



**COLLEGE OF BUSINESS AND ECONOMICS: SCHOOL OF
COMMERCE**

**DEPARTMENT OF MARKETING MANAGEMENT POST GRADUATE
PROGRAM**

**THE EFFECT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING
BEHAVIOR: THE CASE OF FAST MOVING CONSUMER GOODS (FMCGs) IN
ADDIS ABABA**

**A Thesis Submitted to Addis Ababa University School of Commerce in
Partial Fulfillment of the Requirement for the award of the Degree in Master
of Arts Degree in Marketing**

By

Henok Wondwossen

**AAU, JUNE 2021,
A.A, ETHIOPIA**

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Declaration

I, the cosignatories, declare that this study entitled “**THE EFFECT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOR: THE CASE OF FAST MOVING CONSUMER GOODS (FMCGs) IN ADDIS ABABA**” is my own work. I have undertaken the research work independently with the guidance and support of the research advisor. This study has not been submitted for any degree or diploma program in this or any other institutions and that all sources of materials used for the thesis have been duly acknowledged.

Declared by

Name: Henok Wondwossen

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Date: June 2021

Place: Addis Ababa, Ethiopia

Certification of Advisor

This is to certify that Name: **Henok Wondwossen** has done the study on the topic “***The Effect of Celebrity Endorsement on Consumer Buying Behavior: the case of Fast Moving Consumer goods in Addis Ababa***” This study is authentic and has not been done before by any other researcher.

Advisor: Temesgen Belayneh (PhD)

Signature: _____

Date: _____

Board of Examiners

This is to certify that the thesis prepared by **Henok Wondwossen** entitled “*The Effect of Celebrity Endorsement on Consumer Buying Behavior: the case of Fast Moving Consumer goods in Addis Ababa*” and submitted in partial fulfillment of the requirements for the Degree of Master of Marketing Management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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ABSTRACT

Celebrity endorsement is a widely used tactic in marketing and a useful way of Pushing a product in crowded markets, much research has been done on the selection and effect of celebrity endorsement. The study was done with the aim of assessing the effect of celebrity endorsement on consumer buying behavior in case of fast moving consumer goods in Addis Ababa. This study identified key factors that determine the effectiveness of the celebrity endorsements in affecting purchasing decision in advertisements. It adopts a quantitative approach, with a structured questionnaire as the main tool. A survey of 384 samples was conducted; the data have been collected from fast moving consumer goods consumers in Addis Ababa followed by convenience sampling. Further the data were analyzed using a descriptive statistic so as to analyze the demographic data of the respondents and Pearson's bivariate correlation analysis, and multiple regression were used to test the hypothesis using SPSS software version 23. Results indicated that all the observed factors affect purchasing decision except one and that is meaning transfer. These are trustworthiness, attractiveness, expertise and celebrity/product matchup. Also there exists linear and positive significant and strong relationship was found between independent variables and dependent variable. This informs that the universal positive influence of celebrity endorsement on consumer buying decision holds true. As a result, the paper concluded that celebrity endorsement is an important communication technique that affects purchasing decision of consumers purchasing FMCgs. In choosing celebrities companies should choose celebrities having endorser-product match up, celebrities that are attractive, those that are trustworthy, and celebrities that are believed to be credible in order to elevate the firm's distinctive selling proposition to new heights..

Key words of the study: Celebrity Endorsements, Trustworthiness, Expertise, Attractiveness, Product Match-Up, Meaning Transfer, The Consumer Buying Behavior

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

An advertisement is a form of persuasion that aims to raise awareness of a product or service in order to encourage others to buy it. Commercials on television, radio, print, and the internet, as well as billboard marketing, in-store advertising, word-of-mouth (WOM) advertising, and endorsements, are all examples of different forms of ads. It has gone through a considerable period of transition in time from classic to contemporary days, and marketers are developing campaigns utilizing diverse appeals such as sexual, emotional, satirical, and so on in order to entice people to purchase their products (Belch and Belch 2001). Advertisers and marketers also use celebrities to break through the clutter of advertising in innovative ways (Mude, Musa, & Putit, 2011). The objective is to raise brand recognition, interest, desire, and action (Belch and Belch 2001). They provide us with great means of attaching meaning to businesses, as McCracken (1989) observed in his ads that are supported by well-known celebrities have a substantial and large effect when compared to celebrities who are not endorsed.

Famous individuals function as representatives for a company and certify the brand's claim and stance by adding their personality, fame, or industry experience to the firm. It is used by marketers to promote not just their brands, but also their products and services. Marketers aim to inspire client interest in buying or using the endorsed product or service, while celebrities try to infuse the brand with their positive image and qualities (Atkin and Block, 1983). Celebrities such as singers, actors, sportsmen, and artists are used by businesses to promote the sale of tangible goods and services. Celebrities may increase a product's visibility as well as its influence on consumers. Celebrity endorsements has evolved into a multibillion-dollar marketing business in recent years. Businesses spend a lot of money on celebrity endorsement in order to benefit from the celebrity's image by turning their fan base into consumers and so boosting their market share. The use of celebrity endorsers in advertisements has increased dramatically in recent decades. Companies must consider the brand's promotional objective

and how well the celebrity's image matches it when picking a celebrity as an endorsement. The choice is a team effort that benefits both the company and the celebrity. Marketers undertake research before selecting a celebrity endorser. The ad's intended message will not be delivered due to a bad choice of celebrity, resulting in the consumer's passive buy intention (Farrell, Karels, Montfort, & McClatchey, 2000). The celebrity's degree of notoriety, promoted brand, and targeted customers are all taken into account when determining a celebrity's zone of recognition.

Celebrities may be chosen to endorse a product based on a range of factors, according to the literature, which will affect customers' buying decisions. Using celebrities who have traits of trustworthiness and expertise will have a positive influence on customer purchasing behavior, according to the source credibility model. In another model known as match-up or celebrity brand congruence, the amount of perceived fit between the celebrity and the brand, i.e. product name, symbol, benefits, and other attributes and image of the celebrity, will affect the success of marketing communications. According to the third model, presented by McCracken in 1989, when choosing a celebrity to promote a business, we should examine the link between the celebrity's image and the targeted image, as well as the brand's perceived benefits and characteristics. Meanings are carried on not just in one direction, from celebrity to brand, but also in the other direction, from brand to celebrity. The final model, source attractiveness, is based on four dimensions: celebrity familiarity, which is knowledge of a source gained over time through exposure, likeability, or affection for a source based on physical appearance or behavior, or similarity between the source and the audience, and finally, "the celebrities attractiveness" (McCracken, 1989: 311; Mehulkumar, 2005: 6).

1.2 Statement of the Problem

According to a report issued by the international consulting firm KPMG titled FMCGs (Fast moving consumer goods) in Africa (2014), the FMCGs industry in Africa is one of the largest in the world, with a population of over one billion people. As the second most populous country in Africa, Ethiopia's market for those products is enormous due to the large number of buyers. The products are relatively inexpensive, have a short shelf life, and are frequently purchased. Because the products are similar within categories, companies that can persuade consumers to buy their brand rather than competitors can maintain and even increase their

market share without having to offer lower prices. To accomplish this, companies can use a variety of strategies to persuade consumers that the products they are offering are superior to competitors and will ensure long-term success. The primary strategy that will make this possible is advertising.

A non-personal communication generated by a known sponsor regarding an organization, its products, services, or ideas, according to Belch and George E (1995). Companies employ a number of marketing strategies to achieve these aims, and celebrity endorsement is one of them. Celebrity endorsement is an effective tool in which an advertiser seeks to reinforce celebrities' image and popularity in order to promote a company's product, brand, or service (Atkin and Block, 1983). Faiz Kasi describes celebrity as "someone who is known by the general public for remarkable qualities such as distinctive talent and lifestyle that distinguishes them from the general public" [Kasi, n.d]. Celebrity endorsers are individuals who have a high level of public recognition and use it to promote products, services, or businesses by appearing in commercials alongside them. Because customers view celebrities as someone with whom they have a sense of resemblance, it has become an essential idea for marketers. Consumers appreciate information from a communicator (celebrity) with whom they share a common aim, hobby, or lifestyle more than information from someone with whom they do not (Erdogan, et al, 2001).

Ruth Mekonen conducted a research in 2017 titled "Impact of Celebrity Endorsement in Creating Awareness & Motivating Consumers towards Buying Bank Service" in the Ethiopian banking industry. According to the study, credibility and familiarity have a positive link with consumer awareness, whereas attractiveness and competence have a negative relationship with customer awareness. According to the study, banks must hire respectable and well-known individuals. However, the study was conducted in the service sector and did not consider meaning transfer theory.

Surafel Asrat published "Effect of Using Celebrity Endorsement in Advertisement on Consumer Buying Preferences of Ambassador Garment & Trade PLC" in 2019. The researcher discovered that celebrity trustworthiness, physical beauty, and celebrity/Brand fit had a positive influence on customers' purchase choices based on his research. The dependent variable, on the other hand, is unaffected by the celebrity's degree of skill. This study failed to integrate the meaning transfer

theory and was done on a product for which consumers take some time to make a purchasing decision.

Tadesse Cheru discovered that celebrities' physical attractiveness, expertise, and perceived product congruence/match-up have a positive influence on consumers buying preference in his study "Effect of celebrity endorsement in advertisement on consumers buying performance in the case of Anbessa Shoe." In this study, the meaning transfer hypothesis was not included as an independent variable, as it had been in prior studies. As demonstrated by the aforementioned research, previous examinations focused either on the banking industry or on items with a long shelf life that necessitated thinking time and financial commitment.

There is, however, few appropriate study proving the value of celebrity endorsement in the fast-moving consumer products industry (FMCG). Furthermore, there have been numerous FMCG advertisements in recent years in which celebrities have appeared on television commercials as well as other paid advertisements in newspapers, magazines, social media, and billboards, which is why this study is looking into the impact of celebrity endorsement on FMCG consumer purchase decisions.

1.3 Research Questions

A variety of tactics are used by companies in influencing consumers to persuade them to buy their products. In today's commercial world, when there is more rivalry for brand exposure, attention, interest, desire, and action, celebrities are frequently used by marketers. The public awareness, attractiveness, and reliability of those celebrities are the reasons for hiring them and spending millions of dollars for their services.

Although many huge firms utilize celebrity endorsement to promote their brands to the public and enhance sales, employing a celebrity is not as straightforward as it appears. They must carefully design campaigns, select the celebrity who best represents their product and brand, determine the target audience for their business, and understand the celebrity's audience.

According to several studies, a variety of factors influence the success of celebrity endorsement. The celebrity's attractiveness, trustworthiness, celebrity product matchup, expertise, and celebrity meaning transfer abilities are the most important variables to consider.

We shall attempt to answer the major research topic and sub questions given below in this study. The study will answer the following questions based on this.

- ❖ What impact does celebrity endorsement have on customer purchasing decisions?
- ❖ How much does celebrity appeal influence FMCG customer purchasing behavior in Addis Ababa?
- ❖ What is the extent of celebrity trustworthiness influence on FMCG customers' purchasing decisions in Addis Ababa?
- ❖ What is the extent to which celebrity/product pairings impact FMCG consumer purchasing behavior in Addis Ababa?
- ❖ What is the extent of celebrity expertise's influence on FMCG purchasing behavior in Addis Ababa?
- ❖ What is the extent to which meaning transfer influences FMCG purchasing behavior in Addis Ababa?

1.4.Objectives of the Study

1.4.1. General Objective

The aim of this research is studying the impact of celebrity endorsement on fast moving consumer goods purchases behavior in Ethiopia.

1.4.2. Specific Objectives

- ❖ To look into the effect of celebrity trustworthiness on customer purchase behavior in the FMCG industry.
- ❖ To look at the impact of celebrity appeal on fast-moving consumer goods purchasing behavior.
- ❖ To look at the impact of celebrity expertise on customer purchase behavior in the FMCG industry.
- ❖ To investigate the impact of celebrity-brand congruency on customer buying behavior in the FMCG industry.
- ❖ The purpose of this research is to look into the impacts of celebrity meaning transfer on customer purchase behaviors in the FMCG industry.

1.5 Scope of the study

The study will investigate the impact of advertising on FMCG (fast moving consumer goods) buying behavior in Ethiopia, with an emphasis on the city of Addis Ababa. The geographical restriction was chosen not only to save money and time, but also to ensure that we could reach a large number of FMCG consumers. Furthermore, the study will focus on consumers who purchase FMCGs solely for personal consumption, excluding those who purchase the product for resale or other purposes.

1.6 Significance of the Study

A better knowledge of the impact of celebrity endorsement on consumer behavior will be advantageous to FMCG producers, stakeholders such as investors, management staff, marketing staff, employees, and advertising agencies.

