

Relationship between Celebrity Endorsement of Fashion Clothing and Consumer Buying Behavior among Muslim Women: Empirical Evidence from Lahore, Pakistan

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Abstract

The aim of this paper was to examine the relationship between celebrity endorsement and buying behavior of fashion clothing by women in Lahore, Pakistan. Specifically, this study examined the influence of celebrity source attractiveness, source respect, source similarity, source trustworthiness and source expertise towards buying behavior. This research was a quantitative study that used a self-administered questionnaire. The target population were matured women in Lahore. Primary data was collected from 277 women using convenience sampling technique. Multiple regression analysis via Statistical Package for Social Sciences (SPSS) computer program version 19 was used to test the hypothesis developed for this study. The output of the multiple regression analysis revealed that source attractiveness had the strongest impact on buying behavior. The results further showed that buying behavior was influenced by source trustworthiness, source respect and source similarity. However, source expertise did not show a significant influence on buying behavior. This study has implications for marketers and advertising practitioners in Pakistan. The results showed that marketers should place higher importance on source attractiveness when using celebrities to endorse fashion clothing products. The results of this study will add to existing literature on the relationship between celebrity endorsement and buying behavior by Muslim women. To the best of the researcher's knowledge, this is the first study of its kind in Pakistan to examine the influence of celebrities' endorsement on Muslim women buying behavior of fashion clothing.

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Introduction

Due to increasing competition and the positive results of celebrity endorsement, organizations are using celebrities such as singers and athletes to create awareness, intention and action to purchase their products and services. Advertisements endorsed by celebrities is an effective tool used by advertisers and advertising agencies to promote their products and services (Low Swee-Foon and Lim Su-Wen, 2012). Past statistics has shown that celebrities are incorporated in every fourth to fifth advertisement (Elberse and Verleun 2012). In the United States, celebrities endorse around 19%-25% of products and services (Elberse and Verleun, 2012). As stated by Carrillat, d'Astous, and Charette Couture (2015), the endorsement of products by celebrities can aid and optimize the processability of information. Therefore, as stated by Olenski (2016), celebrities are idolized by consumers and when they watch them in advertisement, they are prompted to purchase the products or services. People idolize celebrities, and when famous people are seen in advertisements promoting a new product, consumers are prompted to buy that product, either subliminally or directly (Olenski, 2016). Another study by Pradhan et al. (2014) found that celebrities had a positive impact on purchase intention. In Pakistan, several top fashion brands are endorsed by popular celebrities. For instance, LUX products are endorsed by a top Pakistani movie star Reema Khan, L'Oreal products are endorsed by Hareem Farooq who is a popular actress in Pakistan, and Head & Shoulders products are endorsed by the top Pakistani cricketer Shahid Khan Afridi (Syed Rameezul Hassan, RAJ 2014). However, as stated by Olenski (2016), the celebrity endorsement theory does not apply to all products and services. Karsay, Knoll and Matthes (2018) also argued that there is no meta-analytic knowledge concerning the influence on consumer purchasing behavior by celebrity endorsements.

Past studies have shown a positive relationship between celebrity endorsement and purchasing behavior (e.g., Spry et al., 2011; Pughazhendi and Ravindran, 2012). A study by

Pughazhendi and Ravindran (2012), revealed a positive relationship between celebrity endorsement and buying behavior. The study by Spry et al. (2011) found that celebrity endorsement positively influences purchasing behavior. There are several indicators of celebrity endorsement. According to Sallam (2011), celebrity attractiveness was a stronger and significant component of celebrity endorsement compared to source trustworthiness and source expertise. A study by Mansour, and Diab, (2016) also revealed that only celebrities' attractiveness and celebrities' likeability were positive and significant predictors of purchasing behavior. Suki (2014) stated that celebrity expertise was a positive predictor among Muslim consumers. A study by Pornpitakpan (2004) showed that celebrity attractiveness, trustworthiness, and expertise were all positive predictors of purchasing intention. Another study by Wang and Scheinbaum (2018) revealed that only celebrity attractiveness and trustworthiness were perceived as positive predictors of purchasing intention towards products endorsed by celebrities. In addition, for low involvement consumers, celebrity trustworthiness was the only component of source credibility. Therefore, past research shows that there are several attributes of celebrity endorsement that influence buying behavior. In addition, past studies also showed mixed results with some inconsistencies.

