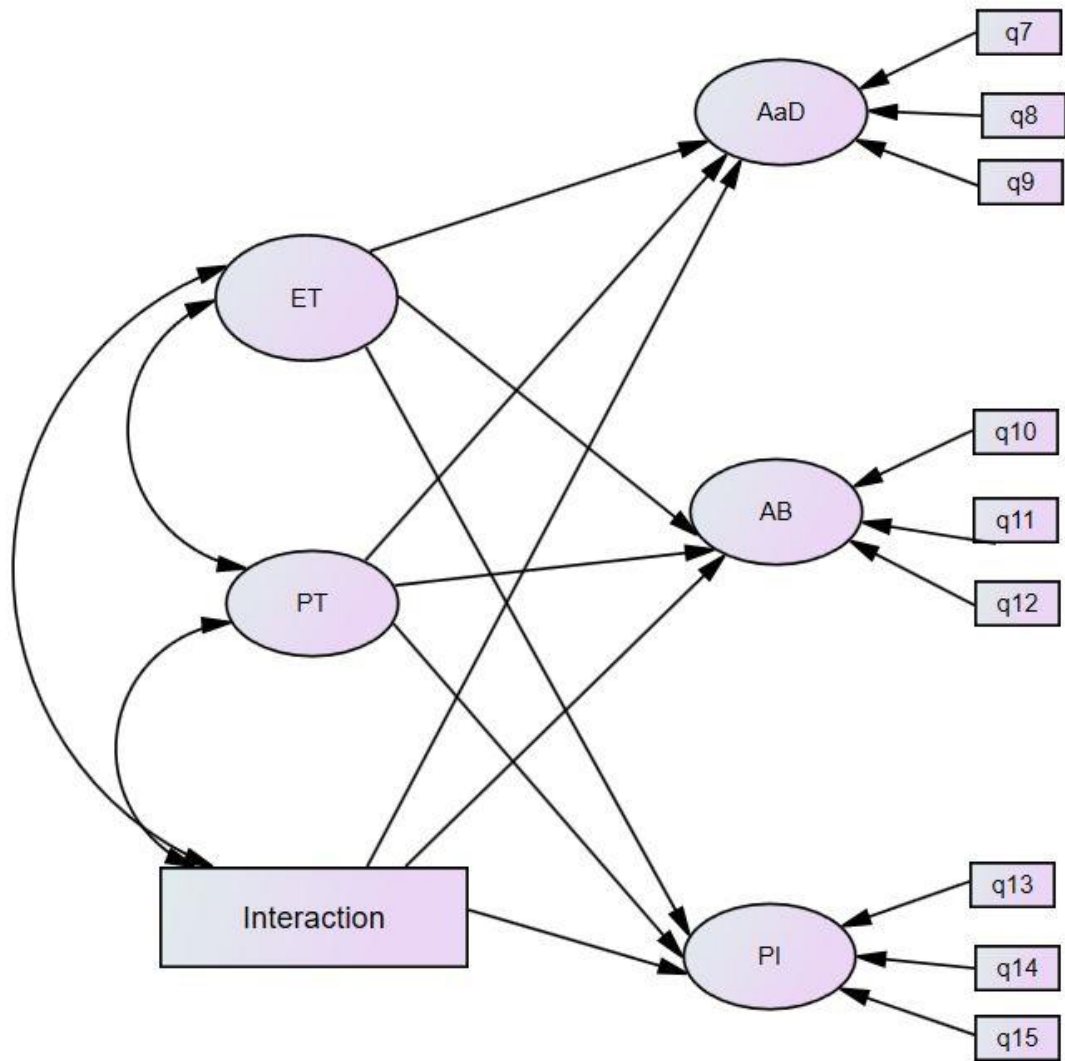


Figure 7: Model 3

V. RESULTS ANALYSIS

A. Pakistan

We first started our analysis with the dataset of Pakistan. We tested the hypothesis and performed regression using OLS method. The table below shows the results obtained for our hypothesis analysis:

Table 5: R2 testing- Pakistan

Hypothesis	Independent Variable	Dependent Variable	Model 1 P-value	Model 2 P-value	Model 3 P-value
H1a	ET	Attitude	0.020	0.109	0.365
H2a	PR	Towards Ad		0.148	0.814
H3a	Interaction				-0.043
R ²			0.108	0.147	0.534
H1b	ET	Attitude	0.000	0.002	0.010
H2b	PR	Towards		0.016	0.068
H3b	Interaction	Brand			-0.911
R ²			0.269	0.378	0.488
H1c	ET	Purchase	0.000	0.008	0.028
H2c	PR	Intention		0.067	0.258
H3c	Interaction				-0.034
R ²			0.240	0.283	0.352

In order to test our hypothesis, we made 3 different models. Model 1 had one independent variable and 1 dependent variable. Model 2 had two independent variables and one dependent variable. While model 3 showed the interaction between the two independent variables in model 2. Using the OLS model, we constructed a total of 9 models to reach to the results for the effect of endorser type and product involvement on attitude towards ad, attitude towards brand and purchase intentions of consumers. The P-values associated with the model parameters and coefficients helped interpret the contribution of the variable in determining the dependent variables. **R²** of each model showed the goodness of fit of the model and how good the model is able to tell the variation in the dependent variable.

1. Hypothesis 1

There are three elements to Hypothesis 1: a, b, and c. The first hypothesis describes how consumers' intents to make purchases and their differing attitudes toward advertisements and brands. According to the OLS results, H1a showed a P-value of 0.020, which is less than 0.30, so we can infer that endorser type significantly contributes to the explanation of the variation in attitude toward ads. Even though the R² was only 0.108, the model explains 10.8% of the variation in attitudes toward advertisements. Because there are numerous other variables that significantly influence how people feel about advertisements, we cannot solely utilise endorser type to predict how people feel about advertisements, which is why the R² is so low. To further analyze the relationship between endorser type and attitude towards ad we created a scatter plot with endorser type on the y-axis and attitude towards ad on the x-axis. From the scatter plot, a slight linear relationship was interpretable. Even though the data was mostly scattered across the graph, a slight linear growth is visible in the scatter plot.

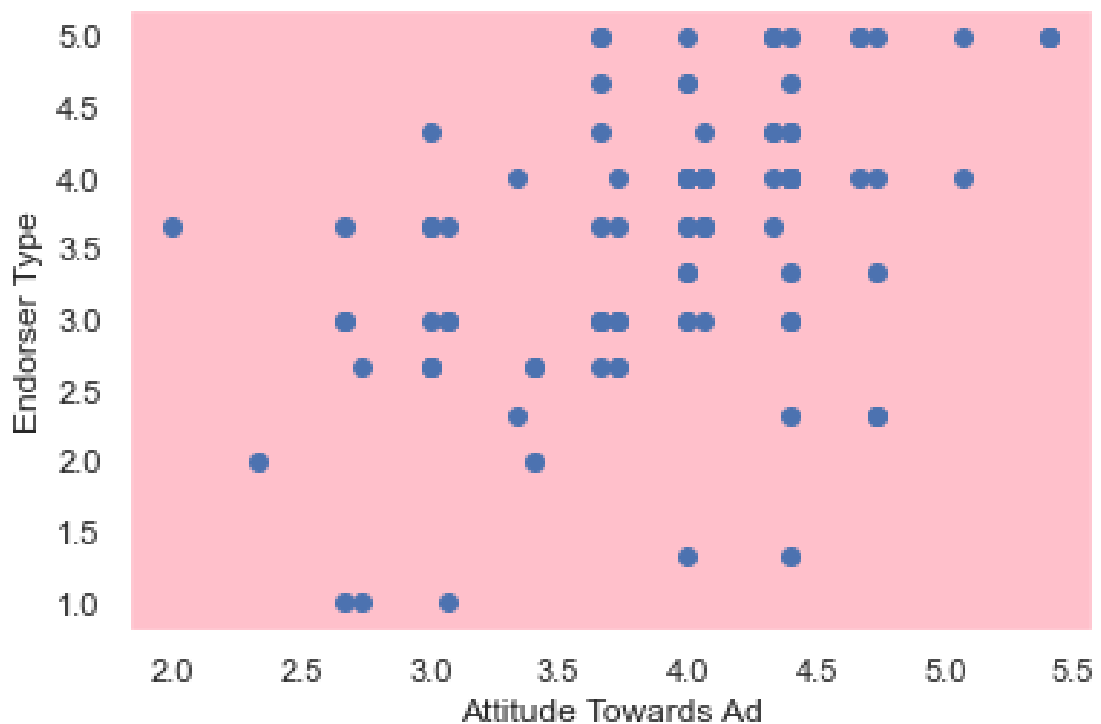


Figure 8: Scatter Plot of H1A - Pakistan

From the scatter plot above, we can see that the increase in endorser type also causes an increase in attitude towards ad. Hence, we can conclude that the customers in Pakistan that strongly agree that the endorser featuring the ad has a good

personality, enough knowledge about the product and is a reliable and trustworthy individual also strongly agree with the facts that they like the featuring of celebrity endorsers in ads and they also think that these endorsers are quite creative and also have a pleasant effect on the customers.

Moving on to our hypothesis 1's portion b, which demonstrates the link between the sort of endorser and their attitude toward the brand. The influence of endorser type on brand attitude is demonstrated in Model 1 of H1b. According to the OLS assumption model, the P-value of the model parameter and coefficient is 0.000; this P-value shows that endorser type and attitude toward brand have a very strong link. Given that the model's R2 is 0.269, it can account for 26.9% of the variation in the dependent variable. Even while this model also has a poor goodness of fit, the underlying cause is the same since it is impossible to forecast future brand attitudes using only the endorser type. To further analyze the relationship between endorser type and attitude towards brand we created a scatter plot with endorser type on the y-axis and attitude towards brand on the x-axis. From the scatter plot, a slight linear relationship was interpretable.

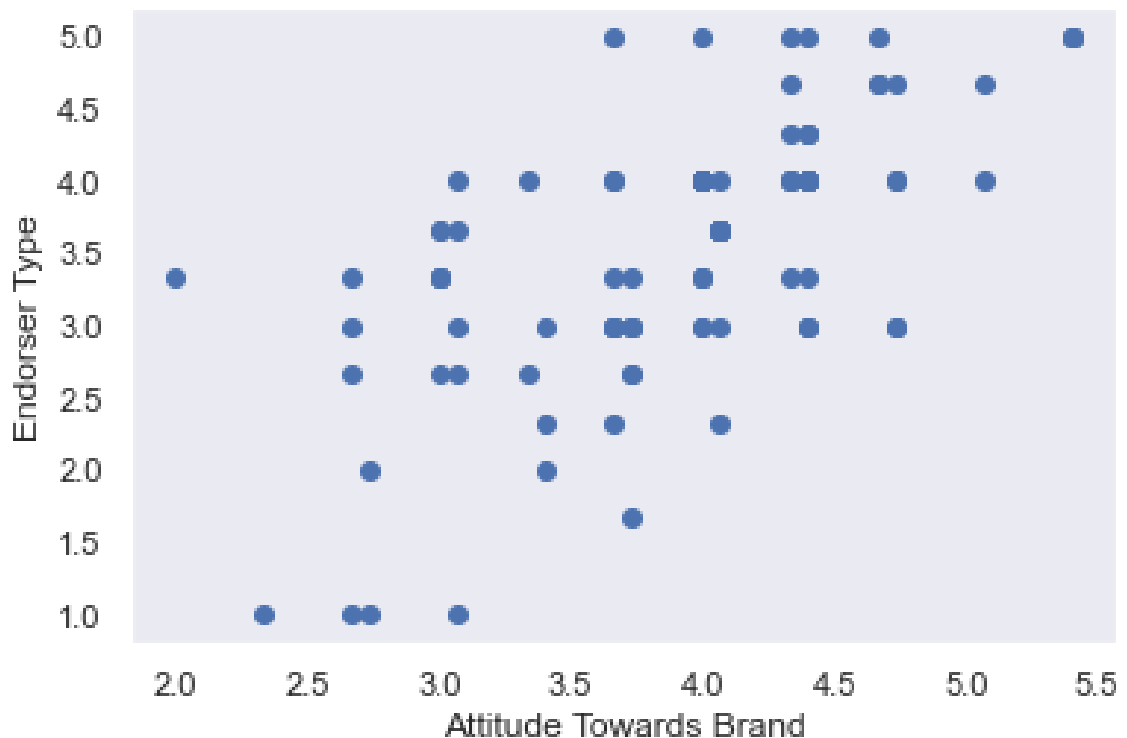


Figure 9: Scatter Plot of H1B - Pakistan

Compared to the endorsement type and attitude scatter plot, this scatter plot is substantially less scattered. There are significantly fewer outliers than in H1a in the association between endorser type and attitude toward the brand. We can infer that Pakistani consumers who strongly concur that the product endorser featured in the advertisement has a positive personality, sufficient product knowledge, and is a trustworthy and reliable person also strongly concur with the liking, quality, and pleasantness of the brand promoted in the advertisement. We can infer from the scatter plot and R2 that there is a considerably larger correlation between endorser type and attitude toward brand than there is between endorser type and attitude toward advertisement. Hence, the endorser type has much greater effect on brand than the ad in Pakistan.

The part c of our hypothesis 1 is that the endorser type has a positive relationship with purchase intention. We tested this hypothesis using the same OLS model assumption and created a model with one independent variable endorser type and one dependent variable purchase intentions. The P-value of this model's parameter and coefficient is also 0.000. This value helps us conclude and support our hypothesis that endorser type has significant effect on the purchase intentions of customers. This model's R2 is 0.240, meaning it can account for 24% of the variation in purchase intentions. The R2 of this model is likewise low, and the same rationale applies: it is impossible to predict future consumer purchase intentions using just one variable, endorsement type. Even though there is a very substantial correlation between endorser type and purchase intentions, the built-in model cannot make predictions. We made a scatter plot with endorser type on the y-axis and purchase intentions on the x-axis to further examine the association between endorser type and attitude toward brand. A linear relationship was also visible in the scatter plot of endorser type and purchasing intentions.

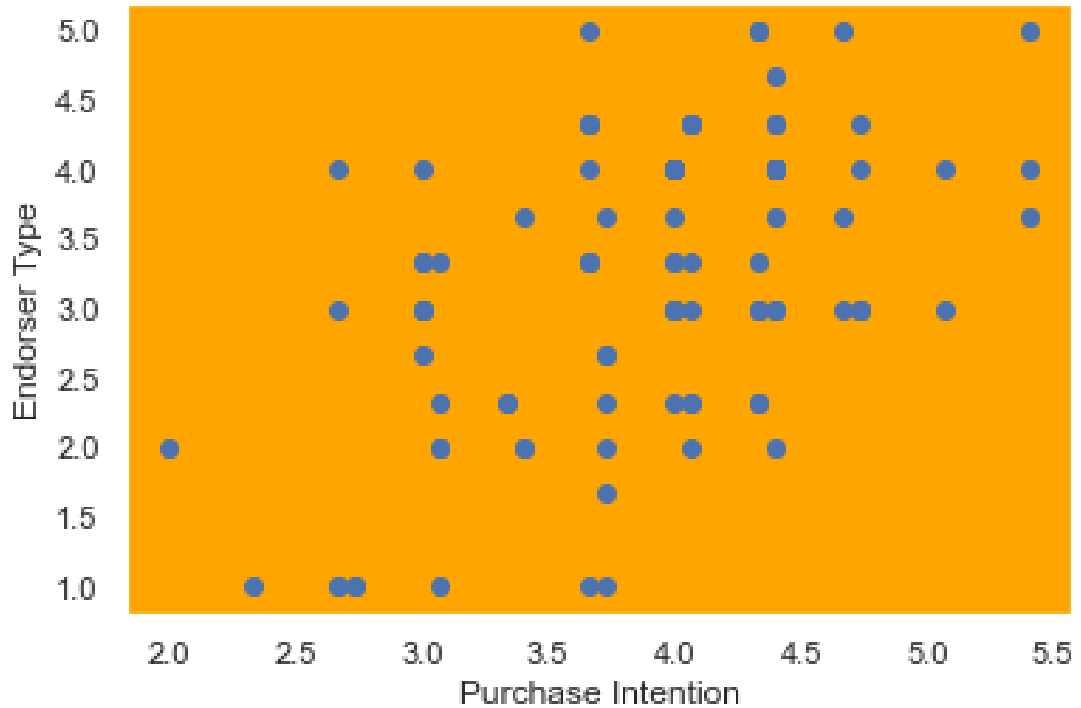


Figure 10: Scatter Plot of H1C - Pakistan

Although a little more spread than the scatter plot of attitude toward brand, this scatter plot is still superior to the scatter plot of attitude toward advertisement. This scatter plot also demonstrates a positive linear trend, which enables us to draw the conclusion that Pakistani consumers who firmly believe the celebrity endorser in the advertisement has a positive personality, sufficient product knowledge, and is a reliable and trustworthy person also firmly believe they intend to purchase branded goods from these celebrities. They specifically search for these brands in retail stores and plan to purchase them.

