



**ADDIS ABABA UNIVERSITY COLLEGE OF BUSINESS AND
ECONOMICS SCHOOL OF COMMERCE DEPARTMENT OF
MARKETING MANAGEMENT POST GRADUATE PROGRAM**

**THE EFFECT OF CELEBRITY ENDORSEMENT IN TV ADS ON
CONSUMERS BUYING DECISION: THE CASE OF HEINEKEN ETHIOPIA**

By: Haymanote Kefyalew

GSD/4697/09

Advisor: Mulugeta Gebre-Medhin (PhD)

**June, 2019
Addis Ababa, Ethiopia**



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THESIS

Submitted to

**Addis Ababa University College of Business and Economics School of Commerce
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Approved by the Board of Examiners

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DECLARATION

I, Haymanote Kefyalew, hereby declare that this thesis titled “The effect of celebrity endorsement in TV ads on consumer buying decision: The case of Heineken Ethiopia” is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Mulugeta Gebre-Medhin (Ph. D). Any other research or academic sources used here in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

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Haymanote Kefyalew

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Abstract

Today marketers choose to utilize celebrities as endorsers in their marketing campaigns to survive and moreover to reach at excellence in consumer buying decision. Celebrity endorsement is an advertising strategy whereby companies use people of public recognition as spokespersons for their products. This study was undertaken to investigate the effect of celebrity endorsement in TV ads on consumer buying decision: The case of Heineken Ethiopia. It followed a deductive form of research approach and the research design was explanatory and it depends on quantitative data. Questionnaires were used to collect primary data by using a self-administered data collection system from 384 respondents (consumers of Heineken beer in Addis Ababa), out of which 353 valid questionnaires were collected and analyzed. These respondents were selected by using a non probability convenience sampling technique, which is Judgment Sampling method. The data were analyzed using descriptive statistics and inferential statistics, correlation and multiple regressions. The finding revealed that there are positive and significant relationships between celebrity attributes, similarity, likability, celebrity/product matchup and consumer buying decision of Heineken beer shown in TV Ads. Whereas, celebrity's trustworthiness, expertise and familiarity has positive but insignificant relationships with consumer's buying decision. Consumers of low involvement products focused on the peripheral cues of the celebrities of the ads. And the minimized effect of pre-established thoughts or feelings about unfamiliar celebrities and also consumer who were in the "unfamiliarity with the celebrity" condition spent more time examining the ad, had significantly more favorable attitudes toward the ad and brand, and had more buying decision. The correlation analysis result showed that there were 66.6 % weak and 33.3 % moderate correlation between the independent and dependent variable. And also the regression analysis of Unstandardized Coefficients of the B value showed there was small change on the dependent variable due to the change in each independent variable. So the result of the study suggests that celebrity endorsement in TV ads could not be recommendable for low risk associated consuming products like beer.

Key Words: Celebrity endorsement, Trustworthiness, Expertise, Similarity, Familiarity, Likability, Product with Celebrity Matchup, Consumer buying decision.

Acronyms

ads	-	Advertisements
ADS	-	Advertisements
ANOVA	-	Analysis of variance
SPSS	-	Statistical package for social science
TV	-	Television

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Since the last ten years, it has been seen that marketing environment changed the involvement of celebrities in advertisement (Khan, Rukhsar and Shoaib, 2016).

Nowadays, the majority of business firms depend on advertising to publicize their products to the target markets. In reality, the central target of advertising strategies is the persuasion of consumers, who are becoming more and more selective, educated and sophisticated (Carvalho, 2012). Due to the competitive environment in which companies are working on, doing an effective communication is definitely one of the key issues to catch the attention of the consumers and there are a variety of communication strategies, which allow the advertisers to reach their target.

Advertising through celebrity endorsements has become a trend and a perceived winning formula of product marketing and company image building at international and national level. Celebrities have the potential of helping the advertisements stand out from the surrounding clutter (Gupta, Kishore and Verma, 2015).

The association with the celebrity's name usually being the selling point of the campaign (Priyankara, Weerasiri, Dissanayaka, et al., Jinadasa, 2017).

Celebrities are frequently used in conservation marketing as a tool to raise awareness, generate funding, and effect behaviour change (Duthie, VerōÂssimo, Keane, et al., Knight, 2017).

The use of celebrities as spokespersons is becoming an increasingly common strategy in the advertising industry (Carvalho, 2012). Khan et al. (2016) reveal that celebrities are well perception personalities having a strong appearance and affecting power to pursue the audience either by their attractiveness, trust with brand which leads in conception of strong brand value in observer minds. It becomes an important thing to introduce the product by well-known and credible personality in a competitive marketing world

(Gheysari, Rasli, Roghanian, et al., Norhalim, 2012). Celebrities are cultural symbols who reflect the values and ideas of a particular culture (Hassan and Jamil, 2014). Many people see the lifestyle of a celebrity as a key formula for success and for this reason, try to copy their behavior in order to increase their self-esteem, feeling more safety using the same product as the celebrity does. Celebrity could be in the domain of sports, cinema, theatre, social life politics or science anything but with some unique outcome (Giridhar, 2012). Some illustrations of the characteristics include attractiveness, astonishing way of life or exceptional expertise. As a consequence, their presence can be considered to influence the buying behavior of the consumers. In current marketing place celebrities have greater affect that where the ads has been shoot, made or captured and how the celebrity is acting on that particular advertisement according to the requirements of product or services. It makes the positive result of the company sales increase (Brajesh and Gouranga, 2011). Celebrities' involvement in negative activities decreases the sales of the particular product or services advertised by those celebrities (White, Goddard & Wilbur, 2009).

It increases the attention of audience easily. Those who don't want to buy that product might be willing to buy that because of the presence of that personality in ads and its attractiveness. Most of the time consumer or customer buys that product not because of the product itself mainly but because of presence of the presence of their favorite celebrities in ads.

Celebrity endorsers include movie and television stars, models and individuals from sports, politics, business, art and the military worlds. There is a daily access to hundreds of television stars, movies, sport athletes and other well known celebrities through the five major mass advertising media: television, radio, magazines, newspapers, and internet (Azab, 2011). TV advertisements have a strong impact on the viewers as compared to print advertisements. It is the most effective medium for reaching today's customers and it is also the most efficient for introducing brands to consumers (Jinadasa, 2011b & 2014a and Jinadasa, 2015). Jinadasa (2014b) stressed that the advertising through television allows marketers to show their business, product, or service and communicate with a wide audience. Television appeals to the literate as

well as the illiterate and this is one feature of TV that makes it unique and different from other media. Companies find television a more reliable source to win the hearts of consumer. These audio-visual ads are not only appealing but also have an immense influence on their daily lives.

Since celebrity endorsement effectiveness is determined based on various celebrity attributes which are seen by the consumers as prominent, it leads to actual buying decision. Celebrity endorsements affect the market, and the connection between stock market value and celebrity endorsements has yielded a reasonably persistent return (Popescu, 2014). Understanding the effectiveness of celebrity endorsers is a very important issue for both academics and practitioners. A number of studies have examined whether, and under what conditions, celebrities become suitable product endorsers and some of them generally support the effectiveness of celebrity endorsement. These days' different companies are using celebrities in their advertisements with the expectation that by using celebrities they can achieve a distinctive place in consumer's mind and the effect of celebrity endorsement on TV ads become a pervasive element for consumer buying decision.

Currently in Ethiopia different businesses owned by local and international investors and they understand the benefits of celebrity endorsement and apply it using different major advertising mass media: television, radio, magazines, newspapers, and internet through famous movies actress, sport athletes, television stars and other well known celebrities to promote their products and increase their sales and profit. And presently in the country there are so many beverage brands come to in the local market. With those many brands consumers may stick with the one which has effective celebrity endorsement for the brand as well as consumers may develop set of preference to make buying decision.

Therefore, this study tried to determine the effectiveness of celebrity endorsement in TV ads on consumer buying decision of Heineken beer in Addis Ababa in relation with the attributes of the celebrities. So it is also important for marketer to get exact knowledge of consumer behavior on their buying decision.

1.2 Background of Heineken Ethiopia

Heineken inaugurate Ethiopia's biggest brewery as part of EUR 310mln investment at a greenfield site in Kilinto on the outskirts of Addis Ababa on 16 January 2015. With a total capacity of 1.5m hectolitres, the Kilinto brewery is already producing the recently launched Walia® beer together with Bedele® and Harar® beer brands. It is planned that the site will also brew other brands including the flagship Heineken® beer. Employing around 280 people, drawn from the local workforce, the new facility complements the already established Bedele and Harar breweries; which were acquired from the Ethiopian government in 2011. As Mr. Johan Doyer, managing director of Heineken Ethiopia said that in 2015 at the company opening ceremony “Ethiopian beer market practically doubled over the last five years, adding that per capital consumption is relatively low when compared to other east African countries and identifies a country as a growing population, urbanisation, and rising income as drivers of a growing beer market”. So to get more consumers buying decision Heineken Ethiopia has needs to know and analyze the effect of the effectiveness of their celebrity endorsement in TV ads.

1.3 Statement of the Problem

Celebrity endorsement is an advertising strategy whereby companies use people of public recognition as spokespersons for their products (Milford & Nwulu, 2015). In today's world the celebrities are being treated as a role model. People are changing their living style related with their favorite celebrity. This thing creates a great impact on the buying behavior of the persons (Ahmed, Seedani, Ahuja, et al., Paryani, 2015).

Celebrity endorsement in TV ads is one of powerful tools by which marketers try to leverage the image and identification of the celebrity to get consumer buying decision. Television has an advantageous combination of both audio and visual materials which make its commercials very appealing. It has the biggest effects on audiences and persuades them to start purchasing processes (Sohail and Sana, 2011).

Today, the attitude, taste, preferences and buying pattern of consumers are changing rapidly and consumers are becoming more literate and aware of the products that they

use to fulfill their needs and wants. Marketers also spend big money for advertising their products and services to overcome their competitors and to have more customers. Since celebrity endorsement is a very successful and commonly practiced strategy for major firms to create and improve company's brand image (Arora and Sahu, 2014).

Given the large sums of money spent on celebrity advertising, advertisers should use the scale as an integral part of their effectiveness testing and tracking. This is according to (Ohanian, 1990) construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness.

Due to the prominent role endorsements play within marketing it is important to develop a comprehensive analysis of the factors contributing to celebrity endorser effectiveness. However, researchers have not approached the topic in a comprehensive manner. To date, there has been no consistent approach in the analysis and number of factors associated with endorser effectiveness.

Although both the Source Credibility and Source Attractiveness Models are often cited as fundamental frameworks to analyze endorser traits, the two approaches have yet to be combined and applied simultaneously. As research in this area has grown, more factors have been developed to try and explain endorser effectiveness. The multitude of factors used in analyzing this phenomenon has caused confusion. Ohanian (1990) called for the development of a consistent measurement approach which is grounded in "a theoretical basis for the selection of constructs to represent the hypothesized dimensions..." (p. 41).

A gap also exists in the literature with regard to the impact the factors included in the source credibility and source attractiveness models have on the effectiveness of a celebrity endorsers. Since every celebrity advertising campaign does not equally work. Some of them are very effective and some not at all (Dissanayake & Ismail, 2015). Furthermore, only a few authors have "assessed the reliability and validity of the resulting scales" (Ohanian, 1990 p. 40). Creating and validating a comprehensive scale will help to provide clarity regarding the celebrity endorser phenomenon.

The exploration of this research topic was motivated by several factors. It seeks to examine whether celebrity endorsement in TV ads works and how it works. It also aimed to identify attributes of celebrity endorsers and attributes of celebrity endorsement in TV ads that are most appealing to target audience. The study used to investigating the effect of credibility (trustworthiness and expertise) and attractiveness (similarity, familiarity and likability) of the celebrity and product with celebrity matchup on consumer willingness to buy the product. This research work also sought to examine audience's perceptions about how celebrity endorsements in TV ads work. Every advertisement aims to create awareness and arouse interest in the minds of consumers.

The finding of this research is useful to marketers as it aid them in their selection of celebrity endorsers by stating the important characteristics that the celebrity must possess and also determined if the celebrity endorsements are worth investing in.

Finally, this research also provided a brief insight to the effectiveness of celebrity endorsements in TV ads to use based on the marketing objectives. Thus, the main purpose of this study was to investigate the effect of celebrity endorsement in TV ads on consumer buying decision of the case of Heineken Ethiopia.

1.4 Research Questions

The research has tried to address the following basic and sub questions while doing this research paper.

1.4.1 Main Research Question

What is the effect of celebrity endorsement in TV ads on consumer buying decision of Heineken Ethiopia?

1.4.2 Sub Research Questions

Every celebrity advertising campaign does not equally work. Some of them are very effective and some not at all (Dissanayake & Ismail, 2015). There are celebrity attributes which contribute to the effectiveness of celebrity endorsement. They are: credibility of

the celebrity (trustworthiness and expertise), attractiveness of the celebrity (similarity, familiarity, and likeability), product match-up with the celebrity and meaning transfer from celebrity towards the product (Roy & Jain, 2016).

So, the study has helped to reveal the effect of celebrity endorsement in TV ads on consumer buying decision of Heineken Ethiopia with the under listed research sub questions.

1. What are the effects of trustworthiness of celebrity endorsement in TV ads of Heineken Ethiopia on consumer buying decision?
2. What are the effects of the expertise of celebrity endorsement in TV ads of Heineken Ethiopia on consumer buying decision?
3. What are the effects of the similarity of celebrity endorsement in TV ads of Heineken Ethiopia on consumer buying decision?
4. What are the effects of the familiarity of celebrity endorsement in TV ads of Heineken Ethiopia on consumer buying decision?
5. What are the effects of the likability of celebrity endorsement in TV ads of Heineken Ethiopia on consumer buying decision?
6. What are the effects of celebrity endorsement in TV ads of Heineken Ethiopia on consumers buying decision in terms of matchup the product with the celebrity?

1.5 Objective of the Study

1.5.1 General Objective

The major purpose of this research is to analyze the effect of celebrity endorsement in TV ads on consumer buying decision of Heineken Ethiopia.

1.5.2 Specific Objective

- To analyze the effect of trustworthiness of celebrity endorsement in TV ads of Heineken Ethiopia on consumer buying decision.
- To investigate the effect of the expertise of celebrity endorsement in TV ads of Heineken Ethiopia on consumer buying decision.
- To examine the effect of the similarity of celebrity endorsement in TV ads of Heineken Ethiopia on consumer buying decision.

- To analyze the effect of the familiarity of celebrity endorsement in TV ads of Heineken Ethiopia on consumer buying decision.
- To examine the effect of the likability of celebrity endorsement in TV ads of Heineken Ethiopia on consumer buying decision.
- To analyze the effect that celebrity endorsement in TV ads of Heineken Ethiopia on consumers buying decision in terms of matchup the product with the celebrity.

1.6 Significant of the Study

It's hard to imagine anything more popular and advertised as widely as beer. Since there are dozens of them they've been competing against each other in order to attract as much audience as possible using celebrity endorsement on TV ads. This research work will help firms understand the importance of celebrity endorsement in TV ads. It also will enable them to structure their celebrity endorsement in TV ads and brands to make them more appealing in order to influence consumers buying decision. The study will help Heineken Ethiopia and other marketing practitioners of the sector to ascertain the effects of celebrity endorsements in TV ads on the consumer buying decision. The research paper also will facilitate to examine the quality of the celebrity endorsement in TV ads of Heineken Ethiopia and their effects on brand preference using the attributes of celebrity endorsement such as credibility (trustworthiness and expertise), attractiveness (similarity, familiarity and likability) and matchup the product with the celebrity of celebrity endorsement in TV ads and finally to influence consumers buying decision.

