

**IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOR  
THROUGH CELEBRITY ENDORSEMENT, PERUSIVENESS AND  
PRICE ELASTICITY**

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## Abstract

*This research paper is concentrate on the impact of advertising on the consumer's buying behaviors through persuasions, celebrity and price change. Celebrity is the one of the major focus in this paper. These factor change and raise the consumer perception toward that particular product and service. Success of the advertisement is highly deepened on the advertiser message, the person who deliver the message (celebrity), how he deliver the message (persuasiveness) and factor he choose his or her message such as price, claim information etc. buying behavior is highly affected by the image or position of the product that create in the mind of the customer through advertiser. Primary data of the research is gathered through questionnaires, organization, individual and expert opinions and secondary data is gathered through books internet magazine and published materials. This research was conducted in January 2014. A sample of 200 respondents was taken which contain students, employees and students. The research suggested that a creative and innovative and well presented advertisement has always a huge affect on the consumer intention or buying behavior. At the same time some of the other factors that also impact on buying behavior such as quality, image and price. Likewise celebrity is highly matter but the study show all the factor has positive impact on his place on the consumer behavior to prove their loyalty.*

**Key Words:** Advertising, Buying Behavior, Celebrity Endorsement, Persuasiveness, Price elasticity

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