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SCHOOL OF COMMERCE

The Effect of Celebrity Endorsed Advertisement on Consumer Brand Preference: The Case of Gelagle Brand

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**THE EFFECTS OF CELEBRITY ENDORSED ADVERTISEMENT ON
CONSUMER BRAND PREFERENCE: THE CASE OF GELAGLE
BRAND**

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CERTIFICATION

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ABSTRACT

It is stated, that celebrity endorsement is an effective method to accelerate consumer brand preference. The study was intended to look at the impact of celebrity endorsement on consumer brand preference; targeting the local brand Gelagle. After reviewing related relevant literatures the study adopted Ohanian's source credibility model (Trustworthiness, Attractiveness, and Expertise) and the product match up hypothesis (Celebrity-brand fit) to build its conceptual framework. Four measuring variables are selected and hypotheses were developed by arguing that perceived celebrity attractiveness, perceived celebrity trustworthiness, perceived level of celebrity expertise and perceived celebrity-product matchup significantly influence consumers brand preference. The research used quantitative and explanatory design. 385 questionnaires were distributed using convenience sampling techniques and 354 were completed. The questioner survey targeted both customer's and noncustomers located in Addis Ababa. SPSS version 26 was used to make the statistical analysis. Descriptive statistics (mean and frequency) and inferential statistics (correlation, multiple regression), are measured to sum up into findings. The study's results revealed that all independent variables (attractiveness, trustworthiness, celebrity-brand matchup, expertise) have a favorable and significant impact on consumer's brand preference towards Gelagle confirming all highlighted research hypothesis. Thus, the company is approaching an effective advertising by choosing its endorsers correctly. In addition, the researcher suggests to marketers with local brand to consider using celebrities in their advertisement and promotional endeavors by giving priority on the attractiveness of the celebrity, the match of the celebrity with the brand, trustworthiness of the celebrity and expertise level of the celebrity respectively.

Key words: celebrity endorsement, physical attractiveness, Trustworthiness, product/celebrity matchup, expertise, consumer brand preference

CHAPTER ONE

1.1. Introduction

This chapter consists of nine sections and provides an overall introduction. The first section introduces the background of the study. The second section addresses background of the company; the third discusses the research problem or statement of the problem. The fourth section poses the research questions. Objectives of the study are set in the fifth section. Finally, significance of the study, scope and limitation of the study, and operational definitions and organizations of the study are briefed in the remaining sections.

1.2. Background of the Study

Celebrity sponsorship has grown into a multibillion-dollar industry around the world. In order to obtain brand awareness, attention, interest, desire, and action, the advertising business is changing from traditional techniques to current ways of generating strategies that incorporate aspects of comedy, emotions, and the like. This makes the marketing sector to become full of competition. Due to the competitive environment in which businesses operate, effective communication is one of the most important topics to address in order to capture the attention of consumers, since customers are the major resources of marketers and reason for their existence. For this reason, Marketers spend a lot of money on product placement, endorsement, sponsorships, merchandising, and trade show sponsorship to keep people interested in their products. Celebrity endorsement is one of the most widely used and growing advertising strategy. According to (Khatri, 2006) celebrity endorsement is a marketing approach that is used to attract consumers. Celebrity endorsement improves the effectiveness of advertising. (Schultz and Brens, 1995) stated that marketers employ celebrity endorsement to better store information in consumer's minds so that they can readily recall the brand during purchase. As a result, Celebrity endorsements are a popular way for marketers to promote their brands, products and services. By transferring the positive image and characteristics of a celebrity on to the brand, marketers aim to trigger consumer's intent to purchase or use the endorsed product or service. (Kambitsis, Harahousou, Theodorakis, and Chatzibeis,2002) argues that celebrity endorsement helps to acquire sales, increase brand

awareness, develop positive attitudes toward the company, entertain customers, and recall the brand value. Thus, Celebrities are used by marketers to achieve their goals by solidifying points of differentiation with their competitors.

Based on the above discussion understanding the effectiveness of endorsers and endorsed advertisement is a very important issue for both academics and practitioners. Several researches are conducted around the world to determine the conditions under which celebrities become effective product endorsers and support the effectiveness of the celebrity endorsement approach. When it comes to the Ethiopian context, several companies use celebrity endorsement in their advertising to achieve a unique and relevant place in their customers' eyes. Despite this, only a few studies are conducted in this field to help marketers by offering information.

The following scholarly verified sentences emphasize the topic: After all is said and done, one must assess the potential risks versus the prospective rewards, as celebrity endorsements are always a high-risk, high-reward situation with a human element that you may not be aware of (Miller 1994). Marketers must know everything about consumer's in order to succeed in any business, especially in today's dynamic and continuously shifting economy (Peter and Olson, 2010).Due to this and other academically proven reasons examining the impact of celebrity endorsed advertisements on consumer's is advantageous. This study looked into the impact of celebrity-endorsed advertisements on customer brand preference, specifically in the case of the Gelagle brand.

Background of the Company.

Gelagle is a corporation dedicated to importing products from China and Taiwan that solve problems for Ethiopian societal groups under the Gelagle trademark. Gelagle is written as ገላገሌ in Amharic, which is Ethiopia's official language. It means, "Let a problem be quickly fixed and free from that difficulty forever."Gelagle's management has extensive experience in the import industry. The company's goals include importing new products for the Ethiopian market, preserving customer pleasure and loyalty, and lowering the risk and cost of repairing faulty goods by providing high-quality products at an accessible price. Gelagle spice holder, Gelagle kids android tab, Erif home and kitchen products, Gelagle water related products, and Yamral 3D puzzle products are among the company's most popular imports. Its products are available for purchase through agents as well as online. The company is a regular participant in Ethiopian bazaars held in several cities and towns. People who are having problems and

looking for problem-solving items to make their daily lives easier are the company's potential clients.

The company has started endorsing its products by using Betoeh family sitcom starring members:- Artist Ashenafi Mahalet, Artist Nistu Haile and Artist Makda Haile couple of years ago

1.3. Statement of the Problem

Celebrity endorsement has long been a prominent marketing strategy. and acknowledged as a ubiquitous and essential aspect of modern marketing (Biswas, Hussain& O'Donnell, 2009). This is because celebrity advertisements offer excellent results by assisting businesses in establishing their unique position in the marketplace. as well as creating a positive brand image and customer purchasing intent (Ranjbarian et al.2010).Consumers, on the other hand, are exposed to thousands of voices and images in magazines, newspapers, billboards, internet, radio, and television every day, and 80 percent of the information about the brand will be forgotten by them within 24 hours. In addition, every brand tries to rob at least a fraction of a person's attention in order to inform him or her of the product's remarkable and unique features (Ibitayo and Tejumaiye, 2015). Therefore, endorsed advertisements have to be effective. An effective advertisement is that which holds an effective message and studies indicted the effectiveness of a message depends on perceived credibility of the endorser and attractiveness of the endorser. Thus, the perfect celebrity for the right firm must to be picked (Muthukumar N., 2014). Given that a celebrity is a person with a variety of characteristics, such as intelligence, beauty, charm, or sophistication, advertisers are attempting to establish a link between their marketed brands and a positive image or way of life of a celebrity (Suegker, 2003). There are additional crucial factors that influence the efficacy of endorsed advertisements as reported by studies; (Kahle & Homer, 1985 Kamins, 1990; Tellis, 1998; Wheeler, 2002). Celebrity must match the target market. Overexposure and overshadowing are also described as influential terms on studies made by (Mowen & Brown, 1981; Dyson &Turco, 1995) and (Till, 1998) respectively.

Erdogan (1999) defines celebrity endorsement as a two-edged sword, suggesting that it can have both a good and negative impact. In this case, studies demonstrate that celebrity endorsement has a significant impact on advertising outcomes, making the issue an intriguing topic to examine further, particularly in the Ethiopian setting, where research is rare.

However, there are some prior studies undertaken involving the topic celebrity endorsement in banking, garment and leather shoes industries (Edom B., 2017; Elias S., 2015; Tadesse C., 2018, Surafel A., 2019etc.). Yet, there is still a lot to do, as those studies are industry based and their participant lists were only based on customers of their targeted company, which causes a limitation on generalizing opinions on the subject matter and may not represent the wider consumer population.

There is no research conducted focusing on imported shopping products which are new to the market with a registered Ethiopian brand. The researcher believes on the importance of acquiring empirical evidence to guide marketers working on the import and export business to utilize the celebrity endorsement strategy and gain from it.

This study examined the effects of celebrity-endorsed advertisement on consumer brand preference - The case of Gelagle Brand. As the company's imported products are new for the market and categorized under shopping goods.

1.5. Research Questions

1.5.1. General Research Question

- What is the effect of celebrity endorsed advertisement on consumer brand preference?

1.5.2. Specific Research Question

1. To what extent does credibility of celebrity influence consumer's brand preference of Gelagle?
2. To what extent does attractiveness of celebrities affect consumer's brand preference of Gelagle?
3. To what extent does celebrity-brand fit influence consumer's brand preference of Gelagle?
4. To what extent does celebrity expertise affect consumer's brand preference of Gelagle?

1.6. Objectives of the Study

1.6.1. General Objective

The overall objective of this study is to examine the effect of celebrity-endorsed advertisement on consumer brand preference - The case of Gelagle Brand.

1.6.2. Specific Objectives

1. To determine the effect of credibility of celebrities on consumer's brand preference of Gelagle in Addis Ababa.

2. To examine the effect of attractiveness of celebrities on consumer's brand preference of Gelagle in Addis Ababa.
3. To assess the effect of celebrity-brand match on consumer's brand preference of Gelagle in Addis Ababa.
4. To ascertain the effects of expertise of celebrities on consumer's brand preference of Gelagle in Addis Ababa.

1.7. Significance of the Study

This research is significant for domestic marketers, by giving them the understanding how celebrity affects customers endorsed brand and advertisement, the research could be used as a reference by marketing practitioners and advertising agencies to perform additional research and build a good competitive advantage. In addition, students and academicians can use it as an input for conducting similar researches in the future. At the end, the research provides tangible solutions and knowledge about the effects of celebrity endorsed advertisement on consumer brand preference in the case of Gelagle brand. And helps the management by filling some parts of the information gap of the topic. Further, the study adds to the knowledge and methodology of researching in the field.

1.8. Scope of the Study

The study is confined to assess the effects of celebrity-endorsed advertisement on consumer brand preference only in the case of Gelagle brand.

Geographical Scope

The data needed for the research was collected from both customers and non-customers of Gelagle located in Addis Ababa who are exposed to the endorsed Ads of the company to.

Variables

The independent variables of the study are; Credibility, Attractiveness, Celebrity-Brand congruency, Expertise level of celebrities. And the dependent variable of the study is Consumer Brand Preference.

Methodological Scope

Due to time, resource, and money constraints, the study was limited to Addis Ababa, resulting in sample size and sampling techniques limitations. As a result, limited samples of participants were chosen using a convenience sampling technique. The study used a questionnaire-based quantitative research method.

1.9. Definition of Terms

- **Celebrity** is described as a person who gets widespread public recognition from a big number of people and uses that recognition to promote a consumer commodity by appearing in advertising with it (McCracken, 1989).
- **Celebrity Endorsement** is a prominent and extensively utilized marketing approach that uses celebrities with a well-known reputation and influence to enhance brand awareness, brand recognition, and product sales (McCracken, 1989).
- **Endorser Credibility** Ohanian (1990) defines endorser credibility as the degree to which someone is believed to be trustworthy.
- **Celebrity Attractiveness** refers to the source's physical appearance and/or perceived personality. Methaq (2011).
- **Celebrity brand congruency** is the degree of alignment between an endorser's publicly available associations and the traits connected with the brand and/or endorsed product (Kirman and Shiv, 1998).
- **Expertise** the degree to which a communicator is seen as a reliable source of information, and it refers to an endorser's knowledge, experience, or skills (Demissie, 2015).
- **Celebrity overexposure** occurs when a celebrity's image is associated with multiple different companies, blurring the line between the celebrity and a specific brand and obliterating the distinction between them (Erdogan, 1999).
- **Consumer Brand Preference** The brand choice of a consumer is determined by his or her cognitive views about the brand's weighted features (Bass & Talarzyk, 1972; Bass & Wilkie, 1973).