In conclusion, our OLS results from our hypothesis 1 concluded that in Pakistan, endorser type has most effect on customers' attitude towards brand followed by the intentions of customer to buy those brands and has a least effect on the attitude of customers towards ad.

2. Hypothesis 2

The combined effect of endorser type, product participation, and attitude towards advertisement, brand, and purchase intents is the subject of our second hypothesis. In hypotheses 1 and 2, we looked specifically at the connection between the 3 dependent variables and the endorser type. In hypothesis two, we assert that

including the product engagement variable in the model will mitigate the association between the three dependent variables and the endorser type. We once more used SPSS to do OLS regression and multiple model creation in order to validate these ideas. These models' fundamental idea was to simply include two independent variables—endorser type and product involvement—into a model that already included one dependent variable. Since this hypothesis also has three parts a, b and c for each independent variable involved in this research.

The association between endorser type, product involvement, and attitude towards brand was described in Hypothesis 2a. Since there are two independent variables, our OLS assumptions model yielded two different P-values. The P-value for product participation was 0.148, whereas the P-value for endorser type was 0.109. According to our hypothesis, which aims to demonstrate how the relationship between endorser type and attitude towards advertisements changes, the P-value for hypothesis one, which only included endorser type, was 0.020, and the P-value increased to 0.109 with the inclusion of product involvement in the model. As a result, the influence of endorser type on perception of an advertisement declined. Even though, as per our significance level of 30%, endorser type is still included in a significant variable but comparatively the inclusion of product involvement did affect the relationship between endorser type and attitude towards ad. The R^2 of this model was 0.147, i.e., it is able to describe 14.7% of variation in the dependent variable. Previously, when only endorser type was included in the model the R^2 was 0.108. Hence, with the inclusion of product involvement the overall model was improved. We can also conclude this using the P-value of product involvement i.e., 0.148 that it is also a significant variable for determining attitude towards ad. To individually check the relationship between just product involvement and attitude towards ad we again used scatter plot to visually analyze what kind of relationship exists between these 2 variables.

Our dependent variable, attitude towards advertisements, is shown on the x-axis of the scatter plot below, while our independent variable, product involvement, is shown on the y-axis. We can infer from the scatter plot that these two variables have a positive linear connection with one another. An rise in product participation and attitude towards advertising variables. We can therefore draw the conclusion that consumers who believe the promoted product requires further investigation, careful

consideration, or risk assessment also believe that the marketing strongly suggests the endorser's taste, originality, and friendliness. The reason for this thinking can be that the products that are being advertised by the celebrity might not have enough knowledge about the product, and due to the liking, and pleasantness of the endorser customers think about this product and tent to find out more before purchasing the item.

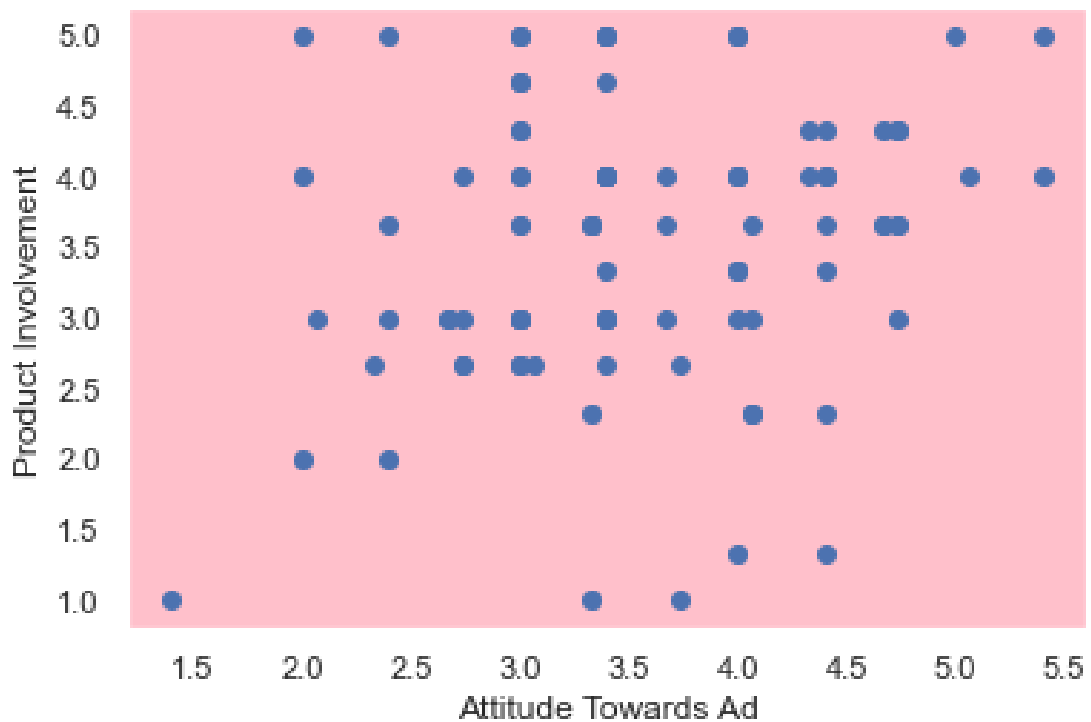


Figure 11: Scatter Plot of H2A - Pakistan

Part b of our hypothesis two claims about the relationship between endorser type, product involvement and attitude towards brand. As per our general hypothesis two we claim that product involvement effects the existing relationship between endorser type and attitude towards ad. A model consisting two independent variables endorser type and product involvement and one dependent variable attitude towards brand was created using OLS assumption to check our hypothesis. The overall results were same as H1a. The P-values of the parameters in the model were as follow; 0.002 for endorser type and 0.016 for product involvement. As per the significance level both the variables tent to be highly significant in determining attitude towards brand. Discussing about the addition of product involvement in the model and its effect of the relationship between endorser type and attitude towards brand, the P-value from hypothesis one with only one independent variable was 0.000 which now

changed to 0.002. Even though, the change is very little it can be considered as a change affecting the relationship between the dependent and independent variables. Also, the significance of product involvement in the model also shows that the role of endorser type in explaining the variation in attitude towards brand decreased. The overall model was improved again as observed from the R^2 of the model that is 0.378 or 37.8%. The R^2 which previously with just one independent variable was 26.9% increased 10.9% which is quite a significant difference. The overall model improved by 10.9% in determining the value for attitude towards brand.

To learn about the individual relationship between product involvement and attitude towards brand we again used scatter plot to visualize the trends between the two variables. As per the scatter plot we can determine that a positive linear relationship exist between these two variables. An increase in product involvement and causes an increase in the attitude towards brand variable. Hence it can be concluded that detailed inquiry and risk analysis of the product is correlated with the attitude of customers towards the brand. The more thinking, detailed inquiry and risk analysis is done for the product, the liking, pleasantness and trust on the quality of the brand increases among the customers. The reason for this is simple that when a customer has the most information about the product he/she can relate it with himself and his needs and as per those information and invest their trust with the brand and its products.

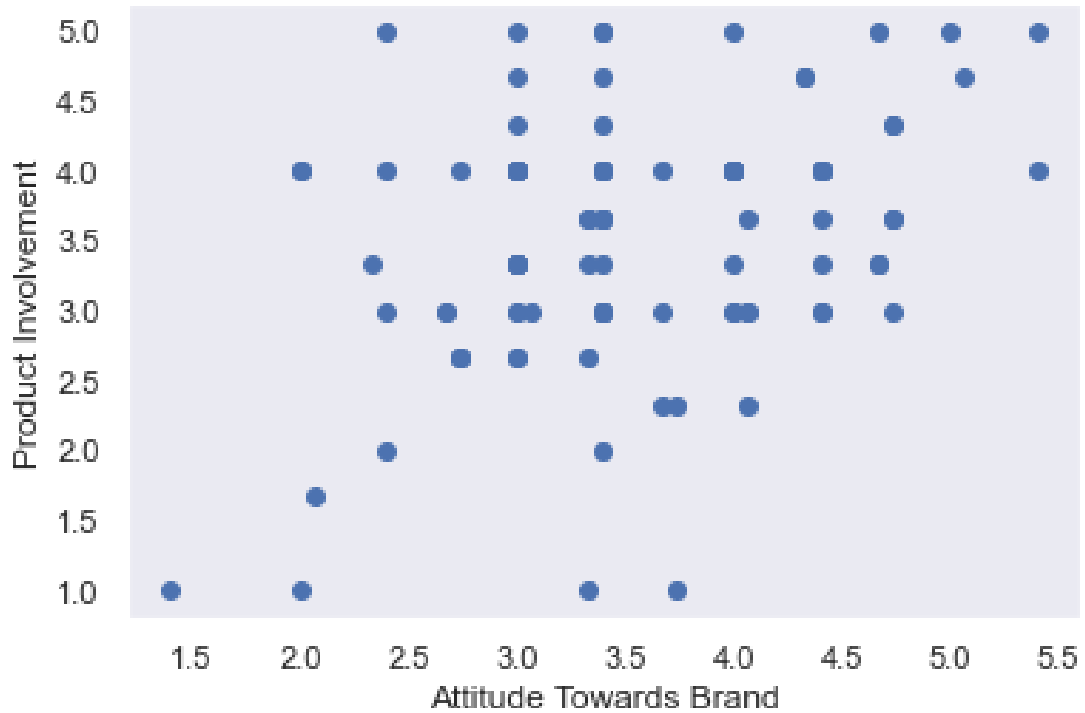


Figure 12: Scatter Plot of H2B - Pakistan

The third part of this hypothesis deals with the relationship of endorser type and product involvement with purchase intentions of customers. The hypothesis claims that the introduction of product involvement in the existing relationship between endorser type and purchase intentions and modify/effect the relationship. In order to test this hypothesis, we used the OLS assumption regression model with two independent variables endorser type and product involvement and one dependent variable purchase intention. The P-values obtained from the results of the OLS model were 0.008 and 0.067 for endorser type and product involvement respectively. As per hypothesis one the P-value for endorser type has decreased from 0.000 to 0.008. Which means the inclusion of product involvement did have some effect on the relationship between endorser type and purchase intentions. The R^2 value also improved from 0.240 to 0.283 i.e. the model which previously explained 24% variation in the dependent variable is now able to explain 28.3% variation in the dependent variable. Also, the P-value of product involvement concludes that it is a significant variable for determining purchase intentions of customers for buying a brand.

To look into the individual relationship between product involvement and purchase intentions we again used scatter plot to visualize the trends between the two

variables. As per the scatter plot we can determine that a positive linear relationship exist between these two variables. An increase in product involvement and causes and increase in the purchase intentions variable. The simple reasoning for this relationship can also be explained by saying that the more information a customer gains about the product the more he can relate it with his needs an wants and will increase his chances and intentions of buying that product or searching that brand in the retail stores.

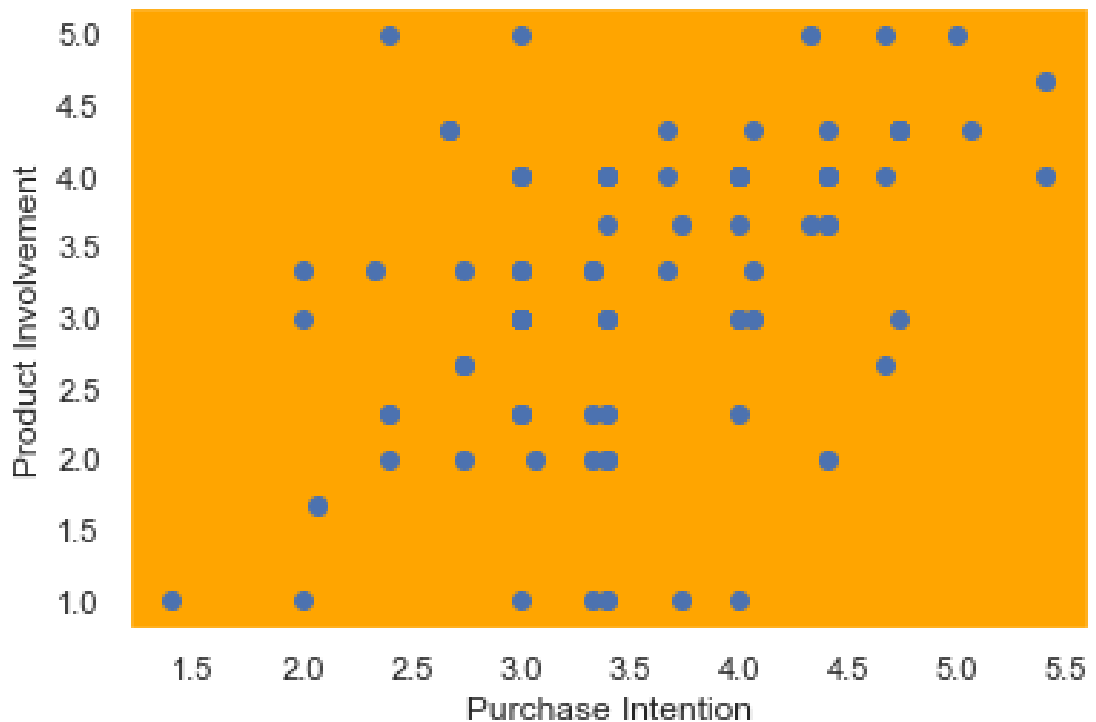


Figure 13: Scatter Plot of H2C – Pakistan

3. Hypothesis 3

Our third hypothesis claims that an increased effect of product involvement in the model will enforce a negative relationship between endorser type and the dependent variables attitude towards ad, attitude towards brand and purchase intentions. In order to prove this hypothesis, we had to include the interaction of the two independent variables i.e., *“Product Involvement x Endorser Type.”*

We created a polynomial OLS model and eliminated the higher degree coefficients to reduce the model. We were left with 3 independent variables and 1 dependent variable in the end. The independent variables were endorser type, product involvement and the interaction between the two variables. On the LHS was the dependent variable attitude towards ad, attitude towards brand and purchase

intentions for H3a, H3b and H3c respectively. The P-values attached to the interactions were -0.043, -0.911 and -0.034 for H3a, H3b and H3c respectively. The negative sign on the P-values indicate that the increased effect of product involvement on the dependent variable enforces a negative relationship between endorser type and the dependent variables.

