




Sajid Mushtaq<sup>1</sup>, Sana Mukhtar<sup>1</sup> & Ariba Ramzan<sup>1</sup>

<sup>1</sup>Institute of Business Administration, Khwaja Fareed University of Engineering & Information Technology, Rahim Yar Khan, Pakistan

KEYWORDS	ABSTRACT
<p>Consumer Behavior, Brand Awareness, Brand Perception, Purchasing Intension &amp; Celebrity Endorsement</p>	<p>The global celebrity endorsement market is growing to be worth millions of dollars. The celebrity endorsements are used in advertising by marketers to boost sales and have a good effect upon viewers' views, which in turn affects their purchasing decisions. Using quantitative approach, this study assesses how celebrity endorsements affect customers' perceptions of the company's product or brand &amp; their choice to buy. The questionnaire was used to gather data from 100 respondents, was then examined. The study investigated how respondents perceived celebrities, their traits &amp; how celebrity endorsements affected their purchase choices. Results show that celebrity endorsements in commercials make them more enticing than those that don't. Furthermore, the results further revealed that the consumer purchase behavior is greatly influenced by celebrity endorsements, with the celebrity popularity having a major influence upon these selections. This study explores the purchasing habits of the consumers while considering the number of criteria, including preference, age, and gender. The results offered significant information for reaching the conclusion and extracting some recommendations based upon the conclusion.</p>
<p><b>ARTICLE HISTORY</b></p> <p>Date of Submission: 12-07-2024 Date of Acceptance: 20-08-2024 Date of Publication: 23-08-2024</p>	
	 <p><b>2024 Journal of Social Sciences Development</b></p>
<b>Corresponding Author</b>	<b>Sana Mukhtar</b>
<b>Email:</b>	<a href="mailto:sanamukhtar617@gmail.com">sanamukhtar617@gmail.com</a>
<b>DOI</b>	<a href="https://doi.org/10.53664/JSSD/03-03-2024-03-28-37">https://doi.org/10.53664/JSSD/03-03-2024-03-28-37</a>

## INTRODUCTION

As customers, we all use a variety of goods and services to fulfil our needs, and in current day, sales of cosmetics are at an all-time high. Customers' decisions to buy might be influenced by a variety of circumstances, both directly and indirectly. Unlike other parts of marketing process, consumer behavior research is a subset of marketing research (Macheka, Quaye & Ligaraba, 2024). Similar to this, firms that sell cosmetics utilize a range of techniques to enhance sales, including celebrity

endorsement supported social media platforms like YouTube, Instagram and conventional media like television, billboards, newspapers, and magazines (Morales, Gountas, Gountas & Sharma, 2019). The study aims to examine cosmetics industry's use of celebrity endorsement and assess its efficacy as marketing tactic (Toha, Tinggi & Islam, 2023). This study explores the linking amid consumers' intentions to buy high-end items and celebrity endorsements (Hameed, 2023). The study examines the link amid luxury brand purchase intentions and celebrity endorsements, providing insight into the efficacy of this marketing tactic. Consumer behavior refers to the procedure and actions people take so as to find, choose, buy, use, and assess goods and services that meet their needs and desires (Journal, 2021).

The purchase intention, a key aspect of user purchasing performance, and various features inducing user purchasing comportment include personal preferences, social influences, cultural background, psychological factors and marketing strategies like celebrity endorsements and sales have reached USD 90 billion globally in past 20 years, according to existing research (Khan, 2023). Meanwhile, luxury brands often evoke feelings of exclusivity, status, and superior quality, impacting consumer purchasing behavior by appealing to emotions and perceptions of uniqueness and high perceived quality. Luxury brands use intangible features to suit customers' symbolic wants, such as indicating status (Fuentes, Martinez & Kolbe, 2023). Businesses need to realize customer purchasing behavior so as to successfully customize their brand image, product offerings & marketing tactics to demands and preferences of their target market. Brand perception is the totality of consumers' opinions and interpretations of a brand, including their attitudes, convictions, and feelings about it (Toha et al., 2023). It is affected by number of variables, including the brand's reputation, image, quality, values, and experience. Customers' opinions about a brand have an effect on willingness to pay for goods or services provided by that brand, their buying decisions and level of loyalty (Koschate, Diamanto & Oldenkotte, 2012).

