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**THE EFFECT OF INFLUENCER VS CELEBRITY MARKETING ON
CONSUMER PURCHASE INTENTION OF PAKISTAN: PRODUCT
ENDORSER FIT AS A MODERATOR**



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ABSTRACT

This study aims to investigate the effect of influencer and celebrity marketing on consumer purchase intention in Pakistan, with product endorser fit as a moderator and credibility as a mediator, respectively. The use of social media influencers and celebrities as brand endorsers have become a popular marketing strategy in recent years, but little is known about how these endorsements impact consumer purchasing behavior in Pakistan.

To address this gap in the literature, this research employs a quantitative research method using an experimental survey instrument to gather data from a sample of Pakistani consumers. The survey measures participants' perceptions of influencer and celebrity endorsements, as well as their intentions to purchase the endorsed product. Additionally, the survey assesses participants' perceptions of the product endorser fit and credibility of the influencer or celebrity.

The collected data is analyzed using spss software and statistical techniques like two way anova to determine if there is a significant difference in the effectiveness of influencer vs celebrity marketing on consumer purchase intention. Furthermore, the moderation and mediation testing analyzed if product endorser fit moderates and credibility mediates the relationship between influencer or celebrity endorsement and consumer purchase intention, respectively.

The findings of this study provided the insight into the current marketing landscape in Pakistan and contribute to the understanding of how product endorser fit and credibility affect the effectiveness of influencer and celebrity endorsements on consumer purchase intention. Additionally, this study provides valuable information for marketers, who are looking for effective ways to influence consumer purchase intention through influencer and celebrity endorsements in Pakistan.

Overall, this study doesn't not only provide valuable insights for marketers and researchers in Pakistan but also for other countries where the use of social media influencers and celebrities as brand endorsers is prevalent. The results adds to the existing body of knowledge on the topic and provide a foundation for future research in this area.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND

The use of influencers and celebrities as product endorsers has been a popular marketing strategy for businesses for many years. The rise of social media has made it easier for influencers and celebrities to reach a wider audience, leading to an increase in the use of these endorsers in marketing campaigns. However, the effectiveness of influencer and celebrity endorsements in different cultures and contexts is still not well understood. It has gotten more challenging for companies to be recognized by consumers, or more particularly, by potential consumers, as the digital and marketing evolution is expanding day by day and has become so broad and overrun with every sort of advertisement whether it is online, print, or TV.

Influencer marketing, defined as "the process of identifying, researching, engaging, and supporting the people who create high-impact conversations with customers about your brand, products, and services" Brennan (2018), has become increasingly popular as a way for businesses to reach consumers through social media platforms such as Instagram and YouTube. Influencers, also known as "micro- influencers," are individuals who have a large following on social media and are able to influence their followers' purchasing decisions through their content and recommendations. Consumers stated that they were willing to listen to the advice of influencers, according to research conducted by Berger and KellerFay Group (2016), drawn a conclusion that influencer endorser had better credibility and knowledge. Although influencers are employed to increase brand engagement and attract new customers, it can be difficult to pinpoint the precise type of endorser who could have the greatest impact on a certain targeted audience and successfully spreading the ideal brand message (Wong, 2018). Influencer marketing is touching peak of success more and more because of following factors which includes high number of return on investment, authentic reliable content, and better engagement performed with appropriate targeted audiences, and nearly realistic consumer feedback.

On the other hand, companies use famous people from a specific industry in their advertising campaigns. Celebrity endorsements, which involve the use of famous individuals to promote a product or brand, have been used for decades in traditional forms of advertising such as television and print media. Celebrity endorsements are often used by companies to increase brand awareness and credibility, and to appeal to the target market's aspirations and values.

As a result of the celebrity endorsement and the product's promotional elements, consumers are more likely to choose one brand among a wide range of options. Even though it may seem fairly simple, the desirable end outcome of such huge level campaigns and the required parameters in touching the desired result actually require a thorough understanding of the service and a product, the objective of a brand, the choice of an endorser, tying the endorser to the brand, and a process for evaluating the effectiveness.

"A company can hire a celebrity. Which is quite simple. Able to bound a celebrity to align with the brand personality, to the right extent, at the right moment, and for the right reason, in the right way...that is not easy." (Rafique, 2019)

Recent research has shown that the effectiveness of influencer marketing may be greater than that of celebrity endorsements in certain contexts. For example, a study by Kietzmann et al. (2018) found that influencer marketing is more effective than celebrity endorsements in building brand awareness and driving purchase intention in the fashion industry. However, the authors note that the effectiveness of influencer marketing may depend on the level of fit between the influencer and the product or brand being endorsed.

Product-endorser fit refers to the degree to which the characteristics of the endorser match those of the product or brand being endorsed. A high level of fit between the endorser and the product is thought to lead to greater credibility and trust in the endorsement, and thus a greater impact on consumer purchase intention.

In the Pakistani context, a study by Iqbal, Raza, and Zafar (2020) found that both influencer and celebrity endorsements have a positive impact on consumer purchase intention for consumer goods in Pakistan. However, the study did not examine the moderating effect of product-endorser fit on the relationship between endorsement type and purchase intention.

When respondents believed that Endorsers were promoting false information and advice, particularly in the beauty categories, they stopped following the influencers. Credibility was therefore a key factor in influencer and celebrity marketing. Therefore, the goal of this study is to make comparisons between celebrities and influencers who can be used to engage with consumers and foster relationships and empathy. However, using the proper Endorser for a given product category is crucial since personal relevance is more significant than peer influence. Finding relevant relevant endorser for the chosen target audience who can advance the brand story while developing a close relationship with the followers will therefore be a difficult issue for marketers.

1.2 Problem Statement

In the current era where every marketer or brand focuses on marketing its product/services through influencer marketing on social media and celebrity marketing on electronic and social media both but on the other hand it is widely observed that sometimes such endeavor works and sometimes it fails drastically. This un-predictability raises a question i.e. “How do influencer and celebrity marketing influence consumers purchase intention and what are factors associated with influencer and celebrity which play an important part in shaping customer’s Intention to purchase in Pakistan”?

On the other hand, the real problem that is addressed in our research is that how is influencer and celebrity marketing affecting the consumer purchase intention differently in Pakistan and we have also evaluated that how factors associated with celebrity and influencer like credibility and product endorser fit can influence the customer purchase intention positively and negatively.

1.3 Research Gap

Researches have been conducted on the effects of online advertising on purchase intention of customer mostly including the impact of social media influencer marketing on purchase Intention of consumer (Tapinfluence, 2017). Impact of celebrity advertisement on purchase intention (Erz and Christensen, 2018) has been done as well but no such research has been conducted in the past where “the effect of Influencer vs celebrity marketing on consumer Purchase intention in Pakistan: Product endorser Fit acting as a moderator” has been as taken into consideration. All the current research paper focuses on the generic online influencer advertising impact on the consumer purchase behavior that how advertising through influencers will help in increasing the sales by affecting the consumer behavior (Spry et al., 2018). Our research will incorporate the Influencer Vs Celebrity Marketing that how they affect the consumers purchase behavior which helps the brand in directly reaching out to those customers who could be the potential customers in the nearby future and can affecting the consumer behavior positively and leading to improving the brand awareness, recognition and overall market share of an organization.

1.4 Research Questions

1. How does celebrity marketing influence consumers purchase intentions in Pakistan?
2. Does influencer marketing affects the purchase intention of consumers?
3. How credibility of the celebrity and influencer affects the purchase intention of customer?
4. How Product endorser fit with reference to endorser type impacts the purchasing intention of consumers in Pakistan?