Thus this paper will have a practical significance to the company if there is a willingness to use the data and the findings accordingly. It can also help the company to gain insight of the importance of celebrity endorsements in TV ads on consumers buying decision. It will help the company to improve their celebrity endorsements in TV ads so that they can build up positive effect on consumer buying decision. And also the study will have a theoretical contribution in the area of celebrity endorsements in TV ads and its effect on consumer buying decision of Ethiopian market since research about celebrity endorsements specifically in TV ads in Ethiopian is scarce and the peoples gives more emphasis on TV ads. Furthermore, the study will give insight for

other researchers to explore and investigate more in the area, in a broader scope and wider context.

1.7 Scope of the Study

The study was limited to the celebrity endorsements in TV ads of Heineken beer specifically in Addis Ababa. In order to achieve a more focuses study, to facilitate data collection and in light of limited financial resource the scope of the study was limited to Addis Ababa city only. The study focused in exploring the effect of celebrity endorsements in TV ads of Heineken Ethiopia on consumer buying decision. In terms of variable selection, has used the concept of Ohanian's source of credibility model (Ohanian, 1990), source-attractiveness model (McGuire 1985) and that of the match up-hypothesis.

1.8 Limitation of the Study

The research scope had limitation since it only see the effect of celebrity endorsements in TV ads on consumer buying decision but there are different types of celebrity endorsement advertising media such as radio, magazine, newspapers and internet. There is a daily access to hundreds of television stars, movies, sport athletes and other well known celebrities through the five major mass advertising media: television, radio, magazines, newspapers and internet (Azab, 2011). The other limitation of the study was the sample coverage. The research scope had limitation to the consumers found in the city, Addis Ababa. But the perception of consumer may be different in the city and out of the city.

1.9 Definition of Terms

1.9.1 Conceptual definition

Celebrities: Celebrities are those who have high level of attractiveness, special skills, knowledge and life styles and due to these they are different from ordinary peoples and they are also highly recognized by the people (Sultan and Mannan, 2015). Celebrities are popular people who have been found to be highly effective in product promotion (Muda, Musa and Putit, 2011). According to Hassan and Jamil (2014) defines celebrities

are inviters who invite the people to buy the product or service with enormous power in Ads than any other due to their credibility and distinctive position that leads towards intention to buy.

Celebrity Endorser: Stafford, Spears and Hsc (2003) defined celebrity endorser as “a famous person who uses public recognition to recommend or co-present with a product in an advertisement”. Thus celebrity endorser is a person who enjoys high reputation and prestige, being known to most people.

Celebrity endorsement: Is an advertising strategy whereby companies use people of public recognition as spokespersons for their products (Melford and Nwulu, 2015). In word of Banyte, Stonkiene & Piligrimiene (2011) celebrity endorsement is a prevailing advertising technique.

Consumers purchase decision: A set of activities which involves the purchase and use of goods and services which resulted from the customers’ emotional and mental needs and behavioral responses (Stallworth, 2008).

1.9.2 Operational definition

Consumers purchase decision = Consumers buying decision

Consumers = Customers

1.10 Organization of the Study

The study had five chapters, including this chapter that discusses the background, research problem, research questions, and objectives of the study. Related literatures that were reviewed for this study and the conceptual framework together with the hypotheses formulated were discussed under Chapter two. Chapter three discussed in detail about the research methodology used in the study. Presentation, analysis, and interpretation of the data collected were discussed in Chapter four of the report and finally, conclusion and recommendations of the study was presented in Chapter Five.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Celebrity endorsement becomes a profitable tool for organizations which creates a significant image of brand in the minds of consumers over competitive brands present in the market (Datta, 2010). Nowadays celebrity endorsement is being practicing in different forms like, print ads in magazines or newspapers, celebrities appearance in TVCs, celebrities promoting brands in some programs, through music, through mobile vans, etc. such superstars could be established ones or new ones as well (Eshaghpour, 2010). Organizations should select such well-known personalities by considering the message they want to convey to the audience, brand personality and organizations' marketing budget then can it become a winning technique for any brand in terms of achieving a desired objective by celebrity endorsement.

The use of celebrities in advertising has become an integral aspect of modern day advertising, as it has been found to have the potential of improving the financial returns of companies that use this method in their advertisements (Apejoye, 2013).

This chapter aims to comprehensively review the existing research done in the area of celebrity endorsements in order to get the better understanding of the research subject. It incorporates the theoretical review, empirical review and at last the conceptual framework of the study together with the hypothesis formulated.

2.2 Theoretical Review

This section provides theoretical perspectives related to the study. They presented in the context of general theoretical context, source characteristics based studies, celebrity endorsement models and advertising and the television medium.

2.2.1 General theoretical context

Marketing tends to adopt new and different modes of promoting their product, and marketers are in search of different and unique means to attain the whole new level of active and persuasive advertisements and promotion. During all these years, many

researchers have proposed theories in order to know the means that makes celebrity endorsement productive and fruitful. Along with several theories proposed, many of them also studies all the elements that be a factor in celebrity endorsements and what kind of impression they have on buyers conduct (Esangbedo, 2011).

According to Sivesan (2014) celebrity endorsement is a type of marketing communication through which a celebrity acts as the brand spokesman and certifies the brands claim and position by extending their personality, popularity and status in the society to the brand. There were certain forms of celebrity endorsements, which included print advertising in magazines, television advertising, products used in movies and television programs, mention of luxury brand in music, inviting celebrities to be co-creators in designing products and naming products after celebrities (Eshaghpour, 2010). According to Sabir (2014) the marketer's challenge is to find the distinctive way that will gain consumers' attention.

Celebrity endorsement in TV ads is one good way to capture consumer attention and hence triggers them to make the ultimate consumer buying decision. As we know celebrity endorser includes movie and television stars, models and individuals from sports, politics, business, art and the military worlds. There is a daily access to hundreds of television stars, movies, sport athletes and other well known celebrities through the five major mass advertising media: television, radio, magazines, newspapers and internet (Azab, 2011). And also it is important to choose the right person who would is able to represent the product in the right way, and who can create the trust among potential consumers (Solomon, Bamossy, Askegaard and Hogg, 2010).

2.2.2 Source Characteristics Based Studies

Source characteristics based studies emphasis the importance of identifying the characteristics of a (celebrity) source that influence the target audience in the communication process (Subhadip, Gammoh and Koh, 2012) and the effects that these characteristics have on potential consumers (Egan, 2007). Most of the researches on celebrity endorsements refer to the celebrity as the source of the message(s) that is being sent to the receivers, the consumers. Therefore source characteristics refer to the

characteristics that a celebrity possesses that influence the target audience the most (Subhadip, 2012).

Most researches focus on source attractiveness and source credibility as the two most important source characteristics for a successful endorsement deal (Subhadip, 2012; Yilmaz, Telci, Bodur and Iscioglu, 2011; Rifon and Choi, 2012). Source credibility is referred to as the “perceived trustworthiness and expertise of the communicator by the individual receiving the message” (Kelman, 1961) while source likability refers to the ability of the communicator to generate a positive effect from the target audience (Yilmaz, et al., 2011). They also stated that celebrities with high likability and credibility are more effective in gaining target’s attention and affecting their attitude towards the brand and advertisement positively compared to those with low credibility and likability.

Research has shown that consumers perceive source credibility to be a very important factor in celebrity endorsement (Bhatt, Jayswal and Patel, 2013) because it has been proved that as the credibility of a source increases, the more likely it is for the target audience to be influenced (Yilmaz, et al., 2011). The most important factors that determine how credible a source is are trust and expertise (Rifon and Choi, 2012). Expertise is the “extent to which a communication is perceived to be a source of valid assertions” (Rifon and Choi, 2012 p.640). Source expertise is specific to each celebrity and product and requires training, aptitude and knowledge in a particular field (Egan, 2007). Consumers do not believe celebrity messages when they do not perceive that they know what they are talking about i.e. that they are experts in the related area of the message that they are passing (Karmarkar and Tormala, 2010). Research is inconsistent in showing a correlation between source expertise and consumer persuasion, however, there are articles that show a positive relationship between the source expertise and positive change in consumer attitude (Rifon and Choi, 2012).

Trustworthiness is another important dimension of source credibility. It refers to the “audience’s confidence in the source to provide information in an honest and objective manner” (Rifon and Choi, 2012 p.640). Egan (2007) explains that there are different types of trust. These are institutional, character-based and process-based trust. He

described institutional trust as the kind of trust that is based on the rule of law and stated, for example, dentists endorsing toothpaste because they are deemed credible to do so. Egan stated that character-based trust involves consumers trusting the source as individuals (this kind of trust is important in personal selling and therefore is not fully applicable to celebrity endorsements) and finally, he described process-based trust as the trust that is built over time (reputation). Lots of studies support the effect of trustworthiness on attitudinal change.

Source attractiveness refers to how likeable or physically attractive the audience finds the source (Rifon and Choi, 2012). It usually stems from a consumer identifying with a celebrity or a relationship seeking behaviour which might occur in an aspiring situation (Egan, 2007). He also explained that consumers might be attracted to products that celebrities make use of in everyday instances or aspiration conditions which are situations in which consumers wish to partake in but cannot in their daily life. While the importance of source attractiveness (physical attractiveness) has been stressed in the literature, one study found that this is only truly important when the product is actually related to attractiveness e.g. perfume (Rifon and Choi, 2012). However, attractiveness is not exclusively physical attractiveness but also incorporates all the characteristics that consumers might perceive in a celebrity endorser such as lifestyle and skills (Patra and Datta, 2012).

2.2.3 Celebrity Endorsement Models

Advertisers go for celebrity endorsement because of its greater benefits and immense possible influence. In most advertisement using celebrity has advantage for the firms. By using such known individuals, it is easy to catch customers mind. It does not mean that these celebrities have positive perception on consumers towards the endorsed brands. Marketers should select celebrities carefully in order to have positive image of the products they offer.

A number of models have been presented on celebrity endorsement explaining its mode of application.

2.2.3.1 Source credibility model

The source-credibility model resulted from a landmark study by Hovland and his associates (1953). They analyzed the factors leading to the perceived credibility of the communicator and concluded that two factors namely, expertness and trustworthiness-underscore the concept of source credibility (Ohanian, 1990).

Expertise: - As Erdogan (1999) explain expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions. It refers to the knowledge, experience or skills possessed by an endorser.

Trustworthiness: - According to Ohanian (1990) The trust paradigm in communication is the listener's degree of confidence in, and level of acceptance of, the speaker and the message. As Erdogan (1999) describes it is refers to the honesty, integrity and believability of an endorser. It depends on target audience perceptions.

As Hoyer & MacInnis (2008) in many marketing messages, information is presented by a spokesperson, usually a celebrity, an actor, a company representative, or a real consumer. In a sales situation, the salesperson is a spokesperson for the company and the offering. Both the credibility of these sources and the credibility of the company influence consumers' attitudes. As Belch & Belch (2003) stated information from a credible source influences beliefs, opinions, attitudes, and/or behavior through a process known as internalization, which occurs when the receiver adopts the opinion of the credible communicator since he or she believes information from this source is accurate.

2.2.3.1.1 Ohanian's Source Credibility Model

As of Ohanian (1990) discusses both the source-credibility model of Hovland, Janis and Kelly (1953) and the attractiveness model of McGuire (1958) were used in defining the dimensions of source valence. Expertise and trustworthiness as suggested by Hovland, et al. (1953) and also as the credibility dimension of the McGuire source-valence model and attractiveness were used as hypothesized dimensions of source attributes.

Trustworthiness: - According to Ohanian (1990) trustworthiness is the listener's degree of confidence in and level of acceptance of the speaker and the message. In conclusion

Ohanian (1990) stated trustworthiness of the communicator (celebrity) is an important construct in persuasion and attitude-change research. Therefore, a reliable measurement of this construct requires a series of items, rather than the typical single item commonly used to measure the variable as a trustworthy-untrustworthy dichotomy.

Refers to the honesty, integrity and believability of an endorser. It depends on target audience perceptions. Advertisers capitalize on the value of trustworthiness by selecting endorsers who are widely regarded as honest believable, and dependable (Shimp, 1997). Friedman (1978) reasoned that trustworthiness is the major determinant of source credibility and then tried to discover which source attributes are correlated with trust their findings showed that likeability was the most important attribute of trust.

Expertise: - As Sertoglu & Catli (2014) define expertise as the degree to which the endorser is perceived to have the adequate knowledge, experience or skills to promote the product. Ohanian (1991) stated that an expert source exhibited more agreement with the advocated position than did those exposed to a low-expertise source. Source expertise in persuasive communication generally indicates that the sources perceived expertise has a positive effect on attitude change.

Expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions. It refers to the knowledge, experience or skills possessed by an endorser. It does not really matter whether an endorser is an expert; all that matters is how the target audience (Hovland, et al., 1953): Ohanian (1991) perceives the endorser. Expert sources influence perceptions of the product's quality. A source/celebrity that is more expert has been found to be more persuasive (Aaker, Stayman and Hagerty, 1986) and to generate more intentions to buy the brand (Ohanian, 1991). The source credibility model of endorser effectiveness suggests that a celebrity usually has a prominent impact on attitude change (Keel & Nataraajan, 2012).

Source Attractiveness Model

The source-attractiveness model has its origins in the social psychological research and is a component of the "source valence" model of McGuire (McGuire, 1985) according to (Ohanian, 1990). In this model, the attractiveness model contends that the effectiveness

of a message depends on source's "familiarity," "likability," "similarity, and "attractiveness" to the respondent. Source attractiveness refers to the endorser's physical appearance, personality, likeability, and similarity to the receiver, thus to the perceived social value of the source (Solomon, 2002). Attractiveness of the celebrity includes similarity, familiarity, and likeability of the source (Bafna, Gandhi, Jain, et al., 2016).

Similarity: - is a supposed resemblance between the source and the receiver of the message, while

Familiarity: - refers to knowledge of the source through exposure.

Likability: - is affection for the source as a result of physical appearance, behavior, or other personal traits (Belch & Belch, 2003).

Attractiveness does not mean simply physical attractiveness, but includes any number of virtuous characteristics that consumers might perceive in a celebrity endorser. It is just not restricted to the size of the body but it consists of all of physical characteristics for example hair color, facial features and physical appearance (Piu & Priscilla, 2012). Celebrity endorser's physical attractiveness got great general opinion and respectability. Advertisers have chosen celebrity endorsers on the basis of their attractiveness to gain from dual effects of celebrity status and physical appeal. In order to discern the importance of attractiveness, one only has to watch television or look at print advertisements. Most advertisements portray attractive people (Erdogan, 1999).

It is a source to taking attention of audience both in electronic media (TV ad) and print. It is a degree that provokes the attention of many people. Attractiveness also impacts consumer's attitudes because they want to look attractive, stylish and glamorous like celebrities.

There are many inconsistencies in the literature about the most important dimensions for an effective celebrity endorsement (Subhadip, 2012). Some studies claim that trustworthiness is more important, some claim expertise is more important and others claim that the attractiveness of the source is the most important factor. This has led to the development of the above three models based on source characteristics for determining the selection of celebrities for endorsement purposes.

2.2.3.2 The Product/Celebrity Match-up Hypothesis

This model is not based on source characteristics of the celebrity endorsement. These studies argue that celebrity endorsement deals are more effective when the celebrity fits the product compared to instances where the celebrity and product are unrelated (Subhadip, 2012).

Match up can be described as a situation where the “highly relevant characteristics of the spokesperson are consistent with the highly relevant attributes of the brand” (Fleck, Korchia and Le Roy, 2012). There has to be a fit between the celebrity being endorsed, the message that is being sent to the audience, the product and the audience receiving the message (Subhadip, et al., 2012). It is important for the message sent by the celebrity and their image and the product message must be congruent for effective endorsement campaigns (Patra and Datta, 2012). Matchup between the audience and the celebrity can be in form of likability, therefore the importance for the target audience to like the celebrity that is selected to endorse the product/brand (Subhadip, et al., 2012). Research has shown that the more suited, relevant or matched a celebrity/brand pair is, the more effective the advertisement is in terms of attitude and even purchase intention (Fleck, et al., 2012).

