

# IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER BEHAVIOR

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

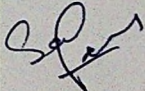
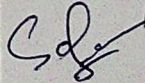
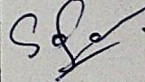


**SPRING, 2015**

**Bahria University Karachi Campus**

**MBA Thesis**  
**2nd Half-semester Progress Report & Thesis**  
**Approval Statement**

**Supervisor-Student Meeting Record**

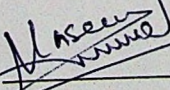
No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	22-April -15	Cubical	Review chapter 3	
6	12-May -15	Cubical	Review chapter 4 & 5	
7	15-Jun -15	Cubical	Final Review.	

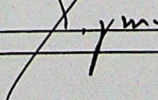
**APPROVAL FOR EXAMINATION**

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## Abstract

**Purpose:** The purpose of this research is to test the effect of celebrity support on buyers purchasing or obtaining conduct. Further I need to examine why organizations couldn't picked right Celebrities in their promoting campaigns which could pull in their purchasers and forthcoming effectively towards their wares. It will answer that why some, not all, organizations are not able to get fancied results in long run. Results reason that most organizations are uninformed of this that people are more attracted towards the advertisements that has used right celebrities.

**Methodology/Sample:** The study involved used of questionnaire filled by 300 students as the nature of this topic is related to general public and the consumer buying behavior. To finish up results I picked overview investigate in which I made a poll and led from Bahria University and NUST Karachi.

**Findings:** The results of survey show negativity with respect to organization's behavior towards their marketing campaigns. They did not hire right celebrities in their ads in order to promote their products. Moreover this dissertation will answer the consumer behavior towards organization's advertisement. It will answer that why some, not all, organizations are unable to get desired results in long run.

**Practical Implication:** The outcome of the research might help companies who are using celebrities to sell their products or services because now decision makers can read between the lines and judge behavior of consumers and what type of celebrities to be used for effective promotion.

**Keywords:** Celebrity Endorsement, Consumer Behavior, Brand engagement.

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