1.5 Research Objectives

- To examine influencer marketing that affect the purchase intention of consumers.
- To examine the impact of celebrity marketing on consumer purchase intention in Pakistani market.
- To determine the impact of Product endorser fit on purchase intention of consumers in Pakistan.
- To determine the impact of media Credibility on purchase intention of a consumer.

1.6 Significance of the study

The impact of Endorse (Celebrity and Influencer) marketing on purchase intention of consumer toward various brands throughout Pakistan will be uncovered, emphasized, and analyzed through the thorough research on "the effect of Influencer vs celebrity marketing on consumer Purchase intention in Pakistan: Product endorser Fit as a moderator."

This study will assist Pakistani brands and businesses in selecting the best match for their goods, assisting them in raising brand awareness and cultivating a sense of perceived relevance among their target market. By examining the effects of trustworthiness and product endorser fit, the study has added to the body of knowledge and will help students comprehend how celebrity vs influencer marketing affects customer buy intentions in Pakistan.

However, using the proper endorsers for a given relevant product category is crucial since a person who can relate to the product and endorser and a brand is more significant than peer influence. Finding relevant endorsers for the chosen targeted audience in Pakistan who can advance the brand communication and story while developing a close relationship with the followers will therefore be a difficult issue for marketers.

1.7 Operational Definitions

Table 1.1 Operational Definitions of the Variables

Variable	Operational Definition
Celebrity	A celebrity is defined as an individual who has achieved a high degree of fame or public recognition, typically as a result of their work in the entertainment industry or in the public eye. Celebrity endorsements involve the use of famous individuals to promote a product or brand, and it is often used by companies to increase brand awareness and credibility, and to appeal to the target market's aspirations and values (Erdogan, 1999).
Influencer	An influencer is defined as an individual who has a large following on social media platforms such as Instagram, TikTok, YouTube and Twitter. They use their platforms to create and share content, which may include sponsored posts, product reviews and recommendations. Influencer marketing is the process of identifying, researching, engaging, and supporting the people who create high-impact conversations with customers about your brand, products, and services (Brennan, 2018).
Credibility	Credibility refers to the extent to which an individual, source or message is perceived as trustworthy, honest, and believable by the target audience. Credibility is an important aspect of persuasion as it increases the likelihood that the message will be accepted by the target audience (Meyers-Levy & Maheswaran, 1997).
Product Endorser Fit	Product-endorser fit refers to the degree to which the characteristics of the endorser (i.e. celebrity or influencer) match those of the product or brand being endorsed. A high level of fit between the endorser and the product is thought to lead to greater credibility and trust in the endorsement, and thus a greater impact on consumer purchase intention (Ohanian, 1991).
Purchase Intention	Purchase intention refers to an individual's cognitive and behavioral intentions to buy a product or service in the future. Purchase intention is often used as a predictor of actual purchase behavior (Fishbein & Ajzen, 1975).

CHAPTER 2

Literature Review

2.1 Endorser Type

Celebrities are widely known, famous and recognized people in their experience related domains who not only enjoy widespread recognition but also possess the capability to have a great impact on their viewer's lifestyles (Spry et al., 2018). A celebrity can be a performer, famous athlete, reputable actor, or an actress, and others who have created a name in the public because of their achievements in the respective domains other than soughing to promote or endorse any specific product and services. Products and services can be endorsed by celebrities, experts, influencers, and lay endorsers which mostly predicts the concept regarding the personality of the endorser which matches the personality of products that are being endorsed by the celebrity (Tagg, 2021). Endorsing a brand plays a huge role in developing brand communication, which helps in empowering the endorser to protray itself as the brand's ambassador paving the way to communicate much-needed information about the brand product and services to its customers in various forms (Patra & Datta, 2020). Moreover, celebrity endorsement not only have an impact on the advertising effectiveness but also many other important factors which include recognition of the brand, customers' ability to brand recall, effect on consumer purchase behavior, and overall customers intention towards apurchase (Spry et al., 2018). The above mentioned concept easilyexplains that the customers always wanted to be associated with the brand's products and services whichare being advertised by the celebrities and therefore, helps the consumers in recalling the message being communicated by the brands which directly affects the consumer short and long-run purchase intention. But On the other side celebrity marketing, emphasizes the fact that the consumers know that these celebrity endorsements are paid and these products and services are being endorsed on a monetary basis which somehow affects the consumer purchase intention (Friestad and Wright, 1994).

On the other hand, Influencer marketing has become a crucial strategy for businesses looking to spread their message to their target demographic (Smart Insights, 2017). Social media influencers, in particular, serve as dynamic forms of third-party endorsements in the age of the internet (Freberg et al., 2011). These individuals utilize a variety of social media channels, such as Facebook, Instagram, Twitter, and YouTube, to keep their followers informed about new products and promotions (Markethub, 2016). The frequent updates provided by these influencers allows them to engage with their followers and keep them

up to date with the latest news (Liu et al., 2012). In the realm of marketing, endorsement plays a significant role in accomplishing a company's aims and maintaining a positive reputation (Freberg et al., 2011). Compared to other marketing tactics, such as celebrity endorsements, social media influencers have emerged as a preferred choice in recent years, being deemed as both affordable and successful marketing trends (Harrison, 2017; Patel, 2016; Talaverna, 2015). Additionally, social media influencers are able to provide convincing results in terms of media coverage and customer persuasion (Booth and Matic, 2011). However, there is currently a lack of research on the subject of social media influencers (Godey et al., 2016).

According to the principles of influencer marketing, businesses typically appoint social media influencers as their brand ambassadors, such as bloggers with thousands of followers on social media (Tapinfluence, 2017). A survey of followers found that 82% of customers are more likely to trust the words of their favorite influencers (Talaverna, 2015). This is evidence that the messages promoted by social media influencers are frequently seen as more credible and compelling by consumers. Influencers are also seen as more credible, trustworthy, and knowledgeable than celebrity endorsement promotion strategies (Berger et al., 2016), particularly for companies targeting younger consumers. According to a Nielsen marketing survey, influencer marketing produces returns on investment (ROI) that are 11 times higher than traditional digital marketing (Tapinfluence, 2017). Additionally, social media influencers are particularly effective in promoting product engagement and brand loyalty (Tapinfluence, 2017), as they are able to communicate better with a specific niche. Companies believe that endorsements can guarantee the trustworthiness of product information (Amoateng and Poku, 2013; Sassenberg et al., 2012). As a result, social media influencers have become more in-demand as brand endorsers, particularly among new and small online virtual stores. A survey conducted by Media Mix Marketing found that almost 80% of online marketers said that social media influencers are prospective endorsers who help their online businesses grow (Forbes, 2017). These statistics support the ability of social media influencers to increase consumers' willingness to make purchases. Additionally, recent statistics on influencer marketing showed that an estimated 50% of firms increased their budget allocation for hiring social media influencers to market their products (Forbes, 2017).

H1: Influencer marketing has more positive effect on the purchase intention of consumer.

