



SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY!



ADDIS ABABA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS ADMINISTRATION (MANAGEMENT)

**CONSUMPTION PATTERNS AND BEHAVIORS BASED ON PHYSICAL
ATTRIBUTES OF BRAND AMBASSADORS.**

BY

Dibora Melaku Amera

October, 2024

Addis Ababa Ethiopia



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**ADDIS ABABA UNIVERSITY SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION
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ATTRIBUTES OF BRAND AMBASSADORS**

Advisor: Workneh Kassa (PhD)

October, 2024

ADDIS ABABA, ETHIOPIA

Approval Statement

This dissertation, titled "Consumption Patterns and Behaviors Based on the Physical Attributes of Brand Ambassadors," has been submitted to the School of Graduate Studies at Addis Ababa University for assessment under my supervision as the academic advisor.

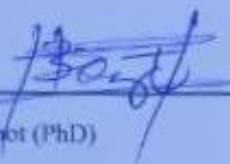


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Declaration

I, Dibora Melaku Amera, hereby declare that the research titled "Consumption Patterns and Behaviors Based on Physical Attributes of Brand Ambassadors" is the result of my independent and thorough investigation. I affirm that all sources used in this study have been appropriately cited and acknowledged. Aside from the guidance and recommendations provided by my research advisor, this work reflects my own efforts and analysis. Furthermore, I confirm that this study has not been submitted for any degree or qualification at this university or any other academic institution. It is being presented as part of the requirements for the completion of my Master's degree in the MBA program.

By: Dibora Melaku Amera

Signature: _____

Date: _____

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Abstract

This study aims to analyze the effects of brand ambassadors' physical attributes on consumer consumption patterns and behaviors, addressing the growing significance of influencer marketing in contemporary branding strategies. The research problem highlights the lack of comprehensive understanding regarding how the physical characteristics of brand ambassadors influence consumer attitudes and purchasing decisions, particularly in a rapidly evolving marketplace. Utilizing a quantitative research design, this study employed a cross-sectional survey approach, gathering data from 384 respondents through non-probability sampling techniques was used due to the lack of access to have a list of the population being studied. From the types of non-probability sampling techniques, a convenience sampling was used in the research. Data analysis involved descriptive statistics, regression analyses, and reliability testing to ascertain the relationships between variables. Key findings revealed that cultural representation had the strongest influence on both consumption patterns and behaviors, followed by body type and perception towards the brand. Attractiveness and attitude towards brand ambassadors also showed significant positive effects, emphasizing the importance of these traits in shaping consumer perceptions. The study concluded that brand ambassadors play a crucial role in influencing consumer choices, with cultural relevance being particularly important. It is recommended that brands carefully select ambassadors who align with the cultural values and preferences of their target audience to maximize their marketing impact. Future research should explore how digital media influences the effectiveness of brand ambassadors in different markets.

Keywords: brand ambassadors, consumer behavior, cultural representation, attractiveness, body type, marketing strategies

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Acronym

1. CP – Consumption Patterns
2. CB – Consumption Behaviors
3. BA – Brand Ambassador
4. PA – Physical Attributes
5. CSR – Cultural and Social Representation
6. GR – Generational Relevance
7. AM – Attitude toward Brand Ambassador
8. AB – Attitude toward Brand
9. VIF – Variance Inflation Factor
10. OLS – Ordinary Least Squares (Regression Analysis)
11. ANOVA – Analysis of Variance
12. SPSS – Statistical Package for the Social Sciences

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Business success in dynamic and complex environment is a challenging phenomenon that business need advertisement to catch the attention of customers. According to Muda & Musa (2011), Advertisers spend huge sums for developing advertising campaigns with the hope that the target audiences will receive them favorably and thereby increase the awareness of their brand and company images as well as increase the sales of its new products and services. (Aaker, 2019) explained, with the help of social media consumers are exposed to lots of advertisements. Because of this they are aware of offers being made to them. This scenario however has increased the competition amongst the companies by leaps and bounds for consumers' attention. In connection to this any advertiser's message is easily lost since consumers are exposed to lots of advertisements every day.

In order to break through the clutters of the ads and catch the attention of the target audience advertisers use variety of advertising appeals such as music, humor and attractive pictures of the ambassador to distinguish their products and services from their competitors. These can in turn influence consumers' attitudes toward the product and their future behavior (Aaker, 2019)

Besides these, to convey their message and to make it more effective marketers employ the popular strategy that is celebrities to endorse their products and services. An intensified competition for new product development encouraged business organization to use attention creating attractive media star to assist product marketing (Erdogan, 1999).Celebrity endorsement has long been a popular marketing tool and is recognized as a widespread and essential phenomenon of modern-day marketing that involves well known persons using their fame to help promote a product and services (Assefa, 2000)). It is also deemed as pragmatic marketing communication strategy.

Today advertisements have made the world more vibrant and hectic through various communication of marketing. It is difficult to get consumer attention. (Erdogan, 1999) showed that, there are different approaches used for advertisement, but celebrity endorsement is one of the most effective approaches. Celebrity endorsement can bring their fans into consumers, or even convert them into the customers of the advertised product or brand (Erdogan, .1999). Partnering with the right celebrity will help the brand generate interest and intended responses like building the trust and relationship. According to McCormick (2016) Celebrity endorsed

commercials can cause more positive attitude, persuasive, likeability, and purchase. While unfamiliar celebrity endorsement had a little impact in persuading consumer make a to purchase.

Advertisers use celebrities to build and relate the brand or product image with the celebrity's lifestyle. The use of celebrity as a marketing gimmick in advertising program becomes popular nowadays in Ethiopia. In this study, researchers focus is on physical attractiveness attribute of celebrity endorsement since attractive endorser is more effective in influencing purchase intention in high involvement product (Bagozzi, 2012).

1.2 Statement of problem

The physical attributes of brand ambassadors, including attractiveness, body type, age, and cultural background, constitute a multifaceted spectrum of features that significantly influence consumer perceptions and behaviors in the marketplace (Till B. D., 1998). Existing research for example (Erdogan, 1999) has acknowledged the importance of individual attributes such as attractiveness or ethnicity in shaping consumer attitudes towards endorsed brands. For instance, (Cunningham M. R., 1997) demonstrated that attractive brand ambassadors can enhance consumer perceptions of endorsed brands, while Guthrie et al. (2006) found that consumers from the same cultural background as the brand ambassador exhibit more positive brand attitudes due to increased feelings of trust and in-group affiliation. Similarly, McDaniel and Dyer (2007) highlighted the impact of body type congruence between ambassadors and products on consumer brand attitudes.

However, despite these individual insights, there remains a significant gap in understanding how these diverse attributes interact and collectively influence consumption patterns and behaviors. There is limited understanding of how these attributes interact with one another to shape consumer perceptions and behaviors holistically. This gap in the literature hinders to develop comprehensive strategies for leveraging brand ambassadors to optimize brand engagement and drive consumer loyalty.

In recent years, the utilization of brand ambassadors in advertising has gained significant traction in Ethiopia, reflecting a global trend in marketing strategies aimed at enhancing brand visibility and consumer engagement. However, despite the widespread adoption of celebrity endorsements by Ethiopian companies, there remains a notable gap in empirical research investigating the influence of brand ambassador attractiveness on consumer behavior within the Ethiopian market.

Therefore, there is a pressing need for research that explores the complex interplay between various physical attributes of brand ambassadors and their collective impact on consumer consumption patterns and behaviors. By elucidating the synergistic effects of attractiveness, body type, age, and cultural background, marketers can gain deeper insights into consumer decision-making processes and develop more nuanced strategies for ambassadorial selection and brand promotion. This research aims to address this gap in the literature by providing a holistic understanding of how brand ambassador attributes collectively shape consumer perceptions and behaviors in the marketplace.

1.3 Research questions

This research aimed to answer the following research questions.

1. Does the perceived attractiveness of brand ambassadors affect consumer attitudes towards the endorsed brand?
2. Does body type congruence between brand ambassadors and the products endorsed impact consumer brand attitude?
3. Does the perceived age of brand ambassadors influence consumer perceptions of brand relevance and appeal?
4. Does cultural representation play a role in shaping consumer trust and brand attitudes towards brands endorsed by ambassadors from similar cultural backgrounds?

1.4 Research objectives

1.4.1 General objective

The general objective of the study is to analyze the impact of brand ambassadors' physical attributes on consumer consumption patterns and behaviors.

1.4.2 Specific objectives

The specific objectives of the study are:

- To analyze the relationship between brand ambassador attractiveness and consumer attitudes towards endorsed brands.
- To analyze the effect of body type congruence between brand ambassadors and endorsed products on consumer brand attitudes.
- To analyze the impact of perceived age alignment between brand ambassadors and target consumer demographics on brand relevance and appeal.
- To analyze the influence of cultural representation in brand ambassador selection on consumer trust and brand attitudes.

1.5 Significance of the study

This research addresses a critical gap in understanding how Ethiopian consumers respond to brand ambassadors based on their physical attributes including attractiveness, body type, age, and cultural background which constitute a multifaceted spectrum of features that significantly influence consumer perceptions and behaviors in the marketplace. The findings will have practical implications for marketing professionals, contribute to academic discourse on cross-cultural consumer behavior, and ultimately empower Ethiopian consumers to make informed purchasing decisions. By delving deeper into the complexities of brand ambassador influence, this research paves the way for more effective marketing strategies and a more informed consumer landscape in Ethiopia.

This research is important because it can help businesses to understand how to use brand ambassadors effectively to promote their products and services. By choosing brand ambassadors with the right physical attributes, businesses can increase the chances that consumers will be influenced by their marketing campaigns. The research will also help to fill a gap in the literature on the impact of physical attributes on consumption patterns and behaviors.

1.6 Scope of the Study

➤ Geographical and Time Scope:

This study is geographically confined to goods and services endorsed by brand ambassadors in Addis Ababa and Bahirdar city. This limitation is based on considerations of time, access, and cost, while also recognizing that a significant number of consumers are present in these cities. The researcher believes that conducting surveys in these two locations will provide valuable insights into consumer behavior. Furthermore, only celebrity-endorsed advertisements aired on television were selected to facilitate data collection and ensure consistency in the study.

➤ Theoretical and Methodological Scope:

The research focuses on surveying Ethiopian consumers to assess how brand ambassadors' physical attributes—such as attractiveness, body type, age, and cultural background—affect consumer perceptions and behaviors in the marketplace. By employing a quantitative methodology, the study aims to gather and analyze data that will contribute to a deeper understanding of the influence of brand ambassadors on consumer decision-making processes. This approach will allow for the identification of patterns and trends that can inform marketing strategies and enhance the effectiveness of celebrity endorsements in Ethiopia.

1.7 Limitations of the study

The study is limited to a specific population. The study was conducted with a sample of consumers in Addis Ababa and Bahirdar. This means that the results of the study may not be generalizable to other populations. The study is limited to a specific method of data collection. The data was collected through surveys. This means that the results of the study may be biased towards the findings of the surveys. Respondent would be chosen who belong to urban sector, which have an understanding of this issue, people of rural area were being considered.

1.8 Organization of the Study

The research report was consisting of five chapters. The first chapter was present an introduction, including a background of the study, a statement of the problem, the research objectives, questions, the scope of the study, and the significance of the study. Chapter two was review the relevant literature. In the third chapter, the chosen research design, methodology used, and sampling methods was discussed. Chapter four was present the findings and analysis of the study, including the sample population. The final fifth chapter was present conclusions drawn from the study and subsequent recommendations.

CHAPTER TWO

2. REVIEW RELATED LITERATURE

2.1 Introduction

The literature review section provides an overview of relevant theories and models related to physical attractiveness of brand ambassadors and consumption pattern and behavior. It also discusses previous studies and findings on consumption patterns and behaviors based on physical attributes of brand ambassadors, and identify research gaps and limitations in the existing literature. The chapter consists of three sections. The first part is theoretical review which focuses on related concepts and theories of the study. Review of related journals and articles about the research topic were presented in the second section. At the end, conceptual framework of the study as well as the hypothesis was presented.

2.2 Theoretical Literature Review

2.2.1 Consumer Behavior

(Shimp, 2010) described consumer behavior as the study and analysis of the decision-making process individuals or households undertake when selecting, purchasing, using, and disposing of products, services, ideas, or experiences. It encompasses the psychological, social, and economic factors that influence consumer choices. Understanding consumer behavior is crucial for businesses as it helps them identify and anticipate consumer needs, develop effective marketing strategies, and create products and services that align with consumer preferences. (Baker, 1977) stated that consumer behavior research often examines factors such as motivation, perception, attitudes, personality, social influences, and cultural influences to gain insights into how consumers behave in the marketplace.

2.2.2 Consumption Behavior and pattern

Consumption behavior, on the other hand, refers specifically to the patterns, habits, and actions individuals or households exhibit in relation to their consumption of goods and services. It focuses on the actual act of consuming and the various factors that influence consumption patterns. Consumption behaviors encompasses how individuals allocate their resources, make purchasing decisions, use and consume products or services, and even dispose of them (Berthon, 2008).

It involves analyzing the frequency of consumption, the quantity consumed, the timing and location of consumption, and the reasons behind these choices. Schouten, John, & Mc Alexander (1995) explained that Studying consumption behavior helps businesses understand consumption trends, preferences, and shifts in demand, allowing them to adapt their marketing

strategies and offerings accordingly. Additionally, it provides insights into the impact of consumption on individuals' well-being, society, and the environment.

There are differences between consumer behavior and consumption behavior. According to Solomon (2019) the key differences between consumer behavior and consumption behavior are shown in Table 2.1 below.

Table 2.1. The key differences between consumer behavior and consumption behavior (Solomon, 2019)

Basis of Difference	Consumer Behavior	Consumption Behavior
Focus	Consumer behavior primarily focuses on the decision-making process and factors that influence consumers' choices when selecting, purchasing, using, and disposing of products or services. It examines the psychological, social, and economic aspects that drive consumer decision-making.	On the other hand, consumption behavior specifically looks at the patterns, habits, and actions individuals or households exhibit in relation to their consumption of goods and services. It concentrates on the act of consuming and the various factors that influence consumption patterns.
Scope	Consumer behavior encompasses a broader range of factors that influence consumer choices, such as motivation, perception, attitudes, personality, social influences, and cultural influences. It seeks to understand why consumers make certain decisions and how these decisions are influenced by internal and external factors.	Consumption behavior, on the other hand, focuses more narrowly on the actual act of consumption and factors like frequency, quantity, timing, location, and reasons behind consumption choices.
Application	Understanding consumer behavior is crucial for businesses as it helps them develop effective marketing strategies, create products and services that align with consumer preferences, and anticipate future demand. Consumer behavior research provides insights into how consumers behave in the marketplace and helps businesses identify and tap into consumer needs.	Consumption behavior, on the other hand, is valuable for businesses to understand consumption patterns, trends, and shifts in demand. It assists in adapting marketing strategies and offerings accordingly.

Perspective	Consumer behavior is often studied from a broader societal perspective, considering the impact of consumer choices on individuals, society, and the environment. It examines the ethical and sustainable aspects of consumption.	Consumption behavior, while considering broader implications, focuses more on the individual or household level and the immediate effects of consumption choices.
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2.2.3 Brand ambassadors physical attribute and impact on consumption pattern and behavior

2.2.3.1 Development in Brand Ambassadors literature

According to Leiss et al., (2005), the practice of using individuals to endorse products and services dates back to ancient times when merchants would enlist the support of respected community members or figures of authority to vouch for the quality and reliability of their offerings.

In his studies Shimp (2010) explains in the early 20th century, companies began to leverage the popularity of entertainers, athletes, and other prominent figures to endorse their products. These celebrities served as persuasive communicators, leveraging their fame and influence to promote brands to a broader audience. The advent of radio, television, and cinema further propelled the use of celebrities as brand ambassadors (Berhanu, 2011). Companies recognized the power of mass media in reaching consumers on a large scale and began featuring celebrities in their advertising campaigns to lend credibility and appeal to their brands.

As advertising techniques evolved, so did the strategies for selecting and utilizing brand ambassadors say (Beyene, 2019). And they added, while early endorsements often relied on the popularity and recognition of celebrities, modern brand ambassadorship involves careful consideration of factors such as brand fit, authenticity, and audience demographics.

According to Berthon (2008), with the globalization of markets, brand ambassadorship has become a global phenomenon. Companies enlist ambassadors from diverse cultural backgrounds to appeal to different markets, selecting individuals based on their ability to resonate with local audiences and convey the brand's values in culturally relevant ways.

2.2.3.2 Definition and use of Brand Ambassadors in marketing

According to Mudambi&Schuff, (2010), Brand ambassadors are individuals, often celebrities, influencers, or opinion leaders, who are enlisted by companies to represent and promote their brand or products to a target audience. These ambassadors serve as persuasive communicators,

leveraging their personal brand and influence to endorse and advocate for the brand they represent

The use of brand ambassadors in marketing is rooted in the principles of endorsement and social influence. (Biswas, 2009) explained organizations associate their brand with individuals who are respected, admired, or trusted by their target audience; companies seek to enhance brand visibility, credibility, and appeal. Brand ambassadors serve as living embodiments of the brand's values, personality, and positioning, helping to forge emotional connections with consumers.

Brand ambassadors are deployed across various marketing channels, including advertising campaigns, social media, events, and public relations initiatives. Their endorsement can take many forms, ranging from traditional commercials and print ads to sponsored social media posts, product placements, and personal appearances (Brown, 2020).

In their study Erdogan et al. (2001) the effectiveness of brand ambassadors in marketing hinges on several factors, including the ambassador's relevance to the brand and target audience, their credibility and authenticity, and the alignment between their personal brand and the brand they endorse. Companies carefully select ambassadors who resonate with their brand values and appeal to their desired demographic, aiming to create meaningful connections and foster brand loyalty among consumers.

