

THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER'S (YOUTH) CELL PHONE BUYING DECISION

By

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No.	Date	Place of Meeting	Topic Discussed	Signature of Student
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6	5-2-2015	Cubicle	Data analysis	<i>A. Ehtesham</i>
7	23-3-2015	Cubicle	Conclusion and recommendations	<i>A. Ehtesham</i>

APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 10% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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ABSTRACT

Purpose

The idea of choosing this topic for research is due to the gradual increase in celebrity endorsement in Pakistani telecom market. It was observed that Qmobile, Samsung, Huawei and voice mobile have extensively spending on endorsing their smart phones and traditional cell phones. Secondly, does this marketing tool really work in encouraging costumers to buy a particular mobile handset? Does this create a positive impact on consumer buying behavior and whether youth is influenced by these marketing activities done by the company or not?

Methodology

It is conducted within the premises of Bahria university Karachi campus and 400 respondents participated to carry out this research. A survey was conducted that includes filling out of questionnaires by the respondents. The sample population included male and female belonging to age group of 18-25 years. One sample t-test and frequency test was applied to get the results.

Findings

The analysis proposes that there is a positive impact of celebrity endorsement on consumer buying behavior. Foreigner celebrities are considered as more reliable and credible on account of information delivery and opposite gender celebrity endorsement is considered more effective. Qmobile is the most selling smart phone brand in Pakistan and hired many foreign renowned faces to endorse their phones.

Practical implications

The results and outcomes of this research can help the marketers and research analysts to calculate the positive impact of celebrity endorsements on the mind of consumers. They are willing to spend on such products and they want to see credible faces of foreign celebrities more endorsing local products.

Keywords: Celebrity endorsement, consumer buying behavior, youth.