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**THE EFFECTS OF CELEBRITY ENDORSEMENT IN
ADVERTISEMENT ON CONSUMER BUYING PREFERENCE (IN THE
CASE OF ANBESSA SHOES)**

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The Effects of Celebrity Endorsement in Advertisement on Consumer Buying Preference (in the case of Anbessa Shoes)

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Statement of Declaration

I hereby declare that this study entitled “**The Effects of Celebrity Endorsement in Advertisement on Consumer Buying Preference** (in the case of Anbessa Shoes)” is my original work prepared under the guidance of my advisor, Mulugeta G/Medhin (PhD). This paper is submitted in partial fulfillment of the requirement for the Award of Master of Arts Degree in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university. I would like also to confirm that all the sources of materials used in this study are duly acknowledged.

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Statement of Certification

This is to certify that Tadesse Cheru has carried out his research work entitled “**The Effects of Celebrity Endorsement in Advertisement on Consumer Buying Preference** (*in the case of Anbessa Shoes*)” in partial fulfillment of the requirement for the Award of Master of Arts Degree in Marketing Management at Addis Ababa University College of Business and Economics School of Commerce. This paper is an original work and has not been submitted to any diploma or degree in any colleges or universities.

Mulugeta G/Medhin (PhD.)

May, 2018

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Abstract

The purpose of this study is to examine the effectiveness of celebrity endorsement advertisements on consumer buying preference in the case of Anbessa Shoes. Trustworthiness, physical attractiveness, expertise and celebrity product match-up have been examined as the potential factors that affected consumer buying preference to use the product of Anbessa Shoe. Structured questionnaires were developed. The hypotheses were simultaneously tested on a sample of 338 customers out of 385 distributed, giving a valid response rate of 88 percent. Several analytical techniques were used to assess the relationships among the variables under investigation such as correlation assumption tests like multicollinearity and normality tests, and multiple linear regressions, analysis. The results showed that, perceived physical attractiveness, expertise of the celebrity and perceived celebrity product congruence/match-up have a positive influence on consumer buying preference. However, trustworthiness of the celebrity has not been found having a significant influence on the consumer buying preference in the case of Anbesssa Shoe consumers.

Celebrity endorsements (measured by the attributes of physical attractiveness, expertise, and product/celebrity match) have a significant positive influence on the consumers buying preference. The implication is that marketers in the industry should consider the use of celebrities in their promotional endeavors so as to grab consumers' attention for their advertisements

Key words: *Trustworthiness, Physical Attractiveness, Expertise celebrity-brand fit and consumer buying preference*

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Chapter One: Introduction

1.1 Background of the Study

There are a number of reasons marketers use celebrities in their advertising messages and pay them large sums of money to endorse their company and/or brands. A very basic reason for using a celebrity in an advertisement is that she/he may have *stopping power*, which is viewed as the capability of drawing attention and interest to an advertising message in a much cluttered media environment (Atkin & Block 1983). According to the association of Magazine Media, the content of the average consumer magazine is 47% advertising and 53% editorial (*Magazine Media Fact Book 2011/2012*). Many magazines, such as fashion and lifestyle publications, can have up to 70% of their pages devoted to advertising, which makes the clutter problem particularly acute. Thus, the use of popular celebrities can be a way for an ad to stand out in a cluttered media environment and attract the attention of viewers or readers (George E and Michael A.,2013).

Another reason marketers use celebrities in their ads is to impact consumers' decision process by favorably influencing their evaluations, feelings, attitudes and purchase intentions towards their brands. Most of the research on the value of celebrity endorsers has focused on their source characteristics or attributes, including expertise, trustworthiness and attractiveness. These attributes are viewed as positive characteristics of a communicator that favorably influence the receiver's acceptance of a message (Ohanian, 1991).

This research has been done on Anbessa Shoe Share Company's products on its respective customers and the required data is gathered from those of any current customers who are using the product here in Addis. The use and influence of celebrity endorsement is getting larger and larger at this time (D.Chabo, 2005). Different research works have been done so far regarding on the purchasing habit and buying motives of consumers in connection to celebrity endorsed advertisement worldwide; but when we come to in our country's context a little has been done so far in this regard; especially the influence or effects of celebrity in connection to consumer buying behavior in the Ethiopian context almost nothing has previously done.

In today's marketing philosophy what come at the top of the agenda are undoubtedly customers. Not only serving them as usual if possible exceeding their demand is paramount important. The competition of today's business practices is becoming tougher and tougher; And hence, knowing and understanding our customers' current interest as a manufacturing organization is very vital.

Many research works will give their witness the influence of celebrity on modern advertising is getting larger and larger.

It is clear that the development of advertising industry is a function of technology. As the technological advancement increases day in day out, there are various media like TV, radio, Print Media, Internet and social Medias; celebrity endorsement and advertising will go in hand and glove fashion. These days using celebrities in modern advertising is getting much higher attention globally. McCracken's (1989) definition of a celebrity endorser is, "Any individual who enjoys public recognition and who use this recognition on behalf of a consumer good by appearing with it in an advertisements, is useful, because when celebrities are depicted in advertisements, they bring their own culturally related meanings, thereto, irrespective of the required promotional role".

According to Schlecht (2003) term 'celebrity' can be defined as, "Celebrities are people who enjoy public recognition by a large share of certain group of people". And Kurzman et al, (2007) states: "Celebrity is an omnipresent feature of society, blazing lasting impressions in the memories of all who cross its path". Danieal.J.Boortish defines:

"A sign of a celebrity is that his name is often worth more than his services"

The unit of analysis or targets of investigation are individuals found in Addis Ababa who have been using the products of Anbessa Shoe Factory products.

As I have tried to search the previous research works, so far none has been done in connection to the influence of celebrity endorsed advertisements towards the buying preference of major stakeholders (customers) of shoes in Ethiopian context.

1.2. Background of the Organization

Anbessa Shoe Share Company was established in 1935 making it the oldest shoe manufacturing business in Ethiopia. It was first founded by an Italian owner in 1935, and was sold to Mr. Mardios Drakjan an Armenian Tannery owner. In 1942, the company was named Darmar Shoe Factory for 33 years. In 1975, Darmar was fully nationalized and organized under government supervision as two private enterprises; Anbessa Shoe Factory and Awash tannery. In 1993, Anbessa Shoe Factory was recognized as an autonomous public enterprise under an appointed board.

The company engages in the production and distribution of Shoes for gents, ladies, children and handicaps. It offers leather shoe uppers, finished leather footwear, leather articles, workers' shoes, civilian shoes, and military shoes. The company exports its product to Italy, Germany, Sweden, and North America markets as well as African countries. The company is based its working place in Addis Ababa, Ethiopia with retail locations in Addis Ababa, Arada, Lideta, Kirkos, Saris, Bahir dar, Gondar, Jimma, Nekemt, Dire Dawa, Hawassa, and Nazareth. The company is committed to strive its local and foreign customers by providing a wide selection of shoes made from pure leather and by producing 4500 pairs of shoes per day. Having started by providing to local customer needs, Anbessa now has an international market base with globally renowned brands like J.CREW, DSW, IMEX, SAWA, G.H. BASS CO. HARBOR etc. Throughout the years, Anbessa has gone through different ownerships and brands leading to today's globally known private company.

In 2011, Anbessa was privatized by its current owner and has gone through many changes to further its growth. Anbessa shoe Share Company is now launching new lines of high quality footwear, bags, cases and belts.

The new expansion project of 20,000 sq.m factory in Akaki industrial zone is under construction with daily production capacity of 10,000 pair of shoes. Anbessa Shoe is well-known by its durability and long lasting attribute here in our country.

1.3 Statement of the Problem

Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Every brand attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand (Ibitayo F and Tejumaiye J, 2015). The challenge of the marketer is to find a hook that will hold the subject's attention. In helping to achieve this, use of celebrity endorsers is a widely used marketing strategy. In this very dynamic business world, the influence of celebrities on consumers appears to be larger than ever before (Naresh M. et al, 2014). Since Advertisement is "the art of persuasion" that is mainly concerned to create awareness about what is being offered with ultimate objective to persuade towards buying, celebrities are assumed to have greater power of influencing customers (Rameez S. et al (2014). This makes marketing expertise to relate their advertising strategy with the right celebrities. And celebrity endorsement is one of the power tools by which advertisers attempt to reinforce the image and identification of the celebrity to promote a product or company (Atkin and Block, 1983). As Nyarko and Asimah (2015) elaborated in their research work too, a person living in an over-populated country will be exposed to one thousand advertisements on average per day. But 80% of the information will be forgotten by the viewers within 24 hours. In order to at least minimize this risk, marketers use celebrity endorsement to reinforce their marketing message. To add another example, there is strong evidence that suggests celebrity advertising delivers a premium in terms of impact and memorability in an analysis of 248 celebrity print ads studied by Gallup and Robinson over the period of 1982-1993 celebrity ads show about a 34% higher level of awareness than non-celebrity (Philip J., 1999). Just to add few more, Nike spent about \$339 Million on endorsements and their dissemination in advertising campaigns in 2004. In India 45% of all televised commercials feature celebrities. In USA, approximately 25% of all advertising campaigns employ the celebrity endorsers (Sabunwala. Z, 2013). The above mentioned facts show that how significantly celebrity endorsement can affect the outcome of advertising. This is why I have been absorbed in this modern marketing tool and have become highly interested to study in my thesis in the Ethiopian context. There is no as such researched document by this level in our country's context especially in relation to shoe. This study tries to analyze and interpret the four selected independent variables such as *trustworthiness*, *attractiveness*, *expertise level of the celebrities* and *celebrity-brand congruency* in connection to consumers' buying preference of Anbessa shoe. To what extent can the four Independent Variables affect the Dependent Variable will be left blurred until the this thesis is completed.

1.4 Research Questions

This research has tried to answer the following questions

- I. How does trustworthiness of celebrity influence consumers' buying preference of Anbessa Shoes products?
- II. To what extent can the attractiveness of celebrities affect consumers' buying preference of Anbessa Shoes products?
- III. How deep can the expertise level of celebrities influence consumers' buying preference of Anbessa Shoes products?
- IV. To what extent can celebrity-brand congruency influence consumers' buying preference of Anbessa Shoes products?

1.5 Research objectives

1.5.1 General Objective

The general purpose of this study is to examine the influence of celebrity endorsed advertisement on consumer buying preference of shoes in the case of Anbessa Shoe Share Company.

1.5.2 Specific Objectives

The specific objectives of this research are:

- ❖ to examine the effects of trustworthiness of celebrities on consumer buying preference of Anbessa Shoes in Ethiopia
- ❖ to determine the effects of attractiveness of celebrities on consumer buying preference of Anbessa Shoes in Ethiopia
- ❖ to analyze the effects of expertise of celebrities on consumer buying preference of Anbessa Shoes in Ethiopia
- ❖ to investigate the effects of celebrity-brand congruency on consumer buying preference of Anbessa Shoes in Ethiopia

1.6 Research Hypotheses

H1: The **trustworthiness** of celebrity has a positive and significant effect on consumers buying preference of Anbessa Shoes in Ethiopia

H2: The **attractiveness** of celebrity has a positive and significant effect on consumers buying preference of Anbessa Shoes in Ethiopia

H3: The **expertise** of celebrity has a positive and significant effect on consumers buying preference of Anbessa Shoes in Ethiopia

H4: The **celebrity-Brand Congruency** has a positive and significant effect on consumers buying preference of Anbessa Shoes in Ethiopia

1.7 Scope of the study

This study has limited its scope on the four major and selected independent variables, and these are **trustworthiness, attractiveness, expertise and brand-congruency** of the **celebrities**. The other dimensions are out of this study. When I come to the sampling scope case, the samples treated under the study are those customers of Anbessa Shoes products. Other stakeholders of the company were not part of the study. As it has been explained earlier, the study is geographically restricted here in Addis Ababa. Therefore, among the many expected scopes, few of them cited here are conceptual scope, sampling scope and geographical scope.

1.8 Limitation of the Study

Since the necessary primary data has been collected using structured questionnaires, this would not be free of disadvantages associated to questionnaires. i.e. questionnaires can effectively be used when respondents are educated and cooperating. It is difficult to know whether willing respondents are truly representative (Kothari C. 2004). The level of academic status and general awareness, cultural influence and others of the targeted consumers can affect the reliability and validity of the study.

1.9 Significance of the study

There is a large amount of research on celebrity endorsement advertising worldwide, but not much in relation to the Ethiopian context. Very few researches were done so far focusing on the Bank industry; as to my examination of celebrity endorsement on other products/services or brands, none has done so far. This study had examined the influence of celebrity endorsements on consumer buying preference of Anbessa shoe customers here in Addis.

Nowadays, advertising using popular figures or celebrities are getting higher attention worldwide. As it is known the competition is getting tougher and tougher in the business world. Many articles or journals have pointed out the influence of celebrity on buying habit of consumers. Taking these points into account, this research is to be realized and will contribute significantly for the next researcher in the Ethiopian context.

Even though not common like that of the advanced western world, it is not strange to see on television different celebrities endorsing various products in the Ethiopian case. For instance NIDO Forti-Grow is endorsed and advertised by Athlete Haile Gebreslassie. As it is known Athlete Haile Gebreslassie is one of the best distance runners that had ever seen on this planet. As a best figure of sport personality, Haile's influence on the customers' mind will be expected to be positive. To add another example, Athlete Meseret Defar is also advertising and endorsing CANBEBE Diaper. It is widely known that she is also one of the best few Ethiopian women runners reached at her pick of success. But we can also notice product match problem to gain the expected credibility of the celebrities by the customers. Had it been the endorsed products sport related items, their acceptance would have been increased. Even though many research works have been done on this area worldwide, when we come to our country's case very few has been done so far.

Therefore, this study is assumed to contribute something positive about the attitude and purchase intension of shoe consumers in particular to Anbessa shoe products. As it has repeatedly stated, celebrity endorsed advertisement is one of the highly researched in the developed nation. But when we come to here in our Country's existing situation, a little has been done so far.

1.10 Organization of the Study

This study is organized in five chapters. The first chapter is the introduction part. This includes background of the study, statement of the problem, research questions, objective of the study, research hypotheses, significance of the study, and scope of the study, operational definition of

terms and concepts, and organization of the study. The second chapter presents the literature review which consists of the theoretical frame work, empirical review of literatures and conceptual frame work and hypothesis. The third chapter consists of research methodology and design used in the study. It describes the type and design of the research; the population and sampling techniques of the study; data collection instruments and procedures used to collect data and the methods of data analysis. In the fourth chapter data analysis, presentation and interpretation are presented. Finally, the fifth chapter presents summary of the findings, conclusion, recommendation, limitation and issues for future research are treated.

1.11 Independent and Dependent Variables of the Study

As it is known, the cause for the change or simple causes can be considered as independent variables and what comes then as a result of the cause will follow the effect or the dependent variables. For my case **trustworthiness, expertise, attractiveness** and **celebrity-brand congruency** will be the independent variables and the expected change of action as a function of the independent variables will be attitude towards the brand and finally (dependent variable) purchase intension. In other words, the dependent variable will be **consumer buying preference**.

1.12 Definition of Terms

- Celebrity is defined as a person who enjoys public recognition from a large share of a certain group of people and uses this recognition on behalf of a consumer good by appearing with it in advertisements (McCracken, 1989).
- Celebrity endorsement is a form of advertising campaign that involves well known persons using their fame to help promote a product or service (Sertoglu & Catli 2014)
- Expertise is the extent to which a communicator is perceived to be a source of valid assertions and it refers to the knowledge, experience or skills possessed by an endorser (Demissie 2015).
- Trustworthiness can be described as the consumer's degree of confidence in, and level of acceptance of the celebrity and what celebrities say about brands (Erdogan,1999).
- Product endorsement: a product endorsement is a form of testimonial from someone which indicates that they like or approve of a product George E. and Michael A. (2013).

Chapter Two: Literature Reviews

2.1 Introduction

Under this chapter, in depth theoretical and empirical literature concepts have been discussed in connection to the effects of celebrity endorsement in advertisements in the business world of this era. this section will have three major sub titles; these are **theoretical framework** under which the major theoretical concepts, constructs, variables and other related ideas will be discussed; when we come to the second part of the literature review, which is entitled “*Empirical Literature Review*”, the following major points have been highlighted; these are the discussion of major previous research findings in relation to my research area or context. Presentation of trends, patterns, agreement among the reviewed literatures, presentation of debate, (if any), discussion how my research plans to fill the gap, description of the nature of relationship proposed by the authors in my literature and stating my hypotheses and what comes at the end is drawing the necessary *conceptual framework*.

2.2 Theoretical Frameworks

2.2.1 Overview of Advertising Industry

Advertising is a form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering political or ideological support. In this dynamic world, the methods of advertising are changing with alacrity (Chhajer K et al. 2015).

Celebrity endorsement and advertising will serve business entities in a hand and glove fashion; and hence it is paramount important to say something about the development and current trend of this industry (advertising). The origins of advertising lie thousands of years in the past. As per the elaboration of Muthukumar N (2014), one of the first known methods of advertising was an outdoor display, usually an eye catching sign painted on the wall of a building. Archaeologists have uncovered many such signs, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travelers to a tavern situated in another town.

As much as some three thousand years ago Papyrus sheets were used in Thebes in Egypt for announcing the reward for the return of runaway slaves. The first advertisement was somewhat in the form of stenciled inscriptions which were found in earthen bricks prepared by the Babylonians

about three thousand years before Christ. The bricks carry the name of the temple in which they were used and the name of the king who built it, just as a modern public building which contains a cornerstone or stone tablet with the names of officials in office when the structure was erected. The method was to cut a stencil in hand stone and with it each brick was stamped while the clay had been in its soft stage. The kings who did this had advertised themselves to their subjects which could be read in hieroglyphics.

In medieval times a simple but effective form of advertising was very popular. Merchants employed the so called "town criers" who shouted the raises of the merchants' wares and the arrival of the trade-ships. Printed advertising played no big role until the invention of the printing press by Johannes Gutenberg in 1445. Now the printers and later the merchants used little flyers to advertise their products. These flyers often contained characteristic symbols of the guild members and the tradesmen and were also used as a Poster on walls. This form of advertisement lasted for a very long time (Muthukumar N., 2014).

In the olden days, advertisements were more passive and extremely limited in scope. The earliest forms of advertisements were sign -boards and writings on the walls of prominent buildings. Sampson (1874) In his History of Advertising, which was first published in 1874, points out that " signs over shops and stalls seem natural to have been the first efforts in the direction of advertisements and they go back to the remotest portions of the World's history " These early signs were, for the most part had been made of stone or terra cotta "and set into the pilasters at the sides of the open shop fronts". Later, signs were hung over the walls and above the entrances of shops. Some of them had been extended entirely across the streets.

In the 1880s a new era of advertising began: New methods of manufacturing led to greatly increased outputs and decreased costs for the producers of consumer goods. The products at that time could be packaged at the plant itself. Moreover, the telegraph network came into existence and a network of rail - roads, had also crisscrossed the continent. All these were the factors, which allowed a nationwide distribution and nationwide advertising. This state necessitated the growth of advertising agencies and dictated their activities. The most widely advertised consumer products at that time had been the patent medicines.

Some of the **earliest developments** of marketing thought occurred in writings on advertising. After 1903, the literature of advertising grew rapidly and passed through several stages significant to marketing thought. More than **one hundred and thirty books** on the subject were published before 1950, indicating the popularity of advertising. These were divided between trade books and textbooks, the latter being much more numerous (Robert B., 1976).

As briefly discussed by Markdbrand (2015) on his blog, there has been a long journey for advertising industry to get where it is right now. Since the 1920s, this industry has grown in a massive way in the U.S. and after all the changes it has undergone it has become a fundamental part of the success of a brand.

Nowadays, advertising experts have been able to accomplish things that were unimaginable years before in the western context, thanks to their creativity, technology, and the internet. Since advertising is such an important part of a brand's strategies, business owners are now investing more resources to improve it. Prior to 2016, A Zenit report predicts that ad expenditure will grow 4.1 in 2016 globally and will reach 537 Billion U.S Dollars by the end of the year. In the top of the list of the biggest ad spenders is the United States. According to Statista, 191.2 Billion dollars would be spent on advertising in the U.S in the year 2015. The medium with the biggest amount of ad expenses is TV which expects to receive \$80.3 billion in investment during the year of 2015.

A Statista, report indicates that the revenue of the U.S. advertising industry in 2014 was of 111.14 billion dollars, and this number is growing continually. The advertising industry is too big and there are many different ways in which we can take advantages of it.

Even the social media ads is getting higher and higher attention by many marketers these days. It is heard that months have been counted since the total members of face book have passed crossed billion. If we consider face book as a country it will be the 3rd next to China and India. We listened this fact from our local FM media.