In today's digital age, D'Souza & Taghian, (2005) explained, brand ambassadorship has expanded beyond traditional celebrities to include social media influencers, bloggers, and content creators. These digital ambassadors leverage their online platforms and engaged followings to amplify brand messages and drive consumer engagement. The rise of social media has democratized the concept of brand ambassadorship, allowing companies to collaborate with individuals of varying degrees of fame and influence to reach niche audiences and foster authentic connections.

2.2.4 Theories on the Impact of physical attribute of brand ambassadors on consumption pattern and behavior

Based on previous research works there are two theories that are often used to understand the impact of physical attributes of brand ambassadors on consumption patterns and behavior.

2.2.4.1 Social Influence Theory

According to (Cialdini & Goldstein, 2004) Social Influence Theory posits individuals' behaviors, attitudes, and decisions are influenced by the actions, beliefs, and characteristics of others within their social environment. In the context of brand ambassadorship, consumers may

be influenced by the physical attributes of ambassadors due to social comparison processes and the desire for social approval.

According to this theory, consumers may perceive attractive brand ambassadors as desirable and socially endorsed individuals, leading them to emulate the behavior associated with the endorsed brand (Erdogan, 1999). Consumers may seek to align themselves with the perceived social norms and ideals represented by the attractive ambassador, resulting in increased purchase intentions and brand loyalty.

Studies drawing on Social Influence Theory can examine how the physical attractiveness of brand ambassadors influences consumer perceptions, attitudes, and behaviors, shedding light on the mechanisms through which social factors shape consumption patterns.

2.2.4.2 Self-Concept Theory:

According to Sirgy (1982) Self-Concept Theory is explained as individuals' self-concept, or their perceptions of themselves, influences their attitudes, preferences, and behaviors. In the context of brand ambassadorship, consumers may project aspects of their self-concept onto the endorsed brand and its ambassador, particularly when the ambassador possesses physical attributes that resonate with their self-image.

Consumers may be drawn to brands endorsed by ambassadors who embody qualities or characteristics they aspire to possess (Till B. D., 1998). For example, consumers who perceive themselves as attractive or desirable may be more likely to respond positively to brands endorsed by attractive ambassadors, as it enhances their self-concept and self-esteem.

These theories provide theoretical frameworks for understanding the complex interplay between the physical attributes of brand ambassadors and consumer consumption patterns and behavior, offering valuable insights for marketing research and practice.

2.2.5 Models on the Impact of physical attribute of brand ambassadors

2.2.5.1 Elaboration Likelihood Model (ELM):

The Elaboration Likelihood Model (ELM) of persuasion, proposed by Petty and Cacioppo (1986), suggests that there are two main routes through which people can be persuaded: the central route and the peripheral route. The central route involves deep cognitive processing, where individuals carefully evaluate the arguments presented in a persuasive message. They consider the content and merits of the message, leading to lasting attitude change. On the other hand, the peripheral route involves shallow processing, where individuals are influenced by cues peripheral to the message content, such as the attractiveness or credibility of the source. In the context of brand ambassadorship, the physical attributes of ambassadors, such as their attractiveness, serve as peripheral cues that can influence consumer attitudes and behaviors.

Consumers may form positive attitudes towards a brand if it is endorsed by an attractive ambassador, even if they do not deeply engage with the message content.

2.2.5.2 The Match-up Hypothesis

The Match-Up Hypothesis is a model used in marketing and advertising research to assess the effectiveness of brand ambassador endorsements. It suggests that the success of an endorsement depends on the congruence or "match-up" between the characteristics of the brand ambassador and the endorsed product or brand. The model considers various attributes of both the ambassador and the brand, including attractiveness, expertise, age, body type, and cultural relevance. The Match-Up Hypothesis posits that the attractiveness of the brand ambassador can influence consumer attitudes and behavior towards the endorsed brand (Till B. D., 1998). The Match-Up Hypothesis acknowledges the importance of demographic characteristics such as age and body type in shaping consumer preferences and perceptions. Cultural relevance considers the alignment between the brand ambassador's cultural background, values, and identity, and those of the target audience (Caballero, 1989)

2.2.5.3 Social Identity Theory (SIT)

Social Identity Theory (SIT) is a psychological theory that posits individuals' self-concept and behavior are influenced by their identification with social groups. SIT has been applied in marketing and consumer behavior research to understand how consumers' group memberships, including demographic categories such as age, gender, ethnicity, and cultural background, shape their attitudes, preferences, and behavior. Social Identity Theory suggests that individuals are motivated to maintain positive social identities and enhance their self-esteem by associating themselves with attractive others (Tajfel, 1985). SIT acknowledges the role of body image and appearance in shaping individuals' social identity and group memberships (Tajfel, 1985). Social Identity Theory emphasizes the importance of age-based social categories and generational cohorts in shaping individuals' self-concept and group memberships (Tajfel, 1985). SIT highlights the role of cultural identity and social norms in defining individuals' group memberships and social identities (Tajfel, 1985).

2.2.6 Perception, attitude and purchase intention

From research on advertising it is apparent consumer perception of stimulus within the advert has an impact on overall consumer response. This perception of the brand ambassador and advert by consumers in the intended manner is needed to form strong associations between the brand ambassador and the endorsed product and elicit a purchase. The need to understand consumer perception to ensure the success of celebrity endorsement is eminent. Therefore, this research uses the findings from the literature on brand ambassador endorsement and takes into

account additional theories within the field of consumer behavior to conceptualize the effects of the practice and add to the available literature within the field, and address the need for a framework. Findings within the literature on the three key aspects of consumer behavior; perceptions, attitudes and behavioral intentions, that brand ambassador endorsement can impact on are reviewed in turn.

According to Jobber (2010) perception is defined as the process by which sensory stimuli are selected, organized and interpreted to provide meaning. Perception is not objective but rather highly subjective in nature and can be influenced by a multitude of factors. Education, past and present experiences, financial and social experiences and identity can all influence perception (Chattalas, 2019) and a key determinant of perception is culture (Hall, 1983; Bates and Plog, 1990; De Mooij and Hofstede, 2011; DeMooij, 2019). Each culture consists of its own unique symbols and signs (Hofstede, Hofstede and Minkov, 2010). Culture forms the spectrum through which an individual views the world and guides the manner in which external stimuli are processed (Solomon et al., 2010). Values and norms and political, moral and religious beliefs can all play a part in the interpretation of cognitive cues (Chung, 2017) The second key finding within the literature is that the use of celebrity endorsement has the ability to influence consumer attitudes towards the endorsed brand. Successful use of celebrity endorsement leads to positive consumer attitudes about the endorsed brand and can lead to an increase in brand equity (Chattalas, 2019); Dwivedi, Johnson and McDonald, 2015). Simply put, in Jobber's study (2010) attitude is the feeling and opinion generated by stimuli and the extent to which an individual likes or dislikes something.

Desirable associations and meanings of the brand ambassador will help develop a brand image and personality through the process of meaning transfer and, if appealing, will lead to positive attitude towards the advert and brand (Roy and Moorthi, 2012; Knoll and Matthes, 2017). When celebrity attributes are aligned with the type of product being endorsed, it can lead to higher brand awareness and develop positive brand associations, leading to the brand being viewed as more desirable, high quality and dependable. This increase in aspects of brand equity has found to further help ensure positive consumer attitudes (Yoo, Donthu and Lee, 2000; Gordon, James and Yoshida, 2016). According to Bergkvist, (2017) celebrity endorsement also helps develop a strong brand personality that is appealing to consumers.

According to De Mooij (2019) attitude is defined as "an individual's predisposition to evaluate objects or aspects of the world in a favorable or unfavorable manner". Attitudes are often also by-products of beliefs and can be representative of values (Faulkner et al., 2006; Schwartz, 2012).

Wang's and Scheinbaum's (2018) studies have illustrated that celebrity endorsement can lead to an increase in purchase intentions for the endorsed brand. The efforts made by companies to influence consumer attitudes and increase brand equity are often to provide a competitive advantage to the brand, increase consumer loyalty and convince customers to elicit a single, or more desirably repeat purchase (Cobb-Walgren, Ruble and Donthu, 2013; Knoll and Matthes, 2017; Proctor and Kitchen, 2019). Attractive brand ambassadors, especially when paired with attractiveness related product categories, have also been found to lead to a positive increase in purchase intention (Till B. D., 1998), and a high level of match-up between the celebrity and the endorsed product category and brand has also found the same results (Knoll and Matthes, 2017). The meaning transfer also demonstrates that brands endorsed by celebrities are more likely to be purchased, as consumers wish to transfer the symbolic and cultural meanings, associations and attributes onto themselves (Cohen, 2018). The ability of celebrity endorsement to break through advertising clutter, increase memory recall and create associations that consumers will want to transfer onto themselves, all lead to an increase in the purchase intention (Pringle and Binet, 2005; Hassan and Jamil, 2014).

2.2.7 Physical Attributes of Brand Ambassadors

While attractiveness is often a factor in selecting brand ambassadors, it's important to consider it within a broader context. Here's a breakdown of the physical attributes associated with attractiveness in brand ambassadors according to researches. (Cunningham, 2019)

2.2.7.1 Attractiveness

This is the most common perception of physical attributes and focuses on conventional standards of beauty. According to (Cunningham, 2019) in their study it is studied that brand ambassadors with conventionally attractive features tend to have a positive influence on consumer perception of the brands they endorse. This phenomenon is often referred to as the "halo effect," where positive feelings associated with attractiveness are transferred to the brand itself.

The study examined the impact of model attractiveness on viewers' perceptions of television commercials. They found that viewers rated commercials featuring attractive models more favorably than those with less attractive models. This positive evaluation extended to the advertised product, leading to more positive brand attitudes and potentially higher purchase intentions. And Cunningham & Roberts said it is because Attractive models are often associated with positive qualities like success, happiness, and trustworthiness. These positive associations are transferred to the brand, leading to more favorable brand perceptions. In addition People tend

to pay more attention to visually appealing stimuli. Attractive brand ambassadors can grab viewers' attention and make the advertisement more memorable.

2.2.7.2 Body Type:

This variable considers the overall physical build of the brand ambassador, such as athletic, slender, curvy, or muscular. The ideal body type might vary depending on the product and target audience.

According to McDaniel & Dyer (2007) in their research the concept of body type congruence suggests that consumers respond more favorably to brands endorsed by ambassadors whose body type aligns with the product being advertised and potentially with the consumer themselves. This congruence between ambassador and product/consumer creates a stronger connection and leads to more positive brand attitudes. The study explored how a fitness model's body type (muscular vs. thin) influenced consumer attitudes towards protein shakes and energy bars.

2.2.7.2.1 Congruence between product and ambassador:

According to Till & Shimp (1998) congruence refers to the alignment or fit between the endorsed product or brand and the characteristics, values, or image of the brand ambassador. When there is congruence between the product and ambassador, consumers perceive the endorsement as more authentic, believable, and persuasive. For example, a professional athlete endorsing sports equipment or a celebrity chef endorsing kitchen appliances demonstrates congruence between the ambassador's expertise and the endorsed product category. And according to McDaniel & Dyer (2007) Consumers perceived protein shakes as more effective for muscle building when endorsed by a muscular model, compared to a thin model. Similarly, energy bars were seen as more beneficial for weight management when endorsed by a thin model. (Demissie, 2015)

Congruence between product and ambassador and credibility: In their study Erdogan et al., (2001) congruence between product and ambassador enhances product credibility by signaling to consumers that the endorsement is genuine and trustworthy. Research has shown that consumers are more likely to perceive endorsements as credible when there is a clear match between the ambassador's attributes or expertise and the endorsed product category. This congruence reinforces the message that the ambassador genuinely uses and recommends the product, leading to increased consumer trust and confidence in the product's quality and performance.

2.2.7.2.2 Self-congruence and brand perception:

McDaniel & Dyer (2007) study also suggests that consumers might connect better with ambassadors whose body type reflects their own body image or their ideal body image. This can lead to a stronger sense of identification and ultimately, more positive brand attitudes.

Research by Sirgy (1982) has shown that consumers are attracted to brands that reflect or reinforce their self-concept and identity. When individuals perceive a brand as congruent with their self-image, they are more likely to evaluate the brand positively and attribute desirable personality traits to it. For example, consumers who value environmental sustainability may perceive eco-friendly brands as congruent with their values and beliefs, leading to positive brand perceptions. (Chung, 2017)

Self-congruence and brand reliability: According to Escalas & Bettman (2003) Self-congruence enhances brand reliability by creating a sense of resonance and connection between consumers and the brand. Brands that align with consumers' self-concept and identity are perceived as more relevant and relatable, fostering a sense of emotional connection and rapport. Consumers are more likely to engage with brands that they perceive as personally relevant and meaningful, leading to increased brand loyalty and advocacy.

Self-congruence influences consumer behavior by shaping purchase decisions, brand preferences, and loyalty. Research suggests that consumers are more likely to choose products or services that are congruent with their self-concept and identity (Feyera, 2016). Additionally, self-congruent brands are more likely to evoke positive emotions and memories, leading to increased satisfaction and loyalty over time.

2.2.7.2.3 Improved brand memorability:

A well-matched brand ambassador and product combination can create a more visually appealing and memorable advertising experience. According to Fennis et al., (2007) brand memorability refers to the ability of consumers to recall and remember a brand or its associated messages. The body type of a brand ambassador can influence brand memorability by capturing consumers' attention and leaving a lasting impression. Ambassadors with distinctive or unconventional body types may stand out more in advertising or promotional campaigns, leading to increased brand memorability. (Beyene, 2019)

2.2.7.3 Age and Appearance:

This variable focuses on the perceived age of the ambassador and how it aligns with the target audience and brand image. A youthful ambassador might connect well with a younger demographic, while a more mature look could resonate with an older audience.

McCracken (1986) in his book "The Life of a Brand: How to Create a Lasting Brand Identity" explores the concept of generational relevance in brand ambassador selection. While he doesn't directly discuss age and appearance in isolation, his ideas connect to the idea of how a brand ambassador's perceived age can influence consumer perception of the brand. Here's how McCracken's perspective contributes to understanding age and appearance in brand ambassadors: (McCormick, 2016)

Generational Connection: McCracken suggests that consumers tend to connect better with brands and their ambassadors when they share a generational background. A brand ambassador perceived as part of the target audience's generation can foster a sense of familiarity and trust. (Bagozzi, 2012)

For instance, a brand targeting millennial might benefit from selecting a brand ambassador who resonates with that age group in terms of appearance, style, and cultural references. This perceived generational fit can lead to: First to Increased brand relevance: The brand feels more relatable and relevant to the target audience's interests and lifestyle. Secondly to Enhanced brand credibility: Consumers might perceive the brand as more understanding of their generation's needs and preferences. Lastly it leads to stronger emotional connection: A shared generational background can create a sense of emotional connection between the consumer and the brand. (Berhanu, 2011)

2.2.7.4 Ethnicity and Cultural Background:

This variable acknowledges the growing importance of diversity and representation in marketing. A brand ambassador's ethnicity and cultural background can influence how consumers from similar backgrounds perceive the brand and its message.

According to Guthrie et al. (2006) in their research cultural representation plays a significant role in shaping consumer trust and brand attitudes towards brands endorsed by ambassadors from similar cultural backgrounds. Their work highlights the following aspects of ethnicity and cultural background in brand ambassadors: (Biswas, 2009)

- A. **Cultural Representation and Trust:** Consumers from the same cultural background as the brand ambassador may exhibit more positive brand attitudes due to increased feelings of trust and in-group affiliation. Seeing someone who reflects their own cultural identity endorsing a product can create a sense of familiarity and shared experience, leading to a more trusting perception of the brand. (Caballero, 1989)
- B. **Moving Beyond Stereotypes:** The study argues against stereotypical portrayals of ethnicity in advertising. Instead, it emphasizes the importance of authentic cultural

representation that showcases the diversity within a cultural group. This can help brands connect with a wider audience and avoid reinforcing negative stereotypes.

- C. **Global Marketing and Cultural Sensitivity:** In today's globalized market, brands need to be sensitive to cultural differences when selecting brand ambassadors. An ambassador who resonates with one culture might not be effective in another. Considering cultural nuances in appearance, language, and social cues is crucial for successful brand communication across cultures. (Furnham, 2002)

2.2.8 Impact of physical attributes of brand ambassadors on consumption pattern

According to existing researches attractive physical attributes has been influencing significantly. And the influences are discussed below.

Enhanced Brand Perception: Brand ambassadors who possess physical attractiveness are often perceived more positively by consumers. Research has shown that consumers tend to associate attractive individuals with positive traits such as trustworthiness, likability, and competence (Kahle, 1985). As a result, brands endorsed by attractive ambassadors may benefit from enhanced brand perception, leading to increased consumer trust, loyalty, and purchase intention.

Influence on Consumer Behavior: The physical attractiveness of brand ambassadors can significantly influence consumer behavior and decision-making processes. Studies have demonstrated that consumers are more likely to purchase products or services endorsed by attractive ambassadors compared to those endorsed by less attractive individuals (Till, 2000). Attractive ambassadors serve as persuasive cues that capture consumers' attention and evoke positive emotions, ultimately driving purchase behavior.

Formation of Brand Associations: Physical attractiveness plays a role in shaping consumers' brand associations and preferences. Ambassadors who are perceived as attractive may evoke aspirational or desirable brand images, leading consumers to develop favorable attitudes towards the endorsed brand (Erdogan, 1999). Over time, repeated exposure to attractive ambassadors can strengthen brand associations and contribute to brand loyalty among consumers.

Impact on Social Media Engagement: In the age of social media, brand ambassadors' physical attractiveness can influence consumer engagement and interaction with brand content. Research suggests that posts featuring attractive ambassadors tend to generate higher levels of engagement, such as likes, shares, and comments, compared to posts featuring less attractive individuals (Chung, 2017). This increased engagement amplifies brand visibility and reach on social media platforms, leading to greater consumer awareness and consideration.