2.2 Credibility

Endorser credibility is a process that also has a significant impact on how the relationship created among the celebrity, influencer and marketing efficiency develops (Sternthal, Phillips, and Dholakia 1978; Ohanian 1991). Studies on the effects of endorsement have generally shown that consumers are more likely to have a favorable opinion of businesses and products when they are supported by celebrities they perceive to be more (Erdogan 1999; Bergkvist and Zhou 2016). A credible endorser has greater persuasive power to influence consumer purchase intentions than a non-credible celebrity in the traditional sort of marketing that uses celebrities (e.g., Priester and Petty 2003). On the other hand, research into the effects of influencer marketing in the context of electronic word-of-mouth demonstrates the importance of endorser credibility on the impact of word-of-mouth and purchase intentions (Reichelt, Sievert and Jacob 2014; Erkan and Evans 2016). The findings from Chapple and Cownie (2017) and Djafarova and Rushworth (2017) centered on the idea that the consumer's cognitive buying behavior is greatly influenced by the influencer's legitimacy. We think that influencers are more credible than celebrities based on the research that is currently available. First off, influencers post consumer-focused product reviews, testimonials, and advice on their social media channels. For instance, when beauty influencers evaluate various makeup brands and items on their accounts, the majority of these evaluations are often sincere and honest, but some of them are sponsored by companies. (Evans et al. 2017). Contrarily, the public is aware that celebrities receive payment for reviewing products. (Friestad and Wright, 1994). Second, compared to superstars, influencers frequently advertise goods in genuine, everyday situations, which may boost impressions of trustworthiness. Discovered that bloggers appear reliable since they post about specific brands to show that they have used the things themselves. Russell and Rasolofoarison (2017) showed that celebrities are viewed as more credible than more commercial types of endorsement when they do it in a more genuine way, such as by interacting with the product in a real-life environment. Therefore, customers may be more inclined to believe that an influencer's support of a product than a celebrity's support is due to the endorser's sincere belief in the product's benefits. Third, an essential component of influencers' success is that they were able to build a career by committing oneself to a certain field of interest and developing their own line of work as an expert (Erz and Christensen, 2018). Influencers may be more likely than traditional celebrities to be viewed as knowledgeable about goods and services in their areas of interest due to their self-declared expertise. These arguments lead us to the following hypothesis.

H2: Credibility mediates the relationship between the celebrity, influencer, and consumers' purchase intention.

2.3 Product-Endorser fit

Research has shown that celebrity endorsements can increase brand awareness and purchase intent (McCracken, 2020). Additionally, influencer endorsements have also been found to have a positive effect on consumer purchase intention (Chung and Lee, 2018).

However, not all celebrity and influencer endorsements are created equal. A key factor that can impact the effectiveness of an endorsement is the "fit" between the endorser and the product being endorsed. Studies have found that when there is a high degree of similarity or "fit" between the celebrity or influencer endorser and the product, the endorsement is more likely to be seen as credible and effective (Cornwell, 2021). This is known as "endorser fit" and has been shown to positively influence consumer attitudes and purchase intentions (Banerjee, 2019).

Chung and Lee (2018) found that influencer endorsements that were perceived as authentic and had high brand-influencer fit led to greater consumer trust and purchase intentions. Similarly, Lin (2018) found that when consumers perceived a high degree of similarity between the influencer and the product, they were more likely to have positive attitudes towards the product and a higher likelihood of making a purchase. Grier and Brinberg (2017) also found that the congruence between the endorser and the product was positively related to consumer attitude and purchase intention.

Overall, the literature suggests that both celebrity and influencer endorsements can be effective in influencing consumer purchase intentions, but that the fit between the endorser and the product is a key determinant of the effectiveness of the endorsement. The studies also suggest that both celebrity and influencer endorsements are positively related to consumer attitudes and purchase intentions. Therefore, a good fit between the endorser and the product could be more crucial for influencers and for celebrities, leading to the following theory:

H3: product endorser fit moderates the relationship between the celebrity, influencer, and consumers' purchase intention.

2.4 Purchase Intention

The intention to purchase a product from the market is referred to as purchasing intention. This occurs

when a customer feels a need, want, or desire for a particular product or service. The process of purchasing intention involves evaluating different products and considering various options before making a decision. This may involve comparing different brands and evaluating factors such as pricing and feasibility. The final decision is based on a combination of external and internal evaluations of the product's suitability for the customer's needs. In short, purchasing intention is a phenomenon in which customers consider and ultimately choose a product or service to fulfill a need or desire (Keller, 2001). One way companies can attract customers to their products is by featuring celebrities in advertisements. Seeing a celebrity in an ad can make it more memorable and help associate the brand with the celebrity. Sales departments may use celebrities to try to manipulate customers into wanting to purchase a product by making them feel that using the product will make them more like the celebrity. Essentially, the use of celebrities in advertising can be a powerful tool for influencing customer purchasing intentions and affect the overall experience (Haghirian and Madlberger, 2017). The buy intent of customers is significantly influenced by both the attractiveness generated by a celebrity endorsement and of the product. The likelihood of a customer buying a product is determined by their level of purchasing intention, which can be influenced by factors such as external knowledge and customer reviews. If a customer has a strong intent to purchase, they are more likely to buy, while a weaker intent to purchase decreases the chance of a sale. Factors like price can have a significant impact on the customer's purchase intention (Alford and Biswas, 2019).

When enough information has been obtained, customers will evaluate and compare other options. The level of purchase intention is frequently used to understand a customer's buying behavior. Customers often refer to their previous purchases as a reference when deciding what products to buy in the future (Bradmore 2016). Another study examines the factors that affect the purchase intentions of customers who are interested in the Bono brand of tiles. The research used factor analysis and multiple regression analysis to analyze the survey data, the outcome of the study showed that product quality, brand name, and advertising had the greatest impact on customers' purchase intention, while packaging and pricing had little to no impact (Mirabi, 2015). When a customer has determined a strong intention to purchase a product, the packaging and pricing become less important factors. The customer's underlying needs, wants, and desires are the most important and decisive factor when making a final purchase decision as they have psychological attributes that help guide the decision-making process.

The use of celebrity endorsements in advertising has become increasingly popular, owing to the allure of famous figures and the novelty of the approach. Research indicates that these endorsements can have a significant impact on how customers perceive a brand and how they behave as consumers. The three

factors that have the most positive effect on customer's attitude toward a product are: the match between the celebrity and the brand/product, the celebrity's trustworthiness, and the celebrity's expertise. The studies also found that these qualities of celebrities can lead to favorable associations with the brand and can influence purchasing behavior. Furthermore, the study carried out in Vietnam showed that customer's attitude toward the brand plays an important role in the customers purchase intention (Nguyen, 2016). The willingness of customers to buy a product can be inferred from their attention to an endorsed product, and their experiences with it. Recently, purchase intent has come to be understood as a customer's willingness to invest in a specific brand or product by spending money on it (Belch et al., 2004).

According to Wenqian Gan (2021) research studies the attitudes of Chinese customers towards celebrity and non-celebrity advertisements. The results show that Chinese customers tend to prefer ads that feature celebrities. They also prefer celebrities that have high levels of professional competence, even if other factors like physical appearance, positive attitude and good career history are present. Additionally, customers tend to view brands as higher quality when they are endorsed by someone they trust. According to Tsotsou (2017) marketing professionals and researchers, the perception of quality of a product can have a significant impact on its success in the market. The perception of quality is one aspect of brand equity, which may influence customers' purchasing decisions and brand loyalty (Olsen, 2002)

2.5 Theoretical Framework:

This theoretical framework suggests that the independent variable is the use of an influencer or celebrity as a product endorser, the dependent variable is the consumer's purchase intention, the moderator is the fit between the influencer or celebrity and the product being endorsed, and the mediator is the credibility of the endorser.

The fit between the influencer or celebrity and the product being endorsed is thought to moderate the relationship between the independent and dependent variables, meaning that if the fit is high, the relationship will be stronger, and if the fit is low, the relationship will be weaker.

The credibility of the endorser is thought to mediate the relationship between the independent and dependent variables, meaning that it is believed to be the mechanism through which the influencer or celebrity's endorsement affects the consumer's purchase intention.

This theoretical framework can be used to analyze the effectiveness of using influencers and celebrities as product endorsers, and to determine the factors that contribute to the success of such endorsements.