Hence, we can conclude that when a customer has confidence over the product and immense knowledge about the quality and risk included in the model the knowledge, reliability and creativity of the endorser featuring the ad has a lesser impact on the attitude of customers towards the ad, brand or their intentions to purchase the product.

• *Hypothesis Results*

Hypothesis	Independent Variable	Dependent Variable	Model 1 P-value	Model 2 P-value	Model 3 P-value	Results
H1a	ET	Attitude	0.020	0.109	0.365	Approved
H2a	PR	Towards		0.148	0.814	Approved
H3a	Interaction	Ad			-0.043	Approved
R ²			0.108	0.147	0.534	
H1b	ET	Attitude	0.000	0.002	0.010	Approved
H2b	PR	Towards		0.016	0.068	Approved
H3b	Interaction	Brand			-0.911	Not Approved
R ²			0.269	0.378	0.488	
H1c	ET	Purchase	0.000	0.008	0.028	Approved
H2c	PR	Intention		0.067	0.258	Approved
H3c	Interaction				-0.034	Not Approved
R ²			0.240	0.283	0.352	

B. Afghanistan

After analyzing the Pakistan’s dataset. We concluded that our hypotheses are true and apply in the endorsement market of Pakistan. Now, we analyze the data for Afghanistan endorsement market and see if our designed hypotheses are accepted in the Afghanistan market as well or not. Below are the results formulated by creating three types of models of the designed nine hypotheses.

From an overview of the results, we can see that the results from the analysis of Afghanistan are quite different from the results obtained from Pakistan dataset.

Table 6- R2 Testing- Afghanistan

Hypothesis	Independent Variable	Dependent Variable	Model 1 P-value	Model 2 P-value	Model 3 P-value
H1a	ET	Attitude	0.000	0.000	0.023
H2a	PR	Towards Ad		0.276	0.128
H3a	Interaction				-0.753
R ²			0.413	0.428	0.489
H1b	ET	Attitude	0.000	0.000	0.066
H2b	PR	Towards		0.062	0.199
H3b	Interaction	Brand			0.968
R ²			0.449	0.489	0.782
H1c	ET	Purchase	0.000	0.000	0.010
H2c	PR	Intention		0.155	0.280
H3c	Interaction				0.832
R ²			0.393	0.418	0.479

1. Hypothesis 1

The first hypothesis of this paper states that the endorser type has an effect of the customers' attitude towards ad, attitude towards brand and the intention of purchasing the brand. As per our results from the OLS assumption model 1 for Hypothesis H1a which depicts the cause-and-effect relationship between endorser type and attitude towards ad, the P-value obtained for endorser type is 0.000. This value can be interpreted as follows: the variable endorser type is a significant variable for determining customer's attitude towards ad. Since the P-value is 0.000 the effect is highly significant. The R² of this model is 0.413 or 41.3%, hence, the model is able to determine 41.3% of variation in customers' attitude towards ad through endorser type. This percentage is low because only endorser type cannot be used to predict the values for customers' attitude towards ad, hence, this model is not a good fit model and needs more independent variables.

For further analysis and validation of our results obtained from the OLS model, we created a scatter plot between endorser type and attitude towards ad of customers.



Figure 14- Scatter Plot of H1A- Afghanistan

Analyzing the scatter plot obtained from our data. We can see an upward trend in the dots plotted on the graph. A positive linear trend can be seen between the endorser type variable and customers' attitude towards ad variable. When the endorser type is between 1-2 i.e., between strongly disagreeing and disagreeing, simultaneously, attitude towards ad is also at its lowest around 2-3 i.e., between disagreeing and neutral. Whereas, when the endorser type grows towards agreeing and strongly agreeing, the attitude towards ad also goes up. Hence, proving that the two variables have a positive linear relationship.

With these results we can conclude that the customers in Afghanistan who agree that the endorser's featuring ads are attractive, creative, reliable, trustworthy and contain knowledge about the product they are advertising, also agree that they like the ads that feature celebrities as endorsers and they also like the creativity of those ads as well as find ads pleasant that have celebrities endorsing the products.

The part b of our hypothesis 1 deals with the same independent variable endorser type with the dependent variable attitude of customers towards brand. An OLS assumption model was created to prove this hypothesis as well. As per the obtained the results, the P-value of endorser type for this model was 0.000. This value can be interpreted as follows: the variable endorser type is a significant

variable for determining customer's attitude towards ad. Since the P-value is 0.000 the effect is highly significant. The R^2 of this model is 0.449 or 44.9%, hence, the model is able to determine 41.3% of variation in customers' attitude towards ad through endorser type. This percentage is low because only endorser type cannot be used to predict the values for customers' attitude towards ad, hence, this model is not a good fit model and needs more independent variables.

In order to further analyze this relationship as well we created a scatter plot to visualize the relationship between endorser type and attitude towards ad.



Figure 15: Scatter Plot of H1B- Afghanistan

Since the model created using the endorser type and attitude towards the advertisement was also similar to the model created using the endorser type and attitude towards the brand, the findings were also nearly identical. The scatter plot obtained likewise shows the same conclusion, namely that there is a significant correlation between the type of endorser and a customer's perception of the endorsed product. A lot can be inferred about a change in opinion about a brand from the endorser type. People who concur with the advertiser type are therefore likely to concur with the brand being promoted in the advertising. In conclusion, customers in Afghanistan agree that when the endorser featuring the ad is creative, attractive, trustworthy and holds true knowledge about the product he/she endorses, their

attitude towards the brand they endorse also move in a positive direction. With a positive endorser seen in a brand's ad they agree with the fact that the brand is of good quality the advertisement is pleasant and overall, they like the brand.

The last part of the first hypothesis states that the endorser type has a significant influence of the customers' purchase intentions towards brand. As per the results obtained from the OLS assumption model, the P-value associated with the endorser type variable in the obtained model is 0.000. Similar with the results obtained from the first 2 hypothesis models created, we interpret this model that the endorser type has a significant influence in determining the customers' intentions to purchase the brand. The R^2 associated with this model is 0.393 or 39.3% which concludes that the obtained model is able to determine 39.3% of changes in purchase intentions of the customer. This figure is comparatively lower than the R^2 obtained from the previous models. We can conclude here that the endorser type has a much more significant impact in determining customers' attitude towards ad and brand than determining the intentions of customers to purchase the brand.

Associating this hypothesis with the previous hypothesis, we concluded that the customers that liked the endorser featuring ad also were influenced by the brand in the ad. We can use that hypothesis as a factor to state that the customers that like the brand due to the endorser featuring the ad also intend to purchase that brand because of the endorser featuring the ad.

For a visual representation of this model, we also created a scatter plot to analyze the individual relationship between both the variables endorser type and purchase intentions of the customer.

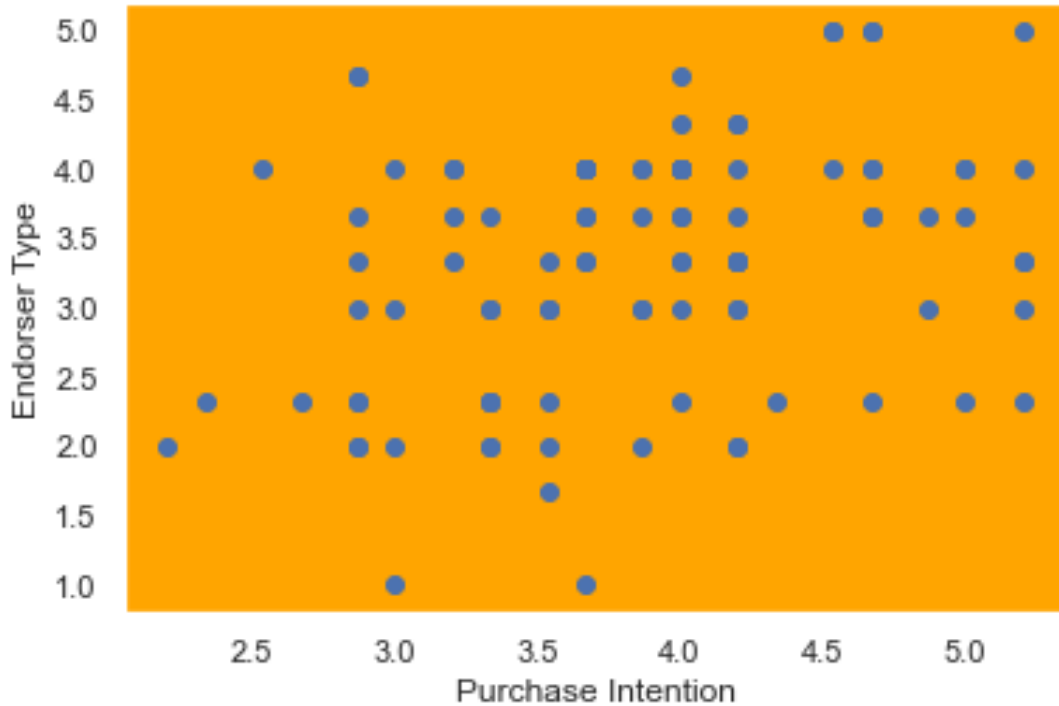


Figure 16: Scatter Plot of H1C- Afghanistan

The scatter plot with purchase intentions that is the dependent variable on the x-axis and the endorser type that is the independent variable on the y-axis. As per the graph we can see a positive linear trend in the data. The growth in purchase intentions can be determined by the growth in endorser type.

With these results we can conclude that the customers in Afghanistan who like the creativity of endorser and think that they are reliable and hold enough knowledge about the product also have higher intentions of purchasing that brand. Hence, concluded that the endorser featuring the ads in Afghanistan have a significant impact on the customer's attitude towards the ad, attitude towards the brand and also have an impact in building the intentions of customers to buy the brand.

2. Hypothesis 2

The second hypotheses deal with the relationship of two variables together of the attitude of customers towards ad, brand and their purchase intentions. The two variables are endorser type and product information. To state the exact hypotheses, we want to check if the inclusion of product information in the model affects the existing relationship between the dependent variables and endorser type.

In order to check these hypotheses, we used multiple linear regression using OLS assumption and created models with two independent variables, endorser type and product information, and one dependent variable, attitude towards ad, attitude towards brand or purchase intentions of customers.

Our first model created was included the two independent variables and one dependent variable attitude towards ad. The results obtained from the regression assumptions were as follows; P-value for endorser type was 0.000 and P-value obtained for product information is 0.276. Since, our significance level for this research hypotheses is 0.3, the P-values obtained from the model are both significant. Endorser type is highly significant and no change can be observed due to the inclusion of product information, whereas, the P-value associated with the product information itself is quite high denoting that even though it is significant as per our criterion but it does not have the same input in determining the attitude of customers towards ad. The R^2 associated with this model is 0.428 or 42.8% which previously was 41.3% for hypothesis one which did not include the product information variable. Hence, we can conclude that the product information does not affect the existing relationship between the endorser type and attitude towards ad. Since it was significant in determining the attitude of customers towards ad an improvement in the R^2 shows the effect of product information on the designed model.

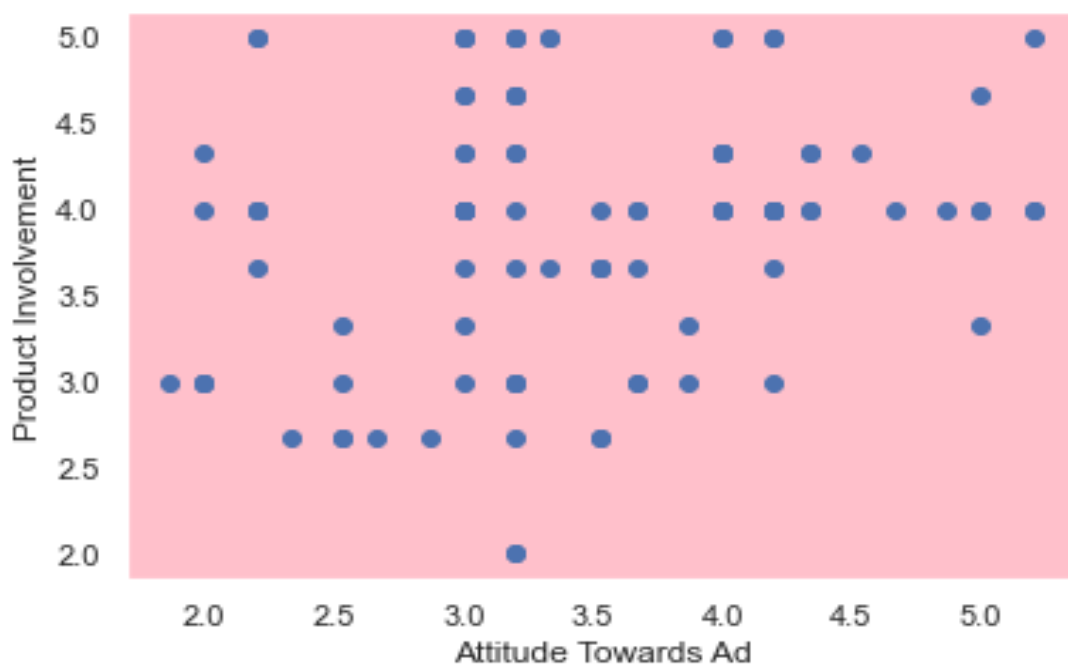


Figure 17: Scatter Plot of H2A- Afghanistan

To further analyze the individual relationship between the product involvement variable and its impact on the attitude towards ad of customers, we created a scatter plot with product involvement on the y-axis and attitude towards ad on the x-axis. The data seen in the plot is scattered and does not display a significant relationship or strong trend between the variables. The graph does consist of some data points that show a growing trend between the two variables which is the reason for a significant P-value in the model, but an overall result depicts that there does not exist a strong direct relationship between the product involvement and the customers attitude towards ad in Afghanistan.

From our first hypothesis i.e., H2a, we concluded that the product involvement does not have any effect on the existing relationship between endorser type and attitude towards ad. Hence, the customers in Afghanistan can be said to be more influenced by the endorser featuring the ad than the product the endorse. If they find the endorser attractive, creative and reliable, the detailed information about the product or product quality does not have much effect on their attitudes towards the ad.

The part two of the hypothesis 2 claims the relationship of endorser type & product involvement with attitude of customers towards brand. The OLS assumption model was created using two independent variables endorser type and product involvement and one dependent variable attitude towards brand. The results obtained from the model were, 0.000 P-value associated with endorser type and 0.062 P-value associated with the product involvement. The results conclude that we do not accept this hypothesis as well because it confirms that the inclusion of product involvement in the model does not affect the existing relationship between the endorser type and the attitude towards brand. Despite these results, the P-value associated with the product involvement variable shows that it is highly significant in determining the customers attitude towards brand in Afghanistan. The R^2 of this model is 0.489 or 48.9% i.e., the model is able to explain 48.9% of changes in the attitude towards brand variable. The R^2 from H1b was 44.9%, hence, a 4% increase in the accuracy of the model is obtained by including product involvement in the model.

To prove the relationship between product involvement and attitude towards brand we created a scatter plot between product involvement and attitude towards brand. The resulting scatter plot is better than the scatter plot obtained from H2a.

Even though, this scatter plot is also dispersed but still shows a stronger relationship between the two variables. The data consists of outliers but shows a growing positive trend between the product involvement variable and attitude towards brand.