Despite mixed results from past studies, there is still a sustained expenditure on celebrity endorsement in advertising. In addition to contradictions and inconsistencies in past studies, there is a dearth of studies on the attributes of celebrity endorsement that influence purchasing behavior towards products and services by female customers. Most past studies have examined the impact of celebrity endorsers attributes towards purchasing intention, but this studies collected data only from female respondents. The emphasis of this study is on the Muslim females. Past studies have shown that the females have different characteristics compared to men that encompass elements of compromise, care and relationship building (Zeb et al., 2011). Hence, the objective of this study

was to examine the influence of celebrity endorsers characteristics that encompass source attractiveness, source respect, source similarity, source trustworthiness and source expertise towards buying behavior of fashion clothing by Muslim females in Lahore, Pakistan. The contribution is relevant to academicians, scholars, marketers and advertising agents.

Literature Review

Consumer buying behavior

Consumer behavior refers to the study of the processes involved when consumers select, purchase, use or dispose products or services to satisfy needs and desires (De Mooij, 2019). Therefore, consumer behavior is viewed as a process that encompass the predictors. Bhat, Kansana and Khan (2016) stated that buyer behavior is a method, that encompass several ideas and strategies that result in the fulfillment of wants and needs of consumers. Consumer purchasing behavior can be related to the Theory of Planned Behavior by Ajzen (1991). According to the Theory of Planned Behavior, consumer behavior is guided by three beliefs that result in specific outcomes. The determinants encompass attitude, subjective norms and perceived behavioral control and the outcomes lead to behavioral intention of individuals (Ajzen, 1991). The consumer attitude, subjective norms and perceived behavioral control is influenced by several factors. George (2004) further found that trustworthiness positively affects attitudes purchasing behavior of consumers. Another study Hansen, Jensen and Solgaard (2004) suggested that the Theory of Planned Behavior explained the highest proportion of variation in buying intention by consumers.

Celebrity Endorsement

The strategy to use celebrities is a widely used practice among business organizations to support brand imagery (Erdogan, 1999). The definition by Erdogan (1999) is focussed persuasiveness. Erdogan (1999) focused almost exclusively on the persuasive outcome of celebrity endorsement of products or services. A celebrity is normally a well-known person who is given recognition by a large group of people (Schlecht, 2003). The celebrity endorsement

encompasses giving expert opinion or being a spokesperson for a product or service (McCracken, 1989). The endorser attributes such as attractiveness, likeability, and trustworthiness are expected to generate desirable outcomes (Erdogan, 1999). One in four advertisers use celebrities endorsement as an effective tool to promote their brands. According to MarketWatch (2011), celebrity endorsements resulted in sales growth by an average of 4 percent. Past research has revealed that celebrity endorsement can lead to positive attitude and purchasing behavior toward the product or service that is endorsed (Till, Stanley and Priluck, 2008). The source-credibility model can be used to predict message effectiveness or efficacy (Amos, Holmes, and Strutton, 2008). According to this model, the effectiveness of an advertisement message depends on how consumers perceive a particular endorser's expertise, trustworthiness and attractiveness (Amos, Holmes, and Strutton, 2008). The TEARS model later developed by Shimp (2003) subdivided source credibility and source attractiveness into five components namely source trustworthiness, expertise, physical attractiveness, respect and similarity to target audience. However, researchers have also pointed out that celebrity endorsement does not always boost advertisement likability (Taylor, 2016).

Relationship between source trustworthiness and consumer buying behavior

Trustworthiness is related to honesty and integrity of the celebrity who endorsed the product. According to Ohanian (1990), trustworthiness is the level of confidence and the level of acceptance of a message by an individual. According to Erdogan (1999), trustworthiness is an individual's integrity and honesty of the endorser. Therefore, the celebrity who endorses a product must be honest and trustworthy to consumers and marketers can leverage on these set of values (Shimp, 1997). Past studies has revealed positive contributions of source trustworthiness towards buying behavior (Suki, 2014; Mowen and Minor, 2006). A study by Kok Wei and Li (2013) revealed that source trustworthiness had positive and

significant impact on consumers' behavioral intentions. Similarly, another study by Chung and Cho (2017) found that source trustworthiness was a positive predictor of brand credibility. The brand credibility leads to purchasing behavior by consumers. Based on the results of analysis done by Amos et al. (2008), source trustworthiness was one of the characteristics of celebrity that had a positive effect on advertising effectiveness and purchase intentions. Suki (2014) carried out a study to differentiate celebrity influence between Muslim and non-Muslim purchase intention, and assess the importance of celebrity trustworthiness. The results of the study by Suki (2014), showed that Muslim consumers choose expertise but not trustworthiness. Based on the review of past studies, it is hypothesized that:

H1: Source trustworthiness exerts a positive impact of buying behavior by female consumers

Relationship between source expertise and consumer buying behavior

A product or service endorsed by specialist in a particular profession or field will result in higher influence on consumer buying behavior (Ohanian, 1991). Products or services endorsed by expert celebrities who are more convincing or influential will lead to buying behavior (Biswas et al., 2006). Byrne et al. (2003) further added that higher level of expertise of a celebrity in a particular professional field will lead to higher impact on the consumer buying behavior because it the recognition of a brand which is endorsed by a celebrity who is an expert. An expert celebrity is also more persuasive (Aaker and Myers, 1987). Amos et al. (2008) also agreed that the impact on consumer buying behavior is determined by the degree of expertise of a celebrity. Therefore, a celebrity who is highly competent and expert is assumed to be highly persuasive (Erdogan 1999). Past studies points to a positive relationship between celebrity endorser's expertise and buying behavior (e.g., Till and Busler, 2000; Priyanka et al. 2017). The endorsement of a product or service by a celebrity who is an expert or specialist in a specific field will result in a positive impact on brand attitude and purchase

intention (Till and Busler, 2000). A study by Eisend (2010) looked at the immediate and delayed effects of celebrity endorser's expertise. The study revealed only delayed effects of celebrity endorsers' on consumers' attitude. Similarly, the results of a study by Priyanka et al. (2017) showed that the celebrity endorsers expertise was significantly related to consumer purchasing intention. On the contrary, a study by Mansour and Diab (2016) found that the expertise of celebrities was not significantly related to purchasing behavior of consumers. Based on past studies, the following hypothesis was developed:

H2: Source expertise exerts a positive impact of buying behavior by female consumers

Relationship between source attractiveness and consumer buying behavior

Attractiveness refers to the celebrity physical appearance. The celebrity is a person who is perceived as classy, beautiful and elegant (Amos et al., 2008; Ohanian, 1990). Consumers are more inclined towards products or services that are endorsed by celebrities that are attractive (Zeb (2011). A celebrity who is physically attractive will have a positive impact on consumers purchasing intention (Kahle and Homer, 1985). Past research has shown that the product or service endorsement by a physically attractive celebrity will be effective in developing positive perception and positive stereotypes are formed by customers concerning the celebrity endorser. This will lead to purchasing behavior (Liu et al, 2007). A study by Kok, Wei and Li (2013) showed that source attractiveness contributed positively towards effectiveness of celebrity endorsement. Another study by Till and Busler (2000) revealed that products endorsed by attractive celebrities had a positive impact on consumers attitude towards the brand that was endorsed. The positive impact of celebrity attractiveness towards purchasing behavior was further confirmed in a study by Sertoglu, Catli, and Korkmaz (2014). However, a study by Suki (2014) revealed that physical attractiveness of a celebrity was of lower importance to Muslim consumers. A study by Wang, Kao and Ngamsiriudom (2017) found that trustworthiness of celebrity is the strongest

predictor of celebrity credibility. However, the celebrity expertise and attractiveness explained much less of endorser credibility compared to celebrity trustworthiness. Therefore, past literature points a positive impact of source attractiveness towards purchasing behavior. The following hypothesis was developed for testing:

H3: Source attractiveness exerts a positive impact of buying behavior by female consumers