It will be critical to investigate the impact of celebrity endorsement on customer purchasing behavior. It is important since there is a lack of literature on celebrity endorsement particular to Ethiopian FMCG producers and other industries. Existing and new manufacturers can change and adapt their marketing tactics in light of the impact of celebrity endorsers on their clients, based on the findings of this study. For other academicians, this research could be valuable to students and academics as a starting point for future research projects. It can also be used as a reference tool.

1.7 Organization of the study

There are five sections in this study. The introduction is the first chapter which includes the study's background, problem statement, research questions, study's objective, study's significance, study's scope, the study's organization are all mentioned. Literature review is offered in the second chapter, comprising the theoretical framework, empirical assessment of literatures, conceptual framework, and hypothesis. In the third chapter, the study's research methodology and method of data analysis are included describing the study's demographic and sample techniques, data collection tools, and processes, as well as the study's approach and design. The fourth chapter contains data analysis and findings, as well as the presentation and interpretation of the analysis' and aslo findings. A summary of the findings, a conclusion, a recommendation, and recommendations for future study are included in the fifth chapter.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter reviews the concepts and theories relevant to celebrity endorsement. The specific areas covered include the theoretical foundation of the study, concept of celebrity endorsement and customer purchasing decisions and factors considered in selection of a celebrity endorser.

2.2 Theoretical Literature Review

2.2.1 Celebrity Endorsement

Celebrities are people who have distinctive features and enjoy public recognition (Silvera and Austad, 2004). It has risen in popularity as one of the most popular forms of advertising in recent years (Choi & Rifon, 2007). It entails a public or occasionally private individual making a written or spoken statement supporting the merits of a certain brand or product.

When people are persuaded to buy a product because the person advertising it is famous or affluent, they become associated with the person who recommends it (Smith, 2009). The reason for this is because celebrities have a greater potential to capture the attention of an audience than non-celebrities, therefore entrepreneurs will have a better chance of reaching out to customers. There are many uses for celebrities. One of the uses can be by helping the consumer in remembering the message of the advertisement and the name of the brand that the celebrity is endorsing. They also help in shaping the image of a brand in consumers' minds (Agrawal & Kamakura, 1995).

It's a popular advertising tactic since it's more effective than a celebrity endorsement in terms of getting the sponsor's desired results. Celebrities are more appealing to consumers because they are more easily identified (Kelman, 1961). Consumers view celebrities to be more knowledgeable and trustworthy than non-celebrities (Ohanian, 1990). As a result, consumers are more likely to remember celebrity-endorsed products and the information they convey about them.

2.2.3 Fast Moving Consumer Goods

Fast Moving Consumer Goods (FMCG) are low-priced goods that are also produced at a low cost. They are mass-produced in vast quantities in order to take advantage of economies of scale and maximize revenues. Due to quick turnover or product perishability and having a short shelf life, FMCG items are also termed as consumer-packaged goods (CPG) by Cox (2003). They are frequently replaced or totally used up within a year, usually over a period of days, weeks, or months (Smith, 2010).

According to Kotler and Keller (2009), fast-moving consumer goods (FMCG) are low-involvement products that consumers buy without dedicating a lot of time to the decision-making process. FMCG products take little effort to purchase because they are inexpensive, frequently purchased, and quickly consumed. Dairy goods, toilet soap, packaged foods, detergent, toothpaste, cosmetics, shaving products, shampoo, and household accessories are just a few examples, and it may even include computer hardware.

The number of things circulating in the economy of FMCG products is relatively huge, as is the number of products used by consumers, which is proportionally very high because FMCG products account for a considerable portion of each household's monthly budget (Vaishnani Haresh.B, 2011). FMCGs, according to Vaishnani Haresh.B(2011), are a creative, innovative, multi-billion-dollar business where competition is fierce, putting severe pressure on margins. As a result, advertisers feel forced to utilize celebrities to advocate their products in order to make consumers remember them and buy them, thereby creating a mental impression.

2.2.4 Celebrity Endorsement Models

2.2.4.1 Source Credibility Model

This concept was created by Havland and his coworkers in 1953, who defined source credibility as "Positive communicator characteristics that impact the message's reception. "message" as well as the model The impact of a communication is determined by an endorser's perceived level of skill and credibility (Hovland and Weiss 1951; Ohanian 1991). The brand's credibility is enhanced by the use of a celebrity (or sports celebrity) who is closely identified with it (Holloway and Robinson, 1995). Components of trustworthiness presented by Ohanian (1990)

were dependable, honest, reliable, and sincere, as well as expert, experienced, knowledgeable, qualified, and competent (van der Veen, 2004).

An endorser's expertise refers to their knowledge, experience, and skills in relation to the advertised brand. For example, when a sports athlete supports sports-related products, he or she is considered an expert (Al Zoubi&Bataineh, 2011). The extent to which a communicator of a brand or product is perceived to be a source of valid assertions refers to knowledge, experience or skills possessed by an endorser (Wenqian , 2006).

2.2.4.2 Source Attractiveness Model

Companies hire celebrities mostly because they combine two factors: they have celebrity status and consumers are drawn to them. Consumers prefer looking at advertising that features a beautiful person or a star. Furthermore, several studies have demonstrated that physically appealing communicators are more successful at influencing perceptions and generating purchase intentions than their unattractive counterparts (Baker and Churchill 1977 & Kernan 1984). (Freidman et al. 1976).

The four dimensions according to (McCracken, 1989: 311; Mehulkumar, 2005: 6) are "familiarity" (the affection for a source based on their physical appearance or behavior), "likeability" (refers to the affection for a source based on its physical appearance or behavior), similarity (resemblance between the source and the audience), and attractiveness (McCracken, 1989: 311; Mehulkumar, 2005). As a result, the above-mentioned factors determine the message's effectiveness. Celebrities who are well-known, likeable, and/or come from similar backgrounds are seen as more appealing and persuasive than others (Ohanian 1990).

2.2.5 The Product Matchup Hypothesis

Congruence, fit, link, "match up effect," and other words have been used, but the underlying principle remains the same. This theory states that a message must have a link or fit between the endorsing celebrity and the endorsed brand in order for it to be effective (Till & Busler, 1998). It implies that the better the match (i.e., adequacy) between a celebrity and a product, the more effective the endorsement will be. Furthermore, according to Till and Busler, advertisers must match three components in order to produce an effective message: the product/brand image, the celebrity's personality, and the target audience. According to Kahle and Homer (1985),

celebrities with good physical appearances were beneficial in product recall, product attitudes, and purchasing intentions when using things that can attract consumers. According to Till and Busler (1998, 2000), their study looked at celebrity appeal vs. celebrity competence as a meaningful match-up factor, and concluded that while celebrity attractiveness is important, celebrity expertise is better for matching items with celebrity endorsers.

If there is no link between celebrity endorsers and the products they are endorsing, customers may believe the celebrity has been purchased, i.e. that celebrities have been generously compensated to endorse the product or service. If celebrities do not have a distinct and unique relationship to the thing they are supporting, the 'vampire effect' arises, in which viewers remember the celebrity but not the product or service, according to Evans (1988).

2.2.6 Meaning transfer model

According to McCracken (1989) and Erdogan (1991), source credibility or attractiveness, as well as the matching theory, are insufficient for providing an appraisal technique for selecting the best endorser. This paradigm investigates the topic from a cultural standpoint. In response to the source models, MacCracken developed the meaning transfer model in 1989. According to this model, the success of celebrity endorsers is determined by the cultural meaning they bring. The world of celebrities includes not only celebrities who are attractive, trustworthy, knowledgeable, and matchup with the product, but the most successful celebrity endorsements come from successful meaning transfer MacCracken (1989). McCracken developed a three-stage model to explain meaning transfer in the context of celebrity endorsement deals. The first step in the model is determining the meaning that must be assigned to the product that will be advertised by the celebrity based on the company's marketing plan. The celebrity is then chosen by the company to correspond with the meaning assigned to the product. Customers acquire the brand's meaning in the final step when they purchase a product (Schlecht. 2003).

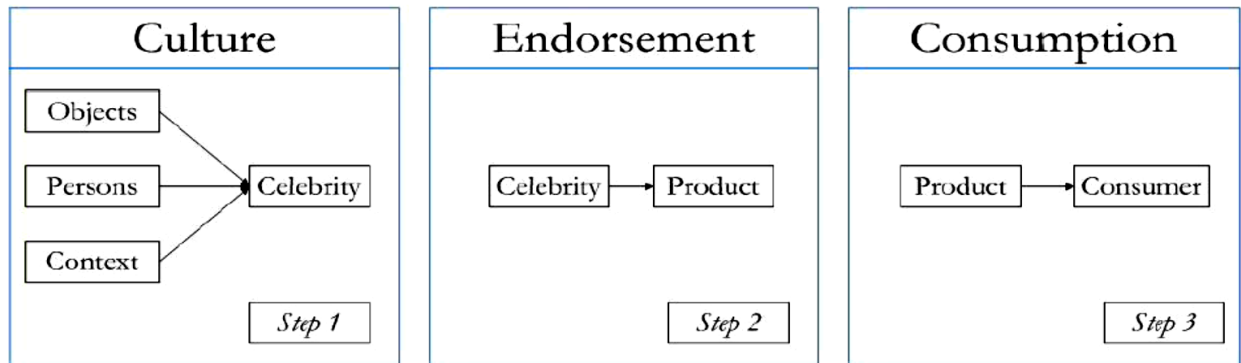


Figure 2.1. Meaning Movement and the endorsement process, adopted from MacCracken (1989)

The model focuses on compatibility and includes celebrity characteristics such as lifestyle, personality, and compatibility. According to MacCracken, it is the celebrity's cultural accomplishments that are important. Consumers easily relate and understand local cultural trait (Pae et al., 2002)

2.2.7 Factors Considered in Selection of a Celebrity Endorser

Celebrity endorsements serve as communication conduits for businesses, providing platforms for aggressive brand promotion and, as a result, increased sales and turnover. In and of themselves, celebrity endorsements may not be able to establish a brand, but they can be used to promote a brand's reputation. Before a firm hires a celebrity to promote their product or brand, there are a few things to consider: the celebrity's attractiveness, credibility, and the meaning transfer between the celebrity and the product being supported (Magnini et al., 2008).

The attractiveness of the celebrity is the first principle which posits that a good- looking endorser will have a constructive impact on the product being endorsed. There are qualities in a celebrity that the audience finds attractive, including their physical appearance, their athletic competence, their intellectual capability, and lifestyle or way of living. An attractive celebrity has a better chance of augmenting the memory of the product that is being endorsed by target consumers (Kahle& Homer 1985).

The credibility principle conditions that for any endorsement to be a success, the individual credibility of the celebrity is fundamental. It encompasses supposed skill and trustworthiness.

Celebrities act as external nods that allow consumers to examine the remarkable product clutter in the market. The credibility factor highly influences the acceptability aspect of a product amongst consumers (Goldsmith et al., 2000).

The meaning of transfer between the celebrity and the product that is endorsed is centered on compatibility of the product and the celebrity endorser in terms of their personality, their identity, market position with that of other competitors, and lifestyle. Thus, while signing up a celebrity to endorse a product, the above factors are some of the key determinants in deciding which celebrity to pick and which product in order to maximize leverage from the collaboration (Halonen-Knight & Hurmerinta, 2010). Depending on the product, and industry, a company can selectively emphasize one principle over the other because adhering to all the three principles might be impossible and finding a celebrity that fits all the three requirements.

2.3 Empirical Literature Review

Various researchers have tried to examine how celebrities affect customers' buying behavior. This section will try to see those studies conducted by various researchers. According to (Mohammad Amir and Nazif Hussein 2012) conducted a study on the The Influence of Celebrity Endorsement on Consumer Purchase Behavior and Brand Building. The study showed that the element of celebrity (composed of trustworthiness and expertise) of the celebrity positively affects consumer intention to buy. Celebrities also transfer meanings to the product that positively influences consumer's intention to buy it. Finally, the research showed that people tend to be attracted towards advertisement that have celebrities and ultimately lead them to recall the product easily.

In a study conducted by Humaira and Muhammed (2017) on the impact of celebrity endorsement on consumer buying behavior. The study was conducted on Pakistani customers to know their thoughts on celebrity endorsement by analyzing the different characteristics of celebrity endorsement with respect to customer buying intention. The finding indicated that attractiveness, credibility, gender of the celebrity, more than celebrities advertising one product have a positive effect on purchase intention. But if one celebrity is advertising two or more products it negatively affects the purchase intention.

According to (Wilson Dzisah and chosen Elkemo, 2013) conducted a study on celebrity endorsement and consumer buying behavior; enhancing the promotion function of marketing in the central business area of Accra, Ghana. The findings showed when celebrities are matched by attractiveness and expertise the brands attitude would be favorable.