2.2.9 Impact of physical attributes of brand ambassadors on consumption behavior

The impact of physical attractiveness in brand ambassadors on consumption behavior has been widely studied in marketing research. Here's an overview of the impact:

Influence on Purchase Intentions: According to Atwal & Williams (2009) Brand ambassadors who possess physical attractiveness can significantly influence consumers' purchase intentions. Research indicates that consumers are more likely to express purchase intentions for products or services endorsed by attractive ambassadors compared to those endorsed by less attractive individuals. The attractiveness of the ambassador serves as a persuasive cue that captures consumers' attention and enhances their willingness to buy.

Formation of Brand Image: In their study, (Erdogan, 1999) explained that the physical attributes of brand ambassadors contribute to the formation of brand image and perceptions among consumers. Studies have shown that attractive ambassadors can enhance the perceived attractiveness of the endorsed brand, leading to positive brand associations and attitudes. Consumers may perceive brands endorsed by attractive ambassadors as more desirable, stylish, and aspirational, influencing their consumption behavior.

Impact on Brand Loyalty: Brand ambassadors' physical attractiveness can also influence consumers' brand loyalty and repeat purchase behavior. Research suggests that consumers who identify with attractive ambassadors or admire their physical appearance are more likely to develop stronger emotional connections with the endorsed brand (Till & Shimp, 1998). This emotional attachment can lead to increased brand loyalty and advocacy over time, driving sustained consumption behavior.

Attention and Engagement: According to Chung & Cho (2017) Consumers tend to pay more attention to brand communications featuring attractive ambassadors, leading to higher levels of engagement with brand content. Studies have found that advertisements or social media posts featuring attractive ambassadors generate greater levels of consumer attention, liking, and sharing compared to those featuring less attractive individuals. This increased attention and engagement contribute to the effectiveness of brand ambassador endorsements in influencing consumption behavior.

2.3 Empirical Literature Review

Numerous previous studies have examined the impact of advertising on various dimensions of consumer behavior. For instance, (Smith and Johnson, 2018) found that persuasive advertising messages significantly influence consumer attitudes towards a brand, leading to increased purchase intentions. Similarly, a study by (Brown, Johnson and Williams, 2020) revealed that

emotional appeals in advertising can elicit positive emotional responses from consumers, which in turn positively impact their purchase decisions.

(Joseph W. B., 1982) Viewed his research with a new angle not only personality traits, but he also investigated how much change can be made on the opinion, evaluation of product and other effective factors due to the personality of attractive endorsers. He finds out endorsers who are considered by consumers more attractive will create a big influence on products which are endorsed. According to (Kahle and Homer, 1985), likeability and attractiveness of a celebrity can change the attitudes of consumers towards the advertisements in a positive way and also for the product. Consumers also had high purchase intentions for the advertised product. On the other hand, (Baker and Churchill, 1977) found an evaluation of product can be done positively by using attractive endorser, but attractiveness is not too much effective in the case of developing strong purchase intentions. Moreover, (Caballero, Lumpkin & Madden, 1989) stated that by using attractive endorsers, there is no cause on the effectiveness of advertising. In Advertisements for mobile Phone, new or unknown faces are used less as compared to the celebrity-based advertisements. Behind the story of any commercial attractiveness is become the major building block in order to make the product presentation more glamorous. Now many attractive foreign celebrities are endorsed for different local brands but few times instead of building the image of the brand the foreign celebrities get more attention and put a negative impression on the buying behavior of customer (Pandey, 2011).

And in our country context, Dagne(2019) stated that Physical attractiveness has positive effect on consumers buying behavior to use the services of the bank. As she said, among all the attributes of brand ambassadors, Trustworthy of the celebrity has the highest influence on consumers buying behavior. And expertise and Physical attractiveness are followed respectively. In addition, As (Demissie B. , 2015) said, perceived Attractiveness positively affects consumers' attitude towards the endorsed brands and their intention to use the banks services.

On the other hand (Seife, 2016) in his research found out that Perceived attractiveness of the celebrity has statistically insignificant positive influence on consumers purchase intention. Celebrities may overshadow the product. As the celebrity perceived to be physically attractive consumer may focus only on the celebrity rather than what he or she is endorsing. Hence marketers need to be conscious about this elimination in selecting the celebrity.

The findings of Beyene's (2019) research showed that customers have positive attitude towards the endorsed bank brands and have shown their intention to purchase the services of the bank. All the celebrity attributes except physical attractiveness, were found to be desirable to

influence purchase intention. So that the three attributes expertise, trustworthiness, and celebrity congruence have positive and statistically significant effect on purchase intention. However, attractiveness had negative but significant influence on purchase intention.

In recent years, the utilization of brand ambassadors in advertising has gained significant traction in Ethiopia, reflecting a global trend in marketing strategies aimed at enhancing brand visibility and consumer engagement. However, despite the widespread adoption of celebrity endorsements by Ethiopian companies, there remains a notable gap in empirical research investigating the influence of brand ambassador attractiveness on consumer behavior within the Ethiopian market.

Existing literature highlights the importance of understanding how the attribute of brand ambassadors affects consumer attitudes and purchase intentions. For instance, studies by Till and Shimp (1998) and Erdogan (1999) demonstrate that attractive endorsers can positively impact consumer perceptions of the endorsed brand, leading to increased brand favorability and purchase intentions. Similarly, research by Atwal and Williams (2009) suggests that the effectiveness of celebrity endorsements may vary depending on the type of product being promoted, with hedonic products exhibiting a stronger association with attractive brand ambassadors.

However, despite these individual insights, there remains a significant gap in understanding how the diverse attributes, attractiveness, body type, age, and cultural background, interact and collectively influence consumption patterns and behaviors. There is limited understanding of how these attributes interact with one another to shape consumer perceptions and behaviors holistically. This gap in the literature hinders to develop comprehensive strategies for leveraging brand ambassadors to optimize brand engagement and drive consumer loyalty. In addition findings are predominantly based on research conducted in Western contexts and may not fully capture the nuances of consumer behavior in Ethiopia. Ethiopia's unique socio-cultural landscape, characterized by diverse consumer preferences, limited media exposure in certain regions, and distinct perceptions of attractiveness, necessitates a localized examination of the relationship between brand ambassador Physical attribute and consumer behavior.

By addressing this gap in the literature, researchers can provide valuable insights to Ethiopian marketers, empowering them to make data-driven decisions regarding the selection and utilization of brand ambassadors in advertising campaigns. Moreover, a comprehensive understanding of the factors influencing consumer behavior in the Ethiopian market can enhance the effectiveness of marketing strategies, drive brand engagement, and ultimately contribute to the growth and competitiveness of businesses operating in Ethiopia.

2.3 Conceptual Framework and Research Hypotheses

2.3.1 Conceptual Framework

This framework refines the central construct by considering the sub-dimensions of physical attributes: attractiveness, body type, age/appearance, ethnicity/cultural background, Congruence between product and ambassador, Self-congruence and brand perception, and improved brand memorability. Each sub-dimension is linked to a specific hypothesis (Hypothesis 1 - Hypothesis 14) supported by existing research. These hypotheses explore how different aspects of appearance can influence consumer perception attitude, consumption pattern, and consumption behavior.

To measure the physical attributes the three models discussed in the literature was used. The first one is The Elaboration Likelihood Model (ELM). According to Petty & Cacioppo, (1986) it provides a theoretical framework for understanding how peripheral cues, such as physical attractiveness, influence consumer processing of persuasive messages. According to ELM, individuals may rely on peripheral cues when processing information under low-involvement conditions, leading to attitude change based on surface characteristics rather than substantive arguments.

Secondly the match-up hypothesis suggests that the effectiveness of a brand ambassador endorsement depends on the congruence or "match-up" between the ambassadors' attributes and the endorsed product or brand. The model considers various attributes of both the ambassador and the brand, including attractiveness, expertise, age, body type, and cultural relevance.

Lastly The Social Identity Theory was considered. The Social Identity Theory offers a theoretical lens to understand how individuals categorize themselves and others into social groups, leading to in-group favoritism and out-group derogation. According to Tajfel and Turner (1979) in brand ambassadorship, consumers may align themselves with ambassadors who possess physical attributes consistent with their self-concept, thereby enhancing brand identification and favorable attitudes.

According to this study, brand ambassadors' physical attributes impacts consumption pattern and behavior across two distinct paths: (a) perception and attitude towards the brand ambassador and (b) perception and attitude towards the brand. The model is developed to acknowledge that both can independently but simultaneously influence consumption pattern and behavior towards an endorsed product. This distinction allows for consumer beliefs, opinions and emotions regarding both the brand ambassador and the brand to be accounted for. The proposed conceptual model is presented in Figure 1.

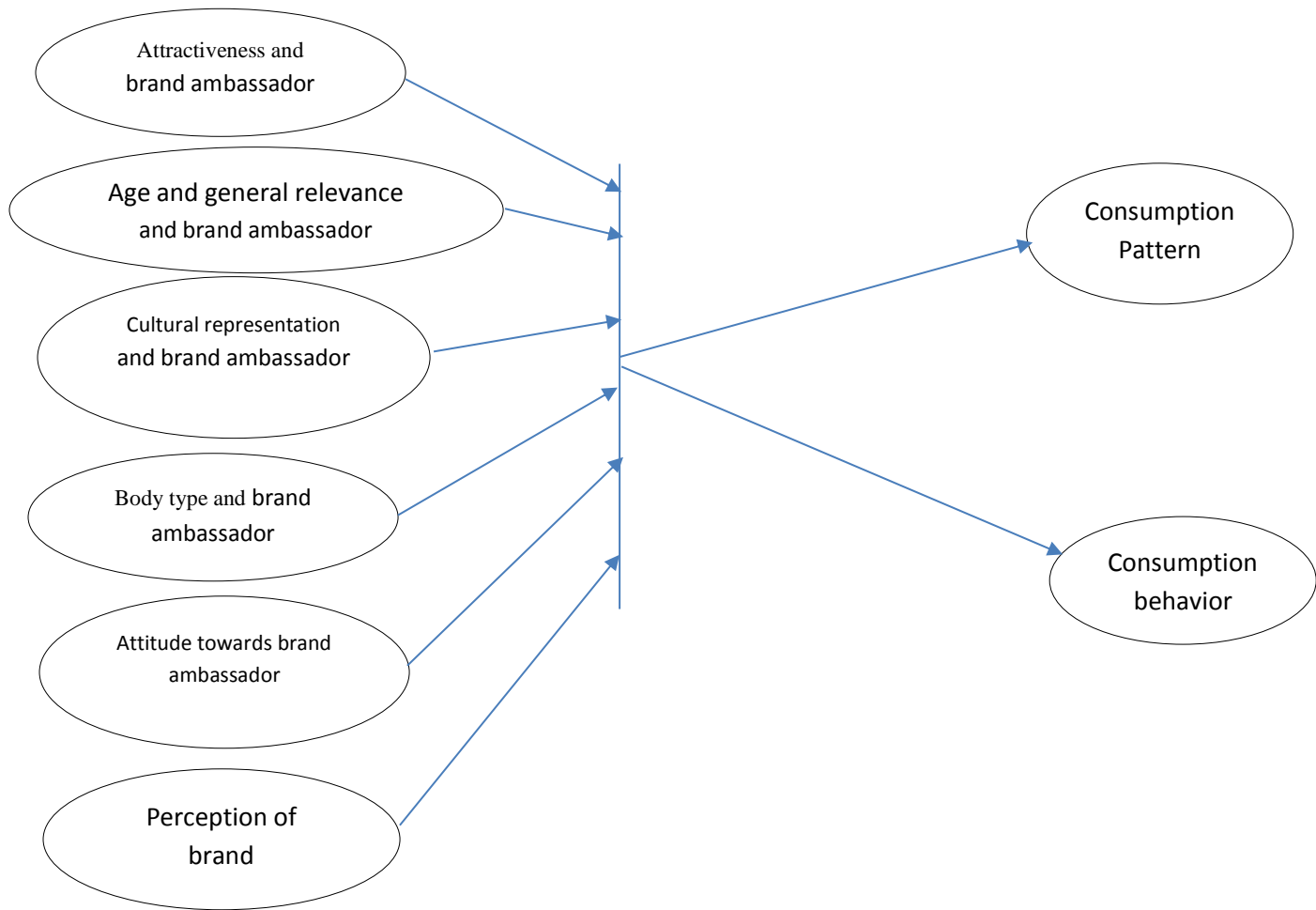


Figure 1: Proposed conceptual framework

Source: Adopted from Zahra (2020) with a slight modification

2.4.2 Hypothesis of the Study

Based on the literature review and the hypothesized connections presented in the conceptual framework the following hypotheses were formulated in order to understand how physical attributes of brand ambassadors affects consumption patterns and behaviors.

H1: Attractiveness has a significant and positive impact on Consumption Pattern.

H2: Body type has a significant and positive impact on Consumption Pattern.

H3: Age and generational relevance has a significant and positive impact on Consumption Pattern

H4: Cultural representation has a significant and positive impact on Consumption Pattern

H5: Attractiveness has a significant and positive impact on Consumption behavior

H6: Body type has a significant and positive impact on Consumption behavior

H7: Age and generational relevance have a significant and positive impact on Consumption behavior

H8: Cultural representation has a significant and positive impact on Consumption behavior

H9: Perception towards brand has a significant and positive impact on Consumption pattern

H10: Perception towards brands has a significant and positive impact on attitude towards Consumption behavior

H11: Attitude towards brand ambassador has a significant and positive impact on consumption pattern.

H12: Attitude towards brand ambassador has a significant and positive impact on consumption behavior.

The above hypotheses have been developed to analyze relationships between constructs in the developed model. The developed conceptual model and proposed relationships between constructs was tested for significance through the use of survey questions. Testing the developed hypotheses was aid in investigating the role of consumer perceptions and attitudes in predicting the impact of brand ambassador endorsed advertising on consumer purchase intentions.

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.0 Introduction

This section outlines the research methodology employed to investigate the impact of brand ambassadors' physical attributes on consumer consumption patterns and behaviors in Ethiopia. A systematic approach was adopted to ensure the reliability and validity of the findings. The research utilizes a quantitative methodology, incorporating surveys to collect data from consumers in Addis Ababa and Bahirdar. By employing structured questionnaires, the study aims to quantify consumer perceptions regarding the physical attributes of brand ambassadors and their influence on purchasing decisions. This methodology is designed to provide a comprehensive understanding of the relationship between brand ambassador attributes and consumer behavior, facilitating insights that can inform marketing strategies in the context of Ethiopian consumers.

3.1. Study setting area

The selection of Addis Ababa and Bahir Dar as research sites is grounded in their significant population densities, which make them representative of the diverse cultural and demographic compositions found within Ethiopia. Addis Ababa, as the capital city, serves as a central hub of economic and social activity, attracting a wide range of consumers from various backgrounds. Meanwhile, Bahir Dar, known for its unique cultural heritage and rapid urbanization, offers a contrasting yet complementary perspective on consumer behavior. The rationale for this choice lies in the strategic intent to address the multifaceted cultural and demographic dimensions prevalent across the country. By encompassing these distinct urban locales, the research aims to capture a nuanced understanding of how cultural factors, demographic variations, and urban dynamics influence consumer perceptions and behaviors. This comprehensive approach not only enhances the validity of the findings but also ensures that the insights gained are reflective of the broader Ethiopian context, thus providing valuable implications for marketers and brand strategists operating in diverse environments.

3.2. Research philosophy

This section outlines the research methodology employed in this study. A research approach encompasses the overarching plan and procedures used to investigate a topic, encompassing broad assumptions, data collection methods, analysis techniques, and interpretation (Carrie, 2007). The selection of an appropriate approach involves determining the most suitable method for the

specific research question. Common research approaches include deductive, inductive, and adductive methods. According to Rahi (2017) Deductive Approach method emphasizes testing the validity of pre-established hypotheses. It is often employed in targeted research, where researchers begin with a specific concept, formulate assumptions, and then gather data to verify those assumptions. In contrast, an inductive approach aims to generate new theories and generalizations based on the collected data. Adductive approach starts with unexpected findings and seeks to explain them through the research process (Creswell and Creswell, 2017). In this study utilized a deductive approach. The impact of the physical attribute of a brand ambassador was evaluated through developed hypotheses concerning attractiveness, body type, age and general relevance and cultural representation, and their influence on consumer pattern and behavior. These hypotheses were subsequently tested throughout the research process.

3.3. Research Design

This section discusses the research design, which outlines the specific plan for conducting the study. Research designs can be categorized as exploratory, descriptive, or explanatory (Rahi, 2017). Exploratory research aims to gain new insights or a deeper understanding of a topic. Descriptive research describes a situation or phenomenon by measuring specific characteristics. Explanatory research investigates cause-and-effect relationships (Bhattacharjee, 2012; Carrie, 2007). In this study employed a combined approach, utilizing both descriptive and explanatory elements. Descriptive data was collected through detailed questionnaires, allowing for the characterization of consumer pattern and behavior. Additionally, the research explored the cause-and-effect relationship between advertising and those preferences, making it explanatory as well.

3.4 Research approach

This study employs a quantitative research approach to systematically examine the influence of brand ambassadors' physical attributes on consumer consumption patterns and behaviors. Quantitative research is characterized by the collection and analysis of numerical data, allowing for the identification of patterns, relationships, and statistical significance among variables (Creswell, 2014). The choice of a quantitative methodology is well-suited for this research, as it enables the use of structured questionnaires to gather data from a large sample of Ethiopian consumers in Addis Ababa and Bahir Dar. This approach facilitates the quantification of consumer perceptions regarding physical attributes such as attractiveness, body type, age, and cultural background. By employing statistical analysis, the study aims to derive meaningful insights into how these attributes influence consumer behaviors in the marketplace. Quantitative research allows for the generalization of findings across the targeted population,

enhancing the external validity of the results (Bryman, 2016). The structured nature of quantitative surveys also ensures consistency in data collection, minimizing biases and enhancing the reliability of the results. Ultimately, this quantitative approach aims to provide robust evidence that can inform marketing strategies and contribute to the understanding of consumer behavior in the context of brand ambassador endorsements.