Relationship between source respect and consumer buying behavior

Respect for an individual generally refers to admiration or recognition due to the individual's achievement, accomplishment or capability. Celebrities can be respected for their athletic prowess, personality, acting accomplishments (Nifterik et al, 2009)). As explained by Erdogan et al. 2001), the respect for a celebrity who endorses a product has positive effect on customer buying behavior. In addition, the impact of negative image is reduced. According to Shimp (2003), a celebrity who endorses a product or service can bring about a better brand equity through their positive influence on consumers. Similarly, Erdogan (1999) stated that a celebrity who endorses a product can command the respect from consumers due to their achievements as such consumers are attracted to them. A study by Dissanayake and Ismail (2015) found that respect for celebrity who endorsed a product or service was moderately correlated with perceived brand attitude. However, Erdogan et al. (2001) also warned that in cases where the celebrity is too popular, consumers may focus on the celebrity instead of a product. A study by Mansour and Diab (2016) revealed that celebrities respect by consumers was not significantly related to purchase behavior. Based on theories and past literature, it is hypothesized that:

H4: Source respect exerts a positive impact of buying behavior by female consumers

Relationship between source similarity and consumer buying behavior

Source similarity is one of the constructs in the TEARS model that was developed by Shimp (2003). According to Shimp (2003), source

similarity refers to the extent to which a celebrity who endorsed a product matches his or her characteristics such as age or gender with the characteristics of the consumers. Shimp (2003) further added that in cases where the consumers are heterogeneous, similarity between consumers and celebrity is highly essential. Ohanian (1990) further explained that similarity is closeness between consumer and the source. He added that source similarity refers to situations where the consumer and the celebrity endorser has similar lifestyle, needs and goals (Ohanian, 1990). Erdogan (1999) further stated that similarity is one of the determinant of the attractiveness of the celebrity. In short, consumers like celebrities who share similar characteristics with them. A study by Whittler (1991) stated that in commercial advertising, the celebrity race matters a lot. According to the study, consumers with strong racial attitudes are more likely to be influenced by the characteristics of the celebrity endorser. A study by Pentina, Bailey and Zhang (2015) evaluated the source similarity to consumer attitudes and purchase intention. The results of the study by Pentina et al. (2015) revealed a positive influence of perceived similarity between consumers and the celebrity endorser on review helpfulness, trustworthiness, and credibility. Another study by Xia and Bechwati (2008) revealed that a consumer's perceived emotional resonance with the celebrity endorser increases purchase intentions for experiential products. Based on the above review, the following hypothesis was proposed for testing:

H5: Source similarity exerts a positive impact of buying behavior by female consumers

Research design

This research was based on positivism philosophy. Deductive approach was used and based on theories, hypotheses were developed for testing (Saunders, et al., 2012). In this quantitative study, the researcher used a survey technique to gather primary data. Non probability sampling was used and cross-sectional data was collected. The SPSS tool Version 20 was used to generate descriptive and inferential statistics.

Sampling and data collection

The target population were Muslim female consumers residing in Lahore, Pakistan. The sample size based on the formula by Krenjcie and Morgan (1970) was 385. Based on the formula proposed by Tabachnick and Fidell (2013), the calculated sample size was 98 participants. Based on this formula, the sample size is equal to $50 + 8m$ (where m is the number of variables). Convenience sampling method was used because the sampling frame was not readily available. The direct distribute and collect method was used. The self-administered questionnaires were delivered directly to the participants. Based on a target sample size of 385, around 500 questionnaires were distributed. A total of 285 questionnaires were collected and after omitting incomplete questionnaires and questionnaires with omissions, a total of 277 good questionnaires were used to prepare the data file and undertake data analysis.

Instrumentation

The questionnaire for this research was divided into two sections. The questions for Section A were designed to gather demographic information about the respondents. Questions in Section B were designed to collect attitudinal and behavioral data to measure the dependent variable and the independent variables. A five point Likert scale was used. Nominal and ordinal scales were used for Section A and a 5-point Likert scale was used for the questions in Section B. Likert scale was appropriate for a survey method (Hair et al, 2010). The questions were adapted from past research. The questions for source trustworthiness, source expertise and source attractiveness constructs were adapted from past research (McCracken, 1989; Ohanian, 1990). For the construct source respect, the questions were adapted from a study by Eagly (1978). For source similarity, the questions were adapted from a study by Desai (2002). For the dependent variable there are four items and questions to measure consumer buying behavior were adapted from a study by Kumar (2010). Pre-testing was done to ensure correctness of the questionnaire.

Data preparation and analysis

A total of 277 questionnaires were good for analysis. The data was coded and edited before being tabulated in the file available provided in the SPSS software. The SPSS statistical tool was used to generate descriptive statistics, reliability statistics and inferential statistics. Multiple regression analysis was done to test the hypothesis developed for this study.