In the Ethiopian context, Haymanot (2019) has conducted a study on the effect of celebrity endorsement in television ads on consumer buying decision; the case of Heinken Ethiopia. The result showed that there is a positive and significant relationship between celebrity attributes like likability, familiarity, celebrity/product matchup and consumer buying decision, but the study also showed that attributes like expertise, trustworthiness, and familiarity have a statistically insignificant effect on consumer buying decisions. On the other hand the attributes of celebrity / product matchup and likability has the highest influence respectively on consumer buying decision.

Edom (2017) conducted a study on “the Effect of Celebrity Endorsement on Customers’ Usage behavior: The Case of Ethiopian Banking Industry”. The study revealed that trustworthiness, celebrity/product matchup and expertise have a positive effect on customer usage behavior, while celebrity attractiveness has negative effect.

Bahiru Demissie's (2015) research on the impact of celebrity endorsement on customer attitudes and purchase intent in the banking industry. He discovered that all qualities of credibility and celebrity/product matches had a positive and significant impact on consumers' attitudes and purchase intentions, with the most significant influencers being the celebrity's attractiveness.

2.4 Hypothesis of the Study and Conceptual Framework

2.4.1 Hypothesis of this study

Physical Attractiveness

Ohanian (1991), claims that beauty is a stronger recommendation than any letter of introduction. The physical attractiveness of celebrity endorsers has a high social rating and acceptability. When compared to an unattractive person, physical attractiveness has a beneficial effect on consumer behavior toward a product or service (Ohanian, 1991). One factor that crates significant influence on purchase intention is physical attraction. It is a tool that will enable us to

change attitude of people(Menon et al., 2001). Thus, we drive our hypothesis as:

H1: celebrity attractiveness has a significant and positive effect on consumer buying behavior of FMCGs.

Credibility/Trustworthiness

Trustworthiness, honesty, and credibility are characteristics of an endorser (Erdogan, 2001). Famous individuals are seen as a reliable source of information by consumers (Goldsmith et al., 2000). It's a basic rule that a trustworthy person can easily persuade you of things and is trusted more than everyone else in society. Furthermore, if the individual is an expert in the issue to which he or she is dedicated, the individual will be more convincing. The recipient must be supported in that the source is deemed to have appropriate knowledge, skills and experience and the source offers objective, impartial information (Belch and Belch, 1994). Similarly it measures a celebrities ad messages, if it was examined who speaks, and who says, how much is that person credible, must be measured if the commercial message is to become effective. Celebrities in advertising are more trustworthy or credible (Hung et al., 2011).

Erdogan (1999) celebrity endorser's have cognitive and positive effects on intent to purchase. Trustworthiness on celebrity reduces the effects of rumors that negatively affect a brand. Desphande and Stayman (1994) found that ethnicity is a crucial component in raising trust in celebrities, as the level of confidence in persons who look like them is substantially higher than that of endorsers from any other ethnic group. It signifies that the celebrity comes from a comparable place and lives in the same way as the target population, making them more trustworthy.

H2: celebrity trustworthiness has a significant and positive effect on consumer buying behavior of FMCGs.

Celebrity Expertise

It is defined as extent to which the communicator is seen as a source of legitimate claim (Hovland et al., 1953). Belch & Belch (1994) says that recipients of information appreciate people with relevant expertise and knowledge in the sphere of advocacy. Highly skilled endorsers have significant recommendational strength compared with endorsers with poor experience (Ohanian, 1990). If the celebrity endorsing the product has a lot of knowledge and

experience, he or she will have a lot of leverage to pursue because of their believability. Hence we hypothesize:

H3: celebrity expertise has a significant and positive effect on consumer buying behavior of FMCGs.

Celebrity Congruence

For high social acceptance and building celebrity credibility, the celebrity matching principle with product is as significant as all other celebrity qualities (Kamins, 1990; Kotler, 1997). The most essential aspect for creating good feedback is product and celebrity linkage, since consumers consider it as proof that the product is actually used or eaten by the celebrity. If consumers do not view celebrities as perfect matches for the products they are endorsing, nothing but waste of money for companies. "Endorsers who were moderately incongruent performed no better than those who were extremely congruent" (Jagre et al., 2001). Fortini-Campbell (1992) found that People are more likely to buy brands associated with their personalities, such as those associated with their own personality, coworkers, peers, family members, or celebrities. According to a study by Misra and Beatty (1990) a product is easily remembered, and the similarity enhances the effect. Brand/product celebrity matchup study supports the congruence principle and its effectiveness (Roy, 2006). The interconnectedness between the celebrity and brand provides a strong perception of expertise (Ohanain, 1991). People want to identify a product with its celebrity that has endorsed it, therefore source congruency is essential (Kamins and Gupta, 1994). Consumers are more likely to buy a product promoted by a celebrity if they believe the celebrity uses it and that its effects are highlighted by their personality.

H4: celebrity/product match-up or congruence has a significant and positive effect on consumer buying behavior of FMCGs

Meaning Transfer

In 1989, McCracken hypothesized that endorsement outcomes are driven by celebrity cultural meaning and the transfer of that meaning. It is the celebrity's significance that makes him or her so valuable in the endorsement process. In exchange for an endorsement to be successful, a link must be established between the celebrity's cultural meanings on the one hand, and the endorsed

product on the other. This transfer does not work for all endorsements. Indeed, some people are too inexperienced to even attempt it. The best endorsements, on the other hand, derive their strength and efficacy from just this: the successful transmission of meaning. For instance, When a connection is made between James Garner's persona and the Mazda brand, the endorsement succeeds. It succeeds because the Mazda automobile embodies the attributes of maturity, American's, confidence, good humor, and a particular kind of masculinity. In other words, the endorsement succeeds when the man's properties become the car's properties.

McCracken (2005) also claims that North Americans are not obsessed with celebrities, but rather with the meanings that the celebrity world provides.

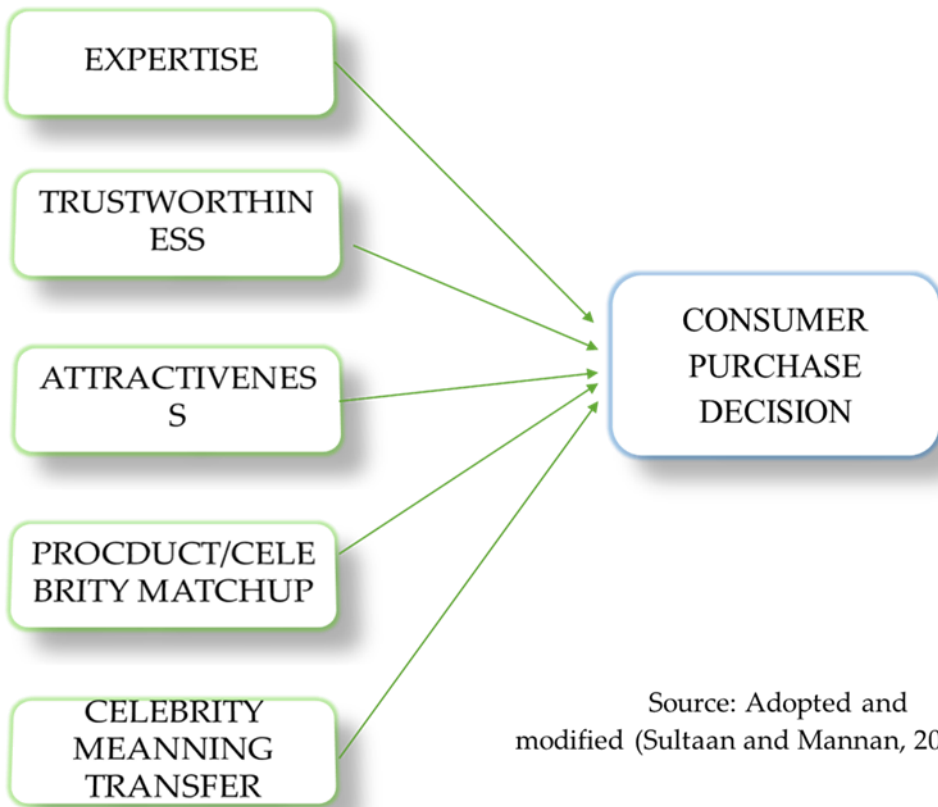
H5: Celebrity-meaning transfer has a significant and positive effect on consumer buying decisions of FMCGs.

2.4.2 Conceptual Framework

Ohanian's source of credibility model, McGuire's source of attractiveness model, product/celebrity match, and meaning transmission theory are all used in the conceptual framework.

Dependent Variable: "Consumer Buying Behavior" is the dependent variable considered in this research study.

Independent Variables: Qualitative elements such as components of celebrity endorsement, attractiveness, and trustworthiness; expertise, celebrity/product match-up, and celebrity meaning transfers are independent variables.



Source: Adopted and modified (Sultaan and Mannan, 2015)

Figure 2. 2 Conceptual Framework

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

This section presents research methodology that this research was carried out with the help of the studies demographic and sample, the types of data collected and tools used, data analysis methodologies, and lastly, ethical considerations raised by the study are all described and justified.

3.2 Research approach

A quantitative method is one in which the investigator largely relies on post positivist claims for knowledge development (e.g., cause and effect thinking, etc.). reducing the number of variables and hypotheses to a manageable number of inquiries, measurement and observation techniques, and the test of theories), employs inquiry tactics such as experiments and surveys are conducted, and data is gathered on instruments that produce statistical data that are predefined (Cresswell, 2013)

The study's quantitative approach allows it to investigate the impact of celebrity endorsement on consumer purchasing behavior, and it tries to collect and transform data into numerical form so that statistical calculations and conclusions may be drawn.

This study employs a deductive research approach because it is based on an existing hypothesis. According to (Saunders, et al., 2009), deductive research is putting a theoretical claim to the test using a research strategy designed particularly for that purpose.

3.3 Research Design/Type

Research designs are research plans and procedures that cover everything from general assumptions to specific data gathering and analysis methodologies (Cresswell, 2009). Because it aims to investigate the impact of celebrity endorsement on customer purchasing behavior aiming to investigate the relationship between those variables, the study is classified as an explanatory and descriptive study. The study relied on self-administered questionnaires to acquire primary

quantitative data. Descriptive kind of research has been utilized since it includes a study that gives a full image of the issue and details of the results shown in tables and , and also provides conclusions on the link between celebrity support and consumer behavior. Explanatory study was also used since it compared results with research issues enhances and confirms the prior beliefs.

3.4 Sampling Design

In drawing the samples, a non-probability convenience sampling method is used where users of those goods are found until the required sample size is reached.

3.4.1 Target Population

According to Saunders (2007), Population refers to the full set of groups from which a sample is taken. The target populations for this study are individuals residing in Addis Ababa. A non-probability convenience sampling technique used in order to obtain data since the study's main objective is to look at the overall impact of celebrity endorsement on consumer purchasing behavior.

3.4.2 Sample size

According to Saunders (2007), Population refers to full set of groups from which a sample is taken. The target populations for this study are individuals residing in Addis Ababa. A non-probability convenience sampling technique used in order to obtain data since the study's main objective is to investigate the overall impact of celebrity endorsement on consumer buying behavior. In this research, because there are so many people, the study's target population is regarded infinite users of those FMCGs. As a result, the following sampling formula for an infinite population was employed to calculate the sample size: (Israel, 2012).

$$n_0 = Z^2 pq / e^2$$

, where

n_0 -Sample size

Z – z value at specified confidence interval

p - Probability of positive response (0.5)

q- Probability of negative response (0.5)

e – Desired level of precision

Where, n^0 is the sample size, the abscissa of the normal curve is Z^2 , which cuts off a region at the tails $(1 - \alpha)$.that equals the desired level of confidence (For example, 95%) 1, e is the desired level of precision, and p is the probability estimate percentage of the characteristic is present in the population, and q is 1-p. The area under the normal curve, as well as the value for Z, can be found in statistical tables (Israel, 2012). Assume there is a big population, but we don't know the variability in the proportion of people who would adopt the behavior; as a result, choose $p=0.5$ (maximum variability). Furthermore, let us say we want a 95% confidence level and a 5% precision (Israel, 2012).

$$n_e = Z^2 pq / e^2 = (1.96)^2 (.5)(.5) / (.05)^2 = 384.16 \approx 384 \text{ Respondents}$$

3.5 Sampling procedure

According to (Mark Saunders, 2009), convenience sampling entails carelessly selecting those examples that are easy to obtain for your sample, such as the individual interviewed at random at a shopping center for a television program or the entrepreneurship book found at the airport. The sample selection process went on until the required sample size for the study was reached.

3.6. Source of Data

For this paper, the researcher used both primary and secondary data, in order to facilitate the research.

