

Factors Effecting Consumer Purchase Intention with the Mediating Role of Corporate Social Responsibility in Pakistan

Anam Bhatti

Department of Business Management, Universiti Utara Malaysia, Malaysia

Email: gujranwalaanam091@gmail.com

Abstract: The basic purpose of this study is to determine the effect of social media, celebrity endorsement, brand loyalty, and brand image on consumer purchase intention with the mediating role of corporate social responsibility in the context of Pakistan. For the purpose of analysis data were collected from general public and most of the respondents are graduates. Data were collected by using simple random sampling technique from Islamabad, Lahore, and Gujranwala city. Three hundred twenty (320) questionnaires were distributed among general public. Confirmatory factor analysis (CFA) and structural equation modeling (SEM) techniques have been used for statistical analysis. Findings elucidated that corporate social responsibility, brand loyalty, and social media have positive and significant influence on consumer purchase intention. Meanwhile, brand image and celebrity endorsement have insignificant influence on consumer purchase intention. In addition, findings revealed that corporate social responsibility positively mediates the relationship between brand loyalty, social media, brand image, celebrity endorsement on consumer purchase intention. Less attention has been paid to explore corporate social responsibility as a mediating variable among brand loyalty, social media, brand image, celebrity endorsement, and consumer purchase intention.

Keywords: Celebrity endorsement, social media, brand image, corporate social responsibility, consumer purchase intention

1. INTRODUCTION

The aim of this study is to examine the factors affect consumer purchase intention there is number of studies and abundance of literature on consumer purchase intention but most of the studies done in developed countries but very little of it focuses on developing countries [1, 2]. Purchase intention is an individual intention to buy a specific product in future. There are number of factors celebrity endorsement, social media, brand image, brand loyalty and corporate social responsibility that affect consumer purchase intention. Celebrity can enhance purchase intentions if product attribute match with celebrity personality. Celebrity contribute to increase purchase intention and sales [3].

According to Pt [4] advertising agency Zenith Optimedia, owned by France's Publicis, predicts that world's advertising on social media will account 20% of all the internet advertising in 2019 and expected to hit \$50 billion. Currently, social media only contribute 1% smaller than newspaper ads and expected to overtake newspaper ads in 2020. According to Zenith's report global advertising growth stable since 2010 but in Middle East and North Africa not stable but expected to strongly growth from China in Asia, furthermore global advertising expense will grow 4.4% in 2017 same rate as in 2016. According to AURORA [5] promoting excellence in advertising, total population of Pakistan is 198.8 million, in which 35.1million are internet users and 31 million active on social media in which 28 million active on social media through their mobile but only 1% people involved in constructive activity. Mostly educated and uneducated people waste their time on immoral

and useless activities. Globally businesses have the widespread aim of strengthening their brand Image [6].

In Pakistan, many companies are part of brand war among each other for getting high profit, good image and maximum market share. Companies can get maximum profits, brand image and market share by offering best product/brand, affordable price as well as good quality through proper and adequate positioning [7]. When companies successfully make good brand image in market then easily they can make customers loyal and get their loyalty.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Celebrity endorsement, corporate social responsibility, and consumer purchase intention

Celebrity advertisement is an important tool in marketing that directly influence consumers and enhance purchase intention [8]. Celebrity attributes influence consumers attitude to purchase product [9]. Due to globalization today it is a big challenge for marketers how they attract consumers and they find any hook by which they can capture the consumer's attention, for this purpose they use celebrity as a hook [10]. Celebrity endorser is a person who is famous in people for his or her best communication, attributes, performance, acting and style he may be an actor or sports man or any other [11, 12].

Celebrity boosts the consumer buying attention by recall products in their mind [13-15]. Similarly consumers want to emulate their favorite celebrities and buy in this result the advertiser successful in their aim and get attention of consumers (Frob, 2011). Further celebrities in advertisement influence consumer memory, recall brand in their mind,

likelihood which ultimately enhances purchase intentions [16-18]. In today market celebrity have greater effect on consumers, celebrity performance according to product requirement creates positive result in sales of company [19]. Research show that celebrity endorsement as important marketing tool that enhance purchase intention and sales of companies as well [20]. Celebrity personality resemble with product if celebrity's performance and product not similar consumer will discourage and avoid buy then ultimately company sale will effect [21]. In addition companies wants profits long term by corporate social responsibility they gain positive behavior by consumers and loyalty through which ultimately purchase intention will increase [22, 23]. Research show that corporate social responsibility strong influence on consumer purchase decision [24].

