

Addis Ababa
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CONSUMERS' PERCEPTION TOWARDS SOURCE
CREDIBILITY AND ADVERTISING FEATURING CELEBRITIES
In The Ethiopian Context

**A Thesis Submitted For the Partial Fulfillment Of The
Requirement For The Award Of Master of Arts Degree
In Marketing Management.**

Alem Bayu

ID: GSR/2109/05

Advisor: Teklegiorgis Assefa (Asst. Prof.)

Addis Ababa University

School of Commerce – Graduate Studies

Department of Marketing Management

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“Consumers’ Perception Towards Source Credibility And
Advertising Featuring Celebrities In The Ethiopian Context”

Alem Bayu

Approved by Board of Examiners

Chairman, Department

Signature

Advisor

Signature

External Examiner

Signature

Internal Examiner

Signature

Letter of Certification

This is to certify that Alem Bayu carried out this research on the topic entitled “Consumers’ Perception towards Source Credibility and Advertising Featuring Celebrities in the Ethiopian Context” This work is original in nature and is suitable for submission for the award of the Master of Arts Degree in Marketing Management.

Advisor: - Teklegiorgis Assefa (Asst. Prof.)

Date: _____

Statement of Declaration

I hereby declare that the work in this research study entitled “Consumers’ Perception towards Source Credibility and Advertising Featuring Celebrities in the Ethiopian Context” is my own original work and that all the sources of materials used for this study have been identified and acknowledged as complete references. This research study has not been previously submitted in full or partial fulfillment for any degree in this university or any other recognized education institution. This research study is being submitted in partial fulfillment of the requirement for Master of Arts degree in Marketing Management.

Alem Bayu

Date: _____

Abstract

No other marketing vehicle captures the attention of consumers like advertising. Advertisers frequently use celebrity endorsers to get the attention of consumers. This study aimed to assess consumers' perception towards source credibility and advertising featuring celebrities in the Ethiopian context and to identify the essential celebrity endorser perceived credibility attributes and their effects on purchase intentions. The study is based on a quantitative research design using cross-sectional survey. The samples of the study were intercepted at Addis Ababa university school of commerce campus, a total of 384 questionnaires were distributed in a non probability sampling method both at day and evening time during the first week of may, 306 useable questionnaires were considered for analysis. Data was analyzed using SPSS version 20, first descriptive analysis using the mean scores and standard deviations was used to analyze respondents overview of celebrity advertisers, celebrity brand match up, beliefs towards celebrity advertising in Ethiopian advertisements, then Factor (Principal component analysis) with Varimax rotation was used to assess the structure of the expanded source credibility scale and to reduce the data of source credibility indicators into a smaller factors. Finally multiple regression was run on the factor scores to analyze the impact of credibility dimensions on purchase intentions. It is found that all the three indicators of perceived 'Attractiveness' 'Trustworthiness' and 'Expertise' of the celebrity in the original (Ohanian, 1990) scale significantly influence purchase intentions with higher predictor 'Trustworthiness' in male celebrity advertiser and 'expertise' in female celebrity advertiser. Based on the findings the researcher recommends that Ethiopian advertisers should try their best to choose a celebrity advertiser with all the qualities of 'Attractiveness', 'Trustworthiness' and 'expertise' in order to increase consumers purchase intentions which will improve the advertising effectiveness and consequently increase potential revenues.

Key Words: *Source Credibility, Advertising featuring a Celebrity, Purchase Intentions, Attractiveness, Trustworthiness, Expertise, Familiarity, Likability.*

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To my Mother
Tesfanesh Muleta (አቴ)

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Acronyms

- Ad-Advertising
- ETV- Ethiopian Television
- VIF-Variance Inflation Factor
- KMO-Kaiser-Meyer-Olkin Measure of Sampling Adequacy

Chapter One

INTRODUCTION

1.1 Background of the Study

Business success in the marketplace requires public attention. However, it is increasingly difficult for advertisers to get that attention, to get consumers to notice their products and services. No other marketing vehicle captures the attention of consumers like advertising. As Nando (2010) stated, competition in this attention economy is continuing to get tougher as there is more of everything in the media, more channels and more messages and more competitors and target groups.

A company prospers only if it can attract and keep customers who are willing and able to pay for its goods and services. This means it must be able to locate prospective customers and then understand their needs wants and desires, create products and services that satisfy such desires better than the products of competitors and finally communicate information about the company's offerings in a powerful, clear and compelling way (Arnes, Weigold, Arnes, 2011). In communicating the message, mass media sources are important to marketers because they reach large audiences. As (Kotler & Armstrong, 2012) affirmed, advertising can reach masses of geographically dispersed buyers at a low cost per exposure and it enables the seller to repeat a message many times.

Consumers reaction to a product over and above their feelings about the product itself are influenced by their evaluations of its advertising and also evaluation of product can be determined solely by appraisal of how it is depicted in marketing communication (Solomon, Bamossy, Askegaard, 2006 p.144).

One indicator of good advertising is the impression it makes on consumers; because consumers are exposed to so many advertising stimuli, many marketers are attempting to counter the sensory overload caused by advertising clutter in order to call attention to their products, (Ibid, p. 48). With this increasing rivalry for consumer attention and new product introduction, marketers and advertisers are forced to use attention-grabbing media stars, (Mazzini, Rosidah & Lennora, 2011). To help their ads

stand out, advertisers are turning to celebrities to endorse their brands and companies as celebrities have the stopping power to make heads turn.

Marketers hire celebrity endorsers well known athletes, actors, musicians and even cartoon characters to deliver their messages (Kotler & Armstrong, 2012) and to generate positive feelings toward the ad and the product. Many advertisements feature attractive models, spokespersons or celebrities, reflecting the long held belief that beauty sells. Famous people can be effective because they are credible, attractive or both depending on the reason of their fame (Solomon. et al, 2006). Advertisers recognize the value of using spokespeople who are admired.

A celebrity endorsement strategy can be effective way to differentiate among similar products. One reason for this effectiveness is that consumers are better able to identify products that are associated with a spokesperson (Ibid, p. 176). Similarly advertising featuring celebrities can increase awareness of a firm's advertising and enhances both company image and brand attitudes.

Knowing their target consumers aspirational reference group enables marketers to associate their product with that group and to use spokespeople who represent it. Because celebrities are an aspiration reference group for some, many companies use celebrities to endorse their products (Hoyer and Macinnis, 2010 p. 394). Considering celebrities as opinion leaders, the same author argues that non marketing sources can yield powerful influences because they are often seen as more objective and less biased.

Attitudes are important to marketers because they theoretically summarize a consumer's evaluation of an object (or brand or company) and represent positive or negative feelings and behavioral tendencies. Marketers' keen interest in attitudes is based on the assumption that they are related to consumers' purchase behavior, (Belch & Belch, 2003).

The effectiveness of celebrities as communication sources often depend upon their perceived credibility. Consumers may not trust credibility's motives for endorsing a product or they may question the star's competence to evaluate the products claims (Solomon et al 2006). If consumers attribute an endorsement to desire to earn a lot of money, they will not find the message believable. The ad is apt to be credible if

consumers perceive that the endorser truly cares about the offering, (Hoyer and Macinnis, 2010, p. 152).

A consumer beliefs about a product attribute can be weakened if the source is perceived to be the victim of bias in presenting the information and many promotional strategies employing stars fail because the endorser has not been selected very carefully as some marketers just assume that because the person is famous he or she will serve as a successful spokesperson (Solomon. et al, 2006). As Herbert (2002, p. 300), in his article on misplaced marketing argues, many celebrities are used in advertising in a way that can only be a waste of money in addition to the cost of hiring a good actor to take part, the star celebrity also costs a high priced premium for his or her appearance. But if the image of that star does not fit with the advertising message, the audience will only recall the celebrity not the product.

Under conditions of low effort, two factors play a major role in determining whether or not the communication source evokes favorable affective reactions; its physical attractiveness and its likability,(Hoyer and MacInnes, 2010 p.162). This can explain why celebrities and well known cartoon characters are among the most widely used sources in communication.

The effectiveness of celebrity endorsement is usually examined within the framework of the source credibility and source attractiveness models, the matchup hypothesis and the meaning transfer model, (Muda et al, 2011).

As most of the literatures seem to agree that marketers think advertising featuring a popular celebrity will favorably influence consumers' feelings, attitudes and purchase behavior and they believe celebrities can enhance the target audience's perceptions of the product in terms of image and/or performance. Although there are many research conducted in other countries little is known in the Ethiopian market. Therefore this study will assess consumers' perception towards source credibility and advertising featuring a celebrity in the Ethiopian context.

1.2- Statement of the Problem

Companies often invest a large amount of money, time and other resources to nurture celebrities as spokespersons for their brands (Kotler & Armstrong, 2012) and despite the difficulties, celebrity endorsements are bigger than ever. The use of celebrities to deliver advertising message has become very popular, it is an expensive but commonly used strategy; as (Belch and Belch, 2003 p. 190) stated advertisers hope they will catch the receivers' attention and influence their attitudes or behavior through identification process.

No matter how big the advertising budget, advertising can succeed only if the advertisements gain the attention and communication well. Advertisers are held more accountable for the advertising money spent. They are expected not just to attract the attention of consumers, but also to transform the attention into favorable attitudes and purchase action. As (Ohinan, 1990) in construction and validation of a scale to measure celebrities' perceived 'expertise', 'trustworthiness' and 'attractiveness' stated that given the large sums of money spent on celebrity advertising, advertisers should use the source credibility scale as an integral part of their ad effectiveness testing and tracking. It is necessary to determine a formula which can help to maximize the effectiveness of the celebrity endorsers.