3.5 Population sample size and sampling technique

3.5.1 Target population of the study

Target population is the entire group of people or objects to which the researcher wishes to generalize the study findings. It is the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected (Bhattacharjee, 2012). The target population for this study comprises all adults residing in Addis Ababa and Bahir Dar. This demographic includes individuals aged 18 and older, representing a diverse range of cultural, economic, and educational backgrounds. By focusing on this population, the research aims to capture a comprehensive understanding of consumer perceptions and behaviors regarding brand ambassadors' physical attributes within these urban settings.

3.5.2 Sampling technique

To determine the sampling technique of this study, non-probability sampling techniques was used due to the lack of access to have a list of the population being studied. In this sampling technique the chances or probability of each unit to be selected is not known or confirmed. Also the technique does not allow the estimation of sampling errors, and may be subjected to a sampling bias (Rahi, 2017). From the types of non-probability sampling techniques, a convenience sampling was used in the research. This technique is also known as accidental or opportunity sampling where a sample is drawn from the part of the population that is close to hand, readily available, or convenient (Bhattacharjee, 2012).

Target population is the entire group of people or objects to which the researcher wishes to generalize the study findings. It is the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected (Bhattacharjee, 2012). The target population of this research is all adults located in Addis Ababa, and Bahirdar city.

3.5.3 Sample Size

When the size of population is unknown and infinite, the representative sample size was determined by using estimation method. The sample size for this particular study was computed based on the formula suggested by (Corbetta, 2003). Sample size is directly proportional to the desired confidence level of the estimate (z) and to the variability of the phenomenon being investigated, and it is inversely proportional to the error that the researcher is prepared to accept. To brand ambassador ship there by enriching the study contextual relevance and analytical depth. Thus, the sample size is calculated for the list favorable case $p = q = 0.5$. The sample size in this research is determined as follows:

$$n = z^2 pq / e^2$$

n = stands for the sample size which was drawn

e = level of precision or sampling error

P = population proportion

z is the z-value corresponding to the desired confidence level (1.96 for a 95% confidence level).

$$n = ((1.96)^2 \times 0.5(0.5)) / (0.05)^2$$

$$n = (3.8416 \times 0.25) / 0.0025$$

$$n = 0.9604 / 0.0025$$

$$n = 384.16$$

$$n = 384$$

3.6 Type of data source of the study

3.6.1 Type of data

This study utilized both primary and secondary data to achieve comprehensive insights into the influence of brand ambassadors' physical attributes on consumer behavior. Primary data were collected through structured questionnaires administered to adult consumers in Addis Ababa and Bahir Dar. These questionnaires aimed to gather firsthand information regarding consumer perceptions and behaviors related to brand ambassadors. Additionally, secondary data were sourced from existing literature, industry reports, and relevant academic studies. This secondary data provided contextual background and theoretical frameworks that enriched the analysis and interpretation of the primary findings. By combining both types of data, the research was able to present a well-rounded perspective on the research questions and objectives.

3.6.2 Data Collection instrument

The data collection instrument for this study consisted of a structured questionnaire designed to measure various variables related to the influence of brand ambassadors' physical attributes on consumer consumption patterns and behaviors. The questionnaire employed a Likert scale measurement, allowing respondents to express their level of agreement or disagreement with a series of statements, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5). This approach facilitated the quantification of consumer perceptions regarding key attributes, including attractiveness, body type, age, and cultural representation of brand ambassadors. The questionnaire was developed based on established scales from prior research, ensuring its validity and reliability. For instance, the attractiveness variable was adapted from the work of Ohanian (1990), which emphasizes the significance of physical appeal in advertising effectiveness. Similarly, items related to cultural representation were informed by the framework proposed by De Mooij (2010), which explores the cultural dimensions of marketing communications. Each section of the questionnaire was carefully constructed to address specific research objectives while maintaining a clear and coherent structure. The survey method was employed to collect data from a representative sample of adults in Addis Ababa and Bahir Dar. This approach allowed for efficient data collection and ensured that the responses could be statistically analyzed to draw meaningful conclusions regarding the relationship between brand ambassadors' attributes and consumer behaviors. The combination of well-established measurement scales and a structured survey format ensured that the data collected were both reliable and relevant to the research objectives.

3.7 Data Analysis and technique

The data collected for this study were analyzed using the Statistical Package for the Social Sciences (SPSS) software, version 26. A combination of descriptive and explanatory statistical techniques was employed to provide a comprehensive analysis of the data. Descriptive statistics were used to summarize the key characteristics of the variables, offering insights into consumer perceptions and behaviors regarding brand ambassadors' physical attributes. Specifically, measures such as mean and standard deviation were calculated to describe the central tendencies and dispersion of the responses related to attractiveness, body type, age, and cultural representation of brand ambassadors. For explanatory analysis, inferential statistics were applied to explore the relationships between the variables. Regression analysis was conducted to determine the extent to which brand ambassadors' physical attributes predict consumer consumption patterns and behaviors. Correlation analysis was also employed to assess the strength and direction of relationships between different attributes (e.g., attractiveness, age)

and consumer behaviors. These inferential techniques allowed the researcher to draw conclusions about the potential impact of brand ambassadors' physical traits on consumer decision-making processes. By combining descriptive and explanatory analyses, the study provided both a general overview of consumer perceptions and a deeper understanding of how specific attributes of brand ambassadors influence consumption behaviors. This approach ensured that the findings were both statistically robust and meaningful for marketing and branding strategies.

3.8 Regression analysis model

Model 1: Impact of Brand Ambassador's Attributes on Consumption Patterns

- X 1 = Attractiveness and Brand Ambassador
- X 2 = Age and general relevance and Brand Ambassador
- X 3 = Body Type and Brand Ambassador
- X 4 = cultural relevance and brand ambassador
- X 5 = Attitudes towards Brand Ambassador
- X6 = Perception towards brand

$$y_1 = a_0 + a_1X_1 + a_2X_2 + a_3X_3 + a_4X_4 + a_5X_5 + a_6X_6 + \epsilon$$

$$y_2 = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + \epsilon$$

Where:

a_0 = Intercept

$a_1 \dots a_6$ = Coefficients for the independent variables

ϵ = Error term

Model 2: Consumption Behaviors (Dependent Variable)

$$y_2 = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + \epsilon$$

Where:

- b_0 = Intercept
- b_1, \dots, b_6 = Coefficients for the independent variables
- ϵ = Error term

3.9 Reliability and Validity Test

3.9.1. Reliability Test

The reliability of the data collection instrument, which measures the consistency of the variables, was assessed using Cronbach's alpha coefficient. This statistical measure reflects the extent to which the true score of the underlying construct accounts for the variance observed

(Nunnally, 1978). Cronbach's alpha is particularly suitable for evaluating the reliability of variables measured through multiple items. As per Nunnally's (1978) guidelines, an alpha value of 0.5 is acceptable, while a value of 0.7 or higher is generally preferred to ensure adequate reliability. In this study, Cronbach's alpha was employed to evaluate the internal consistency of the variables. The results, as shown in Table 3.2, revealed that all values exceeded the 0.7 threshold, confirming that the instrument met the required reliability standards in line with theoretical expectations.

Table 3. 1 Reliability Test

Reliability Statistics	Cronbach's Alpha	No of Items	Internal consistency
Attractiveness and brand ambassador(X1)	0,875	7	Good
Body type and brand ambassador(X2)	0.778	8	Acceptable
Age, generational relevance and brand ambassador(X3)	0.783	8	Acceptable
Cultural representation and brand ambassador(X4)	0.742	7	Acceptable
Perception towards brand ambassador (X 6)	0.720	6	Acceptable
Attitude towards brand (X 5)	0.733	5	Acceptable

Source survey, 2024

The Reliability Statistics results provide insight into the internal consistency of the constructs used in the study, measured by Cronbach's Alpha. The variable Attractiveness and Brand Ambassador (X1) has a Cronbach's Alpha of 0.875 across 7 items, indicating good internal consistency, suggesting that the items effectively measure the same underlying concept. Body Type and Brand Ambassador (X2) has an Alpha of 0.778 for 8 items, which is considered acceptable reliability, indicating that the items are sufficiently consistent. Similarly, Age, Generational Relevance, and Brand Ambassador (X3) has a Cronbach's Alpha of 0.783 with 8 items, again falling within the acceptable range.

The variable Cultural Representation and Brand Ambassador (X4) has a Cronbach's Alpha of 0.742 over 7 items, which is also deemed acceptable, ensuring that the scale reliably captures perceptions of cultural representation. Additionally, the variable Perception Towards Brand Ambassador (X6) has a Cronbach's Alpha of 0.720 across 6 items, and Attitude towards Brand (X5) has an Alpha of 0.733 for 5 items, both of which are considered acceptable in terms of reliability. These results suggest that the measures employed for each construct in the study

have adequate internal consistency, ensuring that the items for each construct are sufficiently aligned and reliable for further analysis.

3.9.2 Validity test

The validity of the research instrument was ensured through both content and construct validity assessments. Content validity refers to the degree to which the instrument covers the scope of the subject matter, ensuring that all aspects of the variables under study are adequately represented. To achieve content validity, the questionnaire was reviewed by experts in marketing and consumer behavior. Their feedback ensured that the questions were relevant and aligned with the research objectives, thus affirming that the instrument was appropriate for measuring the constructs related to the physical attributes of brand ambassadors and their influence on consumption patterns and behaviors.

Construct validity, which assesses whether the instrument truly measures the theoretical constructs it is intended to measure, was evaluated through factor analysis. This statistical method helps to determine whether the variables grouped under each construct, such as attractiveness, cultural representations, and perception of brand ambassadors, are indeed measuring distinct concepts. Factor loadings above 0.5 were considered acceptable, following guidelines suggested by Hair et al. (2010), indicating strong associations between the items and their corresponding constructs. The use of established literature and prior studies, alongside expert validation and factor analysis, supported the overall validity of the instrument. The combination of these methods ensured that the data collected would accurately reflect the underlying theoretical concepts, thereby enhancing the rigor and credibility of the research findings.

3.10 Ethical Considerations

The study adhered to ethical standards to ensure the protection of participants' rights and the integrity of the research process. Informed consent was obtained from all respondents before data collection, ensuring they were aware of the purpose, scope, and voluntary nature of their participation. Confidentiality was maintained by anonymizing the data, ensuring that no personal information could be traced back to any individual. Additionally, participants were given the option to withdraw from the study at any time without any consequences. The research followed the ethical guidelines outlined by the American Psychological Association (APA, 2017), ensuring that the data were handled responsibly and with respect for participants' privacy and autonomy.

CHAPTER FOUR

4. Data presentation analysis and interpretation

4.1 Introduction

Chapter Four presents the findings from the data collected through structured questionnaires, focusing on the influence of brand ambassadors' physical attributes on consumer consumption patterns and behaviors. The analysis is based on responses from 380 out of 384 distributed questionnaires, resulting in an impressive response rate of 98.96%. This high response rate enhances the reliability and representativeness of the data. The chapter is divided into sections that provide a detailed presentation of the descriptive statistics, followed by an inferential analysis to interpret the relationships between key variables. Through this, the chapter offers insights into how factors such as attractiveness, body type, age, and cultural representation of brand ambassadors impact consumer decision-making.

4.1 Examination of Respondents' Characteristics

A non-probability sampling technique was used to distribute the questionnaires and collect responses from participants. The analysis focuses on key demographic attributes, including gender, age, educational background, and work experience. This section provides a clear and concise presentation of respondents' personal information in the tables that follow. Understanding these demographic factors establishes a foundational profile of the respondents, which is essential for contextualizing the subsequent data analysis and interpretation of the study's findings.

Table 4. 1 Demographic information of respondent

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	121	31.8	31.8	31.8
	Female	259	68.2	68.2	100.0
	Total	380	100.0	100.0	
		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 18	18	4.7	4.7	4.7
	19-30	276	72.6	72.6	77.4
	31-40	54	14.2	14.2	91.6
	41 – 50	14	3.7	3.7	95.3
	51 & above	17	4.5	4.5	99.7

	6	1	.3	.3	100.0
	Total	380	100.0	100.0	
Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	128	33.7	33.7	33.7
	Employed	200	52.6	52.6	86.3
	Self-employed	28	7.4	7.4	93.7
	Other	24	6.3	6.3	100.0
	Total	380	100.0	100.0	
Education level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below high school	7	1.8	1.8	1.8
	High school Diploma	39	10.3	10.3	12.1
	1st Degree	236	62.1	62.1	74.2
	2nd Degree & above	98	25.8	25.8	100.0
	Total	380	100.0	100.0	

Source Survey, 2024

The demographic profile of the respondents, as shown in Table 4.1, reflects a diverse group across gender, age, occupation, and education level. In terms of gender distribution, the majority of respondents were female, accounting for 68.2% (259 individuals), while males represented 31.8% (121 individuals). The age distribution reveals that the largest age group was between 19 and 30 years, comprising 72.6% (276 respondents). This was followed by the 31-40 age group, which made up 14.2% (54 respondents), and those below 18 years, accounting for 4.7% (18 respondents). Smaller percentages were observed for those aged 41-50 (3.7%) and 51 and above (4.5%). Regarding occupation, the majority of respondents were employed (52.6%, or 200 individuals), while 33.7% (128 respondents) were students. Self-employed individuals made up 7.4% (28 respondents), and 6.3% (24 respondents) identified as having other forms of occupation. Educational background analysis shows that most respondents held a first degree, making up 62.1% (236 individuals). Respondents with a second degree or higher accounted for 25.8% (98 individuals), while those with only a high school diploma represented 10.3% (39 individuals). A small portion, 1.8% (7 respondents), had an education level below high school. This demographic analysis provides a comprehensive overview of the respondents' profiles, which forms a basis for interpreting the subsequent findings on consumer behavior and brand ambassador influence.

4.2 Descriptive data analysis

In this section, the researcher presents the descriptive analysis findings, interpreting the data using mean and standard deviation. The analysis aims to compare respondents' perceptions and levels of agreement across various variables based on the data collected through a five-point Likert scale. The scale was structured as follows:

- 1 = Strongly Disagree,
- 2 = Disagree,
- 3 = Neutral,
- 4 = Agree,
- 5 = Strongly Agree.

The mean values represent the average response, indicating the overall tendency of agreement or disagreement among the respondents toward the statements in the questionnaire. For clearer interpretation, the response categories were redefined into specific ranges:

Scores between 1.00 and 1.80 were interpreted as Strongly Disagree

Scores from 1.81 to 2.60 as "Disagree

Scores within 2.61 and 3.40 as Neutral

Scores from 3.41 to 4.20 as Agree

Scores from 4.21 to 5.00 as Strongly Agree.

These classifications were adapted from the scale provided by Best (1977), as cited by Birhanu (2017), to facilitate a more precise interpretation of respondents' attitudes and perceptions regarding the different variables examined in the study. This approach enhances the clarity of the findings and allows for a more structured understanding of how the sample group responded to the variables under investigation.

Table 4. 2 Descriptive data analysis

Descriptive Statistics			
	N	Mean	Std. Deviation
Attractiveness and brand ambassador	380	2.7684	1.17316
Body type and brand ambassador	380	3.0340	.78246
Age, generational relevance and brand ambassador	380	3.0944	.69595

Cultural representation and brand ambassador	380	3.2435	.93017
perception of a brand	380	3.1772	.79135
Attitude towards brand ambassador.	380	3.1607	.85245
Valid N (listwise)	380		

Source Survey, 2024

The Descriptive Statistics results reveal the respondents' perceptions across various dimensions regarding brand ambassadors. The mean score for Attractiveness and Brand Ambassador is 2.7684 with a standard deviation of 1.17316, placing it within the Neutral range, indicating that respondents neither strongly agree nor disagree with the attractiveness of the brand ambassador. Body Type and Brand Ambassador has a mean score of 3.0340 (SD = 0.78246), also falling within the Neutral range, reflecting a similar ambivalence in how respondents view the brand ambassador's body type.

The variable Age, Generational Relevance, and Brand Ambassador has a mean of 3.0944 (SD = 0.69595), signifying that respondents remain neutral regarding the brand ambassador's alignment with generational relevance. Cultural Representation and Brand Ambassador has a slightly higher mean of 3.2435 (SD = 0.93017), though it still falls within the Neutral range, indicating that respondents are neither particularly positive nor negative regarding the cultural representation of the brand ambassador.

Perception of the Brand has a mean of 3.1772 (SD = 0.79135), suggesting a Neutral sentiment toward the brand's perception. Finally, the mean score for Attitude toward Brand Ambassador is 3.1607 (SD = 0.85245), indicating that respondents maintain a neutral attitude toward the brand ambassador as well. Overall, none of the variables moved into the higher range of Agree or Strongly Agree, highlighting a general neutral stance among the respondents across all factors in this study. These classifications follow the scale provided by Best (1977), as cited by Birhanu (2017).

