



ADDIS ABABA UNIVERSITY  
COLLEGE OF BUSINESS AND ECONOMICS  
SCHOOL OF COMMERCE  
MA in Marketing Management Program

**THE EFFECTS OF USING CELEBRITY ENDORSEMENT IN  
ADVERTISEMENT ON CONSUMER BUYING PREFERENCE (THE  
CASE OF AMBASSADOR GARMENT AND TRADE PLC)**

A Thesis Submitted to the AAU, SoC in Partial Fulfilment of the Requirement for the Award of the  
Degree of Master of Arts in Marketing Management, Addis Ababa, Ethiopia

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ADVISOR:  
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June 2019

Addis Ababa, Ethiopia

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# Declaration

I, Surafel Asrat, hereby declare that this thesis entitled “**The Effects of Using Celebrity Endorsement in Advertisement on Consumer Buying Preference (The case of Ambassador Garment and Trade PLC)**” is my original work prepared under the guidance of my advisor, Geite Andualem (Ph.D.). This research paper is submitted in partial fulfilment of the requirement for the Award of Master of Arts Degree in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university. I would like also to confirm that all the sources of materials used in this study are properly acknowledged.

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## **Statement of Certification**

This is to certify that Surafel Asrat has carried out his thesis entitled “The Effects of Using Celebrity Endorsement in Advertisement on Consumer Buying Preference (The case of Ambassador Garment and Trade PLC)” in partial fulfilment of the requirement for the Award of Master of Arts Degree in Marketing Management at Addis Ababa University College of Business and Economics School of Commerce. This research paper is an original work and has not been submitted to any diploma or degree in any college or university.

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Geite Andualem (Ph.D.)

**Addis Ababa University  
College of Business and Economics  
School of Commerce  
Graduate Studies  
Marketing Management Program Unit**

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# Abstract

*This study was intended to examine the effect of celebrity endorsement in consumers' buying preference and for measuring the results Ambassador Garment and Trade PLC was selected. The study used Ohanian's source credibility model (Trustworthiness, Expertise and Physical attractiveness) and Product Match Up Hypothesis (Celebrity-Brand fit) to formulate the conceptual framework. It followed explanatory research design and applied a quantitative type of research approach to collect the necessary data. From the 385 distributed questionnaires, 345 valid responses were collected from both customers and not customers of Ambassador Garment and Trade PLC. The data were analysed using descriptive statistical analysis (mean, standard deviation) and inferential statistical analysis like correlation and multiple regressions. The result of the survey reveals that trustworthiness, physical attractiveness and celebrity-brand fit have a positive impact on consumers' buying preference. But expertise level of the celebrity has no impact on the dependent variable. In general, the result of the research shows that celebrity endorsement has a significant impact on consumers' buying preference. Finally, the research suggests that the company should give a great emphasis on celebrity-brand fit but to not care much for expertise level of celebrities.*

**Key words:** *Celebrity-Endorsement, Source-Credibility, Product-Match-Up-Hypothesis, Trustworthiness, Expertise, Physical-Attractiveness and Celebrity-Brand-Fit.*

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SURAFEL ASRAT

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# CHAPTER ONE - INTRODUCTION

## 1.1. Background of the study

### 1.1.1. What is Celebrity Endorsement

For an effective marketing campaign, it is imperative for firms to design marketing communication strategies in such a manner that they will support other marketing mix elements such as product design, branding, packaging and distribution channels decisions (Mishra A. S. & Bailey A. A., 2012). According to Sivanandamoorthy S. (2013), firms believing that the power of a brand lies in the mind of existing or potential customers and what they have experienced directly or indirectly about the brand, adopt strategic brand management approach, using celebrity endorsement.

Over the years, advertisers have been developing different strategies to break through the clutters of the ads and catch the attention of the target audience for their advertisements. Advertisers use a variety of advertising appeals such as music, humor and attractive pictures to distinguish their products from their competitors (Rollins & Bhutada, 2014). On top of these, marketers make use of the popular strategy of celebrity endorsement to creatively break through the clutter of advertisement (Muda, Musa, & Putit, 2011).

Celebrity endorsement is a type of channel in brand communication through which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending their personality, popularity and status in the society or expertise in the field to the brand (Sivanandamoorthy S., 2013). Other researchers also have found that it has helped in positively changing consumers' attitude towards brands; increasing the believability and credibility of ads; influencing the purchase intentions of consumers (Kamins, 1990; Kamins et al., 1994; Amos et al., 2008); and increasing brand recall and recognition (Misra and Beatty, 1990).

Khatri (2006) stated four types of celebrity endorsement:-

- **Testimonial:** refers to the situation where the celebrity personally used a product or service and gives a testimonial citing its benefits and qualities.

- **Endorsement:** is the case where celebrities lend their names to ads for product or services for which they may or may not be the experts.
- **Actor:** here a celebrity may be asked to present a product or service as a part of character enactment rather than personal testimonial or endorsement.
- **Spokesperson:** A celebrity who represents a brand or company over extended periods of time often in print and TV ads as well as in personal appearances is usually called a company's spokesperson.

According to McCracken's (1989), celebrity endorser is, "Any individual who enjoys public recognition and who use this recognition on behalf of a consumer good by appearing with it in an advertisement, is useful, because when celebrities are depicted in advertisements, they bring their own culturally related meanings, thereto, irrespective of the required promotional role".

Since celebrities are face of society and taking care of themselves is essential for their image in their career or in the society, it is believed that they wear the right clothes, drink the right beverages and use the right fragrances. So, companies take advantage of this imagination of the consumers and use it to reflect that their product has been chosen over the others.

The use and influence of celebrity endorsement is getting larger and larger at this time (D.Chabo, 2005). Different research works have been done so far regarding on the consumer buying preference and buying motives in connection to celebrity endorsed advertisement worldwide; but when we come to our country's context a little has been done.

### **1.1.2.Celebrity Endorsement-An Ethiopian perspective**

Modern celebrity advertising originates from the United States. However, the practice has dramatically increased in other parts of the world due to the development of commodity culture and mass media technology (Bahiru D 2015). Celebrity have been involved in endorsing activities since the late nineteenth century (Erdogan, 1999). Currently, the use of celebrities as part of marketing communications strategy is a fairly common practice for major firms in supporting corporate or brand imagery.

In Ethiopia, there is no statistics available to show whether practicing celebrity endorsement in advertisement is increasing or not. Ideally, there are different company's trying to apply celebrity

endorsement and reap the best results from the instrument. For example, Walya Beer was endorsed by Artist Netsanet Workneh, Commercial Bank of Ethiopia is endorsed by Artist Alemayehu Tadesse, Canbebe Diaper was endorsed by Athlete Messeret Defar, Aqua Safe Bottled Water is endorsed by Athlete Almaz Ayana, NIDO Milk was endorsed by Athlete Haile G/Silassie, Ambassador Suit is endorsed by Artist Girum Ermias and so on. These brands are not the only ones in applying celebrity endorsement in Ethiopia. This situation could be a good indication that practicing celebrity endorsement is increasing in Ethiopia time to time.

## **1.2. Background of the Organization**

Ato Seid Mohammed Berhan is one of the pioneers and exemplary entrepreneurs here in Ethiopia. As per his explanation and briefing about the Ambassador Garment and Trade PLC, the very first task was started some three decades ago with a budget of not more than Br 1000. The owner of this company is very familiar in many stages on televised programs.

Ambassador Garment and Trade PLC established in 1980 as a Sole Proprietorship. It was recognized as a Private Limited Company in 1998.

The main products of the company are gentlemen's suits, coats, trousers-readymade and made to measure at a daily capacity of 500 complete suits readymade and 100 complete suits for made to measure. Here is the official Logo of the company

The potential customers of the company are graduating students, bride grooms, best men, employees working under service giving instructions like banks and hotels, and any casual and/or dinner wear seekers.

### **Vision of the company**

- To be a well-known modern life style brand in eastern and southern Africa.

### **Mission of the company**

- Produce fashionable and quality suits and satisfy the needs of their customers.



*Fig 1.1. Logo of Ambassador Garment and Trade PLC*

The company has more than 500 employees. The objective of the company is to produce quality suits at price that is affordable to most of its customers and to contribute to the national economy by creating job opportunities and paying taxes ([www.ambassadorgarment.com](http://www.ambassadorgarment.com), 2018).

As to the knowledge of the author, this company started endorsing its products by celebrities couple of years ago. For the first time, the endorser was Artist Serawit Fikre. After some period of time, when Ethiopia was passed for the African Cup, Salehadin Seid was the endorser. He is a legend in Ethiopian Football. The third endorser, who is still endorsing the products is a famous actor in Ethiopian Film industry and can be a representation for the youth generation, is Artist Girum Ermiyas.

### **1.3. Statement of the problem**

Every day a person living in an over-populated country will be exposed to one thousand advertisements on average. But 80% of the information will be forgotten by the viewers within 24 hours. To deal with this, marketers use celebrity endorsement to reinforce their marketing message (Nyarko, Asimah, Agbemava and Tsetse, 2015). Ibitayo and Tejumaiye (2015) also argued that consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television every day. And every brand attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand.

The main challenge of the marketer is to find a way to catch the subject's attention. In helping to achieve this, use of celebrity endorsers is a widely used marketing strategy. In this very dynamic business world, the influence of celebrities on consumers appears to be larger than ever before (Babu M. N. and Latha K. L., 2014).

Since Advertisement is “the art of persuasion” that is mainly concerned to create awareness about what is being offered with ultimate objective to persuade towards buying, celebrities are assumed to have greater power of influencing customers (Rameez S. et al (2014). Atkin and Block (1983) also argued that one of the power tools by which advertisers attempt to reinforce the image and identification of the celebrity to promote a product or company is celebrity endorsement.

The use of celebrity endorsers stands for an effective way of transferring meaning to brands as it is believed that celebrity endorsers bring their own emblematic meaning to the endorsement process and that this cultural meaning imbibed in the Celebrity is passed on to the product which in turn is passed on to the consumer.

There is a difference between celebrities and anonymous persons because celebrities have the capability to deliver meanings of extra depth, power and subtlety and offers a range of lifestyle and personality which cannot be matched by anonymous persons. The most heavily stereotyped celebrities have produced interconnected multiple meanings this indicates that celebrity endorsers are far more effective than non-celebrity endorsers. And that is why marketers invest huge amounts of money in contracts with celebrity endorsers each year, since they believe that celebrities affect the process of selling of their brands or products.

Every company has an image. By making a celebrity spokesman for the company, they put a significant part of the company’s image in the hands of a celebrity. When the celebrity subsequently creates a negative image for him or herself, the image of the company will be affected. Therefore, it is crucial to select the most suitable celebrity as endorser for a product. With the help of celebrity consumers attitude can be changed, buying preference can be enlarged and profit can be extended. But the right celebrity must be picked for the right company (Muthukumar N., 2014).

These and other related studies shows that how significantly celebrity endorsement can affect the outcome of advertising. This is why the author of this research have been attracted in this modern marketing tool and have become interested to study the effect of celebrity endorsement in Ethiopia. As to the knowledge of the author, it is difficult to believe that sufficient studies had been conducted in this area of field in Ethiopia. Even if there are a few countable researches done on Banking and Shoes industries (Edom B., 2017; Elias S., 2015; Tadesse C., 2018, etc.), there is still a shortage of empirical evidence to guide marketers in Ethiopia, especially in garment industries, in what they should focus

while applying the instrument. Related to this, results of the above-mentioned studies done in Ethiopia are based on the data collected from only the customers of the companies. The researcher of this study found this situation as a methodological gap and included the non-customers to feel this gap. The argument behind this conclusion is, may be these people are not the customers of the company because they are not attracted to the advertisement or they found some mistakes or inappropriateness or some fault on the advertisement or there is some other problem. Finding this problem may help the company to correct its method of using the instrument.

This study identified the effects of celebrity endorsement in consumers buying preference of Ambassador Garment and Trade PLC. There are some different sources of Suit in Ethiopia. There are local or small Suit manufacturers, there are big or local branded Suit manufacturers like Ambassador and there are Suit importers from Turkey, Italy etc. This indicates there is a big competition environment for such companies.

Therefore, it could be argued that having a good strategy to create awareness is essential for manufacturers or companies that are involved in garment industries, to be the choice of consumers. Based on the previously mentioned studies, celebrity endorsement is one of the best strategies to create awareness and to have a better brand image. In this regard, Ambassador Garment and Trade PLC has a good experience in applying this advertising instrument. According to the data in researcher's hand, the current endorser is a third celebrity in endorsing their product. By lying on this experience of the company, this research tries to find out if the company is choosing its endorsers appropriately and whether the company gets the expected benefits by applying this marketing instrument or not.