As described by Markdbrand (2015), even when Facebook usage has decreased, it is still the favorite social network among social media users. It has 1.13 billion daily active users from which 1.03 billion logs in a mobile device. According to Social Media Examiner, 86% of markets regularly use Facebook ads while only 18% use twitter ads. As we can understand from the above writings, advertising is one of a multi- billion marketing mixes, even it grows remarkably year by year. Even though it is in its infant stage, Celebrity endorsement is observed to be one of the most

popular tools of advertising in recent time here in Ethiopia. It has become a trend and perceived as a winning formula for product marketing and brand building. It is easy to choose a celebrity but it is tough to establish a strong association between the product and the endorser (Arora T. and Malhotra K., 2014).

2.2.1.1 Types of Advertisements

As per Chhajaj K. Et al (2015), an advertisement (or "ad" for short) is anything that draws good attention towards these things. It is usually designed by an identified sponsor, and performed through a variety of media. Ads appear on television, as well as radio, newspapers and magazines and as billboards in streets and cities. Strategic brand positioning and effective communication are the keys to success in today's market where many brands compete in the same category for the market share

There are various ways in which one can go about advertising for their product. Some of the ways include-

➤ Advertising And The Television Medium

A commercial advertisement on television (usually abbreviated to TV commercial, ad, ad-film) is a span of television programming produced and paid for by an organization, which conveys a message, typically to a market, a product or a service. Advertising revenue provides a significant portion of the funding for most privately owned television networks. These days, advertising using TV as a medium is taking the front page here in our country. We can give our witness Just by referring major TV channels of ours; for instance let us take KANA TV, EBS, and JTV from 5 to 10 ads will be aired consecutively then the regular program continues. This shows us the influence of TV on ads. Definitely, it is hardly impossible to spend a single day without looking at least 2 and 3 ads on TV

Television has an advantageous combination of both audio and visual materials which make its commercials very appealing. According to most studies in different countries, television has the biggest effects on audiences and persuades them to start purchasing processes. Sohail and Sana (2011). Ramalingam et al. (2006) explains that television as an advertising media has three key advantages. First, its influence on consumers' taste and perception is pervasive. Second, it can reach a large audience in a cost-efficient manner. Third, its sound and moving images create a strong impact. According to Batra et al (1997) in advertising effectiveness research, a considerable amount

of attention has been given to the measurement of advertising effectiveness and media channel choice, with television therefore, the advert agency has various ways of expressing the advert message. If the desired scene for a commercial is real life or fantasy, there is no problem with television because it is so flexible. It should be noted that celebrities are also used to advertise through the other media of communication. However, the emphasis is on television for the purpose of this work (Ibitayo F. and Tejumaiye A., 2015)

➤ **Infomercials**

An infomercial is a long-format television commercial, typically five minutes or longer. The word "infomercial" is a portmanteau of the words "information" and "commercial". The main objective of an infomercial is to create an impulse purchase, so that the target sees the presentation and immediately buys the product through the advertised toll-free telephone number or website.

➤ **Radio Advertising**

Radio advertisements are broadcasted as radio waves to the air from a transmitter to an antenna and a thus, to a receiving device. Airtime is purchased from a station or network in exchange for airing the commercials. While radio has the limitation of being restricted to sound, proponents of radio advertising often cite this as an advantage. The influence of radio in our country's context on Ads industry is not insignificant. Thanks to the advancement of technology, we almost all have an access of cell phone; and hence ads using different FM radios will be beneficial for those stakeholders.

➤ **Online Advertising**

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. An ad server delivers online ads. Even though there is no researched work on this aspect of our country, at least we can say that the number of people who have internet access is growing. Of course in the developed world the situation is totally different

➤ **Domain Name Advertising**

Domain name advertising is most commonly done through pay per click search-engines; however, advertisers often lease space directly on domain names that generically describe their products.

➤ **Product Placements**

Covert advertising is when a product or a brand is embedded in entertainment media. For example, when an actor in a film is using a particular brand of cell phone or soft drink and the brand name is clearly visible.

➤ **Press Advertising**

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal. This encompasses everything from media with a very broad readership base, such as a major national newspaper or magazine, to more narrowly targeted media such as local newspapers and trade journals on very specialized topics.

➤ **Bill Board Advertising**

Billboards are large structures located in public places, which display advertisements to pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic; however, they can be placed in any location with large amounts of viewers, such as on mass transit vehicles and in stations, in shopping malls or office buildings, and in stadiums.

➤ **Celebrity Branding**

This type of advertising focuses on using celebrity power, fame, money and popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print ads to advertise specific or general products.

➤ **Customer Generated Advertising**

This involves getting customers to generate advertising through blogs, websites, wikis and forums, for some kind of payment.

➤ **Aerial Advertising**

This type of advertising is very unique of its type. This is using aircraft, balloons or airships to create or display advertising media. Skywriting is a notable example.

2.2.2 Historical Development of Celebrity Endorsement

Using celebrities as a promotion strategy is not a new phenomenon as it has been described by different scholars; Celebrities have been endorsing products since the late 19th century, when Queen Victoria was in association with Cadbury's Cocoa (Sherman, 1985). Since celebrity endorsement has direct relationship with the development of mass media and the entertainment industry, we can understand that the technology and celebrity endorsement will go hand in hand. Then, due to emergence of cinema, the scope of endorsement as an advertising technique was extended, even though its popularity nowadays is mainly owing to the growth of commercial radio in the 1930s and to commercial television in the 1950s (McDonough 1995). However, during that period, supply of 'stars' that are potential endorsers was limited (Kaikati, 1987), because it was viewed suspiciously that 'stars' should invest their prestige on the shining cathode ray tube as mere 'brand presenters' so that advertisers were restricted in their search for 'stars' that were exactly right (Gan, 2006).

The situation changed from the late 1970s, supply of 'stars' has increased as a result of the deflowering of most 'virgin' celebrities who had previously refused to cloud their image with endorsements (Thompson, 1978). Remarkably, as the number of films and television has increased, shame in commercial exploitation has faded, which therefore makes advertiser greater choice in the celebrity selection process (Erdogan, 1999).

Subsequently, utilizing celebrities as endorsers in marketing communication activities have clearly risen. In 1979, celebrity endorsers' use in commercials was estimated as one in every six advertisements (Howard, 1979). By 1988, estimates were one in five (Motavalli, 1988). By 1997, around 25% of all US-based commercial utilize celebrities (Shimp, 1997). Furthermore, from a UK perspective, a report in marketing (February 1st, 1996) indicated that advertising, which used celebrities was 'a key to gaining national headlines'. From monetary perspective, Lane (1996) estimated that US companies paid more than \$1 billion to athletes for endorsement deals and licensing rights in 1996. Thus, Erdogan (1999) states that utilizing celebrities within commercials has reached a level that it can be accepted as a fairly common marketing communication strategy.

It is clear that celebrity endorsement is positively related to the development of television and other broadcasting media. Nowadays we hear that different organization are investing huge amount of money in their advertising campaign in connection to celebrity endorsement.

In a nut shell, Meksi et al (2010) have summarized that more than 50 years the advertising sector had used celebrities. This endorsement strategy owes its popularity to the development of radio advertising in the 1930s, and the TV advertising in the 1950s, so the cinema widened the extent of this strategy. In the late 1970's, this strategy continues to develop in a remarkable way. Today, the endorsement by the celebrities became a full element of the Marketing communications strategies.

2.2.3. Celebrity Endorsement in Advertisement.

Muda M et al (2017) elaborated by citing different authors that modern celebrity advertising originates from the United States. However, the practice has dramatically increased in other parts of the world due to the development of commodity culture and mass media technology. The mass circulation of newspaper, radio, television and the Internet makes celebrity a public face and an object of desire. About 25% of all television and print advertisements in the United States have featured celebrities (Erdogan, Baker & Tagg, 2001; Shimp, 2008). Celebrity endorsement is practiced in other countries (Money et al., 2006) such as New Zealand (Charbonneau & Garland, 2006), South Korea (La Ferle & Choi, 2005), Turkey (Yilmaz & Ersavas, 2005) and India (Roy, 2006). The use of celebrity in Japan is extremely popular as about 70% of all commercials feature celebrities (Kilburn, 1998). In Malaysia, even though there are no statistics available to show the prevalent of the practice, the same phenomenon is observed.

Celebrities increase awareness of a firm's advertising and enhance both company image and brand attitudes. Tiger Woods is now the richest endorser in sports history, with an estimated income of \$62 million per year (not counting the money he makes actually winning golf tournaments!). Why do stars command this kind of money? One study found that famous faces capture attention and are processed more efficiently by the brain than are 'ordinary' faces. When used properly, famous or expert spokespeople can be of great value in improving the fortunes of a product. A celebrity endorsement strategy can be an effective way to differentiate among similar products. One reason for this effectiveness is that consumers are better able to identify products that are associated with a spokesperson. This is especially important when consumers do not perceive many actual differences among competitors, as often occurs when brands are in the mature stage of the product life cycle Solomon M. (2006).

Balakrishnan and Kumar S (2011) stated that Celebrity usage in advertisements is one of the topical strategies of many brands, the purpose of such usage may be for getting attention, for prolonged association, or for the purpose of recall. Celebrity Endorsements act as a credible means of spending money. This is because this is a world of products for which the value a consumer obtains from purchasing any given variety. This could be for reasons of social standing—People want to wear the “right” clothes, drink the “right” beverages and use the “right” fragrances.

Practices of using celebrities as spokespeople for commercialized products are continuously favored toward the effort of marketing and positioning. The popularity of celebrity advertising is founded upon advertiser’s belief on message credibility by well-known personalities to achieve greater attention, recall and behavioral intention among consumers (Saeed et al. 2014)

It is not uncommon to hear and observe in our daily life that top sport personalities like Lionel Messi, Cristiano Ronaldo and Hailegebreslassie and other entertainers generate huge amount of financial capital by endorsing different goods and services. Different articles describe that the use of celebrity endorsements in advertising has become a trend and a perceived winning formula of corporate image building and product marketing (Gupta .R Nawal .K and Verma. D 2015).

In today’s business world, to reach and access our existing and potential customers, advertising our products is undoubtedly essential. Advertising is any paid form of non-personal communication about organization, product, service or idea by an identified sponsor. (Belch, George E 1995). To do so advertisers employ several of marketing techniques and celebrity endorsement is one of them. The term celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed. (Friedman & Friedman, 1979). Is a person, who has a prominent profile and commands some degree of public fascination and influence in day-to-day news media. The term is often denoted as a person with fame and fortune implied with great popular appeal, prominence in a particular field, and is easily recognized by the general public.

Advertising goal is to move consumers through the buyer-readiness or move people’s immediate action. The advertisements are meant basically to change the way the consumers think about the brand or product. Media buyers and planners think of message strategy which helps in creating effective advertising messages. The main purpose of advertising is to get consumers think about or

react to the product or company in a certain way. People will react only if they believe that they will benefit from doing so. There should be a compelling idea that will bring the message strategy to life and in a distinctive and memorable way. Message execution is also essential to capture the target market's attention and interest thus find the best approach, style, tone, words and format for executing the message. (Kotler, 2009) Most media buyers prefer using personality symbols where a character used represents the product. It also uses testimonial evidence or endorsement a style that features a highly believable or likeable source endorsing the product. Positive image that the celebrities cast on the audience can make the message in the advertisement more persuasive (CHOI & Rifon, 2007).

Marketers claim that celebrities affect the credibility of the claims made, increase the memorability of the message, and provide a positive effect that could be generalized to the brand. (Ohanian ,1991) .Use of attractive people is common practice in television and print advertising, with physically attractive communicators having proved to be more successful in influencing customer's attitudes and beliefs than unattractive spokespersons.

Advertisers choose celebrity endorsement because of its greater benefits and immense possible influence because audience view celebrities as their role models. Celebrities endorsed advertisements draw more attention as compared to those of non-celebrity ones, helps the company in re-positioning its product/brand and empowers the company when it is new in the market or plans to go global. However celebrity endorsement does not hold sole key to success. It also presents the company with potential hazards; Such as overshadowing, overexposure, and controversy (Erdogan, 1999).

2.2.4 Advantages of using Celebrity Endorsement in Advertisement

Had it been without significant advantages of celebrities, large companies of the world would not have spent huge amount money on this special promotion strategy. The basic assumption underlying celebrity endorsement is that the value associated with the celebrity is transferred to the brand and therefore help create an image that can be easily referred by consumers. Consequently by association the brand can very quickly establish the creditability get immediate recognition and improve sales. However, there are many risks associated with such endorsers. The brand could slide down just as quickly as it moved up the consumers mind. There are many cases of brands failing in the market place despite famous celebrities endorsing them (Khatri.P, 2006). Hiring celebrity to endorse a brand is a costly business yet most of the companies are using famous and costly

celebrities in their advertisements these days. Research has found that as compared to the other genre of endorsers such as the company manager, typical consumer and the professional expert, by far the celebrities are the most effective (Seno & Lukas, 2007). McCracken (1989) in his study found that a celebrity gives a form of cultural meaning which is later transferred to the brand association. This in turn improves the consumer's opinion of the advertised brand. Atkin and Block 1983 and Petty et. al (1983) in their study found that as compared to the non-celebrity endorsers, the celebrity endorsers produced more positive attitudes towards advertising and greater purchase intentions (Kumar R and Kaushal S. (2014).

To understand the specific benefits of celebrity endorsement in advertisement, the following points are discussed. (Mildred, M. and Mberia H. 2014) have raised and discussed those expected advantages as follows:

- A. **Establishment of credibility** – approval of a brand by a star fosters a sense of trust for the brand among the target audience especially in case of new products.
- B. **Ensured attention- celebrities** ensure attention of the target group by breaking the clutter of advertisements and making the advertisement and the brand noticeable.
- C. **Higher degrees of recall-** people tend to commensurate the personalities of the celebrity with the brand thereby increasing the recall value of the product.
- D. **Associative benefit-** a celebrity's preference for a brand gives out a persuasive message. Because the celebrity is benefiting from the brand the consumer will also benefit thus this perception increases the sales or consumer's attachment to the product.
- E. **Psychographic connect-celebrities** are loved and adored by their fans and advertisers use stars to capitalize on these feelings to sway the fans towards their brands.
- F. **Demographic connect-** different stars appeal differently to various demographic segments such as age, gender, class and geographic location among others. This helps in reaching different target groups.
- G. **Mass appeal-** some stars have a universal appeal and therefore prove to be good bet to generate interest among the masses
- H. **Build Awareness:** A new brand can benefit greatly if a celebrity endorses it. It can attract the customers' attention and inquisitiveness to see what product is being endorsed. Research has shown consumers have a higher level of message recall for products that are endorsed by celebrities.
- I. **Better Brand Image:** the use of celebrities could also bring in positive image among the masses for brand.

2.2.5 Disadvantages of using Celebrity Endorsement in Advertisement

Despite its enormous potential benefits, Celebrity advertising is not free from risk too, not only it is costly but various factors associated with celebrity are also get attached with product like- any negative publicity against the celebrity may harm brand image. Celebrity endorsers may now and then become a liability to the brand they endorse (Till and Shimp, 1998). It is believed that using celebrities can turn out to be an unnecessary risk, unless there appears to be a very logical relation between the endorser and the product. (Beverage Industry 1989, USA Today, 1995). Negative information and publicity regarding the celebrity is one risk associated with the use of celebrity endorsers. If the celebrity is strongly associated with the brand then the impact of the negative publicity will brim over to the product. (Till, 1998). Many companies have been badly affected by the negative publicity accruing from the celebrity's misdeeds. One very prominent example is Pepsi which suffered with three tarnished celebrities - Mike Tyson, Madonna, and Michael Jackson. (Katyal, 2007). One major problem with use of celebrity is advertising campaign is that those who choose to use celebrities have no control over the celebrity's future behavior (Till & Shimp, 1998). As I have mentioned in the above paragraph, using celebrity endorsement as a marketing tool is no free of some pitfalls. Just to jot down in a nutshell, (Khatri .P, 2006) described as follows:

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

- D. **Conflicting Image:** A mix match between the image of the credibility and the product can damage both. Unless there is a synergy between celebrities owns image and that of product category the strategy of endorsement is rendered futile.
- E. **Multiple Endorsements:** The poly endorsements have lead to a celebrity clutter. Celebrity endorsing multiple products and multi brands in a category have left the customer confused and have lead to dilution in the celebrities value.
- F. **Influence of Celebrity scandals and moral violation on brands :** a number of entertainers and athletes have been involved in activities that could embarrass the companies whose products the endorsed. When the endorser's image is finished. It actually leads to a greater fall in image for the brand.

2.2.6. Models of Celebrity Endorsement

To determine or find the right celebrity features and characteristics for effective promoting of a company's product, experts have tried to develop appropriate models. There are usually carry out studies of celebrity endorsement, which examines the association between product and celebrity. When a company selects a celebrity as endorser, it should consider celebrity *attractiveness* (in terms of physical appearance, intellectual abilities, skills and lifestyle), celebrity *credibility* (perceived expertise and confidence) and apparent *congruency between celebrity and brand* (Raluca C. 2012).

In the broad literature of the celebrity endorsement, there have been several authors and researchers who used the celebrity endorsement model and categorized under the generic name *source model* (Malik A and Sudhakar, 2014). The other model used by authors in previous literature is product match up hypothesis and meaning transfer model. These models fundamentally inform and reflect research on the Social Influence Theory, Source Effect Theory, which contends that various characteristics of a perceived communication source may have a beneficial effect on message receptivity.

2.2.6.1. Source credibility model

A person's perception of the truth of a piece of information is what is referred to as credibility. It is a concept where the audience is able to judge the source of a communication in relation to the information. This judgment correlates with the willingness of the receiver to attribute truth and

substance to the information (Hovland *et al.*, 1953). Source credibility is one of the very popular model in connection to celebrity endorsement. Malik and Sudhakar (2014) described that Source credibility refers to perceived source expertise and source trustworthiness. This model explains that the usefulness of a message that can be tempted by the observed degree of source expertise and source trustworthiness in an endorser. Information from a credible source can influence the attitude, belief through a process known as *Internalization*, which arises when receivers accept a source stimulus in terms of their personal attitude (Erdogan, 1999). For example, sports celebrities may be a credible source in endorsement of brand and this credible source can influence beliefs, opinions, attitudes and behavior of the individuals). Further, if the consumers perceive the celebrity endorser (the credible source) as trustworthy and expert on products then there are possibilities that the potential consumers may move around to real consumers (Friedman and Friedman, 1979; Till and Bulser, 1998; Lafferty and Goldsmith, 1999; Goldsmith et., al, 2000). The trustworthiness can be attained by using the celebrity (or sports celebrity) who is closely associated with the brand (Holloway and Robinson, 1995), but in some cases it happens that the celebrities who are endorsing products do not use the products, it is termed as the ‘credibility gap’, as the lack of credibility aggravated by incidences as mention above of not using the brand, but doing endorsement (Solomon et., al, 1999).

Further it is indicated by (Ohanian, 1991) that the source expertise of celebrity endorser is the dominating factor for generation of intention to buy the brand from among the relationship of Source expertise, trustworthiness (table 1). Overall, the source credibility model is of quite importance for the marketing managers in selecting the celebrities. Different researcher has mentioned different effects of source credibility, only farther the source credibility of celebrity or sports celebrity needed to be examined in relation to the brand positioning concept.

Table 2-1. Source Credibility Scale Source: Adapted (Ohanion, 1990)

Attractiveness	Trustworthiness	Expertise
<i>-Attractive- Unattractive</i>	<i>- Trustworthy- Untrustworthy</i>	<i>-Expert – Not expert</i>
<i>-Classy – Not Classy</i>	<i>-Dependable – Undependable</i>	<i>-Experienced- Inexperienced</i>
<i>-Beautiful – Ugly</i>	<i>-Honest – Dishonest</i>	<i>-Knowledgeable- Unknowledgeable</i>
<i>-Elegant – plain</i>	<i>-Reliable – Unreliable</i>	<i>-Qualified- Unqualified</i>
<i>-Sexy- not Sexy</i>	<i>-Sincere - Insincere</i>	<i>-Skilled - Unskilled</i>

2.2.6.2. Source attractive model

The other known model as to the celebrity endorsement is the source attractive model. Koo .J (2014) described that the source attractiveness model is also derived from social psychological studies. As referred by the same researcher according to McGuire’s (1985) model, a message’s effectiveness stems primarily from familiarity, likability, and similarity of the source. Specifically, familiarity refers to public exposure, likability includes an individual’s physical attraction and positive behavior characteristics, and similarity refers to a positive connection between the endorser and the public. McGuire’s model indicates that when consumers know, like, and are similar to the source, the source is recognized as attractive and, consequently, persuasive.