3.6.1 Primary source

The primary data was collected using a questionnaire. In order to collect primary data, a self-administered questionnaire was distributed to respondents.

3.6.2 Secondary source

To review literature in the domain of celebrity endorsement and build a conceptual framework for the study, the researchers used secondary sources of data from various research articles, books, and other publications. According to Vartanian (2011), secondary data refers to the data that is meant to bring results or answers to the pending questions of the researcher other than the actual questions. When using primary data you make original analysis, but in the case of secondary data the user of information from individuals or groups who have written and published journals or books is not involved in the making and collection of data but rather make use of the information to broaden knowledge on the topic.

3.7 Data Collection methodologies

The primary data was collected through questioner, from the users of the FMCG. In addition, secondary data was collected from relevant books, articles, journals and other relevant materials, which help to build the research idea.

3.8 Data collection instrument

The questionnaire, which will be used for this study, is one of the most essential research devices for gathering primary data. Consumers of fast-moving consumer items were given structured closed-ended surveys.

The questionnaire was meticulously designed to assess the impact of the specified independent variables on the dependent variable. The kind of questions, their format, wording, and sequences were all carefully examined. It was translated into Amharic to make it easier to understand and to get accurate responses from responders.

The collection of primary data is carried out by distributing questionnaires to various users of FMCGs. The questionnaires were created based on the study's hypotheses. As established in previous research studies, these items have good reliability and validity in evaluating the constructs they are designed to evaluate. A five-point structured Likert scale questionnaire was developed based on past research and offered clients the widest variety of alternatives, ranging from strongly disagrees to strongly agreeing. As a result, this was the tool utilized to gather primary data.

3.9 Data Collection Procedure

The collection of data stands from using both primary and secondary data sources. The secondary source of data collected from articles, books and other publications. While, the primary source of data was collected using questionnaires. It is properly designed in such a way that the impact of the proposed independent variables on the dependent variable may be measured. The format, language, and sequence of the questions was all carefully planned. It is also translated into Amharic to ease and collect information from those populations that might have difficulty understanding the English language.

To choose the population size we used the formula $n = \frac{Z^2pq}{e^2}$ since we have infinite number of users of those products. At 95%, confidence level the sample size will be 384 respondents. Thus, we will be distributing our questionnaires developed with a five point likert scale to the samples by the researcher and some field assistants. In various government and private offices around Ayertena, Alembank, Bethel, Torhailoch and Kara areas. In addition to this the data collection through questionnaires will be also carried out after an actual shopping of FMCG's by respondents at the spot in supermarkets and shops.

The researcher and the field assistants make sure that the respondents will not copy others' responses and communicate while filling the questionnaires. For reason communication among respondents might affect the outcome of the paper.

3.10 Data Analysis Methods

The questionnaire data was coded and analyzed using the Statistical Package for the Social Sciences (SPSS). Descriptive analysis is the method of organizing and summarizing a respondent's demographic data, such as age, gender, and educational level, occupation, and responses from items of questionnaire.

Multiple regression analysis, on the other hand, was utilized to assess the impact of celebrity endorsement on customer behavior as measured by "expertise," "trustworthiness," "physical attractiveness," "meaning Transfer," and "celebrity/product congruence or fit." These relationships are expressed in the following regression equations.

Eq.1 $Y_1 = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + e$, where

Y1 – Customers’ usage behavior

X1 - perceived expertise

X2 - perceived trustworthiness

X3 - perceived physical attractiveness

X4- meaning transfer

X5 - perceived celebrity/product fit

In addition, correlation analysis was used to see if there is any correlation between the independent and the dependent variables. A liner multiple regression analysis employed in order to investigate the effect of the hypothesized factors on the buying behavior of FMCGs. This has enabled hypothesis testing to reveal, which of the proposed independent variables has a statistically significant impact on buying behavior of consumers?

3.11. Validity and Reliability

Validity establishes whether or not the measuring devices accurately measure what we wish to measure, as well as the accuracy of the data. To measure the validity of results, We consider the theory and the measuring instrument used to assess the validity of the results (Cresswell, 2003). The questionnaires were constructed based on prior Study questionnaires and a review of related literature to ensure validity. To ensure the questionnaire's validity, all of the questioners drew on relevant literature. The questioners will use earlier research works that are linked to this topic to formulate their questions. such as researches by Muhammad Amir Adam and Nazish Hussain (2017) on “Impact Of Celebrity Endorsement On Consumers Buying Behavior”, Khalid, Muneeba and Siddiqui, Dr. Danish Ahmed (2018) study on “ Impact Of Celebrity Endorsement On Consumer Buying Behavior Towards Beauty Soap In Karachi City” and papers written by other researchers.

The Internal consistency or reliability of measurement items under each variable or construct is a crucial test of accurate measurement After coding and entry of data into SPSS , the first analysis

that is conducted will be to ensure that the scales used in the data collection equipment are reliable checking the extent to which your data gathering approaches or analysis procedures will generate consistent findings is called reliability (Saunders, et al., 2009).. Five point likert response scales Strongly agree, agree, neutrals, disagree, and strongly disagree are among the options. An internal consistency reliability test was conducted based on this. Based on this an internal consistency reliability test Cronbach-alpha, a widely used measure of internal consistency. This coefficient ranges from 0 to 1, with a value of 0.6 or less indicating a poor level of internal consistency (Malhotra & Birks, 2007). Results of the Cronbach’s alpha for the study variables was found to be within the acceptable range, i.e. 0.7, as indicated in table 3.1 below, with all independent and dependent variables scoring greater than 0.7.

Table 3.1 Reliability Test of Variables

Variables	Cronbach"s alpha coefficient	Number of Item
Trustworthiness	0.779	4
Attractiveness	0.739	4
Expertise	0.838	6
Product Matchup	0.809	3
Meaning Transfer	0.797	5
Customer Buying Behavior	0.738	9

Source: Own Survey 2021.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter provides the research findings in line with the research objectives. The results of the data collection from the respondents were analyzed and interpreted. It started with a description of the demographic and general characteristics of the respondents who took part. The outcomes of descriptive and inferential statistics (correlation and regression analysis) were then discussed. Finally, the findings, conclusions, and recommendations are given.

4.2 Response Rate

As it indicated in table, 4.1 below, the 384 questionnaires prepared and distributed for respondents. Accordingly, all of the questionnaires were returned, and during the data analysis process, there were no incomplete questions as well. Thus, the study utilized all the questionnaires used for analysis. Therefore, the response rate is excellent.

Table 4.1 Response Rate

Category	Frequency	Percent
Distributed Questionnaire	384	100%
Returned Questionnaire	384	100%
Unreturned Questionnaire	0	0%
Total	384	100%

Source: Own Survey 2021.

4.3 Demographic Data Analysis

As a result, the respondents were asked to provide their gender, age, educational level, level of responsibility, and years of service. As a result when looking the sex distribution, 227 of the

respondents were male, accounting for 59.1 percent of the total, and 157 of the respondents were female. That is 40.1 %. This implies that the majority of fast moving consumer products consumers in Addis Ababa are male.

The respondents were also asked to indicate their age category. Accordingly, the survey result showed that

Table 4. 2 Demographic Data of the Respondents

		Frequency	Percent
Sex	Male	227	59.1
	Female	157	40.9
	Total	384	100
Age	Below 20	55	14.3
	21-30	153	39.8
	31-40	98	25.5
	41-50	44	11.5
	Above 51	34	8.9
	Total	384	100
Income	>2000	57	14.8
	2000-5000	153	39.8
	5001-10000	156	40.6
	Above 10000	18	4.7
	Total	384	100
Educational Level	Grade 12 and below	15	3.9
	Diploma	46	12
	First Degree	229	59.6
	Master's Degree	92	24
	Above Masters	2	0.5
	Total	384	100

Source: Own Survey 2021.

As per Table 4.2, 39.8%, which is 158 of respondents were from the age group of 18-30, which indicates majority of the respondents were from the age category of 18-30. This is followed by 31-40 that is 25.5% 90 of the respondents out of 384 respondents in the survey. The remaining from the age category below 20 is 14.3 %, from 41-50, which is 11.5 %, and above 51 8.9% respectively. This shows that the majority of the respondents and consumers are those who are under the young stage.

The survey also tried to check the respondents educational background, the response of this which is analyzed from the survey result showed that majority of the respondents 229 of them that is 59.6 % were first degree holder, followed by master's degree holder which is 24%, Diploma holder 12%, High school and below 3.9%, and above master's degree 0.5 respectively. This indicates that consumers of FMCGs from different age categories, however the majority of them are from degree holder followed by master's degree holder.

The other demographic data as part of the survey is related with monthly income. Accordingly, the survey result showed that majority of the respondents 40.6 % which 156 out of 384 were earned 50001-10000 Ethiopian birr per month followed by 39.8% (153) of them were from 2000-5000 Ethiopia per month. This showed that 80.4% of the respondents which are majority of them earn a monthly income range from 2000-10000 and the remaining 19.6% of the respondents earn less than 2000 birr and more than 10000 birr per month respectively.

4.4 Descriptive Statistics

21 questions were categorized into the five level assessments of celebrity endorsement, which are attractiveness, trustworthiness, expertise, celebrity/product match-up, and meaning transfer, in order to analyze the respondents' overall consumer buying behavior. The mean and standard deviation of descriptive statistics are used to compare the respondent's feedback to celebrity endorsement. The mean shows how much the sample group agrees or disagrees with the various statements on average. The higher the mean, the more people agree with the statement, and the lower the mean, the more people disagree with the statement. Furthermore, standard deviation depicts the variability of a given response. Below the results is discussed.

As the table below showed that the overall perceptions of respondents on the effect of celebrity endorsement on consumers buying behavior: the case of fast moving consumer goods showed that celebrity expertise with a mean value of 4 .01, product with celebrity matchup with a mean value of 3.67, celebrity trustworthiness with a mean of 3.40, meaning transfer with a mean of 3.23, and celebrity attractiveness with 3.13 respectively. This indicated that the respondents had

positive perceptions that celebrity endorsement has an effect on consumer buying behavior in case of fast moving consumer goods.

Table 4. 3 Results for the Over All Descriptive Statistics

	N	Mean	Std. Deviation
	Statistic	Statistic	Statistic
Celebrity's Trustworthiness	384	3.4063	.91424
Celebrity's Attractiveness	384	3.1393	1.42357
Celebrity's Expertise	384	4.0130	.87231
Product with celebrity match up	384	3.6753	1.18247
Meaning transfer	384	3.2378	1.16427
Customer Purchase Decision	384	4.2285	.98140
Valid N (listwise)	384		

Source: Own Survey 2021.

4.5 Correlation Analysis

The correlation coefficient answers the questions "Do two variables tend to rise together (Co-together) or change in opposing directions, and if so, by how much?".The Pearson correlation and the correlation coefficient are two extensively used statistical approaches for analyzing correlations between continuous variables..

A mathematical method for determining the strength and direction of a relationship between two continuous variables is the Pearson correlation coefficient. The primary objective of correlation analysis is to establish the strength or degree of a linear relationship between two variables. The size and direction of a linear relationship between two variables are investigated using the correlation coefficient. Correlation analysis may be used to evaluate whether variables are related positively or negatively since it reveals the degree of relationship between them. The relationship might be extremely weak (correlation coefficient (r) less than 0.2) or extremely strong (correlation coefficient (r) more than 0.9). The relationship's direction is determined by

the relationship's sign. There is no such thing as a straight line relationship when the correlation is 0. (SPSS v.23 manual). The correlation's impact size, on the other hand, quantifies the strength of the link. Serves as a numerical measure of the effect magnitude that may be used to analyze correlation (Dennis Howitt & Duncan Cramer, 2004)

Effect sizes of less than 0.10 are regarded as insignificant. The terms associated with the size of the correlation (small, medium, and big) are meant to provide users with a precise word to characterize the strength of the correlation in a write-up (SPSS v.23 manual).

The correlation coefficients for the relationships between the independent and dependent variables are shown in the diagram below. It is important to focus on the link that exists between the dependent variable and the other categories in this correlation study.

The most essential feature of this correlation study is the relationship between the dependent variable and the other explanatory factors. Because of the level and direction of their link, several higher-level analyses in the study are conceivable. As a result, having a strong correlation between the dependent and independent variables is frequently recommended. Correlation coefficients greater than 0.7 are regarded to have a high correlation.