Like other countries, advertising and trade promotion are important in the Ethiopian market. The use of celebrities in the Ethiopian advertisements becomes a trend as many advertisements are employing famous endorsers as a spokesperson. In view of the growing importance of celebrity endorsement as an advertising strategy in the Ethiopian market, there is an obvious need to identify the essential criteria for the selection of the 'right' celebrity to maximize the effectiveness and minimize the risk. For few instances, Ethiopia's legend athlete, Haile Gebrselassie, has run into a spot of criticism after he signed a one-year advertising deal with Johnnie Walker, a whisky brand. Some of his fans were expressing concern at how the world class athlete has become an advertising focal point for a strong alcoholic drink—which is not recommended for sportsmen as the deal does not “match with his personality”.(ECADF news December 20, 2010) and also one of Ethiopian famous artist, Abebe Balcha “popular character, named ‘Asnake’ ” in a series drama on Ethiopian television soap opera “Se’w-le-Se’w” in his recent interview with Addis fortune newspaper said

“In today’s Ethiopia, 60pc to 70pc of the people are under 35 years of age. They are more accustomed to viewing films. More people know me now”.

In response to why he only performed in one commercial so far; he responded it is because he likes the brand well.

“I do not want to spread myself across a whole lot of products. It has to be what I like and what I can perform with enthusiasm and it has to pay me well. It is not about being expensive or anything and, in fact, what is expensive? How can you measure an actor’s or a product’s worth? Why do they come to me? It is because they have to sell. They come to me at this point in time when I am nearest to the audience. They have to pay me well” (Addis Fortune Newspaper, 2013).

The above statements highlight some of the issues on the advertisings featuring a celebrity in the Ethiopian context which will trigger a research on the area. Despite the wide use of the source credibility scale in other countries; its applicability in the Ethiopian market is yet to be determined. The importance of featuring celebrities in the advertisings against the lack of researches conducted in the Ethiopian context which helps to guide companies and advertisers on the essential characteristics of a credible celebrity endorser and their effects on consumers’ responses to celebrity advertising will be the main research problem of this study. Therefore this study will fill the gap in literature on consumers’ perception towards source credibility and advertising featuring celebrities and will identify the essential celebrity endorser perceived credibility dimensions and their effects on purchase intention in the Ethiopian context.

1.3 Basic Research Questions

This study will address the following basic research questions;

- What is Ethiopian consumers’ perception towards advertising featuring celebrities?
- How can the source credibility scale with dimensions of perceived ‘expertise’, ‘trustworthiness’ and ‘attractiveness’ in (Ohinian, 1990) scale with incorporating ‘Familiarity’ and ‘Likability’ dimensions be applied in the Ethiopian context?

- What are the effects of credibility of advertising featuring celebrity through the impact of the credibility dimensions on Ethiopian consumers purchase intention?
- Is there any difference in the influence of a male celebrity advertiser against female celebrity advertiser credibility dimensions on purchase intentions?

1.4 Objective of the Study

1.4.1 General Objective

The main objective of this research is to assess consumers' perception towards source credibility and advertising featuring celebrities in the Ethiopian context and to identify the essential celebrity endorser perceived credibility attributes and their effects on purchase intentions.

1.4.2 Specific Objectives

More over this study have the following specific objectives;

- ✓ To assess Ethiopian consumers' perception towards advertising featuring celebrities.
- ✓ To examine and confirm the source credibility scale with dimensions of perceived 'expertise', 'trustworthiness' and 'attractiveness' of (Ohinian, 1990) scale by incorporating 'Familiarity' and 'Likability' dimensions in the Ethiopian context.
- ✓ To determine the effects of credibility of advertising featuring celebrity through the impact of the credibility dimensions on Ethiopian consumers' purchase intention.
- ✓ To determine whether there is a difference in the influence of a male celebrity advertiser against female celebrity advertiser credibility dimensions on purchase intentions.

1.5 Hypotheses of the Study

With the application of the expanded dimensions of (Ohinian's,1990) Source credibility scale, the following hypotheses are set;

- H₁:-The celebrity advertiser's perceived 'Physical Attractiveness' positively influences consumers purchase intention in the Ethiopian context.
- H₂:-The celebrity advertiser's perceived 'Trustworthiness' positively influences consumers' purchase intention in the Ethiopian context.
- H₃:-The celebrity advertiser's perceived 'Expertise' positively influence consumers' purchase intention towards the advertised product in the Ethiopian context.
- H₄:-The celebrity advertiser perceived 'Familiarity' positively influence consumers' purchase intention towards the advertised product in the Ethiopian context.
- H₅:-The celebrity Advertiser perceived 'Likability' positively influences consumers' purchase intention towards the advertised product in the Ethiopian context.
- H₆:-The influence of 'Male celebrity' advertiser and 'Female celebrity' advertiser is different in influencing purchase intention in the Ethiopian context.

1.6 Definitions of Terms

1.6.1 Conceptual Definition of Terms:

- Celebrity endorser- any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989).
- Source credibility- Spokesperson's positive characteristics that affect the persuasion of a message, (Ohanian, 1990).
- Source Credibility dimensions- The three components of source credibility which are 'attractiveness', 'expertise' and 'trustworthiness', (Ohanian, 1990).

- Attitude toward the ad (Aad)- Whether the consumer likes or dislikes an ad (Hoyer and Macinnis, 2010).

1.6.2 Operational Definition of Terms

- Advertising featuring Celebrity/Celebrity Advertisement= celebrity endorsement, an ad uses a celebrity as a spokesperson.
- Celebrity Advertiser=Celebrity Endorser.

1.7 Significance of the Study

Insights gained from this study will help advertisers and companies in the Ethiopian market to know the perception of consumers' towards advertising featuring celebrities and to identify the essential celebrity endorser perceived credibility dimensions and their effects on purchase intentions towards the advertised product. Determining the impact of the different dimensions of the male and female celebrity advertisers' perceived credibility on consumers purchase intentions will enable advertisers to develop a better effective advertising.

With the best knowledge of the researcher, up to now there were no previous studies conducted in the Ethiopian context on this specific issue; this makes the current research the first attempt in Ethiopia, which can pave ways for other researches on celebrity endorsement and source credibility.

1.8 Delimitation/ Scope of the Study

Due to the obvious reasons of resource and skill constraints, the scope of the research can be delimited in terms of geographical location, methods, variables, subjects or tools to be used;

- In terms of Subjects-the study used only students intercepted at Addis Ababa university school of commerce campus.
- Sampling Method- a non probability convenience sampling method.
- In terms of variables selection, in expanding the original tri-component (Ohanian, 1990) source credibility scale with the indicators of perceived 'expertise', 'trustworthiness', 'Attractiveness'; only two of the three indicators of source attractiveness 'likability' and 'familiarity' were incorporated to the original scale. From the three items indicating purchase intentions, 'inquire

about', and 'consider purchasing' and 'actually purchase' which are commonly used in advertising research to measure the effectiveness of source credibility, two of the elements were considered sufficient to measure respondents likelihood to 'consider purchasing' and 'actually purchase' for personal use of the product that is advertised by the celebrity.

- The cultural influence in celebrity advertisement will not be assessed.

1.9 Organization of the Research Report

The first chapter is an introductory part, contains the background of the study, the statement of the problem, the basic research questions, hypothesis, objective of the study, definition of terms, the significance of the study, and delimitation/scope of the study.

Chapter Two is a review of relevant literatures related to the study divided with theoretical and empirical research review, which encompasses on the theoretical background of source credibility and celebrity endorsements and benefits & risks associated with celebrity endorsement, source credibility models in line with consumers purchase intentions, the conceptual framework of the study were discussed.

Chapter Three presents the research design, the sampling techniques, the source of data, the data collection tools with their content validity and reliability, the procedures to be followed in the data collection and the methods of analysis and all the ethical considerations were explained.

Chapter four presents the results of the study; it begins with the survey response rate and testing the reliability of the instrument and continues with discussing the findings of the entire descriptive, factor and regression analysis and all the meanings of the collected data.

The last chapter will give conclusions that are drawn from the findings, the limitations of the study that could have effect on the conclusions and give practical recommendations and highlights recommendations for further research in the Ethiopian context.

Chapter Two

LITERATURE REVIEW

Introduction

Advertisers regularly pursue strategies designed to attract attention to their communication and to distinguish their product from competing products with the hope of influencing purchase. In an ever-competitive world, a premium is placed on an approach which can achieve these objectives. One attempt at such a strategy involves the use of a celebrity spokesperson. There are several reasons why a well-known endorser may be influential. First, such a spokesperson attracts attention to the advertisement in the cluttered stream of messages. In addition, celebrities are traditionally viewed as being highly dynamic individuals with attractive and likeable qualities. Their credibility and believability, however, remain in question (Kamins, Brand, Hoeke and Moe, 1989).

Millions of dollars are spent annually on celebrity endorsement contracts on the premise that source effects play an important role in persuasive communications. Although traditional advertising wisdom suggests the importance of an exclusive product contract with the celebrity, exclusivity comes with a high price tag (Tripp, Jensen and Carlson, 1994). This section of the paper presents both the theoretical and empirical review of relevant literatures.

2.1 Theoretical Background for Source Credibility

The source component is a multifaceted concept. Consumers get information from friends, relatives, and neighbors. The term source to mean the person involved in communicating a marketing message directly or indirectly. A direct source is a spokesperson that delivers message and/or demonstrates a product or service. An indirect source is, say, a model doesn't actually deliver a message but draws attention to and/or enhances the appearance of the advertisement (Belch and Belch ,2003 p. 168).

In selecting the Message Source, as (Kotler and Armstrong, 2012) indicated that in either personal or non personal communication, the message's impact also depends

on how the target audience views the communicator. Messages delivered by highly credible sources are more persuasive. Thus, many food companies promote to doctors, dentists, and other health-care providers to motivate these professionals to recommend specific food products to their patients also marketers hire celebrity endorsers such as well-known athletes, actors, musicians, and even cartoon characters to deliver their messages.