The perfect congruence between endorser and product may lead to great endorser believability through identification process and favorably influence consumer attitudes toward ads and products as well as buying behaviour. The “Celebrity-Product Match-Up” proposition holds that in order to make an advertisement effective, there must be congruence or fit between the product and the celebrity in terms of characteristics such as image, expertise (Muda, et al., 2011). According to Rifon & Choi (2012) some celebrity endorsements work better than others due to a natural match between the celebrity and the product in terms of cultural meanings and images.

According to Kahle & Homer (1985) the Match-up Hypothesis of celebrity endorser selection fits well with Social Adaptation Theory. According to this theory, the adaptive significance of information will determine its impact similarly, Kamins (1990) argues that an attractive models inclusion in an advertisement may in some consumer minds

intrinsically prompt the idea that use of a brand endorsed by a celebrity will enhance attractiveness as it did for the celebrity, hence, provide adaptive information.

Forkan (1980) has proposed the match-up hypothesis for celebrity selection when he suggested that the message conveyed by the image of a celebrity and the message about a product should converge in an effective advertisement and therefore implies a need for a congruity between the celebrity image and the product image. The perfect congruence between endorser and product may lead to great endorser believability through identification process (Langmeyer & Walker, 1991) and favorably influence consumer attitudes toward ads and products as well as purchase intention (Kirmani & Shiv, 1998).

In order to emphasize the importance of proper match-up, Watkins (1989) quoted a senior vice president of a leading beverage company in which the vice president states that celebrities are an unnecessary risk unless they are logically related to products. Another practitioner quoted by Bertrand & Todd (1992) argued that if there is a combination of an appropriate tie-in between the company's product and the celebrity's persona, reputation or the line of work the celebrity is in, then advertisers can get both things, the fame and the tie-in, working for them.

For this to happen however, the pair has to be perceived as interesting and positive. Match up studies like the source characteristics models, are also inconsistent in the literature and do not fully explain the failure of some endorsement deals even though there is fit between the products and the celebrity (McCracken, 1989). Some studies state that consumers recall advertisements at the same rate for match up and mismatch up endorsements whilst others conclude that consumer attitudes are more favourable towards celebrity- product similarities (Subhadip, et al., 2012). Fleck, et al. (2012) also stated that in the case of sponsorship, there is a higher rate of recall when there is a slight mismatch between the sponsor and the product.

Studies reveal that some of the celebrity attributes, such as expertise, trustworthiness (Freeman, 2015; Gupta, Kishore, & Verma, 2015) and product match-up Roy (2006) do not influence consumer buying behaviour.

2.2.3.3 McCracken's Meaning Transfer Model

The inconsistencies on the source characteristics- and match up based studies led McCracken to develop another model for the celebrity endorsement selection process. McCracken's meaning transfer model (1989) explains that along with consuming a product or service, consumers also consume the meanings of the product or service. According to Belch & Belch (2003) stated marketers must first decide on the image or symbolic meanings important to the target audience for the particular product, service, or company. They must then determine which celebrity best represents the meaning or image to be projected. McCracken (1989) believes that some celebrity/product endorsements work better than others due to an inherent match or congruency between the celebrity and the product.

Celebrity endorsements are special examples of a more general process of meaning transfer (McCracken, 1989). In this process, there is a conventional path for the movement of cultural meaning in consumer societies. This process involves three stages; the formation of celebrity image, transfer of meaning from celebrity to product and finally from product to consumers.

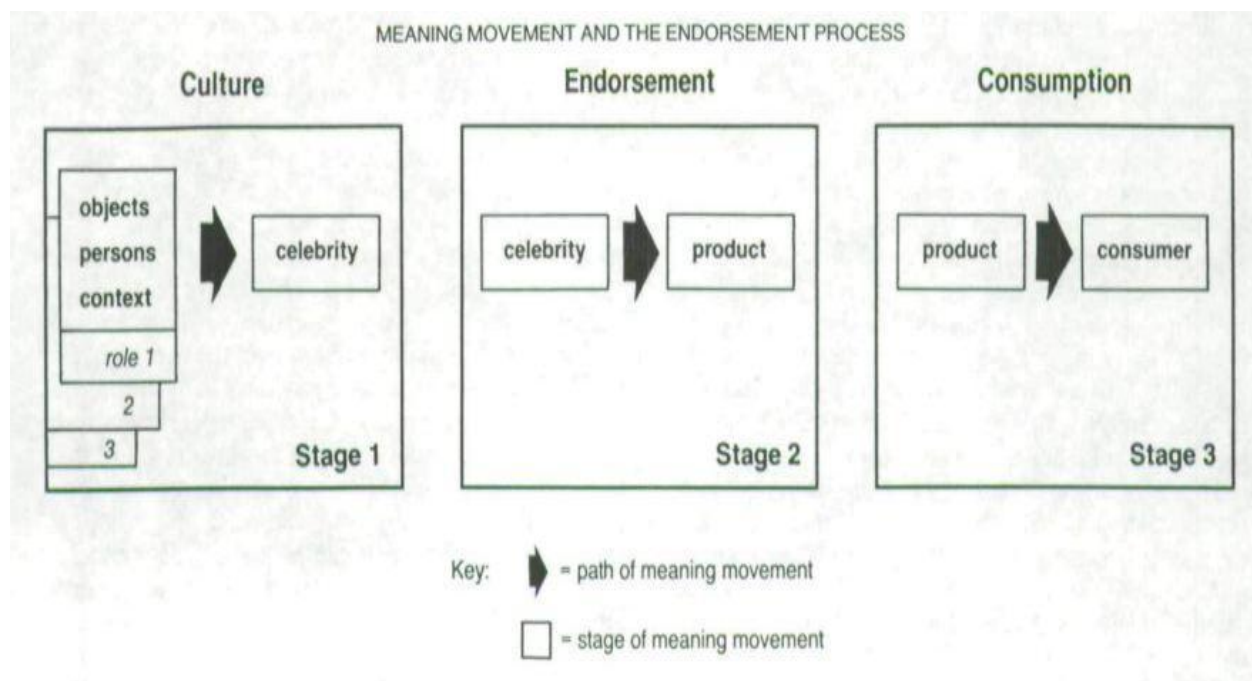


Figure 1: McCracken's Meaning Movement and the Endorsement Process (McCracken, 1989)

The above figure summarizes the three stages involved in the Meaning Transfer Process model. McCracken (1989) explains that the success of a celebrity/product endorsement pair depends on the meaning that the celebrity brings to the endorsement process. From Figure 1 above, in the first stage, the meanings are obtained from the roles celebrities play or the meanings reside in them. This leads to the second stage in which the meaning is transferred to the product as soon as the celebrity enters the endorsement process. In this stage, some of the meanings that the celebrity possesses are attributed to the product. In the third and last stage, the meaning makes the final move from the product to the consumer (upon consuming the product) so that some of the celebrity's meanings are then attributed to the consumer. McCracken (1989) uses this model to explain why celebrity endorsements are more effective than anonymous models. He explained that celebrities offer a range of meaning and lifestyle that anonymous models cannot possess and that they possess and offer some kinds of meanings that models cannot. Based on this model, it is necessary for marketers to endorse celebrities that possess the meanings that they want transferred to and/or associated with their brand or products.

Because celebrities can also be considered as brands, Halonen-Knight and Hurmerinta (2010) suggested that brands should manage the celebrity endorsement process as a brand alliance or an association of equals. They claim that meaning transfer will not be one-way in this instance because there will be an opportunity for meaning to also be transferred from the product to the celebrity. It is therefore important for the celebrity to consider the effects that endorsing a particular product will have on their (brand) image. Charbonneau and Garland (2010) also agreed with Halonen-Knight and Hurmerint (2010) and established that it is possible for the meaning of a product to be transferred to the celebrity or endorser.

According to McCracken (1987) meaning begins as something resident in the culturally constituted world, in the physical and social world constituted by categories and principles of the prevailing culture. Advertising works as a method of meaning by bringing consumer needs and the representation of the culturally constituted world together within the frame of a particular advertisement.

In conclusion, the match up or fit theory states that a high similarity between the celebrity and the product will make the endorsement deal more favourable in terms of consumer perception.

In conjunction with McCracken (1987) argument Domzal & Keman (1992) claim that advertising is an integral part of social systems, whose function is to communicate the culturally constructed meaning of products to consumers. According to the authors, consumers learn meanings by interpreting product definitions, which in this case are implicit in promotional content.

2.2.4 Advertising and the television medium

Television has an advantageous combination of both audio and visual materials which make its commercials very appealing. According to most studies in different countries, television has the biggest effects on audiences and persuades them to start purchasing processes (Sohail and Sana, 2011). Ramalingam, Palaniappan, Panchnatham and Palanivel (2006) explains that television as an advertising media has three key advantages. First, its influence on consumers' taste and perception is pervasive. Second, it can reach a large audience in a cost-efficient manner. Third, its sound and moving images create a strong impact. According to Batra and Myers (1997) in advertising effectiveness research, a considerable amount of attention has been given to the measurement of advertising effectiveness and media channel choice, with television therefore, the advert agency has various ways of expressing the advert message. If the desired scene for a commercial is real life or fantasy, there is no problem with television because it is so flexible. It should be noted that celebrities are also used to advertise through the other media of communication. However, the emphasis is on television for the purpose of this work.

2.3 Empirical Review

Several research studies have examined the effect of source characteristics and the product/celebrity match-up hypothesis of celebrity endorsement on consumer purchase decision.

Roshan, Sudath, Ravindra, et al. (2017) has conducted research on celebrity endorsement and consumer buying decision with relation to the Television advertisement for Perfumes in Sri Lanka. The results show that the celebrity endorsement has reasonable impact on customers buying decision. Television advertising is one of the marketing communication tools used to receive the attention of the customer and build their loyalty to perfume brands. There celebrity advertisement is an important and frequently used marketing tool to directly influence the consumers' purchase intentions/decision. Likability, credibility, personality, attractiveness, and expertise of the celebrity with the reference to endorsed advertisement all have impact on customer buying. It has also been highlighted that celebrity endorsement advertisements boosting up the sales and purchase of product, people like to buy the products more if endorsed by the celebrity TV ads and it shows that today's customer is aware and influenced by media. Whereas according to Till & Busler (2000) study, the Match-up Hypothesis: Physical Attractiveness, Expertise, and the Role of fit on Brand Attitude, Purchase Intentions and Brand Beliefs. Attractiveness led to a significant impact on purchase intention. However, expertise does not lead to an increase in purchase intention/decision.

Ahmed, et al. (2015) has conducted a study on Impact of Celebrity Endorsement on Consumer Buying Behavior. The results show that the celebrity endorsement has reasonable impact on customers as per their attitude and buying intention. Physical attractiveness, credibility and congruence of the celebrity with the reference to endorsed advertisement all have impact on customer perception about the advertised product. It has also been highlighted that celebrity endorsement advertisements boosting up the sales and purchase of product, people like to buy the products more if endorsed by the celebrity.

Widarto (2018) has conducted a study on The Influence of Celebrity Endorsements on Purchase Intention (A Study on VIVO V7). The results of this research shown attractiveness, expertise, and trustworthiness play an important role on forming celebrity endorsement variable, and celebrity endorsement positively influence consumer purchase intention to Vivo V7 products. This finally leads to consumer to

make decision to buy more products than that of previous. On the other hand, (Ruchi, Nawal and DPS, 2015) conducted a study on the impact of celebrity endorsement on consumer buying intention and the results of the study showed that both attractiveness and trustworthiness have significant effect on consumers purchase intention while expertise did not have significant effect on consumer purchase intention.

According to Ibitayo and Tejumaiye (2015) they conducted research on Influence of Celebrity in Television Advertising: A Study of Pepsi Consumers among Unilag Undergraduates. The research shows that having a good product alone is not enough to compete in markets of high standards, obviously the changes in markets, consumer life-style and other relative factors are driving brand owners to focus more on more persuasive ways of promoting their product and celebrity endorsement has now become a popular choice in the advertising industry. The study realized if the end-user can be influenced by the celebrity endorser; as incongruity of a celebrity endorser with the product being endorsed is capable of inducing bad responses towards the product rather than the other way round. Thus, findings of this research suggested that celebrity-endorsed advert has a significant influence on consumer purchase decision. This implies marketers could increase their sales performance with built in price using celebrity endorsement.

Sridevi and Sakthivel (2012) have conducted a study on The Effect of Using Celebrities in Advertising on the Buying Decision "An Empirical Study on Students in Dr. M.G.R. University". This research paper explored the effect of using celebrities in advertising on the buying decision. Empirically identified and tested the celebrity attributes specific to celebrity attraction influence purchase intention. It was found out that people are more likely to buy, already buy and are happy with the purchases done under the influence of celebrities. Overall it can be said that the different attributes of the celebrities which are described by McCracken (1989) positively affect consumers purchase intention.

Eda (2011) have conducted a study on celebrity endorsement and advertising effectiveness: "The importance of congruence" on consumer buying decision. The result of the survey revealed that customers who were exposed to the high value congruence

celebrity ad had significantly more favorable attitudes toward ad and brand, had higher consumer buying decision than participants who were exposed to incongruence celebrity ad. The results also suggested that unfamiliar celebrities was more effective than familiar celebrities for generating more favorable attitudes toward ad and brand and having higher consumer buying decision.

In the African context, Ibok (2013), in his study conducted on Nigerian Telecom Industry, found that the celebrities' perceived trustworthiness, expertise, and attractiveness have significant influence on the celebrities' effectiveness on advertisements towards consumer buying decision. Whereas Chioma (2016) has conducted a study on effect of celebrity endorsement on consumers purchases decision in Nigeria. The study revealed that there is a positive and significant relationship with celebrity's expertise while positive and insignificant relationship with celebrity's trustworthiness.

In Nigeria, Apejaye (2013) examined Influence of Celebrity Endorsement of Advertisement on Students' Purchase Intention. The finding also buttressed the source credibility model which explains that the acceptance and favorable response to an advertisement message depends on the perception the audience have about the expertise, trustworthiness and knowledge of the source. From the study, it was revealed that the credibility the brand has in the minds of the consumers has to do with the fact that the celebrity is a popular person. Also, the findings revealed that the celebrity is not a controversial person and therefore, they will buy the brand.

In the Ethiopian context, Edom (2017) has conducted research on the Effect of Celebrity Endorsement on Consumers' Usage behaviour: The Case of Ethiopian Banking Industry. The result of the survey revealed that customers have positive response towards celebrity endorsement measured through the attributes of expertise, trustworthiness, and product/celebrity match have positive effect on the customers to use the services of the banks. On the other hand, perceived physical attractiveness has negative impact on customers' usage behaviour. And on the other hand, celebrities congruence fit had strong correlation with customers' usage behaviour. Physical attractiveness and customers' usage behaviour has negative and low correlation between the variables.

According to Bahiru (2015) has conducted research on the Effect of Celebrity Endorsement on Consumers' Attitude and Purchase Intention: The Case of Ethiopian Banking Industry. The result shows that consumers have positive attitude towards the celebrity endorsed bank advertisements. In addition, celebrity endorsements (measured by the attributes of attractiveness, expertise, trustworthiness, and product/celebrity match) have positive influence on the attitude consumers have towards the endorsed brand and their purchase intention. Although all the attributes have positive influence on the consumers' attitude and purchase intention, product/celebrity match and expertise have the highest influence on consumers' attitude towards the brands while has conducted research on physical attractiveness and trustworthiness have the highest influence on purchase intention. On the other hand Scott (2015) has conducted a study on reinvesting the endorser by product matchup hypothesis in advertising and the study showed that a matchup between the endorser and the product enhanced consumer buying decision while celebrity trustworthiness and expertise had p value greater than 0.05 which is insignificant.