From these results we can conclude that in Afghanistan, the involvement of product quality, product details and types does not affect the influence of people towards brand due to endorsers featuring ad, but the involvement of product does have a positive effect on the attitude towards the brand itself. The customers have trust and faith on the endorsers featuring the ad and do not need the product details to change their attitude towards the brand but, the product details have an individual impact in their attitude towards the brand being endorsed in the advertisements.

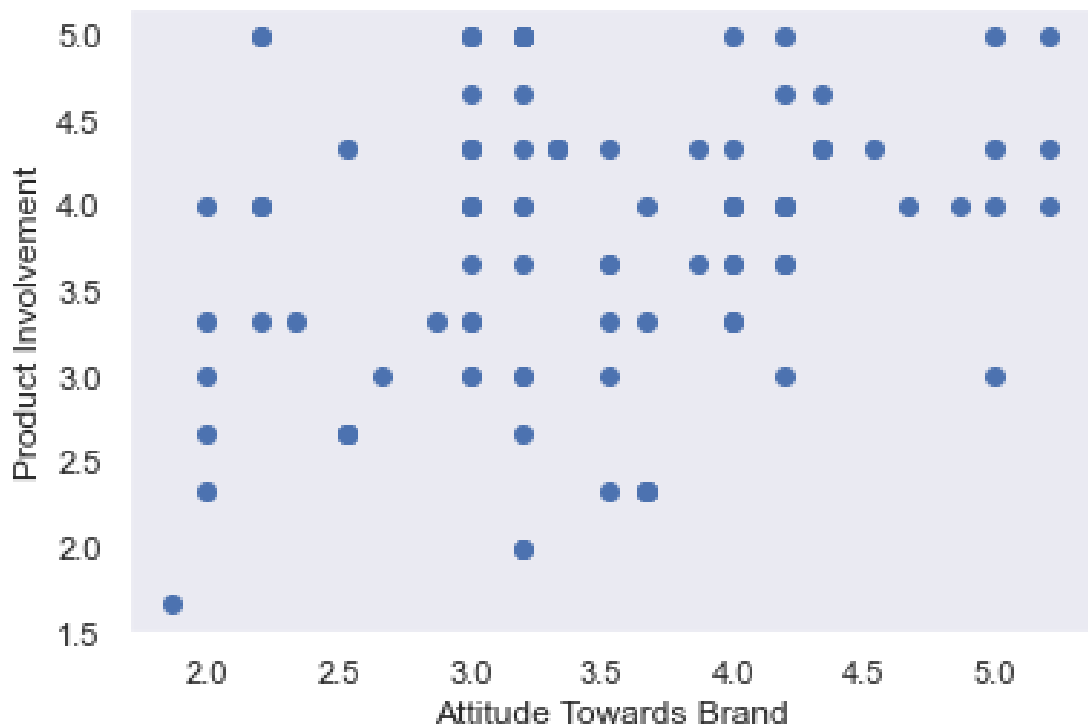


Figure 18: Scatter Plot of H2B- Afghanistan

H2a and H2b claimed the effect of involvement type on the existing relationship between the endorser type and the attitude of customers of Afghanistan towards ad and brand respectively. H2c claims that the inclusion of product involvement in the model will affect the relationship between endorser type and purchase intentions of buyers. To check this hypothesis, we created an OLS assumption model with two independent variables endorser type and product involvement and one dependent variable purchase intentions. The P-value obtained from the model associated with endorser type was 0.000 and the P-value associated

with product involvement was 0.155. Hence, we do not accept this hypothesis as well and state that the inclusion of product involvement in the model does not affect the relationship between endorser type and purchase intentions of the customers. The R^2 obtained from this model is 0.418 or 41.8%, i.e., the model is able to determine 41.8% changes in the dependent variable using the two dependent variables.

The P-value obtained for product involvement from the model shows that the variable is significant in determining the dependent variable purchase intentions. To further analyze this result, we created a scatter plot between the two variables with product involvement in the y-axis and purchase intentions on the x-axis. The scatter plot obtained shows a dispersed form of data between the two variables. As per the OLS results and scatter plot we can see a weak relationship between the two variables. Though, an upward trend is seen in the graph but the overall data is scattered and a lot dispersed to claim any linear relationship between the variables.

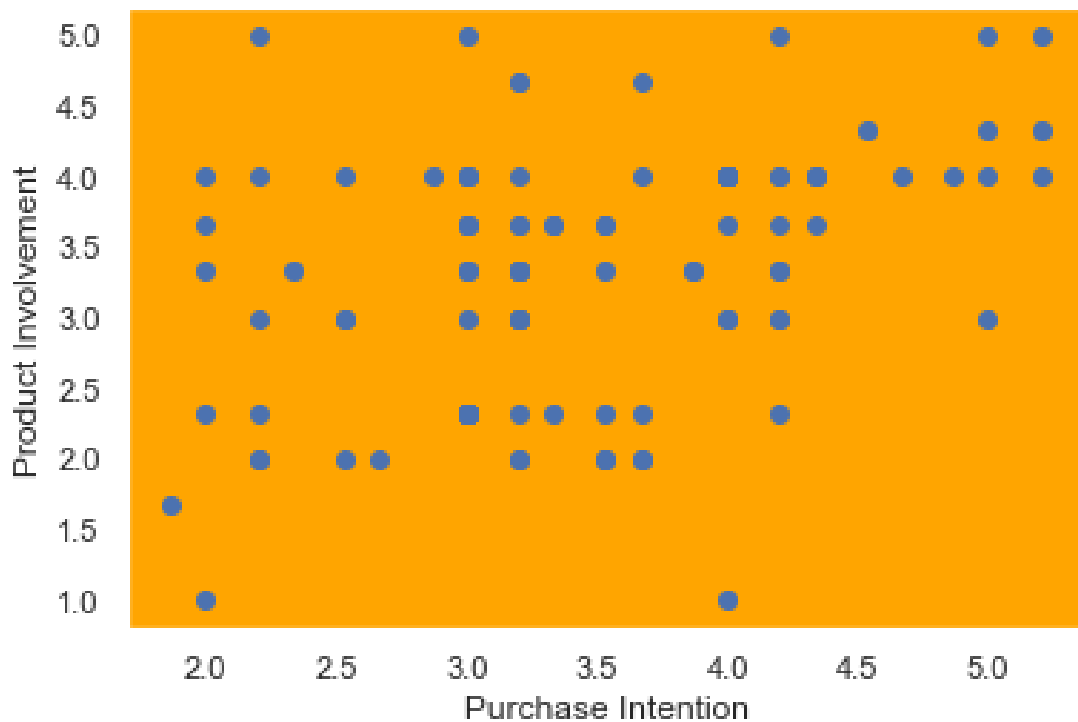


Figure 19: Scatter Plot of H2C- Afghanistan

As per the OLS and visualization results, we conclude that the customers of Afghanistan are highly influenced by the endorsers featuring in ads and brands. The inclusion of product involvement in the model does not change the impact that the endorsers create on the attitude of customers towards the ad and brand and also the purchase intentions of the product. Hence, we can conclude that the key point to

successfully advertising a product in Afghanistan is an endorser who the customers find attractive and creative, hold their trust on the reliability of the endorser and make them believe that the endorser holds enough knowledge about the product of brand being advertised.

3. Hypothesis 3

In accordance with our third hypothesis, there will be a stronger negative correlation between the endorser type and the dependent variables attitude toward the ad, attitude toward the brand, and intention to purchase. We had to take into account the interaction of the two independent variables, "Product Involvement x Endorser Type," in order to demonstrate this hypothesis.

To simplify the model, we built a polynomial OLS model and removed the higher degree coefficients. After all was said and done, we were left with 3 independent variables and 1 dependent variable. The type of endorser, the involvement of the product, and the interaction of the two variables were the independent variables. For H3a, H3b, and H3c, respectively, the dependent variables attitude toward advertisement, attitude toward brand, and purchase intentions were on the LHS.

As per the results obtained from the OLS assumption models, the P-values associated with the H3a, H3b and H3c models are -0.793, 0.968 and 0.832 respectively. As per the significance level of our research i.e., 0.3 we conclude that the interaction of two variables is insignificant for determining the attitude of customers towards ad, attitude of customers towards brand and their purchase intentions. Also, the increase in product involvement does not impose a negative relationship between the dependent variables and endorser type. Even after the inclusion of interaction, the P-values associated with endorser type for H3a, H3b and H3c models are 0.023, 0.066 and 0.010, hence the relationship is still highly significant and strong between the variables.

In conclusion to our hypotheses for the customers of Afghanistan, the endorser featuring the ad has the highest impact on the customers attitude towards ad and brand and also their intentions to purchase the brand. The involvement of product details and risks or the involvement of interaction between the two variables does not impact the relationship between the endorser type variable and the

dependent variables.

- Hypothesis Results

Hypothesis	Independent Variable	Dependent Variable	Model 1 P-value	Model 2 P-value	Model 3 P-value	
H1a	ET	Attitude	0.000	0.000	0.023	Approved
H2a	PR	Towards Ad		0.276	0.128	Not Approved
H3a	Interaction				-0.753	Not Approved
R ²			0.413	0.428	0.489	Approved
H1b	ET	Attitude	0.000	0.000	0.066	Approved
H2b	PR	Towards Brand		0.062	0.199	Not Approved
H3b	Interaction				0.968	Not Approved
R ²			0.449	0.489	0.782	Approved
H1c	ET	Purchase	0.000	0.000	0.010	Approved
H2c	PR	Intention		0.155	0.280	Not Approved
H3c	Interaction				0.832	Not Approved
R ²			0.393	0.418	0.479	Approved

C. India

The third and last country of our analysis is India. From the previous results, we concluded that the customers in Pakistan are equally impacted by the endorser type and the product involvement as well as the interaction between the two variables. On the other hand, the customers in Afghanistan are highly influenced by the endorsers featuring the ad and the product involvement does not have a significant impact on the attitude or purchasing intentions of customers. Now, we analyze our data to find out the impact of endorser type and product involvement along with their interaction on the customers of India.

The table below shows the OLS assumptions and regression results from our analysis.

Table 7: R2 Testing- India

Hypothesis	Independent Variable	Dependent Variable	Model 1 P-value	Model 2 P-value	Model 3 P-value
H1a	ET	Attitude	0.000	0.000	0.702
H2a	PR	Towards Ad		0.753	0.100
H3a	Interaction				-0.457
R ²			0.569	0.570	0.489
H1b	ET	Attitude	0.000	0.000	0.002
H2b	PR	Towards		0.164	0.149
H3b	Interaction	Brand			0.329
R ²			0.606	0.622	0.788
H1c	ET	Purchase	0.033	0.000	0.104
H2c	PR	Intention		0.000	0.000
H3c	Interaction				-0.947
R ²			0.091	0.456	0.476

1. Hypothesis 1

Hypothesis 1 of our analysis claims that the endorser type has a significant role in determining the attitude of customers of India towards ad, towards brand and their purchase intentions. Like our previous analysis of Pakistan and Afghanistan, our hypothesis 1 for India is also divided into 3 parts. H1a, H1b and H1c, each determining the effect of endorser type on attitude towards ad, attitude towards brand and purchasing intentions of customer respectively.

Starting with customers attitude towards ad, to state the hypothesis, “the endorser type has a significant effect on the attitude towards ad.” To prove this hypothesis, we created a regression model using OLS assumption via SPSS. The obtained results from the model gave the P-value of 0.000 associated to endorser type. Hence, we can say that the endorser type is significant in determining the attitude of customers towards ad. The R² of this model is 0.569 or 56.9%. This confirms that the model is able to recognize 56.9% change in the dependent variable via the independent variable. This is a much better index than the R² obtained from the Afghanistan dataset. This can be explained by saying that the contribution of endorser type in determining the attitude of customers towards ad is much higher

than in Afghanistan.

To further analyze the relationship that exists between the two variables, we created a scatter plot with endorser type on the x-axis and attitude towards ad on the y-axis. This data has much more similar data points, yet an increasing trend in the chart can be observed. We can conclude that there exists a linearly positive relationship between the endorser type and the customers' attitude towards the ad. An increase in the creativity, reliability and trust in the endorser results in an increased positive attitude of customers towards the ad being featured.

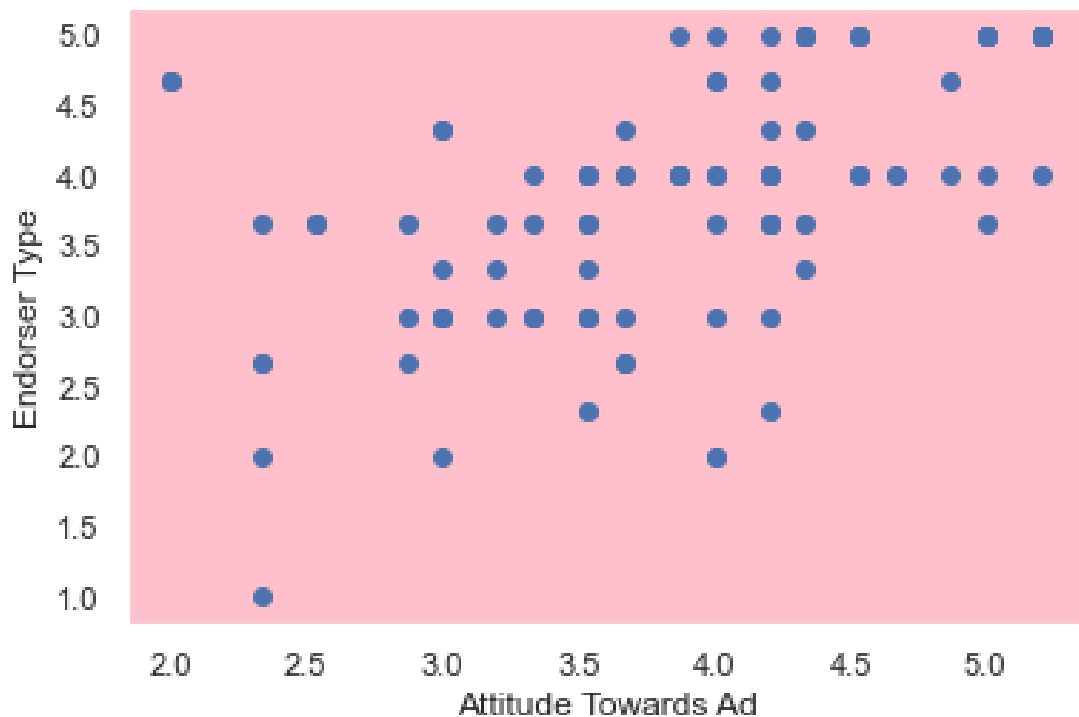


Figure 20: Scatter Plot of H1A- India

Moving on towards the part two of our hypothesis 1. H1b states, “the endorser type has a significant effect on the attitude towards brand. This hypothesis was also tested using the regression model created using the OLS assumptions on SPSS. The P-value acquired from the results associated with endorser type was 0.000 which is same as the P-value obtained from the model created for H1a. The P-value shows that the endorser type is highly significant in determining the customers attitude towards the brand. Since endorser type has a high impact on customers attitude towards the ad which we concluded from H1a hence, it should and does have a high impact on determining the customers' attitude towards the brand as well. The R^2 associated to this model is 0.606. This is a higher figure and we can say the

obtained model is a good fit model, also, the model is able to predict 60.6% change in the dependent variable that is the attitude towards the brand using the independent variable endorser type.

Once again, we created a scatter plot to further analyze the relationship between endorser type and attitude towards brand. As per the graph obtained, we can see a strong linear trend between the two variables as well. The growth in endorser type is strongly playing a role in determining the attitude towards the brand being endorsed.