Companies are very careful when selecting individuals to deliver their selling messages. Many firms spend huge sums of money for a specific person to endorse their product or company. They also spend millions recruiting, selecting and training salespeople to represent the company and deliver sales presentations. They recognize that the characteristics of the source affect the sales and advertising message. (Belch and Belch 2003, p. 168) Marketers try to select individuals whose traits will maximize message influence. The source may be knowledgeable, popular and/or physically attractive. Attractiveness and credibility are among the three key dimensions of Herbert Kelman's source attributes which influences the recipient's attitude or behavior through a different process.

2.1.1 Understanding the Meaning of Celebrity Endorsers and Perceived Source Credibility

The large number of advertisements consumers are bombarded with everyday makes it difficult for advertisers to break through the clutter. Here the question is in source is who will be effective in getting consumers attention? Marketers deal with this problem by using sources that will attract the target audiences attention- actors, athletes, movie stars, or attractive models.

The frequently used definition of celebrity endorser in reviewed literatures is given by McGuire (1985) who defined a celebrity as an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. Similarly (Fredman and Fredman, 1979) defined celebrities as known to the public for their accomplishments in areas other than the product class endorsed; they usually enjoy high public recognition and often have powerful influence upon endorsing the product. As (Moore and Pareek, 2006 p. 99-100) in their book of marketing the basics indicated that, using celebrity spokespeople has long been a favored approach by advertisers to promote their product. Love them or hate them, endorsements from celebrities such as Celine Dion and David Beckham can

turn even the most staid product into a hot commodity. Oprah Winfrey's book club is an example of the power of a source. A positive review from Oprah can lead to extraordinary sales and authors long for her approval. According to the article in *Chicago Tribune*, as Moore and Pareek, (2006, p. 100) cited,

“‘Respectable’ new fiction release should sell about 40,000 books annually. If Oprah chooses a book, sales will easily jump well into the six figures and sometimes past 1 million”.

Marketers spend enormous amounts of money annually on celebrity endorsement contracts based on the belief that celebrities are effective spokespeople for their products and brands. Overall research has found supporting evidence for such a belief in light of celebrity endorsers' impact on the audience's attention, recall, evaluations and purchase intentions (Hsu & McDonald, 2002 p. 19).

Companies have long understood the power and impact of associating popular personalities with their brand name and products. A successful celebrity brand ambassador can catapult a company into a new era of prosperity by increasing awareness creating elements of trust (the brand ambassador is seen as a credible name/face/voice and – given sufficient brand fit and affinity is also seen as trustworthy in their projections), and encouraging imitation (they are adored and everyone wants to be like them) (Kichen, 2008, p. 139).

The use of celebrity endorsers is an expensive but commonly used strategy. While a celebrity endorsement strategy is expensive, it can pay off handsomely. Celebrities increase awareness of a firm's advertising and enhance both company image and brand attitudes. A celebrity endorsement strategy can be an effective way to differentiate among similar products. One reason for this effectiveness is that consumers are better able to identify products that are associated with spokesperson. This is especially important when consumers do not perceive many actual differences among competitors, as often occurs when brands are in the mature stage of the product life cycle, (Solomon, 2006).

If consumers find a particular spokesperson annoying or untrustworthy they are less likely to accept what this source has to say. Of course, source related thoughts are not always negative. Receivers who react favorably to the source

generated favorable thoughts or source bolsters. Most advertisers attempt to hire spokespeople their target audiences likes so as to carry this effect over to the message (Belch and Belch, 2003 p. 158)

Famous people can be effective because they are credible, attractive, or both, depending on the reasons for their fame. The effectiveness of celebrities as communication source often depends upon their perceived credibility. Consumers may not trust a celebrity's motive for endorsing a product, or they may question the star's competence to evaluate the product's claims. This 'credibility gap' appears to be widening. The lack of credibility is aggravated by incidences where celebrities endorse products that they do not really believe in, or in some cases do not use. In spite of this 'credibility gap' there are some celebrities who endorse so many products that they can be seen as 'serial advertisers' (Solomon et al., 2006 p. 204).

As we have seen, marketers must consider many factors when choosing a celebrity to serve as an advertising spokesperson for the company or a particular brand. Studies have shown that advertising and marketing managers take these various factors into account when choosing a celebrity endorser. Among the most important factors are the celebrity's match with the target audience and the product/service or brand, the overall image of the celebrity, the cost of acquiring the celebrity, trustworthiness, the risk of controversy, and the celebrity's familiarity and likability among the target audience. (Belch and Belch, 2003 p. 176-177)

2.1.2 Definitions of Source Credibility

Ohanian (1990) defined "Source credibility" as a term commonly used to imply a communicator's positive characteristics that affect the receiver's acceptance of a message. Source credibility is the extent to which the recipient sees the source having relevant knowledge, skill or experience and trust the source to give unbiased, objective information. (Belch and Belch, 2003 p. 168), Credibility refers to the believability of a speaker (Serra, 2007, p. 163), Credibility is the Extent to which the source is trustworthy, expert, or has status. (Goldsmith, Lafferty, and Newell, 2000, p.143) Source credibility refers to sources perceived expertise, objectivity or trustworthiness. This characteristic relates to consumers beliefs that a communicator is competent and

is willing to provide the necessary information to evaluate competing products adequately. (Solomon et al., 2006)

As a persuasive model in communication, source credibility theory was introduced by Hovland et al. (1953) (as cited in Ohanian, 1990). “. . . what Aristotle called ‘ethos,’ and what Hovland et al. (1953) called ‘source credibility,’ are the same concept: a listener’s trust in a speaker” (Ohanian, 1990, p. 41). One of the most general hypotheses is that when a person is perceived as having a definite intention to persuade others, the likelihood is increased that he will be perceived as having something to gain and, hence, as less worthy of trust.

According to research by Joseph R. Priester (2003), consumers tend to evaluate product information more thoughtfully when source credibility is low than when source credibility is high. Sources are credible when they have one or more of three characteristics: trustworthiness, expertise, and status. As (Belch and Belch, 2003 p. 168) stated there are two important dimensions to credibility, expertise and trustworthiness. A communicator seen as knowledgeable someone with expertise is more persuasive than one with less expertise but the source has to be trustworthy – honest, ethical and believable. The influence of knowledgeable source will be lessened if audience members think he or she is being biased or has underlying personal motives for advocating a position (such as being paid to endorse a product) . In many marketing messages, information is presented by a spokesperson, usually a celebrity, an actor, a company representative, or a real consumer. In a sales situation, the salesperson is a spokesperson for the company and the offering. Both the credibility of these sources and the credibility of the company influence consumers’ attitudes (Goldsmith, Lafferty, and Newell, 2000)

One of the most reliable effects found in communication research is that expert and /or trustworthy sources are more persuasive than sources that are less expert or trustworthy. Information from a credible source influences beliefs, opinions, attitudes and or behavior known as internalization, which occurs when the receiver adopts the opinions of the credible communicator since he or she believes information from this source is accurate. Once the receiver internalizes an opinion or attitude, it becomes integrated into his or her belief system and may be maintained even the source of the message is forgotten. (Ibid)

A highly credible communicator is particularly important when the message recipients have a negative position toward the product, service, company or issue being promoted, because the credible source is likely to inhibit counter arguments. (Belch and Belch, 2003, p. 169). A credible source can be particularly persuasive when the consumer has not yet learned much about a product formed an opinion of it. (Solomon et al, 2006)

2.1.3 Source Models

Many scholars have attempted to construct models to explain the celebrity endorsement process. These include the Source Credibility Model, the Source Attractiveness Model, the Product Match-up Hypothesis, and the Meanings Transfer Model. The Source Credibility Model and the Source Attractiveness Model are categorized under the generic name of Source Models since these two models basically inform and reflect research of Social Influence Theory / Source Effect theory which argues that various characteristics of a perceived communication source may have a beneficial effect on message receptivity (Erdogan, 1999)

2.1.3.1 The Source Credibility Model

The source credibility model stated that the efficacy of the message as communicated by an endorser would depend on the endorser's expertise, trustworthiness, and attractiveness as perceived by the consumers (Hovland and Wiess, 1951; McGuire, 1969; Ohanian, 1991) as cited by (Roy et al., 2013).

The source credibility model is proposed by Hovland, Janis and Kelley (1953), contend that expertise and trustworthiness are the essential factors leading to the perceived credibility of a message. Expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions about the object or issue, and trustworthiness is referred to as the degree of consumer's confidence in the communicator's intent to communicate the assertions she or he considers most valid.

A) Applying Expertise

As Hoyer and MacInnis (2010) stated in their book of consumer behavior, we are more likely to accept a message from someone perceived as knowledgeable or as *an expert* about the topic than from someone who has no experience with it. A salesperson who demonstrates extensive product knowledge will be more credible than an uninformed one. Because attitudes and opinions developed through an internalization process become part of the individual's belief system, marketers want to use communicators with high credibility. Companies use a variety of techniques to convey source expertise. Sales personnel are trained in the product line, which increases customers' perceptions of their expertise. Marketers of highly technical products recruit sales reps with specialized technical backgrounds in engineering, computer science, and other areas to ensure their expertise.

Spokespeople are often chosen because of their knowledge, experience, and expertise in a particular product or service area. Endorsements from individuals or groups recognized as experts, such as doctors or dentists, are also common in advertising (Belch and Belch 2003, p. 169).

The importance of using expert sources was shown in a study by (Ohanian, 1990), who found that the perceived expertise of celebrity endorsers was more important in explaining purchase intentions than their attractiveness or trustworthiness. She suggests that celebrity spokespeople are most effective when they are knowledgeable, experienced, and qualified to talk about the product they are endorsing.

B) Applying Trustworthiness

Source trustworthiness is the attribute of dignity, believability and honesty possessed by the endorser and observed by the consumers. Trustworthiness was found to be an important forecaster of source credibility (Friedman et al., 1976).