Elias Seife has conducted research on factors affecting the effectiveness of celebrity endorsed advertisements of Ethiopian Banking Industry. The result reveals that physical attractiveness, trustworthiness and product match have positive effect on the consumers' intention to use the service of the banks. Among the attributes trustworthiness and expertise have the highest influence on their purchase intention. While physical attractiveness was not found to have significant effect on consumers' purchase intention of bank services (Elias, 2016).

2.4 Conceptual Framework of the study

For this study, the conceptual frame work adopts concepts of Ohanian's source of credibility model, McGuire's source of attractive model, and product/celebrity match. Selection of celebrity on these bases improves the effectiveness of message which ultimately affects consumer purchasing positively (Ahmed, Veinhardt, Ahmad and Mujeeb, 2014).

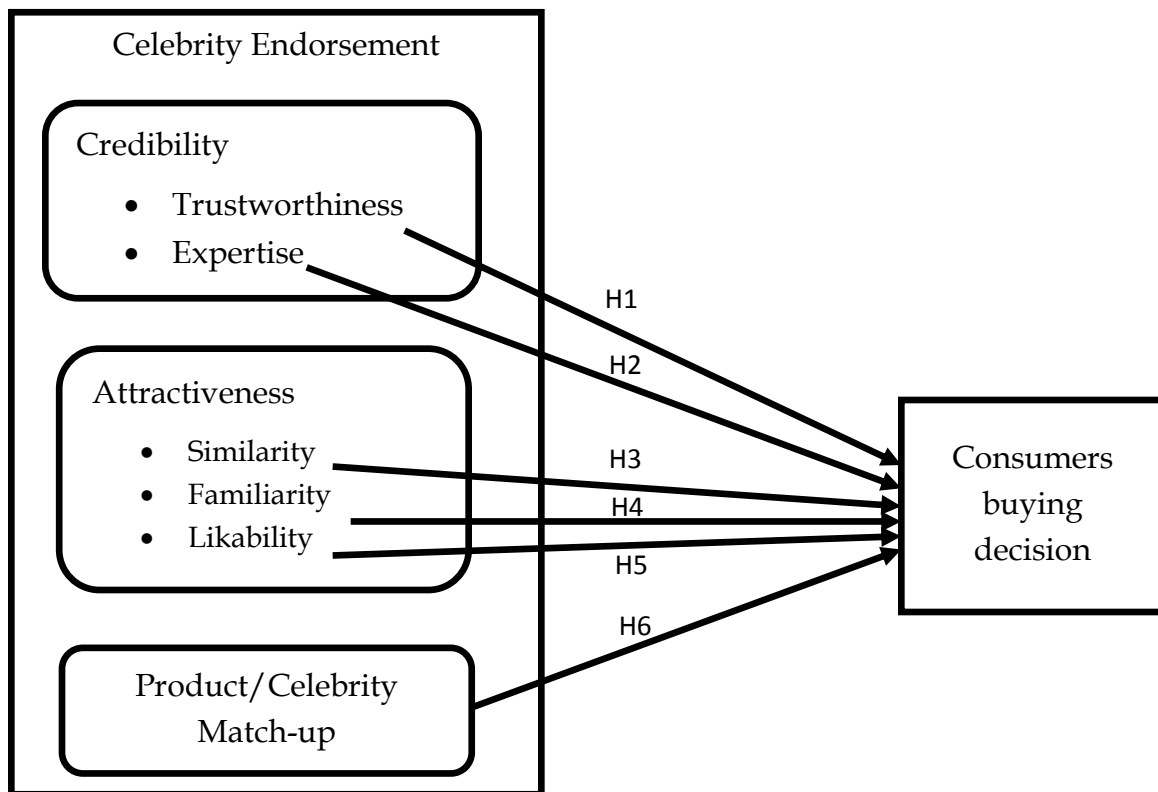


Figure 2: Conceptual Framework of the Study

Source: Adopted and modified (Muneeba and Danish, 2018; Edom, 2017)

2.5 Hypothesis of the Study

Hypothesis of this research was based up on the concepts of Ohanian's source of credibility model, McGuire's source of attractive model, and product/celebrity match hypothesis.

Trustworthiness refers to the "audience's confidence in the source to provide information in an honest and objective manner" (Choi & Rifon, 2012 p.640). It is general principle a person you trust upon is a source to easily convince you to believe in unseen thing, that person is more believable than any other in community.

Trustworthiness means to the validity of the assertions about the product made by the endorser from the perspective of the consumers. Trustworthiness is the most effective tool and useful way to make customer feel more confident and believe in the product (Hakimi, Abedniya and Zaeim, 2011).

H1: Trustworthiness of the celebrity endorsement in TV ads has positive and significant effect on consumer buying decision.

Celebrity expertise is one of the reasons in order to find out its influence on recipients of information (Amos, Holmes and Strutton, 2008). If the celebrity advocating the product has strong knowledge and experience, then he/she will ultimately have differential power to pursue due to strong believability. It includes the knowledge, experience and skills developed by the endorser while working in the same field. The consumer will look to the celebrity for expertise, and if he feels that the celebrity is knowledgeable enough he will buy the endorsed product.

Consumers do not believe celebrity messages when they do not perceive that they know what they are talking about i.e. that they are experts in the related area of the message that they are passing (Karmarkar and Tormala, 2010). Celebrity in an advertisement with expertise is more trustworthy or believable (Hung et al., 2011). There is a positive relationship between the source expertise and positive change in consumer attitude (Choi & Rifon, 2012).

H2): - Expertise of the celebrity endorsement in TV ads has positive and significant effect on consumer buying decision.

Similarity is described as “a supposed resemblance between the source and the receiver of the message”. According to McGuire (1968) Similarity can be defined as the extent to which the receiver (customer) finds resemblance between itself and the source (endorser). People identify with the endorser’s common interest or lifestyles and in this way, a better cohesiveness is created (Erdogan, 1999). Belch and Belch (2001) define similarity as “a supposed resemblance between the source and the receiver of the message”, mentioning that consumers are more easily influenced by a message coming from someone with whom they feel a sense of similarity. They mentioned that consumers are more easily influenced by a message coming from someone with whom they feel a sense of similarity with. If customers think that endorser is similar to them, associated and they are also like that endorser, the celebrity becomes more beautiful for the customers (Amos, et al., 2008). People can be influenced more easily by an endorser who is similar to them. If the celebrity and the consumer have common factors like common interests or lifestyles, a better cohesiveness is created.

H3): - Similarity of the celebrity endorsement in TV ads has positive and significant effect on consumer buying decision.

Familiarity implies "Awareness or knowledge of the source, which comes from exposure" (Roy, 2006 p. 141). The factor of familiarity is the recognizable one gain through exposure (Roy, 2006). Thus familiarity is the supposed resemblance as knowledge that a celebrity endorser possesses through exposure (Erdogan, 1999; Belch & Belch, 2001). When companies choose a celebrity, it is important to what extent consumers are familiar with the celebrity. The more familiar the consumer is with the celebrity, the more positive the effect will be. Due to the familiarity already attained with the public, companies feel more confident in placing celebrity in advertisements. Ultimately, the attribute of familiarity appears to be an aspect of source effectiveness and is heightened when the endorser is perceived to be familiar or a celebrity. When consumers are not familiar with a celebrity, they do not have any pre-established thoughts or feelings to associate the celebrity with a particular value.

H4): - Familiarity of the celebrity endorsement in TV ads has positive and significant effect on consumer buying decision.

Likability is the "affection for the source as a result of the source's physical appearance and behaviour" (McGuire, 1985, p. 239). In addition, McGuire (1985) states that when people like the celebrity they will also like the accompanying brand and therefore celebrities are used in commercials and advertisements. McGuire (1985) stated that when people like the celebrity they will also like the accompanying brand and therefore celebrities are used in commercials and advertisements. Celebrity endorsement will influence the consumer's behavior and attitude (Belch & Belch, 2008) and advertisers believe that a celebrity can influence the consumer's vision of the company's image. Celebrity likeability between endorser and the endorsed brand influence predisposition towards the advertisements, which in turn affect attitude toward the brand purchase intention (Fleck et al., 2012). Likeability is the affection for the source, not only as a result of the source's physical appearance but also from behaviors. A celebrity should be liked, in order to enhance positive feelings rather than negative ones (Strunck, 2010). Likeability is the acceptance of the source by virtue of its attractiveness and appearance.

Message of advertisement is easily recalled and likeability of ad increases due to involvement of celebrity which results in consumer buying decision (Pringle and Binet, 2005).

H5): - Likability of the celebrity endorsement in TV ads has positive and significant effect on consumer buying decision.

Congruence can be described as a situation where the “highly relevant characteristics of the spokesperson are consistent with the highly relevant attributes of the brand” (Fleck, et al., 2012). There has to be a fit between the celebrity being endorsed, the message that is being sent to the audience, the product and the audience receiving the message (Subhadip, et al., 2012). It is important for the message sent by the celebrity (and their image) and the product message must be congruent for effective endorsement campaigns (Patra and Datta, 2012). Product and celebrity association is most important factor for generating positive feedback because people take it as evidence that product is in reality used or consumed by celebrity. Congruence between the audience and the celebrity can be in form of likability, therefore the importance for the target audience to like the celebrity that is selected to endorse the product/brand (Subhadip, et al., 2012). Research has shown that the more suited, relevant or matched a celebrity/brand pair is, the more effective the advertisement is in terms of attitude and even purchase intention (Fleck, et al., 2012). If logically audience does not accept the celebrity as perfect match with what they are endorsing is nothing but only unnecessary expenditure. Moderately incongruent endorsers did not perform better than extremely congruent ones (Jagre, Watson and Watson, 2001). Brand celebrity matchup study supports congruence principle and its effectiveness (Roy, 2006). Gupta and Monnier (2008, 294) study showed that when there is match-up between consumer’s own values and values symbolized by products, consumers “experience a better taste and aroma and develop a more favorable attitude and behavior intention that lead to buying decision.”

H6: Matchup the product with celebrity of celebrity endorsement in TV ads has positive and significant effect on consumer buying decision.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discussed the research methodology which used for conducted this research. The population and sample of the study, the type of data collects and the instruments use, methods of data analysis, and finally, ethical issues relate to the study are explained and justified.

3.2 Description of the Study Area

The study was covered Heineken Ethiopia. It was an explanatory study approach of the area. The reasons for selecting Heineken Ethiopia as the case of study are the company is well known and actively appear with the study area locally and internationally. Thus, it was easy to obtain data and to get necessary assistance morally and materially. And the study area consisted of heterogeneous mixture of people. This enabled the researcher to collect valid and reliable data from these different groups.

3.3 Research approach

Quantitative research method examines the relationship between variables and tests the hypothesis. It places greater emphasis on the numerical data and statistical test to achieve conclusion that can be generalized (Saunders, 2012). A quantitative approach is one in which the investigator primarily uses post positivist claims for developing knowledge (i.e., cause and effect thinking, reduction to specific variables and hypotheses and questions, use of measurement and observation, and the test of theories), employs strategies of inquiry such as experiments and surveys, and collects data on predetermined instruments that yield statistical data (Cresswell, 2003).

Quantitative approach was followed because it allows the study to examine the effect of celebrity endorsement in TV ads on consumers' buying decision and also the study aims at collecting and converting data into numerical form so that statistical calculations can be made and conclusions drawn.

Since this research was based on the existing theory, this paper adopts deductive research approach. As (Saunders, Lewis, & Thornhill, 2009), deductive research approach involving the testing of a theoretical proposition by the employment of a research strategy specifically designed for the purpose of its testing. The goal of theory-testing is not just to test a theory, but also to refine, improve, and possibly extend it (Bhattacharjee, 2012).

Therefore the study was followed a deductive form of scientific research to test the effect of celebrity endorsement in TV ads on consumers' buying decision of Heineken Ethiopia.

3.4 Research Design

Research design refers to a set of methods and procedures that describes research variables. Research designs are plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis (Creswell, 2009). The research design is used to structure the research, to show all the major parts of the research project (Kothari, 2006). He defines "research design as the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedures" (p.31).

The research was conducted under explanatory research method since explanatory method is where a researcher has an idea or has observed something and seeks to understand more about it. An explanatory research project is an attempt to lay the ground work that will lead to future studies or to determine if what is being observed might be explained by currently existing theory and it attempt to connect ideas to understand cause and effect means researchers want to explain what is going on.

The study is an explanatory research since it tries to examine the effect of celebrity endorsement in TV ads on consumers' buying decision of Heineken Ethiopia. The study used primary quantitative data collected through survey using self-administered questionnaire.

3.5 Sampling design

Sampling design includes determining the target population and the sampling size of respondents, selecting sampling techniques and determining sampling procedure.

3.5.1 Target Population

Creswell (2009) point out that, "Population is the group of interest to the researcher, the group to whom the researcher would like to generalize the results of the study." The population of the study comprised consumers of Heineken beer in Addis Ababa.

3.5.2 Sample size

In this research the target population of the study can be considered as infinite population since there is no statistical data that list the number of consumer of Heineken beer in Addis Ababa. As a result, the below sampling formula for infinite population was applied to come up with the sample size using the formula of (Israel, 2012).

$$n_0 = \frac{Z^2 pq}{e^2}$$

, where

N_0 - Sample size

Z - z value at specified confidence interval

p - Estimated proportion of an attribute present in the population

e - Desired level of precision

Which is valid where n_0 is the sample size, Z^2 is the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$) equals the desired confidence level, e.g., 95%)1, e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population, and q is $1-p$. The value for Z is found in statistical tables which contain the area under the normal curve (Israel, 2012).

To illustrate this Assume there is a large population but that we do not know the variability in the proportion that will adopt the practice; therefore, assume $p=0.5$ (maximum variability). Furthermore, suppose we desire a 95% confidence level and $\pm 5\%$ precision (Israel, 2012).

$$n_0 = \frac{Z^2pq}{e^2} = \frac{(1.96)^2(.5)(.5)}{(.05)^2} =$$

384.16 \approx **384** Respondents

3.5.3 Sampling technique

In drawing the samples Judgment Sampling was used where consumers intercepted at different areas in Addis Ababa until the required sample size has been reached.

3.5.4 Sampling procedure

It is typically not practical to include every member of the population of interest in a research study. The main reason for this was shortage of time, money, and other resources. Therefore, most researchers are forced to study a representative subset, a sample of the population of interest (Marczyk, DeMatteo, and Festinger, 2005). In order to use this survey, one criterion that needs to be met in defining the qualified respondent is: respondents who drink Heineken beer. The study was used Judgment sampling with the aim of there is no complete listing of our target population; no formal sampling frame and this will gives a better result within a small budget and time constraints (Farhana & Islam, 2012). In addition this method was selected because it is not realistic to use a probability sampling techniques, as it is difficult to take in to account all Heineken beer consumers in Addis Ababa. And all the structured questionnaires were filled out based on voluntary bases.

3.6 Data Sources and Types

Both primary and secondary data source were used. The primary data was collected through questionnaires and on the other hand Secondary data was collected from books, journals, articles, research papers and internet sources.

3.7 Data Collection Procedures

Yoo, Donthu and Lee (2000) stated that respondents who are exposed to or had experience with a particular brand are better suited to provide a reliable and valid response to questionnaire. In this study, respondents were consumers of Heineken

Ethiopia located in various area of Addis Ababa city. The respondents were asked about if they saw Heineken beer TV ads and if they are willing to participate in the survey. Then they were given questionnaires to fill in their thought based on their perceptions, experience and prior exposures. And secondary data was collected from relevant books, articles, journals and other relevant materials which help to build the research idea.

