

ABSTRACT

In Pakistan, we have seen that many female celebrities endorse for different brands and their products. The advertisements with a female celebrity appearance are more attention seeking for the customers. Nowadays, female celebrity is used by the marketers in order to make their marketing strategy in Pakistan. In order to influence the customers, different marketers use female endorsement strategy and advertise the attitude of customer and influence the customer purchasing decision. This effectiveness helps the companies in the long run because it creates a better image of the brand and increases the product sales and improves brand awareness. In order to make the product brand more popular in the market and to make it recognized by the customers, many marketing managers make strategies and invest money in order to improve the brand recognition. For this, the marketer uses female celebrities to endorse their brand. As our world is competitive and there are many customers in the market, marketers tend to compete with other brands and make a positive image of their products in the market. So by using female celebrity endorsement technique, the company can become a winner and more prominent in the customer market. The marketers try to change the customer's perception about a product by advertising the benefits of a product through female famous personalities, the one who clearly depicts the values and benefits of the product or brand in the advertisement.

This dissertation explains that female celebrities endorse the brand, which makes the product or brand more popular and it affects the consumer's perception towards a brand or product. This influences the psychology of customers because when customers see a popular personality endorsing a brand, they

getinspired by that brand or product and it effects their purchasing decision. Thus this dissertation not only sees the role of female brand endorsers on consumer psychology but also sees the influences on intention of customer's purchase of a product or brand. It also focuses on the reasons that why female endorsers have high impact in advertisement. It is based on pricing and secondary data.

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TABLE OF CONTENT

| | |
|---|----|
| ABSTRACT..... | 1 |
| CHAPTER No 1 | |
| INTRDUCTION | |
| 1.1-Enquiry Overview..... | 4 |
| 1.2-What is the purpose of using brand ambassadors..... | 7 |
| 1.3-What is the role of female ambassadors? | 8 |
| 1.4-Problem Statement..... | 9 |
| 1.5-Research Objective..... | 10 |
| 1.6- Research Question..... | 10 |
| 1.7-Factors Affecting buying behavior..... | 10 |
| 1.8-Scope and Limitation..... | 11 |
| 1.9-Rationale of Study..... | 13 |
| CHAPTER No 2 | |
| LITERATURE REVIEW | |
| 2.1- Gender differences and purchasing decision..... | 15 |
| 2.2- Customers psychology..... | 16 |
| 2.3- recognition and perception..... | 17 |
| 2.4- Rational and Emotional appeal..... | 18 |
| 2.5- Balance theory..... | 21 |

| | |
|---|----|
| 2.6- Reduction theory..... | 22 |
| 2.7- Perception..... | 22 |
| 2.8- Learning..... | 22 |
| 2.9- Belief and Attitude..... | 23 |
| 2.10- Selection of female celebrity..... | 23 |
| 2.11- Importance of celebrity brands..... | 24 |
| 2.12- Formula to success..... | 25 |
| 2.13- Cultural aspect..... | 25 |
| 2.14- Emotional aspect..... | 26 |
| 2.15- Celebrity image..... | 28 |
| 2.16- Credibility of product..... | 30 |
| 2.17- Transfer of meaning..... | 31 |
| 2.18- Aspects of celebrity endorsement..... | 32 |
| 2.19- Effect of celebrity endorsement..... | 33 |
| 2.20- thematic analysis..... | 35 |

CHAPTER No 3

THEORITICAL FRAMEWORK

| | |
|--------------------------------|----|
| 3.1-Theoretical framework..... | 37 |
|--------------------------------|----|

CHAPTER No 4

HYPOTHESIS

| | |
|----------------------|----|
| 4.1- Hypothesis..... | 39 |
|----------------------|----|

CHAPTER No 5

RESEARCH METHODOLOGY

5.1- Introduction.....42

5.2- Philosophy of research..... 43

5.3- Research strategy..... 44

5.4- Research Approaches.....46

5.5- Data collection method.....47

5.6- Secondary data collection method.....47

5.7- Primary data.....48

5.8- Data analysis model.....48

5.9- Quantitative and Qualitative method..... 49

5.10- Research population and research sample.....50

5.11- Probability sampling.....50

5.12- Non-probability sampling.....51

5.13- Ethical consideration.....52

CHAPTER No 6

RESULTS AND ANALYSIS

6.1- Figure 1..... 55

6.2- Questionnaire

| | |
|---------------------|----|
| Figure 6.2 (a)..... | 57 |
| Figure 6.2 (b)..... | 58 |
| Figure 6.2 (c)..... | 59 |
| Figure 6.2 (d)..... | 60 |
| Figure 6.2 (e)..... | 61 |
| Figure 6.2 (f)..... | 62 |
| Figure 6.2 (g)..... | 63 |
| Figure 6.2 (h)..... | 64 |
| Figure 6.2 (i)..... | 65 |
| Figure 6.2 (j)..... | 66 |
| Figure 6.2 (k)..... | 67 |
| Figure 6.2 (l)..... | 68 |
| Figure 6.2 (m)..... | 69 |
| Figure 6.2 (n)..... | 70 |
| Figure 6.2 (o)..... | 71 |

CHAPTER No 7

CONCLUSION AND RECOMMENDATION

| | |
|------------------------------------|----|
| Conclusion and Recommendation..... | 72 |
| References..... | 77 |
| Questionnaire..... | 80 |