The trust paradigm in communication is the listener's degree of confidence in, and level of acceptance of, the speaker and the message (Ohanian, 1990). While expertise is important, the target audience must also find the source believable. Someone perceived as trustworthy is more likely to be believed than someone who is not (Hoyer and Macinnis, 2010 p. 131). Finding celebrities or other figures with a trustworthy image is often difficult. Many trustworthy public figures hesitate to

endorse products because of the potential impact on their reputation and image. Advertisers use various techniques to increase the perception that their sources are trustworthy. Marketers can also deal with the source-trustworthiness issue by using other IMC tools such as publicity. Information received from sources such as newscasters is often very influential because these individuals are perceived as unbiased and thus more credible, even though they are often presenting stories that stem from press releases. In some situations celebrities may appear on news programs or talk shows and promote an upcoming cause or event such as the release of a new movie or music CD. With the increase in stealth marketing techniques, many consumers are becoming wary of endorsements made by celebrities on news programs and talk shows (Belch and Belch, 2003 p. 169-171).

2.1.3.2 The Source Attractiveness Model

The source attractiveness model Originates from McGuire's Source Valence Model (McGuire, 1985). It has attractiveness as the third component of source credibility. Attractiveness refers to the perceived attractiveness of the source. Source attractiveness in the context of message effectiveness (and communication) is said to depend on source's familiarity, likeability, similarity and overall attractiveness to the receivers (McGuire, 1985; Ohanian, 1990).

C) Source Attractiveness

The last element of source credibility is attractiveness. As Roy, Jain and Rana (2013) stated this element was added to source credibility literature a little later than the other two (McGuire, 1969). Attractiveness was related to three attributes namely, similarity, likeability and familiarity of the endorser. Similarity represented the resemblance that was perceived between the endorser and the consumer. Familiarity was the knowledge about the source that the consumer gained through the repeated coverage about the celebrity.

Source attractiveness refers to the source's perceived social value. This quality emanates from the person's physical appearance, personality, social status, or his or her similarity to the receiver, (we like to listen to people who are like us) a compelling source has great value and endorsement deals are constantly in the works. (Solomon

et al., 2006, p. 203) ". Research has shown the audience is more likely to identify with or aspire to the recommendations of an attractive source versus one that is considered unattractive (Moore and Pareek, 2006). The relationship between attractiveness and attitude change applies to selling encounters as well consumers perceive physically attractive salespeople as having more favorable selling skills and more likely to yield to their request. (Hoyer and Macinnis, 2010)

Attractiveness is a source characteristic frequently used by advertisers, which encompasses similarity, familiarity, and likability.

- **Similarity** is a supposed resemblance between the source and the receiver of the message,
- **Familiarity** refers to knowledge of the source through exposure.
- **Likability** is affection for the source as a result of physical appearance, behavior, or other personal traits.

Even when the sources are not athletes or movie stars, consumers often admire their physical appearance, talent, and/or personality. Source attractiveness leads to persuasion through a process of identification, whereby the receiver is motivated to seek some type of relationship with the source and thus adopts similar beliefs, attitudes, preferences, or behavior. Marketers recognize that receivers of persuasive communications are more likely to attend to and identify with people they find likable or similar to themselves. Similarity and likability are the two source characteristics marketers seek when choosing a communicator (Belch and Belch, 2003 p. 172).

Marketers recognize that people are more likely to be influenced by a message coming from someone with whom they feel a sense of similarity. If the communicator and receiver have similar needs, goals, interests, and lifestyles, the position advocated by the source is better understood and received. Similarity is used in various ways in marketing communications. Companies select salespeople whose characteristics match well with their customers'. A sales position for a particular region may be staffed by someone local who has background and interests in common with the customers. Global marketers often hire foreign nationals as salespeople so customers can relate more easily to them. Companies may also try to recruit former athletes to sell sporting goods or beer, since their customers usually have a strong interest in

sports. Customers who perceive a salesperson as similar to themselves are more likely to be influenced by his or her message. Similarity is also used to create a situation where the consumer feels empathy for the person shown in the commercial. In a slice-of-life commercial, the advertiser usually starts by presenting a predicament with the hope of getting the consumer to think, "I can see myself in that situation." This can help establish a bond of similarity between the communicator and the receiver, increasing the source's level of persuasiveness. Many companies feel that the best way to connect with consumers is by using regular-looking, everyday people with whom the average person can easily identify (Belch and Belch, 2003 p. 172).

D) Applying Likability: Using Celebrities

Advertisers recognize the value of using spokespeople who are admired TV and movie stars, athletes, musicians, and other popular public figures. It is estimated that nearly 20 percent of all TV commercials feature celebrities, and advertisers pay hundreds of millions of dollars for their services. Celebrities have *stopping power*. That is, they draw attention to advertising messages in a much cluttered media environment. Marketers think a popular celebrity will favorably influence consumers' feelings, attitudes, and purchase behavior. And they believe celebrities can enhance the target audience's perceptions of the product in terms of image and/or performance. For example, a well known athlete may convince potential buyers that the product will enhance their own performance (Ibid).

Advertisers often draw attention to their ads by featuring a physically attractive person who serves as a passive or decorative model rather than as an active communicator. Research suggests that physically attractive communicators generally have a positive impact and generate more favorable evaluations of both ads and products than less attractive models. The gender appropriateness of the model for the product being advertised and his or her relevance to the product are also important considerations. Products such as cosmetics or fashionable clothing are likely to benefit from the use of an attractive model, since physical appearance is very relevant in marketing these items. Some models draw attention to the ad but not to the product or message (Belch and Belch, 2003 p. 177).

2.1.3.3 The Meaning Transfer Model

An interesting perspective on celebrity endorsement was developed by Grant McCracken (1989). He argues that credibility and attractiveness don't sufficiently explain how and why celebrity endorsements work and offers a model based on meaning transfer. According to this model, a celebrity's effectiveness as an endorser depends on the culturally acquired meanings he or she brings to the endorsement process. Each celebrity contains many meanings, including status, class, gender, and age as well as personality and lifestyle. In explaining stage 1 of the meaning transfer process, McCracken notes:

Celebrities draw these powerful meanings from the roles they assume in their television, movie, military, athletic, and other careers. Each new dramatic role brings the celebrity into contact with a range of objects, persons, and contexts. Out of these objects, persons, and contexts are transferred meanings that then reside in the celebrity.

McCracken suggests celebrity endorsers bring their meanings and image into the ad and transfer them to the product they are endorsing. In the final stage of McCracken's model, the meanings the celebrity has given to the product are transferred to the consumer. McCracken notes that this final stage is complicated and difficult to achieve. The way consumers take possession of the meaning the celebrity has transferred to a product is probably the least understood part of the process.

The meaning transfer model has some important implications for companies using celebrity endorsers. Marketers must first decide on the image or symbolic meanings important to the target audience for the particular product, service, or company. They must then determine which celebrity best represents the meaning or image to be projected. An advertising campaign must be designed that captures that meaning in the product and moves it to the consumer. When celebrity endorsers are used, the marketer should track the campaign's effectiveness. Does the celebrity continue to be effective in communicating the proper meaning to the target audience? Celebrities who are no longer in the limelight may lose their ability to transfer any significant meanings to the product.

2.1.2 Benefits of Celebrity Endorsement

Companies use celebrity endorser because they are considered to have stopping power, i.e., a celebrity can be a very useful tool to draw attention to advertising messages in a cluttered media environment. The overall popular image coupled with exact product-image match can enhance the consumer attention resulting in greater brand recall. Studies have indicated that celebrities endorsing a company or brand can greatly increase consumers' awareness of an advertisement, capture their attention and make the advert more memorable. Researchers like (Roy et al., 2013) have cited various sources that claim celebrities enhance the believability of the advertised message, increase brand recognition, improve the recall of the message, develop positive attitude towards the brand and give a unique identity to the endorsed brand. A company that employs a celebrity endorser may even benefit in the form of higher economic return.

(Agrawal & Kamakura, 1995) in their article titled "The Economic Worth of celebrity endorsers" assessed the impact of celebrity endorsement contracts on the expected profitability of a firm by using event study methodology, their approach assumes that the announcement of a celebrity endorsement contract, usually widely publicized in the business press is used as information by market analysts to evaluate the potential profitability of endorsement expenditures, thereby affecting the firm's expected return hence they analyzed Announcements of 110 celebrity endorsement contracts and results indicate that on average the impact of these announcements on stock returns is positive and suggest that celebrity endorsement contracts are generally viewed as a worthwhile investment in advertising.

Celebrities help advertisements stand out from surrounding clutter, improving communicative ability by cutting through excess noise in a communication process. If the company image has been tarnished hiring a popular celebrity is one solution, at times a celebrity is chosen and a new product designed around the person since this strategy can pay huge dividends by giving products instant personality and appeal. Some of the initial positioning strategies for products fail to draw expected interest from consumers. Companies can hire celebrities who have necessary meanings to establish new positioning for existing products (Erdogan, 1999 p. 295-296)

Mukherjee (2009) stated that there is no doubt that celebrities advertising have its benefits in which presented as the four Qs:

- Quick saliency: It gets cut through because of the star and his attention getting value.
- Quick connect: There needs to be no insight but the communication connects because the star connects.
- Quick shorthand for brand values: The right star can actually telegraph a brand message fast without elaborate story telling.
- Quick means of brand differentiation: In a category where no brand is using a celebrity, the first that picks one up could use it to differentiate itself in the market.

Table 2.1 Pros and cons of celebrity endorsement strategy

Potential advantages	Potential Hazards	Preventive Tactics
Increased Attention	Overshadow the brand	Pre-testing and careful planning.
Image Polishing	Public Controversy	Buying insurance and putting provision clauses in contracts.
Brand introduction	Image change and overexposure	Explaining what is their role and putting clause to restrict endorsement for other brands.
Brand repositioning	Image change and loss of public recognition	Examining what life-cycle stage the celebrity is in and how long this stage is likely to continue.
Underpin global campaigns	Expensive	Selecting celebrities who are appropriate for global target audience, not because they are 'hot' in all market audiences.