This study tries to analyse and interpret the four selected independent variables such as *trustworthiness*, *physical attractiveness*, *expertise level of the celebrities* and *celebrity-brand match/fit* effect on consumers' buying preference of Ambassador Garment and Trade PLC. On the other hand, companies are trying to apply celebrity endorsement without measuring the appropriateness of each variables of the tool based on the chosen celebrity. This creates a practical gap in the effectiveness of the tool. This study will try to give insight for such companies how to fill this gap by measuring the independent variables of this research.

## 1.4. Research questions

This research tries to answer the following questions

- To what extent the trustworthiness of celebrity exert influence on consumer's buying preference of Ambassador Garment and Trade PLC Products?
- How does the physical attractiveness of celebrities affect consumer's buying preference of Ambassador Garment and Trade PLC Products?
- How does the expertise level of Celebrities influence consumer's buying preference of Ambassador Garment and Trade PLC Products?
- How does celebrity-brand match/fit influence consumer's buying preference of Ambassador Garment and Trade PLC Products?

## 1.5. Objective of the research

The general purpose of this study is to examine the influence of celebrity endorsement on consumer buying preference of Suits of Ambassador Garment and Trade PLC. The specific objectives of this research are:

- To determine the effects of trustworthiness of celebrities on consumer buying preference of *Ambassador Garment and Trade PLC Products* in Addis Ababa.
- To ascertain the effects of physical attractiveness of celebrities on consumer buying preference of *Ambassador Garment and Trade PLC Products* in Addis Ababa.
- To asses the effects of expertise of celebrities on consumer buying preference of *Ambassador Garment and Trade PLC Products* in Addis Ababa.
- To determine the effects of celebrity-brand match/fit on consumer buying preference of *Ambassador Garment and Trade PLC Products* in Addis Ababa.

## 1.6. Significance of the study

Even though many research works have been done on this area worldwide, when we come to our country's case very few has been done so far. Therefore, this research could have a big role in guiding other companies by showing the effects of celebrity endorsement in consumer buying preference in the case of Ambassador Garment and Trade PLC and could feel the gap that occurs during the application of the tool. And also, the research could be used as a reference for future studies.

## 1.7. Scope of the study

### Geographical scope

The data needed for this research was collected from both customers and not customers of Ambassador Garment and Trade PLC who live in Addis Ababa and viewed the endorsed advertisement of Ambassador Suit.

### Variables

The independent variables of the research are **trustworthiness, Physical Attractiveness, expertise** and **brand-match/fit** of the **celebrities**. And the dependent variable of the research is the consumer buying preference.

### Methodological scope

Because close-ended and structured questionnaires are needed for the research, quantitative research approach is going to be used to collect data.

## 1.8. Limitation of the study

The main problem that was faced by the author is getting data from the targets that is enough and efficient for conducting the research. As Kothari C. (2004) also indicated, it is difficult to be sure that whether willing respondents are truly representative of the chosen case. This problem may affect the accuracy of the research. Other than respondents, the limitation of this study might be to conclude the result for other products in Ethiopia. As the title of this research indicates the study will be done on Anbessa Shoes. There is a time and resource limitation to include other varieties. Therefore, the result may or may not work for other products.

## 1.9. Definition of terms

- **Celebrity** is defined as a person who enjoys public recognition from a large share of a certain group of people and uses this recognition on behalf of a consumer good by appearing with it in advertisements (McCracken, 1989).

- **Celebrity endorsement** is a form of advertising campaign that involves well known persons using their fame to help promote a product or service (Sertoglu & Catli 2014).
- **Expertise** is the extent to which a communicator is perceived to be a source of valid assertions and it refers to the knowledge, experience or skills possessed by an endorser (Demissie, 2015).
- **Trustworthiness** can be described as the consumer's degree of confidence in, and level of acceptance of the celebrity and what celebrities say about brands (Erdogan 1999).
- **Physical attractiveness** is operationally defined as the degree to which a person's face is pleasing to observe and is determined through a consensus of judges (Ohanian, 1991).
- **Celebrity-Brand fit** is a harmony of the match between the celebrity endorser and the product being endorsed (Ohanian, 1991).
- **Consumer buying preference** explains how a consumer ranks a collection of goods or services or prefers one collection over another. Consumer preference theory does not take the consumer's income, good or service's price, or the consumer's ability to purchase the product or service (Anojan V. & Subaskaran T., 2015).

## 1.10. Organization of the study

This study is organized in five chapters. The first chapter is the introduction part. This includes background of the study, statement of the problem, research questions, objective of the study, significance of the study, and scope of the study, operational definition of terms and concepts, and organization of the study. The second chapter presents the literature review which consists of the theoretical frame work, empirical review of literatures and conceptual frame work and hypothesis. The third chapter consists of research methodology and design used in the study. It describes the type and design of the research; the population and sampling techniques of the study; data collection instruments and procedures used to collect data and the methods of data analysis. In the fourth chapter data analysis, presentation and interpretation is presented. Finally, the fifth chapter presents summary of the findings, conclusion, recommendation and issues for future research.

# CHAPTER TWO - LITERATURE REVIEW

## 2.1. Introduction

**Celebrity endorsement** is a form of advertising campaign that involves well known persons using their fame to help promote a product or service (Sertoglu & Catli, 2014). It has been a very popular method of advertisement in recent years in the world and in Ethiopia.

This chapter will provide some theoretical background and empirical evidence to support and point out any difficulties, risks or limitations of the topic. And the last part of the chapter contains the conceptual framework of the research.

## 2.2. Theoretical Literature Review

### 2.2.1. Historical development of celebrity endorsement

According to studies, celebrity endorsing has been used as a tool for promoting brand awareness for over one hundred years. One of the first signs of the potential marketing power of celebrities was discovered in the late 1800's. A research by McDonough (1995) shows that the growth of commercial radio in the 1930s and commercial television in the 1950s help to fuel the popularity for the usage of celebrities in advertisements. Belch (2001) also stated that it was before the end of the Second World War in 1945, that the relationship between celebrities and their audiences came to the notice of the advertisers. Admired entertainers and movie stars were the early endorsers. This later extended to embrace TV stars and persons from specific occupations like politics, sports, arts, and business etc. However, during that period, supply of 'stars' that are potential endorsers was limited (Kaikati, 1987), because it was viewed suspiciously that 'stars' should invest their prestige on the shining cathode ray tube as mere 'brand presenters' so that advertisers were restricted in their search for 'stars' that were exactly right (Erdogan, 1999).

Since the late 1979s, the number of films and television has increased and the shame in commercial exploitation has faded, which therefore makes an advertiser greater choice in the celebrity selection

process (Erdogan, 1999). As another study shows that, in 1975 15% of prime-time television commercials featured celebrities and by 1978 the number was reported to be over 20% (Kamins, Brand, Hoeke, & Moe, 1989). Around 2008 this number was grown to 32% (Carroll A., 2008). These reports show us that the celebrity endorsement business is increasing time to time in huge figures.

It is also clear that celebrity endorsement is positively related to the development of media technology. Nowadays we hear that different organization are investing huge amount of money in their advertising campaign to use celebrity endorsement.

### **2.2.2. Advantages and disadvantages of Using Celebrity Endorsement in Advertisement**

According to Belch and Belch (2001), the reason companies spend enormous amount of money to execute celebrity endorsement of products is that celebrities possess stopping power. They invite attention to advertisements and also increase message recall easily and frequency. It is also assumed that the value associated with the celebrity is transferred to the brand and therefore help create an image that can be easily referred by consumers. Consequently, the brand can very quickly establish the credibility, get immediate recognition and improve sales (Khatri.P, 2006). Though there exists a close association between the star and product, yet the use of celebrity endorsement does not guarantee increase in product sales. An endorsement fails when it fail to transfer meaning. McCracken (1989) also stated that an endorsement will not produce a positive result if the image of the endorser is seemingly negative from the perspectives of the public.

Till and Busler (1998) categorized the risks associated with the use of celebrity endorsement into three.

1. Celebrity related risk - if the morality and goodwill of the endorser suffers a setback then the endorsed brand may also be negatively affected.
2. Product related risk – if the attention of the consumers is focused only on the celebrity and not the brand being endorsed.
3. Financial risk – the celebrity endorsement contracts with endorsers who must be paid whether the endorsed products succeed or not.

## Advantages of Celebrity Endorsement

Different researchers stated different advantages of Celebrity Endorsement in their studies. The first advantage of CE, according to Miciak & Shanklin (1994), is its ability to draw attention to the product more than an unknown person or a faceless ad. Once that attention is captured it is up to the content of the ad, or the charisma of the celebrity, to sell the product.

The second advantage is to increase product awareness. Other than creating awareness the celebrity attached to the brand name will increase the likelihood of product recall as well as infuse the product with the charisma and success associated with the celebrity (Wilson, 1997).

The ability to influence purchase decisions is the third advantage of CE. This where having a direct correlation between product and the celebrity of the spokesperson is most important. If the spokesperson is not seen as credible or as an expert on the product, the pitch will fall short and not resonate with the target audience. Consumers are more likely to purchase a product that has been endorsed by a celebrity, especially if the products attribute to the celebrity success (Ohanian, 1991).

To understand the specific benefits of celebrity endorsement in advertisement, Zipporah M. M. and Mberia H. K. (2014) have raised and discussed the expected advantages as follows:

- i. **Establishment of credibility** – approval of a brand by a star fosters a sense of trust for the brand among the target audience especially in case of new products.
- ii. **Ensured attention- celebrities** ensure attention of the target group by breaking the clutter of advertisements and making the advertisement and the brand noticeable.
- iii. **Higher degrees of recall-** people tend to commensurate the personalities of the celebrity with the brand thereby increasing the recall value of the product.
- iv. **Associative benefit-** a celebrity's preference for a brand gives out a persuasive message. Because the celebrity is benefiting from the brand the consumer will also benefit thus this perception increases the sales or consumer's attachment to the product.
- v. **Psychographic connect-celebrities** are loved and adored by their fans and advertisers use stars to capitalize on these feelings to sway the fans towards their brands.

- vi. **Demographic connect**- different stars appeal differently to various demographic segments such as age, gender, class and geographic location among others. This helps in reaching different target groups.
- vii. **Mass appeal**- some stars have a universal appeal and therefore prove to be good bet to generate interest among the masses
- viii. **Build Awareness**: A new brand can benefit greatly if a celebrity endorses it. It can attract the customers' attention and inquisitiveness to see what product is being endorsed. Research has shown consumers have a higher level of message recall for products that are endorsed by celebrities.
- ix. **Better Brand Image**: the use of celebrities could also bring in positive image among the masses for brand.

## **Disadvantages of Celebrity Endorsement**

Using celebrity endorsement as a marketing strategy does not have only advantages. According to Khatri P. (2006), the following are some liabilities of using celebrity endorsement in advertising.

- i. **Celebrity overshadows the brand**: In certain cases where the celebrity values category benefit and brand values are not closely linked. There are chances that the celebrity is remembered more than a brand. Cyber media research study reveals that 80% of the respondents approached for research remembered the celebrity but could not recall the brand being endorsed.
- ii. **Necessary Evil**: Marketing have felt that once the brand rides the back of celebrity it becomes difficult to promote it without the star as it becomes difficult to separate the role of message and the role of the celebrity in selling the brand. The celebrity activity becomes an addiction and the task to find substitute becomes more and more difficult.
- iii. **Celebrity credibility a question mark for the competent customer**: Today's marketing endorsement has to deal with a competitive and knowledgeable customer who has begun to voice his opinion about their perception about endorsing a brand. Celebrity is said to be fool the public as he is paid to sell and communicate good things about the brand. Hence the question of credibility of the celebrity being chosen to protect the brand is becoming pertinent.
- iv. **Conflicting Image**: A mix match between the image of the credibility and the product can damage both. Unless there is a synergy between celebrities owns image and that of product category the strategy of endorsement is rendered futile.

- v. **Multiple Endorsements:** The poly endorsements have led to a celebrity clutter. Celebrity endorsing multiple products and multi brands in a category have left the customer confused and have led to dilution in the Celebrities value.
- vi. **Influence of Celebrity scandals and moral violation on brands:** a number of entertainers and athletes have been involved in activities that could embarrass the companies whose products the endorsed. When the endorser's image is finished. It actually leads to a greater fall in image for the brand.

Another researcher, Erdogan (1991) lists out the following pros and cons of celebrity endorsement and preventive tactics for the cons.