1.10 Organization of the study

The study is organized into five chapters. The first chapter introduces background of the study, the statement of the problem, the research questions, research objectives, significance of the study, scope of the study and operational definition of terms of the study. The second chapter presents both theoretical and empirical review of the related literatures including conceptual framework of the study the research hypotheses. The third chapter deals with methodology of the study. The fourth chapter mainly concerns with the analysis of data. The last chapter, which is chapter five, presents the conclusion and recommendation, which was drawn from findings of the study in addition with implications for further research.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

2. Introduction

This chapter will provide some theoretical background and empirical evidence to support and point out any risks or limitations of the topic in light of the study's objective. In addition, the last part of the chapter contains the conceptual framework and hypothesis of the research.

2.1. Theoretical Literature Review

2.1.1. Definition of Celebrity Endorsement

A celebrity is a person who attracts a large number of people's attention in the media and uses it to promote a consumer product by appearing in advertising (McCracken, 1989). The term "celebrity" refers to someone who is well known for his or her accomplishments in their career, such as actors, sports players, entertainers, and so on, rather than the product category advocated (Friedman & Friedman, 1978). Celebrities are a common feature of the contemporary business world, frequently serving as the face or image of not only consumer goods and brands, but also businesses themselves (Ilicic & Webster, 2011). A brand can gain dominance and an approved secondary brand connection from a celebrity and consumer awareness, convey favorable connotations related to the celebrity onto the brand, improve brand image, and temporarily amend the endorsed brand's equity by pairing a brand with a celebrity (Keller, 2008). Celebrity endorsement is a common aspect of modern marketing McCracken (1989). Kotler (2000) defines celebrity endorsement as a type of brand communication in which a celebrity acts as the brand's spokesperson and supports the business's claim and position by exaggerating his or her social status. According to the above scholarly definitions, celebrity endorsements are highly associated with a brand. Thus, it is a great way to boost sales, raise brand awareness, instill pleasant feelings in customers, and remind them of the company's worth.

2.1.2. Celebrity Endorsement and Consumer's Brand Preference

Mukherjee (2009) examined the interaction between celebrities and brands, as well as the effect of celebrity endorsement on consumer purchasing behavior. And finds that celebrity endorsement is usually a two-edged sword with a number of positives—if correctly matched, it may do wonders for the firm, but if not, it can have extremely negative effects both for the brand and company. lieu (2007) states that there is no other effective instrument than

celebrity endorsement in terms of influencing customer brand preference if it is used correctly.

Celebrities are more potent in linking customers to companies than other sorts of endorsers so that celebrities are extremely effective in developing good attitudes toward brands (Atkin and Block ,1983).

Based on the foregoing review, it is reasonable to conclude that celebrity endorsement has a significant impact on a consumer's attitude toward a brand and brand choice.

2.1.3. Pros and Cons of using Celebrity Endorsement in Advertisement

According to (Kaikai, 1987), celebrity endorsement approach has various advantages and disadvantages such as, speeding up the identity module of a brand, changing negative perceptions of the brand, repositioning a current brand, positioning a new brand, and having a positive impact on customers' purchasing decisions. Another scholar (Dickenson, 1996) underlines the benefits of celebrity endorsement, claiming that in some cases, a celebrity is chosen and new stuff is developed around the person since this method can pay off big by giving things instant personality and appeal. According to other studies, there are some risk factors connected with celebrity endorsement in terms of its benefit. Keller (2013) identified the following risks: Popularity dwindling, moral concerns, over-endorsing, overshadowing, negative publicity, and high costs. According to Keller, negative publicity about a celebrity supporting a company can influence a consumer's perception of the celebrity and undermine the brand's reputation, prompting marketers to pay a high price for the celebrity's blunders and humiliation. According to (Kumar, 2010), there are occasions when buyers are more interested in the celebrity than the advertised product, and hence the idea of endorsing the brand fails. "The product, not the celebrity, must be the star. According to Cooper (1984), Consumers may become confused because of excessive exposure or endorsement, and may be unable to recollect the brand that the celebrity represents.

When we say celebrity endorsement builds credibility, we mean that people are emotionally tied to their favorite celebrities, and they are generally well-trusted by their fans, so when they use a product, it shows their fans that it is a product worth utilizing and generates trust in the company. Scholars have stated that using a celebrity to endorse a brand will help it stand out. This means that having a celebrity represent a brand repositioned it by increasing ad effectiveness. It brings up new market opportunities. As a result, selecting the correct

celebrity might help the business reach new consumers. If a controversy happens, a change in celebrity image could be disastrous. If the celebrity is too big in comparison to the brand value, the celebrity may overshadow the brand. In addition, if a celebrity is supporting many items at the same time, celebrity overexposure can be a problem since people may see the celebrity and identify it with another business. Endorsements are costly; so that, obtaining a celebrity endorsement usually necessitates a significant financial investment.

Finally, for the study to achieve its goals, it is necessary to learn about the benefits and drawbacks of celebrity endorsement by analyzing previous studies.

2.1.4. Concept of Brand and Brand Preference

A brand is a name, word, sign, symbol, design, or a mix of these components that is meant to identify the seller's goods or services and differentiate them from competitors (Kotler & Keller, 2012). According to Holbrook (2007), brand preference is the degree to which respondents like and expect to stay with their service provider. Brand preference is connected to brand loyalty in various researches (Rundle & Mackay, 2001).

As a result, brand preference is defined as the subjective, cognitive, and behavioral inclinations that influence a consumer's choice for a particular brand. Product quality, peer pressure, product advertisement, and product price are some of the elements that have a favorable effect on customer brand preference, according to a study conducted by Mentenot. A (2019). Also the study underlined the effect of product advertisement as positive and substantial.

As the study's goal is to determine the impact of endorsed advertising on consumer brand preference, a review of the concepts of brand and brand preference in the literature is required. As the review, reveals that endorsed advertisements have a beneficial impact on brand preference, which supports the study's goal.

2.1.5. Models on Celebrity Endorsement Strategy

Selecting the ideal celebrity to endorse a product or company is a difficult but necessary endeavor. Different studies are reviewed the development of a guideline model for selecting the endorser. (Carl Hovland, 1953) presented the Source Credibility Model, which was one of the first models. The Source Attractiveness Model (McGuire, 1985), the Product Match-Up

Hypothesis (Forkan 1980, Kamins 1989), and the Meaning Transfer Model were all improved as a result (McCracken 1989).

The models mentioned above have served as the foundation and backbone for describing the effectiveness of celebrity endorsement as a reference in several studies throughout the world.

Source Credibility Model

An endorser's favorable attributes that put influence on the receiver's appraisal of the message is defined as a source's credibility, Ohanian 1991; Hovland and Weiss (1951). An endorser with essential credibility source features can significantly boost a consumer's purchase intentions and alter their views, opinions, attitudes, and actions through a process called internalization (Liu et al., 2007). When receivers accept a source's impact on their personal attitudes and value structures, this occurs (Erdogan 1999).

This means that the receiver learns and accepts the credibility spokesperson's idea. The extent to which the recipient perceives the source as possessing relevant knowledge, skills, or experience and trusts the source to provide unbiased, objective information (Belch & Belch, 1994).

According to the source credibility model, the perceived level of competence and trustworthiness of an endorser, as outlined by Hovland & Weiss (1951) determine the impact of a communication. A third component of believability, according to some studies, is attractiveness based on physical appearance (Ohanian, 1990; Simsek, 2014).

Celebrities can improve and influence customers purchase intentions, using credible endorsers and their personal sources may be a technique to introduce higher degrees of believability into an advertising message (Beltramini and Sirsi 1992) (Gotlieb & Sarel 1991). Expertise is defined as "the perceived amount of knowledge, experience, or abilities possessed by an endorser" (Hovland et al. 1953), and it is seen as a source of reliable information in this way (Roozen, 2008).

According to Ohanian (1990), a celebrity's perceived competence is more relevant in explaining purchasing intentions and carries more persuasiveness than their attractiveness and trustworthiness in the eyes of customers. "The degree of faith consumers give in a communicator's desire to deliver the propositions s/he believes most valid," according to Ohanian (1990). According to Erdogan et al. (2001), trustworthiness is "the endorser's honesty, integrity, and believability as regarded by the target audience."

In terms of the effect of trustworthiness on attitude change, Miller and Baseheart (1969) conducted an experiment and discovered that when the perceived communicator's trustworthiness was high, attitude change was more likely to occur. (Friedman and Friedman (1979); Friedman, Santeramo, and Traina (1978)) discovered that trustworthiness had a strong correlation with the level of source's expertise, source's attractiveness, and respondents' perceived similarity to source.

The model also claims that the attractiveness of the communication source might boost the impact of the message. According to Ohanian (1990), the source's class, beauty, elegance, sexiness, and attractiveness determine attractiveness.

As a result, source credibility categorized into three categories: knowledge, trustworthiness, and attractiveness. The approach falls short of addressing and describing the most crucial factor to consider when picking endorsers and celebrity endorsement.

Erdogan (1999) defends his research by noting that while credibility qualities are important, they are not sufficient to identify the ideal endorser. According to McCracken (1989), credibility alone cannot explain all of the impacts offered by the endorser, and the source credibility approach does not sufficiently reflect the depth of their iconic traits.

Source Attractiveness Model

It is not a fate or composure that most advertising features are humans (Erdogan 1999), as consumers are more likely to establish positive stereotypes about them. Furthermore, research shows that physically attractive communicators are more effective than their unattractive counterparts at changing beliefs (Baker and Churchill 1977; Debevec and Keman 1984) and producing purchase intentions (Friedman et al. 1976; Petroschius and Crocker 1989; Petty and Cacioppo 1980).

Physical features such as likeness, familiarity, and likability, which are essential variables in an initial impression of another person, related to source attractiveness and its effectiveness (Ohanian, 1990; McGuire 1985). Blech and Blech (2001) define similarity as a claimed likeness between the source and the receiver of the message, noting that consumers are more likely to be influenced by a message from someone with whom they share a bond.

Familiarity is defined as "the level of knowledge a celebrity has about a brand" (Blech and Blech, 2001), while likability is defined as "affection for the source as a result of the source's physical appearance and behaviors" (Blech and Blech, 2001), Erdogan (1999).

The foregoing scholarly terms can be generalized, (Amos, Holmes, and Strutton, 2008), Consumers will find a celebrity endorsement more appealing if they perceive the celebrity to be similar to them, familiar, and even like that celebrity. The effect of source of attractiveness, according to Ohanian (1990) stated as follows, it can be utilized to develop effective communications, where the attribute attractiveness refers to the endorser's physical appearance, personality, likeability, and resemblance.

The Match-up Hypothesis

According to (Friedman, 1979; Atkin and Block 1983), the effectiveness of endorsement might vary depending on the product, there are some endorsers who are better suited to a particular product than others are.

(Forkan 1980, Kamins 1989) The match-up hypothesis has been codified as, the fit between an endorser and the product. The match-up theory suggests that for effective communication, the messages provided by the celebrity image and the product message should match (Erdogan 1999). Other researchers (Till and Busler 1998) defined the match-up hypothesis as the existence of a relationship and a fit between the endorsing celebrity and the endorsed brand for a message to be effective.

(Friedman and Friedman, 1979) summarizes the model by saying the higher the amount of endorsement effectiveness, the better the fit between the celebrity and the endorsed brand considered by consumers.