3.8 Data Analysis

The data from the survey was entered and all analyses were performed with the Statistical Package for the Social Sciences (SPSS version 20).

Simple quantitative analysis techniques such as percentage and frequency were employed. With regard to data analysis, the study was utilized both descriptive statistical analysis and multiple regression analysis. Descriptive statistics mainly used to organize and summarize the demographic data of the respondent.

On the other hand, multiple regression analysis was used to measure the effect of celebrity endorsement in TV ads as measured by "Trustworthiness", "Expert", "Similarity", "Familiarity", "Likability", and "Matching the celebrity endorsement in TV ads with the product" on consumers buying decision.

That is, the attributes of celebrity endorsements "trustworthiness", "expert", "similarity", "familiarity", "likability", and "matching the celebrity endorsement in TV ads with the product" are the independent variables while "consumer buying decision" is the dependent variables. These relationships are expressed in the following regression equations.

$$\text{Eq.1} \dots\dots\dots Y_1 = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + e$$

Where

Y₁ - Consumers buying decision

X₁ - Trustworthiness

X₂ - Expertise

X₃ - Similarity

X4 - Familiarity

X5 - Likability

X6 - Matching the celebrity endorsement in TV ads with the product

This present and portray the real picture of Heineken Ethiopia, in terms of celebrity endorsement in TV ads with respect to consumers' buying decision.

3.9 Validity and Reliability

3.9.1 Validity

To assure validity, the questionnaires were designed on the basis of previous studies questionnaires and review of related literatures. Survey questions were used based on literature reviews and frame of references to ensure result of validity. Data was collected from the reliable sources, from respondents who have experiences of drinking Heineken beer.

3.9.2 Reliability

According to Saunders, et al. (2009) reliability is the extent to which our data collection techniques or analysis procedures will yield consistent findings. It can be assess by posing the questions of Cronbach-Alpha, a widely use measure of internal consistency. Cronbach alpha is widely used in educational research when instrument for gathering data have items that are scored on a range of values, i.e. different items have different scoring points or attitude scales in which the item responses are in continuum (Oluwatayo, 2012). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory level of internal consistency (Malhotra & Birks, 2007). Thus in order to check the internal consistency of the instrument, a pilot study was conducted on respondents and reliability test was conducted using Cronbach-Alpha.

3.10 Ethical Consideration

In the context of research, ethics is defined as the appropriateness of the researcher's behaviour in relation to the rights of the participants or subjects of the research work (Saunders, et al., 2009). Ethical considerations of confidentiality and privacy were addressed. Respondents were requested to provide information on voluntary basis, there was prior communication about the purpose of the study, and confidentiality of

the information was guaranteed. In order to keep the confidentiality of the data that was given by the respondents, the respondents was not require writing their name and was assured the anonymity and confidentiality of their response. And the purpose of the study was disclosed in the introductory part of the questionnaire. Furthermore, misleading or deceptive statements was avoided, in the questionnaires.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

In this chapter, the data collected through survey are analyzed using statistical tool of SPSS Version 20. The survey response rate, the reliability and validity of the scales used are discussed followed by discussion on the respondent's profile, their buying decision using descriptive statistical tools. Finally, the results of the principal component analysis, correlation and multiple regression analysis are presented with the assumption to process them.

4.2 Survey Response Rate

A total of 384 sets of questionnaires were distributed to the potential respondents and a total of 353 questionnaires were collected, of which 31 were incomplete. Thus, 353 questionnaires were found to be usable and ready for analysis, which is 92 % response rate.

4.3 Demographic profile of respondents

To observe what demographic trend the sample population has, the questionnaire begins with demographic characteristics of respondents. In the following table the respondents' demographic profile is presented with their respective frequency of occurrence and percentage.

Table 4. 1 Demographic profile of respondents

Measure	Category	Frequency	Percentage %
Gender	Male	312	88.4
	Female	41	11.6
	Total	353	100
Age	18 - 30	161	45.6
	31- 43	109	30.9
	44 - 56	57	16.1
	Over 56	26	7.4
	Total	353	100

Education qualification	Primary	-	-
	Secondary	-	-
	Diploma	87	24.6
	Degree	205	58.1
	Master Degree & above	61	17.3
	Total	353	100
Occupation	Student	28	7.9
	Business Owner	69	19.5
	Employee	226	64.0
	Other	30	8.5
	Total	353	100

Source: Own survey result (April, 2019)

Gender

Based on the survey, out of the 353 valid respondents, there were 312 (88.4%) male and the remaining 41 (11.6%) were female. It shows majority of the respondents were male.

Age

Out of the total 353 respondents, 161 of them fall in the age category of 18-30 comprising 45.6% followed by those in the age category of 31-43 with 109 respondents (30.9 %). Respondents with the age group of 44-56 and those above 56 were very small constituting 16.1% % and 7.4%, respectively. The study indicates that majority of Heineken beer consumers in the area under study were in the age range from 18-30 and 31-43 years old, that implies young consumers were frequent users than other age groups did.

Education

From 353 respondent, the majority 205 (58.1%) of the respondents have degree. Followed by 87 (24.6%) and 61 (17.3%) of the respondents have accomplished diploma and master degree & above respectively. As shown in the table majority of respondents had degree, which indicate that most of respondents can be able to understand the concept of celebrity endorsement and able to respond to the questions with confidence.

Occupation

With respect to occupation from 353 respondents, 226 (64.0%) of them were employees, 69 (19.5%) of them were business owners, 30 (8.5%) of the respondent were found in

other occupation (unemployment and retire) and 28 (7.9%) of them were students. So this study implies that most consumers of Heineken beer are employees.

4.4 Measures of Reliability, Validity and Normality

4.4.1 Reliability of the Measurement Scale

This research used Cronbach's alpha to test the reliability of the questionnaire on a small sample of respondents. Table 4.4.1 below shows the reliability of the constructs tested using Cronbach's alpha and Table 4.4.2 shows the acceptable Cronbach's alpha after deleted items that made inconsistency.

Table 4. 2 Reliability Statistics before deleted items

Measurement Scale	Cronbach's' Alpha	No. of Item
Trustworthiness	0.832	4
Expertise	0.831	4
Similarity	0.553	4
Familiarity	0.711	4
Likability	0.827	4
Product with celebrity match hypothesis	0.720	4
Consumers buying decision	0.757	8
Total Item		32

Source: Own survey result (April, 2019)

Table 4. 3 Reliability Statistics after deleted items

Measurement Scale	Cronbach's' Alpha	No. of Item
Trustworthiness	0.803	4
Expertise	0.773	4
Similarity	0.760	2
Familiarity	0.711	4
Likability	0.827	4
Product with celebrity match hypothesis	0.720	4
Consumers buying decision	0.763	7
Total Item		29

Source: Own survey result (April, 2019)

A reliability analysis was carried out on 32 items of the questionnaires. The Cronbach's alpha showed acceptable value for 29 items that is above 0.7 and the rest 3 items have been the reason for internal inconsistency and removal of the items should be

considered. The first two questions from the independent variables of similarity. Which are: Celebrities of Heineken beer shown in TV ads show matching in gender from us (S.N 7.2) and Celebrities of Heineken beer shown in TV ads are matching with our ethnicity (S.N 7.4). These two questions made the Cronbach's alpha value become 0.553. When deleted those the α value increase into 0.760. The third question is from the dependent variables of concerning buying decision of customers; I buy Heineken beer because I am well aware of the service endorsed by the celebrity in TV ads (S.N 7.4). The researcher decided to delete this item due to it has low correlation value of 0.262 and deleting this item increase α from 0.757 to 0.763.

After all the Cronbach's alpha value for all the constructs shows internal consistency since their value is closer to 1.0.

4.4.2 Validity

To measure the validity of results, we consider the theory and the measuring instrument used (Cresswell, 2003).

To assure validity, the questioners adopted from previous research works that are related to this study and review of related literatures. And data collected from the reliable sources, from respondents who had experiences of drinking Heineken beer. In addition to asking if a measure is valid, we should also ask if it is reliable. A measure is considered reliable if it yields the same results each time it is used. In other words, reliable measures do not fluctuate- they yield consistent results (Ruane, 2005).

4.4.3 Normality

The normality of the population distribution is the basis for making statistical inferences about the sample drawn from the population (Kothari, 2004). Most studies, which involve statistical procedure, work under the assumption that observations have normal distribution. Any violation of the normality rule may lead to overestimation or underestimation of the inference statistic (Marczyk, et al., 2005). In order to examine normality one has to measure each variable's skewness, which looks at lack of

symmetry of distribution, and kurtosis, which looks at whether data collected, are peak or flat with relation to normal distribution (Marczyk, et al., 2005).

Paurav Shukla (2009) stated that skewness and kurtosis test is the basic way to check the normality of the data. Accordingly positive skewness values suggest clustering of data on the low value (left hand side of the bell curve) and negative skewness values suggest that clustering of data points on the high values (right hand side of the bell curve). Positive kurtosis values suggest that the data points gathered in center with long thin tails. Kurtosis values below zero suggest the distribution of data point is relatively flat.

Table 4.4 below describes the level of skewness and kurtosis for the seven constructs, which constitute 29 variables. The general rule-of-thumb for test of normality varies depending on the nature of the research. The common one mostly suggested mentioned in literature for both kurtosis and Skewness to be between -2 and +2 (George & Mallery, 2010). As indicated in the table below, skewness and kurtosis measures for this study are well within that range between -2 and +2 values. Therefore, the data for this study is normally distributed.

Table 4. 4 Normality Test

Constructs	Skewness	Kurtosis
Trustworthiness	-0.803	-1.363
Expertise	-0.719	-1.491
Similarity	-0.552	-0.367
Familiarity	-0.609	-1.444
Likability	-1.182	-0.607
Product/Celebrity match up	-0.626	-1.618
Buying decision	0.244	-0.401

Source: Own survey result (April, 2019)

4.5 Overview of Respondents' perception

Respondents' perception on consumer' buying decision is discussed in this section using descriptive statistical analysis. The first part deals with Heineken beer consumers

perception towards celebrity attributes which include: credibility of celebrity endorser (trustworthiness and expertise), attractiveness of celebrity endorser (similarity, familiarity and likability) and product with celebrity match up. The second part is buying decision. In order to compare the celebrity endorser factors effect on consumer buying decision descriptive statistics, mean and standard deviation was used.

The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements. Mean value shows the average of all customers' responses on each dimension, the higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. While standard deviation shows how diverse the responses of customers are for a given Normality Test construct. For instance, high standard deviation shows that the data is wide spread meaning consumer gave variety of opinion and low standard deviation means consumer have close opinion.

4.5.1 Celebrity Attributes

The mean score value of the overall level of likability, trustworthiness and expertise is 4.56, 4.53 and 4.51 respectively which falls above the cut of point 3.00. This means consumers of Heineken beer exhibit highest response on this attributes of the celebrity. This implies consumers are highly influenced by likability, trustworthiness and expertise of celebrity who endorse Heineken beer in TV ads.

The mean score value of the overall level of familiarity and product celebrity matchup is same, 4.45, which falls above the cut of point 3.00. This means consumers of Heineken beer exhibit high response on this two attributes of the celebrity. This also implies consumers of Heineken beer are highly influenced by familiarity and product celebrity matchup attributes of celebrity which endorse in TV ads.

The mean score value of the overall level of similarity is 3.76 which falls above the cut of point 3.00. This shows consumers of Heineken beer are also influenced by similarity of celebrity which endorses in Heineken beer TV ads. The standard variation of the overall level of similarity is 0.980 which is high standard deviation compared with the rest five attributes of celebrity shown in the below table, which implies the data is wide

spread meaning consumers of Heineken beer gave variety of opinion towards the attributes of similarity.

Table 4. 5 Celebrity attributes analysis

Measures of Celebrity Effectiveness	Mean Score	Standard Deviation
Trustworthiness		
Celebrities of Heineken beer shown in TV ads are dependable.	4.47	0.506
Celebrities of Heineken beer shown in TV ads are honest.	4.47	0.500
Celebrities of Heineken beer shown in TV ads are reliable.	4.59	0.493
Celebrities of Heineken beer shown in TV ads are trustworthy.	4.59	0.493
Average	4.53	0.498
Expertise		
Celebrities of Heineken beer shown in TV ads are experienced.	4.51	0.501
Celebrities of Heineken beer shown in TV ads are knowledgeable.	4.67	0.472
Celebrities of Heineken beer shown in TV ads are qualified.	4.38	0.487
Celebrities of Heineken beer shown in TV ads are skilled.	4.48	0.506
Average	4.51	0.492
Similarity		
Celebrities of Heineken beer shown in TV ads are matching with our age.	4.03	0.994
Celebrities of Heineken beer shown in TV ads are matching with our lifestyle.	3.50	0.966
Average	3.765	0.980
Familiarity		
Celebrities of Heineken beer shown in TV ads are recognizable.	4.50	0.506
Celebrities of Heineken beer shown in TV ads are friendly.	4.27	0.501
Celebrities of Heineken beer shown in TV ads are likable.	4.76	0.428
Celebrities of Heineken beer shown in TV ads are familiar.	4.27	0.546
Average	4.45	0.495
Likability		
Celebrities of Heineken beer shown in TV ads are pleasing.	4.57	0.496
Celebrities of Heineken beer shown in TV ads can create affection.	4.48	0.500

Celebrities of Heineken beer shown in TV ads are veracity.	4.54	0.499
Celebrities of Heineken beer shown in TV ads are believable.	4.66	0.481
Average	4.56	0.494
Product celebrity matchup		
Celebrities of Heineken beer shown in TV ads are compatible with the beer.	4.37	0.528
Celebrities of Heineken beer shown in TV ads are good fit with the beer.	4.46	0.499
Celebrities of Heineken beer shown in TV ads are relevant.	4.63	0.484
Celebrities of Heineken beer shown in TV ads are good match with the beer.	4.34	0.493
Average	4.45	0.501

Source: Own survey result (April, 2019)

4.5.2 Buying decision

The likability and trustworthiness of celebrities of Heineken beer in Tv ads has helped consumers to made buying decisions with high mean value of 4.61 and 4.58 respectively. The expertise, relevant, match-up and familiarity of celebrity has helped consumers to made buying decisions with well mean value of 4.39, 4.28, 4.18 and 4.17 respectively. And the similarity of celebrity scored mean value of 3.77 which is above the cut of point 3.00. The overall mean score value for buying decision is 4.28, 4.45, for product with celebrity match up imply consumers of Heineken beer influenced by matchup hypothesis. The mean score value of the overall level of consumer buying decision is 4.28 which falls above the cut of point 3.00. This means consumers of Heineken beer influenced by the listed celebrity attributes. The similarity of celebrity has high standard deviation value that shows the data is wide spread meaning consumers gave variety of opinion for the item.