**Table 2.1. Pros and Cons of celebrity endorsement**

Potential Advantages	Potential Disadvantages	Preventive Tactics
Assisting product marketing and increased attention	Overshadow the brand	Pre-testing and careful planning
Image polishing	Public controversy	Buying insurance and putting provision clauses in contracts
Brand introduction	Image change and overexposure	Explaining what their role is and putting clause to restrict endorsements for other brands
Brand repositioning	Image change and loss of public recognition	Examining what life-cycle stage the celebrity is in and how long this stage is likely to continue
Underpin global campaigns	Expensive	Selecting celebrity who are appropriate for global target audience, not because they are 'hot' in all market audience

*Source: Erdogan (1991)*

### **2.2.3. Models of Celebrity Endorsement**

A central goal of advertising is the persuasion of customers, i.e., the active attempt to change or modify consumers' attitude towards brands (Solomon, 2002). To meet this goal, marketers use celebrity endorsement as a key tool for some period of time. Some of them were effective but some of them failed to provide the intended result. All celebrities cannot endorse all products. A celebrity could be appropriate for some product but not for others. For example, a male celebrity cannot endorse a female sanitary pad. Even if he does, there will not be a satisfactory result to look forward. Therefore, marketers should choose the celebrity who endorse their product carefully. In this regard, experts have tried to develop appropriate models used for determining the right celebrity features and characteristics for effective endorsement. Some of the popular models are discussed below.

#### **A. Source Credibility Model**

Credibility is “the extent to which the recipient sees the source as having relevant knowledge, skills, or experience and trusts the source to give unbiased, objective information” (Belch & Belch, 1994). Hovland & Weiss (1953) described that according to the source credibility model the effectiveness of a message depends on the perceived level of expertise and trustworthiness of an endorser. Some researchers also add attractiveness based on physical appearance as a third component of credibility (Ohanian, 1990; Simsek, 2014)

While Expertise of celebrity endorsement is being defined as the extent to which an endorser is perceived to be a source of valid assertions, trustworthiness refers to the honesty, integrity and believability of an endorser (Erdogan et al., 2001). Communicator physical attractiveness is operationally defined as the degree to which a person's face is pleasing to observe and is determined through a consensus of judges (Ohanian, 1991).

Information from a credible source influences beliefs, opinions, attitudes and behaviour through a process known as internalization, which occurs when the receiver adopts the opinion of a credible source since he or she believes information from this source is accurate. A high-credibility source is not always an asset, nor is a low-credibility source always a liability. High- and low credibility sources are equally effective when they are arguing for a position opposing their own best interest (Eagly and Chaiken, 1975).

Amos, Holmes, & Strutton (2008) also argued that because consumers believe an endorser is credible, they suppose that the info this celebrity tells is true. Furthermore, when an endorser is an expert in the field, consumers will have a favourable attitude towards the brand or advertisement. A credible source can be particularly persuasive when the consumer has not yet learned much about a product or formed an opinion on it. If the source is highly credible, there will be more positive attitude changes and stronger behavioural changes towards the advertisement.

Belch & Belch (1994) also stated in their study that credibility is particularly important when people have a negative attitude towards the brand and powerful arguments are needed to inhibit the counter arguing and positively influence the attitude towards the brand. Consequently, when celebrities are credible it affects the acceptance of the message and the persuasion.

Some marketers also use the company president or Chief Executive Officer as endorser in the firm’s advertising in order to enhance the source credibility. Research suggests that the use of corporate leaders is the ultimate expression of the company’s commitment to quality and customer service. In some cases, these advertisements have not only increased sales, but also helped turn the corporate leaders into celebrities (Reidenback and Pitts, 1986).

*Table 2.2. Source Credibility Scale*

<b>Physical Attractiveness</b>	<b>Trustworthiness</b>	<b>Expertise</b>
Attractive – Unattractive	Trusted – Untrusted	Expert – Not expert
Classy – Not classy	Dependable – Undependable	Experienced – Unexperienced
Beautiful – Ugly	Honest – Dishonest	Knowledgeable -Unknowledgeable
Elegant – Plain	Reliable – Unreliable	Qualified – Unqualified
Sexy – Not sexy	Sincere – Insincere	Skilled - Unskilled

*Source: Ohanian (1990)*

## **B. Source Attractive Model**

The source attractiveness model links similarity, familiarity and likeability of an endorser to the effectiveness of a message (McGuire, 1985). McCracken (1989) defined each of these dimensions as

familiarity is knowledge of source through exposure, likeability is affection for source based on its physical appearance or behavior and similarity is resemblance between the source and the audience. Accordingly, the effectiveness of the message depends on these dimensions. Familiar, likeable and/or similar sources are seen as more attractive and persuasive (Ohanian 1990).

Another researcher Erdogan (1999) argued that the concept of attractiveness does not only entail the physical attractiveness. Attractiveness also entails concepts such as intellectual skills, personality properties, way of living, athletic performances and skills of endorsers.

### **C. Product Match-Up Hypotheses**

The Product Match-Up Hypothesis states that there should be perfect match between the celebrity personality characteristics and brand attributes. The extent of successful match-up can be determined by the degree of fitness between the brand and the celebrity (Erdogan 1999).

Shimp (2000) went a step further to state that it is not enough for there to exist a relationship between the model and the product. To aid believability, there ought to be a meaningful relationship or match up, between the celebrity, the audience, and the product. In other words, there ought to be a significant connection between the model and the product or service as the case may be. This time around, the “who” and “what” is not enough to cover the fitting.

According to Kamins (1990), this "match-up" hypothesis generally suggests that the message conveyed by the image of the celebrity and the image of the product should converge in effective advertisements and it implies a need for congruence between product image and celebrity image *on an* attractiveness basis.

Michael (1989) and Kotler (1997) also argued that advertising a product via a celebrity who has a relatively high product congruent image, leads to greater advertiser and celebrity believability if you would compare it with a less congruent product/celebrity image.

### **D. Meaning Transfer Model**

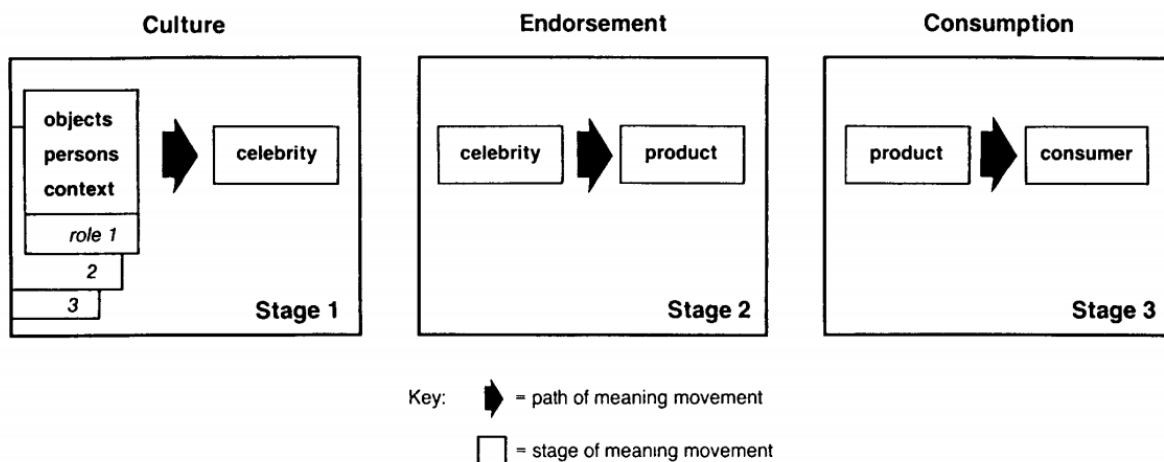
According to Ahmed, Mir and Farooq (2012) the Meaning Transfer Model revolves around meanings and their transfer. Every celebrity bears a unique set of meanings, including its personality, attitudes, lifestyle and even demographic components too (gender, age). McCracken (1989) also explains the

effectiveness of celebrity spokespersons by assessing the *meanings* consumers associate with the endorser and eventually transfer to the brand. He also argued that the role of the celebrity acting in ads is not only to be credible and attractive but at the same time create absolute and conspicuous meanings that will be found strongly convincing and beneficial by consumers.

Another researcher Simsek (2014) also stated that in the transfer model, the celebrity is a persuasive communicator with imaginary roles based on him or her and while consumers are influenced by a specific characteristic of that celebrity, they are in fact influenced by a specific made up characteristic of that celebrity.

McCracken suggests a meaning transfer model, that is composed of three subsequent stages. In the first of a three-stage process, the celebrity acquires meaning from his or her public roles. McCracken describes a wide array of celebrity meanings which can include allusions to status, class, gender, age, personality and lifestyle. In the second stage, the celebrity's meaning can be instilled in a given product through the advertising system with advertising carefully crafted to “enable this metamorphic transference”. In the final stage, the consumer appropriates the new meaning into his or her life through an advocacy or adversarial relationship with the brand (McCracken, 1989).

*Fig 2.1. Meaning Transfer Model*



*Source: McCracken (1989)*

## 2.3. Empirical Literature Review

As celebrity endorsement is becoming the most popular and used marketing communication tool, we can find lots of researched documents specially conducted in other countries. The author also found some studies conducted in Ethiopia. Some of the previous researches, which can help to draw our conceptual framework, and their findings will be discussed below.

Bahiru Demissie (2015) studied the effect of celebrity endorsement in consumers' attitude and purchase intention in Banking industry. He used Ohanian's source credibility model and Product match up hypothesis to measure the effects. In the result, he found that all attributes of the model had a positive and significant impact on the consumers' attitude and purchase intention, especially attractiveness and trustworthiness of the celebrity are the biggest influencers.

Edom Birhanu (2017) tried to examine the overall effect of celebrity endorsements on customers' usage behavior in Ethiopian banking sector. He also applied the same models as Bahiru's (2015), Ohanian's source credibility model and product match up hypothesis. In the result, he found the two attributes of Ohanian's source credibility (trustworthiness and expertise) and product match up hypothesis have a positive and significant impact. But physical attractiveness of celebrity has a negative impact.

Tadesse Cheru (2018) tried to investigate the influence of celebrity endorsement on consumer buying preference regarding Anbessa Shoe Share Company. He applied Ohanian's Source Credibility Model attributes and product match up hypothesis to measure the effects. In the result, he found that all attributes except trustworthiness has a positive and significant impact on consumers' buying preference, especially physical attractiveness.

Khan K. S., Rukhsar A. and Shoaib M. (2016) tried to find out the relationship between trustworthiness, expertise, physical attractiveness and celebrity-brand congruency, and consumers' purchase intention. In the result, they found that physical appearance and congruity has a positive and significant impact, whereas expertise and trustworthiness of the celebrity has no impact on consumers' purchase intention.

Zafar Q. and Rafique M. (2013) tried to investigate the customers' attitude toward brand image and their purchase intention towards celebrity's advertised products. They also used the same attributes as the

above studies and they found that all have a positive and significant impact on customers as per their attitude and purchase intention.

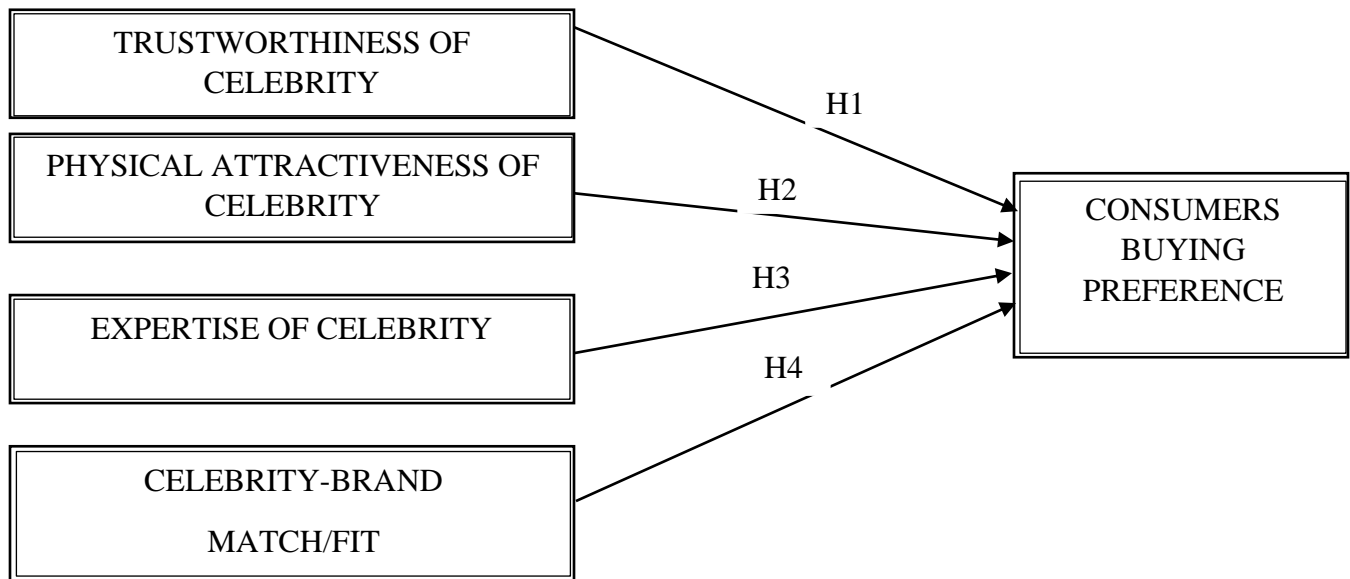
Sultan F. M. and Mannan A. M. (2015) tried to identify the effect of celebrity endorsed advertisements on consumer buying behavior. They chose trustworthiness, expertise, physical attractiveness and celebrity-brand fit to measure the effects. In the result, they found that there is a positive relationship between celebrity endorsement and consumers' buying behaviour, in general.