Meaning Transfer Model

Erdogan (1999) claims that neither source credibility nor attractiveness, and certainly not the match-up theories are adequate appraisal techniques for selecting the proper endorser. McCracken (1989) claims that the models only include the message sender's legitimacy and attractiveness, not the endorser's role as a communication channel.

A new model called the meaning transfer model discovered because of the proved proposals of studies about the incompleteness of the method. The meaning transfer model looks at the endorsement process from a cultural standpoint, claiming that celebrity endorsers are unique situations of meaning transfer.

McCracken (1989) also examines the meanings people identify with the endorser and then transfer to the brand to explain the effectiveness of celebrity spokespersons. He also claimed that the function of celebrities in advertisements is to not only be believable and appealing, but it also establish absolute and conspicuous meanings that customers will find powerfully convincing and helpful. According to (Atkin and Block, 1983) Consumers have a preconceived idea of celebrity and this image can be transferred to the brand. As a result, celebrity pictures are extremely important in the endorsement process.

In their model, McCracken (1989) demonstrates that there is a standard path for the movement of cultural meaning in consumer societies, which includes three stages: the formation of a celebrity's image, the transfer of meaning from the celebrity to the product, and the transfer of meaning from the product to the consumers. Companies must first analyze the true meanings wanted for their product, and then seek for the correct celebrity, Gracia (2009). In this approach, they can ensure not just the fit between product and celebrity, but also the effectiveness of the campaign.

The four models discussed above each have their own strengths and weaknesses, but they all have a role to play in determining the effectiveness of celebrity endorsement. As the success of celebrity endorsement is heavily reliant on the endorser's perceived attractiveness and perceived credibility, which includes trustworthiness and expertise, source credibility is a critical construct for the study's objectives.

The Elaboration Likelihood Model

Differences in the ways consumer's process and respond to persuasive messages are addressed in the elaboration likelihood model of persuasion. The ELM was devised by Petty & Cacioppo (1983) and has since then been the base for many studies. It was developed to explain the process by which persuasive communications, such as advertising lead persuasion by influencing attitudes. According to this model, the attitude formation or change process depends on the amount and nature of elaboration, or processing, of relevant information that occurs in response to persuasive message. High elaboration means that the receiver engages in careful consideration, thinking, and evaluation of the information or arguments contained in the message. Low elaboration occurs when the receiver does not engage in active information processing or thinking but rather makes inferences about the position being advocated in the message on the basis of simple positive or negative cues.(Petty & Cacioppo, 1983).

The elaboration likelihood model shows that elaboration likelihood is a function of two elements, motivation and ability to process the message. Motivation to process the message depends on such factors as involvement, personal relevance, and individual's needs and arousal levels. Ability depends on the individual's knowledge, intellectual capacity, and opportunity to process the message. According to elaboration likelihood model, there are two basic routes to persuasion or attitude change. The routes are central routes to persuasion and peripheral routes to persuasion.

Central routes to persuasion

The receivers viewed as a very active, involved participant in the communication process whose ability and motivation to attend, comprehend, and evaluate messages are high. When central processing of an advertising message occurs, the consumer pays close attention to message content and looks deeply into message arguments. A high level of cognitive response activity or processing occurs and the advertisement ability to persuade the receiver depends primarily on the receiver's evaluation of quality of the arguments presented.

Favorable cognitive responses, such as source bolsters and support arguments, lead to favorable changes in cognitive structure, which lead to counterarguments and/or source derogations, and result in negative attitude change. Attitude change, that occurs through central processing is relatively enduring and should resist subsequent efforts to change it.

Peripheral route to persuasion

Under the peripheral route to persuasion, the receiver is viewed as lacking the motivation or ability to process information and is not likely to engage in detailed cognitive processing. Rather than evaluating the information presented in the message, the receiver relies on peripheral cues that may be incidental to the main arguments. The receiver's reaction to the message depends on how he or she evaluates these peripheral cues. The consumer may use several types of peripheral cues or cognitive shortcuts rather than carefully evaluating the message arguments presented in an advertisement. Favorable attitudes may be formed if the endorser in the advertisement is viewed as an expert or is attractive and/or likable or if the consumer likes certain aspects of the advertisement such as the way it is made, the music or imagery. However, these favorable attitudes resulting from peripheral processing are only temporary. So these favorable attitudes must be maintained by continual exposure to the peripheral cues, such as through repetitive advertising.

The Three-Order Hierarchy Model

Perhaps the most important aspect of developing effective communication programs involves understanding the response process the receiver may go through in moving towards a specific behavior and how the promotional efforts of the marketer influence consumer responses. In many instances, the marketer's only objective may be to create awareness of the company or brand name, which may trigger interest in the product. In other situations, the marketer may want to convey detailed information to change consumer's knowledge of and attitudes toward the brand and ultimately change behavior. (Blech & Blech, 2001)

A number of models have been developed to depict the stages a consumer may pass through in moving from a state of not being aware of a company, product, or brand to actual purchase behavior, such as traditional AIDA and hierarchy of effects model (Blech & Blech, 2001). According to Floyd (1999) the traditional hierarchy-of-effects models vary greatly in specific terminology and steps that a consumer may progress through. All of the steps in the various models may be divided into one of three basic types of psychological effects: cognitive (learn), affective (feel), and conative (do). Floyd (1999) conducted an examination of the Three-Orders Hierarchy Model that was first developed by Ray (1973). The Three-Orders Hierarchy Model identifies three response hierarchy stages based on perceived product differentiation and product involvement. These alternative response hierarchies are the standard learning, dissonance/attribution, and low-involvement models. (Floyd, 1999)

The standard Learning Hierarchy

In many purchase situations, the consumer will go through the response process in the sequence depicted by the traditional communication models. Floyd (1999) terms this standard learning model, which consists of A learn- feel- do sequence. Information and knowledge acquired or learned about the various brands are the basis for developing affect, or feelings that guide what consumer will do. In this hierarchy, the consumer is viewed as an active participant in the communication process who gathers information through active learning.

Floyd (1999) further suggests that the standard learning hierarchy is likely when the consumer is highly involved in the purchase process and there is much differentiation among competing brands. High- involvement purchase decisions such as those for industrial products and services and consumer durable like personal computers, cameras, appliances and cars are areas where a standard learning hierarchy response process, is likely.

The dissonance/Attribution Hierarchy

A second response hierarchy proposed by Floyd (1999) involves situations where consumers first behave, then develop attitudes or feelings because of that behavior. This dissonance/attribution model, or do –feel-learn occurs in situations where consumers must choose between two alternatives that are similar in quality but are complex and may have hidden or unknown attributes. The consumer may purchase the product based on a recommendation by some non-media source then attempt to support the decision by developing a positive attitude toward the brand and perhaps even developing negative feelings toward rejected alternatives. This reduces any post purchase dissonance or anxiety the consumer may experience resulting from doubt over purchase. Dissonance reduction involves selective learning, whereby the consumer seeks information that supports the choice made and avoids information that would raise doubts about the decision. (Ibid)

The Low-Involvement Hierarchy

The final response hierarchy proposed by Floyd (1999) is the low-involvement hierarchy, in which the receiver is viewed as passing from cognition to behavior to attitude change, this learn-do-feel sequence is thought to characterize situations of low consumer involvement in the purchase process. It tends to occur when involvement in the purchase decision is low, there are minimal differences among brand alternatives, and mass-media advertising is important. (Ibid)

The notion of a low-involvement hierarchy is based in large part on Krugman's theory explaining the effects of television advertising. Krugman wanted to find out why television advertising produced a strong effect on brand awareness and recall but little change in consumers attitudes toward the product. He hypothesized that television is a low-involvement medium and the viewer's perceptual defenses are reduced or even absent during commercials. In a low-involvement situation, the consumer does not compare the message with previously acquired beliefs, needs or experiences. The commercial results in subtle changes in the consumer's knowledge structure, particularly with repeated exposure. This change in the consumer's knowledge does not result in attitude change but is related to learning something about the advertised brand, such as a brand name, the advertisement theme, the endorsers or slogan. According to Krugman(1965), when the consumer enters a purchase situation, this information may be sufficient to trigger a purchase. The consumer will then form an attitude toward the purchased brand because of experience with it.

2.1.7. Empirical Literature Review

As celebrity endorsement is becoming the most popular and used marketing communication tool, we can find many researched documents worldwide. There have also been some research projects undertaken in Ethiopia that can aid in the development of our conceptual framework, and their findings presented below.

Edom Birhanu (2017) attempted to investigate the total impact of celebrity endorsements on customers' banking behavior in Ethiopia. To assess the effects, she used Ohanian's source credibility model and the product match up hypothesis. Consequently, she discovered that Ohanian's source credibility (trustworthiness and expertise), as well as the product match up hypothesis, have a favorable and significant 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.

Surafel Asrat (2019) focused on Ambassador Garment and Trade P.L.C. to explore the influence of celebrity endorsement in advertisements on customer purchase preferences. To quantify the effects, he used Ohanian's Source Credibility Model features and the product match up hypothesis. As a result, he discovered that consumer's purchase preference is impacted by trustworthiness, physical attractiveness, and celebrity-brand fit. However, the celebrity's level of Expertise has no bearing on the dependent variable.

Emnet Guesh (2019) attempted to explore the impact of celebrity endorsement on fast moving consumer goods customer purchasing behavior. To measure the effects, she used Ohanian's Source Credibility Model features and the product match up hypothesis. Therefore, she discovered that all traits, except expertise, have a positive and large impact on consumers' purchasing behavior; the effect of expertise, on the other hand, has a favorable but small impact.

Furthermore, the study indicated that celebrity-endorsed commercials are more appealing than non-celebrity-endorsed advertisements.

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 employed the same characteristics as the previous studies and discovered that they all have a positive and significant impact on customers' attitudes and purchase intentions

Rizwa.R, Sumeet.K, Manoj.Kand Sagar.K (2015) tried to investigate the Impact of celebrity endorsement on consumer buying behavior. They applied the same attributes as the above studies they found that all have a positive and significant impact on consumer buying behavior and brand perception as well. In addition, the research concluded by emphasizing the celebrity endorsed advertisements as more attractive over the non-celebrity endorsed advertisements.

Sultan F. M. and Mannan A. M. (2015) tried to identify the effect of celebrity-endorsed advertisements on consumer buying behavior. They choose 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 behavior, in general.

Yunheui Jeon. (2018) investigated the impact of athletic celebrity endorsement on brand perception and purchase intention: To measure attitude toward the brand and buy intention, the study employed endorser credibility, endorser product-congruence, and endorser-self-image consumer's congruence. The study found that a high degree of congruence between celebrity image and product leads to a more positive consumer attitude toward the ad, brand, and purchase intention than a low degree, and that the higher the endorser's credibility level, the greater the role of the endorser in forming brand attitude.

According to a study conducted by (Kumar & Hunda, 2015) on customer perceptions of celebrity endorsement, there are nine factors to consider when examining customer perceptions of celebrity endorsement: attractiveness, trustworthiness, physical appearance, popularity, image/goodwill, aspiration, reliability, and the celebrity's negative role in the outcome. In comparison to celebrity endorsement, the study's findings suggest that endorsed product has a favorable impact on consumer purchasing behavior. The researchers came to the conclusion that the attractiveness of a celebrity supporting a product has a significant

impact on customer perception, and that such influences are more positive on a customer's purchasing choice.

Saima.A, Muhammed.N, Riaqa.M and Sana.R, (2017) Applied a research on factors influencing effectiveness of celebrity endorsement in advertising: The paper identified key factors that determine the effectiveness of celebrity endorsement in advertising, including celebrity popularity, knowledge, skills credibility, celebrity-brand matchup, and celebrity loyalty. And discussed how those factors influence effectiveness of celebrity endorsement. The study concluded that, with the exception of attractiveness, all have a significant impact on the effectiveness of celebrity endorsement.