Table 4. 4 Result for Correlation Tests

Correlations

		Customer Purchase Decision	Celebrity's Trustworthiness	Celebrity's Attractiveness	Celebrity's Expertise	Product with celebrity match up	Meaning transfer
Customer Purchase Decision	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	384					
Celebrity's Trustworthiness	Pearson Correlation	.271**	1				
	Sig. (2-tailed)	.000					
	N	384	384				
Celebrity's Attractiveness	Pearson Correlation	.313**	-.066	1			
	Sig. (2-tailed)	.000	.195				
	N	384	384	384			
Celebrity's Expertise	Pearson Correlation	.344**	.128*	.259**	1		
	Sig. (2-tailed)	.000	.012	.000			
	N	384	384	384	384		
Product with celebrity match up	Pearson Correlation	.332**	.537**	.231**	.179**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	384	384	384	384	384	
Meaning transfer	Pearson Correlation	.230**	-.003	.357**	.407**	.113*	1
	Sig. (2-tailed)	.000	.948	.000	.000	.027	
	N	384	384	384	384	384	384

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

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

Source: Own Survey 2021.

Table above shows, the factors measuring celebrity endorsement are positively correlated with consumer buying behavior of fast moving consumer goods. Specifically, each factors of celebrity endorsement celebrity trustworthiness ($r=0.271$, $P<0.01$), celebrity attractiveness ($r=0.313$, $P<0.01$), celebrity expertise ($r=0.344$, $P<0.01$), product celebrity matchup ($r=0.332$, $P<0.01$), and meaning transfer ($r=.230$, $P<0.01$) of the correlation coefficient's respectively. These indicate that all of celebrity endorsement factors have a moderate/medium effect or have medium degree of positive correlation with consumer purchasing decision. As an outcome, the correlation coefficient suggests a positive connection between the dependent and independent variables. Following the validation of the relationship between the dependent and independent variables using correlation analysis, regression analysis was utilized to generate judgments about their relationship.

As such the survey result showed that there is a positive correlation among the variable ranging from ($r= .230$ to $r=.344$) with higher and lower value relatively, celebrity expertise, product celebrity matchup, and celebrity attractiveness took the first three ranks followed by celebrity trustworthiness, and meaning transfer respectively.

4.6 Regression Analysis

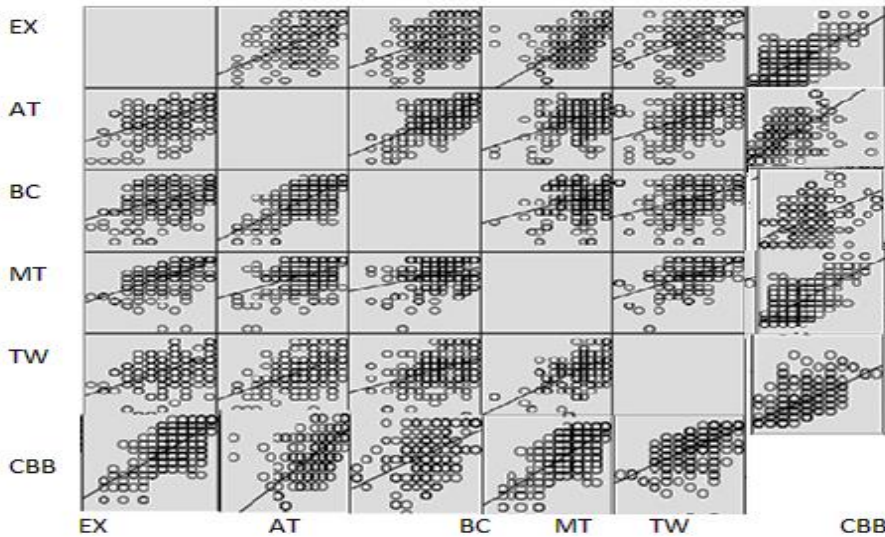
The objective of regression analysis is to use data from the past to anticipate the future (the unknown) (the known). A regression analysis develops the mathematical equation to use to find out what would happen within a certain range of probability. It looks at one variable, the dependent variable, while accounting for the effects of one or more independent variables. Because the study indicates that certain independent factors have a higher influence than others, the weights of those variables must be considered while forecasting. As a result, regression analysis is the process of finding predictors and assessing their ability to forecast.

Only one independent variable is considered in a simple regression. This research, on the other hand, uses multiple regression analysis to show how two or more factors affect a single dependent variable. The end result is a regression study that determines which of the celebrity endorsements (trustworthiness, beauty, competence, product celebrity matching, and transfer meaning) has the biggest impact on the dependent variable (purchasing behavior) in Addis Ababa. The essential assumptions regarding the new data must be made before doing a regression analysis. This is a prerequisite for describing the relationships between dependent and explanatory variables. Five key assumptions must be confirmed and demonstrated to be reasonable. This investigation confirmed and explained these critical least square assumptions.

4.6.1 Linearity

Linearity refers to the degree to which a change in the dependent variable is related to a change in the independent variable. The degree to which changes in the dependent variable are related to changes in the independent variables is referred to as linearity (Darlington, 1968). The regression residuals were displayed in SPSS V23 software to see if the relationship between the dependent variable celebrity endorsement and the independent factors was linear. A scatter plot diagram with a line of fit is used to see if the distribution can be represented by a linear link to test the linearity of relationships.

Figure 4. 1 Test for Linearity



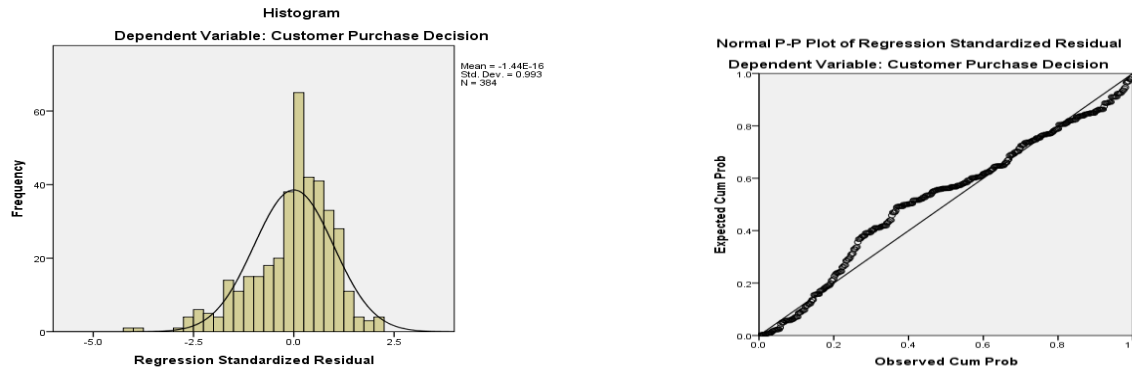
Source: Own Survey 2021.

The scatter plot of residuals in the graph shows that there is no discernible variation in residual spread. According to Geleta (2017), a linear relationship exists if the scatter plot is a straight line rather than a curve. The correlations between the dependent and independent variables (celebrity endorsement and consumer purchasing behavior), as shown in Figure, match fairly well with a linear pattern, implying that the linearity assumption was met (TW= Trustworthiness, AT = Physical Attractiveness, EX = Expertise, BC = Celebrity-Brand Fit MT= Meaning Trnsfer) and dependent variables (CBB = Consumer Buying Behavior) of the study.

4.6.2 Normality

Second, in the linear regression analysis, all variables must be multivariate normal (Darlington, 1968). This assumption was verified using a histogram and a fitted normal curve or a P-P plot. According to the assumptions of Classical Linear Regression Models, the error term should be normally distributed or the expected value of the error terms should be zero ($E(u_t) = 0$). As a result, the residuals are closer to normal the closer the dots are to the diagonal line.

Figure 4. 2 The figures Histogram, and for the P-Plot Standardized Residuals



Source: own survey 2021

The dots in the P-P plots are fairly close to the normal line in the figure, which represents a normal histogram. The results of both tests show that the residuals are distributed properly. Although certain residuals (such as those at 0) are not far off the curve, the vast majority of residuals are close to 0. The residual (disturbance or errors) is also considered to be normally distributed because the histogram is bell-shaped. As a result, the assumption normally distributed error term is not violated.

4.6.3 Multicollinearity Test between Study Variables

Finally, linear regression assumes that there is little or no multi-co linearity in the data. Multicollinearity is a statistical phenomenon characterized by a strong correlation between two or more variables. In a logistic regression model, the predictor variable has a high degree of correlation. Multicollinearity occurs when the independent variables are not mutually exclusive or independent of one another. The second crucial independence criterion is that the error of the mean must be independent of the independent variables. As a result of the findings,

Pearson's Bivariate Correlation Matrix: The correlation coefficients between all independent variables must be less than one when generating the Pearson's Bivariate Correlation Matrix (As a result of this study correlation table indicate, the independent variable has a correlation coefficient of less than one).

Tolerance: is a measure that evaluates how one independent variable affects all other independent variables. A linear regression analysis is used to compute it. If this number is very low (less than 0.10), it indicates that the multiple correlation with other variables is significant, suggesting the possibility of multicollinearity. The tolerance formula is $T = 1 - R^2$.

Variance Inflation Factor (VIF): $VIF = 1/T$ is the variance inflation factor in linear regression. Similarly, VIF 10 shows the existence of multicollinearity in the sample; VIF 10 indicates the presence of multicollinearity in the sample; VIF 10 indicates the presence of multicollinearity in the sample. As a result, the coefficient table's VIF values are all less than 10. Simply said, if the value is less than ten, it means there isn't an issue.

Simply expressed, as seen in Table 4.6, there is no substantial pair-wise relationship between the explanatory variables. (Predictors) As a rule of thumb, inter correlation among the independent variables more than 0.80 suggests a multi-co linearity issue. Other factors are unable to explain the amount of variance in that construct since the three tolerances in this study are all more than 0.4. They all illustrate that multicollinearity is not an issue.

Table 4. 5 Collinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.54	0.258		5.965	0		
	Celebrity's Trustworthiness	0.196	0.059	0.183	3.355	0.001	0.666	1.501
	Celebrity's Attractiveness	0.151	0.035	0.219	4.355	0	0.783	1.277
	Celebrity's Expertise	0.247	0.056	0.22	4.417	0	0.799	1.252
	Product with celebrity match up	0.115	0.046	0.139	2.487	0.013	0.638	1.567
	Meaning transfer	0.04	0.043	0.047	0.929	0.354	0.766	1.306

a. Dependent Variable: Customer Purchase Decision

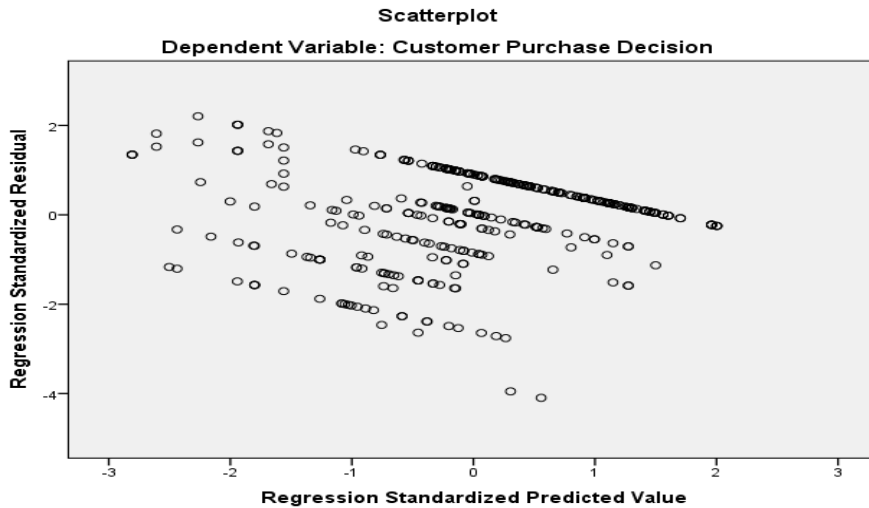
Source: own Survey 2021

4.6.4. Homoscedasticity

The existence of equality of variance/homogeneity of variance (Osborn & Waters, 2002) is assessed by the homoscedasticity test, that evaluates if residuals are equally distributed. Visual inspection of a plot of standardized residuals using the regression standardized predicted value

can be used to assess for homoscedasticity. If the incorrect words are strewn around haphazardly with no obvious pattern, the problem isn't harmful to analysis. The standardized residuals in this study are evenly distributed, indicating that heteroscedasticity is not a problem with this data..

Figure 4.3. The figures for Scatterplot of Standardized Residuals



Source: Own Survey 2021

4.6.5 Autocorrelation

The degree of correlation between the values of the same variable across different observations in the data is referred to as autocorrelation. It is a concept that says errors are unrelated to one another, meaning that individuals respond independently. (Stevens, 2009). The Durbin-Watson statistic is employed in determine if our residuals were independent (or uncorrelated).The number range is from 0 to 4. For the assumption to be met DW value must be near to 2. If the values are below 1 and over 3 it indicates there is more positive or negative autocorrelation. With a Durbin-Watson value of 1.634, the DW value is more than 1 and close to 2, and autocorrelation is not an issue. As a result, the auto-correlation test can be said to have met.