Table 4. 6 Buying decision

Measures of Celebrity Effectiveness	Mean Score	Standard Deviation
Buying decision		
I buy Heineken beer because of the trustworthiness of the celebrity in TV ads.	4.58	0.494

I buy Heineken beer because of the expertise of the celebrity in TV ads.	4.39	0.493
I buy Heineken beer because of the similarity of the celebrity shows in TV ads.	3.77	0.831
I buy Heineken beer because of the familiarity of the celebrity in TV ads.	4.17	0.585
I buy Heineken beer because of the likability of the celebrity in TV ads.	4.61	0.500
I buy Heineken beer because of the match-up between the brand and the celebrity in TV ads.	4.18	0.552
I found Heineken beer advertisement by the celebrity in TV ads to be personally relevant for me.	4.28	0.563
Average	4.28	0.574

Source: Own survey result (April, 2019)

4.6 Relationship between the study variable

4.6.1 Correlation analysis

The correlation matrix with the dependent and independent variables allows assessing the strength of the association between the variables of interest i.e. it allows to test the hypotheses. The Pearson correlation coefficient(r) is used to measure level of association between the two variables. The value of “ r ” ranges from +1.0 to -1.0, which indicates the strength and direction of association between the two variables (Saunders, et al., 2009). A positive “ r ” value indicates a direct relationship and a negative ‘ r ’ value represents an inverse relationship between two variables. When “ $r=0$ ” it implies that there is no relationship between the two variables. When “ $r=+1$ ” it implies that there is a perfect direct relationship between the variables. When “ $r=-1$ ” it implies that there is a perfect negative/inverse relationship between the variables. When “ r ” is in between 0.10-0.29, it implies that variables have weak relationships and when “ r ” value is in between 0.3-0.49, it implies that the variables have moderate relationship. When “ r ” value becomes greater or equals to 0.5 it indicates the relationship is strong. Correlation is significant at the level 0.01 (2-tailed) and at the level 0.05 (2-tailed). The relationship between celebrity’s attributes (trustworthiness, expertise, similarity, familiarity, likability and matchup hypothesis) and buying decision were tested by using a Pearson correlation analysis.

Table 4.7 Correlation Matrix

Correlation								
		Trustworthiness	Expertise	Similarity	Familiarity	Likability	Product/celebrity Match up	Buying Decision
Trustworthiness	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	353						
Expertise	Pearson Correlation	.534**	1					
	Sig. (2-tailed)	.000						
	N	353	353					
Similarity	Pearson Correlation	.245**	.263**	1				
	Sig. (2-tailed)	.000	.000					
	N	353	353	353				
Familiarity	Pearson Correlation	.147**	.266**	.246**	1			
	Sig. (2-tailed)	.006	.000	.000				
	N	353	353	353	353			
Likability	Pearson Correlation	.165**	.240**	.204**	.453**	1		
	Sig. (2-tailed)	.002	.000	.000	.000			
	N	353	353	353	353	353		
Product/celebrity Match up	Pearson Correlation	.115*	.188**	.121*	.303**	.433**	1	
	Sig. (2-tailed)	.031	.000	.023	.000	.000		
	N	353	353	353	353	353	353	
Buying Decision	Pearson Correlation	.203**	.231**	.262**	.263**	.304**	.317**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	353	353	353	353	353	353	353

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Own survey result (April, 2019)

The study revealed that there was positive and weak relationship between buying decision and trustworthiness, expertise, similarity, familiarity. The r value is 0.203, 0.231, 0.262 and 0.263 respectively. From this it can be said that increased trustworthiness,

expertise, similarity and familiarity would result in weak increase on consumers' buying decision.

The relationship between buying decision and celebrity/product matchup, likability was positive and moderate with r value of 0.317 and 0.304. From this it can be said that increased Product/celebrity matchup and likability would result in moderate increase on consumers' buying decision.

Hence the relationship between the two independent variables, celebrity/product matchup and likability, were positively and moderately correlated with buying decision, dependent variable. And the relationship between the four independent variables (trustworthiness, expertise, similarity and familiarity) was positively and weakly correlated with buying decision (dependent variable).

4.7 Multiple Regression Analysis

Multiple regression analysis is a powerful technique used for predicting the unknown value of a dependent variable from the known value of two or more independent variables (predictors). The study applied this technique since the purpose of this research was to investigate the effect of celebrity endorsement in Tv ads on consumers buying decision of Heineken beer. To evaluate the effect of celebrity endorsement, this research looked at six predictive variables that include trustworthiness, expertise, similarity, familiarity, likability and product with celebrity match up. The outcome variable for this study was consumers buying decision.

According to Andy Field (2006) multiple linear regression uses to estimate the effect of more than one independent variables over dependent variable or it estimates the coefficient of determination on the predicted one explained by the predictors. Multiple linear regressions also use to compare which independent variable has more effect than other independent variables. Moreover he stated that to have valid multiple regressions analysis, the important assumptions are; normality of the distribution, homoscedasticity and multicollinearity, which should be satisfied. Before treating the regression model these assumptions were tested. For the current paper, before treating the regression model these assumptions were tested.

4.7.1 Assumptions for regression analysis

For the current paper, normality test done before correlation analysis made and the result showed the data is normally distributed. Homoscedasticity and multicollinearity assumption results along with the results of the regression analysis are discussed in this section.

4.7.1.1 Homoscedasticity

Homoscedasticity refers to the assumption that the dependent variable exhibits similar amounts of variance across the range of values for an independent variable. The scatter plot is good ways to check whether the data are homoscedastic, the scatter plots are equal across the regression line. As seen in the below figure there are points equally distributed above and below zero on the X axis, and to the left and right of zero on the Y axis. This indicates the dependent variable exhibits similar amounts of variance across the range of values for the independent variable. Hence, the study variables satisfied the homoscedasticity assumption.

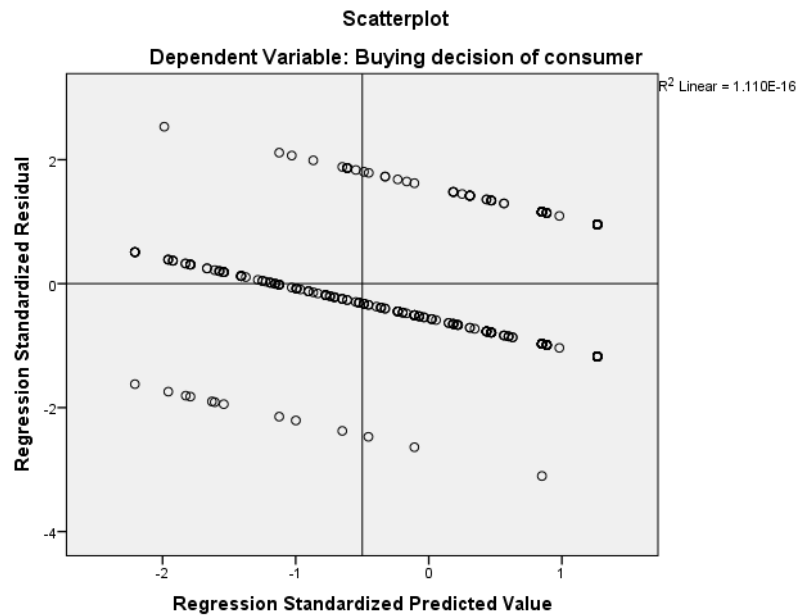


Figure 3: Scatter Plot for Homoscedasticity
Source: Own survey result (April, 2019)

4.7.1.2 Multi-collinearity Analysis

According to McDaniel & Gates (2013) one of the key assumptions of multiple regression analysis is that the independent variables are not correlated (collinear) with each other. Multi-collinearity problems happened when there is high correlation between some of the independent variables. The study checks this with the variance Inflation Factor (VIF) which calculates the influence of correlation among the independent variables on the precision of regression estimates. The VIF should not exceed 10. Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variable in the model and is calculated using the formula $1-R^2$ for each variable. If this value is less than 0.1 it indicates that there is possibility of multi-collinearity, but if it is greater than 0.1 it means that there is no multi-collinearity problem with in the model.

Table 4. 8 Collinearity statistics

Independent variable	Collinearity statistics	
	Tolerance	VIF
Trustworthiness	0.702	1.425
Expertise	0.662	1.511
Similarity	0.878	1.139
Familiarity	0.742	1.348
Likability	0.686	1.458
Product with celebrity match up	0.794	1.260

a. Dependent Variable: Buying decision

Source: Own survey result (April, 2019)

The above multi-collinearity statistics shows the tolerance value to be greater than 0.1 and VIF value to be significantly below 10. This shows that there is no multi-collinearity problem with in the model.

4.7.1.3 Results of the Regression Analysis

Table 4.9 R Square analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.193	.179	.470

a. Predictors: (Constant), Trustworthiness, Expertise, Similarity, Familiarity, Likability, Product with celebrity match up.

Source: Own survey result (April, 2019)

The R^2 and adjusted R^2 values of 0.193 and 0.179 respectively both indicated that there was a goodness of fit of the regression model.

According to McDaniel & Gates (2013) the adjusted R^2 statistic (which takes into account the number of independent variables in the regression equation) is preferred by some researchers as it helps avoid overestimating the impact of adding an independent variable on the amount of variability explained by the estimated regression equation. So, over 17.9% of variance in the dependent variable (consumers' buying decision) can be explained by the regression model.

Table 4.10 ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.221	6	3.037	13.776	.000 ^b
	Residual	76.277	346	.220		
	Total	94.499	352			

a. Dependent variable: Buying decision

b. Predictors: (Constant), Trustworthiness, Expertise, Similarity, Familiarity, Likability, Product with celebrity match up.

Source: Own survey result (April, 2019)

ANOVA tells us whether the model, overall, is acceptable from a statistical perspective i.e. whether the independent variables are in a significantly good degree of prediction

of the outcome variable. As can be seen from the above table, the variables of celebrities (independent variables) significantly predict the dependent variable (consumer buying decision) with $F=13.78$ and $\text{sig}=0.000$. The F-test is used to find out the overall probability of the relationship between the dependent variable and all the independent variables occurring by chance (Saunders, et al., 2009). The Analysis of Variance (ANOVA) indicates that the F value of 13.78 with significance level of 0.000 and since the observed significant is less than 0.05.

Table 4. 11 Relationship of celebrity endorsement and Consumers' buying decision

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		
	B	Std. Error	Beta			Lower Bound	Upper Bound	
1	(Constant)	1.073	.388		2.769	.006	.311	1.835
	Trustworthiness	.087	.064	.078	1.353	.177	-.039	.213
	Expertise	.065	.065	.059	.995	.321	-.063	.193
	Similarity	.095	.031	.158	3.066	.002	.034	.156
	Familiarity	.086	.059	.082	1.455	.147	-.030	.203
	Likability	.145	.070	.121	2.069	.039	.007	.283
	Product with celebrity matchup	.218	.059	.201	3.710	.000	.102	.334

a. Dependent Variable: Buying decision

Source: Own survey result (April, 2019)

The above table presents the coefficients of the regression equation, which shows that all the independent variables (trustworthiness, expertise, similarity, familiarity, likability and product/celebrity match up) have positive relationship with the dependent variable (consumer' buying decision).

The predicted equation for consumer' buying decision is given as;

$$Y = 0.087X_1 + 0.065X_2 + 0.095X_3 + 0.086X_4 + 0.145X_5 + 0.218X_6 + 1.073$$

From the above regression equation, it can be inferred that, when trustworthiness, expertise, similarity, familiarity, likability and product/celebrity match up increase each of them by one unit, consumer's buying decision will increase by 0.087, 0.065,

0.095, 0.086, 0.145 and 0.218 respectively. From the result it can be said that there is a positive relationship between each independent variables (trustworthiness, expertise, similarity, familiarity, likability and product/celebrity match up) and consumer's buying decision.

And as shown in the above table, the study revealed that the independent variables, product with celebrity match up, similarity and likability have significant level (0.000, 0.002 and 0.039) respectively which is below 0.05 ($p < 0.05$) and the rest three independent variables (expertise, trustworthiness and familiarity) have insignificant level (0.321, 0.177 and 0.147) respectively which is above 0.05 ($p > 0.05$).

As increase in the trustworthiness by one unit would result in an increase in consumer's buying decision by 0.087 units of value. Therefore, from the result it can be said that there is a positive relationship between trustworthiness and consumer's buying decision.

According to (Ohanian, 1991) source credibility model the effectiveness of the endorser's message depends on his perceived level of trustworthiness. The attributes lead to the internalization process that helps consumers to make buying decision.

As increase in the expertise by one unit would result in an increase in consumer's buying decision by 0.065 units of value. Therefore, from the result it can be said that there is a positive relationship between expertise and consumer's buying decision.

Ohanian (1991) provided evidence for the effect of perceived expertise of the celebrity on consumer buying decision by using four different celebrities. Endorser with high knowledge and skills has strong power of recommendation as compare to the endorsers with low expertise (Ohanian, 1990). The one having expertise about the product got more consumers buying decision. As increase in the similarity by one unit would result in an increase in consumer's buying decision by 0.095 units of value. Therefore, from the result it can be said that there is a positive relationship between similarity and consumer's buying decision.

As increase in the familiarity by one unit would result in an increase in consumer's buying decision by 0.086 units of value. Therefore, from the result it can be said that there is a positive relationship between familiarity and consumer's buying decision.

As increase in the likability by one unit would result in an increase in consumer's buying decision by 0.145 units of value. Therefore, from the result it can be said that there is a positive relationship between likability and consumer's buying decision.

According to McGuire (1985) when message receivers (consumers in a marketing context) are familiar with the celebrity, like the celebrity, and find similarities between the celebrity and themselves, the messages become more persuasive and direct to consumer buying decision.

McGuire (1985) states that when people like the celebrity they will also like the accompanying brand/product. It implies when consumers like the celebrities who endorse the product they show a probability of buying the product.

As increase in the celebrity/product match up by one unit would result in an increase in consumer's buying decision by 0.218 units of value. Therefore, from the result it can be said that there is a positive relationship between celebrity/product match up and consumer's buying decision.

Gupta and Monnier (2008, 294) showed that when there is match-up between consumer's own values and values symbolized by products, consumers "experience a better taste and aroma and develop a more favorable attitude and behavior intention that lead to buying decision."

4.8 Hypothesis testing and discussion of results

The result of the hypothesis test is based on the unstandardized coefficients (B value) and significant (P-value).

H1: Trustworthiness of the celebrity endorsement in TV ads has positive and significant effect on consumer buying decision of Heineken Ethiopia. The trustworthiness of the celebrity endorsement in TV ads has a positive but insignificant effect on Heineken beer consumers buying decision with B value 0.087, and p-value 0.177 which is greater than 0.05.

The result is inconsistent with previous studies done by other researchers (Edom, 2017; Elias, 2016; Bahiru, 2015; Apejoye, 2013; Ibok, 2013; Hakimi, et al., 2011; Erdogan, 1999;

Ohanian, 1991). However, the result of this study is similar to (Chioma, 2016; Scott, 2015 ;).

According to Pickton & Broderick (2005) of the Elaboration Likelihood Model low involvement products are those products that are inexpensive or maybe moderately priced; they are low in value and risk; and, are frequently purchased. Consumers of such products focused on peripheral cues of the product, celebrities of the ads, rather than information about the product.

H2: The expertise of celebrity endorsement in TV ads has positive and significant effect on consumer buying decision of Heineken Ethiopia. The expertise of the celebrity endorsement in TV ads has a positive but insignificant effect on Heineken beer consumers buying decision with B value 0.065, and p-value 0.321 which is greater than 0.05.

According to Pickton & Broderick (2005) a 'peripheral' route, is where there is little elaboration. In this case, the persuasiveness of the message relies on peripheral cues of the celebrities of the ads. According to Pickton & Broderick (2005) of the Elaboration Likelihood Model low involvement products are those products that are inexpensive or maybe moderately priced; they are low in value and risk; and, are frequently purchased. Often, they are purchased as a matter of routine. Example, toothpaste, soap, bread etc. For such products, the consumer gives little thought, and feelings may not be formed for the product until after the purchase has been made.

The result is inconsistent with previous studies done by other researchers (Edom, 2017; Choi and Rifon, 2012; Hung, 2011; Karmarkar and Tormala, 2010; Amos, et al., 2008; and Ohanian, 1991). However, the result of this study is similar to (Ruchi, et al., 2015; and Till and Busler, 2000).