Wang, Cheng, & Chu, (2012), the study assesses the effect of celebrity endorsement on consumer buying behavior: the authors used advertising effect and advertising appeals as mediators for their research. They discovered that advertising was the most effective method of informing consumers. The study also discovered that celebrity endorsement, advertising appeal, and the advertising effect all had a favorable and significant impact on customer purchasing intentions.

Muhammed.A, & Nazish.H (2017), did a study to look at the impact of celebrity endorsement on consumer purchasing behavior for cosmetic items; the study's population focused on females. The stated finding demonstrates that celebrity credibility influences consumer intention to purchase cosmetics in a positive way. Proved that, celebrities give significance to products, which has a good impact on customer intentions to buy cosmetics. According to the study, people are more attracted to celebrity-endorsed advertising than those that do not feature celebrities, which increases brand recall.

Khan K. S., Rukhsar A. and Shoaib M. (2016) attempted to determine, the relationship between trustworthiness, knowledge, physical beauty, and celebrity-brand congruency. as well as their impact on consumers buy intent. As a result, they discovered that physical appearance and consistency had a positive and large impact on consumers' purchase intentions, whereas celebrity expertise and trustworthiness have little effect.

Demissie discovered that product/celebrity fit and competence have the greatest impact on customers' perceptions of brands, while physical attractiveness and trustworthiness have the greatest impact on buy intent (Demissie 2015).

Furthermore, Ibok (2013), in his study conducted on Nigerian Telecom Industry, found that the celebrities' perceived trustworthiness, expertise, and attractiveness have significant influence on the celebrities' effectiveness on advertisements.

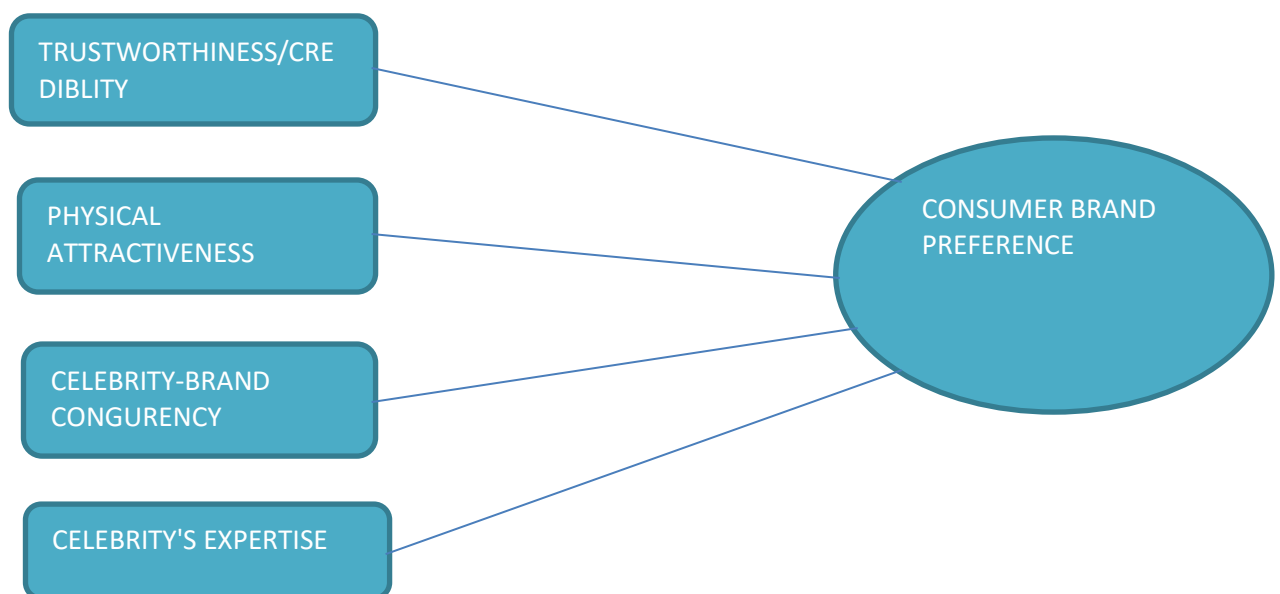
(Ahmed, et al., 2015) conducted on Impact of Celebrity Endorsement on Consumer Buying Behavior. The results show that the celebrity endorsement has reasonable impact on customers as per their attitude and buying intention.

(Farhat & Khan, 2011), they conducted research on "celebrity endorsement: a congruity measure of personalities," which found that "congruence between a celebrity and a brand is an important concept to consider when considering the pre-attitude toward the ad featuring a celebrity endorsing a brand." In a limited sense, the study provides actual evidence for the widely held idea that the personalities of the Endorser and the Brand must be compatible.

2.1.8. Conceptual Framework and Hypotheses of the Study

Based on the above empirical evidences, the study used Ohanian (1990) source credibility model and product match-up hypothesis.

Figure 1 *Conceptual Framework: Source: adopted and modified (Ohanian, 1990)*



Hypotheses of The study

The following hypotheses are tested based on empirical review of the literature

H-1: The credibility of celebrities has a positive and significant influence on consumer's brand preference Gelagle.

Credibility is defined as a "communicator's favorable attributes that influence the message receiver's evaluation" (Hovland and Weiss, 1951; Ohanian, 1991). An endorser with essential credibility source factors can significantly boost a consumer's brand preference and impact their beliefs, views, attitudes, and behaviors through a process known as internalization (Liu et al., 2007). If the celebrity is regarded as trustworthy, the effect may be transferred to eagerness to purchase (Zahaf and Anderson, 2008).

H-2: The attractiveness of Celebrities has a positive and significant influence on consumer's brand preference of Gelagle.

According to Erdogan (1999), most advertisements use attractive people and consumers tend to form positive attitudes about such people.

H-3: The Celebrity-Brand congruency has a positive and significant influence on consumer's brand preference of Gelagle.

A good match between a celebrity and a product is more effective than a bad match in terms of producing positive marketing evaluation, that increase endorser credibility and advertising effectiveness (Davis and Slater 2015).

By transferring cultural meanings from their brand image to the product, a congruent product-endorser match is more likely to encourage people to buy the endorsed brand. The better the celebrity is suited to the brand or product, more relevant or congruent the celebrity-brand match is perceived to be, then the greater the positive response to advertising in terms of brand preference and purchasing intent will be (Till and Busler 2000; Batra and Homer 2004).

H-4: Expertise level of Celebrities has a positive and significant influence on consumer's brand preference of Gelagle.

According to Ohanian (1991), a celebrity's perceived Expertise, rather than their attractiveness and trustworthiness, is more essential in explaining buy intentions and carries more persuasiveness, perceptions of the product's quality influenced by expert sources.

(Erdogan et al., 2001) states that a knowledgeable source or celebrity is more compelling and produces more buy intent. Its efficiency will be determined by the level of celebrity Expertise (Amos et al., 2008). The more relevant or consistent the celebrity/brand match-up, the more positive the response to advertising in terms of brand preference and purchasing intent will be (Till and Busler 2000; Batra and Homer 2004).

Chapter Three

Research Methodology

3. Introduction

This section discusses the methodology used in the study; Research Design, Research Participants, Sampling Techniques, Data Collection Instruments, Data Collection and Data Analysis Procedures including reliability and validity of the research.

3.1. Description of the Study Area

This research studied the effects of celebrity-endorsed advertisement on consumer brand preference - The case of Gelagle brand. The study was conducted in Addis Ababa, targeting both customers of the brand and the non-customers who are exposed to its celebrity-endorsed advertisements.

3.2. Research Approach

Study approaches are research plans and procedures that cover everything from general assumptions to detailed data collecting, analysis, and interpretation methodologies (Creswell, 2014). Quantitative research, according to Creswell (2014), is an advanced approach for testing objective ideas by examining the relationship between variables, describing frequencies, averages, and correlations, and testing hypotheses concerning variable associations. As a result, it is more adaptable and inductive. In light of the scholarly description above, it is beneficial to quantify opinions, attitudes, and behavior in order to determine how the entire population feels about a certain problem. As a result, the research used a quantitative approach. Convenience sampling technique was used to collect data from The Gelagle customers and non-customers using structured questionnaires in order to determine the impact of celebrity endorsement on consumer preference for the brand.

3.3. Research Design

The purpose of this study was to determine the impact of celebrity endorsement on consumer brand preference. In the case of the Gelagle brand, the design is explanatory. Explanatory studies try to figure out if the value of one variable causes or affects the value of another in order to establish a link between them, and they usually quantify the level of influence of the independent variables on the dependent variable. As the overall objective of the study is to investigate the effect of celebrity endorsement (credibility, expertise, celebrity-brand match fit, attractiveness) on consumer's brand preference, this research design is preferable for this study to address the targeted research questions and to enable the study's objective.

3.4. Population

John W. Creswell (2009) point out that, "Population is the group of interest to the researcher, the group to whom the researcher would like to generalize the results of the study.

Jankowicz (1995) points out that in order to draw a sample; you have to know how many people are in the population, and how this total is sum up from people falling into various subgroups in which you might be interested.

The populations of this study are consumers located in Addis Ababa.

3.5. Sample Size and Sampling Technique

Sampling is the process of using a small or parts of a larger population to make conclusions about the whole population. Sampling is one of the components of research design.

Jankowicz (1995) defines sampling as the deliberate choice of a number of people; the sample provides data from which to draw conclusions about some larger group, the population, whom these people represent. This enables the research to be conducted economically feasible to use part of the population and within the limited period.

There are several ways in which potential participant are selected for inclusion in a research study, and the manner in which participants are selected is determined by several factors, including the research question being investigated, the research design being used, and the availability of appropriate numbers and types of study participants (Geoffrey, p. 52, 2005).

As it is difficult to estimate the probability that each respondent in the population will be included in the sample, the research will use non-probability sampling. For the reason, non-probability sampling performed in small inquiries and researches by individuals, the design is used because of the relative advantage of time and money inherent in this method of sampling (Kothari, 2006).

3.6. Sample Size Determination

As the huge number of sample units, time and cost constraints, and a lack of previous research in Ethiopia to calculate the estimate of p and q, the Cochran sampling formula is suited to choose a sample from the target population.

As its cited in Israel (2003) the estimation method given by Cochran sampling formula is represented as $n = \frac{(1.96)^2 \times P \times (1-z)}{(1-z)^2}$. Where: -

n= the sample size which will be drawn

e= level of precision or sometimes called sampling error (range in which the true value of the population would be estimated).

P= population proportion

z= level of confidence

Since the size of the population is unknown, the sample is drawn from the maximum variability of the population ($p=0.5$) with assuming 95% accuracy (confidence level) with a 5% precision level. By applying those values to Cochran's formula as; $n = 1.96 \times 0.5 \times 0.5 / 0.05^2 = 384$, we will get a predetermined sample value of 384. Based on the outcome questionnaires were allocated using non-probability sampling at the company's show room, agent shops and public places.

3.7. Sources and Methods of Data collection

To accomplish its goals, the study incorporated both primary and secondary data. Primary data is information collected expressly for the problem under investigation (Churchill 1996), and in this study, primary data was collected from Gelagle customers and non-customers via structured questionnaire surveys that were presented in person to the participants.

The questionnaires developed in closed-ended format, with responses rated on a five-point Likert scale. Secondary data was gathered from a variety of sources, including relevant literatures, journals, papers, and websites, including the company's website, as well as related research.

3.8. Data Analysis Methods

Respondent profiling was the first step in the analysis procedure. The researcher employed descriptive and inferential statistics in this research, to measure and predict the relationship between the independent variables (credibility, attractiveness, celebrity-brand congruency, and expertise) and the dependent variable (consumer brand preference). Correlation and

multiple regressions analysis used to summarize sample population characteristics obtained through the questionnaire. This aids in the research of the study's main questions and aims.