## 2.4. Conceptual Framework & Hypothesis of the study

### 2.4.1. Conceptual Framework

For this research, the author is going to use Ohannian (1990) source credibility model and product match-up hypothesis. Based on the above empirical evidences and by using those two models, the following conceptual framework can be drawn.

*Fig 2.2. Conceptual framework: Effects of Celebrity Endorsement on Consumers buying preferences.*



## **2.4.2. Hypotheses of the study**

### **Trustworthiness of the Celebrity**

**H1:** The trustworthiness of celebrity has a positive and significant effect on consumers buying preference of Ambassador Garment Trade and PLC products in Ethiopia.

### **Physical attractiveness of the Celebrity**

**H2:** The Physical attractiveness of celebrity has a positive and significant effect on consumers buying preference of Ambassador Garment Trade and PLC in Ethiopia.

### **Expertise of the Celebrity**

**H3:** The Expertise of celebrity has a positive and significant effect on consumers buying preference of Ambassador Garment Trade and PLC in Ethiopia.

### **Celebrity-Brand match/fit**

**H4:** The Celebrity-Brand Congruency has a positive and significant effect on consumers buying preference of Ambassador Garment Trade and PLC in Ethiopia.

# CHAPTER THREE - RESEARCH METHODOLOGY

## 3.1. Description of the study area

This research is conducted here in Addis Ababa. The main reason behind limiting the data collecting area in Addis Ababa is the time that is given to conduct this research and to analyse the data is short and it will be difficult to include other regional cities. Another reason is, it is assumed that Addis Ababa is the most condensed city in Ethiopia and it is also the author of this research believed that the maximum number of suit consumers are here in Addis Ababa. The study focuses its compass on both customers and not customers of Ambassador Garment products who viewed the advertisement of the company endorsed by Artist Girum Ermias and which are randomly chosen from the capital Addis Ababa to know that if the reason of those people is related to celebrity endorsement and to measure the level of its effect on making peoples customers or not customers of Ambassador Garment and Trade PLC.

### Research Approach

Research approaches are plans and procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation (Creswell, 2014).

According to Bhattacharjeeh. A (2012) there are two general ways of approaching a research problem, namely the deductive and inductive approaches. The deductive approach is based on the logical way of thinking and the conclusion drawn from the theory. Thus, the deductive approach means that the research starts from already existing theories and model, from which propositions are developed and subsequently tested through empirical studies and it is called *theory-testing* research. The inductive approach means the research starts from empirical studies and these studies are subsequently related to existing theories and it is called *theory-building* research.

On another hand, as stated by Creswell (2014) there are three research approaches are advanced: (a) qualitative, (b) quantitative, and (c) mixed methods. Unquestionably, the three approaches are not as discrete as they first appear. Qualitative and quantitative approaches should not be viewed as rigid, distinct categories, polar opposites, or dichotomies. Instead, they represent different ends on a continuum. A study tends to be more qualitative than quantitative or vice versa. Mixed methods research

resides in the middle of this continuum because it incorporates elements of both qualitative and quantitative.

- A- **Qualitative research** – is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data (Creswell, 2009).
- B- **Quantitative research** – involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion (Kothari C. R., 2004).
- C- **Mixed research** - is an approach to inquiry that combines or associates both qualitative and quantitative forms. It involves philosophical assumptions, the use of qualitative and quantitative approaches, and the mixing of both approaches in a study. Thus, it is more than simply collecting and analysing both kinds of data; it also involves the use of both approaches in tandem so that the overall strength of a study is greater than either qualitative or quantitative research (Creswell, 2009).

Based on the above description, the researcher will use quantitative research approach. Additionally, the researcher used deductive approach, by referring different literatures, theories and models, which helped the researcher to develop conceptual framework and research questions. For the analysis of the relationship between the independent and dependent variables, the researcher used structured questionnaire and analyse the data quantitatively.

## 3.2. Research Design

A research design is a plan, structure and strategy of investigation considered to obtain answers to research questions or problems (Walliman N., 2006).

To identify the relationship among different variables of importance in the intended study, **explanatory study** is preferable and hence, the researcher has followed this research type. Because the other types like **descriptive study** concerned with describing the characteristics of a particular individual, or of a group and it is somewhat similar to report writing and not expected at post graduate level. On the other

extreme, **exploratory study** is the most useful research design when there is high uncertainty and lack of sufficient previous practical or theoretical knowledge about the subject matter to be studied (Kothari, 2004). Moreover, this research design is more appropriate for those higher-level expertise and scholars whom they have to spend years and in-depth study on the objects under consideration. So, it is unattainable by our potential or post graduate level of this type to practice exploratory study.

In the other hand, the purpose of **explanatory study** is to identify any casual links between the factors or variables that pertain to the research problem. Therefore, explanatory study design is appropriate for this particular research.

### 3.3. Population and Sample

As it has been indicated in the background section of this study, the main focus of this study is on those customers of Ambassador Garment and Trade PLC in Addis. Respondents are selected by using probability simple random sampling technique. Any suit consumer who is customer or not customer of Ambassador Garment and Trade PLC but viewed the advertisement of Ambassador Suit endorsed by Girum Ermias was the target of this study.

#### 3.3.1. Sample size determination

Israel (1992) discussed the sample size determination using Cochran's formula. Based on this formula the sample size for large and unknown population will be determined as follows:

$$N = Z^2 PQ / E^2$$

Where N - Sample Size

Z – Confidence level, which means if we assume our accuracy will be 95%, our margin error will be 5% or 0.05. For margin error 0.05 and for proportion 0.5, Z = 1.96

$$N = (1.96)^2 * 0.5 (0.5) / (0.05)^2$$

P – Estimated proportion (variability) 0.5, it is the maximum variability, because we do not know the size of the population.

$$N = \underline{385 \text{ Respondents}}$$

$$Q = 1 - P = 0.5$$

E - +5% desired level of precision

The researcher used **probable simple random sampling** method to select the required sample size from the selected area, Addis Ababa.

### **3.4. Types of data**

The sources of data that a researcher used to collect data are primary data and secondary data.

#### **3.4.1. Primary data**

The primary data are those, which are collected afresh and for the first time (Kothari, 2004). There are several methods of collecting primary data, particularly in explanatory researches. Important ones are: observation, interview, questionnaires, depth interviews, and content analysis (Kothari, 2004). The primary data sources are any suit consumer who is customer or not customer of Ambassador Garment and trade PLC who viewed the advertisement of the company endorsed by Artist Girum Ermias and who were participated in the sample data collection in the form of questionnaires.

#### **3.4.2. Secondary data**

Secondary data are those that are already available and refer to data that have already been collected and analysed by someone else. Principally in explanatory research. Secondary data are collected from journals, existing reports, books, and statistics by government agencies and authorities (Kothari, 2004). The secondary data for this particular study was collected from marketing journals, books, research publications and company's web page. The secondary data helped the researcher as specific reference and explore different construct, models and theories important to this study.

### **3.5. Data collection methods and approach**

The right and precise questionnaires was prepared and edited and be ready for distributing to respondents. The readymade questionnaires was delivered to randomly selected respondents on around February. After two weeks, the questionnaires that are filled in by respondents were returned and were ready for further analysis by using **regression analysis** because this tool is appropriate for treating independent variables and the associated dependent variables. The capital city of Ethiopia, Addis Ababa, is to be selected for the study for the sake of convenience and proper representation.

### 3.6. Methods of Data Analysis

The collected raw data was statistically analysed using SPSS Version 24 and was ready for presentation and further reference. Since the focus of study revolves around four independent variables (trustworthiness, physical attractiveness, expertise, and celebrity-brand match/fit) and one dependent variable which is consumer buying preference, the right model for this type of phenomenon is regression analysis; specifically, multiple regression analysis.

**Multiple regression analysis:** This analysis is adopted when the researcher has one dependent variable which is presumed to be a function of two or more independent variables. The objective of this analysis is to make a prediction about the dependent variable based on its covariance with all the concerned independent variables (Kothari C., 2004). **Regression analysis** was used to measure the effect of celebrity endorsement as measured by "expertise", "trustworthiness", "physical attractiveness", and "celebrity/product match/fit" on consumer buying preference. The attributes "expertise", "trustworthiness", "physical attractiveness", and "celebrity/product match/fit" are the independent variables while "consumers buying preference" is the dependent variable. Multiple regressions was used to analyse the relationship.

In addition, **correlation analysis** was used to see if each variable has relation to one another (Leary, 2012) and this relationship will be measured by using Pearson Correlation Coefficient.

### 3.7. Research instrument

This study focuses on examining the influence of using celebrities in advertisements on selected consumers. The questionnaire method is used for the collection of data from the respondents. This questionnaire consists of multiple choices, and close-ended structured type of questions. There are three parts; Part - I of the questionnaire consists of profile of the respondents such as, gender, education, occupation and income. Part - II Components of celebrity endorsement with 5-point Likert scale questions; Part -III: Buying preference (5-point Likert scale questions) which contain the main body of the questionnaires.

### 3.8. Ethical Consideration

- **Voluntary participation and harmlessness.** The target group of study was informed that Subjects in a research project must be aware that their participation in the study is voluntary.
- **Anonymity and confidentiality.** To protect subjects' interests and future well-being, their identity must be protected in a scientific study. This is done using the dual principles of anonymity and confidentiality. **Anonymity** implies that the researcher or readers of the final research report or paper cannot identify a given response with a specific respondent.
- **Disclosure.** Usually, researchers have an obligation to provide some information about their study to potential subjects before data collection to help them decide whether or not they wish to participate in the study (Bhattacharjeeh. A, 2012).

# CHAPTER FOUR - DATA ANALYSES, RESULTS AND DISCUSSIONS

## 4.1. Introduction

In this chapter, the collected data from the respondents is summarized and analysed in order to realize the ultimate objective of the study. The data collected through questionnaire is presented, analyzed and interpreted to answer the research questions set at the beginning of the study. In order to do this, data collected through the survey were analysed quantitatively using SPSS 24.

## 4.2. Sample and Response Rate

The questionnaire was distributed to 385 random respondents, who are both customer and non-customer of Ambassador Garment and Trade PLC, in Addis Ababa at different areas. Out of 385 questionnaires, 360 were returned and 15 were rejected due to incomplete/inaccurate response. Therefore, 345 responses were considered for analysis and based on this figure, the response rate was 89.61%.

## 4.3. Respondents' Profile

This section is designed to discuss the general demographic characteristics of respondents such as gender, age, education level, occupation and income per month of the respondents which was consisted in the first part of the questionnaire.

*Table 4.1. Respondents' profile*

		Frequency	Percent	Valid Percent	Cumulative Percent
Age	Below 18	16	4.6	4.6	4.6
	18 – 30	149	43.2	43.2	47.8
	31 – 40	98	28.4	28.4	76.2
	41 – 50	71	20.6	20.6	96.8
	51 & above	11	3.2	3.2	100.0
	Total	345	100.0	100.0	
Gender	Male	257	74.5	74.5	74.5
	Female	88	25.5	25.5	100.0
	Total	345	100.0	100.0	
	Below High School	23	6.7	6.7	6.7

Educational Status	High School, Certificate or Diploma Graduate	93	27.0	27.0	33.6
	1 <sup>st</sup> Degree	158	45.8	45.8	79.4
	2 <sup>nd</sup> Degree and Above	71	20.6	20.6	100.0
	Total	345	100.0	100.0	
Occupation	Student	69	20.0	20.0	20.0
	Employee	187	54.2	54.2	74.2
	Business Owner	32	9.3	9.3	83.5
	Other	57	16.5	16.5	100.0
	Total	345	100.0	100.0	
Monthly Income	Less Than 500	94	27.2	27.2	27.2
	500 – 2000	23	6.7	6.7	33.9
	2001 - 5000	54	15.7	15.7	49.6
	5001 – 10,000	132	38.3	38.3	87.8
	Above 10,001	42	12.2	12.2	100.
	Total	345	100.0	100.0	

*Source: Own Survey (2019)*

Based on the above information, the majority class of each characters are the following.