Table 4. 6 Results for Durbin Watson Statistics

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.501 ^a	0.251	0.241	0.855	1.634
Predictors: (Constant), Meaning transfer, Celebrity's Trustworthiness, Celebrity's Attractiveness, Celebrity's Expertise, Product with celebrity match up _a					
Dependent Variable: Customer Purchase Decision					

Source: Own Survey 2021

4.7. Regression Analyses and Hypotheses Testing

The regression analysis forecasts the future by basing its data in the past. In our study there are more than one independent variables. Thus, we used multiple regressions analysis to disclose interaction the independent variables and the dependent one; to check if there was a statistically significant relationship between the dependent and independent variable at confidence interval of less than 95 percent was utilized for all of the study's hypotheses. and to aid us in developing formula that clearly shows the relationship between the dependent variable (consumer purchasing behavior) and the independent factors of celebrity endorsement (trustworthiness, expertise, attractiveness, product celebrity matchup, and meaning transfer).

The table shows the results of a multiple regression analysis with the entry method as a dependent variable and predictor (independent) variables.

Table 4. 7 Result for Direct statistics

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R square Change
1	.501 ^a	0.251	0.241	0.855	0.251
Predictors: (Constant), Meaning transfer, Celebrity's Trustworthiness, Celebrity's Attractiveness, Celebrity's Expertise, Product with celebrity match up _a					
Dependent Variable: Customer Purchase Decision					

Source: Own Survey 2021

When running regression analysis, the first statistic to examine for in SPSS output is whether Sig.-F is significant or not by seeing ANOVA table. The model's goodness of fit is represented in the table below. The better the fit when this number is lower. We usually conclude that our model could not fit the data if “Sig.” is more than 0.05. The model is significant at 95%, Sig. >.05, at 95%, and Sig. >.1, at 90%. We can accept the model because it is significant. If Sig. = 1, the model is not significant (no association was identified) or "the R-square is not substantially different from zero."

At a 5% significance level, the correlation coefficient, represented by R, becomes 0.501, as seen in the table above. R (multiple correlation coefficients) depicts the link between the variables in the study. As a result, the result reveals that the factors under examination had a modest association. The R squared is the coefficient of determination, which shows us how much the dependent variable varies as the independent variable changes, and the value of R squared in the above table was 0.251. It shows 25.1% variation on customers buying behavior in fast moving consumer goods emanates from the factors of celebrity endorsement that are specified in the conceptual framework of the study. In fact, regression does not have a high explanatory power, and the remaining unexplored variables could explain the variation in customer purchasing behavior.

The summary of the regression model shows how much variance in organization performance is explained by the predictor variables. R square explains 25.1 percent of the variation in customer buying behavior is as a result of total impact of the five elements. which are the predictor variables of the research.

Table 4. 8 ANOVA Analysis Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.515	5	18.503	25.307	.000 ^b
	Residual	276.37	378	0.731		
	Total	368.885	383			
a. Predictors: (Constant), Meaning transfer, Celebrity's Trustworthiness, Celebrity's Attractiveness, Celebrity's Expertise, Product with celebrity match up _a						
b. Dependent Variable: Customer Purchase Decision						

Source: Own Survey 2021

The ANOVA checks whether the overall model is statistically significant and capable of accurately predicting the output variable. The regression model is fit and significant when the (F) value is (25.307) at 0.000 p-value. This means that when the five predictor variables are combined, they can predict consumer purchasing behavior..

Table 4.9 Results for the Standardized Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.54	0.258		5.965	0		
	Celebrity's Trustworthiness	0.196	0.059	0.183	3.355	0.001	0.666	1.501
	Celebrity's Attractiveness	0.151	0.035	0.219	4.355	0	0.783	1.277
	Celebrity's Expertise	0.247	0.056	0.22	4.417	0	0.799	1.252
	Product with celebrity match up	0.115	0.046	0.139	2.487	0.013	0.638	1.567
	Meaning transfer	0.04	0.043	0.047	0.929	0.354	0.766	1.306
	a. Dependent Variable: Customer Purchase Decision							

Source: Own Survey 2021

The coefficient table shows the magnitude of each independent variable's effect on the dependent variable. The higher beta value is of the variable “celebrity Expertise” has a reasonably high degree of importance for consumer buying behavior, with a value of $\beta= 0.247$, followed by trustworthiness with a value of $\beta= 0.196$, and celebrity attractiveness with a value of $\beta= 0.151$, outperforming all other variables in the study. In terms of celebrity match up and meaning transfer, the other products have beta values of $\beta=0.115$ and $\beta=0.040$, respectively, based on their degree of relevance but celebrity meaning transfer has insignificant effect on the dependent

variable because the $p > 0.05$. As a result, except for meaning transfer, all of the predictor variables are statistically significant and have a positive impact on customer buying behavior because their p value is less than 0.05. but celebrity meaning transfer has positive but statistically insignificant effect on customer buying behavior since $p > 0.05$. Standardized coefficient (Beta value) indicates the degree of importance each variable has towards the consumer buying behavior of fast moving consumer goods As a consequence, the influencing variables were ordered in order of their contribution. With the largest standardized beta value (β), celebrity expertise comes top ($\beta=0.220$), celebrity attractiveness ($\beta=0.219$), and so forth. Celebrity trustworthiness came in third with a score of $\beta=0.183$. The fourth beta value is celebrity match up ($\beta=0.139$). last one is meaning transfer beta value ($\beta=.047$). Furthermore, the beta value on the coefficients table reflects the magnitude of each variable's effect or impact on the dependent variable. If we consider celebrity expertise, which has the greatest standardized beta value, we may predict a gain of 0.220 SD points in consumer buying behavior for every additional standard deviation (SD) of celebrity expertise that the business acquires, assuming all other factors remain constant. The expression will be as follows if we use the unstandardized beta value: for action to be taken one would expect a 0.247 unit increase in consumer purchasing decisions as a result of an one unit increase in celebrity expertise. Celebrity expertise has the strongest effect among the five factors. Thus, fast moving consumer goods supplier and provider should focus on keeping its on celebrity expertise, celebrity attractiveness, celebrity trustworthiness, and product matchup respectively.

4.7.1. Hypothesis Testing and discussion of results

H1: celebrity attractiveness has a significant and positive effect on consumer buying behavior of FMCGs.

As per the results found in the regression analysis we can say that celebrity attractiveness has a positive and statistically significant effect on, which is consistent with the original proposed hypothesis. Consumer buying behavior in fast moving consumer Goods (standardized $\beta = 0.151$, $p < 0.05$).

As a result, the first hypothesis celebrities Attractiveness have relation with customers buying behavior in fast moving consumer Goods. This implies with a good celebrity attractiveness the fast moving consumer goods consumers buying behavior becomes increased. Therefore, the

alternative hypothesis failed to reject. Since $\beta = 0.151$, the hypothesis H1 is supported. The findings are in line with those of prior studies conducted by other research. (Mohammed & Nazif,2012; Wilson & chosen,2013; Bahiru,2015; Edom,2017 and Humaira& Muhammed,2017)

H2: celebrity trustworthiness has a significant and positive effect on consumer buying behavior of FMCGs.

As per the findings in the regression analysis we have found that celebrity trustworthiness has a positive and statistically significant effect on consumers purchasing decision which is the same as our initial hypothesis, the independent variable celebrity trustworthiness has statistically significant and positive effect on consumer buying behavior in fast moving consumer Goods (standardized $\beta = 0.196$, $p < 0.05$).

As a result, the first hypothesis celebrity Trustworthiness has positive relation with customers buying behavior in fast moving consumer Goods. This implies with a trusted celebrity the fast moving consumer goods consumers buying behavior becomes increased. Therefore, the alternative hypothesis failed to reject. Since $\beta = 0.196$, the hypothesis H2 is valid. The findings are in line with those of other researchers' past investigations. (Bahiru,2015; Humaira& Muhammed,2017; and Ohanian,1991)

H3: celebrity expertise has a significant and positive effect on consumer buying behavior of FMCGs.

In the regression analysis, “**celebrity Expertise**” has been introduced in the model to examine the direct impact of celebrity expertise on customer purchasing behavior. Celebrity expertise has a positive and statistically significant effect on the dependent variable, which is consistent with the original hypothesis., celebrity expertise has positive and statistically significant effect on consumer buying behavior in fast moving consumer Goods (standardized $\beta = 0.247$, $p < 0.05$).

As a result, the first hypothesis celebrity expertise has relation with customers buying behavior in fast moving consumer Goods. This implies with a good celebrity expertise performance the fast moving consumer goods consumers buying behavior becomes increased. Therefore, the alternative hypothesis failed to reject. Thus **the hypothesis H3 is supported** since $\beta = 0.247$.

The findings are in line with those of prior studies conducted by other academicians (Mohammed & Nazif,2012; Wilson & chosen,2013; Bahiru,2015; Belch & Belch, 1994; Hovland, et al., 1953;

Ohanian, 1991; Edom,2017 and Humaira& Muhammed,2017)

H4: celebrity/product match-up or congruence has a significant and positive effect on consumer buying behavior of FMCGs

In the regression analysis, “**celebrity product matchup**” has been introduced in the model to see if celebrity product matchup has a direct effect on the consumer buying behavior. As the proposed hypothesis the results of this study proved , celebrity product match up has positive and statistically significant effect on consumer buying behavior in fast moving consumer Goods (standardized $\beta= 0.115$, $p<0.05$).

As a result, the first hypothesis product matchup has positive relation with customers buying behavior in fast moving consumer Goods. This implies with a good celebrity product matchup in the fast moving consumer goods consumers buying behavior becomes increased. Therefore, the alternative hypothesis failed to reject. Thus Since $\beta = 0.115$, the hypothesis H1 is supported. The findings are in line with those of prior studies conducted by other researchers (Haymanot, 2019; Edom, 2017; Ohanian, 1991; Kamins & Gupta, 1994 and Humaira& Muhammed,2017)

H5: Celebrity-meaning transfer has insignificant effect but positive effect on consumer buying decision of FMCGs.

In the regression analysis, “**celebrity meaning transfer**” has been introduced in the model to use this model. To see the direct effect of celebrity meaning transfer on customer purchasing behavior., consumer buying behavior in fast moving consumer Goods (standardized $\beta = 0.040$, $p>0.05$).

As a result, the first hypothesis celebrity meaning transfer has relation with customers buying behavior in fast moving consumer Goods. Therefore, the hypothesis is rejected. Thus **the hypothesis H1 is rejected** since $p>0.05$.

The result of the study contradicts and is inconsistent with previous studies done by other researchers (Haymanot, 2019; Edom, 2017; Mohammed& Nazif, 2012; McCracken, 1989 and Etsubdink, 2020).

4.8. Summary Of The Proposed Hypothesis

The following are the results for study's hypotheses that were tested using multiple regression analysis with direct main effects on the dependent and independent variables.

Table 4. 1 Summary of the Hypothesis Test Result

Hypothesis	Result
H1: The attractiveness of celebrities have a significant and positive impact on FMCG consumer purchasing behavior.	Accepted
H2: Celebrity trustworthiness influences FMCG consumer purchasing behavior in a significant and positive way.	Accepted
H3: Consumer buying behavior of FMCGs is significantly and positively influenced by celebrity expertise.	Accepted
H4: Consumer purchase behavior of FMCGs is influenced by celebrity/product congruence in a significant and positive way.	Accepted
H5: Celebrity-meaning transfer has significant and positive impact on FMCGs consumers purchasing decisions.	Rejected

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 INTRODUCTION

In sections 5.2 and 5.3, this chapter presents a summary of the findings and a conclusion. Following that, there is a possible significant recommendation and a proposal for more investigation. The conclusions are based on the study's research objectives for clarity's sake. Recommendations to government bodies and suggestions for additional researchers are made based on the study's findings.

5.2. Summary of Major Findings

The goal of the study was to look into the impact of celebrity endorsement on fast-moving consumer goods purchases in Ethiopia. The study looked at factors like attractiveness, trustworthiness, expertise, and celebrity/product compatibility, as well as celebrity meaning transfer as an independent variable. The purpose of this study is to see how celebrity endorsement affects fast-moving consumer goods purchasing decisions in Ethiopia.

The study examined quantitative data to evaluate which factor has the most impact on fast-moving consumer goods purchases in Ethiopia. As a result, all active adults residing in Addis Ababa were included in the study in order to answer the research question. As a result, the study circulated 384 questionnaires, and all 384 respondents completed and returned the questionnaires, indicating a 100% response rate.