As it is accessible, easy to use and efficient, the data input and analysis of the study utilized using the Statistical Package for Social Science (SPSS) version 26.

3.9 Reliability and Validity of the Study

3.9.1 Reliability Analysis

According to (Creswell, 2009), instrument reliability examines instrument consistency and considers instrument dependability as the degree of consistency that the instruments display. Reliability is commonly reported as a correlation coefficient, which is a value between 0 and 1. Zikmund, Baabin, Carr, & Griffen (2013) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability. Therefore, for this study, a cronbach's alpha score of 0.7 or higher are adequate to determine reliability.

According to many studies, reliability test assess the internal consistency among the variables using a set of scale or test items Lisa M, Given (2008). In other words, the reliability of any given measurement refers to the extent to which is a consistent measure of a concept. Cornbach's Alpha technique assessed the consistency strength in this study.

Table3.1 Reliability analysis of variables

Variables	No. of Items	Cronbach's Alpha Coefficients
Trustworthiness	5	0.744
Physical attractiveness	5	0.831
Celebrity-Brand fit	4	0.825
Expertise	5	0.791
Consumer Buying Preference	4	0.848

Source: research's Survey data, 2022

3.9.2 Validity Analysis

Validity refers to whether or not the findings are truly about what they claim to be. The extent to which data gathering procedures accurately measure what they were intended to measure is validity (Saunders, 2003). As stated above, the validity of a research instrument has a significant impact on the study's quality, so all of the questioners are from relevant literature to ensure consistency between the research data collection and the theoretical framework. In addition, all of the instrument's questioners are adopted from past research studies that were relevant to this one.

3.10. Ethical Considerations

The researcher followed the general principles and regulations of research ethics given below during the data collection process:

Voluntary participation and harmlessness the goal of the study and their role in participation explained to all participants and information collected on a voluntary basis.

Disclosure The researcher has all of the relevant fact files in order to inform potential volunteers about the research methods

Anonymity and confidentiality throughout the research procedure, the anonymity of filled data ensured, and data was presented exactly as collected. Data appropriately examined and reported.

Chapter Four: Data Presentation, Analysis and Interpretation

4. Introduction

This chapter presents the data analysis and discussion of findings of the research in accordance to the research objectives. The data collected from respondents was analyzed and interpreted using quantitative analysis.

4.1 Response Rate

The survey was conducted during a three weeks of time. The questionnaire was distributed to random respondents who are both customers and non-customers of Gelagle, in Addis Ababa at different areas. The researcher made sure of before giving out questionnaires that respondents are expose to celebrity endorsed Ads of Gelagle. Hence, the profile of respondents can represent of the targeted brand. After distributing 384 questionnaires for respondents, total of 354 answered questioner were retrieved, which are 92.18% of the total distributed questionnaires. The remaining 16(4.16%) Questionnaires were not retrieved and the rest 14(3.6%) were found to be incomplete. Thus, the response rate was excellent

Table 4. 1 Questionnaire response rate

	Respondents		
	Correctly Filled and Returned	Not Correctly Filled	Not Returned
Number	354	14	16
Percentage	92.18%	3.6%	4.16%

Source: Research's Survey Data, 2022

4.2 Demographic Profile of Respondents

This section discussed the respondents' general demographic information, such as gender, age, education level, occupation, and monthly income, which were included in the first portion of the questionnaire.

Table 4.2 Respondents profile

		Frequency	Percent
Age	18-30	152	42.90%
	31-40	141	39.80%
	41-50	49	13.80%
	51 % above	12	3.40%
	Total	354	100%
Gender	Male	178	50.30%
	Female	176	49.70%
	Total	354	100%
Educational Status	Below High School	21	5.90%
	High School , Certificate or Diploma Graduate	39	11%
	1st Degree	217	61.30%
	2nd degree & above	77	21.80%
	Total	354	100%
Occupation	Employee	285	80.50%
	Business Owner	48	13.60%
	Other	21	5.90%
	Total	354	100%
Monthly Income	Less than 500	12	3.40%
	500-2000	25	7.10%
	2001-5000	99	28.00%
	5001-10000	132	37.30%
	above 10001	86	24.30%
	Total	354	100%

Source: research's Survey data, 2022

Table 4.3 Majority class respondents

	Majority Class	Total number Of People	Percentage out of the total valid responses
Age	18-30	152	42.9
Gender	Male	178	50.3
Educational Status	1st Degree	217	61.3
Occupation	Employee	285	80.5
Monthly Income	5001-10000	132	37.3

Source: Research's survey data, 2022

As presented above on the **Table 4. 4** Majority of the respondents are at the age interval of 18-30. From the total respondents of the survey, male respondents showed high range by presenting 50.3% of the target population. Also 61.3% of the respondents have owned their first degree. this shows the research response validity and reliability has increased as it is known that one of the reason declining reliability and validity of data is respondents level of understanding and knowledge about research. 80.5% of the sample population are employees. Respondent's highest monthly income range is 5001-10000 with percentage score of 37.3.

4.2 Descriptive Analysis of Variables

The influence of celebrity-endorsed advertisement on consumer brand preference was examined in this study by using four attributes: trustworthiness, physical attractiveness, celebrity-brand fit, and celebrity expertise level.

The descriptive statistics of mean and standard deviation are used to compare the responses of respondents to celebrity endorsement. The simplest and most generally used measures of central tendency and dispersion are the mean and standard deviation, respectively. The average degree of agreement or disagreement of a sample group with various claims can be determined by measuring the mean. The greater the mean value, the more people agree with the statement, whereas the lower the mean, the more people disagree with it. The standard deviation measures the variability of an observed response by showing how distributed the data is concerning the mean (Kothari, 2004). The results of the descriptive analysis are discussed below

4.2.1 Celebrity's Trustworthiness

Table 4. 5 Descriptive Statistics of Celebrity's Trustworthiness

Measures of Celebrity Effectiveness	Mean Score	Standard Deviation
Undependable/Dependable	4.01	0.865
Dishonest/Honest	4.27	0.729
Unreliable/Reliable	4.42	0.598
Insincere/Sincere	4.48	0.635
Untrustworthy/Trustworthy	4.56	0.566
Grand Mean	4.34	0.678

Source: Research's survey data,2022

According to **Table 4.4**, consumers have a positive attitude toward trustworthiness, as seen by the high overall mean score value. This suggests that many of the respondents favor the Gelagle brand because celebrities endorsing it are considered as trustworthy. According to statistical standards, a low standard deviation suggests that data is grouped around the mean, while a large standard deviation indicates that data is more dispersed (Kothari, 2004). An overall standard deviation of 0.67 indicates a moderate amount of standard deviation, indicating that respondents expressed a wide range of opinions which signals different level of brand perception and preference opinion were reflected to the targeted brand.

4.2.2 Celebrity's Physical Attractiveness

Table 4. 6 Descriptive Statistics of Celebrity's Physical Attractiveness

Measures of Celebrity Effectiveness	Mean Score	Standard Deviation
Unattractive/Attractive	4.30	0.719
Not Classy/Classy	4.34	0.694
Ugly/Beautiful	4.49	0.603
Plain/Elegant	4.58	0.578
Not sexy/Sexy	4.49	0.631
Grand Mean	4.44	0.645

Source: Research's survey data, 2022

As shown in **Table 4.5**, the overall level mean score of physical attractiveness is 4.44, which is a high mean value, implying that the majority of the respondents agreed on the celebrities' physical appeal. The aggregate standard deviation score is 0.64, indicating a moderate amount opinion variation among the respondents.

4.2.3 Celebrity's Expertise

Table 4. 7 Descriptive Statistics of Celebrity's Expertise

Measures of Celebrity Effectiveness	Mean Score	Standard Deviation
Not an Expert/Expert	4.25	0.746
Inexperienced/Experienced	4.32	0.663
Unknowledgeable/Knowledgeable	4.44	0.672
Unqualified/Qualified	4.62	0.568
Unskilled/Skilled	4.53	0.543
Grand Mean	4.43	0.638

Source: Research's survey data,2022

According to the data provided in Table 4.6, the majority of respondents (mean 4.62) agreed that the celebrities are qualified, followed by skilled, knowledgeable, experienced, and expert (scoring values of 4.53, 4.44, 4.32, and 4.25, respectively). The overall value score has a standard deviation of 0.638. This implies that the majority of people are positive about celebrities' expertise, with a little difference of opinion.

4.2.4 Celebrity-Brand Fit

Table 4. 8 Descriptive Statistics of Celebrity-Brand Fit

Measures of Celebrity Effectiveness	Mean Score	Standard Deviation
Not Compatible/Compatible	4.24	0.757
Bad Fit/ Good Fit	4.29	0.652
Irrelevant/Relevant	4.36	0.686
Bad Match/ Good Match	4.44	0.650

Grand Mean	4.33	0.686
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Source: Research's survey data, 2022

According to **Table 4.7**, the total level of celebrity-brand fit had a mean score of 4.33, indicating that the majority of respondents highly agreed on the celebrities' congruency. The overall standard deviation number is 0.686, indicating that there is moderate variety across respondents' perspectives.

4.2.5 Consumer Brand Preference

Table 4.9 Descriptive Statistics of Consumer Brand Preference

Measure of Celebrity Effectiveness	Mean Score	Standard Deviation
I prefer Gelagle products endorsed by celebrities	4.20	0.853
When I see big celebrities using Gelagle products I become Interested to purchase	4.38	0.777
I usually purchase products endorsed by celebrities	4.34	0.682
I believe that celebrity endorsed Gelagle products have better quality	4.28	0.792
Grand Mean	4.3	0.776

Source: Research's survey data, 2022

As shown in **Table 4.8**, respondents gave the highest mean score values to all item statements, resulting in an average mean score value of 4.3 for consumer brand choice. This indicates that consumers have a favorable opinion of Gelagle's celebrity-endorsed products. The average standard deviation is 0.776, indicating that there is moderate variety in respondents' opinions.

4.3 Correlation Analysis of Variables

The correlation matrix displays the correlation values, which indicate the degree to which each pair of variables is related linearly (Leary, 2012). The Pearson correlation is the most popular method for determining correlation. Correlation values can range from -1 to +1, Kothari (2004). A positive r-value suggests a positive correlation, implying that the variables

tend to rise and fall in lockstep. A negative r-value indicates a negative correlation, which means that the value of one variable falls while the value of the other rises. A r value of 0 implies that there is no relationship between the two variables (Saunders, Lewis, & Thornhill, 2009).

When $r=1$, it means that there is a perfect positive connection. When $r=-1$, it indicates a perfect negative correlation (Kothari, 2004). The table below shows the correlation matrix for the entire sample.

		Trustworthiness	Physical Attractiveness	Celebrity-Brand Congruence	Expertise	Consumer Brand Preference
Trustworthiness	Pearson Corr.	1				
	Sig.(2-Tailed)					
Physical Attractiveness	Pearson Corr.	.631**	1			
	Sig.(2-Tailed)	0.00				
Celebrity-Brand Congruence	Pearson Corr.	.430**	.503**	1		
	Sig.(2-Tailed)	0.00	0.00			
Expertise	Pearson Corr.	.644**	.636**	.468**	1	
Consumer Brand Preference	Sig.(2-Tailed)	0.00	0.00	0.00		
	Pearson Corr.	.748**	.750**	.544**	.749**	1
	Sig.(2-Tailed)	0.00	0.00	0.00	0.00	0.00

Table 4.10 Correlation Table N=354

Source: Research's survey data, 2022

As per the **Table 4.8** above, the coefficients show that all the four independent factors measuring celebrity endorsement are positively related with consumer brand preference within the range of 0.544 to 0.748 all were significant at $p < 0.01$. (Kothari, 2004)

Thus, the independent variables of the study (Trustworthiness, Physical Attractiveness, Celebrity-Brand Congruence and Expertise) have strong positive and significant correlation with the dependent variable of the study (consumer brand preference) with correlation coefficient of 0.748, 0.750, 0.544, and 0.749 respectively. Physical attractiveness has highest correlation with the dependent variable comparing to the other independent variables.