In a competitive market, consumer product manufacturers prioritize client purchasing intentions to retain their reputation and build goodwill. The purchase intention is vital for businesses to predict and realize consumer behavior, helping them tailor marketing strategies to influence consumers' decisions and drive sales (Macheka, Quaye & Ligaraba, 2024). Marketers use purchase intention to anticipate when consumer might make a purchase, allowing them to design effective advertising campaigns and plans to attract and retain customers. A consumer's dedication to and preference for a particular brand above others on the market is referred to as brand loyalty (Toha et al., 2023). Consumers who exhibit brand loyalty are likely to choose the same brand consistently, even when faced with competitive offerings, due to their satisfaction with the brand's products or services. The celebrities, due to their popularity, appeal, and influence, are perceived as credible & trustworthy by consumers (Bernarto, Berlianto, Palupi, Masman & Suryawan, 2020). This strategy is widely employed by companies to discern their products, enhance brand visibility & ultimately boost sales. Brand loyalty is crucial for organizations as it leads to better client retention, increased sales, and favorable word-of-mouth referrals as customer service, product quality, repute & brand experience are significant factors.

The cosmetic industry, a multi-billion-dollar industry, produces the skincare, haircare, fragrances makeup, and personal care products, constantly innovating to meet evolving consumer needs and preferences (Bernarto et al., 2020). Numerous scholars have examined how celebrity endorsements affect consumer behavior, focusing on how brand awareness and perception shape this relationship (Hameed, 2023). This study reveals that celebrity endorsements significantly impact purchasing behavior, with celebrity popularity playing the crucial role in influencing consumer decisions. The research focuses on understanding consumer buying behavior, considering factors like age, gender, income, & media exposure. Still, there is lack of empirical research on how celebrity endorsements affect customer behavior and sales in the cosmetics industry. The study aims to understand that how emotional connections between consumers and brands endorsed by celebrities' impact purchasing decisions. Celebrity endorsements enhance brand visibility and credibility. The research analyzed responses from 200 respondents aged 20-30 in a fashion-conscious city like Raipur, focusing on how celebrity recommendations and product associations influence consumers in the fashion sector. The celebrity endorsements play significant role in cosmetic industry, as they increase brand awareness and credibility.

### LITERATURE REVIEW

Celebrity endorsements significantly influence consumer purchase decisions, as they are often seen as trustworthy and credible sources. Their affiliation with a brand has a significant impact on how customers view and feel about the brand. Because of familiarity and desire, customers are more inclined to choose a good or service linked to their preferred celebrity (Hameed, 2023). Influence of celebrity endorsement on the cosmetic sales. These celebrities act as charismatic spokespersons; whose credibility significantly influences consumer behavior. As role models, celebrities inspire consumers to emulate their lifestyles and preferences, thereby affecting their purchasing behavior and brand choices. The purchase intention of the Wardah lipstick products is greatly influenced by celebrity endorsers, and its significant role in reshaping the brand image (Al, Naznen, Yang, Helmi, Mohd & Nik, 2023). Celebrity endorsement boosts sales, credibility, and trust, making it essential component of contemporary advertising. Marketers spend money building their brand & reaching out to the media with sponsored communications. Celebrity endorsement is said to be the secret to successful marketing and brand management since it increases return on marketing spend. Brand value and purchase intention are increased when the correct product is paired with right celebrity (Campus, 2019).

