

**The Impact of Celebrity Endorsement on Consumer Purchase Pattern: A study of Telecom
Sector of Pakistan**

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Dedication

This thesis is dedicated to my grandparents and parents for their endless love, support and encouragement.

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Abstract

The main purpose of the study is to perform an in-depth examination of the association between the concepts of celebrity endorsement and consumer purchase pattern in context of telecom sector of Pakistan. The study endeavors to determine how the two dimensions of celebrity endorsement (credibility and attractiveness), influence the purchase pattern of consumers. To efficiently achieve the purpose of study, first the study presents the cogent and complete analysis of the previous studies conducted on the dimensions covered in this thesis. Secondly, the study empirically finds the influence of celebrity endorsement on consumer's purchase pattern and adopts two models, that is Source Credibility Model (Hovland et al., 1953) and Source Attractiveness Model (McGuire, 1985). Positivist paradigm is being followed in this study. The unit of analysis includes consumers and the target population is limited to the consumers of telecom organizations of Pakistan. Two hundred and forty four (244) respondents make the sample size of the study drawn through convenient sampling technique. A survey research approach has been followed and self-administered questionnaires are used as instrument to collect the data from respondents. Results of the study signify that the celebrity endorsement and its dimensions have a significant positive impact on consumer's purchase pattern in Pakistan.