

BAHRIA UNIVERSITY



Effect Of Celebrity Endorsement On Sales
Promotions and Advertisement Of Company Brands

Research Thesis

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[Pick the date]

Abstract

This research study identifies and analyses the effect of the celebrity endorsement on the sales promotions and advertisement, which have been conducted and simulated by number of organizations. This research study investigates the impact of the celebrity endorsement either positive or negative on the organization's sales, promotion and consumer's perception. Most of the organizations are trying to use the effectively communication electronic media, the advertisement and promotions are becoming an essential part which play an important role during the decision making while the selection of the service or the product. A large number of the companies are utilizing the media for the promotion and advertisement of the companies' brands. Most of the companies have utilized the celebrities in the promotion of their companies' brand. It have also been identified in the research studies that the celebrity endorsement in the promoting and advertising plays a dynamic role in overall increasing the sales of the company product or services. This is mainly due to the high influence of the media, especially the celebrity endorsement over the people.

Keywords: Celebrity Endorsement, sales promotions, advertisement, pricing and placement, consumer buying behaviour and company brands

Table of Contents

Abstract.....	i
List of Tables	v
List of Figures.....	vii
Chapter 1: Introduction.....	1
1.1 Statement of the Problem	4
1.2 Significance of the study.....	4
1.3 Objective of the study	5
1.4 Thesis Contribution.....	6
1.5 Thesis Structure.....	6
Chapter 2: Literature Review.....	7
2.1 Theoretical Framework	13
2.2 Hypotheses	14
2.2.1 Hypothesis 1:	14
2.2.2 Hypothesis 2:	15
2.2.3 Hypothesis 3:	15
2.2.4 Hypothesis 4:	16
2.2.5 Hypothesis 5:	16
2.3 Summary	17
Chapter 3: Research Methodology	18
3.1 Research Design.....	20
3.2 Research Technique	20
3.3 Sample Size.....	21
3.4 Software Employed.....	21
Chapter 4: Data Analysis and Presentation	22
4.1 Frequency Table.....	22
4.1.1 Gender.....	23
4.1.2 Age.....	23
4.1.3 Marital Status.....	23
4.1.4 Occupation	24
4.1.5 TV Watching Hours.....	24
4.2 Correlations.....	24
4.3 Multi Regression	25
4.3.1 Model Summary.....	26
4.3.2 Analysis of Model Summary	26

4.3.3	ANOVA	26
4.3.4	Analysis of ANOVA.....	26
4.3.5	Coefficients.....	27
4.3.6	Analysis of Coefficients.....	27
4.4	CHI Squared (Gender)	27
4.4.1	Relationship of Gender with Celebrity Endorsement	27
4.4.2	Relationship of Gender with Sales Promotion.....	29
4.4.3	Relationship of Gender with Advertisement.....	30
4.4.4	Relationship of Gender with Pricing and Placement	32
4.4.5	Relationship of Gender with Consumer Buying Behaviour	34
4.4.6	Relationship of Gender with Company Brand.....	35
4.5	CHI Squared (Age).....	37
4.5.1	Relationship of Age with Celebrity Endorsement	37
4.5.2	Relationship of Age with Sales Promotion.....	39
4.5.3	Relationship of Age with Advertisement.....	41
4.5.4	Relationship of Age with Pricing and Placement	43
4.5.5	Relationship of Age with Consumer Buying Behaviour	45
4.5.6	Relationship of Age with Company Brand.....	47
4.6	CHI Squared (Marital Status).....	49
4.6.1	Relationship of Marital Status with Celebrity Endorsement	49
4.6.2	Relationship of Marital Status with Sales Promotion.....	51
4.6.3	Relationship of Marital Status with Advertisement.....	53
4.6.4	Relationship of Marital Status with Pricing and Placement	55
4.6.5	Relationship of Marital Status with Consumer Buying Behaviour	57
4.6.6	Relationship of Marital Status with Company Brand.....	59
Chapter 5:	Conclusion and Recommendation	61
5.1	Future Research.....	64
References.....		65
Appendix-A.....		68
Questionnaire		68
5.2	Part 1: Personal Information	68
5.3	Part 2: INSTRUCTIONS	68
5.3.1	Section A: Celebrity Endorsement.....	69
5.3.2	Section B: Sales Promotions.....	69
5.3.3	Section C: Advertisement	69
5.3.4	Section D: Pricing and Placement.....	69
5.3.5	Section E: Consumer Buying Behaviors.....	70