Source: Erdogan, 1999 p.295

2.1.3 The Risks of Celebrity Endorsement

Companies must be careful when selecting celebrities to represent their brands. (Kotler and Armstrong, 2012) warned picking the wrong spokesperson can result in embarrassment and a tarnished image. A number of factors must be considered when a company decides to use a celebrity spokesperson, including the dangers of overshadowing the product and being overexposed, the target audience's receptivity,

and risks to the advertiser. (Belch and Belch, 2003 p. 173) Celebrity endorsers are often viewed as risky business because their potential for involvement in undesirable circumstances whose repercussions can transfer to the brand and company they are endorsing. Celebrity endorsements can be extremely expensive, not only in terms of the monetary payments to the celebrity but also in terms of intangibles such as how the celebrity may affect the image of the advertiser. While the economic impact of celebrity endorsements is important, perhaps of greater importance is the intangible impact. (Muda et al.,2011)

Overshadowing the Product

The potential hazard of using a celebrity to endorse a company's product is when the celebrity risks overshadowing the product endorsed. As cited in (Muda et al, 2011) when the celebrity chosen is too popular, the consumers would focus their attention more on the celebrity at the expense of the product (Erdogan, Baker and Tagg, 2001). Consumers may focus their attention on the celebrity and fail to notice the brand. Therefore advertisers should select a celebrity spokesperson that will attract attention and enhance the sales message, yet not overshadow the brand. (Belch and Belch, 2003 p. 173)

Overexposure

Consumers are often skeptical of endorsements because they know the celebrities are being paid. This problem is particularly pronounced when a celebrity endorses too many products or companies and becomes overexposed. Many celebrities, knowing their fame is fleeting, try to earn as much endorsement money as possible, yet they must be careful not to damage their credibility by endorsing too many products. (Belch and Belch, 2003 p. 173)

Target Audiences' Receptivity

One of the most important considerations in choosing a celebrity endorser is how well the individual matches with and is received by the advertiser's target audience. Consumers who are particularly knowledgeable about a product or service or have strongly established attitudes may be less influenced by a celebrity than those with little knowledge or neutral attitudes (Ibid, p. 175).

Risk to the Advertiser

A celebrity's behavior may pose a risk to a company. A number of entertainers and athletes have been involved in activities that could embarrass the companies whose products they endorsed. Celebrity images are not static and there is always a chance that the image will change or loss. Celebrity athletes, for example, could create additional risk of injury, which reduces visibility and performance, thus decreasing their endorsement potential. The change in marital status can also alter the image of a celebrity especially entertainment celebrity. Usually, a celebrity will have many fans when he or she is single. However, once the celebrity ends his or her bachelorhood and gets married, the fan size usually will dwindle (Muda et al, 2011).

2.1.4 Source Credibility Scale

(Ohanian, 1990) conducted a study to develop a scale for measuring celebrity endorsers' perceived expertise, trustworthiness, and attractiveness and developed a scale based on the source models. Using two exploratory and two confirmatory samples, the research developed a 15-item semantic differential scale to measure perceived expertise, trustworthiness, and attractiveness. The scale was validated using respondents' self-reported measures of intention to purchase and perception of quality for the products being tested. The resulting scale demonstrated high reliability and validity. Ohanian's scale was validated by Pornpitakpan (2003) in a study involving 880 undergraduate students in Singapore. The perceptions of the students about four celebrities, namely, Jackie Chan, Yun Fatt Chow, Faye Wong and Zoe Tay, were studied. As Roy (2006) stated Most of the scales developed to measure a celebrity endorser's effect on consumers have used factor analysis for data reduction.

Table 2.2:- Source Credibility Scale, Ohinan (1990)

Attractiveness	Trustworthiness	Expertise
Attractive-Unattractive	Trustworthy-Untrustworthy	Expert-Not an expert
Classy-Not Classy	Honest-Dishonest	Experienced-Inexperienced
Beautiful-Ugly	Reliable-Unreliable	Knowledgeable-Unknowledgeable
Elegant-Plain	Sincere-Insincere	Dependable-Undependable
Qualified-Unqualified	Sexy-Not sexy	Skilled-Unskilled

Source:-Ohanan (1990)

2.2 Empirical Research Findings

Modern celebrity advertising originates from the United States. However, the practice has dramatically increased in other parts of the world due to the development of commodity culture and mass media technology. The mass circulation of newspaper, radio, television and the Internet makes celebrity a public face and an object of desire. Citing different sources Muda M et al, stated that About 25% of all television and print advertisements in the United States have featured celebrities .Celebrity endorsement is practiced in other countries such as New Zealand, South Korea, Turkey and India. The use of celebrity in Japan is extremely popular as about 70% of all commercials feature celebrities. In Ethiopian context, even though there are no statistics available to show the prevalence of the practice, the same trend is observed. In this subsection empirical research findings were discussed.

Renton (2006) investigated the relationship between the celebrity's physical attractiveness, their credibility and their congruency with the advertisement, and consumer's attitudes toward the advertisement, the brand and their intent to purchase the advertised product. In her research Participants were asked to answer a questionnaire that corresponded with three different apparel advertisements, using three different celebrities. The dependent variables, purchase intentions, attitude toward the ad and attitude toward the brand were measured against the independent variables, physical attractiveness, source credibility, and celebrity/brand congruency using one-way ANOVA and backward linear regression. Findings of her study indicated that celebrity endorsements generated higher purchase intentions, positive attitudes toward the ad and positive attitudes toward the brand.

Alsmadi (2006) conducted a study to explore consumer attitudes towards the role of celebrity endorsement in television advertising in Jordan, His study was based on an empirical research approach, which used a convenience sample of 450 students, drawn from University campus. The main findings of his study showed that Jordanian respondents were generally interested in celebrity endorsement in advertising, as the majority recognized its overall attractiveness, though did not find it convincing enough in terms of brand choice behavior.

Muda & Musa,(2012) conducted a study is to develop, test and validate a model that can explain the effects of celebrity entrepreneur-endorser on advertising effectiveness. Their research hypothesized that celebrity credibility (attractiveness, trustworthiness, expertise and decorum) and advertisement credibility will positively affect three traditional measures of advertising effectiveness attitude toward the advertisement, attitude toward the brand and purchase intention. A real print advertisement featuring Malaysia's number one songstress who is also an entrepreneur accompanied a self-administered questionnaire, was filled up by 542 female respondents. Data were analyzed using structural equation modeling (SEM). The findings indicate that all aspects of celebrity credibility are significant predictors of attitude toward the advertisement with celebrity decorum as the main contributor. Celebrity credibility and advertisement credibility significantly influence advertising effectiveness.

In South Korea, La Ferle and Choi (2005) conducted an experimental study using 275 undergraduate students to examine the effectiveness of celebrity endorsements in Korean advertising. Beyond the traditional measures of attitude towards the ad, the brand and intent to purchase, influences of perceived credibility were also examined to gain a better understanding of the process. Celebrities were found to be highly effective in creating more favorable responses on the dependent measures however perceived credibility of the endorser played a significant mediating role in determining the effectiveness

In India, Mukherjee D. (2009) examined the relationship between celebrity endorsements and brands, and the impact of celebrity endorsement on consumer's buying behavior as well as how consumer makes brand preferences. The paper proposed a 20 point model which can be used as blue-print criteria and can be used by brand managers for selecting celebrities and capitalizing the celebrity resource through 360 degree brand communication which is the foundation of the impact of celebrity endorsement. The study indicated Celebrity endorsement is always a two-edged sword and it has a number of positives if properly matched it can do wonders for the company, and if not it may produce a bad image of the company and its brand.

Doctorial fellow Kan (2012) conducted a study aimed to test the applicability of the Ohanian scale in Hong Kong's Chinese consumer market and develop a more comprehensive measurement of celebrity credibility. It assessed the impact of the

credibility dimensions on consumers through their purchase intentions. An expanded five-factor celebrity credibility scale was tested through a questionnaire survey of 300 consumers intercepted in a popular location in Hong Kong. The results of the exploratory and confirmatory factor analyses supported the revised scale, with some variations for male and female celebrities. The results of the multiple regression analyses showed that 'expertise', which was found to be the only dimension affecting consumers' purchase intention in Ohanian's (1991) study, had no impact on the respondents. The findings indicated that the dimensions influencing Hong Kong consumers' purchase intention were the female celebrity's attractiveness and trustworthiness and the male celebrity's 'familiarity' and 'likability'.

In Singapore, Pompitakpan, (2003) conducted a study for a validation of the celebrity endorsers credibility scale in Asia, using four Chinese celebrities as stimuli and 880 Singaporean undergraduates as respondents, this research verifies the factor structure of the celebrity endorsers' credibility scale, which Ohanian (1990) developed from American samples. The results show that the original scale's factor structure fits the Singaporean data well. All indicators are significantly related to their specified factor, and the inter-factor correlation coefficients are moderate and significant. The composite factor reliability, the Cronbach's alpha; and the variance extracted measures are satisfactory.

In African context Van der Waldt, De Beer & Du Plessis(2007), conducted a survey amongst students to assess attitude towards attractive and credible celebrities in advertisements. Their research focused on both the attractiveness and also the credibility of celebrities in advertisements. It is anticipated that attractive celebrities and credible celebrities could influence attitudes positively, and that this will eventually lead to the purchasing of the advertised products and services. O'Mahony and Meenaghan's (1997/1998) Perceptions of Celebrity Endorsements Scale was used to measure the overall attitudes of students on celebrity endorsements. Separate sets of items were developed to measure attractive and credible celebrities separately. In general, the respondents positively perceived celebrity endorsements. However, the overall rating of respondents in respect of an attractive celebrity in an advertisement was decidedly more unfavourable. Results also showed attitudes towards credible celebrity endorsements to be neither positive nor negative.