**Table 4.2. Majority class of respondents**

	Majority Class	Total number of people	Percentage out of the total valid responses
Age	18 – 30	149	43.2
Gender	Male	257	74.5
Educational Status	1 <sup>st</sup> Degree	158	45.8
Occupation	Employee	187	54.2
Monthly Income	5001 – 10,000	132	38.3

*Source: Own Survey (2019)*

## 4.4. Reliability Test of Variables

**Table 4.3. Reliability Statistics**

Cronbach's Alpha	N of Items
.836	5

*Source: Own Survey (2019)*

**Table 4.4. Item Total Statistics**

	<b>Cronbach's Alpha</b>	<b>N of Items</b>
Trustworthiness	.791	5
Physical attractiveness	.793	5
expertise	.825	5
Celebrity - Brand fit	.804	4
Consumer buying preference	.806	4

*Source: Own Survey (2019)*

From a quantitative perspective, reliability is specifically defined, sought, and measured, and it is accepted as an essential indicator of a study's quality (along with measures of validity and generalizability) (Lisa M. Given, 2008). Another study also indicated that reliability is used to test the internal consistency among the variables or items through a summated scale (Hair et al., 1996).

In this study, the researcher used Cronbach's Alpha to assess the internal consistency or the reliability of the research instrument. Higher Alpha coefficients indicate higher scale reliability (Santos, 1999: as cited in Eze et al., 2008). Specifically, Nunnally (1978): as cited in Eze et al., (2008) suggests that scales with 0.60 Alpha coefficients and above are acceptable. Some other literatures suggest a benchmark Alpha of 0.7 to be an acceptable measure of reliability (Cronbach, 1951). Based on the following result, the data instrument of this research is reliable.

## **4.5. Descriptive Analysis of Variables**

### **I- Celebrity's trustworthiness**

**Table 4.5. Descriptive Analysis of Trustworthiness**

<b>Measures of the celebrity effectiveness</b>	<b>Mean score</b>	<b>Standard deviation</b>
Undependable/ Dependable	4.43	.683
Dishonest/ Honest	4.44	.671
Unreliable/ Reliable	4.25	.917
Insincere/ Sincere	4.30	.764
Untrustworthy/ Trustworthy	4.43	.708
<b>Grand Mean</b>	<b>4.37</b>	<b>.749</b>

*Source:*

*own survey (2019)*

The mean score value of the overall level of trustworthiness is 4.37 which is above 3.75. This means consumers exhibit positive response on trustworthiness of the celebrity. The standard variation of the overall level of consumer's buying preference is .749 which is moderate standard deviation, shows that the data is moderately spread meaning customers gave variety of opinion to some level and low standard deviation means customers have close opinion.

## II- Celebrity's Physical Attractiveness

*Table 4.6. Descriptive Analysis of Physical Attractiveness*

Measures of the celebrity effectiveness	Mean score	Standard deviation
Unattractive/ Attractive	3.99	1.151
Not classy/ Classy	4.40	.737
Ugly/ Beautifully	4.28	.897
Plain/ Elegant	4.47	.695
Not sexy/ Sexy	4.42	.719
<b>Grand Mean</b>	<b>4.322</b>	<b>.840</b>

*Source: own survey (2019)*

The mean score value of the overall level of physical attractiveness is 4.322 which is above 3.75. This means consumers exhibit positive response on physical attractiveness of the celebrity. The standard variation of the overall level of consumer's buying preference is .840 which is high standard deviation, shows that the data is wide spread meaning customers gave variety of opinion.

## III. Celebrity's Expertise

*Table 4.7. Descriptive Analysis of Expertise*

Measures of the celebrity effectiveness	Mean score	Standard deviation
Not an Expert/ Expert	3.97	1.173
Inexperienced/ Experienced	4.26	.899
Not Knowledgeable/ Knowledgeable	4.29	.893
Unqualified/ Qualified	4.26	.991
Unskilled/ Skilled	4.27	.792

<b>Grand Mean</b>	<b>4.21</b>	<b>.950</b>
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*Source: own survey (2019)*

The mean score value of the overall level of expertise is 4.21 which is above 3.75. This means consumers exhibit positive response on expertise of the celebrity. The standard variation of the overall level of consumer's buying preference is .950 which is high standard deviation, shows that the data is wide spread meaning customers gave variety of opinion.

#### **IV – Celebrity-Brand Fit**

*Table 4.8. Descriptive Analysis of Celebrity-Brand Fit*

<b>Measures of the celebrity effectiveness</b>	<b>Mean score</b>	<b>Standard deviation</b>
Incompatible/ Compatible	4.34	.768
Bad fit/ Good fit	4.19	.933
Irrelevant/ Relevant	4.17	.899
Bad match/ Good match	4.20	.957
<b>Grand Mean</b>	<b>4.225</b>	<b>.890</b>

*Source: own survey (2019)*

The mean score value of the overall level of celebrity-brand fit is 4.225 which is above 3.75. This means consumers exhibit positive response on congruity of the celebrity. The standard variation of the overall level of consumer's buying preference is .890 which is high standard deviation, shows that the data is wide spread meaning customers gave variety of opinion.

#### **V- Consumer Buying Preference**

*Table 4.9. Descriptive Analysis of Consumer Buying Preference*

<b>Measures of the celebrity effectiveness</b>	<b>Mean score</b>	<b>Standard deviation</b>
I <b>Prefer</b> Ambassador suit endorsed by celebrities	3.66	1.072
When I see big celebrities wearing Ambassador suit, I become <b>interested</b> to purchase	3.83	1.100
I usually <b>purchase</b> suits endorsed by celebrities	3.97	1.004
I <b>believe</b> that celebrity endorsed Ambassador Suit has better quality	4.24	.916

<b>Grand Mean</b>	<b>3.925</b>	<b>1.023</b>
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*Source: own survey (2019)*

The mean score value of the overall level of consumer buying preference is 3.925 which is above 3.75. This means consumers have a positive attitude towards the celebrity endorsed product of Ambassador suit. The standard variation of the overall level of consumer's buying preference is 1.023 which is high standard deviation, shows that the data is wide spread meaning customers gave variety of opinion.

### 3.9. Correlation Analysis of Variables

*Table 4.10. Correlation table*

		T	A	E	B	C
T	Pearson correlation	1				
	Sig. (2-tailed)					
	N	345				
A	Pearson correlation	.544**	1			
	Sig. (2-tailed)	.000				
	N	345	345			
E	Pearson correlation	.463**	.714**	1		
	Sig. (2-tailed)	.000	.000			
	N	345	345	345		
B	Pearson correlation	.701**	.475**	.342**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	345	345	345	345	
C	Pearson correlation	.545**	.501**	.400**	.597**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	345	345	345	345	345

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

*Source: own survey (2019)*

A correlation coefficient is a statistic that indicates degree to which two variables are related to one another in a linear fashion (Leary, 2012). The **Pearson correlation coefficient** is the most commonly used measure of correlation. As per to Marczyk, et al; (2005), general guidelines; correlations of 0.10 to 0.30 are considered as small, correlations of 0.30 to 0.70 are considered as moderate and correlations of

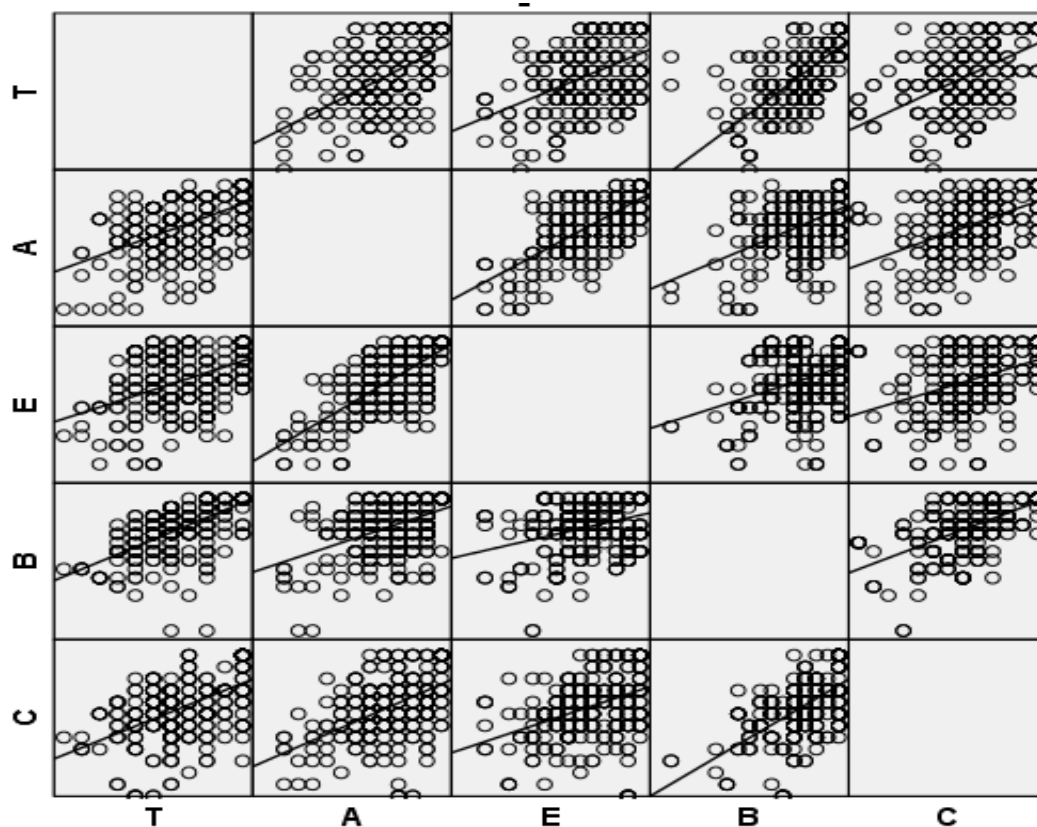
0.70 to 0.90 also considered as large and correlations of 0.90 to 1.00 are considered as very large. In order to measure the degree of relationship among each variables of this study, the Pearson correlation test was conducted, and the results are shown in the following table.

The above result indicated that the independent variables of the study (trustworthiness - T, physical attractiveness - A, expertise - E and celebrity-brand fit - B) have a significant positive correlation with the dependent variable of the study (consumer buying preference - C) with correlation coefficient of 0.545, 0.501, 0.400 and 0.597 respectively.

### 3.10. Assumption Test

#### 3.10.1. Linear Relationship Test

*Fig 4.1. Linear relationship test result*



*Source: own survey (2019)*

The linearity of the relationship between the dependent and independent variable represented the degree to which the change in the dependent variable is associated with the independent variable (Hair,

Anderson and Tatham, 1996). The relationship between the two variables should be linear. This means that at a scatter plot of scores should be a straight line (roughly), not a curve (Geleta M., 2017). The above scatter plot shows that there is linear relationship between independent (T = Trustworthiness, A = Physical Attractiveness, E = Expertise, B = Celebrity-Brand Fit) and dependent variables (C = Consumer Buying Preference) of the study.

### 3.10.2. Multicollinearity Test

*Table 4.11 – 4.14. Collinearity statistics*

	Tolerance	VIF		Tolerance	VIF
A	.430	2.324	E	.785	1.274
E	.491	2.039	B	.508	1.969
B	.774	1.291	T	.452	2.212

Dependent variable: T

Dependent variable: A

	Tolerance	VIF		Tolerance	VIF
B	.496	2.017	T	.693	1.443
T	.451	2.217	A	.433	2.311
A	.687	1.455	E	.483	2.072

Dependent variable: E

Dependent variable: B

*Source: own survey (2019)*

According to Churchill and Iacobucci (2005), multicollinearity is concerned with the relationship which exists between explanatory (independent) variables. When there exists the problem of multicollinearity, the amount of information about the effect of explanatory (independent) variables on dependent variables decreases and as a result, many of the explanatory (independent) variables could be judged as not related to the dependent variables when in fact they are. In other words, multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are multicollinear, there is “overlap” or sharing of predictive power (Dillon, 1993).

This study used VIF and Tolerance test to check if there is any multicollinearity problem between independent variables of the study. VIF (Variance Inflation Factor) calculates the influence of correlation among the independent variables on the precision of regression estimates and it should not

exceed 10, otherwise it may merit further investigation (Robert, 2006). Another test used by this study to measure multicollinearity is tolerance and it is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variable in the model and is calculated using the formula  $1-R^2$  for each variable. If this value is less than 0.2 it indicates that there is possibility of multi-collinearity, but if it is greater than 0.2 it means that there is no multi-collinearity problem with in the model.

The above tables are the results of VIF and Tolerance tests for each independent variable (T = Trustworthiness, A = Physical Attractiveness, E = Expertise, B = Celebrity-Brand Fit). And based on the results there is no multicollinearity issue among the independent variables.