H3: The similarity of celebrity endorsement in TV ads has positive and significant effect on consumer buying decision of Heineken Ethiopia. The similarity of the celebrity endorsement in TV ads has a positive and significant effect on Heineken beer consumers buying decision with B value 0.095, and p-value 0.002 which is less than 0.05.

The result is consistent with previous studies done by other researchers (Amos, et al., 2008; Belch and Belch, 2008; Erdogan, 1999; and McGuire, 1985).

H4: The familiarity of celebrity endorsement in TV ads has positive and significant effect on consumer buying decision of Heineken Ethiopia. The familiarity of the celebrity endorsement in TV ads has a positive but insignificant effect on Heineken beer consumers buying decision with B value 0.086, and p-value 0.147 which is greater than 0.05.

The familiarity of the celebrity has positive influence on consumer buying decision but statistically it has insignificant effect on the buying decision. The results of this study contradict with previous research works (Ohanian, 1990; and McGuire, 1985). However, the result of this study is similar to (Eda, 2011).

The contradiction with previous study were due probably to the minimized effect of pre-established thoughts or feelings about unfamiliar celebrities and also consumer who were in the “unfamiliarity with the celebrity” condition spent more time examining the ad, had significantly more favorable attitudes toward the ad and brand, and had more buying decision than who were in the “familiarity with the celebrity” condition (Eda, 2011). This is according to Petty, Cacioppo and Schumann (1983) the Elaboration Likelihood Model recognizes that people will engage in central processing when the elaboration likelihood is high. In contrast, they will engage in peripheral processing when the elaboration likelihood is low. It was used to explain celebrity endorsement effects of familiarity by suggesting that a celebrity endorser acts as a peripheral cue for low-involved consumers of beer.

H5: The likability of celebrity endorsement in TV ads has positive and significant effect on consumer buying decision of Heineken Ethiopia. The likability of the celebrity endorsement in TV ads has a positive and significant effect on Heineken beer consumers buying decision with B value 0.145, and p-value 0.039 which is less than 0.05.

The result is consistent with previous studies done by other researchers (Fleck, et al., 2012; Strunk, 2010; Belch and Belch, 2008; Pringle and Binet, 2005; and McGuire, 1985).

H6: Matchup the product with celebrity of celebrity endorsement in TV ads has positive and significant effect on consumer buying decision of Heineken Ethiopia. Matching the celebrity endorsement in TV ads with the product has a positive and significant effect on Heineken beer consumers buying decision with B value 0.218, and p-value 0.000 which is less than 0.05.

The result is consistent with previous studies done by other researchers (Edom, 2017; Elias, 2016; Ahmed, et al., 2015; Bahiru, 2015; Fleck, et al., 2012; Subhadip, et al., 2012; Patra and Datta, 2012; Gupta and Monnier, 2008; Roy, 2006; Jagre, et al., 2001; Ohanian, 1991; and Kamins, 1990).

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter summarizes the findings of the study together with possible recommendations. It also discusses the limitation of this study and proposes further area of research.

5.2 Summary of the Major Findings

The major findings of the study are summarized as follows;

- Consumers have small positive rating for trustworthiness and expertise of the celebrity of Heineken beer in Tv ads and which are statistically insignificant. From these the researcher concluded that consumers do not want to give great emphasis on the central idea of the advertisement message to be conveyed.
- Consumers have positive rating for similarity of the celebrity of Heineken beer in Tv ads. From these the researcher concluded that advertisement that is made for the consumers are positively affected by the similarity of the celebrity.
- Consumers have positive rating for familiarity of the celebrity of Heineken beer in Tv ads but which is statistically insignificant. From these the researcher concluded that familiarity of celebrity did not have effect on low risk associated product of Heineken beer.
- Consumers have high positive rating for likability of the celebrity of Heineken beer in Tv ads than the other measurement next to matchup hypothesis. From these the researcher concluded that advertisement that is made for the consumers are positively affected by the likability of the celebrity.
- Consumers have highest positive rating for celebrity/product match of the celebrity of Heineken beer in Tv ads than the other measurement. From these the researcher concluded that the advertisement that is made by the celebrities have match with the brand and consumers are highly positively affected by them.

- The relationship between the study variables was measured using Pearson's correlation coefficient. The correlation result of consumers' buying decision with trustworthiness, expertise, similarity, familiarity, likability and celebrity/product matchup is 0.203, 0.231, 0.262, 0.263, 0.304 and 0.317 respectively. This means consumers' buying decision is weakly and positively correlated with trustworthiness, expertise, similarity and familiarity since the r value is between 0.10 - 0.29. And consumers' buying decision is moderately and positively correlated with likability and celebrity/product matchup since the r value is between 0.30 - 0.49.

5.3 Conclusion

Now a day the increase in competition for consumer attention has forced marketers to use celebrities in product promotion marketing. Over the years, the trend of using celebrities for product promotion has increased in Ethiopian market. This helps to keep the attention of the consumers for the brands advertise by celebrities who creating personality in product promotion marketing. This study was conducted with the aim of examining the effect of celebrity endorsement in TV ads on consumer buying decision.

The survey was conducted on Heineken beer of Ethiopia found in Addis Ababa and descriptive analysis was used to summarize respondents' feeling on celebrity endorsement. Correlation and multiple regression analysis were also used examine the effect of celebrity endorsement.

The result of the survey reveals that consumers have weak but positive rating for four attributes of celebrities, trustworthiness, expertise, similarity and familiarity and moderate and positive rating for two attributes of celebrities, likability and celebrity/product match. This shows consumers have weak but positive rating for 66.6 % and moderate and positive rating for 33.3% of attributes of celebrities.

Celebrity endorsement, as measured by the six celebrity attributes, positively affects consumers' buying decision of the beer. Even if all celebrity attributes positively affects consumers' buying decision the three attributes, expertise, trustworthiness and familiarity, revealed statistically insignificant for consumers' buying decision of the

beer. On the other hand the attributes of celebrity/product matchup and likability has the highest influence respectively on consumers' buying decision with significant effect towards the endorsed Heineken beer while the attribute similarity has the next high desirable influence on consumers' buying decision with significant effect.

5.4 Recommendation

The findings of this study clearly show that consumers have positive attitude towards the celebrity endorsed Heineken beer advertisements. In addition, celebrity endorsements (measured by the attributes of similarity, likability and celebrity/product matchup) have positive influence on the attitude consumers have towards the endorsed brand and their buying decision. The attributes, celebrity/product matchup and likability have the highest influence respectively and the attribute similarity has high influence next to them on consumer's attitude towards Heineken beer. The implication is that marketers in the industry should consider the use of celebrities in their promotional endeavors so as to grab consumers' attention for their advertisements.

However, great care should be taken while selecting the celebrities to promote the products and services.

Although all the attributes have positive influence on the consumers' buying decision, trustworthiness, expertise and familiarity has insignificant effect on consumers' buying decision.

Since beer is not high risk associated product consumers of Heineken beer is low involved consumer they focused on the peripheral cue of the advertisement. So the celebrity attributes of credibility (trustworthiness and expertise) and familiarity from attractiveness variable had not significant effect on celebrity endorsement in TV ads to make consumer buying decision.

Credibility of celebrity, trustworthiness and expertise, had positive but insignificant effect for celebrity endorsement in TV ads to make consumer buying decision for low risk associated products like beer.

When contrasted a low familiar celebrity with a high familiar celebrity, low familiar celebrities would be more effective as a result of the minimized impact of pre-

established associations with the low familiar celebrity. Thus marketers can minimize those risks by using less familiar celebrities in their advertising campaigns. And also advertisers and marketers could be beneficiary with low advertising budgets because those celebrities will probably charge less than well-known celebrities. Thus for the effectiveness celebrity endorsement in Tv ads a low-familiar celebrity is preferred over a well-known celebrity. Thus, marketers need to be conscious about these in selecting of celebrities and should look for the right combination of all the six attributes in the celebrities they select.

Even if the study revealed that consumers had positive attitude for all six celebrity attributes but had significant effect only for the three attributes, similarity, likability and celebrity/product matchup to made buying decision and also there were 66.6% weak and 33.3% moderate positive correlation between independent variables (trustworthiness, expertise, similarity, familiarity, likability and product/celebrity match up) and dependent variables (buying decision) and also from the regression analysis the B value for each independent value is small. So the result of the study may suggest that celebrity endorsement in Tv ads may not be recommendable for low risk associated consuming products like beer.

And mainly here in Ethiopia it may not be recommendable to use celebrity endorsement in Tv and all types of broadcast ads to promote alcoholic beer since it was prohibited promote alcoholic beer by any kind of broadcast media by the law starting from May 29, 2019.

Hence it may not be advisable for marketers to use celebrity endorsement and also should find out other means of promotion media instead of broadcast, (TV and Radio), such as social media, newspapers and magazine.

5.5 Limitation

The first limitation of this study is using only TV advertisements for the study. If other media was use the study would be stronger. Another study can examine the influence of consumer buying intention in relation to celebrity advertising for other media.

The second limitation is the study only focus on endorsement using celebrity. If the study also incorporates non celebrity endorsement it would be better to compare the effect and would get better result.

The third limitation is related with the type of product used in the study. The study only focuses on the effect of celebrity endorsements on products with low levels of involvement specifically it was alcoholic beer. That fails in to know the effect of celebrity endorsement in Tv ads on high level of involvement products.

5.6 Future area of Investigation

This study examined the effect of celebrity endorsement on consumer buying decision by focusing only low involving product of alcoholic beer, Heineken beer, so the effect of celebrity endorsement on high level products could be studied. Only TV advertisements were selected for this study. Another study can examine the influence of consumer buying decision in relation to celebrity advertising for other media. Similar studies could also be done by investigating the effect of celebrity and non-celebrity endorsement towards consumers buying decision. This study did not examine influence of consumer buying decision according to the consumer's demographic factors. Further research must be needed to find out the relationship between the influence of consumer buying decision and demographic factors in relation to celebrity endorsement.

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APPENDIX

APPENDIX- RESEARCH QUESTIONNAIRES

Appendix A (English Questionnaire)



Addis Ababa University School of Graduate Studies, School of Commerce Questionnaire on “The effect of celebrity endorsement in TV ads on consumers buying decision: The Case of Heineken Ethiopia”

Celebrity Endorsement Survey

Dear Respondent,

The questionnaire is designed to seek information on the effect of celebrity endorsement in TV ads on consumers buying decision: the case of Heineken Ethiopia, in Partial Fulfillment for the award of Master of Arts in Marketing Management.

Celebrity endorsement: - is a form of advertising campaign that involves well known persons (celebrity endorser) using their fame to help promote a product or services e.g. actors, sport figures, entertainers, and the like.

While filling the questionnaire, I would like to request you to keep in mind the celebrity endorsement in TV ads of Heineken Ethiopia.

The overall objective of this questionnaire is to gather first-hand information on the aforementioned issue. The information gathered will be accessed only by the student

researcher and will be kept strictly confidential and please don't write your name. Your contribution to this research is very greatly appreciated. Thank you in advance for your honest, accurate, and timely response.

Should you have any inquiries, feel free to contact me through my Email: hke1223@gmail.com. The entire questionnaire should only take about 5-10 minutes.

Part I: demographic information

In answering this part of the questionnaire, please use tick (√) mark in the boxes provided.

1. Gender

Male

Female

2. Age

18 - 30

31 - 43

44 - 56

Over 56

3. Education qualification

Primary

Secondary

Diploma

Degree

Master Degree and above

4. Occupation: Student

Business Owner

Employee

Other

Part II: Perception towards the celebrity endorse

For answering this part of the questionnaire, please circle that best reflect your best choice towards source of celebrity endorsement.

The scales are two opposite ends from 1-5, it represents as follows

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

S.N	Description	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Credibility of celebrity endorser						
Celebrity's Trustworthiness						
5.1	Celebrities of Heineken beer shown in TV ads are dependable.	1	2	3	4	5
5.2	Celebrities of Heineken beer shown in TV ads are honest.	1	2	3	4	5
5.3	Celebrities of Heineken beer shown in TV ads are reliable.	1	2	3	4	5
5.4	Celebrities of Heineken beer shown in TV ads are trustworthy.	1	2	3	4	5
Celebrity's Expertise						
6.1	Celebrities of Heineken beer shown in TV ads are experienced.	1	2	3	4	5
6.2	Celebrities of Heineken beer shown in TV ads are knowledgeable.	1	2	3	4	5
6.3	Celebrities of Heineken beer shown in TV ads are qualified.	1	2	3	4	5
6.4	Celebrities of Heineken beer shown in TV ads are skilled.	1	2	3	4	5
Attractiveness of celebrity endorser						
Celebrity's Similarity						
7.1	Celebrities of Heineken beer shown in TV ads are matching with our age.	1	2	3	4	5
7.2	Celebrities of Heineken beer shown in TV ads show matching in gender from us.	1	2	3	4	5
7.3	Celebrities of Heineken beer shown in TV ads are matching with our lifestyle.	1	2	3	4	5
7.4	Celebrities of Heineken beer shown in TV ads are matching with our ethnicity.	1	2	3	4	5
Celebrity's Familiarity						
8.1	Celebrities of Heineken beer shown in TV ads are recognizable.	1	2	3	4	5
8.2	Celebrities of Heineken beer shown in TV ads are friendly.	1	2	3	4	5

8.3	Celebrities of Heineken beer shown in TV ads are likable.	1	2	3	4	5
8.4	Celebrities of Heineken beer shown in TV ads are familiar.	1	2	3	4	5
Celebrity's Likability						
9.1	Celebrities of Heineken beer shown in TV ads are pleasing.	1	2	3	4	5
9.2	Celebrities of Heineken beer shown in TV ads can create affection.	1	2	3	4	5
9.3	Celebrities of Heineken beer shown in TV ads are veracity.	1	2	3	4	5
9.4	Celebrities of Heineken beer shown in TV ads are believable.	1	2	3	4	5
Product with celebrity match up						
10.1	Celebrities of Heineken beer shown in TV ads are compatible with the beer.	1	2	3	4	5
10.2	Celebrities of Heineken beer shown in TV ads are good fit with the beer.	1	2	3	4	5
10.3	Celebrities of Heineken beer shown in TV ads are relevant.	1	2	3	4	5
10.4	Celebrities of Heineken beer shown in TV ads are good match with the beer.	1	2	3	4	5

Part III: Concerning buying decision of Consumers

11. The following questions inquire your intent to use the services of the celebrity endorsed Heineken beer. Please circle the number that reflects best of your feeling. The scales and representation are same to part II.

S.N	Description	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
11.1	I buy Heineken beer because I am well aware of the service endorsed by the celebrity in TV ads.	1	2	3	4	5
11.2	I buy Heineken beer because of the trustworthiness of the celebrity in TV ads.	1	2	3	4	5
11.3	I buy Heineken beer because of the expertise of the celebrity in TV ads.	1	2	3	4	5
11.4	I buy Heineken beer because of the similarity of the celebrity shows in TV	1	2	3	4	5

	ads.					
11.5	I buy Heineken beer because of the familiarity of the celebrity in TV ads.	1	2	3	4	5
11.6	I buy Heineken beer because of the likability of the celebrity in TV ads.	1	2	3	4	5
11.7	I buy Heineken beer because of the match-up between the brand and the celebrity in TV ads.	1	2	3	4	5
11.8	I found Heineken beer advertisement by the celebrity in TV ads to be personally relevant for me.	1	2	3	4	5

Thank You Very Much for Your Co-operation!