Some of the studies show that celebrities' endorsement has the significant and positive impact on consumer purchase intention [15, 18, 25-31]. In contrast, one of the studies show insignificant relation between celebrity endorsement and consumer purchase intention in Pakistan [32]. Studies that investigate the negative effect of celebrity endorsement on purchase intention [33, 34].

H₁: Celebrity endorsement has significant impact on consumer purchase intention

H_{1a}: Corporate social responsibility significantly mediates the relationship between celebrity endorsement and consumer purchase intention

2.2 Social media, corporate social responsibility, and consumer purchase intention

Social media domain rise the social media users due to which it become an essential for companies and people, companies has close connection with their customer with the help of social media [35]. Marketing changed from past few years due to social media people interact with each other [36]. Social media effect on consumer purchase decision and 88% of marketers use social media as a marketing tool, studies shows that USD 60 billion annually spent on adverting by social media in US [37]. In addition people use social media for status seeking, communication, information, entertainment, socializing and many more [38, 39]. Social media provide opportunity to people that they can give their feedback, suggestion or can record any quarry about brand [35]. According to research marketers increase social media advertising budget day by day \$138 billion was in 2014 with 15% growth from 2013 [40]. Research shows that world largest social media is Facebook with 1.32 billion users and 85% of all orders place by social media [40].

According AURORA [41] social media share and revenue increasing continuously in 2015 Google was 1st rant in Pakistan with Rs. 1000 million and Facebook is second number in rank with Rs. 700 million, total revenue from overall social media including all other sites Rs. 3546

million, in 2016 Google was 1st rant in Pakistan with Rs 2000 million and Facebook is second number in rank with Rs. 1500 million, total revenue from overall social media including all other sites Rs. 4517million, research show that according to city revenue gain from Karachi Rs. 3.09 billion, Lahore Rs. 2.41 billion, Faisalabad Rs. 0.75 billion, Multan Rs. 0.41 billion, Islamabad Rs. 0.48 billion, Gujranwala Rs. 0.40 billion, Hyderabad Rs. 0.35 billion, Sialkot Rs. 0.20 billion. Social media are still little usage for corporate social responsibility communication [40]. Studies show the positive relationship between social media marketing and consumer purchase intention [42-46]. Researcher show that there is insignificant relation between social media marketing and consumer purchase intention [47, 48]. Some of the studies show that there is significant positive relationship between social media marketing and consumer purchase intention [46, 48, 49], so need to introduce new variable here.

H₂: Social media has significant impact on consumer purchase intention

H_{2a}: Corporate social responsibility significantly mediates the relationship between social media and consumer purchase intention

2.3 Brand image, corporate social responsibility, and consumer purchase intention

Brand image stimulate consumers towards purchasing [50]. Brand image is a cluster of perception in consumer's mind about the brand that is connected with each other in their mind [51]. Brand image also define as it is a reflection about brand in consumers mind [52]. In current era brand image consider as business's asset because people prefer those brands which have good image [53]. Furthermore brand image is a set of perception about product which is memory of customer [54]. Some studies show that brand image have positive impact on consumer purchase intention [55-58]. In addition researchers show that there is significant relation between brand image and consumer purchase intention [59]. Further studies show that there is insignificant relation between brand image and consumer purchase intention [60-62]. Above studies shows mix results between brand image and consumer purchase intention so there is need for another variable who can explain their relationship and that variable is corporate social responsibility. Corporate social responsibility help to different their product from other by creating positive image in consumers mind [63]. Corporate social responsibility consider as an emotional aspect of brand image who increase the reputation of company as well as competitive edge, [64]. Similarly there is positive relation between CSR and brand image [64, 65].