Since it strongly impacts customer behavior by affecting perceptions and preferences. Celebrities' endorsements can affect the purchase decisions, since people trust and admire them, leading to a deeper sense of connection and confidence in a business. A customer's future purpose to purchase a product is referred to as "acquisition purpose" and is partial by a number of variables, such as price, features of the product, availability, assessment, word-of-mouth marketing, celebrity status and performance, and interest. It is influenced by brand's image & perceived reference group (Campus, 2019). Because celebrities significantly influence customer purchasing decisions by endorsing and recommending products in commercials. Attractiveness and lifestyle attributes contribute to their influence. About ads of feature famous personalities as product endorsers. However, consumers are

affected by factors beyond celebrity references, accent the importance of considering other factors. Although, brand image of glow cosmetic products is greatly influenced by celebrity endorsement. When a well-known figure promotes and endorses these products, it creates a positive association and perception of brand. This, in turn, impacts purchasing decisions of consumers (Macheka, Quaye & Ligaraba, 2024).

It's crucial to remember, too, that these choices are also heavily influenced by the perceived quality of the brand. Customers are more likely to buy Ms. Glow cosmetics if they believe the products are of excellent quality. The perception of brand quality and celebrity endorsement are therefore vital variables that influence consumers' decisions to buy (Ahmed, 2015). Mostly, celebrities promoting things in commercials can have a big influence on what people decide to buy because people tend to look up to and trust celebrities, which makes them want to imitate their choices and way of life. Consumers may feel more sympathetic towards the brand when it is promoted by a celebrity they admire, creating a sense of connection and trust that can influence their purchasing behavior which in turn can lead to higher purchase intention remember brand and consider it during their purchase decision. The visibility of celebrities in advertisements, showcasing products they use, recommend, can influence consumers to follow trends and purchase those products to align with the perceived status and lifestyle of the celebrity (Khan, BA & Al, 2012). Actually, the advertisements featuring celebrities are designed to appeal to consumers' emotions and aspirations, leveraging the influence and popularity of the celebrities to augment brand perception and drive consumers' engagement and purchase intent.

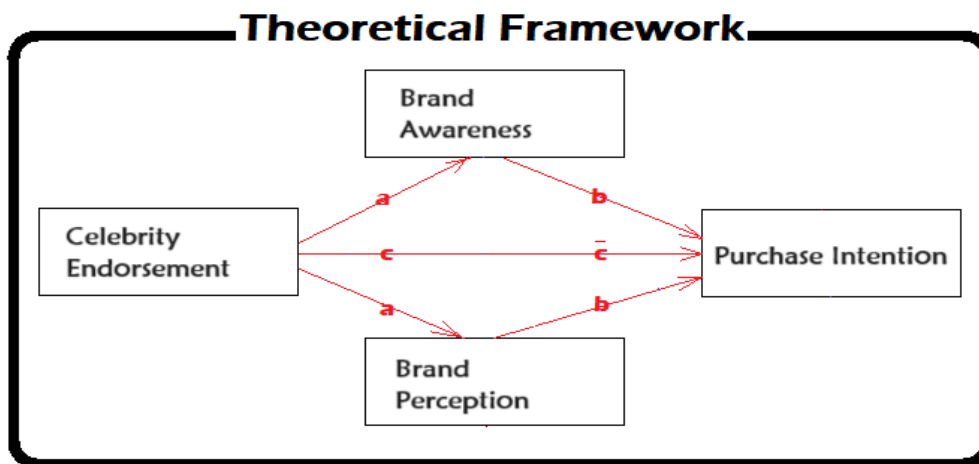
There are different factors of consumer making a purchase decision after considering factors but this research reflects the likelihood of a like product quality, brand reputation, price, and personal preferences and celebrity endorsement (Widyastutir & Said, 2017). Most of Celebrities influence significantly customer purchasing decisions by recommending products in commercials, admired by the consumers (Moraes, Gountas, Gountas & Sharma, 2019). In the highly competitive consumer products manufacturing sector, this study looks at effects of perceived value, celebrity ratification, customer knowledge, and buy intention. Purchase intention and these features are significantly correlated, according to the study, with the perceived value, customer understanding and celebrity endorsement being important determinants (Younus, Rasheed & Zia, 2015). Brands, symbolizing excellence and trustworthiness, significantly influence customer behaviour, with visibility through advertisements and marketing strategies enhancing consumer awareness and influencing their purchasing decisions (Hrablik, Ivanovich & Bab, 2015). Actually, brand reputation, past practices, and retailer approvals influence consumer decision-making, underscoring the crucial role brands play in shaping the consumer preferences and choices (Khachatryan, Rihn, Behe, Hall, Campbell, Dennis & Yue, 2018).