Results

Demographic Profiles of the respondents

There were 277 participants in this study. In the age category, 135 respondents were in the age group of 18 to 25 years. Another 115 respondents fell in the 26 to 35 years' old category. Another 27 respondents were above 35 years old. Based on occupation, 107 respondents were professionals or engaged in business. Another 59 respondents were housewives or unemployed. The rest were university students.

Descriptive and Normality Testing

The descriptive statistics are show in Table 1. Based on the Likert 5-point scale, the minimum score was one (highly disagree) and maximum was 5 (highly agree). However, the mean score for all variables was above 2.6. The mean was highest for source expertise (3.27). The mean score for source trustworthiness was 2.898, source attractiveness was 2.634, source respect was 2.949, source similarity was 2.828 and buying behavior was 2.7428. The standard deviation represents the spread out of data. As shown in Table 1, the standard deviation was around 1 and below. The lowest standard deviation was for source trustworthiness (0.835) and the highest was for source attractiveness (1.006). This indicates the data points are close to the mean and spread of data is low (Field, 2013). To prove normal distribution, the acceptable values for skewness and kurtosis are between -2 and +2 (George and Mallery, 2010). As shown in table 1, the values of skewness and kurtosis are blow 1. Therefore, the normality of data distribution is not violated.

Table 1: Descriptive statistics

	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Source Trustworthiness	1.00	5.00	2.8982	.83538	-.224	.146	-.381	.292
Source Expertise	1.00	5.00	3.2686	.84531	-.460	.146	-.175	.292
Source Attractiveness	1.00	5.00	2.6347	1.00677	.117	.146	-.690	.292
Source Respect	1.00	5.00	2.9495	.94427	-.238	.146	-.398	.292
Source Similarity	1.00	5.00	2.8282	.96185	-.090	.146	-.413	.292
Buying Behavior	1.00	5.00	2.7428	.89049	.013	.146	-.496	.292

Pearson Product-Moment Correlation Coefficient Test

Pearson Product-Moment Correlation Coefficient was used to measure the strength of linear relationship between two variables (Pallant, 2010). The range of relationship falls between -1 to +1. Value ranging between 0.1 and 0.4 indicates a weak correlation and above 0.5 shows a strong correlation (Greasley, 2008). As shown in Table 2, The relationship between source trustworthiness and consumer behaviour is positive and significant and the value of correlation is 0.67. A change in one variable will have a positive change in the other variable as well.

Source expertise and consumer behaviour has a positive and significant relation with the value of 0.525 but it is not as strong as source trustworthiness. The relationship between source attractiveness and consumer buying behaviour is the strongest with the value of 0.883 which is significant and positive. The second strongest relationship is between source respect and consumer behaviour with a correlation value of 0.730. Lastly, the correlation value of 0.719 between source similarity and consumer behaviour is also positive and significant. Therefore, the relationship between all independent variables and dependent variable is positive and significant, and change in any independent variable will have a positive change in the dependent variable.

Table2: Pearson Correlation

		SourceTrustworthiness	SourceExpertise	SourceAttractiveness	SourceRespect	SourceSimilarity	ConsumerBehavior
SourceTrustworthiness	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	277					
SourceExpertise	Pearson Correlation	.520**	1				
	Sig. (2-tailed)	.000					
	N	277	277				
SourceAttractiveness	Pearson Correlation	.594**	.463**	1			
	Sig. (2-tailed)	.000	.000				
	N	277	277	277			
SourceRespect	Pearson Correlation	.612**	.581**	.690**	1		

	Sig. (2-tailed)	.000	.000	.000			
	N	277	277	277	277		
SourceSimilarity	Pearson Correlation	.532**	.541**	.628**	.647**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		.
	N	277	277	277	277	277	
ConsumerBehavior	Pearson Correlation	.671**	.525**	.883**	.730**	.719**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	277	277	277	277	277	277
**. Correlation is significant at the 0.01 level (2-tailed).							

Reliability

Reliability is a measure of internal consistency (Field, 2013). A construct or variable with a Cronbach alpha value above 0.70 is acceptable

and 0.80 or greater is preferred (Cortina, 1993). Based on the results shown in Table 3 below, the reliability is not violated.