4.4 Assumption Test for Regression Analysis

The regression analysis is the final step in revealing information about each indicator of celebrity endorsement unique contribution and influence on consumer brand preference. When there are two or more independent variables in a relationship, a multiple regression analysis is utilized (Kothari, 2004). According to (Chris Brooks, 2008), the data requires specific assumptions to be filled in order to extract the correct value using a regression model. This section introduces normality, linearity, homoscedasticity, and multicollinearity.

4.4.1 Normality Test

The assessment of regression model requires continuous data with normal distribution. Thus, test for normality is a major thing to do. According to (Gujarati, 2004), Normality test or test for normal distribution can be inspect by using Histogram or dot plot method of tests if a study consists of small sample size which is less than 100 whereas probability plot (NPP) method is used if the sample size is large or more than 100. If the fitted line in the NPP is approximately a straight line, It can be said that variables interest are normally distributed. The other method to check for normality is to run descriptive statistics to get a result for skewness and kurtosis. As reported by (Hair, 1998) skewness and kurtosis should be within the range of +2 and -2. For this research, Normality was tested by using both methods

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: ConsumerBrandPreference

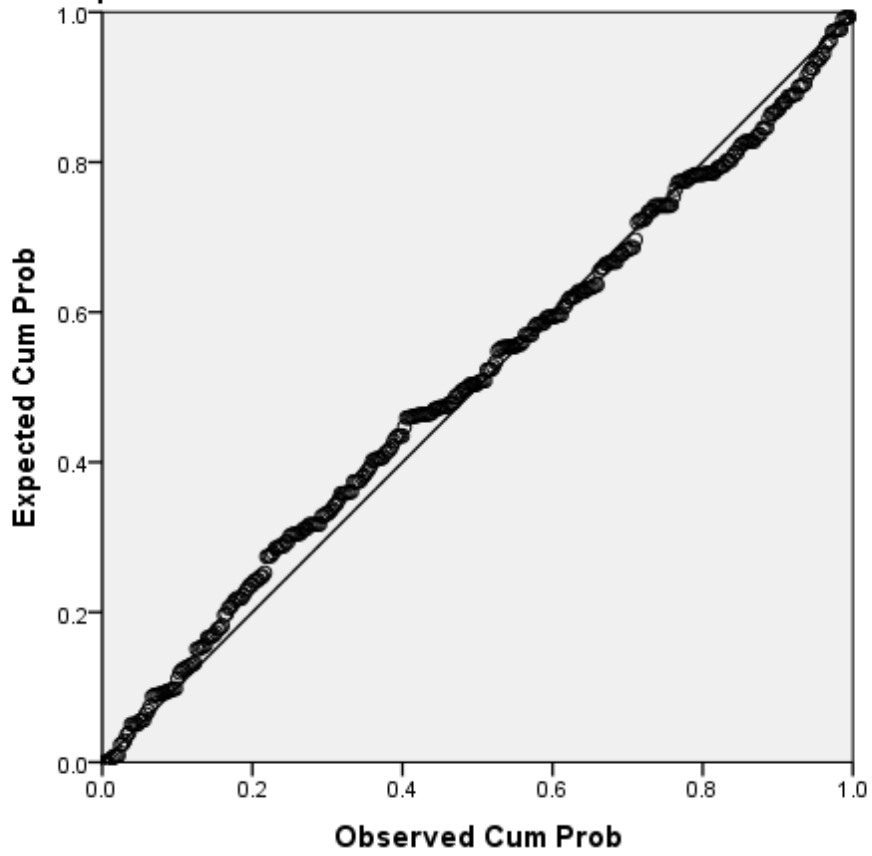


Figure 2 Normal P-P Plot of Regression Standardized Residual

Source: research's survey data, 2022

Table 4. 11 *Normality Test Result*

Constructs	Skewness	Kurtosis
Trustworthiness	-.612	-1.021
Physical Attractiveness	-.455	-1.262
Celebrity Brand Congruence	-.705	-1.000
Expertise	-.482	-.924
Consumer Brand Preference	-.368	-.786

Source: research's survey data, 2022

As seen in **Table 4.9**, the values of skewness and kurtosis are both between -2 and +2. As a result, the study's population is normally distributed within the normality test's minimum requirements.

4.4.2 Linearity

The degree to which the change in the dependent variable related with the independent variable is measured by the linearity of the relationship between the dependent and independent variables (Hair, 1998). This means for every increase in the independent variable will also be an increase in the dependent variable. This assumption is best checked with histogram or Q-Q-Plot.

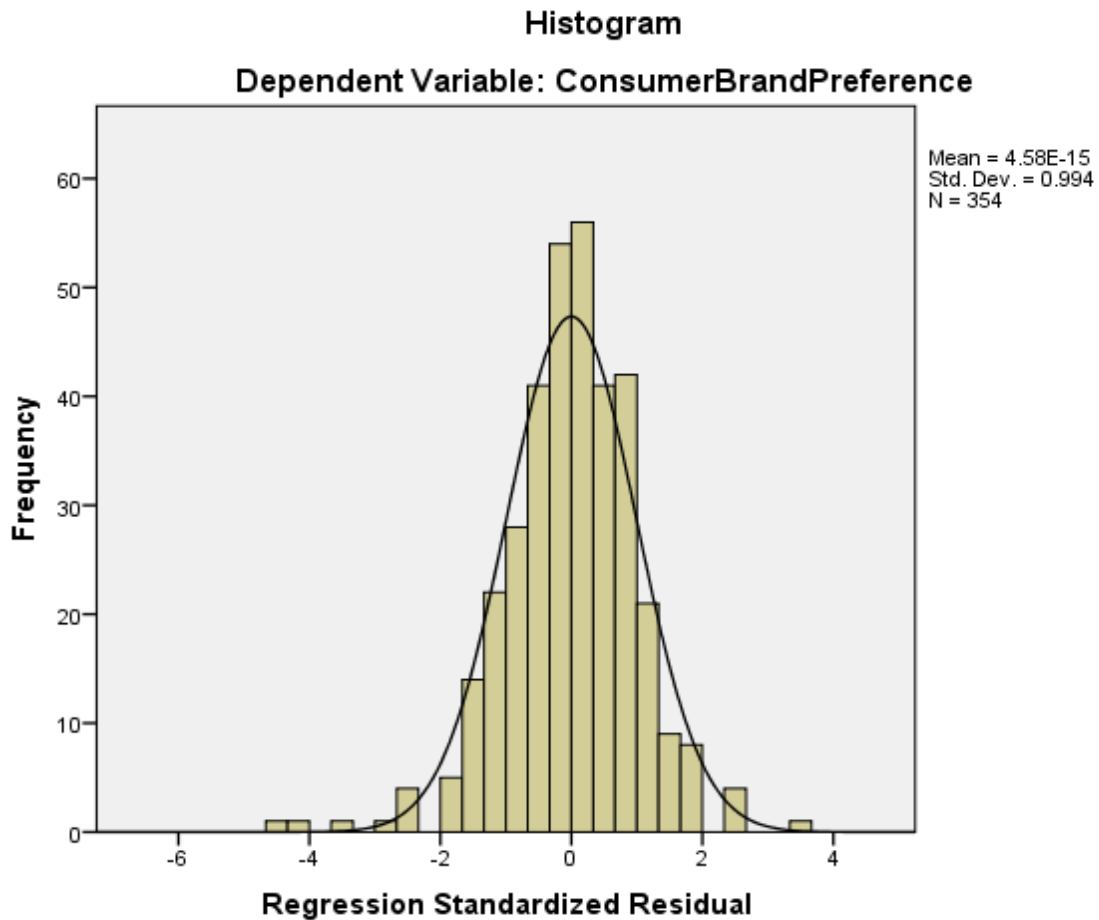


Figure 3 Histogram Showing Linearity

Source: research's survey data, 2022

The above histogram *figure 4.2* shows that there is a linear relationship between the independent variables and the dependent variable.

4.4.3 Homoscedasticity

The assumption of homoscedasticity implies that a variable's level of variance is constant across the sample (Kothari, 2004). That is, at all values of variable Y, the variability in X scores should be similar. Scatter plots are an effective tool for determining homoscedasticity.

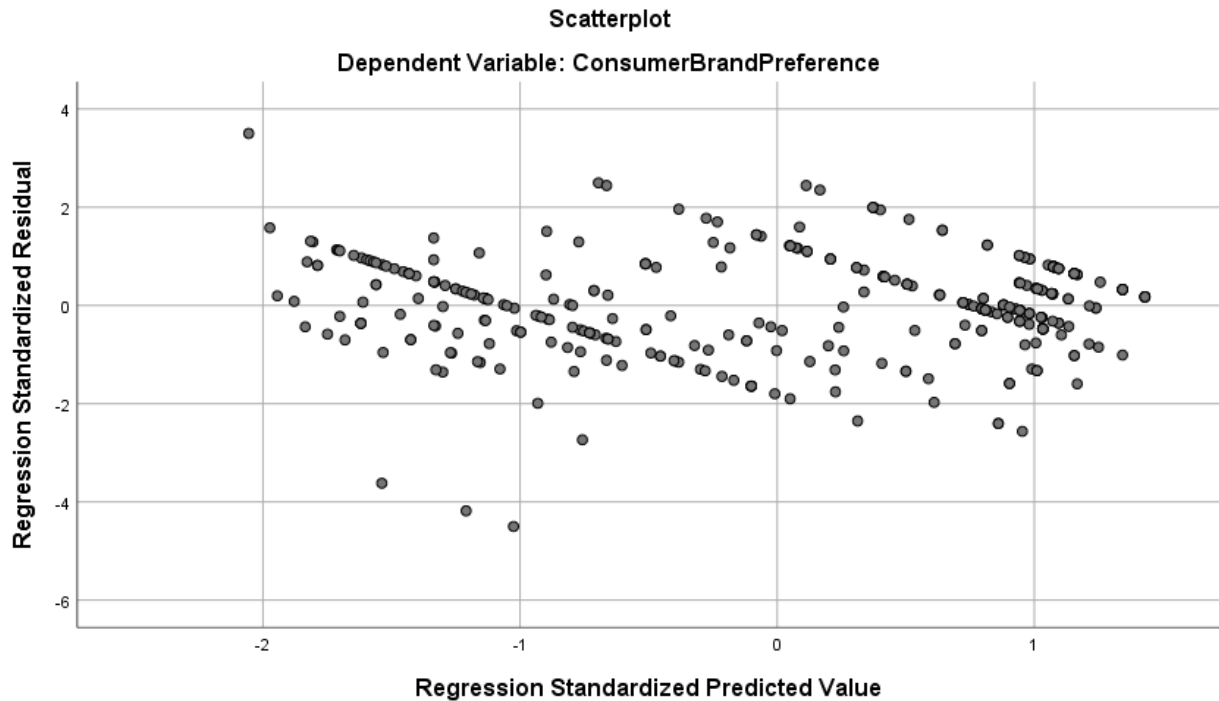


Figure 4 Scatter plot of variable Consumer Brand Preference

Source: research's survey data, 2022

As the above scatter plot **figure 4** shows the dots are scattered, this indicates that the data meet the assumption of the standardized residuals (the errors) being normally distributed and the variance of the residuals being constant (Kothari, 2004).