H₃: Brand image has significant impact on consumer purchase intention

H_{3a}: Corporate social responsibility significantly mediates the relationship between brand image and consumer purchase intention

2.4 Brand loyalty, corporate social responsibility, and consumer purchase intention

Brand loyalty is a consumer association with a particular brand Oliver [66] it is commitment of consumer with brand that he/ she will purchase in future [67]. Brand loyalty can be measured by consumer purchasing frequency [68]. Previous studies show that brand loyalty have positive impact on consumer purchase intention [69-77]. Studies show that there is significant positive relation between brand loyalty and consumer purchase intention [78]. One study show insignificant result between brand loyalty and consumer purchase intention [79]. There is need to study Brand loyalty with consumer purchase intention in future studies [80]. There are mixed results between brand loyalty and consumer purchase intention therefore need to introduce new variable CSR as a mediator.

H₄: Brand loyalty has significant impact on consumer purchase intention

H_{4a}: Corporate social responsibility significantly mediates the relationship between brand loyalty and consumer purchase intention

2.5 Corporate social responsibility and consumer purchase intention

The World Business Council for Sustainable Development defined that CSR is commitment by business to contribute in environmental and economic development. In 21 century CSR has become important for businesses. CSR is economic, legal, discretionary and ethical activities of business to develop society [81]. Some researchers show that corporate social responsibility has positive impact on consumer purchase intention [82-85]. There are some studies show that there is significant positive relation between corporate social responsibility and consumer purchase intention [83, 84]. There is need to study CSR with consumer purchase intention in future studies [24].

H₅: Corporate social responsibility has significant impact on consumer purchase intention

3. RESEARCH METHODOLOGY

The relationship between celebrity endorsement, social media, brand image, brand loyalty, and consumer purchase intention while mediated by corporate social responsibility was examined in this study. Quantitative approach used in current study and data collected by using simple random sampling approach. According to Roscoe [86] for a good study normally sample size should be within the range of 30 to 500 samples. Therefore, in current study data collected from general public and sample size three hundred twenty (320) from Gujranwala. Three hundred twenty (320) questionnaires were distributed among general public from Gujranwala and most of the respondents are graduates and all questionnaires returned back. For collecting data scale

was adopted from prior researches such as celebrity endorsement consists five items [87], social media consists three items and adopted from [88], brand image three items and adopted from [89], brand loyalty four items and adopted from [67], corporate social responsibility eight items and adopted from [90], and consumer purchase intention three items and adopted from [91]. Questionnaire items then answered by general public on a 5-point likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

4. RESEARCH ANALYSIS, RESULTS AND DISCUSSION

4.1 Demographics

Demographic profile shows that in the sample 132 (41.3%) male and remaining 188 (58.8%) female. Regarding to age group in our sample, up to 20 years respondents were (32.8%), 21-35 years (61.3%), and 36-45 years (5.9%). Furthermore, in our sample of the study 27.5% of the respondents were undergraduates, 69.1% of the respondents were graduate, 1.6% of the respondents were postgraduates, and remaining 1.9% other than specify.

4.2 Reliability test

Cronbach's alpha was considered in current study to examine reliability. Cronbach's alpha must be equal to or more than 0.7 [92]. Table 1 show Cronbach's alpha for variables used in this study.

Table 1: Reliability Results

Construct	Items	Cronbach's Alpha
Celebrity Endorsement	05	0.815
Social Media	03	0.782
Brand Image	03	0.737
Brand Loyalty	04	0.704
Corporate Social Responsibility	08	0.853
Consumer Purchase Intention	03	0.844

Table 1 show that celebrity endorsement, social media, brand image, brand loyalty, corporate social responsibility, and consumer purchase intention Cronbach's alpha more than 0.7 and it is above than the standard as recommended by [92]. Hence, all results related from measurement are reliable and these measures available to proceed for further analysis.

4.3 Normality test

Data normality observed by using Kurtosis and Skewness that followed the concept of [93]. Range of kurtosis distribution ± 3.0 and range of Skewness ± 1.00 [93]. In current study results revealed that values of Kurtosis and Skewness within the range of standard. Hence, data of

current study meet the criteria of normality and available to proceed for further analysis.