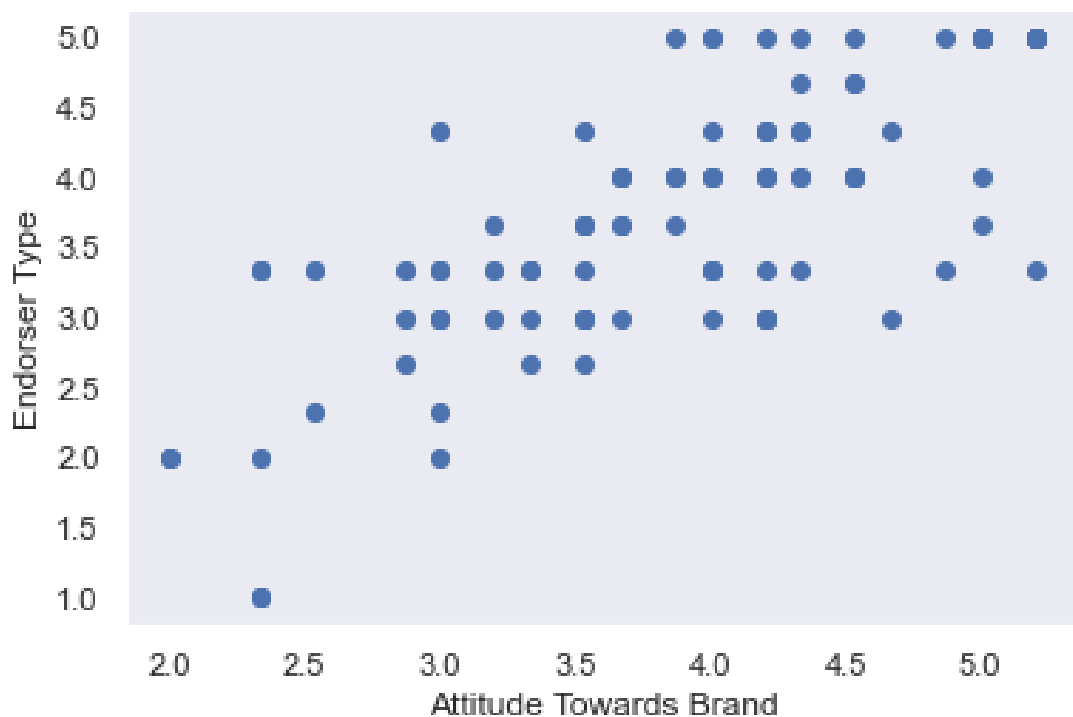


Figure 21: Scatter Plot of H1B- India

The R^2 obtained for this model is higher than which was obtained from the previous model constructed for H1a. We can say that the endorser type has a greater impact in predicting the customers attitude towards the brand than their attitude towards the ad. This can be explained by the simple brand psychology i.e., ‘People has more trust on products affiliated with a brand than on the products without a brand.’ Hence, the people in India are highly influenced and have a positive attitude towards the brands that hire reliable and attractive people to endorse their products.

The final part of our hypothesis one claims that “endorser type has a significant effect on purchase intentions.” In order to test this hypothesis, we created a third regression model using the OLS assumptions. The results obtained from the

model gave a P-value of 0.033 which results in that the endorser type has a significant effect on the purchase intentions of customers, hence, we accept our hypothesis. But, the P-value is lower than the P-values obtained from the previous two models which can be determined as the effect of endorser type is highest on customers' attitude towards brand then on the attitude towards ad and the lowest on purchase intentions.

The R^2 obtained from this model is 0.091 or just 9.1%. The model is only able to predict 9.1% change in the dependent variable using the endorser type. Hence, this model can be said to be not a good fit model. Even though, the endorser type is significant variable but, it does not contribute enough in determining the purchase intentions of customers and there exists some other variables that can be added to the model to improve the predictions.

To check this relationship between the two variables we created a scatter plot between the two variables.

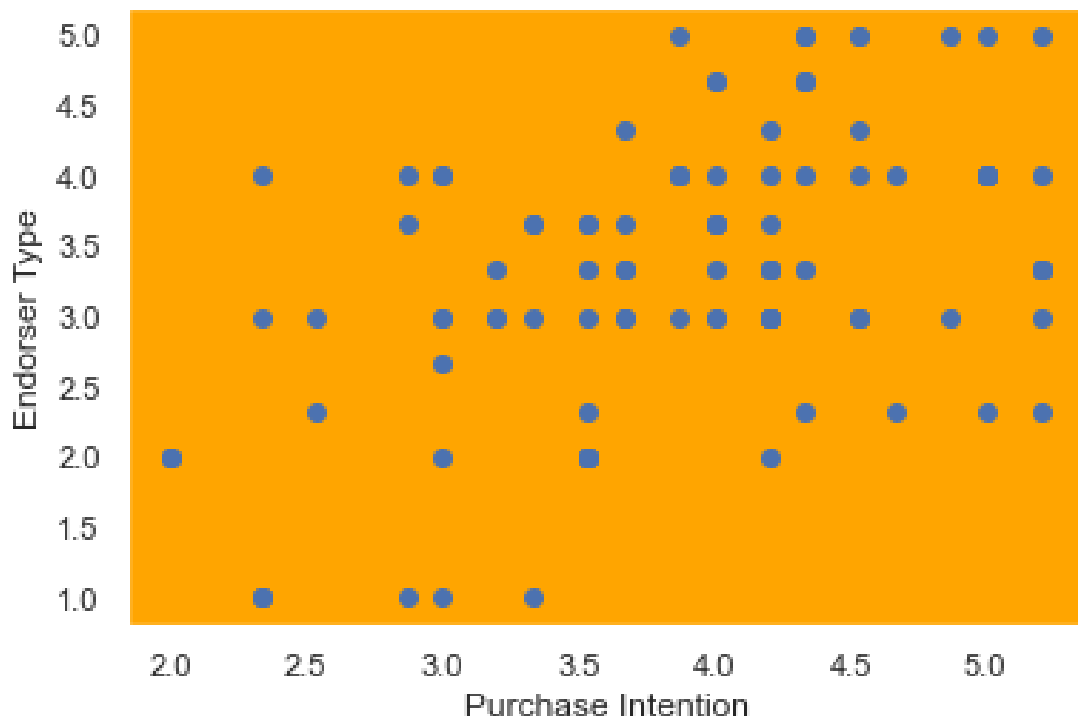


Figure 22: Scatter Plot of H1C- India

We can see that the data points are scattered and dispersed all over the plane and we cannot see a trend between the two variables. Through this graph we can back the R^2 obtained from the model, i.e., even though the endorser type has a significant effect on purchase intentions but the two variables do not have a strong

linear relationship that is why the R^2 obtained was weak and the model obtained was not a good fit model.

In conclusion, the endorser type has a significant effect on the attitude towards ad, attitude towards brand and purchase intentions of customers. Hence, we do not reject the hypothesis.

2. Hypothesis 2

In our second hypothesis we claimed that the involvement of product details will impact the existing relationship between the endorser type and our dependent variables attitude towards ad, attitude towards brand and purchase intentions. To state the hypothesis 2a, “Product involvement moderates the relationship between endorser type and attitude towards ad.” To test this hypothesis, we created a multiple linear regression model using OLS assumptions. The P-values obtained from the model were 0.000 and 0.753 for endorser type and product involvement respectively. Since the P-value for endorser type has not changed from the model we created in hypothesis 1a, we reject our hypothesis and conclude that the product involvement does not moderate the relationship between endorser type and attitude of customers towards ad.

The P-value of endorser type confirms that it is still a highly significant variable in determining the attitude towards ad. While on the other hand, the P-value of product involvement is greater than the significance level of 0.30. The R^2 obtained from the model was 0.570 i.e., 57%. From this statistic we can conclude that the model is able to predict 57% changes in the dependent variable which was previously 56.9% before the addition of product involvement in the model. hence, it does not only reject our hypothesis it is also insignificant in determining the attitude of customers towards ad. To further analyze the relationship between product involvement and attitude towards ad we created a scatter plot between the two variables. The following chart was obtained:



Figure 23: Scatter Plot of H2A- India

From this plot we can easily interpret that there is no relationship between the product involvement and attitude towards ad. The data points are completely dispersed and do not follow any trend.

Hence, we conclude that the attitude of people in India towards the ad is not impacted or influenced by the product involvement. They do not require details about the product or a risk analysis before buying a product and it surely does not affect the influence created by the endorser in the ad.

Hypothesis H2b deals with the relationship between the two independent variables endorser type and product involvement with attitude of customers towards the brand. To state the hypothesis, “Product involvement moderates the relationship between endorser type and attitude towards brand.” To test this hypothesis, we created a multiple linear regression model using OLS assumptions. The P-values obtained from the model were 0.000 and 0.164 for endorser type and product involvement respectively. Since the P-value for endorser type has not changed from the model we created in hypothesis 1a, we reject our hypothesis and conclude that the product involvement does not moderate the relationship between endorser type and attitude of customers towards ad.

The P-value obtained for product involvement in this model is less than the significance level hence we can say that the variable is significant in determining the attitude towards brand. The P-value is high so the significance is comparatively lower than that of endorser type. The R^2 obtained from the model is 0.622 or 62.2% which is 2% higher than the model obtained from H1b. This slight change is observed because there is a minor effect of product involvement on the attitude towards brand that in contributing in making the model better fit.



Figure 24: Scatter Plot of H2B- India

To further analyze the relationship between the product involvement and attitude towards brand, we created a scatter plot. As per the graph above, we can see that there is a very weak relationship between the two variables. The data points are mostly scattered and do not show any strong trend between the variables, but, a slight linear trend in a few data points can be observed that is what was obtained from the OLS model.

Hence, we conclude that the product involvement does not have any effect of the impact on endorser type on the attitude of customers towards brand. It has a slight impact on the attitude of customers but is not strong enough to compete with the endorser type. The people in India are more influenced by the endorser featuring the brand that the actual product being featured.

The last part of our hypothesis 2 claims the relationship of the endorser type and product involvement with purchase intentions of customers. To state the hypothesis, “Product involvement moderates the relationship between endorser type and purchase intentions.” To test this hypothesis, we created a multiple linear regression model using OLS assumptions. The P-values obtained from the model were 0.000 and 0.000 for endorser type and product involvement respectively. The P-value for endorser type obtained from the model from H1c was 0.033 with an R² of 9%. The current model proves that the product involvement moderated the relationship between the endorser type and purchase intentions. It also improved the R² with a greater magnitude. The R² obtained from this model is 0.456 or 45.6%. The model is able to predict 45.6% changes in the purchase intentions using the two variables. The inclusion of the product involvement in the model improved the R² as well as improved the significance of endorser type on purchase intentions of customers.

As per the model, the product involvement is a highly significant variable in determining the purchase intentions. To further confirm these results, we created a scatter plot between the two variables. The graph below was obtained:

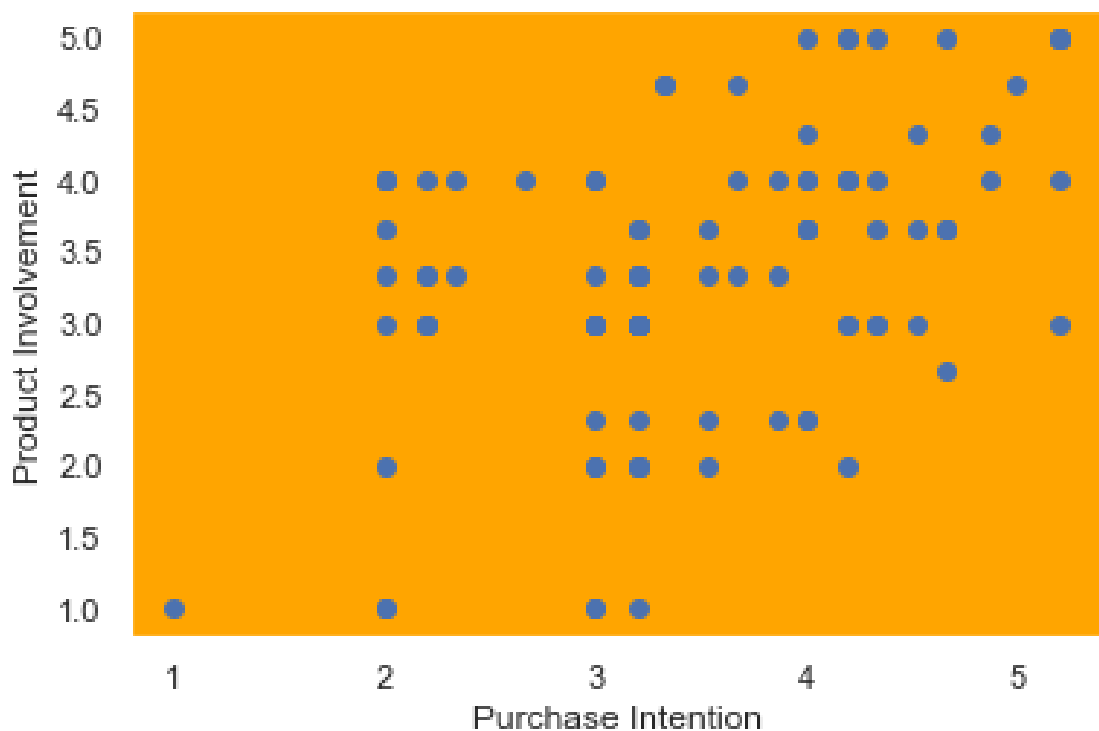


Figure 25: Scatter Plot of H2C- India

From the graph obtained, we can see a linear growing trend between the two

variables. The relationship is much stronger than was observed in H2b and H2c. Hence, the growth in people's trust on the product increases the probability of them purchasing the product.

With these results, we can conclude that the people in India are highly influenced by the endorsers more than product they endorse. Their attitude towards the ad and the brand grow highly is the endorser featuring the ad is creative, attractive and trustworthy, after they believe in this, they do not require any more information about the product or the risk involved in the product to change their attitude towards the ad and brand. On the other hand, the endorser type has a comparatively weaker impact on the purchase intentions of customers. That is, when the people intend to purchase a product or brand they rely more upon the details and risks in the product than the endorser featuring the ad.

3. Hypothesis 3

Our third hypothesis predicts that there will be a higher negative association between the endorser type and the dependent variables attitude toward the advertisement, attitude toward the brand, and intention to buy. To support this hypothesis, we required to account for the interaction between the two independent variables, "Product Involvement x Endorser Type."

We created a polynomial OLS model and eliminated the higher degree coefficients in order to streamline the model. Three independent variables and one dependent variable remained after everything was said and done. The independent factors were the type of endorser, the product's participation, and how the two variables interacted. The dependent variables attitude toward advertisement, attitude toward brand, and intentions for purchase for H3a, H3b, and H3c.

As per the results obtained from the OLS assumption models, the P-values associated with the H3a, H3b and H3c models are -0.457, 0.329 and -0.947 respectively. The P-value for model H3a that deals with the interaction on attitude towards ad prove that the interaction does have a negative impact on the endorser type with respect to attitude towards ad. The inclusion of the interaction variable reduced the significance of the endorser type variable from 0.000 to 0.702 making it insignificant as per our significance level of 0.3. Hence, we conclude that the interaction of endorser type and product involvement if added in the model imposes a

negative effect on the relationship between endorser type and attitude towards ad.