4.4.4 Multicollinearity Assumptions

Multicollinearity, according to Churchill and Iacobucci (2005), occurs when the independent variables are highly correlated where $r=0.8$ or more. The independent variables that are expected to be effective in determining the dependent variable do not result statistically significant whereby the regression model fits the data well, but none of the predictor variables has a significant impact in predicting the dependent variable (Robert, 2006).

This study used VIF and Tolerance test to check if there is any multicollinearity problem between independent variables of the study.

Collinearity Statistics

Model	Collinearity Statistics	
	Tolerance	VIF
Trustworthiness	.499	2.005
Physical Attractiveness	.479	2.088
Celebrity-Brand Congruence	.705	1.419
Expertise	.483	2.070

Table 4. 12 Collinearity Statistics

Multicollinearity may arise if the VIF is greater than 4 or the tolerance is less than 0.25, requiring further analysis. A VIF score greater than 10 or a tolerance value less than 0.1 indicates significant multicollinearity that needs to be addressed (Robert, 2006).

The results of the Tolerance and VIF tests for each independent variables are Trustworthiness (0.99, 2.005) Physical Attractiveness (0.479, 2.088), Celebrity-Brand congruence (0.705, 1.419), and Expertise (0.483, 2.070)) respectively. This reveals that there is no multicollinearity among the independent variables.

4.5 Multiple Regression Analysis Results

To explore whether the suspected independent variables have any impact on the dependent variable (consumer brand preference) in Addis Ababa and to measure the level of their contribution on dependent variable of the study, multiple regression analysis was employed. The Model summary, the ANOVA test and the Beta coefficient were conducted.

In multiple regressions, we use an equation of

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

Where Y = the Predicted Dependent Variable

B₀ = Constant

B₁, B₂ and B_n = unstandardized regression coefficients

X_1, X_2 and X_n = the independent variables, and
the error term ε (the Greek letter epsilon) is a random variable.

4.5.1 Model Summary Analysis

Table 4. 13 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866	.750	.747	.44943

a. Predictors: (Constant), Expertise, Celebrity-Brand Congruence, Trustworthiness, Physical attractiveness
b. Dependent Variable: Consumer Brand Preference

Source: research’s survey data, 2022

The two measurements, which measure the relationship between independent and dependent variables, are model coefficient of determination (R Square) and correlation coefficient (R). Regarding to the above table the R Square obtained infers that 75% of the variation in the measure function (consumer brand preference), is described by Expertise, Celebrity-Brand Congruence, Trustworthiness and physical attractiveness (Robert, 2006). A correlation coefficient value closer to 1 indicates a strong relationship between independent and dependent variable. For this study, the R-value obtained is 0.866. Which implies, that there is a strong relationship between the independent variables (Expertise, Celebrity-Brand Congruence, Trustworthiness and physical attractiveness) and the dependent variable (Consumer brand preference)

4.5.2 Anova Analysis

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	211.034	4	52.758	261.196	.000 ^b
	Residual	70.494	349	.202		
	Total	281.528	353			

a. Dependent Variable: Consumer Brand Preference

b. Predictors: (Constant), Expertise, Celebrity Brand Congruence, Trustworthiness, Physical attractiveness

Table 4. 14 Anova Analysis *Source: research’s survey data, 2022*

The Anova (Analysis of Variance) test is used to examine whether independent factors have a substantial impact on the dependent variable (Kothari, 2004).

The values of F and Sig in **Table 4.12** are the most important column values. The F-test determines the likelihood of a link between the dependent and all independent variables (Saunders, et al., 2009). The obtained value for F= 261.196 indicates that the variation between the sample means is large in comparison to the variation within each sample, and the obtained value for Sig=0.000, which is less than 0.05, indicates that the dependent variable is significantly affected by the independent variable.

4.5.3 Coefficient Analysis

Coefficient Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.913	.094		9.750	.000
Credibility	.243	.029	.313	8.262	.000
Physicalattractiveness	.235	.030	.303	7.823	.000
Celebrity-BrandCongruence	.072	.020	.116	3.634	.000
Expertise	.251	.032	.300	7.795	.000

a. Dependent Variable: Consumer Brand Preference

Table4. 15 Coefficient Analysis *Source: research’s survey data, 2022*

All four independent factors, credibility (trustworthiness), physical attractiveness, celebrity-brand congruence, and expertise, strongly predict the dependent variable, according to the preceding multiple regression analysis **Table 4.13** (Consumer brand preference).

All of the predicting variables have a positive connection nature depending on their Beta value. This suggests that as the value of the independent variables increase, the value of the dependent variable rises as well (Kothari, 2004).

4.6 Hypothesis Testing and Discussion of Results

4.6.1 Hypothesis Testing

Table 4. 16 Hypothesis testing- results

Hypotheses	B	T	Sig.	Decision
H-1: The Trustworthiness of celebrities has a positive and significant influence on consumer's brand preference of Gelagle.	0.313	8.262	0.000	Supported
H-2: The attractiveness of Celebrities has a positive and significant influence on consumer's brand preference of Gelagle.	0.303	7.823	0.000	Supported
H-3: The Celebrity-Brand congruency has a positive and significant influence on consumer's brand preference of Gelagle.	0.116	3.63	0.000	Supported
H-4: Expertise level of Celebrities has a positive and significant influence on consumer's brand preference of Gelagle	0.300	7.795	0.000	Supported

Source: research's survey data, 2022

4.6.2 Discussion of Results

□ • Celebrity Trustworthiness has a positive and significant effect on consumer's brand preference of Gelagle, with a regression standardized coefficient of 0.313 and a significance value of 0.000. As a result, hypothesis H1 is supported.

The result is coherent with prior studies done by other researchers ((Alem, 2014), (Hovland, Janis, & Kelley, 1953), (Ohanian, 1991) and (Amos, Holmes, & Strutton, 2008),(Surafel, 2019),(Emnet, 2019))

□ Perceived attractiveness has a positive and significant impact on consumer's brand preference of Gelagle, with a regression-standardized coefficient of 0.303 and a significance value of 0.000. The hypothesis H2 is validated since the significances test reveals the significance of the coefficients. Therefore, H2 is supported.

The result is in coherent with prior studies done by other researchers ((Belch & Belch, 1994),(Friedman.H. & Friedman.L, 1979),(Ohanian, 1990),(Shimp, 1997),(Alem, 2014),(Bahiru, 2015) and(Elias, 2016),(Surafel, 2019),(Emnet, 2019))

□ The Distinguished Product/Celebrity Match has positive and significant effect consumer brand preference of Gelagle and the regression standardized coefficients is 0.116 and significance value 0.000 since the significance is less than 0.05 and beta is positive, the hypothesis H3 is supported.

The result is coherent with prior studies done by other researchers ((Alem,2014),(Bahiru, 2015),(Elias, 2016);(Kamins M. , 1990),(Kotler, 1997),(Misra & Beatty, 1990),(Ohanian, 1991) and (Kamins & Gupta, 1994),),(Surafel, 2019),(Emnet, 2019)).

□ Perceived expertise has a positive and substantial impact on Gelagle's consumer brand preference, with regression-standardized coefficients of 0.300 beta being positive and significant value of 0.000. As a result, the hypothesis H4 is supported.

The result is coherent with prior studies done by other researchers ((Zafar Q. and Rafique M. ,2013), (Muhammed A.& Nazish H., 2017), (Elias, 2016),),(Ohanian, 1991)).

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

In this chapter of the study, the researcher presents summary of major findings, concluding results and points some recommendations that might be helpful to celebrity endorsement toward marketers of Gelagle and other researchers.

5.2 Summary of findings

The objective of the research was to determine the impact of celebrity endorsement on consumer brand preference for The Gelagle brand in Addis Ababa.

The study was conducted within the conceptual framework, which is adopted from (Ohanian, 1990) source credibility model and The product match up hypothesis model, with perceived credibility (trustworthiness), perceived attractiveness, perceived celebrity/product matchup, and perceived competence as predicting factors influencing consumer brand preference. The models were empirically tested using the local brand, Gelagle. A sample size was determined by using convenience-sampling technique taking consumers in Addis Ababa as a sample frame. Concerning the conceptual framework and research objective, respondents were given 23 items on a 5-point likert scale using structured questionnaires. Descriptive and inferential statistics were used to analyze the primary data. The results of the descriptive analysis revealed that all of the celebrity endorsement measuring items received positive responses from respondents.

The Pearson's correlation coefficient analysis of the study showed that the independent variables exhibit positive relation with the dependent variable. The celebrity expertise was found to have high positive correlation than the other independent variables.

The results of the multiple regression analysis revealed that all independent factors (trustworthiness, physical attractiveness, celebrity-brand match, celebrity expertise) have a significant impact on characterizing consumer's brand preference Gelagle.

5.3 Conclusion

The marketing promotion function has a significant impact on the brand perception and preference of consumers. This study focused on celebrity endorsement, which is one of the most persuasive and commonly used commercial promotion strategies. By focusing on the Gelagle local brand, the study confirmed the ultimate positive effect of celebrity endorsement on consumer brand preference in Addis Ababa. The following conclusions were reached based on the findings.

As shown in the summary of findings, the four attributes used to measure the effectiveness of celebrity endorsement have a positive and significant influence on consumer brand preference of Gelagle and consumers had a favorable attitude toward the hypothesized variables. This indicates that the company is approaching an effective advertising by selecting its brand endorsers correctly.

Therefore, considering the main objective of the study, it is very possible to conclude consumer's brand preference towards the brand Gelagle is influenced by celebrity endorsement.

5.4 Limitation of the Study

The following are some of the study's limitations:

- The study used only questionnaire to collect primary data, which limits detail investigation and understanding. It would have been best if other methods of collecting data such as interview and focus group were used.
- The sample population size was small and limited to Addis Ababa. This may reduce the research representing level of the target population.
- The study was carried out targeting a single local brand and its celebrity endorsed advertisement. Therefore, the result of this study cannot give a generalized concept regarding the subject matter.

5.5 Recommendation and Direction for further Studies

Based on the major findings and conclusion, the following recommendations are suggested:

- The study disclosed that consumers have positive attitude to celebrity-endorsed advertisements. Therefore, the study recommends local marketers with local brand to consider using celebrities in their advertisement and promotional endeavors.
- The results of study revealed all the independent variables positively affect brand preference of consumer's. Thus, marketers and advertising agencies should give priority on the attractiveness of the celebrity, the match of the celebrity with the brand, trustworthiness of the celebrity and expertise level of the celebrity respectively
- The researcher recommend for future researches in the area to consider different local brands. This will help to illustrate the subject matter in broad, as considering a single brand will result difficulties on getting generalized idea for marketers in the business.
- The researcher recommend future researches in the area to consider acquiring data targeting other consumers located outside of Addis Ababa to a general representing sample population of the study area.
- The researcher suggests future researches in the area to measure the effects of celebrity endorsement by using its risk factor theory models. so that,; marketers, advertising agencies and academicians' can get knowledge about the risky effects of the subject matter from Ethiopian context.

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Appendix – I- Questionnaire

– Instrument- Questionnaire

Dear Respondents

My name is Yusra Seid, I am a student of Marketing Management Master’s program in Addis Ababa **University School of Commerce**, and I am conducting my research on the **Effects of Celebrity Endorsement in Advertisement on consumer brand preference on the products of Gelagle**. Currently the celebrity endorser of Gelagle are, Artist Ashenafi Mahalet, Artist Nistu Haile and Artist Makda Haile. If you happen to watch the advertisement of Gelagle products endorsed by those artists, please take a few minutes of your time to fill in this questionnaire about your brand 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.