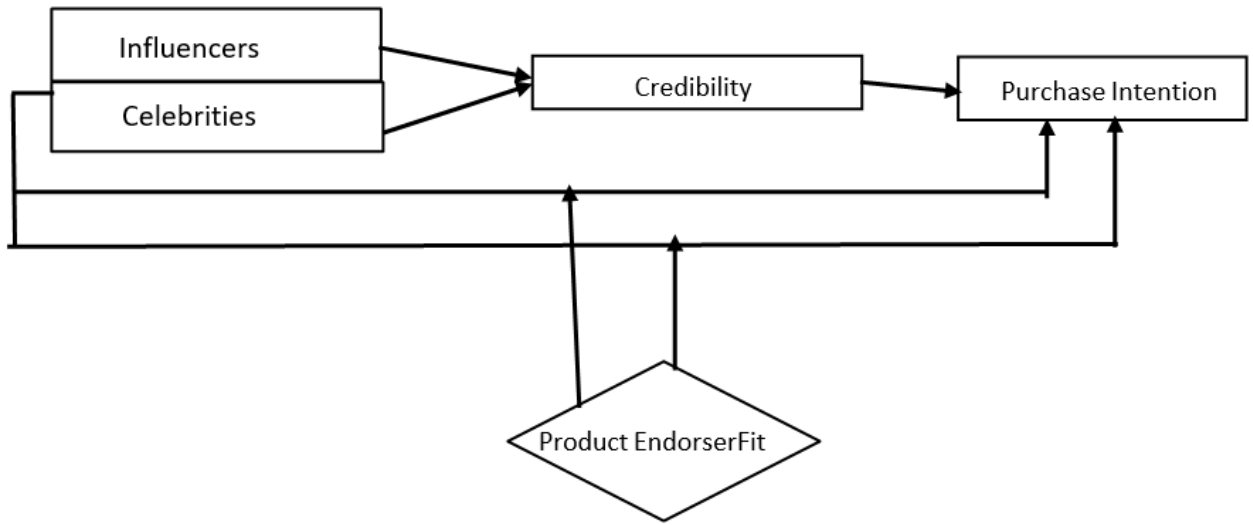


Figure 1.1 Theoretical Framework

Chapter 3

Methodology and Research Design

3.1 Methodological Approach

The aim of this research is to experimentally collect the data and test the hypothesis and the relationship between the variables formed in our theoretical model which was developed from prior studies. In this research a one or more independent variables is manipulated in order to observe the effect on one or more dependent variables. The goal of this experimental research is to establish cause-and-effect relationships between variables, by controlling other factors that might influence the outcome. Considering the research questions, the author decided to adopt a quantitative research approach.

3.2 Research Purpose:

The main objective of this research is to investigate and analyze the impact of Influencer vs celebrity marketing on consumer Purchase intention in Pakistan: Product endorser Fit as a moderator. The nature of this study is cross sectional.

3.3 Research design:

The research design for this study is an experimental design, which is a powerful method for establishing cause-and-effect relationships between variables. The study aims to examine the effect of influencer vs celebrity marketing on consumer purchase intention in Pakistan and product endorser fit as a moderator.

The independent variable in this study is the type of marketing, which includes two levels: influencer marketing and celebrity marketing. Participants will be randomly assigned to different groups, one group will be exposed to influencer marketing and another group will be exposed to celebrity marketing.

The dependent variable in this study is consumer purchase intention, which will be measured using standardized measures such as the Fishbein-Ajzen Model or Theory of Reasoned Action. Participants will be asked to indicate their level of intention to purchase the product after being exposed to the marketing materials.

Product endorser fit will act as a moderator variable, which is a variable that can influence the relationship between the independent and dependent variables. Participants will be asked to rate the fit between the product and the endorser on a Likert scale, which will be used to determine if the fit is high, moderate or low.

3.4 Survey Design

Survey design is an important aspect of experimental research, as it determines how the data will be collected and analyzed. In this specific research, the survey was designed to investigate the effect of different types of product endorsers (celebrities and influencers) on consumer purchase intention, and how product endorser fit (good or bad) moderates this relationship.

The survey consisted of four different ads, two of which featured celebrities (one with a good product endorser fit and the other with a bad product endorser fit) and two of which featured influencers (one with a good product endorser fit and the other with a bad product endorser fit). Participants were asked to view these ads and then complete a survey measuring their purchase intention, as well as their perceptions of the product endorsers' fit with the product.

3.5 Unit of Analysis:

The unit of analysis is individual with each participant forming the segment of the population. Every participant must be aware of influencer and celebrity marketing. Data was collected for a period of one month, from both genders.

3.6 Population and Sampling

In this research, the sampling techniques used were Convenience sampling and simple random sampling. This method was used because time and resources were limited and it is not feasible to sample every individual in the population. However, the results of this sampling method may not be generalizable to the larger population.

Simple random sampling, on the other hand, is a technique which was used so that the participants could be selected randomly from a larger population. This method ensured that every individual in the population had an equal chance of being selected. This sampling technique helped to reduce bias and increases the representativeness of the sample.

Data was collected through online questionnaires that were constructed on Google Forms with questions adopted from previous research papers.

3.7 Sample Size

The sample size for the experimental based research was 301 participants. The sample size of 301 is considered to be adequate for this type of research, as it allows for a sufficient amount of data to be collected and analyzed. A larger sample size would have been ideal, but it would also increase the cost

And time required for data collection. The sample size of 301 strikes a balance between the need for a large enough sample to draw statistically significant conclusions and the feasibility of the study.

Additionally, the twin cities of Pakistan were chosen as the location for data collection. These cities are highly populated, urban areas, which allowed for a large number of participants to be conveniently recruited. Furthermore, these twin cities have diverse population, which is important for experimental research because it increases the generalizability of the findings. The study aimed to gather data from a diverse population to ensure that the results are representative of a larger population and not just a specific group.

3.8 Instrument:

The research instrument used in this study is a questionnaire that was developed by using different scales from past papers and literature. The questionnaire was divided into three parts, the first part of which focused on the designed advertisement of celebrity and influencer, while the second part asked questions about the dependent variable, independent, moderating, and mediating variables. All the items used in the questionnaire were validated scales and were slightly modified to meet the requirements of the study. The variables were measured on a Likert scale, ranging from "strongly disagree" to "strongly agree." Finally, the last part of the questionnaire consisted of demographic information such as gender, age, education, income level, and occupation of the respondents.

Table 3.1 Research Instrument

S.No	Variable	Items	Source	Validated
1	Endorser Type	2	Alexander P. Schouten (2019)	Ohanian, R. (1990).
2	Product Endorser Fit	4	Alexander P. Schoutent (2019)	Ohanian, R. (1990).
3	Credibility	13	Ohanian (1990)	Ladhari et. Al (2019)
4	Purchase Intention	4	k.Osei-Frimpong (2019)	Ohnanian (1990)

3.9 Data Analysis Strategy:

The data analysis strategy used in this study was designed to provide a comprehensive examination of the relationships between the variables under investigation. The results were analyzed using SPSS software, which is a widely-used statistical software package that is well-suited for a variety of data analysis tasks.

To begin, descriptive statistics were conducted to provide an overview of the data. This included measures of central tendency, such as the mean and median, as well as measures of variability, such as the standard deviation and range. These statistics provide a general sense of the distribution of the data and can be used to identify outliers or other unusual observations.

Next, Two-way ANOVA was conducted to examine the relationship between the independent and dependent variables, as well as the effect of any moderating variables. ANOVA is a statistical technique that is used to test for differences in means among different groups of data. It allows us to examine whether there is a significant difference in the means of the dependent variable between the levels of the independent variable, and also whether there is an interaction effect between the independent and moderating variables.

Frequencies were drawn out to test the hypotheses. It is a simple way to evaluate how often certain responses or outcomes occur in the dataset. It provides a summary of the data and highlights patterns or trends in the data.

