Impact of Celebrity Endorsement on Teenager’s Impulsive Buying Behavior

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Abstract
Study is performed to come across impact of celebrity endorsement on impulsive buying behavior of youth in Pakistan. Statistics were composed of non-probability convenience sampling technique and survey research method was applied. Sample size of 150 young people (male and female) of Islamabad city was taken. Results show that star support has significance impact on impulsive buying style. It also spots impact of icon endorsement on impulsive buying manners of youth in Pakistan have strong relation with each other. Hence celebrity endorsement is done in ad; it promotes attitudes of adolescents impulsive buying. The future studies can include different factors related to impulsive buying. Generalizability of the result can also be increased by increasing sample size and multi-city sampling. It can also be generalized by using print and non-print modes of advertisement in which superstar are present. The recommendation of study is that legalized policies should be made so that celeb contributes legally and ethically in conveying company message. Celebs are advice not to advertise poor quality product as it will affect their fame.

Key Words: Celebrity endorsement, Impulsive buying, Teenagers, Pakistan.

Introduction
Consumers spend less time planning before shopping because of which impulse buying have become truth. The growing amount of expenditure these days have created new life style of consumers it has been integrated and accepted among consumers. Global relationships have changed shopping trends. Globalization changes method of satisfying buyer requirements and acquisition manner (Zmija, Pejas & Szafranska, 2010). Purchasing patterns depends on the factors and phenomena by which adolescent
consumer get motivated and in result they buy a product. Daud, Farooq and Anwar (2011) conclude commercials have massive impact on teenager’s way of living and it has durable outcome.

Advertisement is made by the company to attract consumers towards the product. Manufacturers use icon in ad because of which it becomes valuable for the user. It is most powerful method for promotion of product. Ads shown through visuals, jingles and movements consumer get more attracted towards that good. Ravikumar (2011) survey established that visionary medium of commercials and youngsters purchasing pattern and mind set have strong effect on each other. Teenagers are immature and emotions as compare to adults as study of Pechmann et al. (2005) founded that youngsters are more impetuous and self-conscious than adults. Buyer of any age, race its decisions are based and influenced by buyer personal characteristics.

The fact of the matter is that buyer makes coherent choices but specifically teenage buyers have impulsive purchasing behavior. Teen consumers need changes continuously because of which their shopping pattern is shifting. Before the era of modernization teens used to do shopping with their families but with the change in time teens go alone or with friends for purchasing goods. Shift in buying pattern is also bringing change in buying behavior from compulsive shopping to impulsive shopping. It can be due to Kotler and Keller (2006) cultural factor-fundamental determinant of person’s wants and behavior, social factor-behavior influenced by outsider forces and personal factors-buyer personal characteristics.

Impulsive pattern of shopping is also developing in youth because of famous personalities used by companies in advertisement. Icon act as ideal for teenagers and they after using the product which celeb is advertising they will have same characteristics like them. When personage transmits their personal characteristics toward the commodity they are marketing it becomes from valuable for the customer. Balakrishnan and Kumar (2011) analyzed if commercials have most loved superstar of consumer, it has long term impression on user brainpower and has important role in acquisition. Kaminset.al (1989) support by legends in ad help publicist to promote their goods. Star motivates the user to consume that commodity.

Pakistani teenager shopping pattern has also being effected, Usman, et.al (2010) examined that adolescents in Pakistan inclined towards commercials and its outcomes have changed teenager’s way of living and publicity of commercials brings such change. Keeping in observation teenagers are the major part of market utilization and they are more emotional towards goods procuring process following research question is projected: What is the impact of celebrity endorsement on impulsive buying behavior of teenagers?. Teens are in growing age because of which they are emotional and they want to acquire things which they like. Abideen and Saleem (2011) concluded that user buy such goods through which they are psychologically close. This study focus is on the relationship and effect of bit shot and impetuous exchange behavior. This study is supported by these theories, “Means end theory presented by Gutman shows individuals base decisions on factors that are likely to lead to desired consequences. Source credibility theory presented by Hovland and Kelley indicates it is the believability of a communicator, as perceived by the recipient of the message. According to theory, two elements are most commonly identified for source credibility is perceived expertise, and
trustworthiness of the source. Source attractiveness theory given by McGuire is based on social psychological research; the acceptance of the message depends on familiarity, likeability and similarity. Familiarity is the audience's knowledge of the source through exposure; likeability is the affection for the source's physical appearance and behavior while similarity is the resemblance between source and receiver. Meaning transfer theory presented by McCracken this theory explains that a celebrity encodes a unique set of meanings which if well used can be transferred to the endorsed product. Such a transfer takes place in three stages – encoding meanings, meaning transfer, meaning capture”.