### 3.10.3. Normality Test

*Table 4.15. Normality statistics*

	N	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
T	345	.47391	-.188	.131	-.746	.262
A	345	.49944	-.595	.131	.195	.262
E	345	.62881	-.562	.131	-.202	.262
B	345	.70842	-.917	.131	1.007	.262
C	345	.66323	-.317	.131	.292	.262
Valid N (listwise)	345					

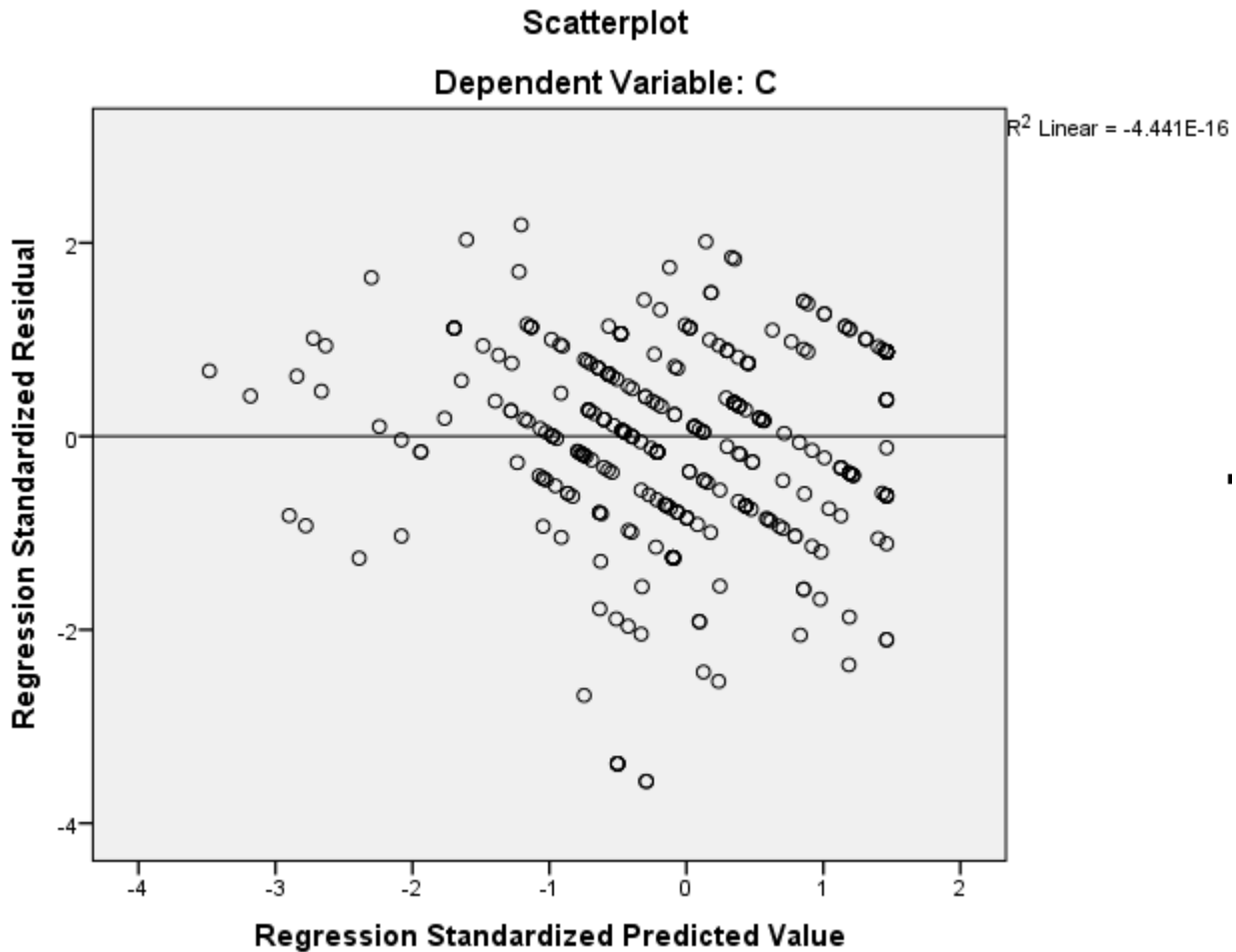
*Source: own survey (2019)*

The normality of the population distribution is the basis for making statistical inferences about the sample drawn from the population (Kothari, 2004). Any violation of the normality rule may lead to overestimation or underestimation of the inference statistic (Marczyk, et al., 2005). Normality can be tested by using Skewness and Kurtosis. Skewness is the measure symmetry, or more precisely the lack of symmetry. A distribution, or data set, is symmetric if it looks same to the left and right of the center point. Kurtosis is a measure of whether the data are heavy-tailed or light-tailed relative to normal distribution (Balanda, 1988). According to Hair (1996), data which have Skewness and Kurtosis values ranging between -2 and +2 are acceptable.

As the above table indicated, the value of both skewness and kurtosis is within -2 to +2. Even if the skewness value seems inclined to negative results, it can be concluded that the population is normally distributed with the minimum requirements of the normality test.

### 3.10.4. Homoscedasticity Test

Fig. 4.2. Homoscedasticity test result



Source: own survey (2019)

Hair, Anderson and Tatham (1996) identified homoscedasticity as homogeneity of variance. In other words, Homoscedasticity is the assumption that the dependent variable exhibits similar amounts of variance across the range of values for an independent variable. For a basic analysis, first plot \*ZRESID (Y-axis) against \*ZPRED (X-axis) on SPSS because this plot is useful to determine whether the assumptions of random errors and homoscedasticity have been met (Field, 2009). The graph of

\*ZRESID and \*ZPRED should look like a random array of dots evenly dispersed around zero. If there is any sort of curve in this graph, then, the chances are that the data have broken the assumption of linearity (Field, 2009).

The above graph shows that the dependent variable of this study exhibits similar amounts of variance across the range of values for an independent variable and that means the homoscedasticity test have been met.

### 3.11. Regression Analysis

After the study met the assumption tests next the researcher examined the effect of celebrity endorsement variables on the customers buying preference. In order to see contribution of independent variables on dependent variables of the study, multiple regression analysis was employed.

In multiple regressions we use an equation of

$$Y = B_0 + B_1X_1 + B_2X_2 + \dots + B_nX_n + \varepsilon$$

Where Y = the Predicted Dependent Variable

B<sub>0</sub> = Constant

B<sub>1</sub>, B<sub>2</sub> and B<sub>n</sub> = unstandardized regression coefficients

X<sub>1</sub>, X<sub>2</sub> and X<sub>n</sub> = the independent variables, and

the error term  $\varepsilon$  (the Greek letter epsilon) is a random variable.

#### a- Model Summary

Table 4.16. Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.656 <sup>a</sup>	.430	.423	.50372	2.161

a. Predictors: (Constant), B, E, T, A

Source: own survey (2019)

The first table one can find in SPSS output file during applying multiple regression is a model summary. In this table there are two measurements which measure the relationship between independent and dependent variables. The first one is R, also called correlation coefficient. It measures the strength of the relationship between the independent variables and the dependent variable. The value of R can range from 0 to 1; R can never be negative. The closer to 1, the stronger the relationship; the closer to 0, the

weaker the relationship. The value of  $R$  considers all the independent variables and can be computed by using the values of the individual correlation coefficients (Bluman, 2007). The second one is  $R^2$ , also known as coefficient of determination. It is the proportion of variance in the dependent variable that can be explained by the independent variables. Another measurement found in the table is Durbin-Watson value (**auto correlation test**). It measures the underlying relationship between independent variables. Its value falls under 0 to 4. If its result is 1.5 to 2.5, it means there is no disturbing relationship between independent variables and based on the above table, the independent variables of this research didn't correlated.

The  $R$  value in the above table shows that there is a strong relationship between independent variables (B = celebrity-brand fit, E = celebrity's expertise, T = celebrity's trustworthiness and A = physical attractiveness of celebrity) and the dependent variable (consumer's buying preference). The  $R$  Square value also shows that the independent variables explains 43% of the variability of the dependent variable.

**b- ANOVA<sup>a</sup>**

*Table 4.17. ANOVA result*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.044	4	16.261	64.086	.000 <sup>b</sup>
	Residual	86.271	340	.254		
	Total	151.315	344			

a. Dependent Variable: C

b. Predictors: (Constant), B, E, T, A

*Source: own survey (2019)*

The second table found in SPSS output file is the ANOVA (analysis of variance) table. In this table the important columns are the  $F$  and  $Sig.$  values. The  $F$ -test is used to find out the overall probability of the relationship between the dependent variable and all the independent variables occurring by chance (Saunders, et al., 2009).

The above result of the Analysis of Variance (ANOVA) indicates that the  $F$  value of 64.086 with significance level of 0.000 (significant value is less than 0.05) and it means dependent variable is significantly affected by the respective independent variable.

c- Coefficients

*Table 4.18. Result for regression analysis*

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.141	.280		.502	.616
	T	.195	.086	.139	2.257	.025
	A	.262	.084	.197	3.118	.002
	E	.067	.062	.064	1.075	.283
	B	.360	.055	.384	6.582	.000

a. Dependent Variable: C

*Source: own survey (2019)*

Based on the above table, all independent variables (T = Trustworthiness, A = Physical Attractiveness, E = Expertise, B = Celebrity-Brand Fit). except celebrity's expertise have a significant effect on consumer's buying preference because their significant value is under 0.05. But Expertise level was not a significant contributor for the dependent variable. From the three significant independent variables, the most influencer is the celebrity-brand fit, then physical attractiveness of the celebrity and the last one is trustworthiness of the celebrity based on their Beta (B) value.

Based on these values, the final regression equation of consumer's buying preference became:-

$$Y = 0.141 + 0.139X_1 + 0.197X_2 + 0.064X_3 + 0.384X_4 + \varepsilon$$

Where Y = Consumer's Buying Preference,

X<sub>1</sub> = Trustworthiness,

X<sub>2</sub> = Physical Attractiveness,

X<sub>3</sub> = Expertise, and

X<sub>4</sub> = Celebrity-Brand Fit.

The above statement could also be read as, if the value of trustworthiness increases by one unit, the chance of a consumer buying Ambassador’s suit will increase by 13.9%. Respectively, if the value of physical attractiveness increases by one unit, then the chance of a consumer buying Ambassador’s suit will increase by 19.7% and so on.

## 3.12. Hypothesis Testing and Discussion of Results

### 4.9.1. Hypothesis Testing

*Table 4.19. Hypotheses testing - results*

Hypotheses	B	t	Sig.	Decision
<b>H1:</b> The trustworthiness of celebrity has a positive and significant effect on consumers buying preference of Ambassador Garment Trade and PLC products in Ethiopia.	.195	2.257	.025	<b>Supported</b>
<b>H2:</b> The Physical attractiveness of celebrity has a positive and significant effect on consumers buying preference of Ambassador Garment Trade and PLC in Ethiopia.	.262	3.118	.002	<b>Supported</b>
<b>H3:</b> The Expertise of celebrity has a positive and significant effect on consumers buying preference of Ambassador Garment Trade and PLC in Ethiopia.	.067	1.075	.283	<b>Not supported</b>
<b>H4:</b> The Celebrity-Brand Congruency has a positive and significant effect on consumers buying preference of Ambassador Garment Trade and PLC in Ethiopia.	.360	6.582	.000	<b>Supported</b>

*Source: own survey (2019)*

### 4.9.2. Discussion of Results

- Perceived trustworthiness has positive impact on consumers’ buying preference of Ambassador Garment and Trade PLC with regression coefficient of 0.195. The p-value (sig.) also confirms that the variable is significant. Therefore, hypothesis **H1 is supported**.

The result is consistent with previous studies done by other researchers (Bahiru, 2015; Edom, 2017; Elias, 2016; Erdogan, 1999; Zafar Q. and Rafique M., 2013; Sultan F. M. and Mannan A. M., 2015).

- Perceived physical attractiveness has positive impact on consumers' buying preference of Ambassador Garment and Trade PLC with regression coefficient of 0.262. The p-value (sig.) also confirms that the variable is significant. Thus, hypothesis **H2 is supported**.

The result is consistent with previous studies done by other researchers (Bahiru, 2015; Elias, 2016; Tadesse, 2018; Khan K. S., Rukhsar A. and Shoaib M., 2016; Zafar Q. and Rafique M., 2013; Sultan F. M. and Mannan A. M., 2015).

- Perceived expertise has no impact on consumers' buying preference of Ambassador Garment and Trade PLC with regression coefficient of 0.067. The p-value (sig.) also confirms that the variable is insignificant. Thus, hypothesis **H3 is not supported**.

The result of this study contradicts with previous research works (Bahiru, 2015; Edom, 2017; Tadesse, 2018; Zafar Q. and Rafique M., 2013; Sultan F. M. and Mannan A. M., 2015; Ohanian, 1991). However, the result of this study is similar with Khan K. S., Rukhsar A. and Shoaib M., 2016.

One possible explanation for this inconsistency between the result of this study and the previous research works could be that consumers are being competent and knowledgeable about the brands and this situation puts credibility of the celebrity in question mark (Khatri P., 2016).

