

IMPACT OF CELEBRITY ENDORSEMENT OF Q-MOBILE ON BRAND IMAGE AMONG YOUTH OF PAKISTAN

By

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32899**

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

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ABSTRACT

Introduction: Celebrity base marketing is regarded as an important tool to attract consumer's attention in today's dynamic world. Companies engage famous celebrities in their advertisement campaigns to make people aware of their product with the celebrities they love to see. The mantra of using celebrities in their advertisements is becoming common all around the world and now, in Pakistan the concept is also taking its roots.

Methodology: The main aim of this dissertation is to determine the Impact of celebrity endorsement on Q-mobile's Brand image among the youth in BU. The research is quantitative in nature and the instrument used for the research is 'questionnaire'. The research undertakes the statistical tests to determine the impact of selected variables.

Findings: The findings from the research tells us that the entire hypothesis are accepted based on the criteria of <0.05 . However, separate correlation of every hypothesis is performed to determine the correlation. The results from the research shows that majority of youngsters buy Q-mobile because of the aggressive campaigns they used through Indian and Pakistani celebrities.

Conclusion: The statistical shows that, Celebrity Endorsement experience, Celebrity Attractiveness & Celebrity Trustworthiness had significant impact on the brand image of q-mobile. This shows that all hypotheses are accepted.

Keywords: Celebrity endorsement, Celebrity Attractiveness, Celebrity Credibility, Q-Mobile, Brand Image

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