

# **ACKNOWLEDGEMENT**

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# **DEDICATION**

This thesis is dedicated to my parents, supervisor, friends and colleagues for their efforts and prayers.

## **ABSTRACT**

The role of advertisements in edifying brand preferences and altering customer's perception of the product value is well studied. Countless scholars have also broadly written on the impact of advertising to remind customers which help building customer. However, measuring the effectiveness of advertising in prevailing post-modern marketing dome has remained a debatable issue. This is principally relevant in context of a developing country like Pakistan where relatively limited amount of research is done to understand the consumer mindset. Accordingly, understand the impact of celebrity endorsement on brand personality and how it affects the purchase intention and consumption experience with respect to the celebrity endorsement appears to be a promising research avenue

This study is aimed at the quantitative approach to determine the opinion and feedback of postmodern and post millennial respondents about the impact of celebrity endorsement on the brand personality and experience on their purchase intention. In regard to this study the target population of this study includes the people whose purchase intentions are therefore, influenced by the celebrity endorsement and who thinks that a product being endorsed by a celebrity has an impact on brand personality within the age group ranging from 15 to 30 years, within the twin cities of Pakistan generally and students of Bahria University specifically. A sample size of 200 was considered and the respondents are the unit of analysis.

It's an epoch marked by the post modernity that means the modern consumer is much more interested in the consumption experience generated by the celebrities rather than the product itself. So in the postmodern consumers celebrities and celebrity endorsement are more important than the brand loyalty. So, it can be said that advertisements in this age is an important basis of the purchase intention.

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