- Perceived celebrity-brand fit has positive impact on consumers' buying preference of Ambassador Garment and Trade PLC with regression coefficient of 0.360. The p-value (sig.) also confirms that the variable is significant. Thus, hypothesis **H4 is supported**.

The result of this study contradicts with previous research (Bahiru, 2015; Elias, 2016; Edom, 2017; Tadesse, 2018; Khan K. S., Rukhsar A. and Shoaib M., 2016; Kotler, (1997); Zafar Q. and Rafique M., 2013; Ohanian, 1991).

Based on the above results, marketers should give a good attention to trustworthiness, physical attractiveness and celebrity-brand fit. Whereas, they can leave out expertise level from rating measurements of an endorser.

# CHAPTER FIVE - SUMMARY, CONCLUSION, LIMITATION AND RECOMMENDATION

## 5.1. Summary

The main objective of the study was to examine the influence of celebrity endorsement on consumer buying preference of Suits of Ambassador Garment and Trade PLC. Based on this objective this study tries to answer the following questions.

- How much influence can trustworthiness of celebrity exert on consumer's buying preference of Ambassador Garment and Trade PLC Products?
- Does the physical attractiveness of celebrities affect consumer's buying preference of Ambassador Garment and Trade PLC Products?
- How does the expertise level of Celebrities influence consumer's buying preference of Ambassador Garment and Trade PLC Products?
- How does celebrity-brand congruency influence consumer's buying preference of Ambassador Garment and Trade PLC Products?

To collect the necessary data for conducting this research, 385 questionnaires were distributed for both customers and non-customers of Ambassador Garment and Trade PLC. Out of these questionnaires, 360 were returned and 15 were rejected due to incomplete/inaccurate response. Therefore, 345 (89.61%) responses were considered for analysis.

To test the reliability of the research instrument, Cronbach alpha test was conducted, and the value was 0.836. This result makes the instrument of the research reliable. Other than reliability, the study met the four assumption tests, which are linearity test (the degree of association between the change in independent variables and the dependent variable), multicollinearity test (the relationship between independent variables), normality test (the normality of distribution among population) and homoscedasticity test (homogeneity of variance).

After conducting the assumption tests, the researcher have applied regression analysis and found the following results :-

- Celebrity's trustworthiness has a positive effect in consumers' buying preference with p – value of 0.025 and it is the last influencer from the studied independent variables with Beta value of 0.195.
- Celebrity's physical attractiveness has also a positive effect in the dependent variable with p – value of 0.002 and it is the second influencer with Beta value of 0.262.
- Celebrity's expertise level has no positive effect in consumers' buying preference, but the researches did not find sufficient evidence to categorize it under the negative influencers.
- The last independent variable is celebrity-brand fit and it has a positive effect and it is also the highest positive influencer in consumer's buying preference.

## **5.2. Conclusion**

With the development of mass media and subsequent increase in number of advertisements, marketers' messages are easily lost since consumers are exposed to several advertisements one after the other. This puts marketers in the challenge of finding a way to be out of the shadow and remarkable.

This study was conducted on one of the best advertising strategies and the most popular one this days, which is celebrity endorsement. The research uses the Ohanian's source credibility model and match-up hypothesis model to examine the effect of celebrity endorsement on the buying preference of consumers from Ambassador Garment and Trade PLC and the results are as follows.

- celebrity endorsement has an overall positive impact on consumers' buying preference.
- Consumers show their positive attitude towards trustworthiness, physical attractiveness and celebrity- brand fit attributes of the celebrity.
- All components of the applied models have a positive impact on consumers' buying preference, except expertise level of the celebrity, which did not have any impact.
- Celebrity-brand fit the highest influencer from all of the attributes tested on this study.

## 5.3. Limitation of the study

This research has the following limitations

- It is conducted based on one company's celebrity endorsed advertisement and its effect on consumers preference of Ambassador Garment and Trade PLC.
- The sample population size is very small compared with the diversity of consumers of suit, and they are only from Addis Ababa.
- Only two models of celebrity endorsement were conducted to examine the effect, there were more models which should be concluded.
- Understanding the concept of the questionnaire was not easy for some of the respondents.

## 5.4. Recommendation

### 5.4.1. For the company

As the result of the study indicates, the celebrity endorsement has a 43% impact on changing the consumers' buying preference. This number is descent for one company. Therefore, based on the results the researcher recommends the following points for Ambassador Garment and Trace PLC.

- Based on the survey result, the **celebrity-brand fit** is the highest influencer in determining consumers' buying preference. Therefore, it must be a central point in choosing an endorser for advertisements.
- **Physical attractiveness** of the endorser is the second most influencer to determine the buying preference of consumers'. Therefore, it should also get a good attention.
- Based on the results, the celebrity should also be **trustworthy** to get a profitable result from the celebrity endorsed advertisements.
- According to the survey, consumers did not give much attention to the **expertise** level of an endorser. Therefore, the company does not have to stress about this attribute.

### **5.4.2. For future researches**

The root problem for the above limitations was time and resource limitation. Future researchers could improve the above limitations by budgeting a good amount of time and resources, whether it is financial or documentation. If the future researchers could examine the effect of celebrity endorsement on different company's which are in different product categories by conducting more models, it would give companies a bright insight in how to use celebrity endorsement and maximize their customers.

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# Appendix – I- Questionnaire

**Dear Respondents,**

Hello, I am a student of Marketing Management Masters program in Addis Ababa **University School of Commerce**, and I am conducting my research on the **Effects of Celebrity Endorsement in Advertisement on consumer buying preference on the product of Ambassador Garment and Trade PLC**. Currently the celebrity endorser of Ambassador Garment and Trade PLC is Artist Girum Ermias. If you happen to watch the advertisement of Ambassador Suit endorsed by Artist Girum Ermias, please take a few minutes of your time to fill in this questionnaire about your buying preference of the product. I would like to remind you that your responses will be kept confidential and it will be used only for this academic purpose. I thank you very much for your sincere cooperation.

## **Part I: Demographics Profile**

**Please answer by putting a tick (✓)**

1. Age:

Below 18  18-30  31-40  41-50  51 & above

2. Gender: 1. Male  2. Female

3. Educational Status:

1. Below high school  2. High School certificate or diploma graduate   
3. 1<sup>st</sup> Degree  4. 2<sup>nd</sup> Degree & Above

4. Occupation:

1. Student  3. Business Owner   
2. Employee  4. Other

5. Your monthly income in Birr

1. Less than 500  2. 500 to 2,000   
3. 2,001 to 5,000  4. 5,001 to 10,000   
5. Above 10,001

## Part II: Perception towards the celebrity endorsement

### 1. Trustworthiness

**Instruction:** Please circle the number that best reflects your feeling in which the celebrity's trustworthiness in the advertisements of Ambassador Garment products is \_\_\_\_\_

		Very much	somewhat	Neither	somewhat	Very much	
1.1	undependable	1	2	3	4	5	Dependable
1.2	Dishonest	1	2	3	4	5	Honest
1.3	Unreliable	1	2	3	4	5	Reliable
1.4	Insincere	1	2	3	4	5	Sincere
1.5	Untrustworthy	1	2	3	4	5	Trustworthy

### 2. Physical Attractiveness

**Instruction:** Please circle the number that best reflects your feeling in which the celebrity's physical attractiveness in the advertisements of Ambassador Garment products is \_\_\_\_\_

		Very much	somewhat	Neither	somewhat	Very much	
2.1	unattractive	1	2	3	4	5	Attractive
2.2	Not Classy	1	2	3	4	5	Classy
2.3	Ugly	1	2	3	4	5	Beautiful
2.4	Plain	1	2	3	4	5	Elegant
2.5	Not sexy	1	2	3	4	5	Sexy

### 3. Expertise

**Instruction:** Please circle the number that best reflects your feeling in which the celebrity’s expertise in the advertisements of Ambassador Garment products is \_\_\_\_\_

		Very much	somewhat	Neither	somewhat	Very much	
3.1	Not an expert	1	2	3	4	5	Expert
3.2	Inexperienced	1	2	3	4	5	experienced
3.3	unknowledgeable	1	2	3	4	5	knowledgeable
3.4	unqualified	1	2	3	4	5	qualified
3.5	Unskilled	1	2	3	4	5	skilled

### 4. Celebrity-Brand Congruence

**Instruction:** Please circle the number that best reflects your feeling in which the perceived congruence (fit) between the celebrity and the brands endorsed is \_\_\_\_\_

		Very much	somewhat	Neither	somewhat	Very much	
4.1	Not compatible	1	2	3	4	5	Compatible
4.2	Bad fit	1	2	3	4	5	Good fit
4.3	Irrelevant	1	2	3	4	5	Relevant
4.4	Bad Match	1	2	3	4	5	Good match

### Part III: Consumer Buying Preference towards the celebrity Endorsement

The following questions are about your preference to use the product of the celebrity endorsed suits of Ambassador Garment Trade and PLC (buying preference) over other brands. Please circle the number that reflects best your feeling.

No	Consumer Buying Preference	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5.1	I <b>Prefer</b> Ambassador suit endorsed by celebrities	1	2	3	4	5
5.2	When I see big celebrities wearing Ambassador suit, I become <b>interested</b> to purchase	1	2	3	4	5
5.3	I usually <b>purchase</b> suits endorsed by celebrities	1	2	3	4	5
5.4	I <b>believe</b> that celebrity endorsed Ambassador Suit has better quality	1	2	3	4	5

*I thank you once again for your sincere cooperation.*

# Appendix – II – Amharic Questionnaire

## መጠይቅ

### የተከበራችሁ መልስ ሰጪዎች

በአዲስ አበባ ዩኒቨርሲቲ የንግድ ትምህርት ቤት በማርኬቲንግ ማኔጅመንት የማስተርስ መርሀ ግብር ተማሪ ነኝ። የመመረቂያ ፅሁፌ በተለያዩ ማስታወቂያዎች ላይ የሚሳተፉ አርቲስቶች ወይም ታዋቂ ሰዎች ህዝቡ የሚያስተዋውቁትን ምርት እንዲጠቀም ምን ዓይነት ተፅዕኖ እንደሚፈጥሩ ነው የሚያጠናው። ይህንን ተፅዕኖ ለማሳየት ደግሞ የተጠቀምኩት ምርት የአምባሳደር ጨርቃጨርቅና ንግድ ኃ/የተ/የግ/ማ ምርቶችን ነው። በአሁኑ ወቅት እነዚህን ምርቶች እያስተዋወቀ የሚገኘው አርቲስት ግሩም ኤርሚያስ ነው። እርስዎም በአርቲስት ግሩም ኤርሚያስ የተሰራውን የአምባሳደር ሱፍ ማስታወቂያ አይተውት ከሆነ ካለዎት የተጨናነቀ ጊዜ ላይ ጥቂት ደቂቃዎችን በመስጠት ይህንን መጠይቅ እንዲሞሉና ያሳደረውን ተፅዕኖ ለማወቅ እንዲረዱኝ በአክብሮት እጠይቅዎታለሁ። ያስታወሱ የሚሰጡት ምላሽ ለዚህ ጥናት ብቻ የሚውልና በምስጢር የሚያዝ ነው። ስለተባበሩኝ ከልብ አመሰግንዎታለሁ።

### ክፍል 1 - የመልስ ሰጪዎች ወቅታዊ ሁኔታ

(✓) ይህንን ምልክት በማስቀመጥ መልስ ይስጡ።

ሀ - እድሜ :-

1-ከ18 ዓመት በታች       2-ከ18 — 30       3-ከ31 — 40

4-ከ41 — 50       5-ከ51 በላይ

ለ - ፆታ :-      1-ወንድ       2-ሴት

ሐ - የትምህርት ሁኔታ :-

1- ከ12ተኛ ክፍል በታች       2- 12ተኛ ክፍል ያጠናቀቀ/ች ወይም ዲፕሎማ

3- የመጀመሪያ ዲግሪ       4- 2ተኛ ዲግሪና ከዚያ በላይ

መ - የሥራ ሁኔታ :-

1- ተማሪ       3- የግል ሥራ ባለቤት

2- ተቀጣሪ ሠራተኛ       4- ሌላ

ሠ - የወር ገቢ :-

- 1- ከ500 ብር በታች                       2- ከ500 — 2,000 ብር
- 3- ከ2,000 — 5,000 ብር                       4- ከ5,000 — 10,000 ብር
- 5- ከ10,000 ብር በላይ

**ክፍል 2 - ስለምርት አስተዋዋቂው (አርቲስት ግሩም ኤርሚያስ) ያለዎት አመለካከት**

**1- ተአማኒነት**

ትዕዛዝ:- የአምባሳደር ጨርቃጨርቅ ምርቶችን በሚያስተዋውቅበት ወቅት ስለአርቲስቱ ተአማኒነት የሚሰማኝ ስሜት \_\_\_\_\_ ነው። ስሜትዎን የሚገልፅልዎትን ቁጥር ያክብቡ።