4.3 Correlations

Table 4. 3 Correlations

		Attractiveness and brand ambassador	Body type and brand ambassador	Age, generational relevance and	Cultural representation and brand	perception of a brand	Attitude towards brand ambassador.	Consumption Behavior	Consumption Patterns
Attractiveness and brand ambassador	Pearson Correlation	1							
	Sig. (2-tailed)		.						
Body type and brand ambassador	Pearson Correlation	-0.011	1						
	Sig. (2-tailed)	0.825							
Age, generational relevance and brand ambassador	Pearson Correlation	0.035	.187**	1					
	Sig. (2-tailed)	0.502	0						
Cultural representation and brand ambassador	Pearson Correlation	.151**	.207**	.202**	1				
	Sig. (2-tailed)	0.003	0	0					
perception of a brand	Pearson Correlation	0.061	.250**	.277**	.288**	1			
	Sig. (2-tailed)	0.239	0	0	0				
Attitude towards brand ambassador.	Pearson Correlation	0.062	0.057	0.034	.315**	.190**	1		
	Sig. (2-tailed)	0.225	0.267	0.509	0	0			
Consumption Behavior	Pearson Correlation	0.082	.378**	.391**	.508**	.514**	.269**	1	
	Sig. (2-tailed)	0.112	0	0	0	0	0		
Consumption Patterns	Pearson Correlation	.126*	.444**	.459**	.454**	.553**	.292**	.788**	1
	Sig. (2-tailed)	0.014	0	0	0	0	0	0	
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

Source Survey, 2024

The correlation analysis reveals significant relationships between several variables related to brand ambassadors and their influence on consumption behaviors and patterns. Attractiveness

and Brand Ambassador shows a positive but weak correlation with Consumption Patterns ($r = .126, p < .05$), but no significant relationship with Consumption Behavior. Body Type and Brand Ambassador is positively and significantly correlated with both Consumption Behavior ($r = .378, p < .01$) and Consumption Patterns ($r = .444, p < .01$), indicating a strong link between body type and these outcomes. Age, Generational Relevance is also significantly correlated with both Consumption Behavior ($r = .391, p < .01$) and Consumption Patterns ($r = .459, p < .01$). Similarly, Cultural Representation shows a strong positive correlation with Consumption Behavior ($r = .508, p < .01$) and Consumption Patterns ($r = .454, p < .01$). Perception of the Brand is strongly linked to both Consumption Behavior ($r = .514, p < .01$) and Consumption Patterns ($r = .553, p < .01$). Finally, Attitude toward the Brand Ambassador also positively correlates with Consumption Behavior ($r = .269, p < .01$) and Consumption Patterns ($r = .292, p < .01$). These results indicate that perceptions of brand ambassadors' attributes are significantly related to consumers' behaviors and patterns, with cultural representation and brand perception being particularly strong predictors.

4.4 Assumptions/diagnostic test for multiple linear regressions for model one

The assumptions and diagnostic tests for multiple linear regressions are critical to ensure the validity and reliability of the model's results. Before proceeding with the regression analysis, it is essential to verify that the data meets several key assumptions: linearity, independence of errors, homoscedasticity, normality of residuals, and the absence of multicollinearity. These diagnostic tests help confirm whether the relationships between the independent and dependent variables are appropriately modeled and whether the regression results can be trusted for further analysis and interpretation.

4.4.1. Assumption one: Assumption on variables and Sample size

In conducting multiple linear regression analysis, it is essential to ensure that the sample size is sufficient for the number of variables being examined. The rule of thumb, as per international standards, suggests that for reliable regression analysis, the sample size should be at least 10-15 times the number of independent variables (Green, 1991). In this study, 6 dependent variables were assessed, each containing more than 5 questions, contributing to the richness of the data. With a sample size of 384 respondents, the sample-to-variable ratio exceeds the recommended threshold, providing a strong foundation for statistical analysis.

This sample size is adequate to detect significant relationships between the independent and dependent variables, allowing for robust statistical power. The large sample size reduces the margin of error and enhances the generalizability of the findings, as supported by Krejcie and

Morgan (1970), who suggest that a sample size of 384 is appropriate for studies aiming to represent a population with a high degree of accuracy. Thus, the sample size and the variables meet the standard criteria for conducting multiple linear regressions with reliable outcomes.

4.4.2. Assumption two: Outlier, leverage and influential points

In multiple linear regressions, it is crucial to assess the presence of outliers, leverage, and influential points, as these can significantly impact the model's accuracy and interpretation. Outliers are extreme values that deviate from other observations and may distort the relationship between variables. Leverage points, which are data points with unusual predictor values, and influential points, which have a disproportionate impact on the regression results, can bias the model. Identifying and addressing these points ensures the validity of the regression analysis, maintaining the integrity of the model's predictions.

Table 4. 4 Residuals Statistics

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Stud. Residual	-1.688	2.677	.000	1.000	380
Deleted Residual	-1.15335	2.49378	.00003	.24928	380
Stud. Deleted Residual	-2.715	4.277	-.007	1.067	380
Mahal. Distance	.480	22.919	5.984	4.029	380
Cook's Distance	.000	.198	.002	.015	380
Centered Leverage Value	.001	.060	.016	.011	380

a. Dependent Variable: Consumption patterns and consumption Behavior

Source Survey, 2024

The residuals statistics for the regression analysis indicate several important aspects of the model's performance. The Studentized Residuals range from -1.688 to 2.677, with a mean of 0.000 and a standard deviation of 1.000, suggesting a normal distribution of residuals. The Deleted Residuals show minimal deviation, with a mean of 0.00003 and a standard deviation of 0.24928, indicating that the removal of data points did not significantly alter the overall model. The Studentized Deleted Residuals, which account for the influence of individual data points, vary between -2.715 and 4.277, with a mean close to zero (-0.007) and a standard deviation of 1.067, suggesting the model is not overly sensitive to individual data points. The Mahalanobis Distance ranges from 0.480 to 22.919 with an average of 5.984, reflecting the distance of each case from the centroid in the multivariate space, which indicates a reasonable distribution of data points without extreme outliers. Cook's Distance, which measures the influence of each data point on the regression coefficients, remains low with a maximum value of 0.198, and an average of 0.002, suggesting no highly influential outliers.

Lastly, the Centered Leverage Values range from 0.001 to 0.060, with a mean of 0.016, indicates that the leverage points are within acceptable limits, implying that no single observation is exerting excessive influence on the model. These statistics collectively demonstrate the robustness of the model and the absence of major concerns related to influential data points or outliers.

4.4.3. Assumption three: Multicollinearity

Multicollinearity occurs when two or more independent variables in a regression model are highly correlated, leading to redundancy and instability in the model. When multicollinearity is present, it becomes challenging to determine the unique contribution of each predictor variable, as their effects may overlap. To ensure the accuracy of the regression analysis, it is essential to assess and address multicollinearity. Common diagnostic tools, such as the Variance Inflation Factor (VIF) and tolerance values, are used to detect the presence of multicollinearity. Identifying and resolving multicollinearity helps maintain the reliability and interpretability of the model's coefficients.

Table 4. 5 Multicollinearity

Model		Tolerance	VIF
1	(Constant)		
	Attractiveness and brand ambassador	.974	1.126
	Body type and brand ambassador	.904	1.106
	Age, generational relevance and brand ambassador	.893	1.120
	Cultural representation and brand ambassador	.800	1.250
	perception of a brand	.828	1.208
	Attitude towards brand ambassador.	.886	1.128

Source Survey, 2024

The collinearity statistics for the regression model, including tolerance and the variance inflation factor (VIF), suggest that multicollinearity is not a significant issue in the analysis. The tolerance values range from 0.800 to 0.974, with higher values indicating less multicollinearity among the predictors. Since tolerance values above 0.1 are generally acceptable, all predictors in the model meet this criterion.

The corresponding VIF values, which measure how much the variance of a regression coefficient is inflated due to multicollinearity, range from 1.106 to 1.250, remaining well below the critical value of 10, which indicates that multicollinearity, is not problematic. Specifically,

Attractiveness and brand ambassador has a VIF of 1.126, Body type and brand ambassador has 1.106, Age, generational relevance and brand ambassador shows 1.120, Cultural representation and brand ambassador has 1.250, Perception of a brand has 1.208 and Attitude towards brand ambassador presents 1.128. Overall, these values reflect a well-functioning model where multicollinearity among the independent variables is minimal, ensuring reliable estimates of the regression coefficients.

4.4.4. Assumption four: normality

The assumption of normality is a fundamental requirement in multiple linear regression analysis, as it posits that the residuals (the differences between observed and predicted values) should be normally distributed. This assumption is crucial for ensuring the validity of statistical inferences, such as hypothesis testing and the interpretation of confidence intervals. When the residuals are normally distributed, it allows for the application of parametric tests that rely on this assumption, thereby enhancing the robustness of the regression model. Various diagnostic tools, such as histograms, Q-Q plots, and statistical tests like the Shapiro-Wilk test, are employed to assess the normality of residuals. A violation of the normality assumption may necessitate data transformation or the use of alternative statistical methods to ensure reliable results.

Table 4. 6 Tests of Normality

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Studentized Residual	.086	380	.203	.976	380	.059
a. Lilliefors Significance Correction						

Source Survey, 2024

The tests for normality were conducted using both the Kolmogorov-Smirnov and Shapiro-Wilk tests on the studentized residuals, providing insights into the distribution characteristics of the residuals. The Kolmogorov-Smirnov test yielded a statistic of 0.086 with a significance value of 0.203, indicating that the residuals do not significantly deviate from normality, as the p-value is greater than the conventional alpha level of 0.05. Similarly, the Shapiro-Wilk test produced a statistic of 0.976 and a significance value of 0.059, which also suggests no significant departure from normality since the p-value is again above the threshold. These findings support the assumption that the residuals are approximately normally distributed, thereby affirming the suitability of the multiple linear regression model for the analysis of consumption patterns. The Lilliefors significance correction, applied in these tests, ensures

more accurate p-values when sample sizes are large, further validating the robustness of these normality assessments.

4.4.5 Assumption five: Homoscedasticity

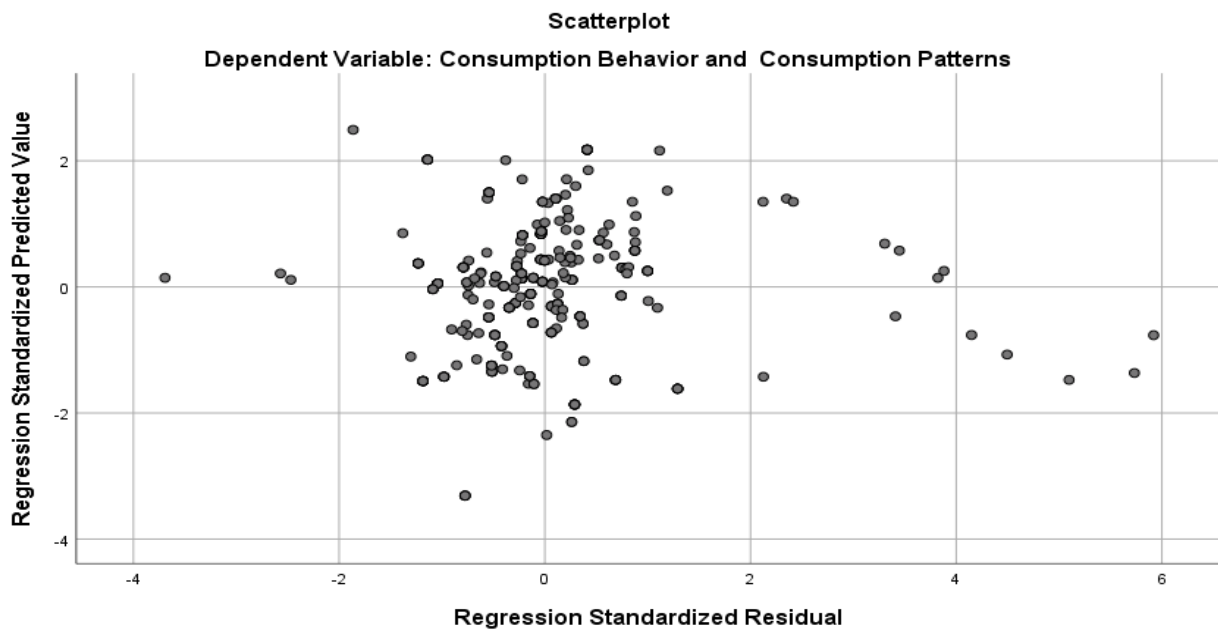


Figure 4. 1 Homoscedasticity

The output from the scatter plot illustrates that the data points are dispersed randomly, lacking any identifiable pattern. This finding is crucial as it implies that the regression model is not affected by heteroscedasticity. Heteroscedasticity is characterized by varying levels of residual variability across different values of the independent variables, which can jeopardize the integrity of regression analysis. In this instance, the random distribution of the residuals indicates that there is no systematic variation in their spread as the predictor variables fluctuate. The absence of distinct patterns in the scatter plot reinforces the assumption of constant variance, an essential criterion for robust regression analysis. By fulfilling this assumption, the model assures that the findings are dependable and that the conclusions drawn from the analysis are valid. Therefore, the examination of the scatter plot substantiates that the regression model complies with the necessary conditions for accurate interpretation and forecasting, thereby enhancing the overall credibility of the study's results.

4.4.6 Assumption six Linearity

The sixth assumption of linearity in multiple linear regression analysis posits that there should be a linear relationship between the independent variables and the dependent variable. This assumption is fundamental as it ensures that the regression model accurately represents the relationship being studied. If the relationship between the variables is not linear, the estimates produced by the regression analysis may be biased and misleading. To assess linearity, various

methods can be employed, including visual inspections of scatter plots and statistical tests that examine the nature of the relationships between the variables. Establishing linearity is crucial for the validity of the regression model, as it underpins the assumption that changes in the independent variables correspond to proportional changes in the dependent variable. This assumption must be thoroughly examined to ensure the robustness and reliability of the regression analysis results.

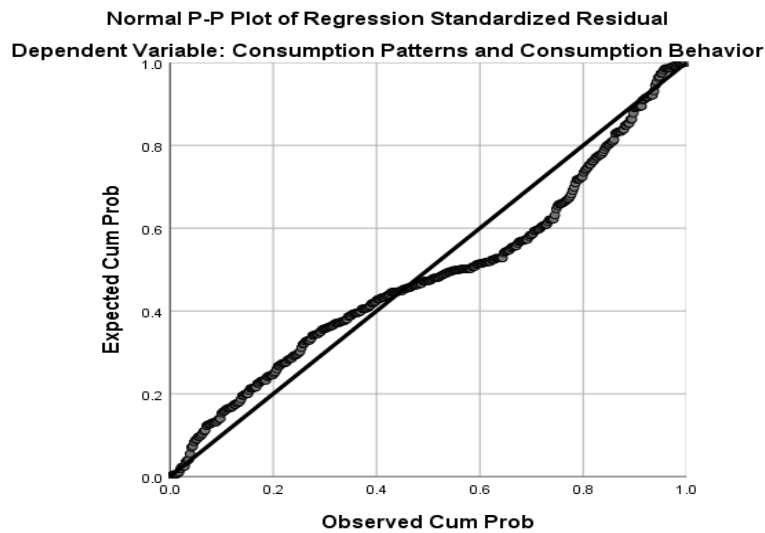


Figure 4. 2 Linearity

The observations presented in Figure 4.2 are significant, demonstrating a strong alignment between the dataset and the characteristics of a normal distribution. When the plotted data points are compared to the theoretical normal distribution, they closely resemble a straight line. This linearity indicates that the dataset's distribution is consistent with what is expected from a normal distribution. The absence of considerable deviations, twists, or bends among the points further reinforces our confidence in confirming the data's normality. Figure 4.2 effectively illustrates this conformity, clearly representing the dataset's adherence to the normal distribution assumption. This visual affirmation enhances the statistical robustness of our findings and supports the validity of the normality assumption in our analysis.

Table 4. 7 ANOVA Interpretation one

ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.159	6	10.026	110.360	.000 ^b
	Residual	33.434	368	.091		
	Total	93.592	374			
a. Dependent Variable: Consumption Behavior						
b. Predictors: (Constant), ABA., AGBA, BTBA, PB, ABA, CPBA						

Source Survey, 2024

The results of the ANOVA analysis for the regression model indicate a strong and significant relationship between the independent variables and the dependent variable, Consumption Behavior. The regression sum of squares is 60.159, with a mean square of 10.026 across 6 degrees of freedom (df), suggesting that a considerable portion of the variance in consumption behavior is explained by the predictors: Attractiveness and Brand Ambassador (ABA), Age, Generational Relevance and Brand Ambassador (AGBA), Body Type and Brand Ambassador (BTBA), Perception of Brand Ambassador (PB), Attitude towards Brand Ambassador (ABA), and Cultural Representation and Brand Ambassador (CPBA).

The residual sum of squares is 33.434, with a mean square of 0.091 over 368 df, reflecting the unexplained variance by the model. The F-statistic of 110.360 indicates that the regression model is highly significant, with a p-value of 0.000, confirming that the combination of the independent variables significantly predicts Consumption Behavior. Therefore, the predictors provide meaningful insights into understanding consumption patterns and behaviors.

4.5 Regression Analyses for independent variable for model one

In this section, we delve into the regression analyses for Model One, focusing on the independent variables that influence "Consumption Patterns." The primary objective of this analysis is to quantify the relationship between the selected predictors—namely body type and brand ambassador, age and generational relevance, cultural representation, and perceptions of the brand and brand ambassador—and the dependent variable. By employing multiple linear regression techniques, we aim to assess how these independent variables collectively contribute to variations in consumption behaviors among respondents. This approach not only helps in identifying significant predictors but also provides insights into the magnitude and direction of their effects. Through this analysis, we can better understand the dynamics at play in consumer decision-making and the role of brand ambassadors in shaping consumption patterns, thereby enriching our overall understanding of the research topic.

Table 4. 8 Model Summary model one.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.802 ^a	.643	.637	.30142	1.729

a. Predictors: (Constant), ABA., AGBA, BTBA, PB, ABA, CPBA

b. Dependent Variable: Consumption Behavior

Source Survey, 2024

The Model Summary for Model 1 reveals that the independent variables—Attractiveness and Brand Ambassador (ABA), Age, Generational Relevance and Brand Ambassador (AGBA), Body Type and Brand Ambassador (BTBA), Perception of Brand Ambassador (PB), Attitude towards Brand Ambassador (ABA), and Cultural Representation and Brand Ambassador (CPBA)—jointly explain a significant portion of the variance in Consumption Behavior. The R value of 0.802 indicates a strong positive correlation between the predictors and the dependent variable.

The R Square value of 0.643 suggests that 64.3% of the variability in consumption behavior is accounted for by the model, while the Adjusted R Square of 0.637 adjusts for the number of predictors, showing a slightly lower but still strong explanatory power. The Standard Error of the Estimate is 0.30142, representing the average distance between the observed and predicted values of consumption behavior. Lastly, the Durbin-Watson statistic of 1.729 indicates that there is no significant autocorrelation in the residuals, which supports the assumption of independence in the regression model. Overall, the model demonstrates a strong fit and robust prediction capability for understanding consumption behavior.