In Nigeria, Adeyanju Apejoye (2013) examined the influence of celebrity endorsed advertisement on students' purchase intention employing quasi-experiment as the method of study. Two Pepsi Cola commercials were used with one featuring Osaze Odenwingie as the endorser while the second commercial did not feature any celebrity. Findings of the research suggested that celebrity endorsed advert has a significant influence on students' purchase intention. The study therefore recommends that the various elements involved in producing both celebrity endorsed and non- celebrity endorsed adverts should be carefully mixed together in order to achieve desired results. Likewise, the image of a celebrity before the public should be scrutinized before such a celebrity endorses an advert in order not to cast the product in negative light.

In Ethiopian Market context the researcher couldn't come across literatures written on source credibility and celebrity endorsement, most of the papers has the focus in advertising in general with emphasis on consumer's attitude towards television advertising. One study conducted by Kedamawit (2006), examined consumers attitudes towards Ethiopian Television (ETV) advertising. Using different belief dimensions (ethical, economic, social, personal, usefulness and regulatory beliefs); her study indicated that majority of the consumers are generally disappointed by ETV commercials, they do not generally trust advertising, most advertisements were silly, ridiculous and misleading and there was too much exaggeration, the consumers surveyed were disturbed with the deceptive, fraudulent and repeated TV ads. The findings of the study also indicated that consumers had mixed attitudes towards the economic effects or consequences of Ads and most of the economic concerns in ETV advertising did not receive endorsement. Therefore this paper will try to fill the gap in Ethiopian context.

2.3 Conceptual Framework of the Study

In the conceptual frame work for this study one of the most widely used scales in celebrity endorsement literature was developed by Ohanian (1990) a tri- component source credibility scale on 'Trustworthiness', 'Expertise' and 'Attractiveness' with its fifteen indicators which are five indicators for each of the three dimensions. 'Likeability' and 'Familiarity' are the two key dimensions of McGuire's (1985) source attractiveness model and indicators for two dimensions were developed based on definitions in his source valence model. Therefore the perceived "Physical Attractiveness", 'Expertise', Trustworthiness', 'Likeability' and 'Familiarity' of the source(in this case the Celebrity) are taken as independent variables to influence purchase intentions as dependent variable.

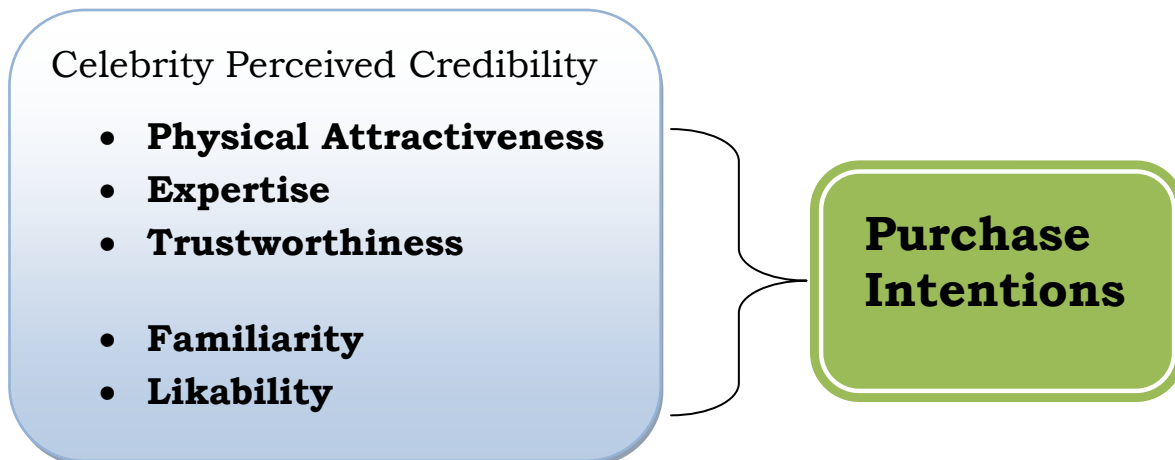


Fig: 3.1 Conceptual Framework for the study

Source: Own conceptual framework designed for this study

Chapter Three

3. RESEARCH DESIGN AND METHODOLOGY

In this part, the research design, the sampling techniques, the source of data, the data collection tools with their content validity and reliability, the procedures to be followed in the data collection and the methods of analysis and all the ethical considerations were explained.

3.1 The Research Design

A quantitative approach is one in which the investigatory primarily uses postpositive claims for developing knowledge (i.e cause and effect thinking, reduction to specific variables and hypothesis and questions) use of measurement and observation and test of theories) , employs strategies of inquiry such as experiments and surveys and collect data on predetermined instrument that yield statistics data. (Creswell, 2003) mentioned, certain types of social research problems call for specific approaches, for example if the problem is identifying factors that influence an outcome, the utility of an intervention, or understanding the best predictors in outcomes, then a quantitative approach is the best. It is also the best approach to pursue or test a theory or explanation. Therefore a Quantitative explanatory research design which uses a survey method of data collection is employed for this study.

3.2 Population and Sampling Techniques

Since the main objective of this study is to assess consumer's attitude towards advertisement featuring a celebrity using source credibility dimensions and their purchase intentions in Ethiopian market context, ideally the target population of the study are Ethiopian Consumers. The sample that will be used for this research are both undergraduate and graduate students enrolled in regular and extension/part-time/ and currently taking classes at school of commerce of Addis Ababa University. Besides convenient and economical procedure in selecting the people most readily available, the reasons why students are selected for this study are: *First*, it is believed that they come from different social group, different parts of the country and income

level. *Second*, students represent the youngest generations who are very conscious, knowledgeable in accessing the media and advertising. In which it is believed the influence from the media and Celebrities is very important to them. *Third*, students and non-students do not differ significantly. Finally, Students purchase is somewhat similar to the general public. This enables responses from people with different perceptions due to perhaps background variation.

The survey was conducted during the first week of May; respondents of the study were intercepted at the school campus to participate in the survey with a brief explanation of the purpose of the study. Using the research advisors required sample size determination table which is developed based on Krejcie & Morgan (1970) sample size determination formula; at 5.0% margin of error and 95% of confidence interval, the sample size was determined at 384, questionnaires were been distributed in convenience sampling at different places of the campus compound both at day and evening time in order to get a balanced student sample composition. Therefore a non probability, convenience sampling was used in this study, through the use of university students as a sample. Similar research design was used by major studies which have tested and applied the Ohanian scale, (for instance, Dr. Pornpitakpan validated the Ohinan celebrity endorsers credibility scale using 880 Singaporean undergraduate students intercepted at National university of Singapore campus, also Dr. La Ferle and Choia used 275 undergraduate students at major university in Soul, Korea) this method is therefore convenient and economical procedure which selects the people most readily available.

3.3 Source of Data

The study mainly used primary data. From primary data collection techniques a survey method of data collection is considered appropriate for celebrity credibility and consumers purchase intention and it is employed for this study. Surveys include cross sectional and longitudinal studies using questionnaires or structured interviews for data collection, with the intent of generalizing from a sample to a population (Babbie, 1990) as cited in (Creswall, 2003). A survey design provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of

that population from sample results, the researcher generalizes or makes claim about the population.

As a student researcher the major consideration in deciding the form of survey administration is the response rate versus the cost because the population is broad and wide, hence high response rate is needed. Therefore a self administered questionnaire is employed due to its simplicity and cost.

3.4 Instruments for Data Collection

This study will mainly adopt Ohanian (1990) a tri- component source credibility scale to measure celebrity endorsers' perceived 'expertise' 'trustworthiness', and 'attractiveness' with its fifteen indicators which are five indicators for each of the three dimensions and also adding two key dimensions of McGuire's (1985) source attractiveness model which are 'Likeability' and 'Familiarity' in which the three item indicators each for the two added dimensions were developed by Kan (2012) based on definitions in McGuire's source valence model. For each dimension in accordance with a bipolar semantic differential nature of the Ohanian scale.

The measures for purchase intention were adopted from Ohanian study; Ohanian (1990) has used three items, 'inquire about', and 'consider purchasing' and 'actually purchase' which are commonly used in advertising research to measure the effectiveness of source credibility. The same dependent variables were used to measure purchase intention by Pornpitakpan (2003) in Singapore. In this research, two of the elements were considered sufficient to measure respondents likelihood to 'consider purchasing' and 'actually purchase' for personal use of the product that is advertised by the celebrity, 'consideration' and 'actual purchase' represent increasing levels of commitment towards the advertised product were stated using a seven point bipolar semantic differential scale, with 'will not consider purchase' and 'will consider purchase' adjectives and as Ohanian (1990) stated these criterion variables are commonly used to measure the effectiveness of source credibility in marketing research, further the respondents were asked to indicate the likelihood that they would 'consider' and 'definitely purchase' the product as a 'gift', because citing different sources Ohanian(1990) stated that gift has conspicuous nature and gift

giving decisions, as compared to purchase for self, are often perceived as being more important and more involving .

To measure respondents' belief towards the advertisement, their attitude toward the ad, the Celebrity brand matchup, a modified bipolar adjective semantic differential scales were adopted from Renton (2006) study in light with some modifications using Al-hindawe (1996) review on consideration when constructing a semantic differential scale. All the questions were anchored in a seven point bipolar scale/ negative antonym adjectives in lower ratings and higher ratings for more positive adjectives.

The questionnaire consists of a total of 47 questions; the first part contains five questions related with demographic characteristics of the respondents, the second part is the expanded source credibility scale with 21 indicators followed by four purchase intention questions, three celebrity brand match up questions, continues with 5 questions to attitude towards and 9 questions to beliefs towards celebrity advertisement.