Attractiveness is the important source in the advertisement, as several studies, for example. (Baker and Churchill, 1977; Chaiken, 1979; Debevec and Kernan, 1984) found that the Consumers have a habit to form positive stereotypes about the attractive celebrities and celebrities are effective in changing the beliefs. Advertisers choose the Attractive celebrity endorsers in order to gain celebrity prestige and physical attraction (Singer, 1983). It is argued that the efficiency of a communication depends on similarity, familiarity and liking of the celebrity endorser (McGuire, 1985). Attractiveness exclusively does not mean merely physical attraction, but it comprises a number of attributes of the celebrity endorser that consumers might perceive. The attributes may be in the form of intellectual skills, personality properties, lifestyles or athletic process (Erdogan, 1999). Further in respect to the celebrity attractiveness (Cohen and Golden, 1972) suggested that the 'physical attractiveness' of a communicator decides the efficiency of believable communication through a route called identification which is assumed to occur when information from an attractive source is accepted as a result of desire to identify with such endorsers. Consumers are more expose to the

attractive celebrity rather than unattractive celebrity. In the study of (Kahle and Homer, 1985), it is mentioned that consumers are more likely to buy an Edge razor after seeing an attractive celebrity in a magazine advertisement than an unattractive celebrity. On the front of gender of the celebrity endorsers, there are male and female celebrity endorsers in various brands, and they have different effect on the consumers. (Debevec and Kernan, 1984) specified that attractive female celebrities created more enhanced attitudes than attractive male celebrities across both genders, especially among the male.

As Solomon M. et al (2006) have elaborated under the title of **‘What is beautiful is good’** Almost everywhere they turn, beautiful people are trying to persuade them to buy or do something. The authors also stated that their society places a very high premium on physical attractiveness, and they tend to assume that people who are good-looking are cleverer, more fashionable and so on. Such an assumption is called a *halo effect*, which occurs when persons who rank high on one dimension are assumed to excel on others as well. The so called what is beautiful is good’ stereotype will tell us people are more comfortable when all of their judgments about a person go together. A physically attractive source tends to facilitate attitude change. His or her degree of attractiveness exerts at least modest effects

Even in our societies’ daily practice and culture physical attractiveness will take the front page of our inclination and attitude even though not said publicly. Just to give practical witness it is enough to observe our cultural and modern songs poem. Majority of songs we have been listening since puberty stage preach us about her beautiful eye long and black hair, snow white equally arranged teeth, height of attractive type, slender waist and so and on. Even for male sex the situation is not different. I have never listened any music which advocates for short and dwarf men. Rather being long and courageous and physically attractive men can be the reason of so many songs. Very few songs are heard out of physical attractiveness for other serious life issues.

Even if we take a glance on our film industry, it seems unwritten rule that girls need to be attractive beautiful and elegant to be star and shiny. Especially for girls, it seems a must to have slender waist and very attractive posture so as to be screened in the film industry. Of course there are also few organizations in our country which give due emphasis for physical attractiveness too.

And hence one explanation is that physical attractiveness functions as a cue that facilitates or modifies information processing by directing consumers' attention to relevant marketing stimuli. Some evidence indicates that consumers pay more attention to ads that contain attractive models, though not necessarily to the ad copy. In other words, an ad with a beautiful person may stand a better chance of getting noticed, but not necessarily read. While we may enjoy looking at a beautiful or handsome person, these positive feelings do not necessarily affect product attitudes or purchase intentions. Beauty can also function as a source of information. The effectiveness of highly attractive spokespeople in ads appears to be largely limited to those situations where the advertised product is overtly related to attractiveness or sexuality (Solomon M. et al (2006)).

2.2.6.3. Product Match- Up Hypothesis

In wake of advantages and disadvantages of using celebrity, the crucial question is how to select the right celebrity to endorse a particular brand/product or what parameters should be consider while making a decision to choose a celebrity for advertising campaign. The choice regarding which celebrity should be used for promoting a particular brand is not an easy task. The choice depends on many factors including the type of product, objective of the campaign and type of target consumer (Kumar R and kaushal S., 2014).

The importance of fit between endorser and product is known as “match-up hypothesis” (Till & Busler 1998). The hypothesis suggests that there should be a fit between the product and the celebrity who is endorsing the product. There should be congruence between the celebrity and the product in terms of characteristics such as image, expertise (Till and Busler, 1998, 2000) or attractiveness (Baker and Churchill, 1977; Kahle and Homer,1985). This congruency leads to greater believability and acceptance by the consumers. The image of the celebrity needs to match that of the product for increasing believability and building credibility, thus, validating the match-up hypothesis (Biswas et al. 2009).

The Product Match-up Hypothesis states that communications transfer through celebrity image and the product message should be congruent or fit of match for effective advertising (Forkan, 1980; Kamins, 1990). The celebrity and brand congruency depends on the intensity of observed 'fit' between brand and superstar image (Misra and Beatty, 1990). Several researchers such as (Levy, 1959; Kamins and Gupta, 1994; Kotler, 1997; Erdogan, 1999) identified the differences between

high congruency vs. low congruency of celebrity and product image. Further, it is identified that the product advertisements through the celebrity having relatively high product congruent image leads to higher advertiser and celebrity trustworthiness relative to an advertisement with a lesser congruent celebrity image. (Kahle and Homer, 1985), elucidated that the Match-up Hypothesis of selecting the superstar match properly with theory of social adaptation. This theory states that the adaptive importance of information will govern its influence. Studies such as (Ohanian, 1991; Callcoat and Phillips, 1996; O'Mahony and Meenaghan, 1997) indicated that buyers too believe in congruency between endorsers' perceived images and products they endorse. (Evans, 1988) stated that "celebrities suck the life-blood of the product dry" when there is no proper match between the product and the celebrity. The main stress of product match-up research has been on the appropriate match-up between a superstar and a product based on celebrity's attractiveness (Erdogan, 1999). Further (Kahle and Homer, 1985; Kamins, 1990) states that the match-up hypothesis calculates the effectiveness of attraction in celebrities when endorsing products. (Till and Busler, 1998; Ohanian, 1991) revealed that extraordinary attention should be made to hire celebrities who have congruency with their endorsed product and who are observed to be professionals by the target audiences. (Callcoat and Phillips, 1996) elucidated that the consumers are normally influenced by celebrities if products are reasonable, low-involving. In the above mentioned findings and opinions, it becomes clear that the Match-up Hypothesis may have to extend beyond attractiveness and credibility towards a consideration and matching of the entire image of the celebrity with the endorsed brand and the target audience (Erdogan, 1990).

2.2.6.4. Meaning Transfer Model

The other and probably the last model of celebrity endorsement strategy is the meaning transfer model. Malik A and Sudhakar B (2014) described that Meaning transfer and is based on the assumption that celebrity endorsers bring their own symbolic meaning to the endorsement process. The cultural meanings that the celebrity will go beyond the person and are passed on to the products

McCracken (1989) has addressed the endorsement process from a cultural perspective. He explains the effectiveness of the celebrity spokesperson by asserting the meaning consumers associate with the endorser and eventually transfers to the brand. McCracken suggests a meaning transfer model composed of three subsequent stages. In the first stage celebrity acquires meanings based on various factors like – age, gender, personality traits, life style etc. In the second stage meaning

associated with the celebrity transfers from the celebrity to the product or brand s/he endorses. Thus the consumer perceives, meaning which was associated with celebrity, now associated with the brand or product in the final stage consumers receives these meanings attached with the product while consuming the product. McCracken suggests that a famous celebrity may have a set of meanings associates with himself/herself and these set of characteristics provides support to the consumers while evaluating the presented brand Martin (1996)

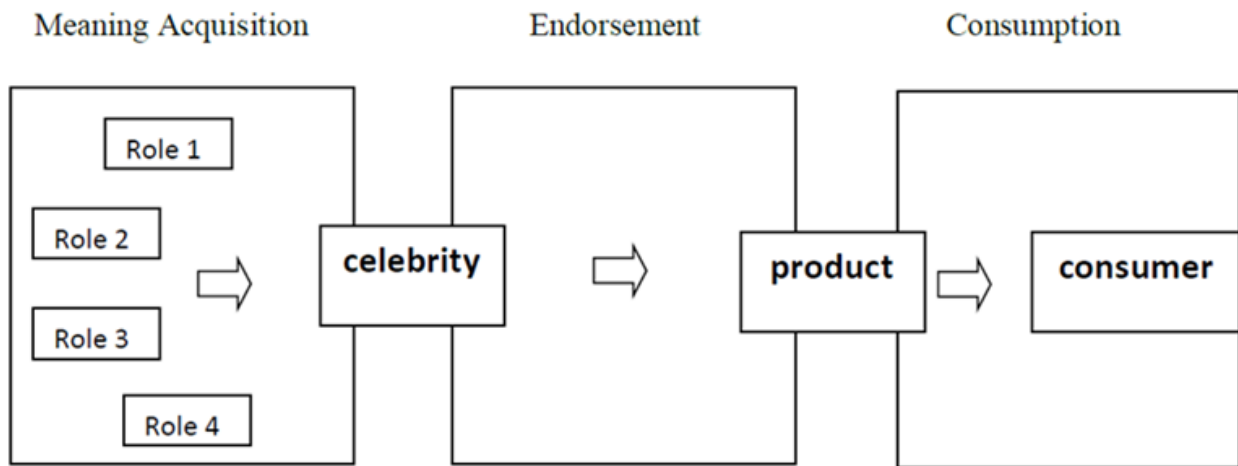


Figure 2-1 Meaning Transfer Model (Adapted from McCracken 1989)

The meaning transfer model is based upon meanings and it proposes that the effect of the celebrity endorser is depended on the meaning the celebrity brings into the endorsement process and the product (McCracken, 1989). The model is created to illustrate the process of the celebrity endorser. Different brand ambassadors have different connotations and they differ in demographics, personalities and lifestyles. Celebrities can be very valuable in endearing a product or brand to the public because they give the consumer quite a few characteristics when they think of the product or brand. Celebrity offers meaning of deepness and power from their character and lifestyle into the endorsement hence are more effective that non-popular endorsers (Schlecht, 2003). The feelings of consumers have towards the brand is positively influenced when companies create a suitable meaning transfer between the endorser and the product (Victor .O, 2016).

The meaning transfer model can be put in three stages. In the first stage the cultural meanings of the society are considered. Celebrities carry their own symbolic associations into their endorsement of a

brand. Stage 1 is examining whether objects, persons and context fit to the celebrity. In the second stage, the meaning linked with the celebrity moves from the endorser to the product or brand. The meanings of the endorser become associated with the product, and then it is determined whether the symbolic characteristics of the celebrity are the ones sought for in the product and if a celebrity represents those symbolic properties. After the celebrity has been selected, the consumption process of the celebrity will start, and through the use of a promotional campaign the celebrity will be linked to the product. In the last stage, the consumers link the celebrity with the product and the product with themselves. Celebrities play a role in the last phase of this model while they have generated the self. Meaning transfer is especially useful when there is a good match-up between celebrity and brand. That is why it is important for companies to have the exclusive rights of a celebrity endorser. Because when a celebrity endorser is endorsing for more products and brands, the strength of the match-up and meaning transfer decreases. Furthermore, the meaning transfer is specifically valuable for low-involved consumers, since when they like the celebrity, they will automatically like the brand; and this will positively influence the attitude towards the brand and product (Victor .O, 2016)

Advertisers hold the belief in employing the celebrities for endorsement of the products that consumer consume images of celebrities and advertisers hope that consumer will also consume products endorsed by celebrities. (Hirschman, 1980) states that symbolic meanings are generated and familiarized to the customers through production process. This production process involves many participants. For example, societal introduction of a new apparel symbol would include the designer, manufacturer and retail store buyer. Playing peripheral roles in the assignment would be the fashion trade media the mass media advertising agencies and retail sales personnel among others. Similarly, (McCracken, 1986) argues that advertising is one of the ways to forward meanings of personality to products (Malik A and Sudhakar .B, 2014).

2.2.7 Selecting the Best Celebrity Endorsers

Just as it is, I have taken the following statement quoted by Ain Z. et al (2012) “Any brand can get a celebrity. That is easy; but getting a celebrity consistent with the right brand, to the right degree, at the right time, for the right purpose and in the right way... that is not easy.” Taking consumers’ attention effectively for little time in this cluttered media age is really challenging task for

marketers. To stay in the market competitively and sustainably, getting the right celebrity at the right time in the right place looks something ideal. If so well-done, undoubtedly we will be on the right track in terms of using celebrity as one of the good marketing tool. It is required that the right celebrity has to go parallel in the hand and glove fashion with the brand he/she endorses. Here the major independent variables like trustworthiness, attractiveness, expertise, and brand-fit of the celebrities have to be properly synchronized so as to say we are in the right track to select the right celebrity for the desired endorsement work. Mind you these variables are treated under the models of celebrities in detail.

Brand Endorsement is a way to get the brand noticed amidst the clutter that is there in the market place. Synergy is therefore required between brand and celebrity. The celebrity actually helps in accelerating the brand image formulation process. At the same time advertisement argue that celebrities come with loads of liabilities that are hard to ignore (Khatri P. 2006).

The decision of selecting the best endorser is thus a pertinent issue fixed by marketers & adventures for their brand promotion. If we take the Indian experience on selecting best celebrities today Cricketer and Film stars are groomed to be brand themselves and hence are marketed well. In other words, the celebrity himself/herself should be a strong brand and the attributes of the celebrity brand should match the attribute of the product brand being highlighted (Khatri P. 2006).

To help select a celebrity endorser, many companies and their advertising agencies rely on Q ratings that are commercially available from a New York based firm known as marketing, evaluates Inc. (Belch & Belch). This firm annually determines a familiarity and likeability rating of top male & female personalities (and cartoon characters) based on a mail questioners survey of the television viewer (Khatri P. 2006). This is the experience of the developed world that rating will be done based on timely and relevant questionnaires from consumers. This makes our task easy to select at least relevant celeb for our product or brand.

Mazlan S. et al (2015), states that there is no perfect celebrity can endorse all types of brands and generate maximum outcomes. Hence, the success of an advertisement depends on the selection of an endorser. As to the process of selection of celebrity to endorse a brand or product, there is no

perfect and best solution. Even to the contrary, there could be bad time that we might select wrong celebrity which destructs our good will and fame.

2.3 Empirical Reviews

2.3.1 Celebrity Endorsement is Big Business

Let us take a glance on mini cases taken from Pickton D and Broderick A (2005); in 2001, Anna Kournikova earned around £7 million, only £220,000 of which was for playing tennis. Footballer David Beckham can expect to earn over £1 million for each endorsement he agrees to do. In the USA, 20% of all TV advertisements contain celebrities. In India, a company is expected to hire a Bollywood star or cricketer (preferably both) if it wants to appear reliable. But the country that has truly embraced the concept of fame and materialism is Japan. Many famous faces will only advertise over there on condition that none of the adverts will be shown outside the country – partly because the products they are endorsing are not ones which they would wish to be associated with back home. But, when the sums involved usually stretch into the millions, they are prepared to make exceptions. So Sean Connery, who refuses any endorsement deals in the West, can be seen drinking a certain brand of scotch; Silvester Stallone extols the virtues of ham; and Pierce Brosnan (James Bond) endorses women's cosmetics.

The award-winning campaign for the supermarket, Sainsbury, features TV chef Jamie Oliver on TV, in PR and in sales promotions. Sainsbury's research has indicated that one quarter of their profits in 2001 were attributable to this celebrity involvement. The supermarket continued to use Jamie Oliver throughout 2002 and extended his contract, reported to be worth £1m per year, into 2003.

The above brief paragraphs will remind us the significance and importance of celebrity endorsement on the tough and dynamically competitive business world. As I have tried to describe the crowd of advertising mixes in different media, everything shouts around us. No silence is easily achieved. Everybody runs for his/her personal life; Different organizations too. To get just fractions of our time as a consumer, celebrities will be the better persons to draw our attention. To strengthen my explanation, let us take a look on the following table about the highest paid- athlete endorsers of the year 2015 in the world. Had it been without significant effects of celebrities, the concerned stakeholders would not have been interested to invest this much amount of financial resources.

Table 2.2 Highest-Paid Athlete Endorsers of 2015

Rank	Sports Person	Yearly Endorsement Earnings	Notable Deals
1	Roger Federer	\$5,80,00,000	Wilson, Nike, Rolex, Mercedes-Benz, Gillette
2	Tiger Woods	\$5,00,00,000	Nike, Upper Deck, Rolex
6	Rory McIlroy	\$3,20,00,000	Nike, Bose, EA Sports, Omega, Upper Deck
7	Novak Djokovic	\$3,10,00,000	Adidas, Mercedes-Benz
8	Rafael Nadal	\$2,80,00,000	Tommy Hilfiger, Kia, Nike , Bacardi
9	Cristiano Ronaldo	\$2,70,00,000	Tag heuer, Samsung
10	Ms Dhoni	\$2,70,00,000	PepsiCo, Aircel, Godrej, Gulf Oil, Reebok
13	Lionel Messi	\$2,20,00,000	Adidas, EA Sports, Gillette, Head & Shoulders

Source: Opendorse cited by Kaur S et. Al (2016) pp 4

Just by referring the above table, it is not difficult to reach on consensus for anybody to give his intelligent guess about the amount of money that is moving under these top celebrities of the world. If we take another practical example by referring the two giant soft drink manufacturers of the world, peps and coca cola, it will be another supporting idea, how the celebrity endorsement is influential in the current marketing philosophy of the giant organizations. Below is a partial list of other celebrities that have endorsed Pepsi and Coke in the last 8 years: (Ibitayo F. and Tejumaiye A., 2015)

Table 2.3 partial list of other celebrities that have endorsed Pepsi and Coke in the last 8 years

Celebrity	Profession	Brand
Frank Lampard	Soccer	Pepsi-cola
50 Cent	Musician	Pepsi-cola
David Beckham	Soccer	Pepsi-cola
Bob Dylan	Musician	Pepsi-cola
Shawn Johnson	Gymnastics	Coca-cola
Maroon 5	Musicians	Coca-cola
Jennifer Lopez	Musician	Pepsi-cola
Akon	Musician	Pepsi
Beyonce known	Musician	Pepsi
Kanye west	Musician	Pepsi
Davi oliver	Track and field	Coca-cola
Leonel Messi	Soccer	Pepsi
Nicki Minaj	Musician	Pepsi

Source: www.businessinsider.com/soda-wars-cola. Nov 02, 2011

As it is known, the western worlds are highly organized and have done lots of empirical studies in connection to celebrity endorsement; to clarify my point, let us take a look at the following table. Even top endorsers have been studied in terms of likeability. Here are the top ten endorsers of 2015 as per their likeability index as presented by Kaur S. et al (2016).

Rank	Endorser	Endorser's Likeability (%)	Brand Memorability Index
1	Liam Neeson	78	208
2	Pierce Brosnan	75	104
3	Matthew Mcconaughey	74	164
4	Jennifer Garner	72	148
5	Natalie Portman	71	160
6	Jeff Bridges	71	152
7	Sofia Vergara	71	120
8	Jim Parsons	69	172
9	Dennis Haysbert	69	160
10	J K Simmons	69	108

Source: Opendorse cited by Kaur S et. Al (2016) pp 5

Some Additional Instances of celebrities influences

As per Arora T and Malhotra K. (2014); globally, firms have been juxtaposing (placing close together side by side) their brands and themselves with celebrity endorsers. Some successful ongoing global endorsements are as follows:

- ❖ Celebrity endorsements have been the bedrock of Pepsi's advertising. Over the years, Pepsi has used and continues to use a number of celebrities for general market and targeted advertising, including Shaquille O'Neal, Mary J. Blige, Wyclef Jean, and Busta Rhymes, who did a targeted campaign for their Mountain Dew product.
- ❖ George Foreman for Meineke. He has also sold more than 10 million Lean Mean Fat--Reducing Grilling Machines since signing with the manufacturing company.
- ❖ James Earl Jones for Verizon and CNN.
- ❖ Nike golf balls, since the company signed Tiger Woods in 1996, have seen a \$50 million revenue growth. Nike's golf line grossed more than \$250 million in annual sales. In 2000 he renegotiated a five-year contract estimated at \$125 million.

- ❖ Other successful endorsements like Nike—Michael Jordan, Dunlop—John McEnroe, Adidas—Prince Naseem Hamed, and so on.
- ❖ Venus Williams, tennis player and Wimbledon champion has signed a five-year \$40 million contract with sportswear manufacturer Reebok International Inc.