5.3.6 Section F: Company Brand..... 70

List of Tables

Table 4-1 Gender	23
Table 4-2 Age	23
Table 4-3 Marital Status.....	23
Table 4-4 Occupation.....	24
Table 4-5 TV Watching Hours	24
Table 4-6 Correlations	25
Table 4-7 Model Summary	26
Table 4-8 ANOVA.....	26
Table 4-9 Coefficients.....	27
Table 4-10 Crosstab	28
Table 4-11 Chi-Square Tests	28
Table 4-13 Crosstab	29
Table 4-14 Chi-Square Tests	30
Table 4-15 4.4.3 Relationship of Gender with Advertisement	31
Table 4-16 Chi-Square Tests	31
Table 4-17 Relationship of Gender with Pricing and Placement.....	33
Table 4-18 Chi-Square Tests	33
Table 4-19 Relationship of Gender with Consumer Buying Behaviour.....	34
Table 4-20 Chi-Square Tests	34
Table 4-21 Relationship of Gender with Company Brand	36
Table 4-22 Chi-Square Tests	36
Table 4-23 Relationship of Age with Celebrity Endorsement.....	38
Table 4-24 Chi-Square Tests	38
Table 4-25 Relationship of Age with Sales Promotion	40
Table 4-26 Chi-Square Tests	40
Table 4-27 Relationship of Age with Advertisement	42
Table 4-28 Chi-Square Tests	42
Table 4-29 Relationship of Age with Pricing and Placement.....	44

Table 4-30 Chi-Square Tests	44
Table 4-31 Relationship of Age with Consumer Buying Behaviour.....	46
Table 4-32 Chi-Square Tests	46
Table 4-33 Relationship of Age with Company Brand	48
Table 4-34 Chi-Square Tests	48
Table 4-35 Relationship of Marital Status with Celebrity Endorsement.....	50
Table 4-36 Chi-Square Tests	50
Table 4-37 Relationship of Marital Status with Sales Promotion.....	52
Table 4-38 Chi-Square Tests	52
Table 4-39 Relationship of Marital Status with Advertisement	54
Table 4-40 Chi-Square Tests	54
Table 4-41 Relationship of Marital Status with Pricing and Placement.....	56
Table 4-42 Chi-Square Tests	56
Table 4-43 Relationship of Marital Status with Consumer Buying Behaviour.....	58
Table 4-44 Chi-Square Tests	58
Table 4-45 Relationship of Marital Status with Company Brand.....	60
Table 4-46 Chi-Square Tests	60

List of Figures

Figure 2-1 Theoretical Framework	14
Figure 3-1 Research Methodology.....	19
Figure 4-1 CHI Squared (Gender)	29
Figure 4-2 CHI Squared (Gender)	30
Figure 4-3 CHI Squared (Gender)	32
Figure 4-4 CHI Squared (Gender)	33
Figure 4-5 CHI Squared (Gender)	35
Figure 4-6 CHI Squared (Gender)	37
Figure 4-7 CHI Squared (Age)	39
Figure 4-8 CHI Squared (Age)	41
Figure 4-9 CHI Squared (Age)	43
Figure 4-10 CHI Squared (Age)	45
Figure 4-11 CHI Squared (Age)	47
Figure 4-12 CHI Squared (Age)	49
Figure 4-13 CHI Squared (Marital Status).....	51
Figure 4-14 CHI Squared (Marital Status).....	53
Figure 4-15 CHI Squared (Marital Status).....	55
Figure 4-16 CHI Squared (Marital Status).....	57
Figure 4-17 CHI Squared (Marital Status).....	59
Figure 4-18 CHI Squared (Marital Status).....	60