3.4.1 Content Validity: as mentioned above, source credibility and all questionnaire items were derived and from relevant literatures to ensure the validity of the questionnaire. The questionnaires are partially adopted from different previous research works.

3.4.2 Reliability: - A pilot test was used on 26 student researcher friends and classmates to measure the reliability and consistency of the responses. The coefficient alpha was used to measure the reliability and internal consistency of each of 21 source credibility items measured was .901 and all the 42 questionnaire items were resulted in .93. This showed that the alpha coefficients were well above the acceptable rate.

3.5 Procedures for Data Collection

The primary data for this study was collected through questionnaire ,the questionnaire was adopted in English, In trying to localize the celebrity credibility scale this researcher faced some of the English items on the scale could not be translatable or distinguishable in local language, not to complicate the conceptual equivalence and not to change the psychometric property of the scale the researcher adopted the original scale in English as Pornpitakpan, 2003 p. 190 recommended, this

might not impact the results as translation might not be needed at all since all the respondents were university students who are pursuing all their courses in English and capable of understanding English.

Respondents of the study were first approached and introduced about the main purpose of the study and asked if they have some minutes and willingness to participate in the study, after having their willingness, a self administered questionnaire was distributed by the researcher at different places of the campus compound during day and evening time and also responses were collected same time. Prior to the main questionnaire respondents were asked to imagine any Ethiopian advertisement that feature celebrity (Please refer the appendix)

3.6 Methods of Data Analysis

The collected survey data using the above methods was analyzed using IBM SPSS® statistics Version 20 software. The data was first analyzed using descriptive statistics; the mean scores and standard deviations were used to analyze the respondents overall rating on celebrity advertisers, their perception, purchase intentions and beliefs towards source credibility and advertising featuring celebrities in Ethiopian context; next suitability for factor analysis was checked with Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity, both of the results confirmed the factorability of both the male and female celebrity dataset. Then Factor analysis (Principal Component analysis) with Varimax Rotation was employed to assess the structure of the expanded source credibility scale with newly added dimensions total of 21 indicators into a smaller factors and in order to reduce the amount of data due to possible existence of similar and redundant variables so the problems could be simplified with little loss of information, the component factors were extracted with eigenvalues greater than one and by using the scree plot test last higher drop off method. The resulted factors will be used to further inferential statistics analysis like correlation and multiple regressions. Finally multiple regression analysis was run on the factor scores to determine the impact of the credibility dimensions on purchase intent indicators variables and to determine whether there is a difference in the influence of a male celebrity advertiser against female celebrity advertiser credibility dimensions on purchase intentions.

3.7 Ethical Considerations

According to Bhattacharjee (2012) research ethics includes Voluntary participation and harmlessness, informed consent, anonymity and confidentiality and researchers obligation in disclosure. Based on this, all ethical considerations were applied throughout the research process.

- All the respondents of the study were participated voluntarily and the information taken was with their full approval.
- The respondents were advised the type of information needed, for what purpose the information was needed and consent and all the responses received from participants are kept confidential.
- The researcher avoided bias, incorrect reporting and inappropriate use of information.

Chapter Four

4. RESULTS AND DISCUSSION

Introduction

In this chapter, the collected survey results were analyzed. Detailed findings and analysis were made and will be illustrated by using tables. It begins with the discussion of the survey response rate, testing the reliability of the survey instrument followed by profile of respondents. First descriptive analysis using means scores and standard deviations will be employed to overview respondents ratings on celebrity advertisers, their perception and beliefs towards source credibility and advertising featuring celebrities in the Ethiopian context; then factor analysis will be employed next to assess the structure and for dimension reduction of the expanded source credibility scale with its 21 indicators into smaller factors, finally multiple regressions were employed on the factor scores and results will be discussed.

4.1- The Survey Response Rate and Reliability Test

4.1.1- The Survey Response Rate

The survey was conducted during the first week of May, 2014; respondents were intercepted at Addis Ababa university school of commerce campus to participate in the survey with a brief explanation of the purpose of the study. Using the research advisors required sample size determination table developed with Krejcie & Morgan (1970) sample size determination formula; at 5.0% level of significance and 95% of confidence interval, the sample size was determined to be 384, questionnaires were been distributed in convenience sampling at different places of the campus compound at day and evening time.

Out of the total distributed 384 questionnaires, after data cleaning, 306 completed and usable questioners were considered for data analysis, constituting 79.69% of response rate.

Table 4.1, Overall Survey Response Rate

Sample	Frequency	Percent
Total distributed questionnaire	384	100%
Returned questionnaire	338	88.02%
Incomplete & non usable questionnaire	46	11.98%
Total usable questionnaires considered for analysis	306	79.69%

Source: Own Survey Findings, May 2014

4.1.2 -Reliability of the Survey Instrument

Reliability is the degree to which the measure of a construct is consistent or dependable. In other words, if we use this scale to measure the same construct multiple times, do we get pretty much the same result every time, assuming the underlying phenomenon is not changing? Bhatacherjee (2012). To test the reliability of the constructs, reliability analysis of Cronbach’s alpha was run using SPSS. The Table 4.2 below shows the reliability of the constructs in the survey instrument. Cronbach’s Alpha value shows higher internal consistency when the value is closer to 1.0. The Cronbach’s alphas of the different construct measurements of this survey instrument were found to be higher;

Table 4.2 Reliability statistics

Measurement Category	Cronbach’s Alpha	N of items
Attractiveness	.845	5
Trustworthiness	.874	5
Expertise	.929	5
Familiarity	.846	3
Likability	.759	3
Purchase Intentions	.844	4
Celebrity Brand congruency	.745	3
Attitude towards celebrity advertising	.901	5
Beliefs about celebrity advertising	.826	9

Source: - Own survey findings, May 2014

Reliability Statistics

Cronbach's Alpha	N of Items
.920	21

Reliability Statistics

Cronbach's Alpha	N of Items
.951	42

Reliability statistics for the expanded source credibility subscale with its twenty one indicators was found to be .921 and the overall reliability with 42 items was .951 which represents a higher reliability of the survey instrument.

4.2 Descriptive Analysis

4.2.1 General Demographic Information of Respondents

Detailed descriptive statistics relating to the respondents characteristics are shown in the below table 4.3. Out of a total 306 sample respondents considered for analysis 173 (56.5%) were females, with males constituting 133 (43.5%) of the population. Majority of these student respondents 177 (57.8%) fall in the age group of 19-25 years; followed by 82 (26.8%) those aged 26-29 years and 41(13.4%) 30-39 years. Majority of respondents, were undergraduate students constituting 252 (82.4%) where as 54 (17.6%) were Postgraduate students.

Table 4.3 Profile of Respondents (N=306)

Profile of Respondents		
	Frequency	Percentage (%)
Gender		
Male	133	43.5
Female	173	56.5
Age (years)		
19-25	177	57.8
26-29	82	26.8
30-39	41	13.4
40 & Above	6	2.0
Education Level		
Undergraduate	252	82.4
Postgraduate	54	17.6
Type of Enrolment		
Regular	159	52
Extension/Part-time/	147	48
Monthly Income in birr		
Below 1000	142	46.6
1001-3000	56	18.4
3000-5000	59	19.3
5001-10000	37	12.1
10000 & Above	11	3.6

Source: - Own survey findings, May 2014

As the study was administered both at the evening and daytime, it achieved considerably a balanced composition in getting both regular 159 (52%) and extension/part-time/ 147 (48%) students. About half of the total respondents (46.6%)

have a monthly income which is less than 1000birr with the other half falls mainly on a monthly income 1001-10,000 birr range.

4.2.2 Overview of Respondents Rating on Celebrity Advertisers

The survey instrument on this study gave a freedom for the respondents to imagine any Ethiopian advertisement featuring a celebrity that comes to respondent mind and asked to specify the name and gender of the celebrity, unlike to most of the studies approach in celebrity advertising and source credibility which priory specifies the name and gender of the celebrity. Table 4.4 shows the frequency and percentage of the celebrity advertisers' gender on the survey as selected by the respondents. Of the 306 respondents 160 (52.3 %) selected male celebrity advertisers where as 146 (47.7%) were females celebrity advertisers for further ratings.

Table 4.4: Celebrity Advertiser Gender as Selected By Respondents

		Frequency	Percent
Celebrity Advertiser Gender	Male	160	52.3
	Female	146	47.7
Total		306	100.00

Source: *Own Survey Findings, May 2014*

The celebrities were rated using a bipolar adjective seven point semantic differential / behavioral intention scale/ with the procedure in the Ohinan (1990) in the construction and validation of source credibility scale. All items were numbered in from left to the right for coding purpose with lower ratings indicating for negative and higher ratings for more positive.

Descriptive analysis with the analysis of means and standard deviations of the expanded source credibility scale dimensions with its 21 indicator variables, which are considered as independent variables and purchase intention variables (both 'considering purchase' and 'definitely purchase') treated as dependent variables, provides a preliminary understanding of the respondents views of the celebrities in advertising featuring celebrities in the Ethiopian market.