4.4 Confirmatory factors analysis

Items	Factor Loading	AVE	CR
Celebrity Endorsement		0.664	0.907
		2	3
CE1	.907		
CE2	.870		
CE3	.774		
CE4	.671		
CE5	.832		
Social Media		0.596	0.813
		5	5
SM1	.888		
SM2	.645		
SM3	.765		
Brand Image		0.592	0.811
		9	7
BI1	.762		
BI2	.874		
BI3	.659		
Brand Loyalty		0.592	0.851
		2	6
BL1	.856		
BL2	.633		
BL3	.780		
BL4	.792		
Corporate Social Responsibility		0.661	0.939
		9	6
CSR1	.723		
CSR2	.853		
CSR3	.872		
CSR4	.783		
CSR5	.909		
CSR6	.835		
CSR7	.774		
CSR8	.741		
Consumer Purchase Intention		0.654	0.850
		9	3
CPI1	.863		
CPI2	.784		
CPI3	.778		

In current study, celebrity endorsement factor loading range is .671 to .907. Furthermore, range of social media is .545 to .888. Moreover, minimum items loading for brand image is .659 and maximum loading is .674. Similarly, items loading for brand loyalty are .633 to .856. Additionally, range of loading for corporate social responsibility is .723 to .909.

Finally, range of loading for consumer purchase intention is .778 to .863. Convergent validity of all constructs measured by using composite reliability (CR) and average variance extract (AVE). AVE of celebrity endorsement, social media, brand image, brand loyalty, corporate social responsibility, and consumer purchase intention is 0.6642, 0.5965, 0.5929, 0.5922, 0.6619 and 0.6549. Composite reliability of celebrity endorsement, social media, brand image, brand loyalty, corporate social responsibility, and consumer purchase intention is 0.9073, 0.8135, 0.8117, 0.8516, 0.9396 and 0.8503. All the variables composite reliability is greater than 0.80 and AVE is greater than 0.50.

4.5 Descriptive and correlation analysis

Table 1 elaborated the descriptive and correlation analysis. Results revealed that some of the variables significantly correlated with each other. This correlation matrix identifies that consumer purchase intention is highly significantly correlated with corporate social responsibility ($r=.484$, $p<.05$).

Insert Table 2 here

STRUCTURE EQUATION MODELING (DIRECT EFFECTS)

Insert Table 3 here

Table 3 results revealed that celebrity endorsement is insignificantly related to consumer purchase intention ($\beta=.039$; $p>.05$) and H_1 not supported. Meanwhile, findings revealed that social media have positive and significant relationship with consumer purchase intention ($\beta=.202$; $p<.05$) and supported to H_2 . Moreover, results elucidated that brand image is insignificantly related to consumer purchase intention ($\beta=.103$; $p>.05$) and not supported to H_3 . Furthermore, findings elucidated that brand loyalty significantly and positively related to consumer purchase intention ($\beta=.055$; $p<.05$) and H_4 supported. Furthermore, elaborate that consumer purchase intention is significantly and positively related to consumer purchase intention ($\beta=.495$; $p<.05$) and supported H_5 .

MEDIATING ROLE OF CONSUMER PURCHASE INTENTION (INDIRECT EFFECTS)

Table 4 explains the direct, indirect and total effect of predictors towards endogenous/dependent variable. Results reveal that corporate social responsibility significantly and mediate the relationship between celebrity endorsement, social media, brand image, and brand loyalty as direct, indirect and total effect are significant ($P<.05$; $t>1.64$), thus these findings supported to H_{1a} , H_{2b} , H_{3c} , and H_{4d} .

Insert Table 4 here

5. DISCUSSION

The objective of this study was to determine the impact of celebrity endorsement, social media, brand image, and brand loyalty on consumer purchase intention with the mediating effect of CSR. Current study was descriptive as well as quantitative in nature. Findings revealed that celebrity endorsement insignificantly related with consumer purchase intention and H_1 not supported. Our findings are consistent with the study of [32]. Moreover, CSR mediates the relationship between celebrity endorsement and consumer purchase intention and supported our hypothesis H_{1a} . Moreover, social media have significant and positive relationship with consumer purchase intention and our hypothesis H_2 supported. The findings of current study are consistent with the findings of [42-46]. Meanwhile, CSR significantly mediated the relationship between social media and consumer purchase intention and supported our hypothesis H_{2b} . Furthermore, brand image have insignificant impact on consumer purchase intention and our hypothesis H_3 not supported. Findings of current study are consistent with the work of [60-62]. Meanwhile, CSR significantly mediates the relationship between brand image and consumer purchase intention and supported our hypothesis H_{3c} . Meanwhile, brand loyalty has significant and positive impact on consumer purchase intention and our hypothesis H_4 . Findings are consistent with the work of [78]. Moreover, CSR significantly and positively mediates the relationship between brand loyalty and consumer purchase intention and our hypothesis supported H_{4d} . Current study elaborated the important role of celebrity endorsement, social media, brand image, and brand loyalty on consumer purchase intention with the mediating role of corporate social responsibility. Findings revealed that social media and brand loyalty play a significant role on consumer purchase intention. In contrast, celebrity endorsement and brand loyalty plays insignificant role on consumer purchase intention. Furthermore, this study also discussed the important role of corporate social responsibility to enhance consumer purchase intention. Therefore, there is need to focus corporate social responsibility to enhance consumer purchase intention.