H3b deals with the interaction with attitude towards brand. The P-value obtained for interaction is positive and also did not affect the P-value of endorser type with a great difference. Hence, we reject our hypothesis H3b and conclude that the interaction of endorser type and product involvement does not have any effect on the relationship between endorser type and attitude towards brand.

Unlike H3b, H3c has the same properties as H3a. The interaction of two variables imposed a negative impact on the existing relationship of endorser type and purchase intentions by dropping the significance of endorser type variable. The P-value of endorser type increased from 0.000 to 0.104 making it less significant than before.

- Hypothesis Results

Hypothesis	Independent Variable	Dependent Variable	Model 1 P-value	Model 2 P-value	Model 3 P-value	Results
H1a	ET	Attitude	0.000	0.000	0.702	Approved
H2a	PR	Towards Ad		0.753	0.100	Not Approved
H3a	Interaction				-0.457	Approved
R ²			0.569	0.570	0.489	
H1b	ET	Attitude	0.000	0.000	0.002	Approved
H2b	PR	Towards Brand		0.164	0.149	Not Approved
H3b	Interaction				0.329	Not Approved
R ²			0.606	0.622	0.788	
H1c	ET	Purchase	0.033	0.000	0.104	Approved
H2c	PR	Intention		0.000	0.000	Approved
H3c	Interaction				-0.947	Approved
R ²			0.091	0.456	0.476	

VI. DISCUSSION

This section includes a discussion that provides in-depth information about how the flow study's results interact with the writing.

In this research, we worked on a real-life data gathered from the people of three different countries. This data was further used to analyze their attitude towards the ad and brand varying on the basis of endorser type. Overall, in this research we analyzed the data to check the affect of endorser featuring ad and the quality of product on the customer's attitude towards the ad, brand and their purchase intentions.

Starting off, we created a google form to collect data to diverse people in three different countries. We managed to convince 300 people among the three countries to fill out the google form responding to the questions that helped us analyze their attitude towards the ad, brand and purchase intentions. Gathering 100 responses from each country, we collected a total of 300 responses from all three countries.

The questionnaire that was used included 15 questions results in 15 variables that define the customer's attitude towards the ad. These 15 questions were based on a likert scale from 1-5 with 1 being strongly disagree to 5 being strongly agree. The 15 variables that were created from this questionnaire were endorser personality, endorser knowledge, endorser reliability, product inquiry required, product thinking required, risk involvement in product, liking of endorser featuring ad, creativity of endorser featuring ad, pleasantness of endorser featuring ad, liking of endorsed brands, quality of endorsed brands, pleasantness of endorsed brands, intention to purchase brands, planning to purchase brands and search for brands in stores. These 15 variables explains the feeling and attitude of customers' towards the endorser, product, ad, brand and their purchase intentions. To make the analysis simpler, we combined three variables to make one variable using the average formula to lower down the dimensionality of the data to eliminate the risk or overfitting of model and multicollinearity. At the end, we were left with 5 main variables to work with i.e.,

Endorser Type, Product Involvement, Attitude towards ad, Attitude towards brand and Purchase Intentions.

Starting with the analysis, we first calculated the skewness, kurtosis and standard deviation of all the 15 variables to check for any outlier. The results obtained from the calculations we merged into a table and displayed in the paper above. After that, we created a histogram for each of 15 variable to visually analyze the skewness and distribution of the data. With this visualisation, we can easily conclude which variable has a agreement majority between the customers in three countries, which variable is neutral and which one is closer to disagreement.

After the basic edscriptive statistic, we performed a confirmatory factor analysis on the complete dataset. Confirmatory factor analysis is a special form of factor analysis, most commonly used in social science research. It is used to test whether measures of a construct are consistent with a researcher's understanding of the nature of that construct. Five construct were created and each construct was assigned 3 variables from the 15 variables. The factor loadings obtained from the analysis concluded that the confirmatory factor analysis was successful and the variables concerned with the construct have a relationship.

In order to check the reliability of our dataset, to check whether or not our data is fit for analysis we created a KMO model. The P-value obtained from this model confirmed that our data is a good fit to perform any further analysis on the data.

Now, we start we the actual analysis of analyzing the effect of endorser type and product involvement on attitude towards ad, attitude towards brand and the customer's purchase intentions for the brand. We divided the data into three parts each for one country i.e., Pakistan, Afghanistan and India. Each country consisted of 100 responses which were further used for modelling. To perform this analysis we created a total of nine hypotheses. These hypotheses covered all areas regarding our research. The nine hypotheses were (H1a, H1b, H1c) the endorser type has a significant role in determining attitude towards ad, attitude towards brand and purchase intentions respectively. (H2a, H2b, H2c) the inclusion of product involvement moderates the relationship between endorser type with attitude towards ad, attitude towards brand and purchase intentions respectively. (H3a, H3b, H3c) the interaction of endorser type and product involvement imposes a negative effect on

the relationship of endorser type with attitude towards ad, attitude towards brand and purchase intentions respectively.

To test these hypotheses, we used a statistical modelling technique called OLS assumption i.e., Ordinary Least Square Assumption. Using this technique we created regression models for each of the hypotheses and performed the test using SPSS and obtained results in the form on P-values of each variable in the model and also the coefficient obtained for each independent variable. This method allowed us to test and conclude all nine hypotheses we needed to prove in this research model.

We started our analysis and model building from Pakistan. From the obtained results we concluded that all nine hypotheses that we created for this experiment are approved or true for the people in Pakistan. After Pakistan we did the same procedure and performed the same operations to create models for Afghanistan data. The results obtained from here were a lot different from the results from Pakistan. Hence, we can prove a statement here that the nature of people and their attitude towards the brand has a significant impact by the country one lives in. Lastly, we conducted the experiment for India and obtained different results for each hypotheses for Indian data as well.

If we compare the results of the three countries we were able to differentiate the types of people in the three countries and their attitude towards a brand or product. Our first hypothesis stated that the endorser type i.e., the personality, the creativity and the trustworthiness of an endorser has a significant impact on the customer's attitude towards ad, brand and also impacts the purchase intentions of customer's for that brand. As per the obtained results, we concluded that the customer's in Pakistan, Afghanistan and India are highly influenced by the endorser featuring an ad. The qualities of the endorser that features the ad highly impacts the customer's attitude towards the ad as well as the brand and also modifies their purchasing intentions for the brand. In conclusion, if the endorser in the ad is attractive, creative and the customer thinks that the endorser is trustworthy, then their liking, and pleasantness towards the ad increases leading to a positive attitude towards the ad. Similarly, if the endorser featuring a brand has a creative, attractive and trustworthy personality, he/she is able to persuade the customer's towards a positive attitude for the brand. Apart from just a positive attitude towards the ad or brand, customer's tend to think about buying a brand or even search for a brand in stores is the endorser featuring the

ad or brand has a creative, attractive and reliable personality. For comparison, hypothesis 1 was approved and true for all three countries concluding that the endorser featuring any ad or brand has a great deal of impact on the customer's attitude towards the ad or brand.

Since majority of the population of southern Asia is covered in these three countries, we can put an opinion that the road to successful brand or product marketing in India, Pakistan or Afghanistan is to feature a trustworthy and attractive celebrity who is loved by the people. This factor will increase their chances or sales and brand loyalty from the customers in these three countries.

Moving on towards the second hypothesis, unlike hypothesis 1, the results obtained from this hypothesis were quite different for all three countries. Starting with Hypothesis 2a which stated that the product involvement i.e., the additional details about the product that is not mentioned in the ad and the risk involvement in the product has an impact on the existing relationship between endorser type and attitude towards ad. Talking about Pakistan, this hypothesis concluded to be approved and true for Pakistan, hence, the involvement of additional product details reduces the impact of endorser type on the customer's attitude towards the ad. Unlike Pakistan, the situation in Afghanistan and India for this hypothesis was quite different. The involvement of additional details about the product does not affect the existing impact of endorser type on customer's attitude towards the ad. Specifically for the customer's of India, the additional information about the product is not significant in determining the customer's attitude towards the ad whereas, on the other hand the additional product information has an input in determining the customer's attitude towards the ad in Afghanistan, but, does not change the significance of endorser type on attitude towards ad. Hence, we conclude that the people in India and Afghanistan are highly influenced by the endorser featuring the ad and do not care about the additional hidden information about the product or the risks involved in the product.

Hypothesis 2b states that the product involvement i.e., the additional details about the product that is not mentioned in the ad and the risk involvement in the product has an impact on the existing relationship between endorser type and attitude towards brand. The results obtained for Pakistan were same as the results obtained for Pakistan for Hypothesis 2a. The involvement of additional product information

affected the significance making it less significant than before for determining attitude of customer towards the brand. Unlike Pakistan, the situation in Afghanistan and India for this hypothesis was again quite different. Same as Hypothesis 2a, in Afghanistan, the additional product information involvement does not affect the existing relationship between the endorser type and attitude towards brand, and the product involvement itself is also a significant variable in determining customer's attitude towards brand. Unlike Hypothesis 2a, in India, even though the addition of product involvement in the model does not affect the existing relationship between endorser type and attitude towards brand, for this hypothesis, the additional product involvement is a significant variable in determining the attitude of customer towards the brand.

Hypothesis 2c states that the product involvement i.e., the additional details about the product that is not mentioned in the ad and the risk involvement in the product has an impact on the existing relationship between endorser type and purchase intentions of customers for the brand. This hypothesis has a different impact on the three countries. Pakistan, same as H2a and H2b approved for this hypothesis, hence, we concluded that the effect of endorser type on the people of Pakistan is affected when the additional details of the product come into the model. Although, the inclusion of product involvement does not make a huge difference but, it does impact the significance of endorser type making it lesser significant than before. Also, the product involvement variable becomes highly significant if determining purchase intentions. Now, for Afghanistan the case is same as before that the inclusion of additional product details does not affect the existing relationship between the endorser type and purchase intentions of customers. Whereas, for India, the inclusion of additional product details as a positive impact on the significance of endorser type for determining purchase intentions. With the addition of product involvement variable in the model it made the endorser type variable more significant and also, the product involvement variable is highly significant for determining purchase intentions of customers.

Concluding the results from the second hypotheses, we get that the customer's of Pakistan are highly impacted by the additional details of the product and the impact caused by the endorser featuring the ad is reduced for the people of Pakistan. The attitude of customers towards ad and brand that is the liking,

pleasantness and trust of customers towards the ad and brand are affected when the additional product information is included and it also affects the customer's intentions to purchase the brand. On the other hand, Afghanistan is completely opposite for this hypothesis. The inclusion of product involvement variable does not affect the impact of endorser featuring ad on the attitude of customers towards the brand or ad and neither does it affect the customer's purchase intentions. For India, the involvement of additional product details does affect the customer's attitude towards the ad or brand but, it does not impact the existing relationship with the endorser type. Whereas, for the customer's purchasing intentions, the additional product information highly influenced the purchase intentions for customers of India and also makes the endorser's impact on the purchase intentions more significant and affective.

Moving on towards the third hypothesis of this experiment. This also has three parts each related to one one of the three independent variables. This hypothesis was dealing with the interaction between the two dependent variables endorser type and product involvement. The obtained results from this hypotheses is different from the results obtained from Hypothesis 1 and Hypothesis 2. For Hypothesis 3a, we stated that the interaction of endorser type and product involvement imposes a negative impact on the relationship between endorser type and attitude towards ad. As per results, the interaction between the two variables did impose a negative impact on the relationship between endorser type and attitude towards ad. When the interaction was added, the significance of endorser type for determining attitude towards ad reduced and become almost insignificant. Similar results were seen for India, the results obtained from the hypothesis tests for India also gave the results that the interaction between the two variables did impose a negative impact on the relationship between endorser type and attitude towards ad. Unlike Pakistan and India, the interaction between endorser type and product involvement did not impose a negative impact on the relationship between endorser type and attitude towards ad.

Unlike hypothesis 3a, for hypothesis 3b that was stated as the interaction between the endorser type and product involvement imposed a negative impact on the relationship between endorser type and attitude towards brand. In this hypothesis the results were same for all three countries that the the interaction between the endorser type and product involvement did not impose a negative impact on the

relationship between endorser type and attitude towards brand.

For hypothesis 3c that deals with the purchasing intentions of customers where the hypothesis stated that the interaction between endorser type and product involvement imposes a negative impact on the relationship between endorser type and purchase intentions. As per results, the hypothesis was approved for India and not for Afghanistan and Pakistan. Hence, the interaction of endorser type and product involvement did not impose a negative impact on the relationship between endorser type and purchase intentions of customers for Pakistan and Afghanistan. Whereas, for India the interaction of endorser type and product involvement did not impose a negative impact on the relationship between endorser type and purchase intentions of customers.

VII. CONCLUSION, LIMITATIONS AND FUTURE WORKING

A conclusion that summarises the whole exploration cycle, and future ideas that outline the key areas for further research in this area.

A. Conclusion

Additionally, the reexamined model from our study advises seriously considering the relevance of the item classification among youngsters. In previous underwriting research, the concept of item collaboration has not been extensively used or investigated. This study makes a few recommendations for further research. The basic hypothesis of this study is that item cooperation, as influenced by celebrity support, may play a significant role in the buying cycle of consumers based in Afghanistan, Pakistan and India.

The information available on celebrity support and item investment has been expanded by this study. Youth purchasing instances differ according on the type of endorsers and item class. The type of endorsers should be determined by advertising based on the item class (high/low). Celebrity support is more anchored for low-contribution things than to high-association ones. How effective a public relations campaign will be depends on the looks, charisma, and knowledge of its endorsers.

A web-based survey was utilized to accumulate information for this review according to the point of view of the customers. 300 respondents to an electronic survey have been inspected.

Using the data from this survey we divided the respondents into three groups as per their respective countries. The data of 300 entries was equally divided into three with 100 respondents from Pakistan, 100 from Afghanistan and 100 from India. This data was then used to form variables and models to analyze the proposed hypotheses.

Our main hypotheses we to check the relationship between endorser type on customers' attitude towards ad, brand and purchasing intentions. Second was to

check the effect of product involvement on these variables and third one included the interaction between the two variables.

We used OLS assumption technique to create regression models. The results from the 3 countries were different confirming that the attitude of people towards the celebrity and product are different in all 3 countries.

The people in Pakistan are equally influenced by the celebrity endorsing the ad and also need the detail about the product to change their attitude towards the ad or brand or to purchase the product. While in the other hand the people of Afghanistan are highly influenced only by the endorser featuring ad and they do not require any risk analysis or details about the product to change their attitude towards the product. They are highly influenced by the endorser to change their attitude as well as purchase the product without knowing the details and risk involved with the product. The customers of India are also highly influenced by the celebrity featuring the ad to change their attitude towards the brand or ad, but, unlike Afghanistan, they require product details and risk involved in the product before intending to purchase the brand.

B. Limitations

This is socioeconomic research which includes data received from the people in the social environment. Due to this reason, there are a lot of limitations with this work which results in the questioning of the research's reliability and acceptability.

One of the limitations of this is the collection of data. Since this experiment is based on three different countries, it is quite difficult to collect data from such a vast area. Collecting data from a university becomes hectic sometimes and convincing people to fill out a Google form becomes difficult, hence, collecting data from three different countries is a limitation of such experiments.

As mentioned earlier, this is socio-economic research where the data is gathered from people. The authenticity and reliability of this data are always questionable because we can never know how correct this data is. As per research, many people do not even read questions in a Google form survey and just answer the Likert scale questions randomly. Hence, getting correct data and getting people to provide proper information is a difficult task in such experiments.