The celebrities significantly influence consumer purchasing decisions by emotionally influencing public decisions, attracting attention, raising awareness, and shaping positive attitudes towards the products endorsed by celebrities (Araigy, 2016). Research shows that consumers consider factors beyond celebrity endorsements when making purchasing decisions, highlighting the multifaceted nature of consumer behaviour (Moraes, Gountas, Gountas & Sharma, 2019). Celebrity ratifications

significantly impact consumer behaviour, creating emotional contacts & influencing purchasing decisions. They attract the attention, raise product awareness, and shape consumer perceptions. The attractiveness and lifestyle attributes pay to their influence on consumer choices. Understanding the mediating roles of brand awareness and brand perception helps marketers craft more effective endorsement strategies. By selecting right celebrity and focusing on pretty brand awareness and perception, companies can better influence consumer purchase intentions. The modern advertising strategies leverage celebrity endorsements to boost brand exposure, create interest, and establish a deeper connection with audience. This leads to increased sales and brand loyalty (Gupta, Singh & Agarwal, 2020).

- H1: There is a significant association among celebrity endorsement, brand awareness brand perception and purchase intention
- H2: The brand awareness significantly mediated relationship between celebrity endorsement and purchase intention
- H3: The brand perception significantly mediated relationship between celebrity endorsement and purchase intention

Figure 1 Theoretical Framework



### RESEARCH METHODOLOGY

For our study, we have opted for a deductive research technique, which means that we will develop a research design to validate the proposed hypotheses. With this method, we may narrow down information from a wide to a more concentrated level. Examining data from a population or sample that is typical of population at a particular moment in time is the aim of this study. As a result, this study categorized as cross-sectional. This research is being done in organic setting. The author will ensure that participants avoid talking to one another in order to prevent idea exchange. Everyone who shops for cosmetics in Pakistan's South Punjab. The study uses convenience sampling to choose participants. Using this nonprobability sampling technique, participants who are willing and able

to answer are chosen as respondents, customers throughout make up sample, guaranteeing a wide variety of demographics.

To gather different characteristics of purchase intention impacted by celebrity endorsements, a standardized questionnaire is created. The survey asks about age, gender, and income in addition to specific questions regarding how cosmetics industry's celebrity endorsements affect consumers' purchase decisions. Every variable has 5-point Likert scale attached to it, Celebrity Endorsement: When I viewed the advertisement, I knew who the endorser was and it was taken 7 items from a paper (Tantawi & Sadek, 2001). Brand Awareness: I am always aware of well aware of brands and it was taken 5 items from a paper (Molinillo, Japutra, Nguyen & Chen, 2017). Purchase Intention: I would like to purchase in the retail chain outlet and it was taken 10 items (Lusk, McLaughlin & Jaeger, 2007). Brand Perception: The brand is unique and it was measured on 4 items from a paper (Portas, 2015).