All the above mentioned and discussed practical examples are in relation to the outside world. It is not difficult to understand that we are by far behind as we compare ourselves with them. Let us leave the comparison for the time being; it is possible to say that celebrity endorsement in the Ethiopian context is at its infant stages. Any ways let us take few practical examples that we are observing through our local media.

2.3.2 Celebrity Endorsement Market in the Ethiopian Context

There is no as such sufficiently studied research work in our country’s case. Very limited works have been done so far in connection to celebrity endorsement of a certain company’s products. For example few theses have been done on the Bank industry. Even though it is not as such well studied like the developed nations, we can mention few goods and services by referring common Television stations of our country. By now, we are becoming familiar with few products/services endorsed and advertised by our local celebrities; for instance; let us take a glance from the following table.

No	Name of organizations or products	Celebrities
1	Awash Bank	Artist Serawit Fikrie
2	Abyssinia Bank	Ato Woubshet Workalemahu
3	Bunna Bank	Artist Fkadu T/Mariam and Meseret Mebrate
4	Kangaroo Matress	Artist Muluaem Tadesse
5	Habesha Beer	Artist Samson Tadesse (Baby)
6	Saint George Beer	Journalist Mesele Mengstu and others
7	Nido Milk Powder	Athlete Haile G/Slassie
8	Can Babe Diaper	Athlete Mesert Defar
9	Nivea Deodorant	Artist Selam Tesfaye
10	Scaffer Hotel Training	Journalist Samson Mamo
11	Enrich Corn Flex	Artist Tilahun Zewge
12	Good baby Diaper (Br 1,000,000 Paid)	Artist Selam Tesfaye
13	Johnny Walker Whisky On Bill board	D/r Mutatu Astatkie and Sami Dan
14	Ambassador Suit on Bill Board	Artist Girum Ermias and Saladin Seid Foot baller
15	NH Bay Furniture	Artist Micheal Tamrie and Muluaem Tadesse

Source EBC TV, EBS TV , KANA TV, J TV, Nahoo TV Bisrat 101.1 FM Radio Station and billboard

The above mentioned products/services were televised, aired by different Television stations, FM Radios respectively or they have been displayed on bill board in our main roads and squares of the capital Addis by the selected celebrities. This can be taken as an exhibit that celebrity endorsement is getting more and more attention and in the trend of growing in our country's case even though it is in its infant stage. Overshadowing of celebrities are exhibited a common problem too. Just like the western world research depicted, celebrities will be remembered longer time than the brand.

2.3.3 Empirical Review

Since celebrity endorsement as a marketing communication tool is one of the most researched concepts, we can get lots of empirical research views.

A number of empirical investigations have examined the effectiveness of using credible spokespersons to enhance the persuasiveness of messages. Studies have measured the process by which a communicator's perceived attractiveness, trust-worthiness, and expertise mediate immediate and delayed attitude change and persuasion (Anderson & Clevenger 1963; Baker & Churchill 1977; Hovland & Weiss 1951; Johnson, Torcivia, & Poprick 1968; Kelman & Hovland 1953; Patzer 1983; Simon, Berkowitz, & Moyer 1970; Whittaker & Meade 1968)

2.3.3.1. "Perceived trustworthiness" and "perceived expertise" of celebrity

In selecting a celebrity to endorse a product, marketers tend to focus on the credibility of the celebrity. Ohanian (1990) defined endorser credibility as the degree to which they are considered believable. Methaq (2011) mentioned source credibility model developed by Hovland et. al. (1953) consists of expertise and trustworthiness as the characteristics of source, and attractiveness model which focuses on the character of attractiveness (Samat et al. 2014). Ahmed and Sallam (2011) found that, attractiveness of endorser had strengthened impact on attitude toward advertising, then expertise, while no effect for endorser trustworthiness on attitude toward advertising. While trustworthiness is significant in all corporate credibility relations with the other variables (i.e. attitude toward advertising, attitude toward brand and purchase intention). (Ahmed & Sallam 2011). According to Clinton et al. (2008), many studies support that trustworthiness effect the effectiveness of the advertising

Erdogan (1999) define expertise as to the extent to which a source is perceived to hold valid assertions. Clinton, Gary and David (2008) indicate that source effectiveness is influenced by receiver's perception of the source's expertise. Other than that, the source's perceived level of expertise and the target person's level of agreement will those recommendations varied with the

respondents' actions in response to the source's recommendations. He also mentioned that the subjects exposed to a source perceived by highly expert exhibit more agreement with the source's recommendation than by a source with low expertise. The level of perceived celebrity expertise should predict celebrity endorser effectiveness (Desarbo & Harshman 1985; Erdogan 1999; Goldsmith et. al., 2000; Ohanian 1990; Samat et al. 2014).

Information from a credible source can influence the attitude, belief through a process known as Internalization, which arises when receivers accept a source stimulus in terms of their personal attitude (Erdogan 1999).

2.3.3.2. "Perceived Physical attractiveness" of celebrity

Nyakado J. (2013) described by referring other authors that Celebrity credibility model of Hovland et al. (1953) analyses the factors leading to the perceived credibility of the communicator. Hovland et al. (1953) concluded that the two factors trustworthiness and expertise underscore the concept of Celebrity credibility. Kamile argues that consumers generally have a more positive attitude towards attractive people. McGuire (2000) argues that the effectiveness of message depends on the similarity, familiarity and liking of the endorser. Research has shown that physical attractive endorsers are more successful at changing beliefs (Chaiken, 1979). Kamile conclude that Physically attractive endorsers generally have a positive impact and generate more favorable evaluations of both advertisements and products than less attractive models.

In addition to trustworthiness and expertise, the attractiveness of the communication source can enhance the effect of the message conveyed. Attractiveness is understood to depend upon whether the source is: „classy,“ „beautiful,“ „elegant,“ „sexy“ and „attractive“ (Ohanian 1990). Goldsmith et., al. (2000) argued that attractiveness was not applicable to organizational credibility. Individuals who display these traits might be used in business advertising, however, attractiveness in this sense and its value in guiding the selection of celebrity endorsers to appeal to business customers is problematic.

These traits are essentially physical and so attractiveness must be viewed in a broader sense in terms of: „similarity“ (resemblance between the source and receiver of the message), „familiarity“ (knowledge of the source via exposure) and „likeability“ (affection for source as a result of virtuous characteristics perceived in that source) (Erdogan 1999; McGuire 1985). When interpreted in this sense, B2B attractiveness could apply to the character of either an individual or an organization.

Methaq (2011) defined attractiveness as the physical appearance and/or the perceived personality of the source. Celebrity endorsed advertisement can catch consumers' attention to a product (Ohanian 1990; Goldsmith et., al. 2000). In today's advertisement either traditional or internet advertisement, advertisers always choose celebrities who are physically attractive. Studied by Bahram and Zahra (2010) shows attractiveness causes to increase attitude toward advertisements.

2.3.3.3 Perceived Celebrity Product Matchup or Celebrity-Brand Congruency

Many articles indicate that it would be very nice if the type of the celebrities and products have close relationship. For example the audience will have more confidence if sport celebrities endorse sport products. Celebrity status will have little or no role to play if a vegetarian celebrity is used to advertise beef products; non-smokers to advertise cigarettes; or to use a dark complexioned celebrity to advertise a toning or lightening cream. Contextualizing this, Hill and Busler 1998 in Schlecht (2003) explains that the match up hypothesis specifically suggest that the effectiveness depends on the existence of a “fit” between the celebrity spokesperson and endorsed brand. As described and referred by Elias Seife by referring Demissie found that product/celebrity match and expertise have the highest influence on consumers’ attitude towards the brands while physical attractiveness and trustworthiness have the highest influence on purchase intention (Demissie 2015).

2.3.3. 5. Overviews of Previous Empirical Findings

Even though celebrity endorsement is not as such widely researched as a marketing tool in our country’s context, it has widely been researched in the developed nations including India. And hence, we can get plenty of research work related to it. Of course we will have no saying in connection to Africa and in Particular Ethiopia as to the previous study on this special modern marketing. Here are some of the very important previous empirical studies results in connection to my study. just to begin with, Kaur S. and Garg A (2016) described his findings as follows:

1. Celebrity endorsement enhances product information and creates awareness among Consumers. It helps them to recall the brands of the endorsed products.
2. It was revealed that among the various media vehicles TV is the most influencing media persuading consumers to buy the products.
3. The purchase attitude is more strongly influenced by the Quality of the products rather than endorsement factors, price of the product, Discounts and offers etc
4. Film stars are playing major role in creating an impact than Sports personalities.

A good number of respondents believe that the products advertised by celebrities are of good quality. As to the practical research of celebrity endorsement worldwide, by examining different articles, I have understood that it is a very recent marketing tool. No research on celebrity advertising was conducted outside the US before 1998. The difference between the US and non-US populations could therefore reflect a difference between results produced before and after that year. It is theoretically possible for both US and non-US samples to be producing few significant results after 1998. This would be possible if the non-significant US effects produced after 1998 were masked by the scale of the significant results found in US samples before 1998. If this has happened then it would suggest that US populations are taking less notice of celebrity now than then, and have become more like non-US consumers (Brockington D., 2015).

As a summary form, let us try to see the following findings of the previous research work as a tabular form as compiled and discussed by Gupta R. et al (2015). The name of the authors, variables studied and the respective findings are clearly shown in the table below.

Table 2.6 : Studies conducted on impact of celebrity endorsements on purchase intentions

Author	Variable Studied	Findings
Hovland and Weiss (1951), Hovland et al (1953), Dholakia and Sternthal (1977)	Credibility	Information from a credible source can influence beliefs, opinions, attitudes and/or behavior
Kanungo and Pang (1973)	Fit between the celebrity and the brand	The consumer gets motivated to buy an endorsed product when he sees the fit of the celebrity with the endorsed product.
Atkin and Block (1983), Petty et al (1983), Cooper (1984), Dean and Biswas (2001)	Celebrity vs Non-celebrity endorsement	Celebrity endorsers produce greater purchase intentions than a non-celebrity endorser
Kahle and Homer (1985)	Attractiveness	Attractive celebrity created more purchase intentions than an unattractive celebrity
Ohanian (1991)	Source Credibility (Attractiveness, Expertise And Trustworthiness)	Attractiveness and Trustworthiness do not have a significant impact on purchase intention. Expertise was found to have a significant impact.
Mehta (1994)	Celebrity vs Non-celebrity endorsement	No statistical differences were found in the purchase intentions between celebrity and non-celebrity endorsed situations.
Till and Busler (2000)	Role of Attractiveness and Expertise in Match-up Hypothesis	Attractiveness led to a significant impact on purchase intention. However, expertise does not lead to an increase in purchase intention.
Lafferty and Goldsmith (1999), Goldsmith, Lafferty and Newell (2000)	Endorser Credibility, Corporate Credibility	Endorser credibility has a positive impact on consumer buying behavior
Pornpitakpan (2003)	Source Credibility (Attractiveness, Expertise & Trustworthiness)	All the three credibility dimensions were Positively related to purchase intention.
Hakimi, Abedniya and Zaeim (2011)	Trustworthiness	Trustworthiness is not a factor in increasing consumers' intention to try a brand.
Chan, Leung Ng, Luk (2013)	Various Attributes of celebrities	Using a celebrity in an ad would enhance purchase confidence

Source: Gupta R. et al (2015)

2.3.3.5.1 Gap Analysis of the Previous Studies

The authors have also done the necessary gap analysis. Gupta R. et al (2015) described that most of the research studies conducted in the past have found a positive impact of celebrity endorsements on consumers' purchase intentions. However, the earlier studies have been conducted in different countries and consumer groups. The present study seeks to find out the impact of celebrity endorsements on purchase intentions of Indian consumers. It shall be interesting to see whether similar results are seen in the present study also. Also, it is interesting to note that the earlier studies have not reached any consensus regarding the impact of attractiveness, trustworthiness and expertise on consumers' purchase intentions. Some studies have established a positive impact of these attributes of celebrity endorsers on purchase intentions while others have concluded that

As I have tried to refer and analyze different celebrity related endorsement in connection to advertising, majority of them would be either from the United States of America, or from India. Even if we take the case in African, context, almost none is found. Very limited works

2.3.3.6 What Is Product Endorsement?

One way or the other, when we are talking about celebrity endorsement advertising, it will be relevant to say something about the most frequently endorsed products and/or services. Even though, the following study was mainly based on those advertising of magazines, it will not be as such different for TV, Radio or Internet; because only the media type is different with similar products. George E. and Michael A. (2013) had described that a *product endorsement is a form of testimonial from someone which indicates that they like or approve of a product*. Commonly, product endorsements are solicited from people who are socially prominent, allowing companies to advertise their products with statements like "as used by such-and-such an actress," or "the official product of company/event X." It's hard to miss a product endorsement on product packaging and in advertisements; most companies keep their endorsements front and center so that they are always in the public eye.

The concept of the product endorsement is quite ancient. In England, for example, several companies have been advertising themselves as "by appointment to the Queen" for hundreds of years, indicating that they enjoy the patronage of the British royal family. Consumers are often seduced by the idea of purchasing a product which is endorsed by someone wealthy or famous, as though by buying the product, the consumer also becomes affiliated with the person who endorses it (Rawthani P., 2010).

When we are examining different articles to have first hand information about the products to be endorsed and advertised most of the time, we will obtain the following 20 most frequently endorsed and advertised products and services as per George E and Micheal A. (2013). *Of course the study was conducted on* advertisements appearing in the highest-circulation magazines across eight different categories were analyzed. The categories are based on the classifications used by srds, and include general news, sports, entertainment, men's, women's shelter, women's fashion, teen and business. The magazines were selected based on circulation figures from the audit Bureau of Circulations – the primary circulation verification service for consumer magazines as well as major business publications. All of the magazines used in this study were published in April 2007.

These are the 20 Product/Services categories indicated in the table below.

Each ad was categorized into one of the 20 product/service categories shown in table 1. Based on data from the Publishers Information Bureau, these product/service categories accounted for more than 80% of the total dollar amount spent on magazine advertising in the United States in 2007. The 20 product/service categories also accounted for 85% of the advertisements that appeared in the 37 magazines analyzed for study. The remaining 15% of the ads were spread across a variety of products and services.

Source characteristics each person appearing in the print ads was classified based on several source characteristics, including gender and celebrity status (celebrity or non-celebrity), type of celebrity and basis of use. for the purposes of this study, a celebrity endorser was defined as 'any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement' (McCracken 1989). However, it should be noted that a celebrity endorsement could also be for a business product/service or a company, since business publications were one of the magazine categories analyzed. To help in the identification of celebrities appearing in the magazine ads, a list of celebrities tracked in the winter 2007 Performer Q survey conducted by Marketing evaluations, Inc. was obtained. This list provided the names of various actors/actresses, entertainers, athletes, and other sports personalities, news personalities and business executives who were being tracked in the survey conducted during this time period (George E and Micheal A., 2013).

Table 2.7: Product/Service Categories

1. Telecommunication products/services	11. Athletic products/equipment
2. Automobiles (including light trucks and SUVs)	12. Pharmaceuticals – Prescription/OTC
3. Financial services	13. Fast food/restaurants
4. Personal care products/services	14. Alcoholic beverages
5. Travel/tourism (hotels, resorts, airlines)	15. Non-alcoholic beverages
6. Retail stores	16. Media (music, videos, movies, books)
7. Consumer electronics	17. Furniture/home furnishings
8. Home appliances	18. Business products/services
9. Fashion/apparel clothing, shoes)	19. Food
10. Jewellery/accessories (watches, purses)	20. Cigarettes/tobacco products

Source: George E and Micheal A. (2013) pp 375

Celebrity endorsement is more likely to be observed for those products having a high price-production cost margin and on a large customer base. In short, celebrity endorsements are more typical for nationally marketed products than for local or niche market products and for products such as running shoes, soft drinks and the like for which the price cost margins are apparently large (Khatri P., 2006).

My choice of product is categorized under No 9 which is named as Fashion/apparel clothing, shoes). And hence Anbessa shoe will be incorporated under this group. As one can see on the cover of this thesis, one big celebrity is seen endorsing the Nike shoe. since this picture is related to my case, I have used it just as cover on the way we can understand that endorsing and advertising shoe is not new thing to the western world even though not as such commonly practiced in our country

2.4. Conceptual Framework

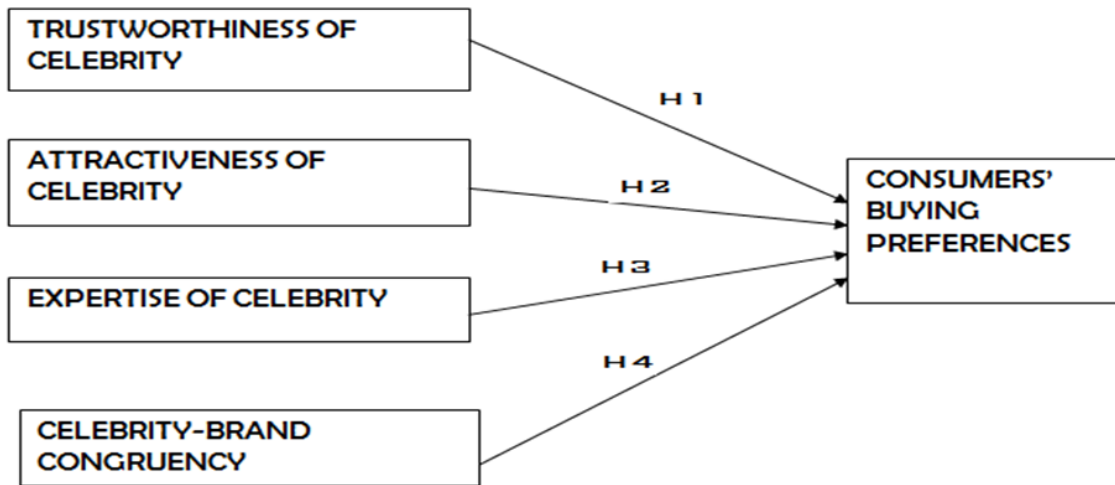


Figure 2.2 Conceptual Framework Adapted from Pricilla (2012) Effects of Celebrity Endorsement on Consumers' Buying Preferences

Trustworthiness of the Celebrity

It is one of the independent variables that have been studied under this thesis. Many articles have tried to define what trustworthiness means in relation to celebrity endorsement. Not only in connection to celebrity, in every other business world, is this feature very vital. Trustworthiness is defined as a perceived willingness of the source (celebrity) to make a valid assertion (McCracken 1989; Erdogan 1999; Schlecht 2003; Okorie et al 2012). By virtue of the respect society accords celebrities, and the successes celebrities chalk in their various careers, consumers see them as people who are worthy of trust. Magniniet al. (2008) adds that within the context of celebrity endorsement, trustworthiness can also be defined as the honesty, integrity and believability of a celebrity as perceived by consumers.

Trustworthiness refers to the honesty and integrity of the spokesperson. The model basically focuses on the belief that persons who perform well on one dimension are assumed to excel on others as well. However, as proved by Ohanian (1991) in her study each source has different effects on consumer's brand perception thereby making it necessary to pursue a systematic strategy of celebrity spokesperson selection.

Hypothesis 1

H1: The trustworthiness of celebrity has a positive and significant effect on consumers buying preference of Anbessa Shoes products in Ethiopia. This hypothesis will be tested in connection to trustworthiness of the celebrity in my study.

Attractiveness of the Celebrity

It is known that a person with very pleasing and attracting personality will have the power of catching many viewers. Even in our tradition holistic type of personality including physical appearance and height hold attention of the society. When we come to in the case of celebrities' case, their attractiveness can be another variable so as to make the desired endorsement very effective. As it has been described by many authors Source attractiveness refers to the endorsers physical approach personality, likeability, and similarity to the receiver, thus to the perceived social values of the source (Solomen, 2002)

Different findings have proved that customers form positive and favorable perceptions about those endorsers who are physically attractive (Erdogan 1999). Research findings show that attractive endorsers are good at influencing the beliefs of customers (Debevec and Kernan 1984). That is why most of the advertisements show attractive celebrities (Baker and Churchill Jr 1977). This presents the advertisers with the twofold benefits of celebrity presence and physical plea (Erdogan 1999). Attractiveness doesn't solely mean physical attractiveness; instead it encompasses lifestyle of the endorser, its personality dimensions. This tendency is highly observed even here in our country's Amharic film actresses. Most of the star actresses are very beautiful and physically attractive.