Finally, advanced techniques such as Hayes' technique and bootstrapping were used for mediation analysis to further examine the relationships between the variables and to identify any potential mediating mechanisms. Mediation analysis is used to determine if a variable (the mediator) explains the relationship between an independent variable and a dependent variable. Hayes' technique provides a comprehensive set of procedures for testing the indirect effects of variables in a path model. Bootstrapping is a resampling technique that allows to estimate the sampling distribution of the estimated parameters, which is particularly useful when the sample size is small and the data does not meet the assumptions of normality and linearity.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 DEMOGRAPHICS DATA

4.1.1 Gender

The table represents the gender distribution of a sample population of 301 individuals, where 0 represents males and 1 represents females. The sample size is 300. The "Frequency" column shows different number of individuals in according to its category, the "Percent" column indicates the percentage of individuals in the sample that fall into each category, while the "Valid Percent" column and "Cumulative Percent" column show the percentage of individuals in the sample that fall into that category and all previous ones. The first category, "0", represents 48 individuals (15.9% of 300) who identify as Male. The second category, "1", represents 253 individuals (84.1% of 300) who identify as Female. The "Total" row confirms that all individuals are included in either of the two categories. It's clear that the table represents a sample population of 300 individuals, where 15.9% of them are Male, 84.1% are Female, and the total percent is 100%.

Table 4.1 Frequency Distribution of Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	48	15.9	15.9	15.9
Female	253	84.1	84.1	100
Total	301	100	100	

4.1.2 Education

The table represents the distribution of educational level of a sample population of 301 individuals, where 1 represents High school, 2 represents Bachelors degree, and 3 represents Masters degree. The "Frequency" column shows the number of individuals in each category, the "Percent" column indicates the percentage of individuals in the sample that fall into each category, while the "Valid Percent" column and "Cumulative Percent" column show the percentage of individuals in the sample that fall into that category and all previous ones. The first category, "1", represents 9 individuals (3.0% of 301) who have a High school education. The second category, "2", represents 157 individuals (52.2% of 301) who have a Bachelors degree. The third category, "3", represents 135 individuals (44.9% of 301) who have a

Masters degree. The "Total" row confirms that all individuals are included in one of the three categories. Overall, it appears that the majority of the individuals in this sample population have at least a Bachelors degree, with slightly more than half holding a Bachelors degree, and about 45% holding a Masters degree. Only 3% have a High school education.

Table 4.2 Frequency Distribution of Education

	Frequency	Percent	Valid Percent	Cummlative Percent
High School	9	3	3	3
Bachelor's Degree	157	52.2	52.2	55.1
Master's Degree	135	44.9	44.9	100
Total	301	100	100	

4.1.3 Age

The table represents the age distribution of a sample population of 301 individuals. The age groups are divided into the following categories: 15-20 (represented by 1), 21-25 (represented by 2), 26-30 (represented by 3), 31-35 (represented by 4), 36-40 (represented by 5), and above 40 (represented by 6). The "Frequency" column shows the number of individuals in each category, the "Percent" column indicates the percentage of individuals in the sample that fall into each category, while the "Valid Percent" column and "Cumulative Percent" column show the percentage of individuals in the sample that fall into that category and all previous ones. The first category, "1", represents 9 individuals (3.0% of 301) who are between the ages of 15-20. The second category, "2", represents 202 individuals (67.1% of 301) who are between the ages of 21-25. The third category, "3", represents 75 individuals (24.9% of 301) who are between the ages of 26-30. The fourth category, "4", represents 10 individuals (3.3% of 301) who are between the ages of 31-35. The fifth category, "5", represents 5 individuals (1.7% of 301) who are between the ages of 36-40. The last category, "6" represents people above 40 years old. The "Total" row confirms that all individuals are included in one of the six categories. Overall, it appears that majority of the individuals in this sample population are between the ages of 21-25, representing about 67% of the sample. The other age groups are represented in smaller percentages, with the least represented group being those above 40.

Table 4.3 Frequency Distribution of Age

	Frequency	Percent	Valid Percent	Cumulative Percent
15-20	9	3	3	3
21-25	202	67.1	67.1	70.1
26-30	75	24.9	24.9	95
31-35	10	3.3	3.3	98.3
36-40	5	1.7	1.7	100
Total	301	100	100	

4.1.4 Occupation

The table represents the occupation distribution of a sample population of 301 individuals. The occupation is divided into the following categories: student (denoted by 1), professional (denoted by 2), and others (denoted by 3). The "Frequency" column shows the number of individuals in each category, the "Percent" column indicates the percentage of individuals in the sample that fall into each category, while the "Valid Percent" column and "Cumulative Percent" column show the percentage of individuals in the sample that fall into that category and all previous ones. The first category, "1", represents 117 individuals (38.9% of 301) who are students. The second category, "2", represents 154 individuals (51.2% of 301) who are professionals. The third category, "3", represents 30 individuals (10.0% of 301) who fall into the "others" category. The "Total" row confirms that all individuals are included in one of the three categories. Overall, it appears that majority of the individuals in this sample population are either students or professionals, with students representing about 39% of the sample, and professionals representing about 51% of the sample. The remaining 10% of the sample falls into the "others" category.

Table 4.4 Frequency Distribution of Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	117	38.9	38.9	38.9
Professional	154	51.2	51.2	90
Others	30	10	10	100
Total	301	100	100	

4.1.5 Monthly Income

The table represents the distribution of the monthly income of a sample population of 301 individuals. The income is divided into the following categories: 25000-35000 (represented by 1), 35000-45000 (represented by 2), 45000-55000 (represented by 3), and more than 55000 (represented by 4). The "Frequency" column shows the number of individuals in each category, the "Percent" column indicates the percentage of individuals in the sample that fall into each category, while the "Valid Percent" column and "Cumulative Percent" column show the percentage of individuals in the sample that fall into that category and all previous ones. The first category, "1", represents 113 individuals (37.5% of 301) who have a monthly income between 25000-35000. The second category, "2", represents 29 individuals (9.6% of 301) who have a monthly income between 35000-45000. The third category, "3", represents 40 individuals (13.3% of 301) who have a monthly income between 45000-55000. The fourth category, "4", represents 119 individuals (39.5% of 301) who have a monthly income above 55000. The "Total" row confirms that all individuals are included in one of the four categories. Overall, it appears that majority of the individuals in this sample population have a monthly income above 55000, representing about 39.5% of the sample. The other income groups are represented in smaller percentages, with the least represented group being those with income between 35000-45000.

Table 4.5 Frequency Distribution of Monthly Income

	Frequency	Percent	Valid Percent	Cummlative Percent
25000-35000	113	37.5	37.5	37.5
35000-45000	29	9.6	9.6	47.2
45000-55000	40	13.3	13.3	60.5
More than 55000	119	39.5	39.5	100
Total	301	100	100	

4.2 Descriptive Statistics

This table presents descriptive statistics for a study on product endorser fit. The study considers two types of endorsers: celebrities and influencers, and evaluates the fit of the endorsement on two levels: bad and good. The table presents overall standard deviation and mean of the fit scores, this table also shows the number of observations (N) for each of the four groups.

Starting with the celebrity endorsers, we see that the mean fit score for bad endorsements is 1.73, standard deviation is 1.057, from sample of 75 observations. For good endorsements, the mean fit score is 4.01, standard deviation is 0.908, from a sample of 75 observations. Suggesting that on average, celebrity endorsements that are perceived as good fit score higher (4.01) than those that are perceived as bad fit score (1.73)

Next, the table presents the statistics for influencer endorsers. The mean fit score for bad endorsements is 2.39, standard deviation is 1.237, from a sample of 74 observations. For good endorsements, the mean fit score is 3.78, standard deviation is 0.912, from a sample of 77 observations. Similarly, suggesting that on average, influencer endorsements that are perceived as good fit score higher (3.78) than those that are perceived as bad fit score (2.39)

The last section of the table provides the statistics for the overall sample. We see that the mean fit score for bad endorsements is 2.06, standard deviation is 1.192, from a sample of 149 observations. For good endorsements, mean fit score is 3.89, standard deviation is of 0.915, from a sample of 152 observations. And overall total sample of 301 observation shows a mean of 2.99 and standard deviation is 1.402.