**RESULTS OF STUDY**

Table 1 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Celebrity Endorsement	150	1.00	5.00	2.8367	1.06748
Brand Awareness	150	1.40	5.00	3.8443	0.68595
Brand Perception	150	1.00	5.00	3.1453	1.08285
Purchase Intention	150	1.00	5.00	2.5280	1.20831

Table 2 Reliability Statistics

Scales	Cronbach's Alpha	N of Items
Celebrity Endorsement	0.939	07
Brand Awareness	0.795	05
Brand Perception	0.875	04
Purchase Intention	0.945	10

Table 3 Correlation Analysis (H1)

	[1]	[2]	[3]	[4]
Celebrity Endorsement [1]	1			
Brand Awareness [1]	.231**	1		
Purchase Intention [1]	.939**	.217**	1	
Brand Perception [1]	.924**	.214**	.736**	1

Table 5 indicates the correlation among all variables. All four variable are positively correlated. Celebrity endorsement has strong and positive correlation with the purchase intention and brand perception. Similarly purchase intention has strong positive correlation with brand perception. Brand awareness has positive and weak correlation with purchase intention, brand perception and celebrity endorsement.

Table 4 Mediation Analysis (H2)

Criterion	Predictors	R	R2	$\beta$	P-Value
		Model 1 (Path a)			
Brand Awareness	Constant	.2314	.0536		
	Celebrity Endorsement			.1487	.0044
		Model 2-3 (Path b & c)			
Purchase Intention	Constant	.9392	.8820		
	Celebrity Endorsement			.2917	.0000
	Brand Awareness			.4530	.0000
		Model 4 (Path c)			
Purchase Intention	Constant	.5563	.3095		
	Celebrity Endorsement			.6031	.0000

The brand awareness was examined as mediator in linking celebrity endorsement and purchase intention through mediation procedure containing four diverse condition paths while determining the direct and indirect relationships. The results of mediation provide significant information for reaching mediation decision that are self-explanatory and thus concluded that brand awareness partially mediated the link between celebrity endorsement & purchase intention due to decrease in coefficient value from (.6031) in direct relationship to (.2917) in indirect relationship as evident in mediation outcomes thereby obtaining significant information from all the conditional paths of the mediation procedure.

Table 5 Mediation Analysis (H3)

Criterion	Predictors	R	R2	$\beta$	P-Value
		Model 1 (Path a)			
Brand Perception	Constant	.2724	.0742		
	Celebrity Endorsement			.1697	.0020
		Model 2-3 (Path b & c)			
Purchase Intention	Constant	.4236	.5361		
	Celebrity Endorsement			.2498	.0000
	Brand Perception			.3456	.0000
		Model 4 (Path c)			
Purchase Intention	Constant	.5563	.3095		
	Celebrity Endorsement			.6031	.0000

The brand perception was examined as mediator in linking celebrity endorsement and purchase intention through mediation procedure containing four diverse condition paths while determining the direct and indirect relationships. The results of mediation provide significant information for reaching mediation decision that are self-explanatory and thus concluded that brand perception partially mediated the link between celebrity endorsement & purchase intention due to decrease in coefficient value from (.6031) in direct relationship to (.2498) in indirect relationship as evident in mediation outcomes thereby obtaining significant information from all the conditional paths of the mediation procedure.

### DISCUSSION & CONCLUSION

As per the hints from the existing research and as endorsed by results of current study, the celebrity endorsements can boost significantly brand awareness by leveraging the celebrity's fame. When consumers see a well-known figure endorsing a brand, they are more likely to remember the brand and consider it during their purchase decision (Macheka, Quaye & Ligaraba, 2024). The celebrity endorsements can also shape how consumers perceive a brand. A well-liked celebrity can transfer positive attributes to the brand, enhancing its image and making it more appealing to consumers (Moraes, Gountas, Gountas & Sharma, 2019). This is accomplished by looking at the relationship between purchase intention, brand awareness, brand perception, and celebrity endorsement. The correlation analysis shows that all four variables are positively correlated. Celebrity endorsement has strong and positive correlation with the purchase intention and brand perception. The results demonstrate that connection amid purchase intention and celebrity endorsement is significantly mediated by brand perception. Similarly purchase intention has positive correlation with brand perception, awareness has positive weak correlation with purchase intention, brand perception and celebrity endorsement.