4.5.1 Regression Analyses for Model One

The Coefficients analysis provides a detailed examination of the individual contributions of each independent variable in the regression model predicting "Consumption Patterns." By assessing the coefficients, researchers can determine the strength and direction of the relationships between the predictors and the dependent variable. Each coefficient represents the expected change in the dependent variable for a one-unit change in the respective independent variable, holding all other variables constant. The significance of these coefficients, as indicated by their p-values, offers insights into whether the predictors significantly influence consumption patterns. This analysis is crucial for understanding the dynamics of consumer behavior in relation to brand ambassadors and their attributes, enabling marketers and researchers to make informed decisions based on empirical evidence.

Table 4. 9 Regression analyses for model one

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.491	.110		4.462	.000
	Attractiveness and brand ambassador	.113	.026	.155	4.368	.000
	Body type and brand ambassador	.117	.022	.177	5.372	.000
	Age, generational relevance and brand ambassador	.103	.026	.142	3.930	.000
	Cultural representation and brand ambassador	.201	.021	.343	9.609	.000
	perception of a brand	.193	.024	.283	7.964	.000
	Attitude towards brand ambassador.	.120	.021	.189	5.764	.000

Source Survey, 2024

The regression analysis reveals the influence of various factors on Consumption Behavior (Y1) using the following model formula: $Y1 = a0 + a1X1 + a2X2 + a3X3 + a4X4 + a5X5 + a6X6 + \epsilon$. In this model, the intercept (a0) is 0.491, indicating that when all independent variables are zero, the baseline consumption behavior is 0.491. The coefficients for the independent variables are as follows: Attractiveness and Brand Ambassador (X1) has a coefficient (a1) of 0.113, meaning that for every unit increase in the perceived attractiveness of a brand ambassador, consumption behavior increases by 0.113, holding other factors constant. This effect is significant, as indicated by a t-value of 4.368 and a p-value of .000. Body Type and Brand Ambassador (X2) shows a significant positive impact on consumption behavior with a coefficient (a2) of 0.117. For every unit increase in the relevance of body type to the brand ambassador, consumption behavior increases by 0.117, with a t-value of 5.372 and a p-value of .000. Age, Generational Relevance and Brand Ambassador (X3) has a coefficient (a3) of 0.103, suggesting that for every unit increase in age and generational relevance, consumption behavior increases by 0.103. This is also statistically significant (t-value of 3.930, p-value of .000). Cultural Representation and Brand Ambassador (X4) has the strongest influence with a coefficient (a4) of 0.201. This indicates that for every unit increase in cultural representation, consumption behavior increases by 0.201. The impact is highly significant, with a t-value of 9.609 and a p-value of .000. Perception of the Brand (X5) contributes significantly with a

coefficient (a5) of 0.193. An increase in brand perception by one unit leads to a 0.193 rise in consumption behavior, supported by a t-value of 7.964 and a p-value of .000. Attitude towards Brand Ambassador (X6) has a coefficient (a6) of 0.120, meaning that positive attitudes toward the brand ambassador increase consumption behavior by 0.120 units. This relationship is statistically significant (t-value of 5.764, p-value of .000).

Thus, the model explains how the different attributes of brand ambassadors (X1 to X6) contribute to shaping consumer behavior, with all variables significantly affecting consumption behavior (Y1). Overall, these findings emphasize the critical role that attributes associated with brand ambassador’s play in shaping consumer preferences and behaviors, aligning with previous research highlighting the influence of brand representation on consumer choices (Aaker, 1999; Till & Busler, 2000).

Table 4. 10 ANOVA Interpretation two

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.306	6	10.218	114.163	.000 ^b
	Residual	32.937	368	.090		
	Total	94.243	374			
a. Dependent Variable: Consumption Patterns						
b. Predictors: (Constant), ABA., AGBA, BTBA, PB, ABA, CPBA						

Source Survey, 2024

4.6 Regression Analyses for independent variable for model two

In this section, we delve into the regression analyses for Model One, focusing on the independent variables that influence "Consumption Patterns." The primary objective of this analysis is to quantify the relationship between the selected predictors—namely body type and brand ambassador, age and generational relevance, cultural representation, and perceptions of the brand and brand ambassador—and the dependent variable. By employing multiple linear regression techniques, we aim to assess how these independent variables collectively contribute to variations in consumption behaviors among respondents. This approach not only helps in identifying significant predictors but also provides insights into the magnitude and direction of their effects. Through this analysis, we can better understand the dynamics at play in consumer decision-making and the role of brand ambassadors in shaping consumption patterns, thereby enriching our overall understanding of the research topic.

Table 4. 11 Model Summaryb 2 model two

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.807 ^a	.651	.645	.29917	1.764
a. Predictors: (Constant), ABA., AGBA, BTBA, PB, ABA, CPBA					
b. Dependent Variable: Consumption Patterns					

Source Survey, 2024

The model summary for Model Two reveals a robust relationship between the independent variables and the dependent variable, consumption behavior, the regression analysis for Consumption Patterns reveals a strong relationship between the predictors and the dependent variable. The R-value is 0.807, indicating a high level of correlation between the independent variables and consumption patterns. The R Square value is 0.651, meaning that approximately 65.1% of the variation in consumption patterns can be explained by the model's predictors, which include Attractiveness and Brand Ambassador (ABA), Age and Generational Relevance (AGBA), Body Type and Brand Ambassador (BTBA), Perception of a Brand (PB), Attitude Towards Brand Ambassador (ABA), and Cultural Representation of a Brand Ambassador (CPBA).

The Adjusted R Square is slightly lower at 0.645, which accounts for the number of predictors in the model and the sample size, still indicating a good fit. The Standard Error of the Estimate is 0.29917, showing the average deviation of the observed data from the predicted values by the model. Lastly, the Durbin-Watson statistic is 1.764, which is close to 2, suggesting that there is no significant autocorrelation in the residuals, meaning the model's errors are independent of each other. In summary, the model demonstrates a strong predictive capacity in explaining how factors like attractiveness, body type, cultural representation, and perception towards the brand and ambassador influence consumption patterns.

4.6.1 Regression analyses for model two

The Coefficients analysis provides a detailed examination of the individual contributions of each independent variable in the regression model predicting "Consumption Patterns." By assessing the coefficients, researchers can determine the strength and direction of the relationships between the predictors and the dependent variable. Each coefficient represents the expected change in the dependent variable for a one-unit change in the respective

independent variable, holding all other variables constant. The significance of these coefficients, as indicated by their p-values, offers insights into whether the predictors significantly influence consumption patterns. This analysis is crucial for understanding the dynamics of consumer behavior in relation to brand ambassadors and their attributes, enabling marketers and researchers to make informed decisions based on empirical evidence.

Table 4. 12 Regression analyses for model two

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
2	(Constant)	.413	.109		3.783	.000
	Attractiveness and brand ambassador	.119	.026	.162	4.631	.000
	Body type and brand ambassador	.154	.022	.231	7.110	.000
	Age, generational relevance and brand ambassador	.132	.026	.181	5.072	.000
	Cultural representation and brand ambassador	.186	.021	.315	8.929	.000
	perception of a brand	.174	.024	.254	7.228	.000
	Attitude towards brand ambassador.	.105	.021	.165	5.101	.000

Source survey, 2024

The regression analysis for Model 2, where the dependent variable is Consumption Patterns, shows a highly significant relationship between the independent variables and the dependent variable. From the regression output, the intercept (b_0) is 0.413, indicating the predicted value of consumption patterns when all the independent variables are set to zero. Each independent variable significantly contributes to the prediction of consumption patterns:

Attractiveness and brand ambassador (X_1) : The coefficient (b_1) is 0.119, meaning for every unit increase in attractiveness, consumption patterns increase by 0.119 units, holding other factors constant. This effect is statistically significant with a t-value of 4.631 and a significance level of 0.000.

Body type and brand ambassador (X_2) : The coefficient (b_2) is 0.154, indicating that an increase in body type relevance leads to an increase of 0.154 in consumption patterns. The significance level is 0.000, with a t-value of 7.110.

Age, generational relevance and brand ambassador (X_3) : The coefficient (b_3) is 0.132, showing that age and generational relevance positively affect consumption patterns by 0.132 units. This is also statistically significant, with a t-value of 5.072.

Cultural representation and brand ambassador (X_4) : The coefficient (b_4) is 0.186; meaning cultural representation contributes 0.186 units to consumption patterns, with a highly significant t-value of 8.929.

Perception of a brand (X_5) : The coefficient (b_5) is 0.174, implying that improved

perceptions of a brand positively affect consumption patterns by 0.174 units. This is significant with a t-value of 7.228. Attitude towards brand ambassador (X_6): The coefficient (b_6) is 0.105, reflecting a positive relationship between attitudes toward the brand ambassador and consumption patterns. This effect is also significant, with a t-value of 5.101. All independent variables significantly contribute to the variation in consumption patterns, as indicated by the p-values being 0.000 for each variable. The error term epsilon accounts for any unexplained variance in the model. This analysis confirms that attractiveness, body type, age relevance, cultural representation, perception of a brand, and attitude towards brand ambassador all significantly impact consumer patterns.

4.7.2 Analysis of each hypothesis based on the regression and model result:

Based on the regression analyses and the results from the coefficients, we can evaluate the hypotheses associated with each independent variable regarding their impact on the dependent variables, **Consumption Patterns** and **Consumption Behavior**. Below is a summary analysis of each hypothesis.

Table 4. 13 Summary Table of Hypotheses and Results

	Hypothesis	Coefficient (B)	t-value	p-value	Conclusion
H1	Attractiveness has a significant and positive impact on Consumption Pattern.	0.119	4.631	0	Supported:
H2	Body type has a significant and positive impact on Consumption Pattern.	0.154	7.11	0	Supported:
H3	Age and generational relevance has a significant and positive impact on Consumption Pattern.	0.132	5.072	0	Supported:
H4	Cultural representation has a significant and positive impact on Consumption Pattern.	0.186	8.929	0	Supported:
H5	Attractiveness has a significant and positive impact on Consumption Behavior.	0.113	4.368	0	Supported:
H6	Body type has a significant and positive impact on Consumption Behavior.	0.117	5.372	0	Supported:

H7	Age and generational relevance has a significant and positive impact on Consumption Behavior.	0.103	3.93	0	Supported:
H8	Cultural representation has a significant and positive impact on Consumption Behavior.	0.201	9.609	0	Supported:
H9	Perception towards brand has a significant and positive impact on Consumption Pattern.	0.174	7.228	0	Supported:
H10	Perception towards brand has a significant and positive impact on Consumption Behavior.	0.193	7.964	0	Supported:
H11	Attitude towards brand ambassador has a significant and positive impact on Consumption Pattern.	0.105	5.101	0	Supported:
H12	Attitude towards brand ambassador has a significant and positive impact on Consumption Behavior.	0.12	5.764	0	Supported:

Source Survey, 2024

All hypotheses (H1 to H12) are supported, as the results indicate that all independent variables (Attractiveness, Body Type, Age & Generational Relevance, Cultural Representation, Perception towards Brand, and Attitude towards Brand Ambassador) have a significant and positive impact on both Consumption Pattern and Consumption Behavior. The p-values for all the independent variables are less than 0.05, confirming that the relationships are statistically significant. The strongest impact in both models is seen from Cultural Representation, with the highest t-values and coefficients. These results suggest that the physical attributes and perceptions of brand ambassadors play a crucial role in influencing both consumption patterns and behaviors.

4.7 Discussion

The findings of this study reveal that various attributes of brand ambassadors, including attractiveness, body type, age and generational relevance, cultural representation, perception towards the brand, and attitude towards brand ambassadors, significantly and positively influence both consumption patterns and consumption behavior. This aligns with existing

literature that highlights the critical role brand ambassadors play in shaping consumer perceptions and behaviors.

Attractiveness and Brand Ambassadors

The positive and significant impact of attractiveness on both consumption patterns ($B = 0.119$, $p < 0.001$) and consumption behavior ($B = 0.113$, $p < 0.001$) is consistent with research conducted by Amos, Holmes, and Strutton (2008), who found that the physical appeal of a brand ambassador enhances consumers' willingness to associate with a product. Attractive brand ambassadors tend to attract more attention, which in turn strengthens consumers' emotional connection to the brand (Till & Busler, 2000). The halo effect, where individuals attribute positive traits such as trustworthiness and credibility to physically attractive people (Erdogan, 1999), explains why attractiveness plays such a pivotal role in consumption decisions.

Body Type and Brand Ambassadors

Similarly, the significant impact of body type on consumption patterns ($B = 0.154$, $p < 0.001$) and behavior ($B = 0.117$, $p < 0.001$) is supported by literature that emphasizes the importance of relatable body types in consumer endorsements. Previous studies indicate that consumers are more likely to purchase products endorsed by ambassadors whose body types resonate with their own aspirations or societal standards (Bower & Landreth, 2001). This is especially relevant in industries such as fashion and fitness, where body image is closely linked to the brand identity. This research builds on previous studies by demonstrating that body type not only enhances relatability but also plays a direct role in influencing actual consumption behaviors.

Age and Generational Relevance

The relationship between age, generational relevance, and consumption behavior ($B = 0.103$, $p < 0.001$) and consumption patterns ($B = 0.132$, $p < 0.001$) also mirrors the findings of previous studies. According to Parment (2013), generational relevance plays a critical role in brand ambassador effectiveness because different generations have distinct preferences and respond to different marketing messages. This study's findings support the notion that consumers are more likely to engage with brands represented by ambassadors who align with their own age group and cultural experiences (Smith & Clurman, 2007). By selecting brand ambassadors who are generationally relevant, companies can effectively tap into the consumption patterns and behaviors of specific target demographics.

Cultural Representation and Brand Ambassadors

Cultural representation emerged as the most significant predictor in both models, influencing both consumption patterns ($B = 0.186, p < 0.001$) and behavior ($B = 0.201, p < 0.001$). This is consistent with the growing body of literature that emphasizes the importance of cultural relevance in marketing. Research by De Mooij (2019) highlights that culturally representative brand ambassadors help brands build stronger connections with consumers by resonating with their values, traditions, and identity. When consumers feel that their culture is adequately represented in brand messaging, they are more likely to develop loyalty and trust, leading to higher consumption behaviors (Holt, 2004). This study further confirms that cultural alignment between brand ambassadors and consumers is a powerful driver of purchasing decisions.

Perception towards Brand

The strong correlation between consumers' perception towards the brand and consumption behavior ($B = 0.193, p < 0.001$) and patterns ($B = 0.174, p < 0.001$) reinforces the work of Keller (2001), who argued that brand image significantly impacts consumer loyalty and purchasing behavior. When brand ambassadors align with a favorable brand perception, they reinforce brand equity, making consumers more inclined to purchase. The current study confirms that positive perceptions towards the brand amplify the influence of the brand ambassador, leading to enhanced consumption behaviors.

Attitude towards Brand Ambassadors

Finally, the positive impact of attitude towards brand ambassadors on both consumption patterns ($B = 0.105, p < 0.001$) and consumption behavior ($B = 0.120, p < 0.001$) echoes research conducted by Goldsmith, Lafferty, and Newell (2000), which found that consumers' attitudes towards endorsers play a crucial role in their evaluation of the brand and their purchasing decisions. A favorable attitude towards the brand ambassador translates to increased trust and brand affinity, leading to higher purchase intentions (McCracken, 1989). This study further validates the importance of choosing brand ambassadors that consumers have positive attitudes towards, as this directly influences their consumption behavior.

Comparative Argument with Other Studies

The results of this study are in line with the theoretical frameworks of celebrity endorsement (Erdogan, 1999) and the source credibility model (Hovland, Janis, & Kelley, 1953), which argue that an endorser's attractiveness, trustworthiness, and expertise significantly influence consumer attitudes and behaviors. Additionally, these findings are consistent with more recent studies by Choi and Rifon (2012), who found that congruence between a brand ambassador's image and the brand identity strengthens consumer trust and purchase behavior.

Moreover, the results support the Para social interaction theory (Horton & Wohl, 1956), which suggests that consumers develop one-sided relationships with brand ambassadors, especially if they perceive them as culturally relevant and relatable. This explains why attributes like age, body type, and cultural representation hold such significant sway over consumer decisions, as shown in this study.

In general, this research provides robust evidence that various physical and perceptual attributes of brand ambassadors significantly influence both consumption patterns and behavior. The findings not only align with previous research but also contribute to the growing understanding of how cultural representation, attractiveness, and brand perception shape consumer decisions. The results underscore the importance for brands to carefully select ambassadors that resonate with their target audience's cultural and generational identity, as well as maintaining a favorable perception of the brand to maximize consumption outcomes. This study, therefore, offers critical insights for marketers looking to optimize brand ambassador strategies in an increasingly diverse and segmented consumer market.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

This chapter presents a comprehensive overview of the research findings, summarizing the key points from the data analysis and discussions. It draws conclusions based on the objectives of the study, highlighting the implications of the results in relation to existing literature and

theory. Additionally, this chapter provides actionable recommendations, informed by the research findings, to guide stakeholders in addressing the identified challenges. Lastly, limitations of the study are acknowledged, and suggestions for future research are outlined to build upon the current study and explore further dimensions of the topic.

5.2 Summary of the Study

This study aimed to investigate the influence of brand ambassadors' physical attributes on consumption patterns and consumption behaviors, utilizing a quantitative approach through regression analysis. The research focused on examining key factors such as body type, age, cultural representation, attractiveness, and their combined effects with perceptions of the brand. Data were collected from 380 respondents through a structured questionnaire designed to measure these variables. The analysis provided valuable insights into how consumers' perceptions of brand ambassadors influence their behavior and decisions regarding brand consumption.

This study investigated the impact of brand ambassadors' physical attributes on consumption patterns and consumption behaviors using regression analysis. The analysis encompassed a total of 6 independent variables across two models, focusing on key factors such as body type, age, cultural representation, attractiveness, and the perception of brand ambassadors.

The study employed a quantitative research design, collecting data from 380 respondents through a structured questionnaire. Regression analyses revealed that several independent variables significantly influenced both consumption patterns and behaviors.