Table 3: Reliability

Varibales	Cronbach Alpha value
Source Trustworthiness	.743
Source Expertise	.764
Source Attractiveness	.858
Source Respect	.854
Source Similarity	.837
Consumer Behaviour	.724

→ In the column labelled R are the values of the multiple correlation coefficient between the predictors and the outcome. When only TOSCA is used as a predictor, this is the simple correlation between SPAI and TOSCA (0.34).

Multiple Regression Analysis and Model Fit

Multiple regression is one of the major techniques for examination of the interrelationship between a set of variables. (Pallant, 2010). The results from SPSS system output consists of three major tables. The model summary table is for measuring R square, ANOVA table shows the value of F and significance and the last table shows regression coefficients and t-value. According to (Pallant, 2010) the goodness of suitable measures amongst the variables is indicated in the model summary. As shown in Table 4, the value of R is 0.919 and this indicates the value of the multiple regression coefficients between the independent variable and the dependent variable (Field,

2013). The R square reflects the percentage of variation explained by the predictors. In this study, R square value of .85 indicates that 85% of variation in consumer buying behavior is explained by the independent variables (Pallant, 2010). In short, it means that the independent variables in this study contributed 84.5% of variation towards any changes in the female consumer buying behavior in Lahore. The rest of the variation is due to other unexplained factors. The ANOVA analysis indicates whether the model of the study is fit for the research. According to Yilmaz (2011), significance value should be less than 0.05. As shown in table 4, significance of 0.000 means the model is fit for consideration.

Table 4: Overall Model Fit

Multiple R	.919
Coefficient of Determination (R square)	.845
Adjusted R square	.824
Sig. F change	.000
F Value	295.333
Sig (ANOVA)	.000

Table 5 shows the coefficient for each independent variable in this study. The standardised Beta values shows the contribution of each independent variable to the dependant variable which is consumer buying behavior in this study (Field, 2013). The beta values of all the predictors in this study are positive and this indicates a positive relationship (Field, 2013). In this study, source attractiveness has the highest beta value and a t-value that is significant (above 1.96). This indicates that source attractiveness is the strongest predictor of consumers buying behavior. If the t-statistic value is greater than 2 or less than -2 with the significance level that's less than 0.05, it means that hypothesis is

accepted (Aiken, 1991). Therefore hypothesis H3 is accepted. The t-statistic value for source expertise is 0.298 with the significance value 0.766 ($p > 0.05$) and beta value of 0.009. This indicates that hypothesis H2 is rejected. The t-statistic value for source trustworthiness is 4.449 with significance value less than 0.05 ($p < 0.05$) and beta value of 0.146. This indicates that hypothesis H1 is accepted. For source respect the t-statistic value is 2.298 with a p-value value of 0.022 ($p < 0.050$) and a beta value of 0.088. It represents that H4 is accepted. Lastly, the t-statistic value for source similarity is 5.802 with a p-value of less than 0.05. This indicates that hypothesis H5 is accepted.

Table 5: Multiple Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.081	.093		.874	.383
	SourceTrustworthiness	.155	.035	.146	4.449	.000
	SourceExpertise	.010	.033	.009	.298	.766
	SourceAttractiveness	.535	.032	.605	16.751	.000
	SourceRespect	.083	.036	.088	2.298	.022
	Source Similarity	.185	.032	.200	5.802	.000

Discussion and Conclusion

The objectives of this study were achieved and this study confirmed that celebrity endorsement had a positive influence on buying behavior towards fashion clothing of females. More specifically, this study demonstrated that source trustworthiness, source attractiveness, source respect and source similarity had a positive and significant impact on buying behavior by females. However, source expertise did not show a significant impact on buying behavior. This study showed that source attractiveness had

the strongest impact on buying behavior toward fashion clothing by females. The results of this study are consistent with past studies that also found a positive relationship between celebrity attractiveness and buying behavior (Kahle and Homer, 1985; Wei and Li (2013). A study by Sallam (2011) also revealed that celebrity attractiveness was a stronger and significant component of celebrity endorsement compared to source trustworthiness. Attractive celebrities will increase the appeal of the product or service influence on the consumer buying behavior

(Ohanian, 1991). Hence, it can be assumed that a celebrity who is physically attractive will have a positive influence on buying behavior of females. This study showed the highly important role of celebrity attractiveness in the fashion industry. A product that is endorsed by a physically attractive celebrity will lead to positive buying behavior (Liu, 2007). Therefore, marketers should use attractive celebrities to endorse their products or services to increase advertising effectiveness and higher buying behavior.