The descriptive statistics of all the variables indicated that mean value of exist between 2.8367 and 3.8443. The Minimum and Maximum values are 1 and 5 respectively. Moreover, value of standard deviation falls in the range of 0.68595 and 1.20831. The dependent variable of brand awareness changes by 5.4% as a result of the independent component of celebrity endorsement, according to the observed R-square value of 0.054. As a result, a strong positive correlation is demonstrated. The purchase intention, the dependent variable, will thus fluctuate by 0.217 units for every unit change in the independent component, brand awareness, according to beta value of 0.217. Moreover, a high beta value suggests strong relationship between purchase intention and independent component of brand awareness. Buy intention will thus rise by 0.217 units for every unit increase in the brand awareness. R-square value of 0.853 indicates that independent component, celebrity endorsement, affects dependent variable, brand impression, by 85.3%. At 0.000, the p-value is less than 0.05. The dependent variable of brand impression and independent variable of celebrity endorsement thus clearly show positive link. Thus, the beta value of 0.924 indicates that for every unit change in the independent variable (celebrity endorsement), dependent variable (brand perception) fluctuates by the 92.4 units.

Moreover, a positive beta value suggests a favorable correlation between the independent factor of celebrity endorsement and brand impression. Consequently, buy intention will rise by 92.4 units for every unit increase in brand awareness. The observed R-square value of 0.882 shows that the p-value is less than 0.05 at 0.000 and that independent component, celebrity endorsement, accounts for 88.2% of change in dependent factor, purchase intention. As a result, there is a strong positive correlation amid dependent variable of purchase intention and independent variable of celebrity endorsement. When independent factor, celebrity endorsement, changes by one-unit, dependent component, purchase intention, will fluctuate by 93.9 units based on beta value of 0.939. Besides, a positive beta value suggests that independent component of purchase intention based on celebrity endorsement. Thus, for every unit increase in celebrity endorsement, buy intention will rise by 93.9



units. Celebrity endorsement has positive correlation with purchase intention & brand perception, purchase intention has positive correlation with brand perception. The brand awareness has weak correlation with purchase intention, brand perception, celebrity endorsement and all hypotheses are acknowledged.

### Recommendation

Look into how cultural variations affect how well celebrity endorsements work to sway consumers' decisions to buy. Examine the influence of societal media platforms on the effectiveness of celebrity endorsements. Analyze the long-term impacts of brand loyalty and customer behavior on celebrity endorsements. Analyze the impact of negative publicity about a famous person on the brand that the figure represents and the purchasing behavior of the public. In future, industries and population can be changed or area can be expanded for further research. Moreover, this framework can be extended by moderator and can check the moderating effect in linking the predicting and criterion variable of study.

### REFERENCES

- Ahmed, R. R. (2015). Impact of Celebrity Endorsement on Consumer Buying Behavior. *Journal of Marketing Management*, 16 (06), 12–20.
- Al, A., Naznen, F., Yang, Q., Helmi, M., Mohd, N., & Nik, H. (2023). Heliyon Modelling significance of celebrity endorsement, consumer interest on attitude, purchase intention, and willingness to pay a premium price for green skincare products. *Heliyon*, 9(6), e16765.
- Araigy, M. S. (2016). The Influence of Celebrities on Consumer Buying Decision through social media. *Marketing Intelligence and Planning*, 8–33.
- Barajas-Portas, K. (2015). The Impact of Consumer Interactions in Social Networking Sites on Brand Perception. *Journal of Internet and E-Business Studies*, June, 1–7.
- Bernarto, I., Berlianto, M. P., Palupi, Y. F. C., Masman, R. R., & Suryawan, I. N. (2020). The Influence of Brand Awareness, Brand Image, Brand Trust on Brand Loyalty. *Marketing Intelligence*, XXIV (03), 412–426.
- Campus, S. D. (2019). Celebrity Endorsement and Purchase Intention: A Structural Equation Modeling Approach. *Marketing Letters*, 22(1), 35–46.
- Fuentes, H., Martinez, J., & Kolbe, D. (2023). The role of intangible attributes of luxury brands for signalling status: *A Systematic Journal*, 2747–2766.
- Gupta, Y., Singh, P. B., & Agarwal, S. (2020). To Study the Impact of Instafamous Celebrities on Consumer to Study the Impact of Instafamous Celebrities on Consumer Buying Behavior. *March. Journal of Marketing Management*, 10 (2), 224–238.
- Hameed, F. (2023). Brand awareness and purchase intention in the age of digital communication: A moderated mediation model of celebrity endorsement and consumer attitude. *Journal of Marketing Management*, 13(2).
- Hrablik, H., Ivanovich, A., & Bab, D. (2015). Impact of Brand on Consumer Behavior. 34(15), 615–621. [https://doi.org/10.1016/S2212-5671\(15\)01676-7](https://doi.org/10.1016/S2212-5671(15)01676-7).
- Journal, V. (2021). Celebrity Endorsement on Consumers' Perception, Attitude towards Globacom Telecommunication Products in Ilorin Metropolis. *Journal of Marketing Management*, &

