

IDENTIFYING THE SEGMENT OF SOCIETY WHICH INFLUENCE BY CELEBRITY BASED MARKETING.

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



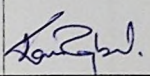
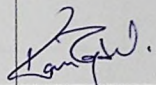
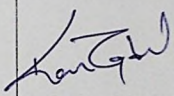
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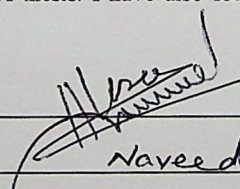
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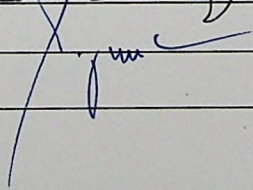
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Abstract

Purpose of Study: The purpose of this research is to identifying the segment of society which is influence by celebrity base marketing. Celebrity endorsements have proven to be a valuable marketing strategy in drawing consumer attention, generating high recall rates, creating and differentiating product images, and generating sales and profits.

Methodology: The purpose of the study was to examine the impact of age group and income level on celebrity endorsements. The research method followed during the course of this research is “Descriptive” and “Quantitative” in nature. The dependent variable of this research was celebrity endorsement influence. Age group and income level were independent variables of this study as the current study is going to check the impact of these two variables on influence of celebrity endorsement. The research respondent’s are 250 male and females to determine the segment of society which is influence by celebrity base marketing of celebrities belong to entertainment, sports and politics.

Findings: Initially the research analyzes the respondents on the basis of age, income level as well as, segment wise i.e. Sports, Politics and Entertainment industry. The celebrities selected among all three categories. The relationship among the variables is identified with the help of Pearson correlation. The factors i.e. traits are also analyzed in order to give results regarding the identification of segment that society which is influence by celebrity base marketing. The results suggest that 16-25 (71%), male and female (50%), and with a yearly net income of less than 25,000 are influenced merely by the celebrities among the segment of sports, politics and entertainment.

Conclusion: In conclusion, there are a number of factors that identifies the segment of our society which is influenced by celebrity base marketing. The segment includes people at younger ages i.e. 16 to 25 having an income level of 25000.

Key Words: Celebrity influence and Celebrity endorsement.

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