Hypothesis 2

H2: The Attractiveness of celebrity has a positive and significant effect on consumers buying preference of Anbessa Shoes products in Ethiopia. This will be my second hypothesis to be tested under the study

Expertise of the Celebrity

Expertise of the Celebrity: it had been long time since human races have paid due attention for the importance of knowledge, skill and wisdom in all aspects of life. When I come to my thesis case, many research works have proved that expertise level of the celebrity is one of the very determinant variables for the success of the desired endorsed advertisement. Expertise of the celebrity can be defined as level of experience, knowledge and skills possessed by the celebrity (Ahmed, Mir and

Farooq, 2012) and by using those celebrities having high level of knowledge, skills and experience Consumer Buying Behavior advertisers became able to increase the rate of recall of their brands and to increase the favorable response of the customers towards the brands. (Erdogan, 1999)

Hypothesis 3

H3 The Expertise of celebrity has a positive and significant effect on consumers buying preference of Anbessa Shoes products in Ethiopia. This is also another hypothesis to be tested and proved to be true and supported.

Celebrity-Brand Congruency

This is also another very important concept as to the effectiveness of celebrity endorsement advertisement. This is to mean that Athlete Hailegebreslassie will get more acceptances by the respective customers if he endorses and advertises brand sport products rather than unrelated products like NIDO MILK. Celebrity-Brand Congruencies or also called **Product Match- Up Hypothesis**; The Product Match-up Hypothesis states that communications transfer through celebrity image and the product message should be congruent or fit of match for effective advertising (Forkan, 1980; Kamins, 1990). The celebrity and brand congruency depends on the intensity of observed 'fit' between brand and superstar image (Misra and Beatty, 1990). Several researchers such as (Levy, 1959; Kamins and Gupta, 1994; Kotler, 1997; Erdogan, 1999) identified the differences between high congruency vs. low congruency of celebrity and product image. Further, it is identified that the product advertisements through the celebrity having relatively high product congruent image leads to higher advertiser and celebrity trustworthiness relative to an advertisement with a lesser congruent celebrity image. (Kahle and Homer, 1985), elucidated that the Match-up Hypothesis of selecting the superstar match properly with theory of social adaptation. This theory states that the adaptive importance of information will govern its influence. Studies such as (Ohanian, 1991;

Hypothesis 4

H4: The celebrity-Brand Congruency has a positive and significant effect on consumers buying preference of Anbessa Shoes products in Ethiopia. This is the last hypothesis to be test in connection to my focus of study.

Chapter Three: Research Methodology

3.1 Introduction

The previous chapters have discussed a scientific background and principles for the conceptual as well as empirical research that have been done so far. This chapter outlines the research framework and methodology used to collect the data to test the four hypotheses developed in Section 1.6 and satisfy the four research objectives stated in Section 1.5. The research plan includes description of the study area, research approach, research design, sampling, data source, instrument design, reliability and validity test and the data analysis techniques used in this study.

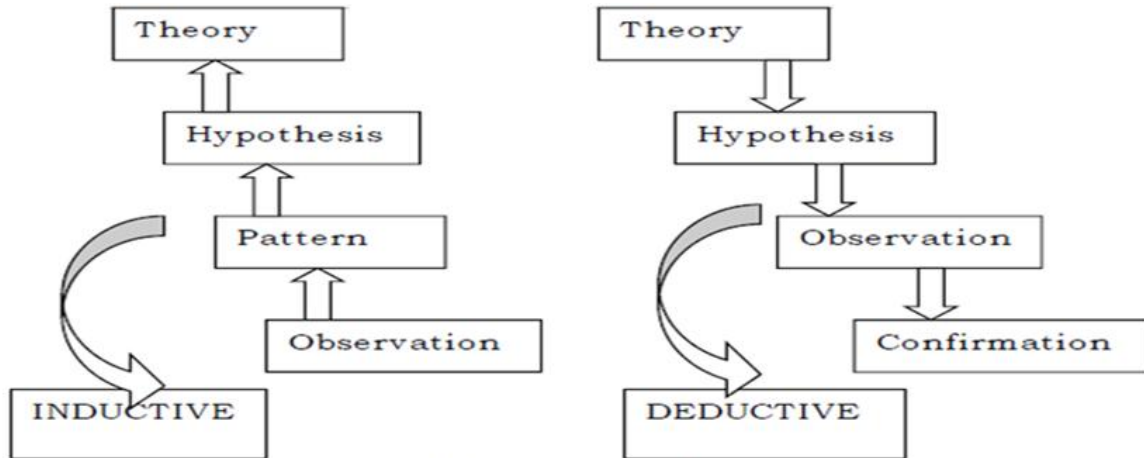
3.2 Description of the Study Area

This research is conducted here in the metropolis. As it is repeatedly said, Addis Ababa is composed of many ethnic groups and it is assumed that Addis can fairly represent the little Ethiopia. And therefore I have selected our capital Addis Ababa for this thesis. The study focuses its compass on those existing customers of Anbessa Shoe products that are randomly chosen or by using probability stratified random sampling techniques, customers have been selected. The coverage area of the study will be from Saris to Piazza area. Almost all ethnic mixes are found in our capital city; much diversified group of people in terms of religion, dialects, academic status, ethnic mix, color, and other attributes will add its recipe on the representativeness of the sample. The determined sample size is divided into four groups on the basis of geographical setting. $385/4=100$ approximately 100 samples randomly have taken from Saris, Mexico, Hayahulet Mazoria and Piazza after applying cluster sampling method.

3.3 Research Approach

As it is well-known scientific research may take one of two possible forms: inductive or deductive. In **inductive research**, the goal of a researcher is to infer theoretical concepts and patterns from observed data. On the other hand, in **deductive research**, the goal of the researcher is to test concepts and patterns known from theory using new empirical data. Hence, inductive research is also called *theory-building* research, and deductive research is *theory-testing* research (Bhattacharjeeh. A, 2012). The right research approach of my thesis will be deductive research since theory testing is much more suitable and easier for my case of this level. Theory building is beyond the scope of this research, since it requires intensive usage of time resources even ample

experience at doctoral level. And therefore theory testing or simply called **deductive research** approach is the right and appropriate choice for my case.



Source: Olle Stromgren (2007)

Figure 3-1 Research Strategy Approaches

3.4 Research Design

Decisions regarding what, where, when, how much, by what means concerning an inquiry or a research study constitute a research design. “A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure (Kothari C., 2004). The author has also added that the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

Research design represents the major methodology driving the study, which are distinctive and specific research approaches that are best suited to answer the research question (Comack, 1996). The purpose of the research design, as stated by Burns and Grove (2001), is to achieve greater control of the study in examining the research problem.

To identify the relationship among different variables of importance in the intended study, **explanatory study** is preferable and hence, I will follow this research type in my study. **Co relational / explanatory study**- tries to explain the relationship between and among the research

variables. To demonstrate properly the expected relationships among different variables under study, explanatory study is the appropriate choice.

On the other extreme, **exploratory study** is the most useful research design when there is high uncertainty and lack of sufficient previous practical or theoretical knowledge about the subject matter to be studied; moreover, this research design is more appropriate for those higher level expertise and scholars whom they have to spend years and in depth study on the objects under consideration. So it is unattainable by our potential or post graduate level of this type to practice exploratory study; that is why I have preferred explanatory type. Since closed-ended and structured questionnaires are to be used for my study, **quantitative research** design is applied. Since scientific thinking employs quantitative analysis in the treatment of data for drawing conclusions, was the additional reason for me to select quantitative research design (Kumar Y., 2006).

3.5 Population and Sample

The first question in sampling is “What population are we trying to project?” In other words, what larger group is intended to be represented by using a sample? This question is rarely as easy as it may seem and often the matter isn’t given much thought (Zikmund W. and Babin B. 2010). The population must be defined accurately for the research to produce good results. One survey concerning organizational buyer behavior had purchasing agents whom sales representatives

As it has been indicated in the background section of this study, the main study focus is on those customers of Anbessa Shoe S.C in Addis. Respondents have been selected by using probability cluster sampling technique. Any customer who is using Anbessa Shoes products had been the target of my study.

Sampling is a procedure that uses a small number of units of a given population as a basis for drawing conclusions about the whole populations (Albaum, 1997). The selection of a sample in quantitative and qualitative research is guided by two opposing philosophies. In quantitative research we attempt to select a sample in such a way that it is unbiased and represents the population from where it is selected. In qualitative research, number considerations may influence the selection of a sample such as: the ease in accessing the potential respondents; our judgment that the person has extensive knowledge about an episode, an event or a situation of interest to us; how

typical the case is of a category of individuals or simply that it is totally different from the others. We make every effort to select either a case that is similar to the rest of the group or the one which is totally different. Such considerations are not acceptable in quantitative research. The purpose of sampling in quantitative research is to draw inferences about the group from which we have selected the sample, whereas in qualitative research it is designed either to gain in-depth knowledge about a situation/event/episode or to know as much as possible about different aspects of an individual on the assumption that the individual is typical of the group and hence will provide insight into the group (Kumar R., 2011).

3.5.1. Sample Size and Data Collection

The eventual sample size is usually a compromise between what is desirable and what is feasible. Cochran (1963) developed the formula to yield a representative sample for large and undefined population size like the current study:

$N = (Z\text{-score})^2 - StdDev*(1-StdDev) / (margin\ of\ error)^2$, Where: *Z-score* represents confidence level. The most common confidence intervals are 90% confident, 95% confident, and 99% confident (90%, Z-Score = 1.645; 95%, Z-Score = 1.96; 99%, Z-Score = 2.326).

Standard of Deviation — how much variance is expected in the responses? Since the researcher did not actually administered survey yet, the safe decision is to use .5 – this is the most forgiving number and ensures that the sample will be large enough.

Margin of Error (Confidence Interval, level of precision) — No sample will be perfect, so it is needed to decide how much error to allow.

The confidence interval determines how much higher or lower than the population mean to let the sample mean fall (Cochran, 1963).

- Assuming a 95% confidence level, 0.5 standard deviation, and a margin of error (confidence interval) of +/- 5%.

$$((1.96)^2 \times .5(.5)) / (.05)^2$$

$$(3.8416 \times .25) / .0025 = .9604 / .0025$$

$$384.16 = \mathbf{385} \text{ respondents are needed}$$

$$n_0 = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (.5)(.5)}{(.05)^2} = \mathbf{385 \text{ CUSTOMERS}}$$

With 95% confidence interval, 5% level of precision, and a proportion of 50%, the sample size for this study is determined to be estimated 385. The 50% proportion is the maximum variability in a population, which is often used in determining a more conservative sample size (Yemane 1967:886). Therefore, sample size of the study became 385. The research used probability Cluster sampling method to select the required sample size from the selected area Addis Ababa.

Since the expected customers are geographically dispersed cluster sampling (which is dividing customers into three places geographically) and 130 samples have been taken from each area from Saris, Arada and Mexico. Why probability cluster sampling is selected because it is economical than simple random type.

Cluster sampling – Simple random and stratified sampling techniques are based on a researcher's ability to identify each element in a population. It is easy to do this if the total sampling population is small, but if the population is large, as in the case of a city, state or country, it becomes difficult and expensive to identify each sampling unit. In such cases the use of cluster sampling is more appropriate.

Cluster sampling is based on the ability of the researcher to divide the sampling population into groups (based upon visible or easily identifiable characteristics), called clusters, and then to select elements within each cluster using Simple random sampling techniques. Clusters can be formed on the basis of geographical proximity or a common characteristic that has a correlation with the main variable of the study (as in stratified sampling). Depending on the level of clustering, sometimes sampling may be done at different levels (Kumar R., 2011).

Cluster Sampling, or multi-stage sampling, is beneficial when it is impossible to obtain a list of the elements composing the population, (Creswell 2009). The population is sub-divided into clusters or groups and Simple Random Selection is applied to the sub-groups as opposed to the whole sample population (Domegan and Fleming 2007). Benefits include saving time and money in carrying out the research. However the results can suffer due to too tightly defined cluster groups (Bryman and Bell 2003).For my case the bases of strata will be based on geographical setting.

3.5.2. Unit of Analysis

Without clear identification of the target of investigation called unit of analysis, difficult to achieve the desired research objectives. And therefore one of the first decisions in any social science research is the unit of analysis of a scientific study. **Unit of analysis** refers to the person, collective, or object that is the target of the investigation (Bhattacharjee A., 2012) typical unit of analysis include individuals, groups, organizations, countries, technologies, objects, and such. For instance, if we are interested in studying people's shopping behavior, their learning outcomes, or their attitudes to new technologies, then the unit of analysis is the *individual*. Unit of analysis is related with the population (specific population) that is used to collect data. The unit of analysis for this study is customers of Addis Ababa dwellers who are currently using Anbessa's shoe. The data were gathered from those of individuals who had purchased Anbessa shoe once time or repeatedly.

3.6 Data sources and Types

The major data sources had been any individual customers of Anbessa shoe product who have been participating in the sample data collection in the form of questionnaires. So the data type was primary type. According to Catherine (2007), data may be collected as either primary or secondary. In this study both primary and secondary sources of data had been used to collect the needed information from the sources. According to Malhotra et al. (2007), primary data are originated by the researcher for the specific purpose of addressing the problem at hand. The primary data was collected through self-administrating questionnaire from selected customers of Anbessa shoe to obtain the real feelings, of the customers about celebrity endorsing advertising. The lack of research relating to the study in Ethiopian Anbessa shoe's context made it necessary to collect primary data to test the four hypotheses and to meet the research objectives of this research. In this study, therefore, Anbessa shoe customers' perceptions and their behavioral intentions were specifically examined.

Secondary data are data that are collected for some purpose other than the problem at hand (Malhotra et al. 2007). As a general rule stated by Malhotra et al. (2007), examination of available secondary data is a prerequisite to the collection of primary data. Start with secondary data and proceed to primary data only when the secondary data sources have been exhausted or yield managerial returns. Thus, this study was conducted and analyzed primary data with the rationale of the secondary data. Secondary data was obtained through, books, company's website of Anbessa

Shoe share company, published journal articles, thesis, dissertations, Internet and other external sources.

3.7 Data collection procedures

Relevant and suitable questionnaires had been prepared and edited and was ready for distributing to respondents. The questionnaires were distributed to respondents on around March the first week

After two weeks, there would have been returns of paper filled by respondents and was ready for further analysis by using **regression analysis** because this tool is appropriate for treating independent variables and the associated dependent variables. Addis Ababa city was selected for the study for the sake of convenience and proper representation of my study.

Since the samples of the study are Anbessa shoe customers in Addis Ababa with different educational background, it was found necessary to translate the questionnaire into Amharic language before distributing the questionnaire.

There are about four sales outlets for Anbessa Shoe' these are found at Saris, Hayahulet mazoria Gollagul Tower Mexico and Piazza. The 385 sample have been divided roughly into four groups and about 100 self administered questionnaires have been distributed randomly to each branch by assigned representative person. While collecting the data, the data collector enters to the branch and gets the permission to administer the questionnaires

3.8 Tools for data collection

The study focused on assessing the influence of using celebrities in advertisements on selected consumers. The questionnaire method has been used for the collection of data from the respondents. The questionnaire has consisted of multiple choices, and close-ended structured type of questions. The questionnaire was divided into two parts. Part - A of the questionnaire consists of profile of the respondents such as, gender, education, occupation and income. Part - B would contain the main body of the questionnaires.

The questionnaire may be regarded as a form of interview on paper. Procedure may be regarded as a form of interview on paper. Procedure for the construction of a questionnaire follows a pattern similar to that of the interview schedule. However, because the questionnaire is impersonal it is all the more important to take care over its construction. Since there is no interviewer to explain ambiguities or to check misunderstandings, the questionnaire must be especially clear in its working. The variety of

possible answers to each question must be anticipated more fully than for an interview. The questionnaire is probably the most used and most abused of the data gathering devices (Kumar Y., 2006).

Collecting of data through questionnaires is quite popular, particularly in case of big enquiries. It is being adopted by private individuals, research workers, private and public organizations and even by governments. In this method a questionnaire is sent (usually by post) to the persons concerned with a request to answer the questions and return the questionnaire. A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms. The questionnaire is mailed to respondents who are expected to read and understand the questions and write down the reply in the space meant for the purpose in the questionnaire itself. The respondents have to answer the questions on their own (Kumar R.,2011).

3.9. Reliability and Validity

Kazi (2010) suggest two major criteria which applied to evaluate the quality of the study. These are validity and reliability.

3.9.1. Reliability

Extents to which a variable or set of variables is consistent in what it is intended to measure (Hair et al., 1998). It differs from validity in that it relates not to what should be measured, but instead to how it is measured. Several measures have been used to establish the reliability of the instrument, for example, split-halves, test-retest, equivalent forms and internal consistency method. The current study used multiple items in all constructs. So the internal consistency method is appropriate for the current study. Hair et al. (1998) mentioned that the rationale for internal consistency is that the individual items or indicators of the scale should all be measuring the same construct and thus be highly inter-correlated. Internal consistency reliability of all questions was assessed by the Cronbach's alpha coefficients of measurement items for each construct. Zikmund (2003), suggest that a Cronbach's alpha value of > 0.7 indicates a considerably high reliability.

3.9.2. Validity

Validity represents how well a variable measures what it is supposed to measure. Validity is concerned with whether the findings are really about what they appear to be about. Kazi (2010) defined the validity as "the degree to which a measure accurately represents what it is supposed to". Validity is concerned with how well the concept is defined by the measure(s). He also mentioned about three types of validity: content validity, Predictive validity, and Construct validity. Kazi (2010) defined the content validity as the assessment of the correspondence between the individual items and concept. In this study all variables (items) were inspected by the researcher. To test the questionnaire for clarity and to provide a coherent research questionnaire, a macro

review was accurately performed. Some items were added, based on their valuable recommendations. Some others were reformulated to become more accurate and clear, and this was required for the purpose of enhancing the research instrument.

3.10 Data Analysis

The collected raw data have statistically been analyzed using SPSS version 20 and ready for presentation and further reference. Since my focus of study revolved around four independent variables (trustworthiness, attractiveness, expertise, and celebrity-brand congruency) and one dependent variable which is consumer buying preference, the right model for this type of phenomenon was found to be regression analysis; specifically multiple regression analysis and correlation.

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

3.11 Ethical consideration

Because ethical principles should not be violated while we are conducting our desired research work, to say something of value about morality seems inevitable. One of the very important central issue which needs due attention in scientific research work is ethics. At least the following principles should serve to us as cornerstone in the process of our research work.

- **Voluntary participation and harmlessness.** Here I have informed my target group of study that Subjects in a research project must be aware that their participation in the study is voluntary, that they have the freedom to withdraw from the study at any time without any unfavorable consequences, and they were not harmed as a result of their participation or non-participation in the project.
- **Anonymity and confidentiality.** To protect subjects' interests and future well-being, their identity must be protected in a scientific study. This is done using the dual principles of anonymity and confidentiality. **Anonymity** implies that the researcher or readers of the final research report or paper cannot identify a given response with a specific respondent.
- **Disclosure.** Usually, researchers have an obligation to provide some information about their study to potential subjects before data collection to help them decide whether or not they wish to participate in the study (Bhattacharjeeh. A, 2012).in any case without their consent, the information provided by the respondents will not be revealed.

Chapter Four: Data Analyses, Results and Discussions

4.1 Introduction

This chapter presents the results of the collected data after being analyzed in accordance with the research methodology discussed in the previous chapter. The variables of effectively collected data have been identified, defined, coded, inserted and analyzed using statistical tool of SPSS Version 20. And then the necessary analyses and major interpretation of the required data have been carried out on Part I, the Demographic Profile; Part II, the four selected Independent variables; Part III, responses of Consumer Buying preference, the relationship between the independent variables and dependent variable are analyzed using multiple regression and finally the four proposed hypotheses have been approved whether they are rejected or accepted. First, the survey response rate and the reliability of the scales used are discussed followed by discussion on the respondent's profile, their perception on celebrity endorsement and their purchase intention using descriptive statistical tools.

4.2. Sample and response rate

Since the previously determined sample size has been 385 in number and in accordance with this, 385 Questionnaires were distributed around Saris, Mexico, Piazza and Hayahulet Matoria and 356 answered questionnaires were returned back, which is 92% of the total distributed questionnaires. After checking the returned questionnaires, the 338 questionnaires were valid for statistical analysis. Ultimately, 88% of the total questionnaires distributed entered the analysis.

4.3. Descriptive Statistics

4.3.1 Respondents' Profile

In this section, the basic demographic profile of the respondents such as age, sex, education level occupation and monthly income are presented. The respective proportion of each profile them is also included in the Table 4.1.