- Technology*, 07(1), 61–79.
- Khachatryan, H., Rihn, A., Behe, B., Hall, C., Campbell, B., Dennis, J., & Yue, C. (2018). Visual attention, buying impulsiveness, and consumer behavior. *Marketing Letters*, 23–35.
- Khan, G. S., B. A. S., & A. I. H. (2012). Effective Advertising and its Influence on Consumer Buying Behavior. *Information Management and Business Review*, 4(3), 114–119.
- Khan, Y. W. (2023). What drives attitude, purchase intention & consumer buying behavior toward organic food? A self-determination theory and theory of planned behavior perspective. December 2022. <https://doi.org/10.1108/BFJ-07-2022-0564>.
- Koschate, N., Diamanto, A., & Oldenkotte, K. (2012). Are Consumers Really Willing to Pay More for a Favorable Country Image? A Study of Country-of-Origin Effects on Willingness to Pay. 20(1), 19–41.
- Lusk, J. L., McLaughlin, L., & Jaeger, S. R. (2007). The Strategy and response to purchase intention questions. The *Marketing Letters*, 18(1–2), 31–44. <https://doi.org/10.1007/s11002-006-9005-7>.
- Macheka, T., Quaye, E. S., & Ligaraba, N. (2024). The effect of online customer reviews and celebrity endorsement on young female consumers' purchase intentions. *Marketing Letters*, 25(4), 462–482.
- Molinillo, S., Japutra, A., Nguyen, B., & Chen, C. H. S. (2017). Responsible brands vs active brands? An examination of brand personality on brand awareness, brand trust, and brand loyalty. *Marketing Intelligence and Planning*, 35(2), 166–179.
- Moraes, M., Gountas, J., Gountas, S., & Sharma, P. (2019). Celebrity influences on consumer decision making: new insights and research directions. *Journal of Marketing Management*, 35(13–14), 1159–1192. <https://doi.org/10.1080/0267257X.2019.1632373>.
- Tantawi, P., & Sadek, H. (2001). The impact of celebrity endorsement in cause related marketing campaigns on audiences' behavioral intentions: Egypt case. *International Review on Public and the Nonprofit Marketing*, 16(2–4), 293–311. <https://doi.org/10.1007/s12208-019-00231-5>.
- Toha, M., Tinggi, S., & Islam, A. (2023). Factors Influencing the Consumer Research Market Demand, Literature Review of Consumer. 1(1), 1–17.
- Widyastutir, S., & Said, M. (2017). Consumer Consideration in Purchase Decision of SPECS Sports Shoes Product through Brand Image, Product Design and Price Perception. *International Journal of Supply Chain Management*, 6(4), 199–207.
- Younus, B. S., Rasheed, F., & Zia, A. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management and Business Research*, 15(2).