In summary, the table presents descriptive statistics for a study on product endorser fit. Celebrity endorsers score better on average in good fit than bad fit. Same is true for influencer endorsers. The overall sample also shows the same trend, with good fit scoring higher than bad fit. The results suggest that overall, the sample perceives good fit endorsements to be more effective than bad fit endorsements.

Table 4.6 Descriptive Statistics

Endorser Type	Product Endorser Fit	Mean	Std.Deviation	N
Celebrity	Bad	1.73	1.057	75
	Good	4.01	0.908	75
	Total	2.87	1.507	150
Influencer	Bad	2.39	1.237	74
	Good	3.78	0.912	77
	Total	3.1	1.285	151
Total	Bad	2.06	1.192	149
	Good	3.89	0.915	152
	Total	2.99	1.402	301

4.3 TWO WAY ANOVA

This table is a summary of the results from a statistical analysis that are assessing the relationship between multiple variables. The "Source" column indicates that the overall model being used is labeled "Corrected Model." The table provides information on the sum of squares, degrees of freedom, mean squares, F-ratios, and p-values for each term in the model.

The relation between the type of endorser and consumer purchase intention is insignificant $M_{Celeb} = 2.87$, $M_{Inf} = 3.10$, $F(1, 301) = 1.57$, $p = .21$. however, the main effect of product endorser fit was significant such that consumers were more willing to purchase the product when the endorser product fit was high $M = 3.5$ than when the fit was low $M = 2.34$, $F(1, 301) = 115.6$, $p = .000$. A 2×2 ANOVA showed that the interaction effect was significant. Respondents exhibited high purchase intention when the celebrity has good product fit $M = 4.01$ than bad fit $M = 1.73$, $F(1, 301) = 9.59$, $p = .002$. Similarly If the influencer has good product fit $M = 3.78$ than bad fit $M = 2.39$, $F(1, 301) = 9.59$, $p = .002$.

Looking at the "Type III Sum of Squares" column, we can see that the "Corrected Model" has a sum of squares of 101.166, which represents the number of variation in the dependent variable which is explained by the overall model. The next row, "Intercept," has a sum of squares of 2223.444, which represents the amount of variation in variable which dependent is being depict by the intercept alone.

The "df" column shows the degrees of freedom for each term. The degrees of freedom for the "Corrected Model" is 3, the intercept is 1, 'Endorser Type' is 1, 'Product Endorser Fit' is 1 and 'Endorser Type * Product endorser Fit' is 1.

The "Mean Square" column is the sum of squares divided by the degrees of freedom. This shows how much variation each term explains per degree of freedom. In this case, the "Corrected Model" explains an average of 33.722 units of variation per degree of freedom, while the intercept explains an average of 2223.444 units of variation per degree of freedom.

The "F" column shows the F-ratio, which is used to assess the statistical significance of the mean square. This ratio compares the mean square for a given term to the mean square for the error term. A large F-ratio indicates that a given term explains a lot of variation relative to the error term. For example, the F ratio for the 'Corrected Model' is 42.132 which is pretty high and indicates it is a significant variable.

The "Sig." column shows the corresponding p-value, which indicates the probability of obtaining a given F-ratio assuming that the null hypothesis is true. A small p-value (typically less than .05) indicates strong

evidence against the null hypothesis and provides a statistically significant result. In this case, we can see that the overall model is significant ($p = .000$), the Intercept is significant ($p = .000$), 'Product Endorser Fit' is significant ($p = .000$), 'Endorser Type * Product endorser Fit' is significant ($p = .002$) but 'Endorser Type' is not significant ($p = .211$) and thus doesn't explain a lot of variation in the dependent variable.

The table also provides some measure of goodness of fit of the model, R squared is .299 which means 29.9% variance in the dependent variable is explained by this model and Adj R squared is .291 which means 29.1% variance in the dependent variable is explained by this model after adjusting for number of independent variable. As we can see that both the R squared and Adj R squared are close to each other, and both of them indicate that the model is able to explain about 30% of the variance in the dependent variable. This can be considered as a moderate goodness of fit.

Overall, the table provides a wealth of information about the significance and explanatory power of each term in the model. It shows that the overall model is statistically significant, and provides a moderate goodness of fit, and Product Endorser Fit, Endorser Type * Product endorser Fit and Intercept are significant variables. But Endorser Type is not significant and thus it's not important predictor.

Table 4.7 Two Way ANOVA

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	101.166a	3	33.722	42.132	.0000
Intercept	2223.444	1	2223.444	2777.966	.0000
Endorser Type	1.26	1	1.26	1.574	.211
Product Endorser Fit	92.539	1	92.539	115.619	.000
Endorser Type * Product endorser Fit	7.68	1	7.68	9.596	.002
Error	237.715	297	0.8		
Total	2568.878	301			
Corrected Total	338.881	300			

4.4 Mediation Analysis

Credibility

This table provides the summary of a Hayes technique using process macro 4.0 with 5000 bootstraps used to examine the relationship between multiple predictor variables and the outcome variable "Credibility." The model summary in the top part of the table provides information on the overall fit of the model.

The R-squared value of .3512 indicates that 35.12% of the variation in the outcome variable (Credibility) can be explained by the predictor variables included in the model. The F-value of 53.5842 is used to assess the overall significance of the model. The p-value of .0000 indicates that the model is statistically significant.

The "Model" part of the table provides information on the coefficients, standard errors, t-values, and p-values for each predictor variable included in the model. We can see that the Constant has a coefficient of 2.5728, standard error of .0889, t-value of 28.9481, and p-value of .0000, all of which are statistically significant. Endorser Type has a coefficient of .3236, standard error of .1261, t-value of 2.5657, and p-value of .0108, which is also statistically significant. The predictor Fit has a coefficient of 1.3838, standard error of .1257, t-value of 11.0098, and p-value of .0000, which is also statistically significant. But Int_1 (Endorser Type * Product Endorser Fit) has a coefficient of -.5973, standard error of .1775, t-value of -3.3657 and p-value of .0009, all of which are statistically significant.

We can also see in the model summary that the coefficients of the constant, Fit, and Int_1 (Endorser Type * Product Endorser Fit) are positive, and CI is negative, which means that as the constant, Fit, and Int_1 (Endorser Type * Product Endorser Fit) increases, the credibility also increases, but as the CI increases, the credibility decreases.

The 'Test(s) of highest order unconditional interaction(s)', section of the table shows a summary of the interaction effect of the predictor variables on the outcome. The R2-chng is .0247 and F is 11.3279 with df1 of 1 and df2 of 297 and p-value of .0009 which is also statistically significant, this means that the interaction effect of the predictor variables has an additional 2.47% explanatory power on the credibility over and above the main effects of predictor variables.

Table 4.8 Model Summary

R	R-sq	MSE	F	df1	df2	p
.5926	.3512	.5924	53.5842	3.000	297.0000	.0000

Table 4.9 Mediation Analysis

	Coeff	se	t	p	LLCI	ULCI
Constant	2.5728	.0889	28.9481	.0000	2.3979	2.7477
Endorser Type	.3236	.1261	2.5657	.0108	.0754	.5718
Product Endorser Fit	1.3838	.1257	11.0098	.0000	1.1365	1.6312
Int_1	-.5973	.1775	-3.3657	.0009	-.9466	-.2481

4.5 Moderator Analysis:

Purchase Intention:

This table provides the summary of a Hayes technique using process macro 4.0 with 5000 bootstraps used to examine the relationship between multiple predictor variables and the outcome variable "Purchase Intention." The model summary in the top part of the table provides information on the overall fit of the model.