I. Age of Respondents

Table 4.1 Descriptive statistics respondents' age Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 18	43	12.7	12.7	12.7
18-30	124	36.7	36.7	49.4
31-40	77	22.8	22.8	72.2
41-50	59	17.5	17.5	89.6
51 & Above	35	10.4	10.4	100.0
Total	338	100.0	100.0	

Out of the total 338, 124 (36.7%) of the respondents fall under the age category 18 - 30 years followed by those in the category 31-40 which are ,77 (22.8%). What comes next is the age category fall in the range of 41-50 which is 59 (17.5) and the rest falls below 18 and 51 and above age groups with 12.7% and 10.4% respectively. (See Table 4.1)

II Sex of Respondents

Table 4.2 Descriptive statistics respondents' sex Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	199	58.9	58.9	58.9
Female	139	41.1	41.1	100.0
Total	338	100.0	100.0	

When we observe the randomly selected respondents gender or sex, the proportion has been indicated in the above tabulated data and hence the distribution of the respondents in terms of gender, male respondents approximately (59%) is more than the female respondents which are (41%). However, it can be said that both male and female respondents are fairly represented in the study. (See Table 4.2).

IV Educational Status of Respondents

Table 4.3 Descriptive statistics respondents' educational status Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below High School	26	7.7	7.7	7.7
High School, certificate or diploma graduate	121	35.8	35.8	43.5
1st Degree	123	36.4	36.4	79.9
2nd Degree and Above	68	20.1	20.1	100.0
Total	338	100.0	100.0	

In terms of education, respondents which have certificate or diploma and those who have first degree have the highest share comprising 35.8% and 36.4%, respectively. Those who are bellow high school have the lowest share which is 7.7% and those respondents with 2nd degree and above ranked third with a proportion of about 20% .(see Table 4.3)

v Respondents' Occupation

Table 4.4 Descriptive statistics respondents' occupation Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	38	11.2	11.2	11.2
Employee	192	56.8	56.8	68.0
Valid Business Owner	63	18.6	18.6	86.7
Other	45	13.3	13.3	100
Total	338	100.0	100.0	

With respect to respondents' occupation, majority of the respondents are employees covering about 57% followed by business owners about (19%). 38 of the respondents are students constituting 11.2% while the remaining are categorized as others such as unemployed (see Table 4.4).

VI Monthly Income In Ethiopian Birr

Table 4.5 Descriptive statistics respondents' Monthly Income Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 500	14	4.1	4.1	4.1
500 to 2000	43	12.7	12.7	16.9
Valid 2000 to 5000	71	21.0	21.0	37.9
5000 to 10000	122	36.1	36.1	74.0
Above 10000	88	26.0	26.0	100.0
Total	338	100.0	100.0	

As it has been indicated in the above table the category of majority of the respondents' fall from the range of Br 5000 to Br 10,000 and their total number is 122 and the percentage proportion is 36.1% followed by 88 respondents which have earned greater than Br 10,000 Ethiopian Br. Thirdly, I have found that 71 respondents which is to mean 21% will fall in the range of Br 2000 to 5000 followed by 43 (12.7%) and less than Br 5000 is 14 (4.1%) respondents respectively.

4.4. Reliability Test

Reliability is used to test the internal consistency among the variables or items through a summated scale (Hair et al., 1996). Cronbach’s Alpha is used to measure how well a set of items (or variables) measure a single uni-dimensional latent construct. (Malhotra, 2007). Cronbach’s Alpha is low when data have a multi-dimensional structure. Malhotra, (2007) suggests that an alpha of 0.60 or greater should be considered adequate to develop a new questionnaire. Therefore, a low coefficient alpha indicates the sample of items perform poorly in capturing the construct motivating the measure. Conversely, a large coefficient alpha implies that the k-items test correlates with the true scores closely Malhotra, (2007).

Cronbach’s alpha is most commonly used when we want to assess the internal consistency of questionnaires (or survey) that is made up of multiple Likert-type scales and items.

Accordingly, the Cronbach alpha value for all the scales was found to be greater than 0.6. As can be seen from Table 4.6 for all the scales the value for Cronbach alpha is closer to one.

Table 4.6 Result for Reliability Test for the four IVs and one DV” Source-Survey results (May 2018)

Variable	Cronbach-Alpha	No. of items
Trustworthiness	0.871	5
Physical Attractiveness	0.816	5
Expertise	0.843	5
Celebrity –Brand Fit	.770	4
Consumer Buying Preference	0.618	4
All Independent and Dependent Variables’ questions reliability test	0.899	23

As we can take a look at the table 4.6 above, our data instrument is very reliable since all the values are greater than 0.700.

4.5. Descriptive Analysis of Variables

4.5.1 Celebrity's Trustworthiness

Q #6. Please circle the number that best reflects your feeling towards the celebrity's Trustworthiness in the advertisements of Anbessa Shoe products

Under this subtitle, the findings of all the five continuum independent variables which are undependable/dependable, dishonest/honest, unreliable/reliable, insincere/sincere and untrustworthy/trustworthy have been discussed and analyzed hereafter. As we can take a look from the tabulated data of Table 4.7 found from this research, about 166 or about 49% of the respondents have strongly believed on the importance of celebrity's trustworthiness-dependability followed by 134 or 40% respondents who believe on somewhat dependable. Less than 1% of the respondents have fallen on the lowest extreme of the variables. And the rest of the respondents have fallen on somewhat undependable and neutral position of the given options

Table 4.7 Descriptive statistics respondents' Reaction towards celebrity's Trustworthiness-Dependability Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very much undependable	1	.3	.3	.3
Somewhat undependable	8	2.4	2.4	2.7
Neither undependable nor dependable	29	8.6	8.6	11.2
somewhat dependable	134	39.6	39.6	50.9
very much dependable	166	49.1	49.1	100.0
Total	338	100.0	100.0	

When I come to the next variables to be checked and try to analyze the collected data, here is the result as per the following table (Table 4.8). Here also the majority of the respondents that is 179 or about 53% have selected the "very much honest" and followed by somewhat honest which is 131 in number or 39% of the respondents. The smallest proportion of all the respondents have fallen under the option of very much dishonest which are 2 in number or about 1% and about 8% of the respondents have taken the remaining share

Table 4.8 Descriptive statistics respondents' Reaction towards celebrity's Trustworthiness-Honesty Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Very much dishonest	2	.6	.6	.6
	somewhat Dishonest	3	.9	.9	1.5
	Neither dishonest nor honest	23	6.8	6.8	8.3
	somewhat honest	131	38.8	38.8	47.0
	Very much honest	179	53.0	53.0	100.0
	Total	338	100.0	100.0	

As to the celebrity's trustworthiness-reliability independent variables, here are tabulated collected data (Table 4.9). Out of the 338 of the total respondents, 168 which are about 50% have indicated the "very much reliable" alternatives and followed by somewhat reliable 133 respondents (39%) of the total respondents. And when we come to the extreme lowest case, which is "very much unreliable", none of the respondents has chosen. The rest of the respondents which is about 11% have found selected remaining share.

Table 4.9 Descriptive statistics respondents' Reaction towards celebrity's Trustworthiness-Reliability Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Somewhat unreliable	10	3.0	3.0	3.0
	Neither unreliable nor reliable	27	8.0	8.0	10.9
	somewhat reliable	133	39.3	39.3	50.3
	very much reliable	168	49.7	49.7	100.0
	Total	338	100.0	100.0	

Celebrity's trustworthiness-sincerity was also another important variable to be checked by this research paper. And here is the tabulated data as per the result of collected data (see in Table 4.10). And as indicated in the table, the majority of the respondents about 199 or 59% have selected the "very much sincere" of the given alternatives. As usual followed by the next lower level of the choice which is "somewhat sincere" and is about 30% of the respondents have taken their share. And the other lowest extreme which is "very much insincere" is selected by about 1% of the respondents and the rest of the alternatives have been covered by about 11% of the respondents.

Table 4.10 Descriptive statistics respondents' Reaction towards celebrity's Trustworthiness-Sincerity
Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
very much insincere	2	.6	.6	.6
Neither insincere nor sincere	37	10.9	10.9	11.5
somewhat sincere	100	29.6	29.6	41.1
very much sincere	199	58.9	58.9	100.0
Total	338	100.0	100.0	

When we come to the last variable of celebrity's-Trustworthiness, we found the main variable itself the celebrity's trustworthiness. Here also as indicated in the Table 4.11, I have found that majority of the respondents which are 188 or about 57% have selected the alternative of "very much trustworthy". Followed by those respondents who have selected "somewhat trustworthy" and their share is about 31%. None of them have selected the lowest extreme of the alternative that is "very much untrustworthy" and the remaining parts have been covered by almost 13% of the respondents.

Table 4.11 Descriptive stat. respondents' Reaction towards celebrity's Trustworthiness-Trustworthiness
Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Somewhat untrustworthy	7	2.1	2.1	2.1
Neither untrustworthy nor trustworthy	38	11.2	11.2	13.3
somewhat trustworthy	105	31.1	31.1	44.4
very much trustworthy	188	55.6	55.6	100.0
Total	338	100.0	100.0	

After discussing the five sub-independent variables of Trustworthiness, here is their mean and standard deviation values which can serve us as one of the input for the forthcoming regression analysis. As it is referred in Table 4.12

Table 4.12 Descriptive statistics respondents' Reaction towards celebrity's Trustworthiness mean and Std Deviation -Source-Survey results (May 2018)

Trustworthiness	N	Mean	Std. Deviation
Celebrity Trustworthiness Dependable	338	4.35	.760
Celebrity Trustworthiness Honest	338	4.43	.712
Celebrity Trustworthiness Reliable	338	4.36	.754
Celebrity Trustworthiness Sincere	338	4.46	.735
Celebrity Trustworthiness Trustworthy	338	4.40	.769
Valid N (listwise)	338		
Grand Mean Value for Trustworthiness= 22/5		4.40	

Q# 7 Please circle the number that best reflects your feeling towards the celebrity's Physical Attractiveness in the advertisements of Anbessa Shoe products

Source attractiveness refers to the endorsers physical appearance, personality, likeability, and similarity to the receiver, thus to the perceived social value of the source (Solomon 2002). It is apparent that the physical attractiveness of any individual will have very high acceptance by our society. Taking this into account let us try to evaluate the collected data about the physical attractiveness of celebrity's endorsement in connection to Anbessa shoe products. Out of the collected data of the 338 responses, about 51% have indicated the top rank of the importance of physical attractiveness which is "very much attractive" and followed by "somewhat attractive" which is 35% of the total responses. There is no lowest extreme and the remaining variables have shared the rest of the proportion. See Table 4.13

Table 4.13 Desc. Stat. respondents' Reaction towards celebrity's Physical attractiveness-attractiveness Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid somewhat unattractive	1	.3	.3	.3
Valid neither unattractive nor attractive	45	13.3	13.3	13.6
Valid somewhat attractive	119	35.2	35.2	48.8
Valid very much attractive	173	51.2	51.2	100.0
Total	338	100.0	100.0	

The other parameter to be checked in relation to celebrity's physical attractiveness is the term classy. What I have found from the collected data about Celebrity physical attractiveness-classy looks like the following. The largest portion is covered by approximately 50% of the respondents which have selected the "very much classy" portion followed by somewhat classy with a proportion of 37%; and the remaining intermediate alternatives are shared by 13% of the respondents in total in the absence of lowest extreme. (See Table 4.14)

Table 4.14 Descriptive statistics respondents' Reaction towards celebrity's Physical attractiveness-classy Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid somewhat not classy	8	2.4	2.4	2.4
Valid neither not classy nor classy	37	10.9	10.9	13.3
Valid somewhat classy	125	37.0	37.0	50.3
Valid very much classy	168	49.7	49.7	100.0
Total	338	100.0	100.0	

It is not uncommon to hear something of value about the importance of beauty in our daily life. Be it here in our society or outside world, beauty has a special place in the minds of the society. Bearing this in mind, let us try to evaluate the practical data collected in connection to Celebrity physical attractiveness-Beautiful. Out of the 338 respondents, 46% of them have indicated the "very

much beautiful” for the celebrity’s endorsement case of Anbessa Shoe; followed by 34% who have selected the “somewhat” beautiful. For the rest of the collected data see Table 4.15.

Table 4.15 Descriptive stat respondents’ Reaction towards celebrity’s Physical attractiveness-Beautiful
Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very much ugly	4	1.2	1.2
	somewhat ugly	18	5.3	6.5
	Neither ugly nor beautiful	47	13.9	20.4
	somewhat beautiful	115	34.0	54.4
	very much beautiful	154	45.6	100.0
	Total	338	100.0	100.0

When we come to the other independent variable which is Celebrity physical attractiveness-Elegant, about 44% of the responses have supported the “very much elegant” option followed by 35% which corresponds to the “somewhat elegant” choices. And then about 1%, 4% and 17% of the respondents have indicated “very much plain”, “somewhat plain” and “neither plain nor elegant” respectively. (See Table 4.16).

Table 4.16 Descriptive stat respondents’ Reaction towards celebrity’s Physical attractiveness-Elegant
Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very much plain	2	.6	.6
	somewhat plain	12	3.6	4.1
	Neither plain nor Elegant	57	16.9	21.0
	somewhat Elegant	117	34.6	55.6
	Very much elegant	150	44.4	100.0
	Total	338	100.0	100.0

And the last sub-variable of the second independent variable of the research which is Celebrity physical attractiveness is Sexiness of the celebrity towards the endorsement of Anbessa Shoe. As per data collected, here also the situations are not as such different from the previous two major independent variables. Out of all, about 52% of the responses have indicated the “very much sexy” alternative followed by 25% of the respondents who have indicated the “somewhat sexy” choice. The lowest extreme variable has

shared just about 1% followed by about 3% and 20% by somewhat not sexy and neutral state respectively. See Table 4.17

Table 4.17 Descriptive statistics respondents' Reaction towards celebrity's Physical attractiveness-Sexy Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very much not sexy	2	.6	.6	.6
somewhat not sexy	9	2.7	2.7	3.3
Neither not sexy nor sexy	68	20.1	20.1	23.4
somewhat sexy	84	24.9	24.9	48.2
very much sexy	175	51.8	51.8	100.0
Total	338	100.0	100.0	

After discussing the five sub-independent variables of physical attractiveness, here is their mean and standard deviation values which can serve us as one of the input for the forthcoming regression analysis. As it is referred in Table 4.18

Table 4.18 Des stat respondents' Reaction towards celeb Physical attractiveness- mean & Std Dev Source-Survey results (May 2018)

Physical Attractiveness	N	Mean	Std. Deviation
Celebrity physical attractiveness-attractiveness	338	4.37	.721
Celebrity physical attractiveness classy	338	4.34	.766
Celebrity physical attractiveness -Beautiful	338	4.17	.941
Celebrity physical attractiveness -Elegant	338	4.19	.880
Celebrity physical attractiveness -Sexy	338	4.25	.906
Valid N (listwise)	338		
Grand Mean Value for Physical Attractiveness 21.32/5		4.26	

Q # 8 please circle the number that best reflects your feeling towards the celebrity's Expertise in the advertisements of Anbessa Shoe products;

Now we are coming to the third major independent variable analysis of the collected data which is Celebrity's Expertise and particularly let us start from the importance of the expert as one variable. About 53% of the respective respondents have indicated the importance of expert level of celebrities by choosing very much an expert alternative followed by 26% of the neutral position. None of them has selected the lowest extreme of the choice and the rest of them shared 21% totally. Refer table 4.19

Table 4.19 Descriptive statistics respondents' Reaction towards celebrity's Expertise-Expert

Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat not an expert	7	2.1	2.1
	Neither not an expert nor an expert	88	26.0	28.1
	Somewhat an expert	64	18.9	47.0
	Very much an expert	179	53.0	100.0
	Total	338	100.0	100.0

As usual experience here also matters a lot in the process of advertising and endorsing Anbessa shoe products. And hence about 52% of the participants have pointed out that by choosing the “very much experienced” option then after 25% of them have selected the next lower phrase. And the remaining about 23% of the respondents has pointed out the rest of the variables. See Table 4.20

Table 4.20 Descriptive statistics respondents' Reaction towards celebrity's Expertise-Experience

Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat inexperienced	13	3.8	3.8
	Neither inexperienced nor experienced	64	18.9	22.8
	Somewhat experienced	85	25.1	47.9
	Very much experienced	176	52.1	100.0
	Total	338	100.0	100.0

It is not uncommon to hear the power of knowledge in our day to day activities. When we try to evaluate the importance of knowledge towards the effectiveness of celebrity endorsement, nearly half of the respondents which are 54% have pointed out that the option of “very much

knowledgeable followed by about 23% of the neutral alternative. For the rest of the data collected through this paper, refer Table 4.21.

Table 4.21 Des stat respondents' Reaction towards celeb Expertise-Knowledge Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat unknowledgeable	9	2.7	2.7
	Neither unknowledgeable nor knowledgeable	78	23.1	25.7
	Somewhat knowledgeable	68	20.1	45.9
	Very much knowledgeable	183	54.1	100.0
	Total	338	100.0	100.0

To what extent the qualification of celebrity is important in the process of celebrity endorsement? To answer this question, it is better to take a glance from the table 4.20 bellow. About 55% selected the top of the given choice which is the “very much qualified” option and followed by 23% of the participants have pointed out the “somewhat qualified” choice. If we take a look on the lowest extreme of the choice, I have found that about 2% of the respondents indicated that “very much unqualified”. For the remaining data refer Table 4.22

Table 4.22 Descriptive statistics respondents' Reaction towards celebrity's Expertise-Qualification Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very much unqualified	5	1.5	1.5
	Somewhat unqualified	15	4.4	5.9
	Neither unqualified nor qualified	54	16.0	21.9
	Somewhat qualified	79	23.4	45.3
	Very much qualified	185	54.7	100.0
	Total	338	100.0	100.0

Skill was also part of the analysis for the third dependent variable of the collected data; as per the data collected; about 53% pointed out the “very much skilled” and none of the respondents have depicted the lowest extreme. For the rest of the findings refer Table 4.23

Table 4.23 Descriptive statistics respondents' Reaction towards celebrity's Expertise-Skill

Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Somewhat unskilled	4	1.2	1.2	1.2
Neither unskilled nor skilled	49	14.5	14.5	15.7
Valid somewhat skilled	106	31.4	31.4	47.0
Very much skilled	179	53.0	53.0	100.0
Total	338	100.0	100.0	

What comes next is the result of the five sub-independent variables of expertise, in the form of mean and standard deviation which can also be used for the input of our regression analysis. As it is referred in Table 4.24

Table 4.24 Descriptive statistics respondents' Reaction towards celebrity's Expertise-mean and Std.

Deviation Source-Survey results (May 2018)

Expert	N	Mean	Std. Deviation
Celebrity's Expertise-Expert	338	4.23	.907
Celebrity's Expertise-Experience	338	4.25	.895
Celebrity's Expertise-Knowledge	338	4.26	.903
Celebrity's Expertise-Qualification	338	4.25	.978
Celebrity's Expertise-Skill	338	4.36	.770
Valid N (listwise)	338		
Grand Mean Value for Expert 21.35/5		4.27	

Q # 9 Please circle the number that best reflects your feeling towards the perceived congruence (fit) between the celebrity and the brands (i.e. Anbessa Shoes) endorsed.

Here are the results of the study in connection to Celebrity-Brand Fit-compatibility. More than half of the respondents that is about 54% indicated the “very much compatible” and less than 1% of the responses were from the lowest extreme. The remaining responses will fall in the intermediate of the two extreme variables. See Table 4.25

Table 4.25 Descriptive statistics respondents’ Reaction towards celebrity’s Brand fit-Compatible

Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Very much not compatible	2	.6	.6	.6
Somewhat not compatible	3	.9	.9	1.5
Valid Neither not compatible nor compatible	35	10.4	10.4	11.8
Somewhat compatible	114	33.7	33.7	45.6
Very much compatible	184	54.4	54.4	100.0
Total	338	100.0	100.0	

What about the celebrity-brand fit-Good-fit? Here also one can understand from the Table 4.26 a bit lower than median or about 49% pointed out the top extreme followed by 0% from the bottom side.