Literature Review

Celebrity Endorsement

McCracken (1989) described “Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement”. According to Boorstin (1961) “The celebrity is a person who is known for his well-knownness”. Erdogan (1999) finding suggest success of promotion of product by big names is modified through many elements (sincerity, pleasant appearance, morals, promoter financial prominence and commodity-star affiliation).


Impulsive Buying Behavior

Rook (1987) defined “Impulsive buying where a consumer experiences a sudden change, often a very strong and permanent urge to immediately buy something. It is an unplanned purchase that is characterized by relatively rapid decision-making, a subjective bias in favor of immediate possession.” Chen (2008) bared artifact nature is engaged in creating appealed contract. Tirmizi, Rahman and Saif (2009) explored user before purchasing process proves physically powerful relationship between route and unplanned acquirement it exist because of different attractions during marketing.

Narwal and Kumar (2011) reason out infomercial have momentous character during influence process of urged goods. Yu, Chan and Choi (2002) founded power from companion potently have impact on acquiring performance. Ranjbarian, Shekarchizade and Momeni (2010) inquired there is an important association which connects approach of famous person personality with feeling of acquiring product and commercial.

Khatkhati (2006) promoters have the same opinion about renowned endorser it does not give assurance of deal; it establishes buzz so that client considers belonging as superior. Kacen and Lee (2002) study proposed user arousing condition including geezer hood control impetuous redeeming attitude. Till, Stanley and Priluck (2008) detected utilizing luminary properly synchronized in combination with commercialized merchandized end result is strong requirement. Sallam (2011) arrived at authorized stardom most major element are proficiency plus magnetism. Niazi et.al (2012) reported absolute association exists between emotive reactions and customer exchange actions. Buyer pay for such crop with it has meaningful affection connection develops because of transmission of information provided to them. Therefore i suggest the following hypothesis:

H1: Teenager’s impulsive buying behavior is positively associated with celebrity endorsement

Figure 1: Conceptual Framework

Methodology

Population of study comprises of all teenagers in matriculation and intermediate class in Islamabad city of Pakistan as Kotwal, Gupta and Devi (2008) conducted study on students studying in class 9th-12th. Latif, Saleem and Abideen (2011) conducted their study on high school/college students. Facts were gathered from 150 respondent’s student of Bahria College Islamabad, as discussed in respondent profile in (see Table 1). Kotwal, Gupta and Devi (2008) conducted study on 100 adolescent. Latif, Saleem and Abideen (2011) also chose sample consisting of 100 teenagers. Islamabad city was taken as sample city because it is capital city of Pakistan and it does good representation of Pakistani teen consumers of different districts. Abideen and Saleem (2011); Latif, Saleem and Abideen (2011); Usman et al. (2010) took Islamabad as population of their study.
Table 1: Sample Characteristics

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>75</td>
<td>50</td>
</tr>
<tr>
<td>Female</td>
<td>75</td>
<td>50</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Matriculation</td>
<td>59</td>
<td>39.3</td>
</tr>
<tr>
<td>Intermediate</td>
<td>91</td>
<td>60.7</td>
</tr>
<tr>
<td>Pocket money*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>100-500</td>
<td>25</td>
<td>16.7</td>
</tr>
<tr>
<td>600-1000</td>
<td>42</td>
<td>28.0</td>
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<tr>
<td>1100-1500</td>
<td>37</td>
<td>24.7</td>
</tr>
<tr>
<td>1600-2000</td>
<td>46</td>
<td>30.7</td>
</tr>
</tbody>
</table>

*Money given for meeting day to day expenses by parents.

Primary data is collected using questionnaire. Opinion poll is built after assessment of literary publications. Query core is to know how celebrity endorsement has impact on impulsive buying behavior of teenagers in Pakistan. The impact of celebrity endorsement on impulsive buying behavior of teenagers in Pakistan was calculated by means of 5 point scale comprises of “(1) strongly disagree (2) disagree (3) neutral (4) agree (5) strongly agree”.

The quantifiable was present in past studies so they were adopted, to know items significance and variables validity in Pakistani context to test the impact celebrity endorsement on impulsive buying behavior of teenagers in Pakistan total 14 items were applied. Celebrity endorsement was examined through items implemented by Liu (2009) and Kumar (2010). Impulsive buying behavior investigated by means of items incorporated by scales developed by Rook and Fisher’s (1995) Buying Impulsiveness Scale was applied for example: “I often buy things spontaneously”; “I buy things according to how I feel at the moment”. Table 2 shows no. of items and instrument’s reference.