The R-squared value of .6369 indicates that 63.69% of the variation in the outcome variable (Purchase Intention) can be explained by the predictor variables included in the model. The F-value of 129.7727 is mentioned in order to analyze the overall significance of the working. The p-value of .0000 indicates that the model is statistically significant.

The "Model" part of the table provides information on the coefficients, standard errors, t-values, and p-values for each predictor variable included in the model. We can see that the Constant has a coefficient of -.0082, standard error of .1455, t-value of -.0567, and p-value of .9548, which means the coefficient is not statistically significant. CI has a coefficient of -.0711, standard error of .1068, t-value of -.6654, and p-value of .5063, which also means this variable is not statistically significant. The predictor variable Credibility has a coefficient of .8072, standard error of .0486, t-value of 16.6061, and p-value of .0000, which is statistically significant. The predictor variable Fit has a coefficient of .3115, standard error of .1249, t-value of 2.4932, and p-value of .0132, which is also statistically significant. Int_1 (CI*Fit) has a coefficient of -.1568, standard error of .1515, t-value of -1.0354 and p-value of .3013, which is not statistically significant.

We can also see in the model summary that the coefficients of the Credibility and Fit are positive, while

the coefficients of the constant, CI, and Int_1 (CIFit) are negative. This means that as the Credibility and Fit increase, the Purchase intention also increases, but as the constant, CI, and Int_1 (CIFit) increases, the Purchase intention decreases.

The 'Test(s) of highest order unconditional interaction(s)', section of the table shows a summary of the interaction effect of the predictor variables on the outcome. The R²-chg is .0013 and F is 1.0720 with df1 of 1 and df2 of 296 and p-value of .3013 which is not statistically significant, this means that the interaction effect of the predictor variables does not have an additional 0.13% explanatory power on the Purchase Intention over and above

Table 4.10 Model Summary

R	R-sq	MSE	F	df1	df2	p
.7980	.6369	.4158	129.7727	4.0000	296.0000	.0000

Table 4.11 Moderator Analysis

	Coeff	se	t	p	LLCI	ULCI
Constant	-.0082	.1455	-.0567	.9548	-.2947	.2782
Endorser Type	-.0711	.1068	-.1068	.5063	-.2813	.1391
Credibility	.0872	.0486	16.6061	.0000	.7115	.9029
Product Endorser Fit	.3115	.1249	2.4932	.0132	.0656	.5574
Int_1	-.1568	.1515	-1.0354	.3013	-.4550	.1413

4.6 Data Findings

Hypothesis	Statement	Supported/Not Supported
H1	Influencer marketing has more positive effect on the purchase intention of consumer.	Not Supported
H2	Credibility mediates the relationship between the celebrity, influencer, and consumers' purchase intention.	Supported
H3	Product endorser fit has a positive effect on the consumer's purchase intention	Supported

CHAPTER 5

DISCUSSIONS AND CONCLUSION

5.1 Discussion

In today's world, marketing has become an essential aspect of any business. The way products and services are marketed with a significant effect on purchase intention of consumers. In Pakistan, the use of product endorsers has become a popular marketing strategy for various companies. Product endorsers are individuals who promote a product or service to the public. These individuals can be celebrities or influencers. The main objective of this discussion is to thoroughly study the effects of endorser as an influencer and celebrity marketing on consumer purchase intentions in Pakistan, and how endorser fit has a moderating impact on other variables.

The study shows the relationship among the independent variables like celebrity and influencer, moderator product endorser fit, and the dependent variable, consumer purchase intention. The results indicate that the existence of significant effect is there between productendorser fit and consumer purchase intentions.

However, the results also show that there is no significant effect of endorser type on intention of consumer purchase. This suggests that whether the product endorser is a celebrity or an influencer, they didn't have a significant impact on intentions of consumer purchase. This means that the product that is being endorsed by the endorserfit plays a crucial part in moderating the link between the type of endorser and purchase intentions of a consumer. On the other hand, Studies on the effects of endorsement have generally shown that consumers are more likely to have a favorable opinion of businesses and products when they are supported by celebrities they perceive to be more (Zhou, 2016).

Russell and Rasolofoarison (2017) showed that celebrities are viewed as more credible than more commercial types of endorsement when they do it in a more genuine way, such as by interacting with the product in a real-life environment. Therefore, customers may be more inclined to believe that an influencer's support of a product than a celebrity's support is due to the endorser's sincere belief in the product's benefits.

The study also provides support for previous research on the importance of product endorser fit in the effectiveness of celebrity endorsements. For example, a study by Mathur and Mathur (2020) found that endorser fit according to the product plays an important role in the effectiveness of celebrity endorsements. Additionally, results are according with the previous research, such as the study by Wang et al (2018) which also found that product endorser fit plays a important part in moderation of the relationship between endorser type and consumer purchase intention. Previous studies have also investigated the effectiveness of celebrity and influencer marketing. For example, a study by Cho and Kim (2018) found that celebrity endorsements can lead to higher brand attitudes and purchase intentions compared to non-endorsed brands.

These findings have important implications for marketers in Pakistan. They suggest that while working with either of celebrities or influencers as product ambassadors can be effective, the fit between the endorser and the product is crucial for obtaining optimal outcomes. In particular, marketers should be careful in selecting influencers as endorsers for products that do not fit their personal brand or image, as this may lead to a negative impact on consumer purchase intention.

5.2 Theoretical Implementation

The theoretical implication of this topic is that it highlights the significance of considering the product endorser fit between the brands product and the type of endorser in influencer and celebrity marketing campaigns in Pakistan. The study suggests that the effectiveness of these campaigns in influencing consumer purchase intention may depend on whether the influencer or celebrity is a good fit for the product they are endorsing. This finding aligns with the theory of source credibility, which posits that the source used in endorsement should be credible (in the given scenario, the influencer or celebrity) is positively associated with the effectiveness of the message. This theory implies the fact the customers are more inclined towards an endorser who they perceive as credible and can affect their purchasing decision, and who they believe has the expertise or experience to speak authoritatively about the product.

This study also suggests that when the product and endorser are a good fit, consumers tend to have greater positive attitude towards the product and there is a higher probability to make a purchase. For example, if a beauty influencer endorses a skincare items, customers will more probably able to trust the

influencer's recommendation and purchase the product. On the other hand, if the product and endorser are not a good fit (such as a sports celebrity endorsing a skincare product), consumers may be less likely to trust the endorsement and be less likely to make a purchase.

Moreover, the study implies that cultural factors in Pakistan may play a role in determining the effectiveness of these campaigns. Different cultures have different norms and values, which affect the way that consumers perceive and respond to marketing messages. For example, in Pakistan, the culture values family and community, which may make it more effective to use an influencer or celebrity who is seen as a family member or member of the community. Furthermore, the study highlights the importance of taking into account the cultural fit between the endorser and the product. This aligns with the theory of cross-cultural communication, which posits that effective communication depends on understanding the cultural context in which it is taking place. Understanding the cultural context in which the marketing campaign is taking place is crucial for the success of the campaign.

In conclusion, the topic we have worked on has crucial theoretical implications for the field of marketing, particularly in the context of Pakistan. It suggests that the effectiveness of influencer and celebrity marketing campaigns in influencing consumer purchase intention may depend on the fit between the product and the endorser. Additionally, it implies that influencer marketing may be more effective than celebrity marketing in certain contexts or for certain products, and that cultural factors in Pakistan may play a role in determining the effectiveness of these campaigns. These findings can inform future marketing strategies and help companies make more informed decisions about which type of endorser to use in their campaigns, particularly in the context of cross-cultural communication.