In this study it was predicted that celebrity trustworthiness will influence purchasing behavior. This study showed a positive and significant role of source trustworthiness in influencing purchasing behavior. Recent studies have shown mixed results on the role of source trustworthiness. The results of this study are consistent with some past research. Past studies have shown that consumers are more inclined to buy products endorsed by attractive and trustworthy celebrities (Mowen and Minor, 2006). A consumer will perceive that the product endorsed by a trustworthy celebrity is highly believable and this will lead to a positive buying behavior. Therefore, source attractiveness should be included as the determinants of advertising effectiveness by marketers and advertisers.

It was predicted that source expertise will have a positive and significant impact on buying behavior. It was expected that a product endorsed by an expert will result in a positive and significant buying behavior (Ohanian, 1991). Consumers purchasing behavior will be enhanced because they are convinced by the source expertise (Ohanian, 1991). However, the results of this study deviated from the expected results and results of several other past studies. The results were similar to a study by Mansour and Diab (2016). Similar to this study, a study by Mansour and Diab (2016) found that the expertise of celebrities was of lower importance. This may be because the female consumers of fashion clothing are more highly influenced by the source attractiveness and trustworthiness and

they are not affected by the source expertise. Past researchers and scholars have also stressed that usage of celebrities who are experts does not guarantee increase in buying behavior. In addition, there may be the risk of overexposure of the celebrity through multiple endorsements (Charbonneau and Garland 2005).

It was hypothesized that source respect was positively and significantly related to buying behavior. The results of this study showed a low but positive and significant impact on buying behavior. It is expected that a celebrity who endorses a product or service can bring about a better brand equity through their positive influence on consumers (Shimp, 2003). Past studies have revealed mixed results on the influence of source respect on buying behavior. It was stated by Erdogan (1999) that a celebrity who endorses a product can command the respect from consumers due to their achievements as such consumers are attracted to them.

Lastly, it was hypothesized that source similarity is a positive predictor of buying behavior. The results of this study revealed that source similarity had a low but positive and significant impact on buying behavior. The results of this study are consistent with most past studies. Similar to this study, the results of another study by Pentina Bailey and Zhang (2015) revealed a positive influence of perceived similarity. Consumer's perceived emotional resonance with the celebrity endorser increases purchase intentions (Xia and Bechwati, 2008). Therefore, advertisers and marketers need to endorse products by a celebrity that has some similarity to the target customers.

To the best knowledge of the researcher, this was the first research of its kind in Pakistan where the respondents were Muslim females. There are several practical implications for advertisers and marketers of fashion clothing products. The findings highlighted the critical role of celebrity attractiveness. The finding will provide further guidance to advertisers and marketers on the determinants of effectiveness

of celebrity endorsement of fashion products. Source attractiveness should be given higher weightage when selecting celebrities to endorse a product or a service. In addition, the source trustworthiness, respect and similarity are also important considerations. Advertisers using celebrities to endorse their products should use an attractive celebrity.

This study also provided theoretical contributions. This research studied five predictors of the effectiveness of celebrity endorsement and the results provided further insights such as the significant role of celebrity attractiveness towards the attitude to purchase products by females in an Islamic country. This study extends knowledge to another dimension that has not been examined before. It provides the understanding of the attitudes of Muslim females towards the relationship between celebrity endorsement and purchasing behavior of fashion clothing products by Muslim females.

There are some limitations of this study. Firstly, this study investigated the effectiveness of celebrity endorsement generally without focusing any specific channel. Different media such as television, social media and printed advertisements may have differing results. Therefore, it is recommended that future research should focus on specific media. This research did not consider the effect of religiosity and ethics on celebrity endorsement of products and services. Future research should consider religiosity and ethics as predictors of the effectiveness of celebrity endorsement. Demographics such as age were also not part of this study. Differences in age could moderate the relationship between the predictors and the dependent variable. Therefore, it is recommended that age and other categorical variables such as marital status should be included as moderators. This study was limited to Lahore, Pakistan and the respondents were females only. Future research should have respondents from other areas to improve generalizability. A cluster sampling can highlight differences among different clusters.

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