Important findings related with the study variables and that have impact on buying decision of fast moving consumer goods have been. According to literature recommendations, the conceptions and items were evaluated for reliability and validity. It has been investigated the direct and main effect of these elements on the buying decision of fast-moving consumer items. The data for these associations was gathered from Addis Ababa residents using a non-probability convenience sampling technique.

As a result of the foregoing discussion, the author came to the following conclusion: The bulk

of the respondents are male and most of them are young, with an educational background that includes First and Master's Degree holders, and a monthly salary that ranges from 2000 to 10,000 Ethiopian birr.

Attractiveness, trustworthiness, expertise, celebrity/product match-up, and celebrity meaning transfer were used as independent variables in this study, which were modified and adapted from the framework of the (Ohanian, 1990) model. Respondents were picked using a non-probability convenience sample approach, and the sampling frame covered customers in Addis Ababa. In evaluating the data collected through structured questionnaires from fast moving consumer goods users in Addis Ababa are descriptive and inferential statistics. In these analyses the four hypothesized variables such as attractiveness, trustworthiness, expertise, and celebrity/product match-up were found to be significant and important in affecting customer purchasing decision but meaning transfer has positive but insignificant effect of in influencing purchasing decisions.

When the respondent's response was investigated, they gave a more or less positive answer to the questionnaires. All celebrity endorsements received positive comments on all Celebrity-related metrics and items, with the highest mean scores going to Celebrity's Expertise and Product with celebrity match, and the lowest going to Celebrity's Attractiveness. All independent factors show a positive link with customer purchase decisions, according to Pearson's Association Coefficient. According to the research, Celebrity Expertise and Product have the strongest link, while Celebrity Attractiveness has the weakest.

The results of the multiple regression analysis revealed that the two independent variables (Celebrity Expertise and Celebrity Trustworthiness) have a positive and significant impact on customer purchasing decisions, and the rest of the predictor variables have a positive impact on customer purchasing decisions because their p-value is less than 0.05.

5.3 Conclusion

From the findings presented in section 5.1 the following conclusions are made. According to the findings of this study, celebrity endorsement is one of the advertising tactics that influences purchasing decisions in Addis Ababa. In this part, some concluding observations were made

based on the findings of this investigation.

According to the summary of findings, the majority of respondents in this poll were men. This means that consumers in this gender group make the majority of decisions regarding which products and brands to buy. According to the study, almost all purchases were made by those between the ages of 21 and 40. Both of these considerations suggest that the things will always have a target market with distinct demographic and psychographic characteristics.

According to the five celebrity qualities on selected Addis Ababa residents, celebrity endorsement has a beneficial impact on customers' purchase decisions. Independent factors have a positive link with client purchasing decisions, according to Pearson's correlation coefficient. The largest link was observed between Celebrity Expertise and Product/Celebrity Match-up, while the weakest was found between Celebrity Attractiveness and Product/Celebrity Match-up.

The results of the multiple regression show that the four independent variables namely physical attractiveness, celebrity trustworthiness, celebrity expertise, and celebrity/product match-up all have a positive and significant impact on consumer purchasing behavior decision, two variables (celebrity attractiveness and celebrity/product match-up) have a positive effect on consumer purchasing decision, and celebrity meaning transf Returning to the research's goals. It might be argued that the findings have confirmed that the hypothesized variables influence the purchasing decisions of selected persons in Addis Ababa, with the exception of celebrity meaning transfer, which is small in influencing purchasing decisions.

5.4. Recommendation

The study looked into the impact of celebrity endorsement on fast-moving consumer goods purchase decisions in Ethiopia. Based on the outcomes of this investigation, it was established that all celebrity qualities have a beneficial impact on consumers' purchasing decisions in Addis Ababa. However, the multiple regression results suggest that the four variables Attractiveness, Trustworthiness, Expertise, and Celebrity/product match-up have a positive and substantial effect on consumer purchase decisions, whereas Celebrity meaning transfer has a positive but negligible effect. Using the results of the multiple regression analysis as a guide, The following

tips are presented for a better and more effective celebrity endorsement. The following significant recommendations are given as a result of the research findings and conclusions. As a result of the research findings and conclusions, the following key recommendations are made:

According to the findings of this study, consumers have a positive attitude toward celebrity-endorsed advertising. Furthermore, celebrity endorsements have a positive impact on consumer purchase decisions (as measured by Attractiveness, Trustworthiness, Expertise, Celebrity/product match-up, and Celebrity meaning transfer). In order to persuade people to pay attention to their adverts, marketers and advertising companies should consider leveraging celebrities in their promotional efforts.

Marketers should also be aware of the target markets for their products and brands. This is because guys account for a significant amount of the decision-making process when it comes to such purchases, according to the findings of this study. This is a once-in-a-lifetime chance for entrepreneurs and marketers of similar products. According to Kotler and Keller (2012), identifying the target market for one's products, which comprises decision influencers, consumers, and customers, is a critical first step in establishing a successful marketing plan. As a result, this research shows that when selecting celebrities to promote items, marketers should focus on the intended target market. Overall, the findings suggest that each of the independent variables has a positive effect on customers. When it comes to purchasing decisions, manufacturers and advertising agencies should put the environment first. While choosing celebrities to endorse their products, they identified their target market.

Since celebrity meaning transfer is statistically insignificant, manufacturers and advertising agencies should give priority to Celebrity's Expertise, Product/celebrity match-up, Celebrity's Trustworthiness, and Celebrity's Attractiveness, respectively, since celebrity meaning transfer is statistically insignificant manufacturers and advertising agencies should give priority to Celebrity's Expertise, Product/celebrity match-up, Celebrity's Trustworthiness, and Celebrity's Attractiveness. Further research could elucidate the highlighted traits, and, more crucially, a thorough analysis could be conducted into the attributes that have had a substantial impact on consumers' purchasing decisions.

Finally we can conclude that marketers and advertising companies must look for celebrities which are physically attractive, that are believed trustworthy and expert and that match with the product that the company is advertising have the needed criteria and characteristics for the advertisement to be successful thus they must choose based on those as per our findings. But the independent variable meaning transfer has no impact so they should use these criteria while selecting celebrities.

5.4. Future Research

In terms of future research, the researcher recommends that future researchers interested in the topic pay attention to the following points. Influence of celebrity endorsement on fast-moving consumer goods buying decisions. As a result, more research is needed to examine the interplay of celebrity endorsement with a variety of attributes and analyze its impact on consumer purchasing decisions. Currently, the model is only checking for a few attributes. The study's celebrity endorsement could be expanded in the future.

The investigation, The research, on the other hand, still has room for improvement. More study on a different category, with a larger sample size or geographic area, could be conducted to confirm that the findings are representative of actual consumer purchasing patterns and that confidence levels are raised. Data should be obtained using various qualitative methods such as in-depth interviews or focus group discussions to uncover other variables that may have an impact.

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APPENDIX

APPENDIX- RESEARCH QUESTIONNAIRES

Appendix A (English Questionnaire)

Addis Ababa University

School of Commerce

Marketing Management Post graduate Program

QUESTIONNAIRE ON THE EFFECT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOR: THE CASE OF FAST MOVING CONSUMER GOODS (FMCGs) IN ADDIS ABABA

Dear Respondent,

I am a graduate student at Addis Ababa University School of commerce. I am undertaking a research on the effect of celebrity endorsement on consumer buying behavior: the case of fast moving consumer goods (FMCG) in Addis Ababa, in partial fulfillment of the requirement for the award of a Master of Art (MA) in Marketing Management.

FMCG(fast moving consumer goods)- goods that are inexpensive, frequently purchased and rapidly consumed products. For example some are- Dairy products, toilet soap, packaged foodstuff, detergent, toothpaste, cosmetics, shaving products, shampoo and household accessories and it may extend to certain electronic goods. While Celebrity endorsement is a form of advertising campaign that involves well known persons using their fame to help promote a product or services. 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. Celebrities are usually known to the public for their accomplishments in areas other than the product endorsed by them e.g. actors, sport figures, entertainers, and the like. While filling the questionnaire,

I, therefore request for your kind assistance in completing the attached questionnaire to the best of your knowledge. The information you give will be treated with strict confidence and is solely

will be used for academic purposes in addition there is no right or wrong answer thus be free to give your honest answers. A copy of the final report will be availed to you upon request. I would like to express my sincere appreciation for your time, honest and prompt responses.

Thank you.

Henok Wondwossen

For further information please contact the student researcher.

Telephone +251912260206

Email heniy1212@gmail.com.

General Instructions

- no need of writing your name.
- in all cases, where answers to options are available, please circle the appropriate choice.

Part I: Personal Information

Please indicate the following by ticking (v) on the spaces in front of the response options:

1. Gender:

Male Female

2. Age:

Below 20

20 to 30 years 31 to 40 years

41 to 50 years above 50 years

3. Educational level:

Grade 10 and below Master's Degree

Diploma or TVETE Above Master's Degree

First degree holder

4. Monthly Income:

>2000

2000 upto 5000

5001 up to 10,000.00

more than 10,000.00

PART TWO

Determinant of celebrity endorsement

Part two is related to the aim of the research which have scales are two opposite ends from 1-5, it represents as follows

S/NO	DESCRIPTION	STRON GLY	DISAGR EE	NEUTR AL	AGREE	STRON GLY
CREDIBILITY OF CELEBRITY ENDORSER						
Celebrity's Trustworthiness						
	I buy products because the celebrities are dependable	1	2	3	4	5
	I buy the products because the celebrities are honest	1	2	3	4	5
	I buy the products because the celebrities are trustworthy	1	2	3	4	5
	I buy the products because the celebrities are reliable	1	2	3	4	5
Celebrity's Expertise						
	I buy the products because the celebrities are knowledgeable	1	2	3	4	5
	I buy the products because the celebrities are experienced	1	2	3	4	5
	I buy the products because the celebrities are qualified	1	2	3	4	5

	I buy the products because the celebrities are skilled	1	2	3	4	5
CELEBRITY ATTRATIVENESS						
	I buy the product because the celebrities are attractive	1	2	3	4	5
	I buy the product because the celebrity endorsing the products are beautiful	1	2	3	4	5
	I buy the product because the celebrity endorsing the products are elegant	1	2	3	4	5
	I buy the product because the celebrities look sexy	1	2	3	4	5
Product with celebrity match up						
	I buy the product because the Celebrities of the product shown in ads are compatible with the product	1	2	3	4	5
	I buy the product because the Celebrities of the product shown in ads are relevant for the product	1	2	3	4	5
	I buy the product because the Celebrities of the product shown in ads are good match for the product	1	2	3	4	5
Meaning transfer						
	I buy the product because the endorser has socially acceptable personality	1	2	3	4	5
	I buy the product because the endorser has good communication skill	1	2	3	4	5
	I buy the product because the endorser personal job can magnify the product.	1	2	3	4	5

Part III: Questions on Consumer Buying Behavior

		STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE
	I use the product because of the expertise of the celebrity.	1	2	3	4	5
	I use the product because of the trustworthiness of the celebrity.	1	2	3	4	5
	I use the product because of the Attractiveness of the celebrity.	1	2	3	4	5
	I use the product because of the Perceived congruence (fit) between the celebrity and the brands of the products.	1	2	3	4	5
	I use the product because of the endorser good meaning transfer ability	1	2	3	4	5
	I buy the products because of the likability of the celebrity in TV ads.	1	2	3	4	5
	I buy the product because of the familiarity of the celebrity in ads.	1	2	3	4	5
	I found the products advertisement by the celebrity in ads to be personally relevant for me.	1	2	3	4	5

Appendix B (Amharic Questionnaire)

በአዲስ አበባ ዩኒቨርሲቲ

የንግድ ሥራ ትምህርት ቤት የገበያ ጥናት አመራር ትምህርት ክፍል

በታዋቂ ሰዎች የሚሰራ ማስታወቂያን የተመለከተ ጥናት

ውድ የጥናቱ ተሳታፊ

ስሜ ሌኖክ ወንድወሰን አማረ ይባላል በአዲስ አበባ ዩኒቨርሲቲ የማርኬቲንግ ማናጅሙንት የማስትሬት ዲግሪ ተመራቂ ተማሪ ስሆን በአሁኑ ወቅት የመመረቂያ ጽሁፊን በማዘጋጀት ላይ እገኛለሁ። ጥናቱ የሚያተኩረው በቤት ውስጥ እለት ከእለት በምንጠቀማቸው ቶሎ ቶሎ በሚያልቁ ለመግዛትም ብዙ ጥረት የማይጠይቁ እንደ የወተት ውጤቶች ፣ የተለያዩ ንፅህና መጠበቅያ እቃዎች፣ ሳሙናዎች፣ የተለያዩ ሳሙናዎች፣ የታሸጉ ምግቦች፣ ኮስሞቲክስ፣ ሻምፖ እና የመሳሰሉት ላይ ነው።