Table 4.26 Descriptive statistics respondents’ Reaction towards celebrity’s Brand fit-Good fit

Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
somewhat bad fit	9	2.7	2.7	2.7
Valid Neither bad fit nor good fit	52	15.4	15.4	18.0
somewhat good fit	113	33.4	33.4	51.5
very much good fit	164	48.5	48.5	100.0
Total	338	100.0	100.0	

When we come to the celebrity-brand fit of relevant, the top extreme rank of the variables have shared by about 50% of the responses and on the lowest extreme, still none has selected and the rest have shared by the remaining 50% of the responses. See Table 4.27

Table 4.27 Descriptive statistics respondents' Reaction towards celebrity's Brand fit-Relevant

Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Somewhat irrelevant	12	3.6	3.6
	Neither irrelevant nor relevant	42	12.4	16.0
	Somewhat relevant	114	33.7	49.7
	very much relevant	170	50.3	100.0
	Total	338	100.0	100.0

The Celebrity-Brand fit of good match, nearly half of the respondents have pointed out the very top rank which is the “very much good match” and the lowest extreme have taken by less than 1% of them and the remaining have been shared by nearly half of the them. See Table 4.28

Table 4.28 Descriptive statistics respondents' Reaction towards celebrity's Brand fit-Good match

Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very much bad match	1	.3	.3
	somewhat bad match	15	4.4	4.7
	neither bad match nor good match	62	18.3	23.1
	somewhat good match	81	24.0	47.0
	very much good match	179	53.0	100.0
	Total	338	100.0	100.0

The following tabulated data will give us the mean and standard deviation for the collection of for the fourth sub-independent variable called Celebrity’s Brand fit. The four sub-variables are analyzed and their results are indicated in the Table 4.29

Table 4.29 Descriptive statistics respondents’ Reaction towards celebrity’s Brand fit-mean and Std. Deviation Source-Survey results (May 2018)

Brand-fit	N	Mean	Std. Deviation
Celebrity- Brand fit -compatible	338	4.41	.758
Celebrity- Brand fit -Good fit	338	4.28	.819
Celebrity- Brand fit -Relevant	338	4.31	.823
Celebrity- Brand fit -Good match	338	4.25	.926
Valid N (listwise)	338		
Grand Mean Value for Brand-fit 17.25/5		4.33	

Q #10. The following questions are about your intent to use the product of the celebrity endorsed shoes of Anbessa Share Company (purchase intention). Please circle the number that reflects best your feeling.

Up to now, the four major independent variables have been discussed and analyzed in connection to their responses from the respective respondents and the next part will be presenting the responses given on the dependent variable and hence we will start from the Questionnaire No 10.1 which says “*I Prefer Anbessa shoes endorsed by celebrities*” and the responses of the collected data as per indicated in the table 4.30 looks like this. Out of the 338 total respondents, 127 of them which are about 38% have indicated the “strongly agree” alternative and followed by 108 respondents or about 32% which have selected the “Agree” choice and when we come to the lowest extreme side, I will get about 0.5% of the respondents who have selected the “strongly disagree”; and the rest of the respondents fall under 30% which are the combination of disagree and neutral. See Table 4.30

Table 4.30 Descriptive statistics respondents' Reaction towards Consumer Buying Preference "I Prefer Anbessa shoes endorsed by celebrities" Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	.3	.3	.3
Disagree	33	9.8	9.8	10.1
Neutral	69	20.4	20.4	30.5
Agree	108	32.0	32.0	62.4
Strongly agree	127	37.6	37.6	100.0
Total	338	100.0	100.0	

What comes next about discussion and analysis of consumer buying preference will be presented as follows. As we can take a look from the Table 4.31 of which says "When I see big celebrities wearing Anbessa shoes, I become **interested** to purchase" 111 or about 33% respondents have selected strongly agree and selected agree. None of the respondents has selected the lowest extreme. And the remaining responses will fall below 67% of the given answers. See Table 4.31

Table 4.31 Descriptive stat respondents' Reaction towards Consumer Buying Preference "When I see big celebrities wearing Anbessa shoes, I become interested to purchase" Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	27	8.0	8.0	8.0
Neutral	108	32.0	32.0	39.9
Agree	92	27.2	27.2	67.2
Strongly agree	111	32.8	32.8	100.0
Total	338	100.0	100.0	

Now I am approaching to the third sub-dependent variable which describes about the purchase intention of the respected consumers of Anbessa Shoe. Out of the total 338 active respondents about 25% have indicated the top rank which is the option of "strongly agree" and when we come to the lowest extreme, we have obtained that about 2% selected the strongly disagree. The remaining 73% have shared the rest. See Table 4.32

Table 4.32 Descriptive statistics respondents' Reaction towards Consumer Buying Preference "I usually purchase shoes endorsed by celebrities" Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	7	2.1	2.1	2.1
Disagree	51	15.1	15.1	17.2
Neutral	93	27.5	27.5	44.7
Agree	102	30.2	30.2	74.9
Strongly agree	85	25.1	25.1	100.0
Total	338	100.0	100.0	

Now I have reached in the final dependent sub-variable consumer buying preference in which the belief of the respondents are going to be described. As per the data collected, nearly one third of the total respondents have indicated the option of “agree” and almost equal amount have been shared by “strongly agree”; and just about 2% was shared by the lowest extreme. The other about 35% of the responses have proportioned as per indicated in the Table 4.33

Table 4.33 Descriptive statistics respondents' Reaction towards Consumer Buying Preference

"I believe that celebrity endorsed Anbessa Shoe has better quality" Source-Survey results (May 2018)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	6	1.8	1.8	1.8
Disagree	42	12.4	12.4	14.2
Neutral	77	22.8	22.8	37.0
Agree	93	27.5	27.5	64.5
Strongly agree	120	35.5	35.5	100.0
Total	338	100.0	100.0	

The following tabulated data will give us the mean and standard deviation for the dependent variable called Consumer Buying Preference. The four sub-variables are analyzed and their results are indicated in the Table 4.34

Table 4.34 Descriptive statistics respondents' Reaction towards CBP "mean and STD, Deviation Source-Survey results (May 2018)

Consumer Buying Preference	N	Mean	Std. Deviation
Consumer buying preference 10.1 I Prefer	338	3.97	.999
Consumer buying preference 10.2 Interest	338	3.85	.973
Consumer buying preference 10.3 Purchase	338	3.61	1.082
Consumer buying preference 10.4 Believe	338	3.83	1.101
Valid N (listwise)	338		
Grand Mean Value for CBP 15.26/4		3.82	

4.6. Correlation

Pearson correlation test was conducted to know the degree of relationship between the independent variables, which are perceived *trustworthiness*, perceived physical *attractiveness* perceived *expertise*, and perceived product celebrity *much/fit* and the dependent variable *consumer buying preference*. As it is indicated in the table the independent variables, which are trustworthiness, physical attractiveness expertise, and product celebrity much/fit have a significant positive correlation with the dependent variable consumer buying preference with correlation coefficient 0.402, 0.535, 0.475 and 0.502 respectively. The results of the correlation between these variables are shown in Table 4.35

Correlations

Table 4.35 the results for Pearson Correlation for all the variables. Survey results (May 2018)

	T	A	E	B	C
T Pearson Correlation	1	.583**	.514**	.713**	.402**
T Sig. (2-tailed)		.000	.000	.000	.000
T N	338	338	338	338	338
A Pearson Correlation	.583**	1	.571**	.573**	.535**
A Sig. (2-tailed)	.000		.000	.000	.000
A N	338	338	338	338	338
E Pearson Correlation	.514**	.571**	1	.605**	.475**
E Sig. (2-tailed)	.000	.000		.000	.000
E N	338	338	338	338	338
B Pearson Correlation	.713**	.573**	.605**	1	.502**
B Sig. (2-tailed)	.000	.000	.000		.000
B N	338	338	338	338	338
C Pearson Correlation	.402**	.535**	.475**	.502**	1
C Sig. (2-tailed)	.000	.000	.000	.000	
C N	338	338	338	338	338

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

4.7. Assumption test

Meeting the assumptions of regression analysis is necessary to confirm that the obtained data truly represented the sample and that researcher has obtained the best results (Hair et al., 1998). Two assumptions for regression analysis used in this study will be discussed for the individual variables: multi-collinearity and linearity (Hair et al., 1998). In the following paragraphs, each assumption is explained.

4.7.1. Multi-Collinearity

We use the term *independent variable* in regression analysis to refer to any variable being used to predict or explain the value of the dependent variable. The term does not mean, however, that the independent variables themselves are independent in any statistical sense. On the contrary, most independent variables in a multiple regression problem are correlated to some degree with one another (Anderson, 2011).

Statisticians have developed several tests for determining whether multicollinearity is high enough to cause problems. According to the rule of thumb test, multicollinearity is a potential problem if the absolute value of the sample correlation coefficient exceeds .7 for any two of the independent variables

Multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are multicollinear, there is “overlap” or sharing of predictive power (Dillon, 1993). This may lead to the paradoxical effect, 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 is because when the predictor variables are highly correlated, they share essentially the same information. Thus, together, they may explain a great deal of the dependent variable, but may not individually contribute significantly to the model (Robert, 2006). Thus, the impact of multicollinearity is to reduce any individual independent variable’s predictive power by the extent to which variables may contribute uniquely and significantly to the prediction model after the others are included.

The multicollinearity in this study was checked using the Tolerance and VHF value. As it is showed in the Table 4.36 all independent variables have a Tolerance value greater than 0.2 and a VHF value

less than 10. The VIF, which stands for variance inflation factor, is computed as “1/tolerance,” and it is suggested that predictor variables whose VIF values are greater than 10 may merit further investigation (Robert, 2006).

Tolerance value and VIF: $1-R_k^2$ and $1/1-R_k^2$ respectively

The i^{th} tolerance value is defined as $1-R_k^2$, R_k^2 is the coefficient of determination for regression of the i^{th} independent variable on other independent variable (Jeeshim, 2002). And hence the regression of the mentioned independent variable with respect to other independent variables and their respective R-Square values are $R_T^2=0.554$, $R_A^2=0.452$, $R_E^2=0.442$ and $R_B^2=0.594$ and then $1-0.554$ for T = 0.446 in a similar fashion the remaining parts of the table have been filled and the reciprocal of these values will give us the VIF value. See Table 4.36

Table 4.36 the results for multicollinearity Test. Survey results (May 2018)

Model	Collinearity Statistics	
	Tolerance	VIF
T-Trustworthiness	$1-0.554= 0.446$	2.242
A-Attractiveness	$1-0.452= .548$	1.825
E-Expertise	$1-0.442= 0.558$	1.792
B-Brand fit	$1-0.594=0.406$	2.463

As per the discussion (Jeeshim, 2002), multicollinearity is a high degree of correlation (linear dependency) among several independent variables. The author has also briefed that the symptoms of multicollinearity may be observed in situations:

1. Small change in the data produce wide swings in the parameter estimates
2. Coefficients may have very high standard errors and low significant levels even though they are jointly significant and the R^2 for the regression is quite high
3. Coefficients may have the “wrong” sign or implausible magnitude.

4.7.2. Linearity

The linearity of the relationship between the dependent and independent variable represented the degree to which the change in the dependent variable is associated with the independent variable (Hair et al., 1998). In a simple sense, linear models predict values falling in a straight line by having a constant unit

change (slope) of the dependent variable for a constant unit change of the independent variable (Hair et al., 1998). Conventional regression analysis will underestimate the relationship when nonlinear relationships are present, i.e., R^2 underestimates the variance explained overall and the betas underestimate the importance of the variables involved in the non-linear relationship (Malhotra et al. 2007). Substantial violation of linearity implies that regression results may be more or less unusable (Malhotra et al. 2007).

The scatter plot of standardized residuals versus the fitted values (see, Appendix A) for the regression models were visually inspected. The plots did not reveal any systematic pattern, thus providing support for the specified linear relationship, as suggested by (Malhotra et al. 2007).

4.7.3. Normality Assumption

When items are arranged in such a symmetrical manner which looks like a bell just like the following picture, such a curve is called normal curve (Kothari, 2004)

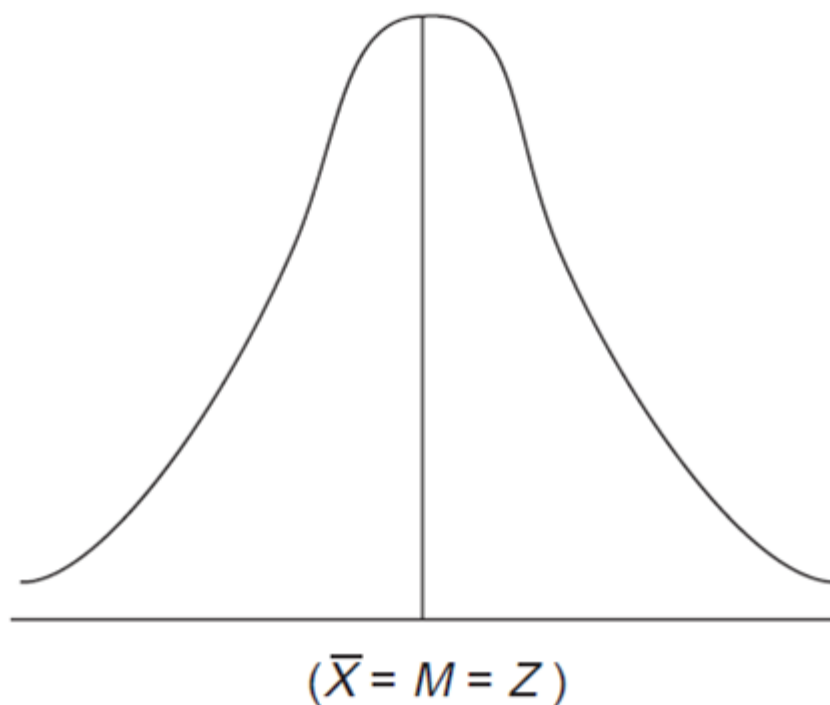


Figure 4-1 Curve showing no Skewness in which case we have $X=M=Z$

Such a curve is perfectly bell shaped curve in which case the value of X or M or Z is just the same and skewness is altogether absent. But if the curve is distorted (whether on the right side or on the left side), we have asymmetrical distribution which indicates that there is *skewness*. If the curve is

distorted on the right side, we have positive skewness but when the curve is distorted towards left, we have negative skewness as shown here under:

Kurtosis is the measure of flat-toppedness of a curve. A bell shaped curve or the normal curve is Mesokurtic because it is kurtic in the centre; but if the curve is relatively more peaked than the normal curve, it is called Leptokurtic whereas a curve is more flat than the normal curve, it is called Platykurtic. In brief, Kurtosis is the humpedness of the curve and points to the nature of distribution of items in the middle of a series (Kothari, 2004).

A normal distribution has Kurtosis exactly 3. Any distribution with kurtosis =3 is called mesokurtic. A distribution with Kurtosis <3 is called platykurtic. Compared to normal distribution, its tails are shorter and thinner, and often its central peak is lower and broader. A distribution with kurtosis >3 is leptokurtic. Compared to normal distribution, its tails are longer and flatter, and often its central peak is higher and sharper (Brown, 2017).

And hence, one of our assumption or normality test can be done using Kurtosis test by the help of SPSS version 20. As we can see from the Table 4.37, even though the distribution is somewhat negatively skewed we can say that it is approximately normal. Since a normal curve has 0 skewness or symmetrical. As to the reference of kurtosis measure, out of all the indicated values of variables, Trustworthiness, attractiveness and expertise have nearly Kurtosis values =3 but the rest which are brand fir and consumer buying preference have values lower than the normal

Statistics

Table 4.37 Skewness and Kurtosis Test result. Survey results (May 2018)

		T	A	E	B	C
N	Valid	338	338	338	338	338
	Missing	0	0	0	0	0
Skewness		-1.667	-1.473	-1.430	-1.146	-.612
Std. Error of Skewness		.133	.133	.133	.133	.133
Kurtosis		2.942	2.799	2.464	1.613	1.029
Std. Error of Kurtosis		.265	.265	.265	.265	.265

Generally speaking, our data have no as such serious problems in connection to normality. At least it can fulfill the minimum requirements that we are demanding.

4.8. Regression Analysis

Regression analysis is a mathematical measure of the average relationship between two or more variables in terms of the original units of the data. Regression clearly indicates the cause and effect relationship between the variables. In regression, the variable corresponding to cause is taken as independent variable and the variable corresponding to effect is taken as dependent variable. Now it is time to analyze the extent of relationship of the four independent variables which are (Trustworthiness, Physical attractiveness, Expert level and Brand/product-fit of celebrities) and in connection to the dependent variable called Consumer Buying Preference by using multiple regression analysis. Multiple regression analysis is the study of how a dependent variable y is related to two or more independent variables (Wooldridge, 2013). And hence, my dependent variable the so called “Consumer Buying Preference” in the case of Anbessa Shoe has been analyzed in connection to the four selected independent variables which are Celebrity Trustworthiness, physical attractiveness, Expert level and Celebrity Brand/Product Fit or match.

Linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable.

4.8.1 Assumptions for Multiple Regressions

As per the explanation discussed by (Bluman, 2007), the assumptions for multiple regressions are stated below.

1. For any specific value of the independent variable, the values of the y variable are normally distributed. (This is called the *normality* assumption.)
2. . The variances (or standard deviations) for the y variables are the same for each value of the independent variable. (This is called the *equal-variance* assumption.)
3. There is a linear relationship between the dependent variable and the independent variables. (This is called the *linearity* assumption.)
4. The independent variables are not correlated. (This is called the *non-multicollinearity* assumption.)
5. The values for the y variables are independent. (This is called the *independence* assumption.)

More or less, the major assumptions have been treated in the previous section of under assumption tests. And hence, by now I can proceed to the next level to apply regression analysis.

In multiple regressions we use an equation of

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

Where Y = the Predicted Dependent Variable

$B_0 = \text{Constant}$ B_1, B_2 and B_n unstandardized regression coefficients

X_1, X_2 and X_n are the explanatory variables (or repressors), and the error term ε (the Greek letter epsilon) is a random variable.

In multiple regressions, as in simple regression, the strength of the relationship between the independent variables and the dependent variable is measured by a correlation coefficient. This **multiple correlation coefficient** is symbolized by R . The value of R can range from 0 to 1; R can never be negative. The closer to 1, the stronger the relationship; the closer to 0, the weaker the relationship. The value of R takes into account all the independent variables and can be computed by using the values of the individual correlation coefficients (Bluman, 2007).

Model Summary

Table 4.38 Descriptive statistics respondents' Reaction towards Consumer Buying Preference model summary Source-Survey results (May 2018)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.599 ^a	.358	.351	.65566

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

Where B = is Celebrity's Brand Fit

T = Celebrity's Trustworthiness

E =Celebrity's Expert level

A = Celebrity's physical attractiveness

C =Consumer Buying Preference

The above regression table summarizes the model performance with relevant analysis. **R** represents the multiple correlation coefficient with a range lies between -1 and +1. Since the R value is 0.559,

it means the four independent variables of celebrities which are Trustworthiness, Physical attractiveness, Expertise level and Brand fit have a positive relationship with consumer buying preference in the case of Anbessa Shoe.

R square represents the coefficient of determination and ranges between 0 and 1. Since the R square value is 0.358, **36 %** of the variation, in the measurement (consumer buying preference) function can be explained by celebrity’s trustworthiness, perceived expertise, perceived physical attractiveness and perceived celebrity product match up. The remaining 64% of variations on consumer buying preferences are explained by other variables out of this model or variables which are not incorporated in this study.

Table 4.39 Descriptive statistics respondents’ Reaction towards Consumer Buying Preference ANOVA (Analysis of Variance) Source-Survey results (May 2018)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.932	4	19.983	46.484	.000 ^b
	Residual	143.153	333	.430		
	Total	223.084	337			

a. Dependent Variable: C

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

From the above ANOVA table F value is significant (significant value is less than 0.05) it means dependent variable is significantly affected by the respective independent variable.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.785	.229		3.429	.001
	T	-.051	.063	-.053	-.804	.422
	A	.319	.058	.327	5.516	.000
	E	.154	.056	.162	2.753	.006
	B	.285	.077	.255	3.694	.000

a. Dependent Variable: C

Table 4.40 Regression model –Coefficients Source-Survey results (May 2018)

The above regression model coefficient table reports the coefficients for celebrity's physical attractiveness, celebrity's expertise and celebrity's brand fit helps improving consumer buying preference significantly. But as per the coefficient for celebrity's trustworthiness, its contribution is not significant. The model coefficients are used in the construction of regression equation. A low significance value of less than 0.05 attractiveness, expert, and brand fit are strongly impacting the consumer buying preference. The regression equation for the above data is:

$$\text{Consumer Buying Preference} = .785 - 0.053(\text{Trustworthiness}) + 0.327 (\text{Attractiveness}) \\ + 0.162 (\text{Expertise}) + 0.255 (\text{Brand Fit}) + \text{Error case}$$

Or in short we can make it convenient for the desired prediction

$$\text{CBP} = 0.785 - 0.053T + 0.327A + 0.162E + 0.255B + \varepsilon$$

Where CBP = Consumer Buying Preference

T = Celebrity's Trustworthiness

A = Celebrity's Physical Attractiveness

E = Celebrity's Expertise

B = Celebrity's Brand fit

4.9. Hypothesis Testing and Discussion of Results

In this section the major findings of the study are briefed and pointed out their implications.

