

IMPACT OF CELEBRITY ENDORSEMENT ON BRAND MANAGEMENT IN  
PERSPECTIVE OF PAKISTAN

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A research thesis is submitted in partial fulfillment  
of the requirement for the degree of MBA

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Bahria University Islamabad  
2015

## **Abstract**

As consumers now a days want best product or brand that full fill their needs. It is difficult for brands to provide awareness of brand to consumer. There are different promotional techniques through which brand provides awareness to consumer and consumers are more attracted towards brand. Celebrity endorsement is the best technique to attract consumer towards brand. Select most attractive, good looking, stylish, charming, high rated and best personality celebrity who endorse the brand and provide awareness to consumer. Celebrity should endorse himself in brand so consumer attract towards brand as image, personality and value of celebrity endorsed in brand is transferred to brand in consumer perception. This study is done to know what the effect of celebrity endorsement on brand is and how brand attract consumer through celebrity endorsement. We want to know the effect of celebrity endorsement on brand management and brand credibility. This study is done to analyse characteristics or qualities of celebrity who endorse brand it also done to know the effect of negative act or image of celebrity on brand in which he is endorsed and in consumer perception. This study also analyse that is there a need of match or similarity among celebrity and brand and celebrity and consumer.

In this study we did quantitative research of 16 survey question and on 150 sample size. Questionnaire survey was conducted in Centaurus mall and in Bahria University Islamabad. We find regression and ANOVA in this study for our both variables brand management and brand credibility. According to our research there is no effect of celebrity endorsement on brand credibility but has an effect on brand management.

In this study we concluded that celebrity endorsement is effective promotional and communication tool for brands to attract consumers and make them trustworthy and loyal towards brand. Consumers are more attractive towards celebrity endorsement brand because personality, image, value, trust and loyalty of celebrity is transferred to brand when celebrity is endorsed in brand. It is also concluded that when any negative act of celebrity is leaked out or any negative image come of celebrity who is endorsed in brand it create negative image of brand in perception of consumer and similarity between celebrity is very important for developing brand image and there is also need of similarity between celebrity and consumer to attract consumer towards brand.

## **Acknowledgement**

The success and final outcome of this thesis required a lot of guidance and assistance and I am extremely fortunate to have got them all along till the completion of my thesis work. Whatever I have done is only due to their guidance and assistance and it is inevitable to proceed without thanking them.

I respect and thank my thesis supervisor Mr. Salman Khan for giving me the opportunity to do this thesis work as Impact of celebrity endorsement on brand management in perspective of Pakistan providing me all support and guidance which made my thesis to finish on time. Once again, I am extremely grateful to him for playing such an indispensable role in my thesis, although he had a busy schedule managing many other endeavors.

I heartily thank all the participants who participated in my survey for their guidance and suggestions during our project work.

Finally, I am thankful to and fortunate enough to get constant encouragement, support and guidance from all senior students of management sciences from Bahria University who helped me in successfully completing my thesis work. Also, I would like to extend my sincere regards to all the non-teaching staff of department of Management Sciences for their timely support.

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