ታዋቂ ሰዎች በተሰማሩበት የሥራ ዘርፎች ላይ ያካበቱትን የህዝብ እውቅና በመጠቀም የተለያዩ ምርቶችና አገልግሎቶችን እንዲያስተዋውቁ ማድረግ በሌላው አለም ላይ የተለመደ አሰራር ሲሆን በአሁኑ ጊዜ በኛም ሀገር ታዋቂ ሰዎችን ለምሳሌ፤ አርቲስቶችን፤ እስፖርተኞችን፤ ጋዜጠኞችን እና የመሳሰሉትን የሚጠቀሙ ማስታወቂያዎችን በቴሌቪዥን፤ በጋዜጦችና በሌሎች የማስታወቂያ አውታሮች ማየት እየተለመደ መጥቷል። ጥናቱ በዋናነት በቤታችን በየቀኑ የምንጠቀምባቸውን እንደ ሳሙናዎች፣ ሻምፖዎች፣ የጥርስ ሳሙና፣ የታሸጉ ምግቦች፣ የንጽህና መጠበቅያዎች ዳይፐር እና ሞዴስ እና ሌሎች አላቂ እቃዎች ማስታወቂያዎች ላይ የሚያተኩር ነው።

ይህ መጠይቅ ሁለት ክፍሎች ያሉት ሲሆን የመጀመሪያው ክፍል ስለ እርሶ አጠቃላይ መረጃ ለመሰብሰብ የሚጠቅም ሲሆን ቀጣዩ ክፍል ደግሞ ስለ ሚመርጡት ብራንድ ያሉትን አጠቃላይ ግንዛቤ ለማወቅ ይረዳል። ይህንን መጠይቅ በሙሉ ታማኝነት እንዲሞላልን እየጠየኩን የሚሰጡን መረጃ ከዚህ ጥናት ውጭ ለሌላ ለምንም አገልግሎት እንደማይውል እያረጋገጥኩ በተጨማሪ ትክክለኛ ያልሆነ የሚባል መልስ እንደሌለና እርሶ የሚያስቡት እና የሚመርጡት ሁሉም ትክክለኛ መልሶች ናቸው። የእርሶ አስተያየት ለዚህ ጥናት መሳካት ከፍተኛ አስተዋጾ እንደሚያደርግ እየገለፅኩ

ለሚያደርጉልኝ ትብብር ከልብ አመሰግናለሁ። ለሚኖሮት ማንኛውም ጥያቄ ወይንም አስተያየት በሞባይል ቁጥሩ 0912 260206 ሊያገኙኝ ይችላሉ። ይህን መጠይቅ ለመሙላት ከ 5 እስከ 10 ደቂቃ ቢወስድብዎ ነው።

ክፍል አንድ፡ አጠቃላይ መረጃ

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

1. ፆታ

ወንድ ሴት

2. እድሜ

ከ 20 በታች

20 እስከ 30 አመት 31 እስከ 40 አመት

41 እስከ 50 አመት ከ 50 አመት

3. የትምህርት ደረጃ፡

10 ኛ እና ከዛ በታች ማስተርስ

ዲፕሎማ ውይም ሌቭል ከማስተርስ በላይ

የመጀመሪያ ዲግሪ

4. ወርሃዊ ደሞዝ፡

ከ 2000 ብር በታች ከ 2000 እስከ 5000

ከ 5001 እስከ 10000 ከ 10000 በላይ

ክፍል 2

በታዋቂ ሰዎች የሚሰሩ ማስታወቂያዎች ላይ እና በእነዚህ ሰዎች እቃዎቹ በመተዋወቃቸው ያልዎትን አመለካከት እንዲሁም የተዋወቁትን እቃዎች ለመግዛትና ተጠቃሚ ለመሆን ያልዎትን ሀሳብ አስመልክቶ የእርስዎን ስሜት በበለጠ የሚገልፀውን ቁጥር በማክበብ ይመልሱ።

		በጣም አልሰማ ማም	አልስ ማም	ድምፅ ተዐቅቦ	እስ ማ ማ ላሁ	በጣም እስማ ማላሁ
እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች ስለምተማመ						
ታዋቂ ሰዎች በሚያስተዋውቁት እቃዎች ላይ ስላላቸው ታላላቅነት (Trustworthiness) የእርስዎ አስተያየት						
	እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች ስለምተማመን ነው					
	እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች ሀቀኛ ስለሆኑ ነው					
	እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች የሚታሰቡ ስለሆኑ ነው					
	እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች ስለምተማመንባቸው ነው					
ታዋቂ ሰዎች በሚያስተዋውቁት እቃዎች ላይ ስላላቸው እውቀትና ችሎታ (Expertise) የእርስዎ አስተያየት						
	እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች በቂ እውቀት ስላላቸው ነው					
	እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች ስልምድ ስላላቸው ነው					
	እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች ብቁ ነው					
	እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች ተሰጥኦ ስላላቸው ነው					

ታዋቂ ሰዎች በሚያስተዋውቁት የታሸገ ውሀ ምርት ላይ ስላላቸው አካላዊ ማራኪነት (physical Attractiveness) የእርስዎ አስተያየት

Celebrity's Familiarity						
እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎችን በቀላሉ መለዩት ስለምችል ነው						
I buy the products because the celebrities are friendly						
እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች ተወዳጅ ስለሆኑ ነው						
እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች ታዋቂ ስለሆኑ ብቻ ነው						
ታዋቂ ሰዎች በሚያስተዋውቁት እቃዎች ላይ ስላላቸው መመሳሰል (Similarity) የእርስዎ አስተያየት						
እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች እድሜ ከኛ ጋር ስለሚቀራረብ ነውው						
እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች ፆታ ጋር ተመሳሳይ ስለሆንኩ ነው						
እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች የአኗኗር ዘቤ እና የሂዎት መንገገድ ከኛ ጋር ስለሚመሳሰል ነው						
እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች ብሄር ከእኔ ጋር ስለሚመሳሰል ነው						
Celebrity Attractiveness						
እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች ስለሚስቡኝ ነው						
እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት ታዋቂ ሰዎች ቆንጆ ስለሆኑ ነው ነው						
እቃዎችን የምገዛው እቃዎቹን በሚያስተዋውቁት						

	ታዋቂ ሰዎች ንጹህና ግርማ ሞገስ ያላቸው ናቸው					
	እቃዎችን የምገዛው እቃዎችን በሚያስተዋውቁት ታዋቂ ሰዎች አማላይ ስለሆኑ ነው					
ታዋቂ ሰዎች ለሚያስተዋውቁት እቃ ተገቢ መሆናቸውን ወይም ከሚያስተዋውቁት እቃ ጋር አብረው የሚሄዱ መሆናቸውን (Congruence/fit)						
	እቃዎችን የምገዛው እቃዎችን በሚያስተዋውቁት ታዋቂ ሰዎች እና እቃው ተመሳሳይነት ስላላቸው ነው					
	እቃዎችን የምገዛው እቃዎችን በሚያስተዋውቁት ታዋቂ ሰዎች እቃውን ለማስተዋወቅ ተገቢ ሰዎች ስለሆኑ ነው					
	እቃዎችን የምገዛው እቃዎችን በሚያስተዋውቁት ታዋቂ ሰዎች ስለምተማመንባቸው ነው					
ታዋቂ ሰዎች የሚያስተዋውቁትን እቃ መልእክት በሚግባ ማስተላለፋቸውን (Meaning transfer)						
	እቃዎችን የምገዛው እቃዎችን በሚያስተዋውቁት ታዋቂ ሰዎች ማህበራዊ ሀላፊነታቸውን የሚወጡ ስለሆኑ ነው					
	እቃዎችን የምገዛው እቃዎችን በሚያስተዋውቁት ታዋቂ ሰዎች በጥሩ ሁኔታ መግባባት ስለሚችል ነው					
	እቃዎችን የምገዛው እቃዎችን በሚያስተዋውቁት ታዋቂ ሰዎች በግላቸው የሚሰሩት ስራ የእቃውን ተቀባይነት ስለሚያሳድገው ነው					

ክፍል 3

		በ ጣ ም አል ስ ማ ም	አልስ ማማ ም	ድ ም ፅ ተዐ ቅቦ	እስማ ማሊሁ	በጣም እስማማ ሊሁ
	እቃዎችን የምጠቀመው እቃዎቼን በሚያስተዋውቁት ታዋቂ ሰዎች በዘርፉ ባላቸው እውቀት የተነሳ ነው					
	እቃዎችን የምጠቀመው እቃዎቼን በሚያስተዋውቁት ታዋቂ ሰዎች ታማኝነት የተነሳ ነው					
	እቃዎችን የምጠቀመው እቃዎቼን በሚያስተዋውቁት ታዋቂ ሰዎች ባላቸው የሚስብ ነገር ወይም ውበት የተነሳ ነው					
	እቃዎችን የምጠቀመው እቃዎቼን በሚያስተዋውቁት ታዋቂ ሰዎች እና እቃዎቼ በላቸው ተመሳሳይ ባህሪ ወይም አስተዋዋቂው ለእቃው ትክክለኛ አስተዋዋቂ ስለሆነ					
	እቃዎችን የምጠቀመው እቃዎቼን በሚያስተዋውቁት ታዋቂ ሰዎች በዘርፉ ባላቸው መልእክት የማስተላለፍ ችሎታ የተነሳ ነው					
	እቃዎችን የምጠቀመው እቃዎቼን በሚያስተዋውቁት ታዋቂ ሰዎች በዘርፉ ባላቸው ተወዳጅነት የተነሳ ነው					
	እቃዎችን የምጠቀመው እቃዎቼን በሚያስተዋውቁት ታዋቂ ሰዎች የተለመዱና ባላቸው ታዋቂነት ነው					
	እቃዎችን የምጠቀመው ማስታወቂያዎቼ ከግል ስብእናዬ ጋር አብሮ ስለሚሄድ ነው					

Appendix C: Reliability Statistics

variables	Cronbach's alpha coefficient	Number of Item
Trustworthiness	0.779	4
Attractiveness	0.739	4
Expertise	0.838	6
Product Matchup	0.809	3
Meaning Transfer	0.797	5
Customer Buying Behavior	0.738	9

APPENIX D: Correlation Results

		Correlations					
		Customer Purchase Decision	Celebrity's Trustworthiness	Celebrity's Attractiveness	Celebrity's Expertise	Product with celebrity match up	Meaning transfer
Customer Purchase Decision	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	384					
Celebrity's Trustworthiness	Pearson Correlation	.271**	1				
	Sig. (2-tailed)	0					
	N	384	384				
Celebrity's Attractiveness	Pearson Correlation	.313**	-0.066	1			
	Sig. (2-tailed)	0	0.195				
	N	384	384	384			
Celebrity's Expertise	Pearson Correlation	.344**	.128*	.259**	1		
	Sig. (2-tailed)	0	0.012	0			
	N	384	384	384	384		
Product with celebrity match up	Pearson Correlation	.332**	.537**	.231**	.179**	1	
	Sig. (2-tailed)	0	0	0	0		
	N	384	384	384	384	384	
Meaning transfer	Pearson Correlation	.230**	-0.003	.357**	.407**	.113*	1
	Sig. (2-tailed)	0	0.948	0	0	0.027	
	N	384	384	384	384	384	384

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

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

Annex E: Regression Results

Result for Direct statistics

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R square Change
1	.501 ^a	0.251	0.241	0.855	0.251
Predictors: (Constant), Meaning transfer, Celebrity's Trustworthiness, Celebrity's Attractiveness, Celebrity's Expertise, Product with celebrity match up _a					
Dependent Variable: Customer Purchase Decision					

Results for the ANOVA Analysis Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.515	5	18.503	25.307	.000 ^b
	Residual	276.37	378	0.731		
	Total	368.885	383			
a. Predictors: (Constant), Meaning transfer, Celebrity's Trustworthiness, Celebrity's Attractiveness, Celebrity's Expertise, Product with celebrity match up _a						
b. Dependent Variable: Customer Purchase Decision						

Results for the Standardized Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.54	0.258		5.965	0		
	Celebrity's Trustworthiness	0.196	0.059	0.183	3.355	0.001	0.666	1.501
	Celebrity's Attractiveness	0.151	0.035	0.219	4.355	0	0.783	1.277
	Celebrity's Expertise	0.247	0.056	0.22	4.417	0	0.799	1.252
	Product with celebrity match up	0.115	0.046	0.139	2.487	0.013	0.638	1.567
	Meaning transfer	0.04	0.043	0.047	0.929	0.354	0.766	1.306
a. Dependent Variable: Customer Purchase Decision								