5.3 Practical Implementation

Practicality of this research and its implications on the topic of "The effect of Influencer vs celebrity marketing on consumer Purchase intention in Pakistan: Product endorser Fit as a moderator" are numerous and significant for both companies and individuals involved in marketing in Pakistan.

For companies, the findings of this research can be used to inform their marketing strategies and tactics, particularly when it comes to choosing the type of product endorser to use. Companies can use the results of this research to determine whether an influencer or a celebrity would be a better fit for their product or brand, and how to effectively use them. For example, if the research found that good fit influencers have a stronger effect on purchase intention of the consumer than celebrities do, a company may choose

to use influencers as their product endorsers, and to carefully select influencers who align well with their product or brand.

Additionally, the research findings can be used to guide the development and implementation of marketing campaigns. By understanding how different types of product endorsers affect consumer purchase intention in Pakistan, companies can create campaigns that are better suited to their target audience. For example, if the research found that consumers in Pakistan respond more positively to influencers than celebrities, a company may choose to create a marketing campaign that features influencers prominently.

The research also highlights the importance of product-endorser fit. Companies can use the results of this research to determine what type of product-endorser fit is most effective in Pakistan. If the research found that consumers respond more positively to product-endorser fit, then companies should focus on finding endorsers that align with their products.

For influencers and celebrities, the findings of this research can be used to guide their decision-making when it comes to endorsing products. By understanding how they are perceived by consumers in Pakistan and how their endorsements affect consumer purchase intention, influencers and celebrities can make more informed decisions about which products to endorse. They can use the results of this research to determine which products align well with their personal brand, and to create more effective partnerships with companies.

Overall, the practical implications of this research are significant for anyone involved in marketing in Pakistan, as they provide valuable insights into how different types of product endorsers affect consumer purchase intention, and the importance of product-endorser fit. By using the findings of this research, companies and individuals can make more informed decisions about their marketing strategies and tactics, and create more effective campaigns and partnerships.

5.4 Conclusion

In conclusion, the main objective of this study was to investigate the effect of influencer vs celebrity marketing on purchase intention of consumer in Pakistan, with product fit acting as a moderator. The results from the univariate analysis of variance explains that the effect is significant of product endorser fit on purchase intention of consumer, with good-fit endorsers receiving a significantly higher mean score compared to bad-fit endorsers. Additionally, there is a moderating effect of endorser type and on the link between product endorser fit and purchase intention of a consumer, with combination of endorser type and product endorser fit having a significant impact. However, it was found that the main effect of

endorser type on consumer purchase intention was not found to be significant. These findings suggest that while product endorser fit is an important factor in determining consumer purchase intention, the type of endorser (celebrity vs influencer) may also play a role in this relationship. In order to make it more effective further research should be conducted to fully understand the complex relationship between these factors and consumer purchase intention in Pakistan.

5.5 Recommendation and Future Research

Based on the topic "The effect of Influencer vs celebrity marketing on consumer Purchase intention in Pakistan: Product endorser Fit as a moderator," it is recommended that companies and marketers in Pakistan take a strategic and holistic approach to their influencer and celebrity marketing campaigns.

Firstly, companies and marketers should sensibility take the steps for the type of celebrity or influencer they choose to advertise their products. Product endorser fit is an important factor that can have a significant impact on consumer purchase intention. By choosing endorsers who align with the values and beliefs of the target audience, companies and marketers can increase the likelihood of a successful campaign.

Secondly, companies and marketers should use a mix of both influencer and celebrity marketing to reach a wider audience. While celebrities may have a larger reach and appeal to a general audience, influencers may have a more specific and engaged following. By using a mix of both influencer and celebrity marketing, companies and marketers can reach a wider audience and increase the chances of a successful campaign.

Lastly, companies and marketers should invest in measuring the effectiveness of their influencer and celebrity marketing campaigns. This includes monitoring engagement, reach, and conversions, as well as tracking consumer sentiment and brand perception. By measuring the effectiveness of their campaigns, companies and marketers can make data-driven decisions and optimize their marketing strategies to achieve the desired outcome.

Based on the topic it is recommended that future research should focus on the following area, investigating the role of social media platforms on influencer vs celebrity marketing. As multiple digital

Media platforms are on their way to evolve and change technologically, it would be interesting to see how these changes affect the effectiveness of influencer vs celebrity marketing.

5.6 Research Limitations

The study of "The effect of Influencer vs Celebrity Marketing on Consumer Purchase Intention in Pakistan: Product Endorser Fit as a Moderator" may have several limitations. One major limitation is the sample size, which was 301 and cannot be representative of the entire population of Pakistan. This could lead to generalization issues, and analysis drawn from findings may not be applicable to the large size population. The study didn't not take into account other contextual factors that could influence consumer purchase intention, such as the economic climate or cultural factors.

The study also focuses on a specific product category, such as fashion which limit the generalizability of the findings to other product categories. Additionally, the study have a limited time frame, which may not capture long-term effects of influencer and celebrity marketing on the process related to purchase intention of consumers. Subsequently this study is limited to Pakistan, cultural differences in consumer behavior may exist among other countries. The findings cannot be generalizable to other cultures. The study also focus on a specific product endorser fit, such as similar values or similar demographic characteristics, which cannot capture other types of product endorser fit that could influence consumer purchase intention.

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Appendix

Research Questionnaire

Hi. I am a student of Bahria University, Islamabad. I am collecting information for my research thesis, for which I have designed a questionnaire and sharing it with you to gather information. The data collected will be treated with very high degree confidentiality and it is meant for academic purpose only.

Section A: Influencer and Celebrity Ads

The below image is an advertisement for our "Western Wear" brand you're requested to answer the questions by keeping this ad in your mind.



Section B

Keeping in view the above ad, answer the following questions:

Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Do you recognize the person advertised in the ad?	1	2	3	4	5
The endorser used in the ad is the right person to endorse western wear.	1	2	3	4	5
I believe that the endorser is attractive.	1	2	3	4	5
I believe that the endorser is charismatic	1	2	3	4	5
I believe that the endorser is good-looking.	1	2	3	4	5
I believe that endorser appearance is admirable	1	2	3	4	5
I believe that the endorser is beautiful.	1	2	3	4	5
I think that the endorser used is an expert in pulling off western wear	1	2	3	4	5
I think that the endorser has enough knowledge regarding western fashion	1	2	3	4	5
I think that the endorser has prior experience in endorsing western wear.	1	2	3	4	5

I believe that the endorser is honest.	1	2	3	4	5
I believe that the endorser is reliable	1	2	3	4	5
I believe that the endorser is trustworthy	1	2	3	4	5
I believe that the endorser is sincere.	1	2	3	4	5
I believe that the endorser is dependable	1	2	3	4	5
I am happy to buy from western wear that is being endorsed by this person.	1	2	3	4	5
This Endorser draw my attention easily towards western wear.	1	2	3	4	5
I buy a brand because I like the person endorsing it.	1	2	3	4	5
If this person endorses a brand, I will buy it no matter what.	1	2	3	4	5
Brands endorsed by this person easily comes to mind whenever I have to make a purchase	1	2	3	4	5
In the future, I would purchase from western wear even if the endorser remains the same.	1	2	3	4	5

Section C: General Information

Gender:

- Male
- Female

Age:

- 15-20
- 21-25
- 26-30
- 31-35
- 36-40
- >40

Education:

- High School
- Bachelor's Degree
- Master's Degree

Monthly Income:

- 25000-35000
- 35000-45000
- 45000-55000
- More than 55000

Occupation

- Student
- Professional
- Others

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