Attractiveness significantly influences consumption patterns ($B = 0.119$, $p < 0.001$) and consumption behavior ($B = 0.113$, $p < 0.001$). Body Type has a positive impact on consumption patterns ($B = 0.154$, $p < 0.001$) and consumption behavior ($B = 0.117$, $p < 0.001$). Age and Generational Relevance significantly affect consumption patterns ($B = 0.132$, $p < 0.001$) and consumption behavior ($B = 0.103$, $p < 0.001$). Cultural Representation is the strongest predictor, positively influencing consumption patterns ($B = 0.186$, $p < 0.001$) and consumption behavior ($B = 0.201$, $p < 0.001$). Perception towards the Brand significantly impacts consumption patterns ($B = 0.174$, $p < 0.001$) and behavior ($B = 0.193$, $p < 0.001$). Attitude towards Brand Ambassadors influences consumption patterns ($B = 0.105$, $p < 0.001$) and consumption behavior ($B = 0.120$, $p < 0.001$). The study achieves an overall model fit with R^2 values of 0.651 for consumption patterns and 0.643 for consumption behavior, indicating that the models explain a significant portion of the variance in the dependent variables. The ANOVA results further affirm the statistical significance of the regression models ($F =$

110.360, $p < 0.001$ for consumption behavior; $F = 110.360$, $p < 0.001$ for consumption patterns).

The findings underscore the importance of brand ambassadors' attributes in shaping consumer behaviors and provide valuable insights for marketers in selecting effective brand representatives. The study contributes to the existing literature by reinforcing the significance of cultural relevance, attractiveness, and consumer perceptions in driving consumption patterns and behaviors.

5.3 Conclusion

This study comprehensively examined the impact of brand ambassadors' attributes on consumer consumption patterns and behaviors. The findings revealed that various factors, including attractiveness, body type, age and generational relevance, cultural representation, perception towards the brand, and attitude towards brand ambassadors, significantly influence consumer decisions. Cultural representation emerged as the most critical factor affecting both consumption patterns and behaviors, highlighting the necessity for brands to select ambassadors who resonate with diverse consumer demographics. Attractiveness and body type also demonstrated strong positive correlations, indicating that visual appeal remains a significant driver in consumer choice. Moreover, the study underscored the importance of perception towards the brand and attitude towards brand ambassadors in shaping consumer behaviors. Positive perceptions can enhance brand loyalty and drive purchasing decisions, suggesting that brands should invest in building strong, relatable images for their ambassadors. These results not only contribute to the theoretical understanding of consumer behavior but also offer practical implications for marketers and brand strategists. By leveraging the insights from this research, brands can enhance their marketing strategies to foster deeper connections with consumers, ultimately driving sales and brand loyalty. Overall, this study highlights the essential role of brand ambassadors in influencing consumer behavior, reinforcing the need for brands to thoughtfully select representatives that embody values and characteristics aligned with their target audience. Future research could explore the evolving dynamics of brand ambassador roles in the context of digital marketing and social media, further enriching the understanding of consumer-brand relationships.

5.4 Recommendation

Based on the study's findings, several recommendations can be made to improve the effectiveness of brand ambassadors in influencing consumer behavior and optimizing marketing strategies:

1. Align Brand Ambassador Selection with Target Audience Values: Given the significant influence of cultural representation and body type on consumption behavior, companies should prioritize selecting brand ambassadors who resonate with the cultural identity and physical ideals of their target market. For example, if a brand is targeting a specific ethnic or cultural group, choosing ambassadors who represent that culture can lead to a stronger connection with consumers, enhancing brand loyalty and purchase intent.

2. Leverage Generational Relevance for Specific Demographics: The study found that age and generational relevance significantly affect consumer perception. Brands should consider selecting ambassadors whose age and lifestyle align with the specific demographic they are targeting.

3. Maximize Positive Brand and Ambassador Perceptions: Since perceptions of the brand ambassador strongly affect attitudes toward the brand, companies should ensure that the personal values and public image of the ambassador align with the brand's message and values. Negative associations with the ambassador can harm the brand, while positive traits—such as authenticity, charisma, and reliability—can enhance brand perception. Brands should actively monitor public sentiment towards their ambassadors and consider how their ambassadors' actions and personalities influence consumer trust and brand equity.

4. Enhance the Emotional Connection between Consumers and Brand Ambassadors: The study suggests that consumers who feel a strong emotional connection with the brand ambassador are more likely to adopt positive attitudes toward the brand itself. Companies should craft marketing strategies that foster this connection by using narratives or campaigns that highlight the personal stories of the ambassadors, their journey, or how they align with the brand's core mission. Emotional storytelling can amplify the ambassador's influence, making the brand more relatable and trustworthy.

5. Adapt Marketing Strategies for Diverse Consumer Groups: The results suggest that not all consumer segments respond uniformly to the same ambassador attributes. Therefore, marketing strategies should be diversified to appeal to different consumer groups. For example, brands may need to adjust their choice of ambassadors or the messaging used in campaigns depending on the geographic location or cultural background of the target audience. Tailoring campaigns to the local market can significantly improve brand resonance and consumer response.

6. Continuous Monitoring and Adjustment of Ambassador Effectiveness: Companies should regularly evaluate the effectiveness of their brand ambassadors by collecting consumer feedback and analyzing market data. If an ambassador's influence begins to wane or their

image no longer aligns with consumer expectations, brands should be prepared to adapt quickly, either by modifying the ambassador's role or by selecting new ambassadors who better align with evolving consumer preferences.

By addressing these specific areas, companies can enhance the effectiveness of their brand ambassadors, ensure stronger consumer connections, and optimize their marketing efforts to drive better results in terms of brand loyalty, consumer satisfaction, and sales growth. These recommendations reflect real-world solutions based on the findings and provide actionable steps for improving brand ambassador strategies in various industries.

5.5 Recommendation for future research

Future research should focus on expanding the scope of this study by exploring a broader range of industries and including a more diverse sample size to ensure generalizability across different market segments. Additionally, future studies could investigate the long-term effects of brand ambassadors on consumer behavior over time, considering variables such as shifting consumer preferences and the evolving role of social media influencers. Incorporating qualitative methods, such as interviews or focus groups, could also provide deeper insights into consumer perceptions and emotional connections with brand ambassadors.

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Appendix

Hi, my name is Dibora Melaku, and I am an MBA student at Addis Ababa University. I am conducting research on how physical attributes of a brand ambassadors influence consumption pattern and consumption behavior.

This survey comprises questions related to the title and the questions have been specifically crafted for the objective of this research. I would be grateful if you could complete my survey. The process of filling should not exceed twenty minutes.

Participation is entirely at your discretion. Since the responses will be kept anonymous, kindly provide the most honest and transparent responses possible. The responses furnished will be utilized in my research.

Thank you so much for your time and help!

Part I: Demographic profile

Please answer by putting a thick mark (✓) in the space provided.

1. Gender Male Female
2. Age Below 18 19-30 31-40 41-50 51 & above
3. Education level Below high school High school Diploma
1st Degree 2nd Degree & above
4. Occupation Student Employed Self-employed
Other

II. Research related questions

Please indicate the extent you agree/disagree by putting a check mark “✓” among the five alternatives.

X1	Attractiveness and brand ambassador	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1.	Brand ambassador endorsements have directly influenced some of my purchasing decisions.	1	2	3	4	5
2.	I notice the physical appearance of brand ambassadors in most advertisements.	1	2	3	4	5
3	I find brand ambassadors in advertisements to be quite attractive.	1	2	3	4	5
4	The attractiveness of a brand ambassador has Influence on my perception of the brand they endorse.	1	2	3	4	5
5	The attractiveness of a brand ambassador is a factor when I'm considering a purchase.	1	2	3	4	5

6	I have followed a brand because of the attractiveness of their ambassador in the past.	1	2	3	4	5
7	Advertisements featuring an attractive brand ambassador are likely to capture my attention.	1	2	3	4	5

X2	Body type and brand ambassador	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1	I notice the body type of brand ambassadors in advertisements.	1	2	3	4	5
2	The body type of a brand ambassador holds importance to me when I see them in advertisements.	1	2	3	4	5
3	I believe the body types of a brand ambassador influence my perception of the brand.	1	2	3	4	5
4.	I would purchase a product if the brand ambassador has a similar body type to mine.	1	2	3	4	5
5.	In my opinion, the body type of a brand ambassador affects their credibility.	1	2	3	4	5
6	I have felt excluded or unrepresented by advertisements featuring certain body types.	1	2	3	4	5
7	I would be likely to engage with ads featuring brand ambassadors with diverse body types.	1	2	3	4	5
8.	The body type of a brand ambassador can impact the overall message of the brand they represent, depending on the message itself.	1	2	3	4	5

X3	Age, generational relevance and brand ambassador	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1.	I consider the age of a brand ambassador when evaluating their fit with the brand.	1	2	3	4	5
2	I believe the age of a brand ambassador affects their ability to connect with certain products or services.	1	2	3	4	5
3.	A brand ambassador from my age group makes me likely to trust the brand.	1	2	3	4	5
4	I'd be likely to purchase a product endorsed by a brand ambassador who is close to my age.	1	2	3	4	5
5	The generational relevance of a brand ambassador affects their credibility.	1	2	3	4	5
6	I have felt disconnected or uninterested in ads featuring brand ambassadors significantly older/younger than me.	1	2	3	4	5
7.	I'd engage with ads featuring brand ambassadors who represent my generation.	1	2	3	4	5

8.	The age and generational relevance of a brand ambassador can enhance the overall message of the brand they represent, depending on the product and the message itself.	1	2	3	4	5
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X4	Cultural representation and brand ambassador	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1	I consider the cultural background or ethnicity of a brand ambassador when evaluating their fit with the brand.	1	2	3	4	5
2	Cultural representation of the brand ambassador is important to me in influencing my perception of the ambassador.	1	2	3	4	5
3	I would engage with a brand when its ambassador shares my cultural background or ethnicity.	1	2	3	4	5
4	A brand featuring a diverse range of brand ambassadors representing different cultural backgrounds would make me feel connected to the brand.	1	2	3	4	5
5	I have felt excluded or uninterested in ads featuring brand ambassadors who do not represent my cultural background.	1	2	3	4	5
6	I would likely purchase products from a brand that actively promotes cultural diversity through its brand ambassadors.	1	2	3	4	5
7	The cultural representation of a brand ambassador can enhance the overall message of the brand they represent, depending on the product and the message itself.	1	2	3	4	5
X5	attitude towards brand ambassador	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1	I believe my perception on a brand ambassador has a lot to the products they promote.	1	2	3	4	5
2	I prefer products that are endorsed by a brand ambassador I admire.	1	2	3	4	5
3	to a product I have felt drawn to a brand solely because of the positive perception of its ambassador.	1	2	3	4	5
4	My perception on brand ambassador gives me a positive signal	1	2	3	4	5
5	I'd be likely to engage with advertisements featuring a brand ambassador who is perceived positively.	1	2	3	4	5
6	The perception of a brand ambassador can enhance the overall image of the brand they represent, depending on how well it aligns with the brand's message.(to be corrected)	1	2	3	4	5

X6	Perception on brand	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1	I believe my perception of a brand can influence my attitude towards the brand.	1	2	3	4	5
2	I have felt drawn to a brand solely because of its positive perception.	1	2	3	4	5
3	The perception of a brand has a influence on consumers' attitudes towards the brand.	1	2	3	4	5
4	I'd be more likely to engage with advertisements or marketing materials from a brand with a positive perception.	1	2	3	4	5
5	The perception of a brand can enhance the overall image of the brand, depending on how well it aligns with the brand's values and actions.	1	2	3	4	5
13	Consumption patterns.	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
13.1	I frequently purchase products from brands that I have a like .	1	2	3	4	5
13.2	I usually buy products from brands with my favorable feelings.	1	2	3	4	5
13.3	My usual shopping habits goes with preferred brands	1	2	3	4	5
13.4	I often check for new products released by the brand I have positive attitude.	1	2	3	4	5
13.5	I regularly recommend the brand I have positive attitude to others.	1	2	3	4	5
13.6	I actively look for promotions and discounts for the brand I have positive attitude towards.					

14	Consumption behavior	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
14.1	I am usually stick with a familiar brand even if they offer a less appealing option.	1	2	3	4	5
14.2	I prefer the brand I have positive attitude when shopping for specific products.	1	2	3	4	5
14.3	I am willingness to pay a premium for products from preferred brands.	1	2	3	4	5
14.4	I have tried new products solely based on my positive attitude towards the endorsing brand.	1	2	3	4	5
14.5	I am more inclined to recommend brands I have a positive attitude towards to others.	1	2	3	4	5

አባሪ

ሰላም ዲቦራ መላኩ እባላለሁ በአዲስ አበባ ዩኒቨርሲቲ የ MBA ተማሪ ነኝ። የአንድ የምርት ስም አምባሳደሮች አካላዊ ባህሪዎች በፍጆታ ዘይቤ እና የፍጆታ ባህሪ ላይ እንዴት ተጽዕኖ እንደሚያሳድሩ ምርምር እያደረግሁ ነው።

ይህ የዳሰሳ ጥናት ከርዕሱ ጋር የተያያዙ ጥያቄዎችን ያቀፈ ሲሆን ጥያቄዎቹም ለዚህ ምርምር ዓላማ ተዘጋጅተዋል። ዳሰሳዬን ብታጠናቅቁ አመስጋኝ ነኝ። የመሙላት ሂደት ከሃያ ደቂቃዎች መብለጥ የለበትም።

ተሳትፎ ሙሉ በሙሉ በእርስዎ ውሳኔ ነው። ምላሾቹ ስም-አልባ ስለሚሆኑ፣ በተቻለ መጠን በጣም ታማኝ እና ግልጽ ምላሾችን በደግነት ያቅርቡ። የቀረቡት ምላሾች በእኔ ጥናት ውስጥ ጥቅም ላይ ይውላሉ።

ለጊዜዎ እና ለእርዳታዎ በጣም እናመሰግናለን!

ክፍል አንድ፡ የሰነድ መግለጫ

እባክዎን ምልክት በማድረግ መልስ ይስጡ (✓) በተሰጠው ቦታ ላይ።

1. ስድስት ወንድ ሴት

2. እድሜ ከ18 በታች 19-30 31-40
 41-50 51 እና ከዚያ በላይ

3. የትምህርት ደረጃ ከሁለተኛ ደረጃ በታች ሁለተኛ ደረጃ ዲፕሎማ
 1 ኛ ዲግሪ 2 ኛ ዲግሪ እና ከዚያ በላይ
 ሙያ ተማሪ ተቀጥሮ ራሱን የቻለ ሌላ

II. ምርምር ተዛማጅ ጥያቄዎች

እባክትን የሚስማሙበትን/የማይስማሙበትን መጠን ያመልክቱምልክት በማድረግ "✓" ከአምስቱ አማራጮች መካከል።

1	ማራኪነት እና የምርት አምባሳደር	በጣም አልስማማም (1)	አልስማማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
1.1.	የብራንድ አምባሳደር ድጋፍ በአንዳንድ የግዢ ውሳኔዎቹ ላይ ተጽዕኖ አሳድሯል።	1	2	3	4	5
1.2.	በአብዛኛዎቹ ማስታወቂያዎች ላይ የምርት አምባሳደሮችን አካላዊ ገጽታ አስተውያለሁ።	1	2	3	4	5
1.3.	በማስታወቂያዎች ውስጥ የብራንድ አምባሳደሮች በጣም ማራኪ ሆነው አግኝቻቸዋለሁ።	1	2	3	4	5
1.4.	የአንድ የምርት ስም አምባሳደር ማራኪነት እነሱ በሚደግፉት የምርት ስም ላይ ባለኝ አመለካከት ላይ ተጽዕኖ አለው።	1	2	3	4	5
1.5.	ግዢን ሳስብ የብራንድ አምባሳደር ማራኪነት ነው።	1	2	3	4	5
1.6.	ባለፈው ጊዜ በአምባሳደራቸው ማራኪነት የተነሳ ብራንድ ተከትያለሁ።	1	2	3	4	5
1.7.	ማራኪ የምርት አምባሳደርን የሚያሳዩ ማስታወቂያዎች ትኩረቴን ሊስቡ ይችላሉ።	1	2	3	4	5

2	የሰውነት አይነት እና የምርት አምባሳደር	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
2.1.	በማስታወቂያዎች ላይ የብራንድ አምባሳደሮችን የሰውነት አይነት አስተውያለሁ።	1	2	3	4	5
2.2.	በማስታወቂያዎች ላይ ሳያቸው የብራንድ አምባሳደር አካል አይነት ለእኔ አስፈላጊ ነው።	1	2	3	4	5
2.3.	የብራንድ አምባሳደር አካል ዓይነቶች ስለ የምርት ስሙ ያለኝን ግንዛቤ ላይ ተጽዕኖ እንደሚሰጥ አምናለሁ።	1	2	3	4	5
2.4.	የምርት ስም አምባሳደሩ ከእኔ ጋር ተመሳሳይ የሆነ የሰውነት አይነት ካለው አንድ ምርት እገዛለሁ።	1	2	3	4	5
2.5.	በእኔ አስተያየት የብራንድ አምባሳደር አካል አይነት ተአማኒነታቸውን ይነካል።	1	2	3	4	5
2.6.	የተወሰኑ የሰውነት ዓይነቶችን በሚያሳዩ ማስታወቂያዎች እንደተገለጹ ወይም እንዳልወከሉ ተሰማኝ።	1	2	3	4	5
2.7.	የተለያዩ የሰውነት ዓይነቶች ካላቸው የምርት ስም አምባሳደሮችን ከሚያሳዩ ማስታወቂያዎች ጋር መሳተፍ እችል ነበር።	1	2	3	4	5
2.8.	የብራንድ አምባሳደር አካል አይነት በመልእክቱ ላይ በመመስረት የሚወከሉት የምርት ስም አጠቃላይ መልእክት ላይ ተጽእኖ ሊያሳድር ይችላል።	1	2	3	4	5