Table 2: Instruments

<table>
<thead>
<tr>
<th>Variable</th>
<th>Instrument</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celebrity Endorsement</td>
<td>Liu (2009)</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Kumar (2010)</td>
<td></td>
</tr>
<tr>
<td>Impulsive Buying Behavior</td>
<td>Rook and Fisher’s (1995)</td>
<td>6</td>
</tr>
</tbody>
</table>
Table 3 reflects reliability of each variable is according to the prescribed rule (Alpha = >0.70).

<table>
<thead>
<tr>
<th>Variable</th>
<th>Reliability</th>
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<tbody>
<tr>
<td>Celebrity Endorsement</td>
<td>0.812</td>
</tr>
<tr>
<td>Impulsive Buying Behavior</td>
<td>0.719</td>
</tr>
</tbody>
</table>

Statistics composed of non-probability convenience sampling technique, as used by North and Kotzé (2001); Heerden, Kuiper and Saar (2008) in their study. Facts were evaluated by employing Statistical Package for the Social Sciences (SPSS) by applying statistical means like “Kaiser-Meyer-Olkin (KMO) and Barlett’s test then Factor analysis was performed.” Outcome of KMO test above 0.5 shows factor analysis can be carried out. Reliability analysis was examined for independent, dependent variable. Nunnally (1978) guided Cronbach’s alpha assessment answer should be over 0.7, Corrected item-total correlation higher than 0.30 to carry on the scale or remove various items.

**Findings**

Supposition of celebrity adoption strengthen the link of impetuous buying performance of teenagers in Pakistan is a positive and strengthening connection and this hypothesis is accepted. Table 4 represents mean, standard deviation and the correlation between celebrity endorsement and its effect on impulsive buying behavior of teenagers, finding confirm correlation exist among variables.

<table>
<thead>
<tr>
<th>Table 4: Correlation Matrix of Variables</th>
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<tr>
<td></td>
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<tr>
<td>-----------------------------------------</td>
</tr>
<tr>
<td>Celebrity Endorsement</td>
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<tr>
<td>Impulsive Buying Behavior</td>
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</tbody>
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***P< 0.01 **p <0.1 *p < 0.5

In factor analysis correlation matrix shows correlation coefficient between variables is 1. Kaiser-Meyer-Olkin (KMO) is 0.815 which is greater than 0.5 for conducting acceptable factor analysis. Bartlett's test significance is .000 which means correlation matrix is an identity matrix. Total variance output shows first six components are significant. Component matrix twenty one items were loaded out of which six extracted and suppressed all loading less than 0.4. Rotated component factor matrix six items can be taken for further analysis because they are loaded on factor 1, rotation converged in ten iterations.
Discussion
This study was conducted to investigate celebrity endorsement in relation to impulsive buying behavior of teenagers. Just as guess celebrity endorsement was significantly associated with teenagers impulsive buying. Celebrity endorsement has strong involvement in the relationship of the model and overall impression of celebrity endorsement was notice to be positive. This proposes that celebrity endorsement in ads have an effect on Pakistani teenager’s impulsive buying behavior. Celebrity in a promo increases the unplanned purchasing of the youth it help them to remember the brand at the time of shopping. It is confirmed from the inspection celeb in trailer are one of the reason of spontaneous buying. Any declaration with bigwig is a excellent technique to make youngsters admired and it facilitates in getting position in market.

Conclusion and Recommendations
Commercial telecasting with dignified person changes the male and female pubescent perception, attitude and evaluation for particular object. It is straightforward mode to approach the targeted market. Consequently it can be drawn young people resident of capital city of Pakistan do impromptu exchange because of cynosure in a blurb. Pakistani shopper main source of getting information is announcement. Famous person in advertisement makes prescribed fact more creditable. Youngster’s affection with celebrity enhances the precipitate buying because of which teenagers procuring ways is changing from premeditated acquiring towards impetuous buying. Result revealed icon presence in ad is the basic reason of impulsive buying behavior.

Study limitation is as there was scarcity of period research was restricted to Islamabad city. Study is grounded on the reply of the questionnaire filled by selected age group. Study does not include causes and factors of impulsive buying. The convenience sample technique used in the study does not indicate fully representative profile of teenager’s population in Pakistan. Future researchers can include internal factors, personal attributes, external factor or environmental factors. Types of impulsive buying (pure, suggestion, reminder and planned) can be included in future research. The recommendation of study for companies is that they should use celebrity in their product advertisement; for policy makers is that they should legalized policies should be made so that celeb contributes legally and ethically in conveying company message. Celebrities are advice not to advertise poor quality product as it will affect their fame. Further investigation can be conducted by generalizability of the results can also be improved by conducting study by including different factors related to impulsive buying. Generalizability of the result can also be increased by increasing sample size and multi-city sampling. Finding can also be generalized by using print and non-print modes of advertisement.
References


