

IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOR OF LAWN BRANDS

By

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A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree



SPRING, 2015

Bahria University Karachi Campus

MBA Thesis

2nd Half-semester Progress Report & Thesis Approval

Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	7 June 2015	Cubicle	Chap 3 and 4	<i>Hamda</i>
6	14 June 2015	Cubicle	Chap 5	<i>Hamda</i>
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APPROVAL FOR EXAMINATION

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Abstract

Purpose: The main purpose of this study is to find out the impact of celebrity endorsement on consumer buying behavior of Lawn brands.

Methodology/Sample- The study involved use of questionnaires filled by 160 respondents. The respondent individuals were females and belonged to different age groups, educational levels, income levels and occupations. Data from secondary sources was also collected from Internet, books and articles. For analysis of data descriptive and inferential analysis was used.

Findings- The analysis of the data collected suggested that celebrity endorsement have a slight significant impact on consumer buying behavior. The most important factors considered for the purchase of Lawn brand are quality, price, and discounts. However celebrity endorsement surely plays a significant in building brand image and enhancing brand recall.

Practical Implications- The outcomes of the research might help the corporate decision makers to understand which factors are considered by consumer when they purchase Lawn and the impact of celebrity endorsement in purchase decision of lawn and in brand building of Lawn brands.

Keywords: Consumer behavior, Lawn, Celebrity endorsement, Brands

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