6. LIMITATIONS AND RECOMMENDATIONS

In this study covers a lot but also have some limitations that need to consider in future. First, the research was conducted in Gujranwala and does not permit for generalization of the results in research to cities other than above mentioned. Secondly, results of research may change with the variation in the demographics of the respondents as consumer purchase intention can be different mostly with the demographics. Thirdly, time constraint is a big issue in current research and not includes all variables that related to consumer purchase intention. However, other variables such as brand awareness, Electronic word of mouth, brand knowledge, brand equity, perceived quality, innovation and

adventure, brand association, brand attitude, advertising factors can be examined in future studies. Future studies related consumer purchase intention also use Electronic word of mouth as a mediating variable. Moreover, future studies related consumer purchase intention also use perceived innovation, social media, and brand trust as a moderating variable. In current study our focus is on consumer purchase intention and nowadays trend change and people are more digitized and moving online shopping. So, future studies should be on online shopping behavior. Future research should conduct on risks with online shopping behavior like financial risk, product risk, non-delivery risk, time risk and privacy risk in Pakistan and other developing and developed countries including Pakistan. In current study we conduct research generally but in future focus should be on fashion industry and cellular industry.

7. CONCLUSION

This study is generally conducted to examine the consumer purchase intention in Pakistan. Current study contributes to the body of knowledge about consumer purchase intention in Pakistan. This study overcome the problem and uses some factors celebrity endorsement, social media, brand image, brand loyalty that effecting consumer purchase intention. Finding of this study will helps business persons to better know how they attract consumers. The main purpose of this study is to test hypothesis and give support on the relationship between celebrity endorsement, social media, brand image, brand loyalty, and corporate social responsibility on consumer purchase intention. Findings elucidated that celebrity endorsement, brand image have insignificant impact on consumer purchase intention. Moreover, social media, brand loyalty, and corporate social responsibility have significant positive impact on consumer purchase intention. Findings revealed that corporate social responsibility positively mediate the relationship between celebrity endorsement, social media, brand image, brand loyalty, and consumer purchase intention.

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Table 2: Descriptive & correlations analysis

Variable	Mean	SD	CE	SM	BI	BL	CSR	CPI
CE	2.96	.959	1					
SM	4.24	.661	.021	1				
BI	3.81	.811	.073	-0.048	1			
BL	4.33	.604	-0.062	-.136*	-.024	1		
CSR	4.37	.487	.004	.166**	-.021	.098	1	
CPI	4.40	.555	.073	.295**	.061	.116*	.48**	1

Note: **P<.05; SD= standard deviation; CE= celebrity endorsement; SM= social media; BI= brand image; CSR= corporate social responsibility; CPI= consumer purchase intention

Table 3: Standardized estimates of direct effects

Indication of relationship of variables			Standardized Estimates	S.E	P-value	Results
CPI	< ----	CE	.039	.027	.156	Insignificant
CPI	< ----	SM	.202	.041	.000	Significant
CPI	< ----	BI	.103	.032	.093	Insignificant
CPI	< ----	BL	.055	.044	.020	Significant
CPI	< ----	CSR	.495	.055	.000	Significant

Table 4: Direct, indirect and total effects of constructs

Endogenous Variables		Effects	Celebrity Endorsement	Social Media	Brand Image	Brand Loyalty
Consumer Purchase Intention		Direct Effect	.039*	.202*	.103*	.055*
		Indirect Effect	.015*	.137*	.069*	.043*
		Total Effect	.054*	.339**	.172*	.098*

Mediator: Corporate Social Responsibility