H₁): The trustworthiness of celebrity has a positive and significant effect on consumers buying preference of Anbessa Shoes in Ethiopia – *not Supported*. As indicated in the table (4.38), $p = 0.42$ is greater than 0.05. If the p-value ($p > 0.05$), then we don't have adequate statistical evidence to reject the null hypothesis or to accept the alternative hypothesis (Abdulazak, 2014)

H₂): - The Attractiveness of celebrity has a positive and significant effect on consumers buying preference of Anbessa Shoes in Ethiopia -*Supported*

H₃): The Expertise of celebrity has a positive and significant effect on consumers buying preference of Anbessa Shoes in Ethiopia *Supported*

H₄): The celebrity-Brand Congruency has a positive and significant effect on consumers buying preference of Anbessa Shoes in Ethiopia. –*Supported*.

As we can take a look from the table 4.41, H2, H3 and H4 are supported since their respective p-value is less than 0.05. If P-value is less than $\alpha = 0.05$ indicates that we have enough statistical evidence to reject the null hypothesis, and thereby, indirectly accept the alternative hypothesis (Abdulazak, 2014). That is why H2, H3 and H4 are supported the results of the hypothesis testing are summarized in Table 4.38 below.

Table 4.41 hypotheses result Source-Survey results (May 2018)

Hypothesis	Independent variables	Hypothesizing and significance	Result from Multiple Regression	Reason
H1	Trustworthiness	The IV has a positive and significant effect on consumers buying preference	Not supported	B=-0.053 P>0.05
H2	Attractiveness	»	supported	B=0.327 P<0.05
H3	Expertise	»	supported	B=0.162 P<0.05
H4	Brand-Fit	»	supported	B=0.255 P<0.05

4.10. Discussion of My Findings in comparison to the Previous Researchers

Table 4.42 : Studies conducted on impact of celebrity endorsements on purchase intentions

Author	Variable Studied	Findings
Hovland and Weiss (1951), Hovland et al (1953), Dholakia and Sternthal (1977)	Credibility	Information from a credible source can influence beliefs, opinions, attitudes and/or behavior
Kanungo and Pang (1973)	Fit between the celebrity and the brand	The consumer gets motivated to buy an endorsed product when he sees the fit of the celebrity with the endorsed product.
Atkin and Block (1983), Petty et al (1983), Cooper (1984), Dean and Biswas (2001)	Celebrity vs Non-celebrity endorsement	Celebrity endorsers produce greater purchase intentions than a non-celebrity endorser
Kahle and Homer (1985)	Attractiveness	Attractive celebrity created more purchase intentions than an unattractive celebrity
Ohanian (1991)	Source Credibility (Attractiveness, Expertise And Trustworthiness)	Attractiveness and Trustworthiness do not have a significant impact on purchase intention. Expertise was found to have a significant impact.
Mehta (1994)	Celebrity vs Non-celebrity endorsement	No statistical differences were found in the purchase intentions between celebrity and non-celebrity endorsed situations.
Till and Busler (2000)	Role of Attractiveness and Expertise in Match-up Hypothesis	Attractiveness led to a significant impact on purchase intention. However, expertise does not lead to an increase in purchase intention.
Lafferty and Goldsmith (1999), Goldsmith, Lafferty and Newell (2000)	Endorser Credibility, Corporate Credibility	Endorser credibility has a positive impact on consumer buying behaviour
Pornpitakpan (2003)	Source Credibility (Attractiveness, Expertise And Trustworthiness)	All the three credibility dimensions were Positively related to purchase intention.

Hakimi, Abedniya and Zaeim (2011)	Trustworthiness	Trustworthiness is not a factor in increasing consumers' intention to try a brand.
Chan, Leung Ng, Luk (2013)	Various Attributes of celebrities	Using a celebrity in an ad would enhance purchase confidence
Elias Seife (2016)	Perceived Trustworthiness, attractiveness, expert and celebrity brand-congruence	Perceived trustworthiness of the celebrity, perceived expertise, and perceived celebrity product congruence/match-up has a positive influence on purchase intention. However, perceived attractiveness has not been found having a significant influence on the purchase intention of consumers purchase intention.

As it has clearly been indicated in the Table 4.42, different researchers have reached into some sort of findings in relation to the major independent and dependent variables of. One variable can be insignificant in one author the same variable can be significant by other authors in the different cultural context. For instance in my case Celebrity's trustworthiness has found no effect to the dependent variable of consumer buying preference in the case of Anbessa shoe; where as if we take Elias's case even in the same context of Ethiopia, perceived attractiveness has not been found having a significant influence on the purchase intention of consumers purchase intention. The situation will not different when I compare my work with that scholar from abroad.

Generally, slight variations are to be expected from researchers to researchers, from countries to countries even from time to time. It is known that human behavior is one of the very difficult variables to fully describe. Any ways, there are no as such significant differences my result and the other researchers mentioned above.

Chapter Five: Summary, Conclusion and Recommendation

5.1 Introduction

In this chapter, the summary, conclusion, and the possible recommendation are presented and described. At the end of the chapter, limitations and suggestions for future research are discussed.

5.2. Summary of the Study

The objective of this study was to examine the influence of celebrity endorsed advertisement on consumer buying preference of shoes in the case of Anbessa Shoe Share Company here in the metropolis. The analysis of results revealed that there is a significant positive relationship between:

- Collected data are coded, discussed, analyzed, summarized and communicated or reported as per the standards of the research thesis
- About 338 respondents were engaged in this study and the four independent variables and one dependent variable have been thoroughly examined, discussed, analyzed and presented to the concerned body.
- Cronbatch Alpha reliability and other assumptions are checked for meeting minimum criteria for the forthcoming statistical analysis.
- As per my findings the **Trustworthiness** of celebrity on consumers buying preference of Anbessa Shoes here in Addis; Even though the previous studies of the developed nations about it have indicated the strong relationship with the dependent variable Consumer buying preference, my case was different. As it has been discussed in the previous section of hypothesis, the contribution of trustworthiness towards the consumer buying preference was insignificant to accept the alternative hypothesis or reject the null hypothesis
- . But all the forthcoming independent variables which are called, *celebrity's physical attractiveness*, *Expertise level* and *celebrity-brand fit* have been proved that they can significantly affect the dependent variable.
- The **physical Attractiveness** of celebrity and **consumers buying preference** are found depicting strong positive relationship. As it has been said so far this study has revealed that attractiveness of celebrity matters a lot in the process of advertising Anbessa shoe on consumer buying preference.
- The **Expertise** of celebrity and consumers buying preference of the selected unit of analysis. Here also my respondents have disclosed their feelings towards the importance of

expertise level, skills and knowledge for the celebrities while they are endorsing and advertising the selected product.

- The **celebrity-Brand Congruency** and consumers buying preference of Anbessa Shoes in Ethiopia. Finally, as per the data collected and analyzed results, there must be a celebrity-brand/product fit so to achieve the desired results of the endorsement process.
- After detailed descriptions about the collected data have been discussed, correlations of relevant variables were checked and what followed was regression analysis. Then the very important key technical data like R^2 and significance check have been done and the required predictor of regression analysis are developed
- After the four previously developed hypotheses are proven for their acceptance or rejection, then what came into being was brief discussion of the result in comparison to other previously executed researches of the western nation.

5.3. Conclusion of the Study

We are here at the very moment of intense and fierce competition among marketers, business stakeholders and other concerned bodies to have a fraction of time and due attention from the respective customers. As it has repeatedly been stated by different scholars, communication is one of the very essential inputs for the business world. As marketers are highly eager and energetic to implement the importance of the respective and timely information and in addition to this, the increase in competition for consumer attention has forced marketers to use attention creating personalities (or celebrities) in product promotion marketing. As one can understand from different previously research works of scholars, that celebrity-focused promotion is common practice in Western world especially in USA and in India. When we come to here in our continent Africa, in particular to Ethiopia, celebrity-endorsed advertisement is at its very infant stage. Of course, there are few indicators observed through different media that the attention for celebrity-endorsed advertisements is getting larger and larger even though it is not at the level of it would have been

Bearing the fore mentioned points in mind, this study had been conducted in Ethiopian context just by referring one manufacturing company called Anbessa Shoe Share company and their randomly selected customers were researched about their current awareness, attitude, feeling and reaction towards the celebrity-endorsed advertisements of the Anbessa shoe product. As big celebrities are assumed having the potentials and power to catch and draw attentions of the crowd; and since they are highly influential and among the few of group of personalities; I have noticed that the practical findings more or less supported the proposed hypotheses previously stated. The survey was conducted on Anbessa shoe consumers found in Addis Ababa. Multiple regression analysis was used to examine the effect of celebrity endorsement. The result of the survey reveals that celebrity endorsement, as measured by perceived physical attractiveness, expertise of the celebrity and congruence/fit, positively and significantly affect consumers' buying preference to use the product of Anbessa shoe. However, celebrity's trustworthiness is found that its influence is statistically insignificant in consumer buying preference perspective.

5.4. Recommendation

Based on the result of this study, one can understand that celebrity-endorsed advertisement can bring significant positive result as long as it is properly implemented; but this newly and recently emerged marketing tool should get due attention here in our country though my focus was just customers' of a firm.

Celebrity endorsements (measured by the attributes of physical attractiveness, expertise, and product/celebrity match) have a significant positive influence on the consumers buying preference. The implication is that marketers in the industry should consider the use of celebrities in their promotional endeavors so as to grab consumers' attention for their advertisements. However, great care should be taken while selecting the celebrities to promote the products and services. As Perceived physical attractiveness, expertise and brand fit attributes of the celebrity have the highest influence on consumer buying preference; which is to mean that

Care should be taken in the process of selecting celebrity for our product; if the wrong and bad celebrity is to chosen for the endorsement process, we might be punished as a business person or organization.

It is known that marketing in general and promotion in particular can serve as a life blood for any actively running business of our country; this special and vital discipline should be executed by well-known professionals. But what is practically observed and heard is that the current advertising and promotional works are controlled by simply popular film actors/actress, journalists who have attractive sound or anyone who has been in the profession for long time obtaining knowledge simply by trial and error. This common practice has to be radically changed and the multi-million celebrity-endorsed advertisement has to be implemented in a newly and professional fashion; so as to contribute something of value to the country.

5.5 Limitations and Suggestions for Future Research

- Celebrity endorsed advertisement is relatively new marketing tool here in our country; this by itself can be one of the limitations not to have deep rooted awareness among the customers of Anbessa shoe.
- The sample size is relatively small to represent the very diversified and large population of Ethiopia even though large enough as per statistical tool.
- Out of the many independent variables that can influence the consumer buying preference, only the four selected independent variables have been treated in this study; and hence this can be another pitfall.
- Since the data gathering tool was structured questionnaire, it is known that reading culture with understanding in our society is not as such appreciated and the reliability of respondents' answer may not really representative.
- The study focused only on celebrity endorsement of Anbessa shoe, so the result of the study is limited to the selected firm, it might not be applied to other business sectors.
- Similar studies could also be done by incorporating the influence of culture on celebrity endorsed advertisement effectiveness.
- To have better and reliable result for future research, it is better if the forthcoming researchers fertile their data gathering tool by including interview and scheduling.
- It is known that it is very difficult to reach into sound conclusion by only cross-sectional data of this type, for a better, consistent and reliable research work, other data mechanism like panel if possible time series can bring by far better result.
- To get some data in clear and

Annex

Appendix A SPSS outputs

Case Processing Summary for Reliability Test			
		N	%
Cases	Valid	338	100.0
	Excluded ^a	0	.0
	Total	338	100.0

a. Listwise deletion based on all variables in the procedure.

SPSS Result for Reliability Test

Trustworthiness		Attractiveness		Expertise	
Reliability Statistics		Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
0.871	5	0.816	5	0.843	5

Brand-fit		Consumer Buying Preference	
Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
0.769	4	0.618	4

Reliability Statistics for All variables	
Cronbach's Alpha	N of Items
0.899	23

Regression-Multicollinearity Test

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	E, T, A ^b	.	Enter

a. Dependent Variable: B
 b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744 ^a	0.554	0.550	0.56873
a. Predictors: (Constant), B, A, E				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134.279	3	44.760	138.381	.000 ^b
	Residual	108.033	334	.323		
	Total	242.312	337			
a. Dependent Variable: T						
b. Predictors: (Constant), B, A, E						

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.672 ^a	0.452	0.447	0.62123
a. Predictors: (Constant), B, E, T				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.222	3	35.407	91.747	.000 ^b
	Residual	128.899	334	.386		
	Total	235.121	337			
a. Dependent Variable: A						
b. Predictors: (Constant), B, E, T						

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.665 ^a	0.442	0.437	0.63984
a. Predictors: (Constant), B, A, T				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108.421	3	36.140	88.278	.000 ^b
	Residual	136.736	334	.409		
	Total	245.156	337			
a. Dependent Variable: E						

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

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771 ^a	.594	.590	.46461

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

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	105.517	3	35.172	162.940	.000 ^b
	Residual	72.097	334	.216		
	Total	177.614	337			

a. Dependent Variable: B

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

Regression

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	B, T, E, A ^b	.	Enter

a. Dependent Variable: C

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.599 ^a	0.358	0.351	0.65566

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

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.932	4	19.983	46.484	.000 ^b
	Total					

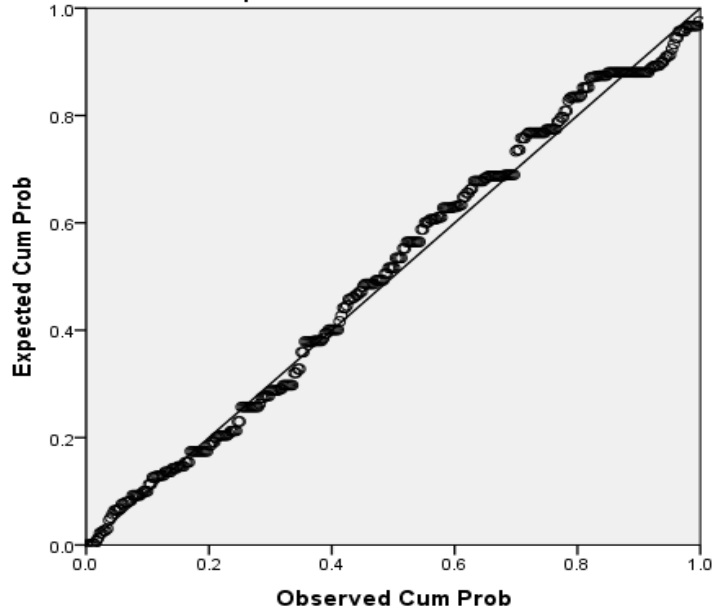
	Residual	143.153	333	.430		
	Total	223.084	337			
a. Dependent Variable: C						
b. Predictors: (Constant), B, A, E, T						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.785	.229		3.429	.001
	T	-.051	.063	-.053	-.804	.422
	A	.319	.058	.327	5.516	.000
	E	.154	.056	.162	2.753	.006
	B	.285	.077	.255	3.694	.000
a. Dependent Variable: C						

Where *T*- Trustworthiness; *A*- Attractiveness; *E*-Expert; *B*-Brand-fit and *C*- Consumer Buying Preference

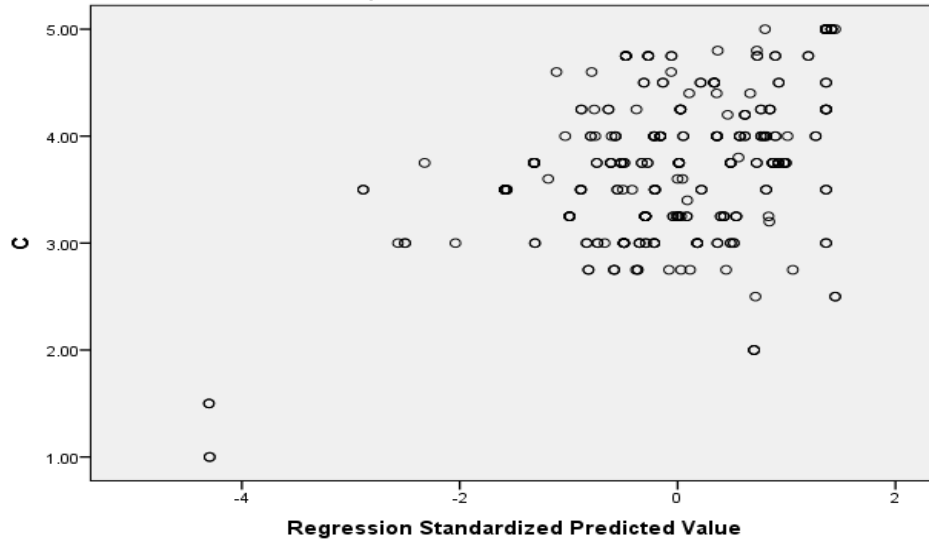
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: C



Scatterplot

Dependent Variable: C



Appendix B

Questionnaire (English)

Dear Respondents

I am a student of Marketing Management Masters program in the Addis Ababa **University School of Commerce**, and I am researching my project on the **Effects of Celebrity Endorsement in Advertisement on consumer buying preference on the product of Anbessa Shoes**. Please take a few minutes of your time to fill in this questionnaire about your buying preference of the product. I would like to remind you that your responses will be kept confidential and it will be useful only for this academic purpose. I thank you very much for your sincere cooperation

Now-a-days Celebrities have become famous for more than being in the movies or on a television show; they appear on the covers of magazines, they endorse products they may or may not use, and they have started to design their own lines of clothing, perfume and accessories. A **celebrity** is someone who is well known and popular, whereas a celebrity endorser is someone who enjoys public recognition and who uses that recognition on behalf of a consumer good by appearing with it in an advertisement. Celebrity can make people take notice of what they are endorsing and create an immediate identity or persona for a product.

Part I: Demographics Profile

Please answer by putting a tick (✓)

1. Please select your age:

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

2. Gender: 1. Male 2. Female

3. Your completed Educational Status:

1. Below high school 2. High School certificate or diploma graduate

3. 1st Degree 4. 2nd Degree & Above

4. Occupation: 1. Student 3. Business Owner

2. Employee 4. Other

5. Your monthly income in Birr

1. Less than 500 4. 5,000 to 10,000

2. 500 to 2,000 5. Above 10,000

3. 2,000 to 5,000

Part II: Perception towards the celebrity endorsement (the 4 Independent Variables)

6. Please circle the number that best reflects your feeling towards the celebrity's **Trustworthiness** in the advertisements of Anbessa Shoe products

		Very much	somewhat	Neither	somewhat	Very much	
6.1	undependable	1	2	3	4	5	Dependable
6.2	Dishonest	1	2	3	4	5	Honest
6.3	Unreliable	1	2	3	4	5	Reliable
6.4	Insincere	1	2	3	4	5	Sincere
6.5	Untrustworthy	1	2	3	4	5	Trustworthy

7. Please circle the number that best reflects your feeling towards the celebrity's **Physical Attractiveness** in the advertisements of Anbessa Shoe products

		Very much	somewhat	Neither	somewhat	Very much	
7.1	unattractive	1	2	3	4	5	Attractive
7.2	Not Classy	1	2	3	4	5	Classy
7.3	Ugly	1	2	3	4	5	Beautiful
7.4	Plain	1	2	3	4	5	Elegant
7.5	Not sexy	1	2	3	4	5	Sexy

8. Please circle the number that best reflects your feeling towards the celebrity's **Expertise** in the advertisements of Anbessa Shoe products

		Very much	somewhat	Neither	somewhat	Very much	
8.1	Not an expert	1	2	3	4	5	Expert
8.2	Inexperienced	1	2	3	4	5	experienced
8.3	unknowledgeable	1	2	3	4	5	knowledgeable
8.4	unqualified	1	2	3	4	5	qualified
8.5	Unskilled	1	2	3	4	5	skilled

9. Please circle the number that best reflects your feeling towards the perceived **congruence (fit)** between the **celebrity** and the **brands** (i.e. Anbessa Shoes) endorsed.

		Very much	somewhat	Neither	somewhat	Very much	
9.1	Not compatible	1	2	3	4	5	Compatible
9.2	Bad fit	1	2	3	4	5	Good fit
9.3	Irrelevant	1	2	3	4	5	Relevant
9.4	Bad Match	1	2	3	4	5	Good match

Part III: Consumer Buying Preference towards the celebrity Endorsement

The following questions are about your intent to use the product of the celebrity endorsed shoes of Anbessa Share Company (purchase intention). Please circle the number that reflects best your feeling.

No	Consumer Buying Preference	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10.1	I prefer Anbessa shoes endorsed by celebrities	1	2	3	4	5
10.2	When I see big celebrities wearing Anbessa shoes, I become interested to purchase	1	2	3	4	5
10.3	I usually purchase shoes endorsed by celebrities	1	2	3	4	5
10.4	I believe that celebrity endorsed Anbessa Shoe has better quality	1	2	3	4	5

I thank you once again for your sincere cooperation

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