3	ዕድሜ፣ የትውልድ አግባብነት እና የምርት ስም አምባሳደር	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
3.1.	የምርት ስም አምባሳደርን ከብራንድ ጋር የሚሰማማቸውን ስገመግም ዕድሜ እቆጥረዋለሁ።	1	2	3	4	5
3.2.	የብራንድ አምባሳደር እድሜ ከተወሰኑ ምርቶች ወይም አገልግሎቶች ጋር የመገናኘት ችሎታቸውን ይጎዳል ብዬ አምናለሁ።	1	2	3	4	5
3.3.	በእኔ የዕድሜ ክልል ውስጥ ያለ የምርት ስም አምባሳደር ምልክቱን እንዳምን አድርጎኛል።	1	2	3	4	5
3.4.	ከእድሜዬ ጋር ቅርብ በሆነ የብራንድ አምባሳደር የተረጋገጠ ምርት ልገዛ እችል ነበር።	1	2	3	4	5
3.5.	የብራንድ አምባሳደር ትውልዱ አግባብነት ተአማኒነታቸውን ይነካል።	1	2	3	4	5
3.6.	የብራንድ አምባሳደሮች ከእኔ በጣም የሚበልጡ/በወጣትነት የሚያሳዩ ማስታወቂያዎች ላይ ግንኙነቱ እንደተቋረጠ ወይም ፍላጎት እንደሌለኝ ተሰማኝ።	1	2	3	4	5
3.7.	የእኔን ትውልድ የሚወከሉ የምርት ስም አምባሳደሮችን ከሚያሳዩ ማስታወቂያዎች ጋር እሳተፋለሁ።	1	2	3	4	5
3.8.	የአንድ የምርት ስም አምባሳደር ዕድሜ እና ትውልዱ አግባብነት እንደ ምርቱ እና እንደ መልእክቱ የሚወከሉትን የምርት ስም አጠቃላይ መልእክት ሊያሳድግ ይችላል።	1	2	3	4	5

4	የባህል ውክልና እና የምርት አምባሳደር	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
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4.1	የብራንድ አምባሳደርን ከብራንድ ጋር የሚስማሙበትን ሁኔታ በምግብምግምበት ጊዜ የባህል ዳራውን ወይም ጎሳውን ግምት ውስጥ አስገባለሁ።	1	2	3	4	5
4.2	ስለ አምባሳደሩ ያለኝን አመለካከት ላይ ተጽዕኖ ለማድረግ የብራንድ አምባሳደር የባህል ውክልና ለእኔ አስፈላጊ ነው።	1	2	3	4	5
4.3	አምባሳደሩ የእኔን ባህላዊ ዳራ ወይም ጎሳ ሲጋራ ከብራንድ ጋር አስራ ነበር።	1	2	3	4	5
4.4	የተለያዩ የባህል ዳራዎችን የሚወክሉ የተለያዩ የምርት አምባሳደሮችን የሚያሳይ የምርት ስም ከብራንድ ጋር እንደተገናኘ እንዲሰማኝ ያደርገኛል።	1	2	3	4	5
4.5	የእኔን የባህል ዳራ የማይወክሉ የምርት አምባሳደሮችን በሚያሳዩ ማስታወቂያዎች እንደተገለጸኩ ወይም ፍላጎት እንደሌለኝ ተሰማኝ።	1	2	3	4	5
4.6	ብራንድ አምባሳደሮች አማካኝነት የባህል ልዩነትን በንቃት ከሚያስተዋውቅ የምርት ስም ምርቶችን መግዛት አቸል ይሆናል።	1	2	3	4	5
4.7	የአንድ የምርት ስም አምባሳደር ባህላዊ ውክልና እንደ ምርቱ እና እንደ መልእክቱ የሚወክሉትን የምርት ስም አጠቃላይ መልእክት ሊያሳድግ ይችላል።	1	2	3	4	5

5	ማራኪነት እና የምርት ስም ግንዛቤ	በጣም አልሰማማም (1)	አልሰማማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
5.1	ስለ የምርት ስም ያለኝን ግንዛቤ ስገመግም የብራንድ ማስታወቂያዎችን ማራኪነት እቆጥራለሁ።	1	2	3	4	5
5.2	የምርት ስም ማስታወቂያ ቁሳቁሶች ማራኪነት ለብራንድ ያለኝን ግንዛቤ ላይ ተጽዕኖ ለማድረግ ለእኔ አስፈላጊ ነው።	1	2	3	4	5
5.3	የአንድ የምርት ስም ማስታወቂያ ማራኪነት ስለ ምልክቱ ያለኝን አጠቃላይ ግንዛቤ ላይ ተጽዕኖ እንደሚያሳድር አምናለሁ።	1	2	3	4	5
5.4	በሚያምር ሁኔታ ከሚያስደስቱ ማስታወቂያዎች ጋር ምርትን ከብራንድ የመግዛት እድለኛ ነኝ።	1	2	3	4	5
5.5	አንድ የምርት ስም በማስታወቂያ ቁሳቁሶች ማራኪነት ምክንያት ቢቻ ወደ ብራንድ ስቧል ተሰማኝ።	1	2	3	4	5
5.6	የአንድ ብራንድ ማስታወቂያ ቁሳቁሶች ማራኪነት እንደ መልዕክቱ እና እንደ ምርቱ ላይ በመመርኮዝ የምርት ስምን አጠቃላይ ገጽታ ያሳድጋል።	1	2	3	4	5

6	አካል እና የምርት ስም ግንዛቤ	በጣም አልሰማማም (1)	አልሰማማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
6.1	ስለ የምርት ስም አስተያየት በምስጥበት ጊዜ በአንድ የምርት ስም ማስታወቂያ ላይ የቀረቡትን የሞዴሎች ወይም የግለሰቦችን አካል እመለከታለሁ።	1	2	3	4	5
6.2	የምርት ስምን በምግብምግምበት ጊዜ ለእኔ አስፈላጊ በሆነ የምርት ስም ማስታወቂያዎች ውስጥ የቀረቡት የግለሰቦች አካል ዓይነቶች።	1	2	3	4	5

6.3	በብራንድ ማስታወቂያ ላይ የቀረቡት የግለሰቦች አካል ዓይነቶች ስለብራንድ ባለኝ ግንዛቤ ላይ ተጽዕኖ ያሳድራሉ ብዬ አምናለሁ።	1	2	3	4	5
6.4	በማስታወቂያ ዘመቻዎቹ ውስጥ የተለያዩ አይነት የሰውነት ዓይነቶችን የሚያሳይ የምርት ስም የምርት ስሙን እንዳምን ሊያደርገኝ ይችላል።	1	2	3	4	5
6.5	በማስታወቂያዎቹ ላይ ከራሴ ጋር የሚመሳሰሉ የሰውነት ዓይነቶችን ከሚያሳዩ የምርት ስም ምርቶችን የመግዛት እድለኛ ነኝ።	1	2	3	4	5
6.6	በአንድ የምርት ስም ማስታወቂያዎች ውስጥ ያሉ የተለያዩ የሰውነት ዓይነቶች ውክልና የምርት ስም ተዓማኒነት ላይ ተጽዕኖ ያሳድራል።	1	2	3	4	5
6.7	በዋነኛነት አንድን የሰውነት አይነት በሚያሳዩ ማስታወቂያዎች እንደተገለሉ ወይም እንዳልወከሉ ተሰማኝ።	1	2	3	4	5

7	ዕድሜ እና ትውልዱ ተገቢነት እና የምርት ስም ግንዛቤ	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
7.1	ስለ የምርት ስሙ አስተያየት በሚፈጥሩበት ጊዜ በአንድ የምርት ስም ማስታወቂያ ላይ የቀረቡትን ግለሰቦች ዕድሜ እና ትውልድ አስፈላጊነት ግምት ውስጥ አስገባለሁ።	1	2	3	4	5
7.2	የምርት ስሙን በምገመግምበት ጊዜ ለእኔ አስፈላጊ የሆኑ የግለሰቦች ዕድሜ እና ትውልዳዊ ጠቀሜታ በብራንድ ማስታወቂያ ላይ ነው።	1	2	3	4	5
7.3	በማስታወቂያዎቹ ላይ የራሴን የዕድሜ ቡድን ወይም ትውልድ ግለሰቦችን የሚያሳይ የምርት ስም ምርቶችን የመግዛት እድለኛ ነኝ።	1	2	3	4	5
7.4	በጣም የተለያዩ የዕድሜ ቡድኖች ወይም ትውልዶች የሆኑ ግለሰቦችን በሚያቀርቡ ማስታወቂያዎች ላይ ግንኙነቱ የተቋረጠ ወይም ፍላጎት እንደሌለኝ ይሰማኛል።	1	2	3	4	5
7.5	የእድሜ ቡድኖች እና የትውልድ ውክልና በአንድ የምርት ስም ማስታወቂያዎች ላይ እንደ መልእክቱ እና እንደ ምርቱ አጠቃላይ የምርት ስሙን ሊያሳድግ ይችላል።	1	2	3	4	5

8	የባህል ውክልና እና የምርት ስም ግንዛቤ	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
8.1	ስለ የምርት ስሙ አስተያየት በምሰራበት ጊዜ ሁል ጊዜ በምርት ስም ማስታወቂያዎች ውስጥ ያለውን የባህል ውክልና አመለካከት ማለፍ።	1	2	3	4	5
8.2	የምርት ስሙን በምገመግምበት ጊዜ በብራንድ ማስታወቂያዎች ውስጥ ያለው የባህል ውክልና ለእኔ አስፈላጊ ነው።	1	2	3	4	5
8.3	በማስታወቂያዎቹ ላይ የባህል ብዝሃነትን ከሚያሳዩ የምርት ስም ምርቶችን የመግዛት እድላቸው ሰፊ ነው።	1	2	3	4	5
8.4	የባህል ዳራዬን በማይወክሉ ማስታወቂያዎች እንደተገለጹ ወይም ፍላጎት እንደሌለኝ ተሰማኝ።	1	2	3	4	5

8.5	በብራንድ ማስታወቂያ ላይ የባህላዊ ልዩነት ውክልና በመልክቱ እና በምርቱ ላይ በመመስረት የምርት ስሙን አጠቃላይ ገጽታ ሊያሳድግ ይችላል።	1	2	3	4	5
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9	ስለ የምርት ስም አምባሳደር ስለ የምርት ስም አምባሳደር ያለው አመለካከት	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
9.1	ስለ የምርት ስም አምባሳደር ያለኝ ግንዛቤ እነሱ ለሚወክሉት የምርት ስም ባለኝ አመለካከት ላይ ተጽዕኖ እንደሚያሳድር አምናለሁ።	1	2	3	4	5
9.2	አንድ ምርት የገዛሁት በማደንቀው የምርት ስም አምባሳደር ስለተረጋገጠ ብቻ ነው።	1	2	3	4	5
9.3	ወደ አንድ የምርት ስም እንደሰበኝ የተሰማኝ በአምባሳደሩ አምንታዊ ግንዛቤ ምክንያት ብቻ ነው።	1	2	3	4	5
9.4	የምርት ስም አምባሳደር ያለው ግንዛቤ በሽማቻ ለብራንድ ባላቸው አመለካከት ላይ ከፍተኛ ተጽዕኖ አለው።	1	2	3	4	5
9.5	በአምንታዊ መልኩ የሚታወቅ የምርት ስም አምባሳደር ከሚያሳዩ ማስታወቂያዎች ጋር መሳተፍ እችል ነበር።	1	2	3	4	5
9.6	የብራንድ አምባሳደር ያለው ግንዛቤ የሚወክሉትን የምርት ስም አጠቃላይ ገጽታ ሊያሳድግ ይችላል፤ ይህም ከብራንድ መልእክት ጋር ምን ያህል እንደሚሰማ ላይ ነው።	1	2	3	4	5

10	የምርት ስም ስለ የምርት ስም ያለው አመለካከት	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
10.1	ስለ የምርት ስም ያለኝ ግንዛቤ ለብራንድ ያለኝ አመለካከት ላይ ተጽዕኖ እንደሚያሳድር አምናለሁ።	1	2	3	4	5
10.2	አንድ የምርት ስም በአምንታዊ ግንዛቤው ምክንያት ብቻ እንደሰበኝ ተሰማኝ።	1	2	3	4	5
10.3	የምርት ስም ግንዛቤ በሽማቻ ለብራንድ ባላቸው አመለካከት ላይ ተጽዕኖ አለው።	1	2	3	4	5
10.4	አምንታዊ ግንዛቤ ካለው የምርት ስም ማስታወቂያዎች ወይም የግብይት ቁሶች ጋር የመሳተፍ እድለኛ ነኝ።	1	2	3	4	5
10.5	የምርት ስም ግንዛቤ የምርት ስሙን አጠቃላይ ገጽታ ሊያሳድግ ይችላል፤ ይህም ከብራንድ እሴቶች እና ድርጊቶች ጋር ምን ያህል እንደሚሰማ ላይ በመመስረት።	1	2	3	4	5

11	ለብራንድ አምባሳደር ያለው አመለካከት እና የፍጆታ ባህሪ።	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
11.1	በግዢ ውሳኔዎቼ ውስጥ፣ የማደንቃቸው የምርት ስም አምባሳደሮች የጻደቁ ምርቶችን የማጤን አድላቸው ሰፊ ነው።	1	2	3	4	5
11.2	የምርት ስም አምባሳደር አንድን ምርት ሲያስተዋውቅ አምንታዊ አመለካከት ሲኖረኝ ግዢ የመፈጸም ፍላጎት አለኝ።	1	2	3	4	5

11.3	ቡብራንድ አምባሳደር ጥቆማ መሰረት ግዢ ፈፅሜያለሁ።	1	2	3	4	5
11.4	የምርት ስም አምባሳደር እውቅና በግዢ ውሳኔዎቼ ላይ ከፍተኛ ተጽዕኖ አለው።	1	2	3	4	5
11.5	በእኔ የግዢ ባህሪ ላይ የአንድ የምርት ስም አምባሳደር ድጋፍ አስፈላጊ ነው።	1	2	3	4	5

12	ለብራንድ አምባሳደር እና ለፍጆታ ንድፍ ያለው አመለካከት።	በጣም አልሰማማም (1)	አልሰማማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
12.1	የአንድ የምርት ስም አምባሳደር ማረጋገጫ በግዢዬ ድግግሞሽ ላይ ተጽዕኖ ያሳድራል።	1	2	3	4	5
12.2	የማድንቀው የምርት ስም አምባሳደር የተደገፈ አዳዲስ ምርቶችን ልሞክር ይሆናል።	1	2	3	4	5
12.3	ቡብራንድ አምባሳደሮች ተጽዕኖ የተነሳ የግዢ ልማዶቼ ላይ ለውጥ አስተውያለሁ።	1	2	3	4	5
12.4	እኔ የማድንቀው የምርት ስም አምባሳደር በፀደቀው የምርት ስም ውስጥ የተለያዩ ምርቶችን ማሰስ ይቀናኛል።	1	2	3	4	5
12.5	የብራንድ አምባሳደር ድጋፍ በጠቅላላ የግዢ ምርጫዎቼ ላይ ተጽዕኖ ያሳድራል።	1	2	3	4	5

13	ለብራንድ እና ለፍጆታ ቅጦች ያለ አመለካከት።	በጣም አልሰማማም (1)	አልሰማማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
13.1	ብዙ ጊዜ ምርቶችን የምገዛው አዎንታዊ አመለካከት ካለኝ ብራንዶች ነው።	1	2	3	4	5
13.2	ስለ የምርት ስም ያለኝ ጥሩ አስተያየት ከዚያ የምርት ስም በምገዛቸው ምርቶች ብዛት ላይ ተጽዕኖ ያሳድራል።	1	2	3	4	5
13.3	ስለተለመደው የግዢ ልማዶቼ ሳስብ፣ ለብራንድ ያለኝ አዎንታዊ አመለካከት አዲስ ብራንዶችን ወይም በተለምዶ የማላስብባቸውን ምርቶች ለመሞከር በወሰንኩት ውሳኔ ላይ ተጽዕኖ ያሳድራል።	1	2	3	4	5
13.4	ብዙ ጊዜ አዎንታዊ አመለካከት አለኝ በሚለው የምርት ስም የተለቀቁ አዳዲስ ምርቶችን አረጋግጣለሁ።	1	2	3	4	5
13.5	ለሌሎች አዎንታዊ አመለካከት ያለኝ የምርት ስም አዘውትራ እመክራለሁ።	1	2	3	4	5
13.6	አዎንታዊ አመለካከት ላለኝ የምርት ስም ማስተዋወቂያዎችን እና ቅናሾችን በንቃት እፈልጋለሁ።					

14	ለብራንድ እና ለፍጆታ ባህሪ ያለው አመለካከት	በጣም አልሰማማም (1)	አልሰማማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
14.1	ለብራንድ ያለኝ አዎንታዊ አመለካከት ከምታውቀው የምርት ስም ጋር እንድቆይ ተጽዕኖ ሊያሳድርብኝ ይችላል ምንም እንኳን ብዙም የሚሰብ አማራጭ ቢሰጠኝም።	1	2	3	4	5
14.2	ለተወሰኑ ምርቶች ሲገዙ አዎንታዊ አመለካከት ያለኝን የምርት ስም እመርጣለሁ።	1	2	3	4	5

14.3	ለአንድ የምርት ስም ያለኝ አዎንታዊ አመለካከት ለምርቶቼ ፕሪሚየም ለመክፈል ያለኝ ፍላጎት ላይ ተጽዕኖ ያሳድራል።	1	2	3	4	5
14.4	አዳዲስ ምርቶችን ሞክራለሁ ለሚደግፈው የምርት ስም ባለኝ አዎንታዊ አመለካከት ላይ በመመስረት ብቻ።	1	2	3	4	5
14.5	ለሌሎች አዎንታዊ አመለካከት ያለኝን የምርት ስሞችን የመምከር ፍላጎት አለኝ።	1	2	3	4	5