Appendix B (Amharic Questionnaire)



በአዲስ አበባ ዩኒቨርሲቲ የንግድ ሥራ ትምህርት ቤት የገበያ ጥናት አመራር ትምህርት ክፍል

በታዋቂ ሰዎች የሚሰራ ማስታወቂያን የተመለከተ ጥናት

ውድ የጥናቱ ተሳታፊ

ስሜ ሃይማኖት ክፍያለው ይባላል በአዲስ አበባ ዩኒቨርሲቲ የማርኬቲንግ ማናጅመንት የማስትሬት ዲግሪ ተመራቂ ተማሪ ስሆን በአሁኑ ወቅት የመመረቂያ ጽሁፌን በማዘጋጀት ላይ እገኛለሁ። ጥናቱ የሚያተኩረው በሄንከን ኢትዮጵያ ቢራ ላይ ነው።

ሰዎች በተሰማሩበት የሥራ ዘርፎች ላይ ያካበቱትን የህዝብ እውቅና በመጠቀም የተለያዩ ምርቶችና አገልግሎቶችን እንዲያስተዋውቁ ማድረግ በሌላው አለም ላይ የተለመደ አሰራር ሲሆን በአሁኑ ጊዜ በኛም ሀገር ታዋቂ ሰዎችን ለምሳሌ፤ አርቲስቶችን፤ እስፖርተኞችን፤ ጋዜጠኞችን እና የመሳሰሉትን የሚጠቀሙ ማስታወቂያዎችን በቴሌቪዥን፤ በጋዜጦችና በሌሎች የማስታወቂያ አውታሮች ማየት እየተለመደ መጥቷል። ጥናቱ በዋናነት የሄንከን ቢራ የቴሌቪዥን ማስታወቂያዎች ላይ የሚያተኩር ነው።

ይህ መጠይቅ ሁለት ክፍሎች ያሉት ሲሆን የመጀመሪያው ክፍል ስለ እርሶ አጠቃላይ መረጃ ለመሰብሰብ የሚጠቅም ሲሆን ቀጣዩ ክፍል ደግሞ ስለ ሚመርጡት ብራንድ ያሉትን አጠቃላይ ግንዛቤ ለማወቅ ይረዳል። ይህንን መጠይቅ በሙሉ ታማኝነት እንዲሞሉልኝ እየጠየኩኝ

የሚሰጡኝ መረጃ ከዚህ ጥናት ውጭ ለሌላ ለምንም አገልግሎት እንደማይውል አረጋግጣለሁ። የእርሶ አስተያየት ለዚህ ጥናት መሳካት ከፍተኛ አስተዋጾ እንደሚያደርግ እየገለፅኩ ለሚያደርጉልኝ ትብብር ክልብ አመሰግናለሁ። ለሚኖርኩት ማንኛውም ጥያቄ ወይም አስተያየት በሞባይል ቁጥሩ 0912 14 44 65 ሊያገኙኝ ይችላሉ። ይህን መጠይቅ ለመሙላት ከ 5 እስከ 10 ደቂቃ ቢወስድብዎ ነው።

ክፍል አንድ: አጠቃላይ መረጃ

በዚህ ክፍል የሚገኙ ጥያቄዎች ለመመለስ ከታች በተቀመጡት ሳጥኖች ውስጥ (v) ምልክት ያስቀምጡ ።

1. ፆታ

ወንድ ሴት

2. እድሜ

18- 30 31 - 43
 44 - 56 ከ56 በላይ

3. የትምህርት ደረጃ

የመጀመሪያ ደረጃ የሁለተኛ ደረጃ
 ዲፕሎማ ድግሪ
 ማስተርስ እና ከዚያ በላይ

4. የስራ ሁኔታ: ተማሪ

የንግድ ድርጅት ባለቤት

ተቀጣሪ ሰራተኛ ሌላ

ክፍል ሁለት: ስለ አስተዋዋቂዎቹ ያሉትን አስተያየት የተመለከቱ ጥያቄዎች

በዚህ ክፍል የሚገኙ ጥያቄዎች ለመመለስ የእርስዎን ስሜት በይበልጥ የሚገልፀውን ቁጥር በማክበብ ይመልሱ። መለኪያዎች በሁለት ተቃራኒ ቃላቶች ከ1 - 5 ቁጥሮች ጋር ተዘርዝረው ተቀምጠዋል። ቁጥሮቹ ምንን እንደሚወክሉ የሚከተለውን ይመልከቱ።

1 = በጣም አልስማማም 2 = አልስማማም 3 = ድምፅ ተአቅቦ 4 = እስማማለሁ 5 = በጣም እስማማለሁ

ተ.ቁ	መግለጫ	አልገላገላ ሰጪ	አልስማማም ሰጪ	ድምፅ ተአቅቦ	እስማማለሁ ሰጪ	እስማማለሁ ሰጪ
ታዋቂ ሰዎች ስለሚያስተዋውቁት የሄኒካንን ቢራ ስላላቸው ታላማነት የእርስዎ አስተያየት						
5.1	የሄኒካንን ቢራ በቴቪ የሚያስተዋውቁ ታዋቂ ሰዎች የሚመኩባቸው ናቸው።	1	2	3	4	5
5.2	የሄኒካንን ቢራ በቴቪ የሚያስተዋውቁ ታዋቂ ሰዎች ሐቀኝነት አላቸው።	1	2	3	4	5
5.3	የሄኒካንን ቢራ በቴቪ የሚያስተዋውቁ ታዋቂ ሰዎች የሚተማመኑባቸው ናቸው።	1	2	3	4	5
5.4	የሄኒካንን ቢራ በቴቪ የሚያስተዋውቁ ታዋቂ ሰዎች እምነት የሚጥሉባቸው ናቸው።	1	2	3	4	5
ታዋቂ ሰዎች ስለሚያስተዋውቁት የሄኒካንን ቢራ ስላላቸው እውቀትና ችሎታ የእርስዎ አስተያየት						
6.1	የሄኒካንን ቢራ በቴቪ የሚያስተዋውቁ ታዋቂ ሰዎች ልምድ አላቸው።	1	2	3	4	5
6.2	የሄኒካንን ቢራ በቴቪ የሚያስተዋውቁ ታዋቂ ሰዎች እውቀት አላቸው።	1	2	3	4	5
6.3	የሄኒካንን ቢራ በቴቪ የሚያስተዋውቁ ታዋቂ ሰዎች ብቃት አላቸው።	1	2	3	4	5
6.4	የሄኒካንን ቢራ በቴቪ የሚያስተዋውቁ ታዋቂ ሰዎች የሰለጠኑ ናቸው።	1	2	3	4	5
የሄኒካንን ቢራ የሚያስተዋውቁ ታዋቂ ሰዎች ከእርሶ ጋር ያላቸውን ምስሰሎሽ በተመለከተ ያሉት አስተያየት						
7.1	የሄኒካንን ቢራ በቴቪ የሚያስተዋውቁ ታዋቂ ሰዎች እድሜያቸው ከእኛ ጋር ይቀራረባል።	1	2	3	4	5
7.2	የሄኒካንን ቢራ በቴቪ ከሚያስተዋውቁ ታዋቂ ሰዎች ጋር በጾታ እንመሳሰላለን።	1	2	3	4	5
7.3	የሄኒካንን ቢራ በቴቪ የሚያስተዋውቁ ታዋቂ ሰዎች የኑሮ ዜያቸው ከእኛ ጋር ይመሳሰላል።	1	2	3	4	5
7.4	የሄኒካንን ቢራ በቴቪ ከሚያስተዋውቁ ታዋቂ ሰዎች ጋር በዘር እንመሳሰላለን።	1	2	3	4	5
የሄኒካንን ቢራ የሚያስተዋውቁ ታዋቂ ሰዎች በደንብ የሚታወቁ ስለመሆናቸው የእርሶ አስተያየት						
8.1	የሄኒካንን ቢራ በቴቪ የሚያስተዋውቁ ታዋቂ ሰዎች የሚታወሱ ናቸው።	1	2	3	4	5
8.2	የሄኒካንን ቢራ በቴቪ የሚያስተዋውቁ ታዋቂ ሰዎች ተግባራዊ ናቸው።	1	2	3	4	5

8.3	የሄኒክንን ቢራ በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች ተወዳጅ ናቸው።	1	2	3	4	5
8.4	የሄኒክንን ቢራ በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች የሚታወቁ ናቸው።	1	2	3	4	5
የሄኒክን ቢራ በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች የሚወደዱ ስለመሆናቸው የእርሶ አስተያየት						
9.1	የሄኒክንን ቢራ በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች ደስ የሚያሰኙ ናቸው።	1	2	3	4	5
9.2	የሄኒክንን ቢራ በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች ፍቅር የሚፈጥሩ ናቸው።	1	2	3	4	5
9.3	የሄኒክንን ቢራ በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች ትክክለኛነት አላቸው።	1	2	3	4	5
9.4	የሄኒክንን ቢራ በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች የሚታመኑ ናቸው።	1	2	3	4	5
የሄኒክን ቢራ በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች ከቢራው ጋር አብረው የሚሄዱ ስለመሆናቸው የእርሶ አስተያየት						
10.1	የሄኒክንን ቢራ በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች ከሚያስተዋውቁት ቢራ ጋር የሚጣጣሙ ናቸው።	1	2	3	4	5
10.2	የሄኒክንን ቢራ በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች ለሚያስተዋውቁት ቢራ ተስማሚ ናቸው።	1	2	3	4	5
10.3	የሄኒክንን ቢራ በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች ከሚያስተዋውቁት ቢራ ጋር አብረው የሚሄዱ ናቸው።	1	2	3	4	5
10.4	የሄኒክንን ቢራ በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች ከሚያስተዋውቁት ቢራ ጋር ተመሳሳይነት አላቸው።	1	2	3	4	5

ክፍል ሶስት፡- የደንበኞችን የመግዛት ውሳኔ በተመለከተ

11. የሄኒክን ቢራ ተጠቃሚዎች በታዋቂ ሰዎች በሚሰሩ የቲቪ ማስታወቂያዎች ምክንያት የምርቱ ተጠቃሚ ለመሆን ያላቸውን ሀሳብ አስመልክቶ የእርስዎን ስሜት በበለጠ የሚገልፀውን ቁጥር በማክበብ ይመልሱ።

ተ.ቁ	መግለጫ	አልሳምንት ግምገማ	አልሳምንት ግምገማ	ድምፅ ተሳታፊ	አልሳምንት ግምገማ	አልሳምንት ግምገማ
11.1	ታዋቂ ሰዎች ስለ ሄኒክን ቢራ በቲቪ በሚያስተዋውቁት ማስታወቂያ በቂ እውቀት በማግኘቴ ምክንያት የቢራው ደንበኛ ሆኛለሁ።	1	2	3	4	5
11.2	ሄኒክን ቢራን በቲቪ በሚያስተዋውቁ ታዋቂ ሰዎች ተአማኒነት ምክንያት የቢራው ደንበኛ ሆኛለሁ።	1	2	3	4	5

11.3	ሄኒክን ቢራን በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች እውቀትና ችሎታ ምክንያት የቢራው ደንበኛ ሆኛለሁ።	1	2	3	4	5
11.4	ሄኒክን ቢራን በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች ከእኔ ጋር ባላቸው ምስሰሎሽ ምክንያት የቢራው ደንበኛ ሆኛለሁ።	1	2	3	4	5
11.5	ሄኒክን ቢራን በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች በደንብ የሚታወቁ በመሆናቸው ምክንያት የቢራው ደንበኛ ሆኛለሁ።	1	2	3	4	5
11.6	ሄኒክን ቢራን በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች የሚወደዱ በመሆናቸው ምክንያት የቢራው ደንበኛ ሆኛለሁ።	1	2	3	4	5
11.7	ሄኒክን ቢራን በቲቪ የሚያስተዋውቁ ታዋቂ ሰዎች ከሚያስተዋውቁት ቢራ ጋር አብረው የሚሄዱ በመሆናቸው የቢራው ደንበኛ ሆኛለሁ።	1	2	3	4	5
11.8	በታዋቂ ሰዎች በቲቪ የሚተዋወቀው የሄኒክን ቢራ ማስታወቂያ ተገቢ፣ ጠቃሚ እና አስፈላጊ ሆኖ አግኝቼዋለሁ።	1	2	3	4	5

ውድ ጊዜዎትን ሰውተው ይህንን መጠይቅ ስለሞሉልኝ እና ስለ ትብብርዎት በጣም አመሰግናለሁ።

Appendix C (Reliability Test Results)

Reliability Statistics

Trustworthiness

Cronbach's Alpha	N of Items
.832	4

Reliability Statistics

Expertise

Cronbach's Alpha	N of Items
.831	4

Reliability Statistics of Similarity before deleted items

Cronbach's Alpha	N of Items
.553	4

Reliability Statistics of Similarity After deleted 2 inconsistency items

Cronbach's Alpha	N of Items
.760	2

Reliability Statistics

Familiarity

Cronbach's Alpha	N of Items
.711	4

Reliability Statistics

Likability

Cronbach's Alpha	N of Items
.827	4

Reliability Statistics Product with celebrity matchup

Cronbach's Alpha	N of Items
.720	4

Reliability Statistics Buying decision of Consumers before deleted item

Cronbach's Alpha	N of Items
.757	8

Reliability Statistics Buying decision of Consumers after deleted item

Cronbach's Alpha	N of Items
.763	7

Appendix D (Correlation Result)

		Correlations						
		Trustworthiness	Expertise	Similarity	Familiarity	Likability	Product with celebrity Matchup	Buying decision
Trustworthiness	Pearson Correlation	1	.534**	.245**	.147**	.165**	.115*	.203**
	Sig. (2-tailed)		.000	.000	.006	.002	.031	.000
	N	353	353	353	353	353	353	353
Expertise	Pearson Correlation	.534**	1	.263**	.266**	.240**	.188**	.231**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	353	353	353	353	353	353	353
Similarity	Pearson Correlation	.245**	.263**	1	.246**	.204**	.121*	.262**
	Sig. (2-tailed)	.000	.000		.000	.000	.023	.000
	N	353	353	353	353	353	353	353
Familiarity	Pearson Correlation	.147**	.266**	.246**	1	.453**	.303**	.263**
	Sig. (2-tailed)	.006	.000	.000		.000	.000	.000
	N	353	353	353	353	353	353	353
Likability	Pearson Correlation	.165**	.240**	.204**	.453**	1	.433**	.304**
	Sig. (2-tailed)	.002	.000	.000	.000		.000	.000
	N	353	353	353	353	353	353	353
Product with celebrity Matchup	Pearson Correlation	.115*	.188**	.121*	.303**	.433**	1	.317**
	Sig. (2-tailed)	.031	.000	.023	.000	.000		.000
	N	353	353	353	353	353	353	353
Buying decision	Pearson Correlation	.203**	.231**	.262**	.263**	.304**	.317**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	353	353	353	353	353	353	353

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Appendix E (Regression Result)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.439 ^a	.193	.179	.470	.193	13.776	6	346	.000

a. Predictors: (Constant), Product with celebrity match up, Trustworthiness, Similarity, Familiarity, Likability, Expertise

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	18.221	6	3.037	13.776	.000 ^b
Residual	76.277	346	.220		
Total	94.499	352			

a. Dependent Variable: Buying decision

b. Predictors: (Constant), Product with celebrity match up, Trustworthiness, Similarity, Familiarity, Likability, Expertise

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	1.073	.388		2.769	.006					
Trustworthiness	.087	.064	.078	1.353	.177	.203	.073	.065	.702	1.425
Expertise	.065	.065	.059	.995	.321	.231	.053	.048	.662	1.511
Similarity	.095	.031	.158	3.066	.002	.262	.163	.148	.878	1.139
Familiarity	.086	.059	.082	1.455	.147	.263	.078	.070	.742	1.348
Likability	.145	.070	.121	2.069	.039	.304	.111	.100	.686	1.458
Celebrity with product match up	.218	.059	.201	3.710	.000	.317	.196	.179	.794	1.260

a. Dependent variable: Buying decision