		እጅግ በጣም	በተወሰነ መጠን	አይታወቅም	በተወሰነ መጠን	እጅግ በጣም	
1.1	አርቲስቱን ልተማመንበት አልችልም	1	2	3	4	5	እተማመንበታለሁ
1.2	ግልፁን አይናገርም	1	2	3	4	5	ግልፁን ይናገራል
1.3	በቃሉ አይገኝም	1	2	3	4	5	በቃሉ ይገኛል
1.4	ሀቀኛ አይደለም	1	2	3	4	5	ሀቀኛ ነው
1.5	ታማኝ አይደለም	1	2	3	4	5	ታማኝ ነው

**2- አካላዊ ውበት**

ትዕዛዝ:- የአርቲስቱ አካላዊ ውበት \_\_\_\_\_ ነው። ስሜትዎን የሚገልፅልዎትን ቁጥር ያክብቡ።

		እጅግ በጣም	በተወሰነ መጠን	አይታወቅም	በተወሰነ መጠን	እጅግ በጣም	
2.1	ሳቢ አይደለም	1	2	3	4	5	ሳቢ ነው
2.2	ዘመናዊ አይደለም	1	2	3	4	5	ዘመናዊ ነው
2.3	ቆንጆ አይደለም	1	2	3	4	5	ቆንጆ ነው
2.4	አይዘንጥም	1	2	3	4	5	ዘናጭ ነው

2.5	ቁመናው ያመረ አይደለም	1	2	3	4	5	ቁመናው ያማረ ነው
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**3- የዕውቀት ደረጃ**

**ትዕዛዝ:-** አርቲስቱ ስለሚያስተዋውቀው ምርት ያለው ዕውቀት \_\_\_\_\_ ያህል ነው፡ስሜትዎን የሚገልፅልዎትን ቁጥር ያክብቡ፡፡

		እጅግ በጣም	በተወሰነ መጠን	አይታወቅም	በተወሰነ መጠን	እጅግ በጣም	
3.1	ምሁር አይደለም	1	2	3	4	5	ምሁር ነው
3.2	ልምድ የለውም	1	2	3	4	5	ልምድ አለው
3.3	ዕውቀት የለውም	1	2	3	4	5	ዕውቀት አለው
3.4	ብቁ አይደለም	1	2	3	4	5	ብቁ ነው
3.5	ችሎታ የለውም	1	2	3	4	5	ችሎታ አለው

**4- አርቲስቱ ከምርቱ ጋር ያለው መጣጣም**

**ትዕዛዝ:-** አርቲስቱ ለሚያስተዋውቀው ምርት ያለው ተገቢነት ወይም መጣጣም \_\_\_\_\_ ያህል ነው፡ስሜትዎን የሚገልፅልዎትን ቁጥር ያክብቡ፡፡

		እጅግ በጣም	በተወሰነ መጠን	አይታወቅም	በተወሰነ መጠን	እጅግ በጣም	
4.1	ለምርቱ ተስማሚ አይደለም	1	2	3	4	5	ለምርቱ ተስማሚ ነው
4.2	ከምርቱ ጋር ይጣጣማል	1	2	3	4	5	ከምርቱ ጋር አይጣጣምም
4.3	ለምርቱ አስፈላጊ አይደለም	1	2	3	4	5	ለምርቱ አስፈላጊ ነው
4.4	ከምርቱ ጋር ይዛመዳል	1	2	3	4	5	ከምርቱ ጋር አይዛመድም

**ክፍል 3- በታዋቂ ሰዎች የተዋወቀውን ምርት ደንበኞች ለመግዛት ያላቸው ፍላጎት**

	ደንበኞች ለመግዛት ያላቸው ፍላጎት	በጣም እቃወማለሁ	እቃወማለሁ	ለውጥ አያመጣም	እስማማለሁ	በጣም እስማማለሁ
5.1	በታዋቂ ሰዎች የተዋወቀን ሱፍ መግዛት እመርጣለሁ	1	2	3	4	5
5.2	የአምባሳደርን ሱፍ ታዋቂ ሰዎች ለብሰውት ሳይ እኔም መግዛት እፈልጋለሁ	1	2	3	4	5
5.3	ብዙ ጊዜ በታዋቂ ሰዎች የተዋወቀ ሱፍን ነው የምገዛው	1	2	3	4	5
5.4	በታዋቂ ሰዎች የተዋወቀ የአምባሳደር ሱፍ የበለጠ ጥራት አለው ብዬ አምናለሁ	1	2	3	4	5

## Appendix – III - Descriptive analysis statistics – item wised

**Q1** - Please circle the number that best reflects your feeling in which the celebrity's trustworthiness in the advertisements of Ambassador Garment products is \_\_\_\_\_

### 1.1. Dependability

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Very much undependable	1	0.3	0.3	0.3
	Neither undependable nor dependable	32	9.3	9.3	9.6
	Somewhat dependable	129	37.4	37.4	47.0
	Very much dependable	183	53.0	53.0	100.0
	Total	345	100.0	100.0	

### 1.2. Honesty

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Very much dishonest	1	0.3	0.3	0.3
	Somewhat dishonest	1	0.3	0.3	0.6
	Neither dishonest nor honest	26	7.5	7.5	8.1
	Somewhat honest	135	39.1	39.1	47.2
	Very much honest	182	52.8	52.8	100.0
	total	345	100.0	100.0	

### 1.3. Reliability

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Somewhat unreliable	16	4.6	4.6	4.6
	Neither unreliable nor reliable	64	18.6	18.6	23.2
	Somewhat reliable	82	23.8	23.8	47.0
	Very much reliable	183	53.0	53.0	100.0
	Total	345	100.0	100.0	

#### 1.4. Sincerity

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Somewhat insincere	4	1.2	1.2	1.2
	Neither insincere nor sincere	52	15.1	15.1	16.3
	Somewhat sincere	125	36.2	36.2	52.5
	Very much sincere	164	47.5	47.5	100.0
	Total	345	100.0	100.0	

#### 1.5. Trustworthy

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Neither untrustworthy nor trustworthy	44	12.8	12.8	12.8
	Somewhat trustworthy	108	31.3	31.3	44.1
	Very much trustworthy	193	55.9	55.9	100.0
	Total	345	100.0	100.0	

**Q2** - Please circle the number that best reflects your feeling in which the celebrity's physical attractiveness in the advertisements of Ambassador Garment products is \_\_\_\_\_

#### 2.1. Attractive

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Very much unattractive	21	6.1	6.1	6.1
	Somewhat unattractive	22	6.4	6.4	12.5
	Neither unattractive	37	10.7	10.7	23.2
	Somewhat attractive	123	35.7	35.7	58.9
	Very much attractive	142	41.1	41.1	100.0
	Total	345	100.0	100.0	

### 2.2.Classy

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Very much not classy	2	0.6	0.6	0.6
	Somewhat not classy	4	1.2	1.2	1.8
	Neither not classy nor classy	28	8.1	8.1	9.9
	Somewhat classy	131	38.0	38.0	47.9
	Very much classy	180	52.2	52.2	100.0
	Total	345	100.0	100.0	

### 2.3.Beauty

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Somewhat ugly	14	4.1	4.1	4.1
	Neither ugly nor beautiful	62	18.0	18.0	22.0
	Somewhat beautiful	84	24.3	24.3	46.4
	Very much beautiful	185	53.6	53.6	100.0
	Total	345	100.0	100.0	

### 2.4.Elegancy

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Neither plain nor elegant	40	11.6	11.6	11.6
	Somewhat elegant	103	29.9	29.9	41.4
	Very much elegant	202	58.6	58.6	100.0
	Total	345	100.0	100.0	

### 2.5.Sexiness

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Neither not sexy nor sexy	47	13.6	13.6	13.6
	Somewhat sexy	107	31.0	31.0	44.6

	Very much sexy	191	55.4	55.4	100.0
	Total	345	100.0	100.0	

**Q3** - Please circle the number that best reflects your feeling in which the celebrity's expertise in the advertisements of Ambassador Garment products is \_\_\_\_\_

### 3.1.Expertise

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Very much not an expert	23	6.7	6.7	6.7
	Somewhat not an expert	22	6.4	6.4	13.0
	Neither not an expert nor expert	39	11.3	11.3	24.3
	Somewhat an expert	121	35.1	35.1	59.4
	Very much an expert	140	40.6	40.6	100.0
	Total	345	100.0	100.0	

### 3.2.Experience

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Somewhat inexperienced	14	4.1	4.1	4.1
	Neither inexperienced nor experienced	64	18.6	18.6	22.6
	Somewhat experienced	86	24.9	24.9	47.5
	Very much experienced	181	52.5	52.5	100.0
	Total	345	100.0	100.0	

### 3.3.Knowledge

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Somewhat unknowledgeable	9	2.6	2.6	2.6
	Neither unknowledgeable	75	21.7	21.7	24.3

	nor knowledgeable				
	Somewhat knowledgeable	69	20.0	20.0	44.3
	Very much knowledgeable	192	55.7	55.7	100.0
	Total	345	100.0	100.0	

### 3.4. Qualification

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Very much unqualified	6	1.7	1.7	1.7
	Somewhat unqualified	15	4.3	4.3	6.1
	Neither unqualified nor qualified	55	15.9	15.9	22.0
	Somewhat qualified	77	22.3	22.3	44.3
	Very much qualified	192	55.7	55.7	100.0
	Total	345	100.0	100.0	

### 3.5. Skill

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Somewhat unskilled	5	1.4	1.4	1.4
	Neither unskilled nor skilled	59	17.1	17.1	18.5
	Somewhat skilled	119	34.5	34.5	53.0
	Very much skilled	162	47.0	47.0	100.0
	Total	345	100.0	100.0	

**Q4** - Please circle the number that best reflects your feeling in which the perceived **congruence (fit)** between the **celebrity** and the **brands** endorsed is \_\_\_\_\_

#### 4.1.Compatibility

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Somewhat not compatible	8	2.3	2.3	2.3
	Neither not compatible nor compatible	39	11.3	11.3	13.6
	Somewhat compatible	127	36.8	36.8	50.4
	Very much compatible	171	49.6	49.6	100.0
	Total	345	100.0	100.0	

#### 4.2.Good fit

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Very much bad fit	3	.9	.9	.9
	Somewhat bad fit	19	5.5	5.5	6.4
	Neither bad fit nor good fit	48	13.9	13.9	20.3
	Somewhat good fit	114	33.0	33.0	53.3
	Very much good fit	161	46.7	46.7	100.0
	Total	345	100.0	100.0	

#### 4.3.Relevance

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Very much irrelevant	2	.6	.6	.6
	Somewhat irrelevant	14	4.1	4.1	4.7
	Neither irrelevant nor relevant	61	17.7	17.7	22.4
	Somewhat relevant	115	33.3	33.3	55.7
	Very much relevant	153	44.3	44.3	100.0
	Total	345	100.0	100.0	

#### 4.4.Good match

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Very match bad match	5	1.4	1.4	1.4
	Somewhat bad match	9	2.6	2.6	4.0
	Neither bad match nor good match	73	21.2	21.2	25.2
	Somewhat good match	83	24.1	24.1	49.3
	Very much good match	175	50.7	50.7	100.0
	Total	345	100.0	100.0	

**Q5** – What is your preference to use the product of the celebrity endorsed suits of Ambassador Garment Trade and PLC (buying preference) over other brands. Please circle the number that reflects best your feeling.

### 5.1.Preference

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	7	2.0	2.0	2.0
	disagree	47	13.6	13.6	15.6
	Neither disagree nor agree	94	27.2	27.2	42.8
	Agree	106	30.7	30.7	73.5
	Strongly agree	91	26.4	26.4	100.0
	Total	345	100.0	100.0	

### 5.2.Interest

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	6	1.7	1.7	1.7
	disagree	43	12.5	12.5	14.2
	Neither disagree nor agree	77	22.3	22.3	36.5
	Agree	96	27.8	27.8	64.3
	Strongly agree	123	35.7	35.7	100.0
	Total	345	100.0	100.0	

### 5.3.Purchase intention

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	2	.6	.6	.6
	disagree	33	9.6	9.6	10.2
	Neither disagree nor agree	68	19.7	19.7	29.9
	Agree	113	32.8	32.8	62.6
	Strongly agree	129	37.4	37.4	100.0
	Total	345	100.0	100.0	

### 5.4.Believe

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly disagree	3	.9	.9	.9
	disagree	8	2.3	2.3	3.2
	Neither disagree nor agree	71	20.6	20.6	23.8
	Agree	85	24.6	24.6	48.4
	Strongly agree	178	51.6	51.6	100.0
	Total	345	100.0	100.0	