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**Effect of Instagram Beauty Bloggers' Endorsement on
Consumer Purchase Intention**



By:

Subha Khalid (01-222162-030)

Supervisor:

SYED AHMED HASHMI

Department of Management Sciences

Bahria University Islamabad

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Names of Student(s):

Name: Subha Khalid

Enrollment No: 01-222162-030

Class: MBA

Approved by:

Supervisor (Syed Ahmed Hashmi)

Examiner-I (Dr. Faisal Aftab)

Examiner-II (Dr. Sarwar Zahid)

Dr. Sarwar Zahid

Research Coordinator

Dr. Faisal Aftab

Head of Department - Management Sciences

**SUBMISSION FORM OF THESIS FOR HIGHER RESEARCH DEGREE
BAHRIA UNIVERSITY, ISLAMABAD**

Candidate's Name: Subha Khalid

Discipline: Marketing

Department: Management Sciences

I hereby certify that the above candidate's work, including the thesis, has been completed to my satisfaction and the thesis in a format and of an editorial standard recognized by the department as appropriate for examination.

Signature: _____

Principal Supervisor: Ahmed Hashmi

Date: -07-2018

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Signature: _____

Head of Department: Dr. Faisal Aftab

Date: -07-2018

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I certify that the research work presented in this thesis is to the best of my knowledge my own, All sources used and any help received in the preparation of this dissertation have been acknowledged. I hereby declare that I have not submitted this material, either in whole or in part, for any other degree at this or any other institution.

Signature: _____

Name: Subha Khalid

Date: -07-2018

ABSTRACT

The purpose of this study is to explore the effect of endorsement of beauty bloggers of Instagram on purchase intention of the consumers. These beauty bloggers serve as micro celebrities and idols for people to follow the current beauty trends and looks. Since most following of these beauty bloggers on Instagram are by females with the inherent desire to look pretty, the extent to which these bloggers' endorsement on Instagram can actually influence and alter their purchase decisions in Pakistan is studied.

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