Since this data is collected via a Google form a lot of information is left blank or filled incorrectly by the respondents. Cleaning this data to make it usable and ready for analysis is also a task to be completed prior to analysis. Dealing with incorrect information (wrong names, unacceptable age and gender etc.), missing values, incorrect answers to questions etc. These noise in the data can affect the analysis in great way and can lead to incorrect and misleading results.

Another limitation for this research is that this is a qualitative socio-economic research, hence, the results obtained from the analysis cannot be verified in a way to put a stamp to it. It may be correct for a group and people and may not be correct for another group of people. Hence, reliability of the results become a limitation of this experiment.

Lack of data has also been a limitation of this experiment. Since we are dealing with the people of three different countries we were only able to collect data from 300 respondents which is 100 responses per country. With a population of more than 1.67 billion people, a sample size of just 300 is near to negligible for any conclusions made in this experiment.

Along with the mentioned limitations of this experiment there are some more which may or may not be a reason for the questionability of this experiment. Although, we have tried to provide as good results as possible from the data we were able to collect and calculate the statistical results from the collected data.

C. Future Workings

This socio-economic experiment has been done by many in the past and is being worked in present as well. There are a lot of applications of this research and the results obtained from this experiment can be used in the business industry for better marketing and developing advertising strategies for companies.

As mentioned in the limitations, there are a lot of things that can be improved about this experiment and be reformed for much better and accurate results. Since this is a social science experiment, the results obtained from the research and analysis can vary due to different reasons.

This research only consists of three countries of southern Asia which is quite a specific region to target. For future working one can pick just one country like

India which has a huge, one of the biggest marketplaces of the world and collect a larger dataset from multiple states of the country and perform an analysis just for the country of India to analyze the attitude of the people from different regions of India towards endorser, brand and ads. This research can help the multinational companies currently working and planning to start working in India to strategize their marketing techniques. If the people of India are more influenced by the endorser as resulted in our research than the company can hire a well-known celebrity who is loved and idolized in India to endorse their brand which will increase their probability to getting a successful start or boost in the Indian market.

Apart from targeting just one country or three countries, one can collect data from E-commerce websites such as Amazon, eBay, Etsy etc to learn about the attitude of different people on different modes of advertising. Since, these E-commerce stores operate in most of the big marketplaces in the world this can benefit individual as well as multinational companies to start and advertise their business and market their product in a specific way in a specific country.

In this research, we only considered one variable to separate the types of people that is the country they belong. In future researches and experiments, one can further classify the data into much more categories such as gender, age, income, region and even qualification etc. These classification will also help companies for strategy making for their new product. If a product is specially for women they can use a different strategy for its advertising as per the results obtained from the research. These further classification along with the classification of country can easily help companies and individual business recognize how to target which audience in a specific country.

Since, this experiment had a lack of data, future experiments can also be conducted on the same region and same three countries with a much greater dataset. Rather than gathering opinions and data directly from the people, one can use E-commerce websites and social media accounts, such as Tiktok, Instagram and Facebook to gather data and try to find insights about people's attitude towards the brand, ad and their purchase intentions varying with the course of time and with the change in marketing schemes. The involvement of endorser in a product's ad and analysing the customer responses, sales and queries received can help one easily recognize the customer's attitude due to the involvement of the endorser. This data

can further be statistically analyzed for strategy formulation and advertisement planning.

VIII. REFERENCES

JOURNALS

- AMOS, C., HOLMES, G. & ET AL., 2008. Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. **International journal of advertising**, 27(2), p. 209–234.
- ARAÏ, A., KO, Y. J. & ET AL., 2014. Branding athletes: Exploration and conceptualization of athlete brand image.. **Sport Management Review**, 17(2), p. 97–106.
- ATKIN, C. & BLOCK, M., 1983. Effectiveness of celebrity endorsers.. **Journal of Advertising Research**, Cilt 23, p. 57–61.
- BARTON, C., KOSLOW, L. & BEAUCHAMP, C., 2014. How millennials are changing the face of marketing forever. **BCG Perspectives**.
- BERGKVIST, L. & ZHOU, K. Q., 2016. Celebrity endorsements: a literature review and research agenda.. **International Journal of Advertising**, 35(4), p. 642–63.
- BISWAS, S., HUSSAIN, M. & ET AL., 2009. Celebrity endorsements in advertisements and consumer perceptions: A cross-cultural study. **Journal of Global Marketing**, 22(2), p. 121–137.
- BRAJESH, K. & GOURANGA, P., 2011. Celebrity Endorsement in FMCGs Advertising: A Case Study in a Culturally Vibrant Society. **Advances in Management**, 4(8), pp. 24-28.
- BRANCHIK, B. J. & CHOWDHURY, T. G., 2017. Men seeing stars: Celebrity endorsers, race, and the male consumer.. **Journal of Marketing Theory and Practice**, 25(3), p. 305–322.
- BUSH, A. J., MARTIN, C. A. & ET AL., 2004. Sports celebrity influence on the behavioral intentions of generation Y.. **Journal of Advertising**

Research, Cilt 44, p. 108–119.

- CHANDANI, P., 2020. Women players attracting brand endorsements. **Deccan Chronical**, April.
- CHOI, C. J. & BERGER, R., 2010. Ethics of celebrities and their increasing influence in 21st century society. **Journal of Business Ethics**, 91(3), pp. 313-318.
- CHOI, S. M. & RIFON, N. J., 2007. "Who is the celebrity in advertising? Understanding dimensions of celebrity images",. **Journal of Popular Culture**, 40(2), pp. 304-25.
- DEUTSCH, M. & GERARD, H. B., 1955. A study of normative and informational social influences upon individual judgment.. **Journal of Abnormal and Social Psychology**, 51(3), p. 629.
- DHOLAKIA, U., 2018. Can a Celebrity Endorsement Hurt the Brand?: The surprising "Vampire Effect" of using celebrity spokespersons. **The Science Behind Behavior**.
- DIX, S., PHAU, I. & ET AL., 2010. Bend it like Beckham': The influence of sports celebrities on young adult consumers. **Young Consumers**, 11(1), p. 36–46.
- Elberse, A., 2017. The economic value of celebrity endorsements. **Journal Of Advertising**.
- ERDOGAN, B., 1999. Celebrity endorsement: a literature review. **Journal of Marketing Management**, p. 291–314.
- ERDOGAN, B. Z., BAKER, M. J. & ET AL., 2001. Selecting celebrity endorsers: The practitioner's perspective.. **Journal of Advertising Research**, 41(3), p. 39–48.
- FARRELL, K. A., KARELS, G. V., MONTFORT, K. W. & MCCLATCHEY, C. A., 2000. Celebrity performance and endorsement value: The case of Tiger Woods. **Managerial Finance**, 26(7), p. 1–15.
- FLECK, N., KORCHIA, M. & LE ROY, I., 2012. Celebrities in advertising: Looking for congruence or likability?. **Psychology & Marketing**, 29(9), p. 651–

- GOLDSMITH, R. E., LAFFERTY, B. A. & NEWELL, S. J., 2000. The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. **Journal of advertising**, 29(3), p. 43–54.
- GREWAL, D., GOTLIEB, J. & ET AL., 1994. The moderating effects of message framing and source credibility on the price-perceived risk relationship.. **Journal of consumer research**, 21(1), p. 145–153.
- GUPTA, R., KISHORE, N. & ET AL., 2015. Impact of Celebrity Endorsements on Consumers' Ad Perception: A Study of Indian Consumers. **British Journal of Marketing Studies**, 3(8), pp. 34-49.
- HAMEED, S. S., MADHAVAN, S. & ARUMUGAM, T., 2020. Is consumer behaviour varying towards low and high involvement products even sports celebrity endorsed?. **International Journal of Scientific & Technology Research**, 9(3).
- HANDRIANA, T. & WISANDIKO, W. R., 2017. Consumer attitudes toward advertisement and brand, based on the number of endorsers and product involvement: An experimental study.. **Gadjah Mada International Journal of Business**, 19(3), p. 289–306.
- HASNAIN, T. M., BIRLA, M. & KHAN, M. B., 2018. Impact of celebrity's credibility dimensions on consumer's purchase intentions.. **Amity Journal of Marketing**, 5(2), p. 39–55.
- HOLLENSSEN, S. & SCHIMMELPFENNIG, C., 2013. Selection of celebrity endorsers: A case approach to developing an endorser selection process model.. **Marketing Intelligence & Planning**, 31(1), p. 88–102.
- HOVLAND, C. & WEISS, W., 1951. The influence of source credibility on communication effectiveness. **Public Opinion Quarterly**, 15(4), p. 635–650.
- HSU, C. L. & LIN, J. C., 2008. Acceptance of blog usage: The roles of technology acceptance, social influence and knowledge sharing motivation. **Information & Management**, 45(1), p. 65–74.
- HUNG, K. P. VE DİĞERLERİ, 2011. Antecedents of luxury brand purchase

- intention. **Journal of Product & Brand Management**, 20(6), p. 457 – 467.
- HUSSAIN, D. & KHAN, K. M., 2017. Understanding the effectiveness of celebrity endorsement.. **International Medical Journal**, 9(1), p. 44–59.
- IWASAKI, Y. & HAVITZ, M. E., 1998. A path analytic model of the relationships between involvement, psychological commitment, and loyalty.. **Journal of Leisure Research**, Cilt 30, p. 256–280.
- JAIN , V., ROY , S., DASWANI , A. & SUDHA , M., 2011. What really works for teenagers: human or fictional celebrity?. **Young Consumer**, Cilt 12, p. 171–183.
- JAIN, V., 2011. Celebrity Endorsement and Its Impact On Sales: A Research Analysis Carried Out in India. **Global Journal of Management and Business Research**, 11(4), pp. 68-84.
- JIN, S. A. & PHUA, J., 2014. Following celebrities' tweets about brands: The impact of twitter-based electronic word-of-mouth on consumers' source credibility perception, buying intention, and social identification with celebrities.. **Journal of Advertising**, 43(2), p. 181–195.
- JOHANSSON, M. & BOZAN, O., 2017. How does celebrity endorsement affect consumers' perception on brand image and purchase intention?. **Lulea University of Technology**.
- KAHLE, L. R. & HOMER , P. M., 1985. Physical Attractiveness of Celebrity Endorser; A Social Adaptation Perspective;. **Journal of Consumer Research**, pp. 954-961.
- KAMINS, M. A., 1989. Celebrity and noncelebrity advertising in a two-sided context.. **Journal of Advertising Research**, Cilt 29, p. 34–42.
- KAMINS, M. A. & GUPTA, K., 1994. Congruence between spokesperson and product type:. a matchup hypothesis perspective. **Psychology&Marketing**, 11(6), p. 569–586..
- KARASIEWICZ, G. & MARTYNA, K., 2014. Effect of Celebrity Endorsement in Advertising. **International Journal of Management and Economics**, p. 74–94.

- KHATRI, P., 2006. Celebrity endorsement: A strategic promotion perspective. **Indian Media Studies Journal**, 1(1), pp. 10-47.
- KIM, S. S., LEE, J. & PRIDEAUX, B., 2014. Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. **International Journal of Hospitality Management**, Cilt 37, p. 131–145.
- KNOLL, J. & MATTHES, J., 2017. The effectiveness of celebrity endorsements: A meta-analysis.. **Journal of the Academy of Marketing Science**, 45(1), p. 55–75.
- LA-FERLE, C. & CHOI, S. M., 2005. The importance of perceived endorser credibility in South Korean advertising.. **Journal of Current Issues and Research in Advertising**, 27(2), p. 67–81.
- LAFFERTY, B. A., GOLDSMITH, R. E. & ET AL., 2005. Are innovators influenced by endorser expertise in an advertisement when evaluating a high technology product?. **Journal of Marketing Theory and Practice**, 13(3), p. 32–48.
- LI, C. Y., 2013. Persuasive messages on information system acceptance: A theoretical extension of elaboration likelihood model and social influence theory.. **Computers in Human Behavior**, 29(1), p. 264–275.
- LEE, R., LOCKSHIN, L. & ET AL., 2016. A memorytheory perspective of country-image formation.. **Journal of International Marketing**, 24(2), p. 62–79.
- LIU, T., HUANG, Y. Y. & ET AL., 2007. Relations among attractiveness of endorsers, match-up, and purchase intention in sport marketing in China.. **Journal of Consumer Marketing**, 24(6), p. 358–365.
- LIU, T. M. & BROCK, J. L., 2011. Selecting a female athlete endorser in China: The effect of attractiveness, match-up, and consumer gender difference.. **European Journal of Marketing**, 45((7/8)), p. 1214–1235.
- MACKENZIE, S. B., LUTZ, R. J. & ET AL., 1986. The role of attitude toward the ad as a mediator of advertising effectiveness: A test of competing explanations.. **Journal of Marketing Research**, 23(2), p. 130–143.
- MCCORMICK, K., 2016. Celebrity endorsements: Influence of a product-endorser

- match on Millennials attitudes and purchase intentions. **Journal of Retailing and Consumer Services**, Cilt 32, pp. 39-45.
- MCCRACKEN, G., 1989. Who is the celebrity endorser? Cultural foundations of the endorsement process.. **Journal of Consumer Research**, 16(3), p. 310–321.
- MCCUTHEON, L. E., LANGE, R. & ET AL., 2002. Conceptualization and measurement of celebrity worship.. **British Journal of Psychology**, 93(1), pp. 67-87.
- MGBAKOÍGBA, N., 2017. Between media celebrities and the youth; Exploring the impact emerging celebrity culture on the lifestyle of young Nigerians. **Journal of African Studies**, 6(2).
- MIN, J. H., CHANG, H. J., JAI, T. M. & ZIEGLER, M., 2019. The effects of celebrity-brand congruence and publicity on consumer attitudes and buying behaviour.. **Fashion & Textile**, 6(10), p. 1–19.
- MISHRA, A. S., ROY, S. & BAILEY, A. A., 2015. Exploring brand personality—Celebrity endorser personality congruence in celebrity endorsements in the INDIAN context.. **Psychology & Marketing**, Cilt 32, p. 1158–1174.
- MISRA, S. & BEATTY, S. E., 1990. Celebrity spokesperson and brand congruence: An assessment of recall and affect.. **Journal of Business Research**, 21(2), p. 159–173.
- MUNNUKKA, J., UUSITALO, O. & ET AL., 2016. Credibility of a peer endorser and advertising effectiveness.. **Journal of Consumer Marketing**, 33(3), p. 182–192.
- MUNYORO, G. & NHEVERE, W., 2019. The Contribution of Celebrity Endorsement to University Student's Buying Behavior in Developing countries: A Case Study of Chinhoyi University of Technology students. **International Journal of Research in Business, Economics and Management**, 3(1).
- OHANIAN, R., 1991. The impact of celebrity spokespersons' perceived image on consumers' intention to purchase.. **Journal of Advertisement Research**, Cilt 31, p. 46–54.