If you have any inquiries, feel free to contact me through my **E-mail:yusina.seid96@gmail.com**

Part I: Demographics Profile

Please answer by putting a tick (☐)

1. Age:

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

2. Gender: 1.Male 2. Female

3. Educational Status:

1. Below high school 3. 1st Degree

2. High School certificate or diploma graduate 2nd Degree &Above

4. Occupation:

1. Student

2. Employee

3. Business Owner

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. Credibility (Trustworthiness)

Instruction: Please circle the number that best reflects your feeling in which the celebrity's Credibility in the advertisements Gelagle products is _____

		Very Much	Some what	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 Gelagle products is _____

		Very Much	Some what	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. 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	Some what	Neither	Somewhat	Very Much	
3.1	Not Compatible	1	2	3	4	5	Compatible
3.2	Bad Fit	1	2	3	4	5	Good Fit
3.3	Irrelevant	1	2	3	4	5	Relevant
3.4	Bad Match	1	2	3	4	5	Good Match

4. Expertise

Instruction: Please circle the number that best reflects your feeling in which the celebrity's expertise in the advertisements of Gelagle products is _____

		Very Much	Some what	Neither	Somewhat	Very Much	
4.1	Not an Expert	1	2	3	4	5	Expert
4.2	Inexperienced	1	2	3	4	5	Experienced
4.3	Unknowledgeable	1	2	3	4	5	Knowledgeable
4.4	Unqualified	1	2	3	4	5	Qualified
4.5	Unskilled	1	2	3	4	5	Skilled

Part III: Consumer Brand Preference towards the celebrity Endorsement

The following questions are about your preference to use the product of the celebrity-endorsed products Gelagle (Brand preference) over other brands. Please circle the number that reflects best your feeling

No.	Consumer Brand Preference	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5.1	I Prefer Gelagle products endorsed by celebrities	1	2	3	4	5
5.2	When I see big celebrities using Gelagle products I become Interested to purchase	1	2	3	4	5
5.3	I usually Purchase products endorsed by celebrities	1	2	3	4	5
5.4	I Believe that celebrity	1	2	3	4	5

	endorsed Gelagle products have better quality					
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I thank you once again for your sincere cooperation.

Appendix 2 Statistical Output

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.866 ^a	.750	.747	.44943	.750	261.196	4	349	.000

a. Predictors: (Constant), Expertise, Celebrity Brand Congruence, Credibility, Physical attractiveness

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	211.034	4	52.758	261.196	.000 ^b
	Residual	70.494	349	.202		
	Total	281.528	353			

a. Dependent Variable: Consumer Brand Preference

b. Predictors: (Constant), Expertise, Celebrity Brand Congruence, Credibility, Physical attractiveness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.913	.094		9.750	.000
	Credibility	.243	.029	.313	8.262	.000
	Physical attractiveness	.235	.030	.303	7.823	.000
	Celebrity Brand Congruence	.072	.020	.116	3.634	.000
	Expertise	.251	.032	.300	7.795	.000

a. Dependent Variable: Consumer Brand Preference

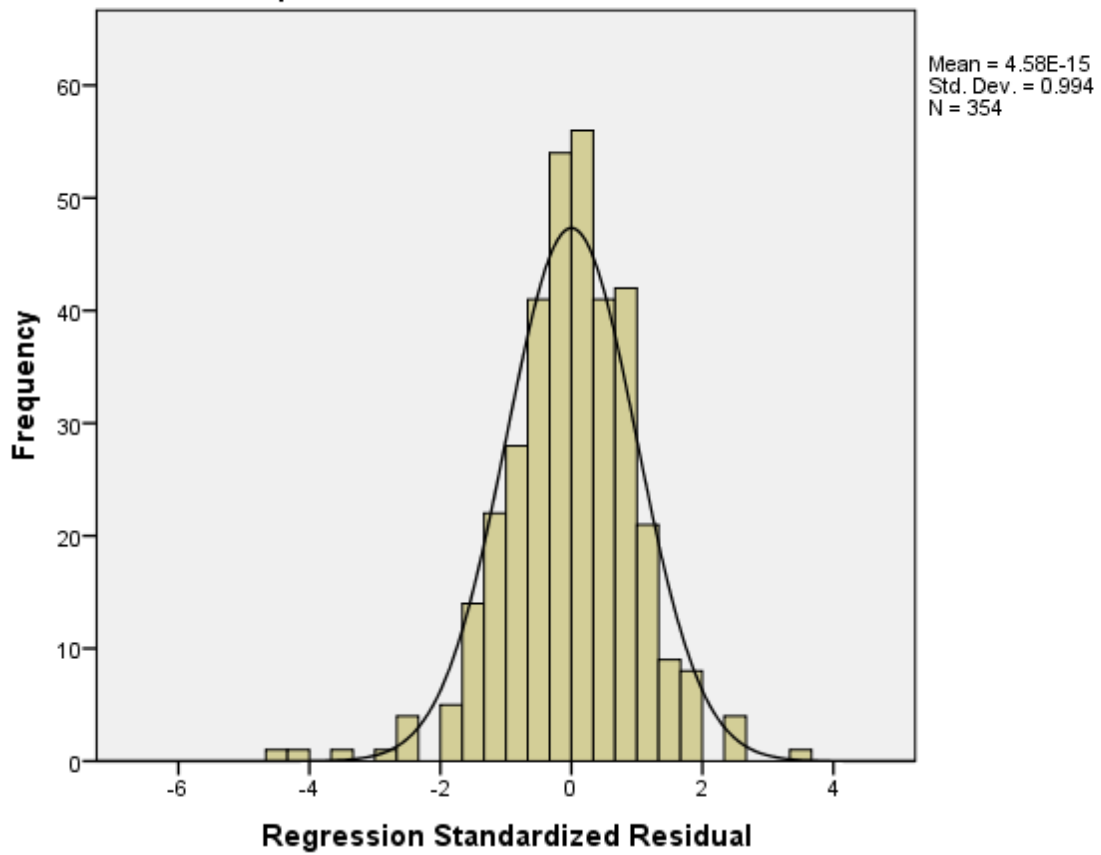
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.2259	4.9210	3.8153	.77319	354
Residual	-2.02243	1.57405	.00000	.44688	354
Std. Predicted Value	-2.056	1.430	.000	1.000	354
Std. Residual	-4.500	3.502	.000	.994	354

a. Dependent Variable: Consumer Brand Preference

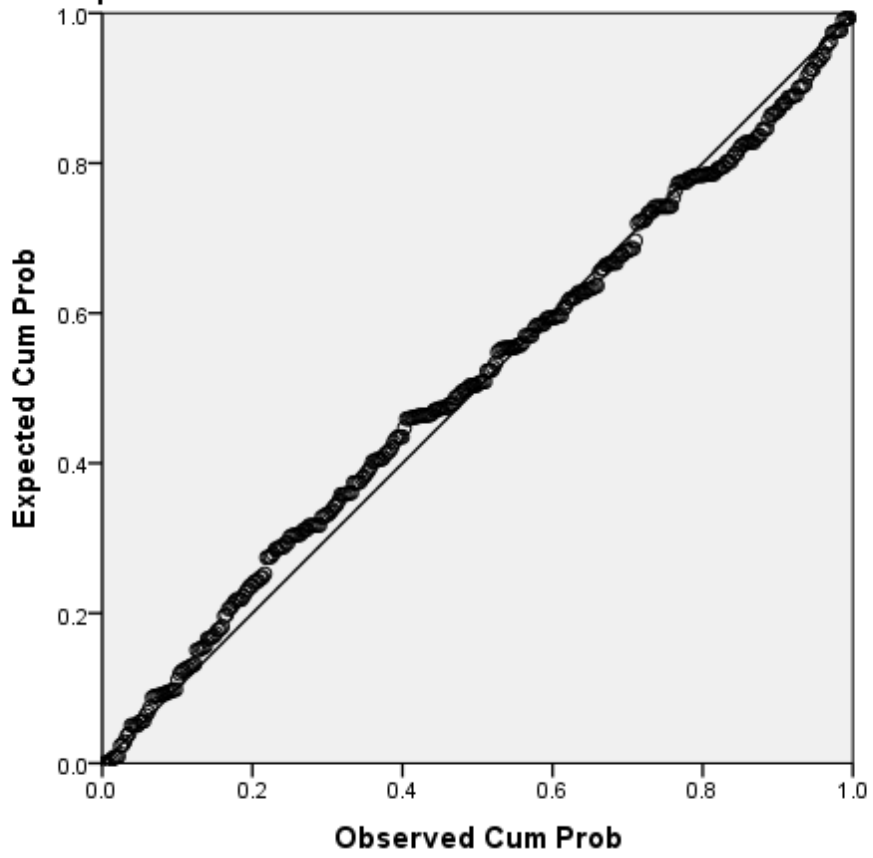
Histogram

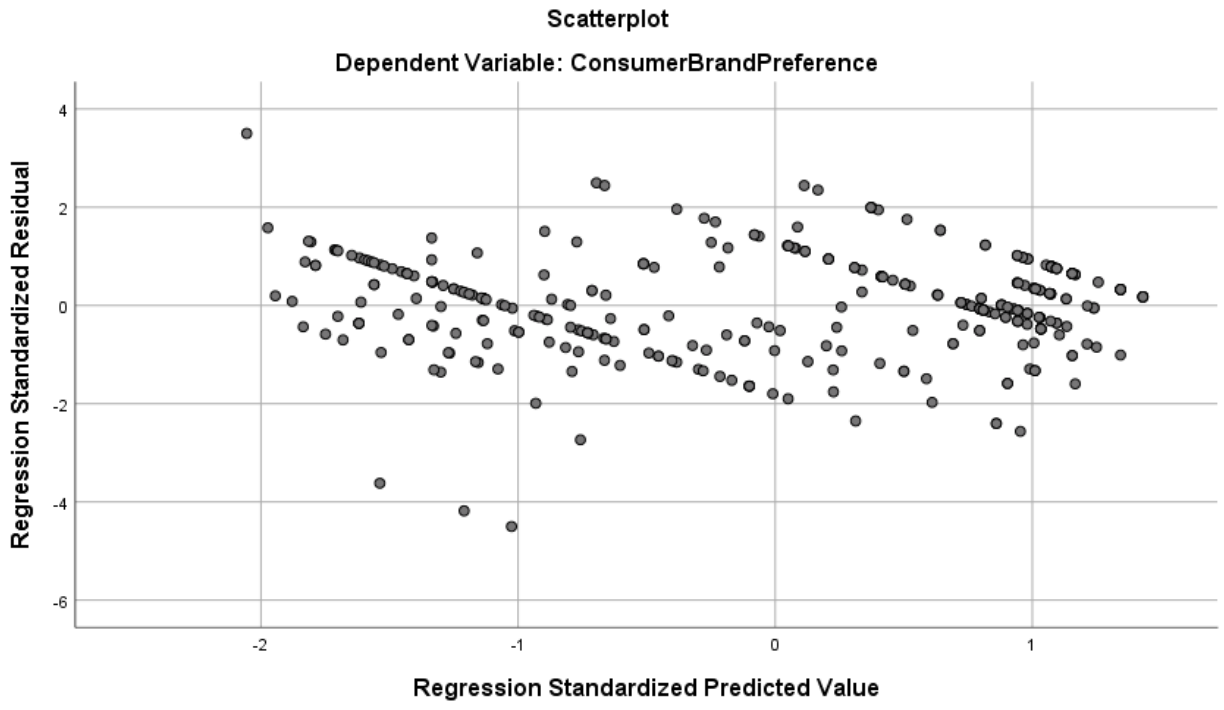
Dependent Variable: ConsumerBrandPreference



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: ConsumerBrandPreference





DECLARATION

Under the supervision of Belaynesh Tefera (PhD), I, the undersigned, declare that this thesis is my own work. All sources of information used in this thesis have been properly credited. I further confirm that the thesis has not been submitted to any other higher learning institution, in part or in whole, for the intention of acquiring any degree.

Name & Signature

Date