- PAIROA, I. & ARUNRANGSIWED, P., 2016. The effect of brand mascots on consumers' purchasing behaviours. **World Academy of Science, Engineering and Technology, International Journal of Economics and Management Engineering**, Cilt 10, p. 1702–1705.
- PARK, S. C. & KEIL, M., 2019. The moderating effects of product involvement on escalation behaviour.. **Journal of Computer Information Systems**, Cilt 59, p. 218–232.
- PATRA, S. & DATTA, S. K., 2010. Celebrity endorsement in India–Emerging trends and challenges.. **Journal of Marketing & Communication**, 5(3), p. 16–23.
- PETTY, R. E., CACIOPPO, J. T. & ET AL., 1983. Central and peripheral routes to advertising effectiveness: The moderating role of involvement.. **Journal of Consumer Research**, Cilt 10, p. 135–146.
- PUGHAZHENDI, A. & RANINDRAN, D. S., 2012. A Study on Consumers Buying Behaviour on Celebrity Endorsement and Brand Building of Automobile Industry in Tamil Nadu INDIA. **European Journal of Social Sciences**, pp. 405-412.
- RAJAKUMAR, S. & TAMIZHJYOTHI, K., 2011. Profession as a Predictor of the Effectiveness of Multiple Celebrity Endorsement: An Empirical Study in the Indian Context. **Economic Sciences Series, Cilt LXIII**, pp. 27-36.
- ROBERT, E., 2009. The vampire effect. **Marketing expert**.
- SAMI, A. S., 2006. Business and management.. **Journal of Accounting**, Cilt 13, p. 69–84.
- SHALEV, E. & MORWITZ, V. G., 2012. Influence via comparison-driven self-evaluation and restoration: The case of the low-status influencer.. **Journal of Consumer Research**, 38(5), p. 964–980.
- SHUKRE, A. & DUGAR, N., 2013. Effect of Celebrity Endorsements on Consumers' Decision-Making Processes: A Study of Television Advertisements for Selected FMCG Products. **International Journal of 360* Management Review**, Cilt 1, pp. 1-17.
- SILVA, L. A., LOPES, E. L., FREIRE, O. & SILVA, D., 2015. The brand's effect on

- the evaluation of advertising endorsed by celebrities: an experimental study.. **Brazilian Business Review**, 12(4), p. 57–78.
- SPRY, A., PAPPU, R. & ET AL., 2011. Celebrity endorsement, brand credibility and brand equity. **European Journal of Marketing**, 45(6), p. 882–909.
- STERNTHAL, B., PHILLIPS, L. W. & ET AL., 1978. The persuasive effect of source credibility: A situational analysis.. **Public Opinion Quarterly**, Cilt 42, p. 285–314.
- TEMPERLEY, J. & TANGEN, D., 2006. The pinocchio factor in consumer attitudes towards celebrity endorsement: Celebrity endorsement, the reebok brand, and an examination of a recent campaign.. **Innovative Marketing**, 2(3), p. 97–111.
- THOMSON, M., 2006. Human brands: Investigating antecedents to consumers' strong attachments to celebrities.. **Journal of Marketing**, 70(3), p. 104–119.
- TILL, B. D. & BUSLER, M., 2000. The match-up hypothesis: physical attractiveness, expertise and the role of fit on brand attitude, purchase intent and brand beliefs.. **Journal of Advertising**, 29(3), p. 1–13.
- TRIPP, C., JENSEN, T. D. & ET AL., 1994. The effects of multiple product endorsements by celebrities on consumers' attitudes and intentions. **Journal of Consumer Research**, Cilt 20, pp. 535-547.
- TRIVEDI, J., 2018. Measuring the comparative efficacy of endorsements by celebrities vis-à-vis animated mascots. **Journal of Creative Communications**, 13(2), p. 117–132.
- TZOUMAKA, E., TSİOTSOU, R. H. & ET AL., 2016. Delineating the role of endorser's perceived qualities and consumer characteristics on celebrity endorsement effectiveness.. **Journal of Marketing Communications**, 22(3), p. 307–326.
- UMEUGU, N. & BONACHRİSTUS, G., 2012. Source Credibility: A Philosophical Analysis. **Open Journal of Philosophy**, 2(2), pp. 112-115.
- UM, N.-H., 2013. Celebrity scandal fallout: How attribution style can protect the sponsor.. **Psychology & Marketing**, 30(6), p. 529–541.

- VEMKATRAO, 2015. Impact of Advertisements on Teenagers Buying Behaviour. ***International Journal of Advanced Scientific Research & Development.***
- VENKATESH, V. & BROWN, S. A., 2001. A longitudinal investigation of personal computers in homes: Adoption determinants and emerging challenges.. ***MIS Quarterly***, 25(1), p. 71–102.
- VYAS , 2012. Effectiveness of Celebrity Endorsement of various Brands: teenager's perception.. ***International Journal of Marketing and Technology***, 2(6), pp. 211-234.
- WEINER, J. & MOWEN, J. C., 1986. Source credibility: on the independent effects of trust and expertise.. ***Advances in Consumer Research***, Cilt 13, p. 306–310.
- WEI, P. S. & LU, H. P., 2013. An examination of the celebrity endorsements and online customer reviews influence female consumers' shopping behavior.. ***Computers in Human Behavior***, 29(1), p. 193–201.
- WHITE, D. W., GODDARD, L. & ET AL., 2009. The effects of negative information transference in the celebrity endorsement relationship.. ***International Journal of Retail & Distribution Management***, 37(4), pp. 322-335.
- WHITEHEAD JR, J. L., 1968. Factors of source credibility.. ***Q. J. Speech***, 54(1), p. 59–63.
- ZIPPORAH, M. M. & MBERIA, H. K., 2014. The Effects OF Celebrity Endorsement in Advertisements. ***International Journal of Academic Research in Economics and Management Sciences***, 3(5).
- ZUFER, E., MICHEAL, J. B. & ET AL., 2015. selecting celebrity endorsers: The practitioners:Perspective:.. ***Journal of Advertising***, pp. 1-4.

REPORT

- AGRAWAL, J. & KAMAKURA, W. A., 1995. **The economic worth of celebrity**

endorsers, basım yeri bilinmiyor: yazarı bilinmiyor

ARMSTRONG, B. T., 2012. **Marketing: An Introduction**testbanktop.com, basım yeri bilinmiyor: yazarı bilinmiyor

ARORA, N., PRASHAR, S., PARSAD, C. & VIJAY, T. S., 2019. Mediating role of consumer involvement between celebrity endorsement and consumer evaluation: Comparative study of high and low involvement product.. **Asian Academy of Management Journal**, 24(2), p. 113–142.

BASU, 2009. **The influence of celebrity endorsement in advertising: Competitive study on India vs United Kingdom**, basım yeri bilinmiyor: College of Technology Kingdom..

BLACK JAY & ET AL., 2001. **Introduction to Media Communication. (4th Ed)**, New York: Routledge.

BLODGETT, R., 2011. **Magic Sauce Media**, basım yeri bilinmiyor: yazarı bilinmiyor

CHOI, S. M. & NORA, J. R., 2005. **Understanding Celebrity/Product Congruence Effects: The Role of Consumer Attributions and Perceived Expertise**, basım yeri bilinmiyor: American Academy of Advertising.

COLLIS, J. & HUSSEY, R., 2003. **Business Research: A Practical Guide For Understanding And Postgraduate Studies**, Basingstoke: Palgrave Macmillan.

CRESWELL, J., 2008. *"Nothing Sells Like Celebrity."*, basım yeri bilinmiyor: New York Times.

ELIZABETH, M. P., 2001. **Media effects and society**, Newyork: McGrawhill.

GAN, W., 2006. **Effectiveness of Celebrity Endorsement Advertising in Chinese Marketplace**, basım yeri bilinmiyor: University of Nottingham.

GAURAV, P., 2016. **Why do some people worship celebrities and famous people?: Why do people love celebrities?.**, basım yeri bilinmiyor: yazarı bilinmiyor

GERBNER, G., 1977. **Mass Media policies in changing cultures**, New York:

yazarı bilinmiyor

HOFFNER, C. & CANTOR, J., 1991. **Perceiving And Responding To Mass Media Characters**, basım yeri bilinmiyor: Responding to the screen: Reception and reaction process.

KELLER, K. L., 2013. **Strategic brand management: Building, measuring and managing brand equity.**, Essex: Pearson Education.

KOTLER, P., 2008. **Principles of Marketing (4th Ed)**, New Delhi : yazarı bilinmiyor

LANCASTER, G., 2005. **Research Methods in Management: A Concise Introduction to Research in Management and Business Consultancy.** basım yeri bilinmiyor:Oxford: Elsevier Butterworth-Heineman.

LEARY, M. R., 2004. **Introduction to Behavioral Research Methods**, Boston: Pearson Education.

LEEDY, P. D. & ORMROD, J. E., 2001. **Practical Research: Planning and Design**, New Jersey: Pearson.

LİU, C., 2005. **Olympic Hero to Front Rejoice Advertising**, Hong Kong: Media.

MCGUIRE, W. J., 1985. **Attitudes and attitude change**, basım yeri bilinmiyor: The handbook of social psychology.

OLENSKI, S., 2016. **How brands should use celebrities for endorsements**, basım yeri bilinmiyor: Forbes.

SCHIFFMAN, L. G. & KANUK, L. L., 2014. **Consumer behaviour: Global and South African perspectives**, basım yeri bilinmiyor: Pearson.

SOLOMON, M., BAMOSSY, G. & ET AL., 2002. **Consumer Behaviour: A European Perspective**, NJ: Prentice Hall Financial Times,. 2nd edition.

SOLOMON, M. R., 2011. **Consumer behavior: Buying, having, and being**, basım yeri bilinmiyor: Prentice Hall.

SPECTOR, P. E., 2000. **Industrial and Organizational Psychology-Research and Practice**, Boston: John Wiley And Sons.

TİLL, B. D. & SHİMP, T. A., 1995. **Can negative celebrity information hurt the endorsed brand?**, basım yeri bilinmiyor: Proceedings of AMA Winter

Educators Conference, American Marketing Association.

WESTEN, D., 1999. **Psychology; Mind, Brain and Culture. (2nd Ed)**, New York:
John Wiley & sons.

ZIKMUND, W. G., 2003. **Business Research Methods**, Ohio: Thomson-South-
Western..

APPENDIX

APPENDIX A Questionnaire

APPENDIX B Ethical Approval Form

APPENDIX A Questionnaire

QUESTIONNAIRE / SURVEY /IMPLEMENTATION PERMISSION FORM

02/02/2022

1) Student Information:

Name and Surname	Behshtarukhsar Abbasy	Department	Business Administration
Student Number:	Y2012.130042	Program	Master's degree
Thesis Supervisor	Assist. Prof. Dr. Murat UNANOĞLU	Type	Questionnaire(✓) Survey () Implementation ()

2) Thesis Information:

Thesis Topic:	The Impact of Consumer Buying Behavior on Beauty Products Through Celebrity & Influencer Endorsement Marketing in Subcontinent
Surveys to be conducted:	Researcher Will Collect The Data
Surveys conducted before:	The researcher already collected half of the data
Is there any permission from person or organizations conducting the survey before?	The researcher emailed the person who conducted the survey before, once get reply will share.
The organizations or people that the survey will be conducted. (The places should be written one by one):	
1. Afghanistan	6.
2. Pakistan	7.
3. India	8.
4.	9.
5.	10.

Signature

Student Name and Surname

Behshtarukhsra Abbasy

Signature

Thesis Supervisor Name and Surname

Assist. Prof. Dr. Murat UNANOĞLU

Attachment: Thesis Proposal,

**The Impact of Consumer Buying Behavior on Beauty Products Through Celebrity & Influencer Endorsement Marketing in Subcontinent
Questionnaire**

Dear Respondents,

This research is being carried out as a part of my thesis leading to the MBA Program's course work at the Istanbul Aydan university. This is research on The Impact of Consumer Buying Behavior on Beauty Products Through Celebrity & Influencer Endorsement Marketing in the Subcontinent. This is entirely academic research and any information that you share will be used with complete anonymity and professional confidentiality. Your name, and institute will not be identifiable in the data set or the findings. However, if you would like the general findings of this research will be provided to you through email. Your generous contribution would be helpful for the completion of this research. Hoping to see your positive response. Please provide your contact details if you would like us to share general and anonymous findings of this research.

Name: Behshtarukhsar Abbasy

Email address: behshtarukhsarabbasy@stu.aydin.edu.tr

Contact No: 00905318718611

Istanbul Aydin University

Istanbul Turkey

Please provide the phone with information

Name:

Institute Name:

Gender: Male Female

You're Qualification: Inter Undergraduate Graduate PhD

Thank you for your precious time!

This questionnaire was driven from the research conducted by: (Chavadi, Sirothiya, Vishwanatha, & Yatgiri, 2021)

1. ENDORSEMENT TYPE,

- Q1. The endorser in the advertisement is classy and attractive
- Q2. The endorser in the advertisement is reliable and trustworthy
- Q3. The endorser carries the required knowledge and expertise (celebrity)

2. PRODUCT INVOLVEMENT,

- Q4. Products shown in the advertisements require a detailed inquiry before making a purchase/Products shown in the advertisements does not require a detailed inquiry before making a purchase
- Q5. Products shown in the advertisements put customers into convoluted thinking process before making a purchase/Products shown in the advertisements requires a simple thought process before making a purchase
- Q6. Products in the showed ads require cautious thought and carry high risk before making a purchase/Products in the showed ads does not require careful consideration and carry low risk before making a purchase.

3. ATTITUDE TOWARDS THE ADVERTISEMENT,

- Q7. I like ads featuring the endorsers
- Q8. Ads featuring endorsers are interesting and creative
- Q9. Ads featuring endorsers are pleasant

4. ATTITUDE TOWARDS THE BRAND

- Q10. I like endorsed brands
- Q11. I feel endorsed brands are of good quality
- Q12. Items I feel endorsed brands are pleasant

5. PURCHASE INTENTION,

- Q13. I intend to purchase endorsed brands
- Q14. I am contemplating to purchase endorsed brands in the next three months
- Q15. I would enthusiastically search for the endorsed brand in the retail outlet

APPENDIX B Ethical Approval Form

Evrak Tarih ve Sayısı: 13.03.2023-80911



T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı :E-88083623-020-80911
Konu : Etik Onayı Hk.

13.03.2023

Sayın BEHSHTARUKHSAR ABBASY

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 02.03.2023 tarihli ve 2023/02 sayılı kararıyla uygun bulunmuştur. Bilgilerinize rica ederim.

Dr.Öğr.Üyesi Mehmet Sencer GİRGİN
Müdür Yardımcısı

Bu belge, güvenli elektronik imza ile imzalanmıştır.

Belge Doğrulama Kodu : BS44CJCLK2 Pin Kodu : 95062

Belge Takip Adresi : <https://www.turkiye.gov.tr/istanbul-aydin-universitesi-ebys?>

Adres : Beşyol Mah. İnönü Cad. No:38 Sefaköy , 34295 Kütükkçekmece / İSTANBUL

Telefon : 444 1 428

Web : <http://www.aydin.edu.tr/>

Kep Adresi : iau.yazisleri@iau.hs03.kep.tr

Bilgi için : Tuğba SÜNNETCI

Unvanı : Yazı İşleri Uzmanı

Tel No : 31002



RESUME

Name Surname: Behshtarukhsar Abbasy

Education:

2020-2023 Istanbul Aydin University-Master of Business Administration, Business Department

2014-2017 Kabul University-Bachelor of Economics Finance and Banking Department

Work Experience:

2015-2017 Finance Officer-Watch for Basic Right Afghanistan Organization

2018-2018 Licensing Support Officer-Ministry of Industry and Commerce

2018-2019 Follow-up officer for Council of Ministers resolution-Directorate Chief of staff-Ministry of Finance

2020-2020 Budget execution specialist-Directorate of Budget-Ministry of Finance

2022-2023 Finance Officer Volunteer-Peacebuilding, Humanitarian Services & Development Assistance Organization (BARINAK)

Languages:

-Persian: Native Language

-English: Advanced

-Turkish: Intermediate

-Urdu: Intermediate

-Pashto: Intermediate

Skills:

- Communication, Teamwork, Flexibility
- Computer skills (Microsoft Office) and others