The Means and standard deviations of respondents rating on the source credibility indicator variables on Ethiopian advertisings featuring celebrities were presented on the below table 4.4

Table 4.5- Respondents Overall Ratings on Source Credibility Indicators

Descriptive Statistics		
Dimension/Indicators	Mean	Std. Deviation
Attractiveness		
Unattractive/ Attractive	5.68	1.637
Not Classy/Classy	5.43	1.555
Ugly/Beautiful	5.49	1.562
Plain/ Elegant	5.25	1.457
Not Sexy/Sexy	4.73	1.912
Trustworthiness		
Undependable/Dependable	5.02	1.555
Dishonest/Honest	4.74	1.625
Unreliable/Reliable	4.83	1.581
Insincere/Sincere	4.92	1.488
Untrustworthy/Trustworthy	4.91	1.532
Expertise		
Not An Expert/Expert	4.60	2.045
Inexperienced/Experienced	5.16	1.916
Unknowledgeable/Knowledgeable	4.77	1.838
Unqualified/Qualified	5.06	1.730
Unskilled/Skilled	5.07	1.794
Familiarity		
Unfamiliar/ Familiar	6.05	1.488
Unknown/Well Known	6.07	1.403
Low exposure/ High exposure	5.91	1.443
Likeability		
Unlikable/Likable	6.00	1.269
Not Charming/Charming	5.64	1.474
Unpopular /Popular	6.44	1.020

Source: Own Survey Findings, 2014

For all the total of 21 indicators with the original 15 indicators on three dimensions of ‘Attractiveness’, ‘Trustworthiness’ and ‘Expertise’ in the original Ohinan source credibility scale and two added dimensions of ‘likability’ and ‘familiarity’ with their three indicators each; the means were ranging between 4.60 to 6.44 which is above average and shows celebrity endorsers were rated positively, especially it is worth mentioning that for four ‘familiar’, ‘well known’, ‘Likable’, and ‘Popular’

indicators of the added dimensions celebrities were rated with higher scale giving higher means. This reflects that the celebrities featured in Ethiopian advertisements were rated positively on all the attributes that defines the source credibility.

The relatively higher standard deviations ranging from 1.02 to 2.04 can be associated with the initial freedom given to respondents to imagine any Ethiopian advertisement that comes to their mind, as rating different celebrities, will give a varied scores. Similar to Kan (2012) findings, the incorporated dimensions of 'familiarity' and 'likability' with their three indicators each had higher means of all of indicators ranging from 5.64 to 6.44, their higher scores gives support for these newly added dimensions in measuring source credibility.

As can be referred from the table 4.5 it is important to note that the 'popular' indicator has higher mean with low standard deviation indicating the celebrities featuring in the advertisement were highly popular .The relatively higher standard deviations with lower means in the 'sexy' and 'expert' indicators shows the responses of the respondents were highly divided on these indicators.

4.2.3 Consumers Purchase Intention under the Perception of Celebrity Advertising

To measure respondents purchase intention of the product that is advertised by the celebrity, 'consideration' and 'actual purchase' represent increasing levels of commitment towards the advertised product, as Ohinan (1990) stated these criterion variables are commonly used to measure the effectiveness of source credibility in marketing research, further the respondents were asked to indicate the likelihood that they would 'consider' and 'definitely purchase' the product as a 'gift', because as Ohinan(1990) citing different sources stated that gift has conspicuous nature and gift giving decisions, as compared to purchase for self, are often perceived as being more important and more involving .

Table: 4.6 Means and Standard Deviations of Respondents Rating on Purchase Intention Variables

Variables	N	Mean	Std. Deviation
Purchase for self			
<i>Will Not/ Will Consider Purchasing</i>	306	4.57	1.617
<i>Will Not/ Will definitely Purchase</i>	306	4.05	1.713
Gift giving			
<i>Will Not/ Will Consider Purchasing</i>	306	4.47	1.691
<i>Will Not/ Will definitely Purchase</i>	306	4.17	1.800

Source: Own Survey Findings, 2014

The above Table 4.6 reflects that with regards to the purchase intention variables, the mean values were all around 4, ranging from 4.05 to 4.57, this leads to the explanation on respondents intention to purchase under the perception to the advertising featuring celebrities were almost neutral and not a such strong, although respondents ‘consider purchasing’ the celebrity advertised product both in ‘self purchase’ and ‘gift giving’ situations, relatively lower means were observed when they asked if they will ‘definitely purchase’ the advertised product.

The standard deviations for the ‘purchase intention’ for ‘gift giving’ variables values were slightly higher than for ‘self purchase’ variables. This shows that the opinions of the respondents were more divided in a ‘gift giving’ situation than self purchase.

4.2.4 Consumers Perception of Celebrity Brand Match Up

With regards to consumers perception to ‘celebrity brand match up’ in Ethiopian advertisements respondents were asked to indicate their belief using a seven point bipolar semantic differential scale indicating lowest points to unbelievable and higher points believable.

As indicated in the below table 4.7, regarding the celebrity brand match up the respondents were asked three questions to rate whether the celebrity featured in the advertisement is a good fit for the celebrity to endorse, if they believe the celebrity would use the endorsed product and how believable is the celebrity endorsing the advertised brand. The mean values showed that responses of the respondents were almost neutral in the all the three elements and the respondents’ ratings were

relatively highly divided in whether the celebrity would use the advertised product and the lower mean in celebrity use of the advertised product than other two indicators. This can be explained with the belief that celebrities are being paid to endorse the product rather than from using the product.

Table: 4.7 Respondents Rating On Celebrity Brand Match Up

Indicators	N	Mean	Std. Deviation
The Brand is good fit for the celebrity to endorse	305	4.82	1.785
Celebrity would use the advertised product	306	3.98	2.041
Believability of the celebrity endorsing the ad brand	301	4.32	1.722

Source: Own Survey Findings, 2014

4.2.5 Consumers Attitude towards Advertising Featuring Celebrities

Similar bipolar scale was used to analyze attitude towards celebrity advertisement, respondents have a relatively positive attitude toward celebrity advertisement. They rated the advertisements featuring celebrities were ‘good’, ‘interesting’, ‘likable’, ‘creative’ and ‘informative’ , respondents view were divided on creativity of the celebrity advertising giving lower mean with a relatively higher standard deviation.

Table 4.8:-Mean and Standard Deviations of Respondents Attitude towards Celebrity Advertising

Attitude towards celebrity advertisement	N	Mean	Std. Deviation
Bad/Good	304	5.37	1.445
Uninteresting/Interesting	303	5.43	1.474
Dislike/Like	302	5.35	1.549
Uncreative/Creative	304	5.05	1.848
Uninformative/Informative	301	5.15	1.710

Source: Own Survey Findings, 2014

4.2.6 Beliefs towards Advertising Featuring Celebrities

Again on the final part of the questionnaire respondents were asked to indicate their beliefs towards the advertisement featuring celebrity on different belief indicators with lower ratings ‘very unlikely’ and higher ratings ‘very likely’ , respondents higher ratings on beliefs towards the advertisement featuring celebrity, the Ad featuring celebrities is ‘entertaining’, it informs them what is available in the market place and somewhat ‘persuasive’ on the other indicators responses were not strong and around neutral.

Table 4.9:-Mean and Standard Deviation of Respondents Beliefs towards the Advertisement Featuring Celebrity

Beliefs Towards The Advertisement Featuring Celebrity	N	Mean	Std. Deviation
The ad is Misleading	305	3.55	1.743
The ad is entertaining	306	5.10	1.750
The ad is Persuasive	298	4.58	1.642
The ad taught me about what to buy	306	4.01	1.825
The ad tells me what other people like me are buying and using	304	3.99	1.626
The ad represents a true picture of the product advertised	306	3.99	1.847
The ad reflects something I would use	304	4.13	1.713
The ad is better than a commercial	306	4.29	1.896
The ad informs me about what is available in the marketplace	306	5.22	1.540

Source: Own Survey Findings, 2014

4.3 Factor Analysis

To assess the structure of the expanded source credibility scale with the newly two added dimensions of ‘Likability’ and ‘Familiarity’, all the 21 items (15 indicators in the original Ohanian (1990) scale and 6 added indicators of the two dimensions) of source credibility scale indicator items in the questionnaire were factor analyzed.

4.3.1 Suitability Test for Factor Analysis

Before conducting the factor analysis, suitability for factor analysis was checked, a close look of the correlation between the variables confirmed that the data matrix of both the ‘male’ and ‘female’ celebrity data have sufficient correlations for the

application of factor analysis. Most of the indicators were strongly related with at least one other indicator with correlation coefficients greater than 3.5 in most cases (see the appendix for details), having such correlation coefficients in both sets of data, can be considered for factoring. Further tests were applied to check the suitability for factor analysis.

Table 4.10:-KMO and Bartlett’s Test for Male Celebrity data

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.872
Bartlett's Test of Sphericity	Approx. Chi-Square	2529.064
	df	210
	Sig.	.000

a. Only cases for which celebrity gender = Male are used in the analysis phase.

Source: SPSS output, Own Survey Findings, 2014

Barthett’s test of Sphericity for the correlation matrix of the male celebrity data have an Approx. chi square=2529.064 with degrees of freedom df=210 and significance level of P=0.00 and for the female celebrity data, the chi square was 1988.194 with the sample degree of freedom and significance level of 210 & P=0.00, this shows there is strong correlation among the item variables defining the source credibility construct. As per SPSS (2011) small values (less than 0.05) of the significance level indicate that a factor analysis is useful with the data.

Table 4.11:-KMO and Bartlett’s Test for Female Celebrity Data

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.816
Bartlett's Test of Sphericity	Approx. Chi-Square	1988.194
	df	210
	Sig.	.000

a. Only cases for which celebrity gender = Female are used in the analysis phase.

Source: SPSS output, Own Survey Findings, 2014

Lastly, Kasiser-Meyer-Olkin (KMO) measure of sampling adequacy statistic value 0.872 for Male celebrity and 0.816 for female celebrity, as per SPSS ,2011 high values(Close to 1.0) generally indicate that a factor analysis will be useful with the data, which indicates a statistically significant relationship among variables.

The above tests confirmed the suitability for factor analysis; Principal components (Exploratory) factor analysis with varimax rotation was then run using SPSS version 20, Table 4.12 shows summary of the factor analysis results. The total variance output row shows that the first four components were significant. In the rotated component matrix twenty one items were loaded out of which four extracted and suppress all the loading which are less than .10.

Table 4.12:-Summary of factor analysis results (rotated factor loadings)

	Rotated Component Matrix ^{a,b}							
	Male Celebrities (n=160)				Female Celebrities (n=146)			
	Components				Components			
	1	2	3	4	1	2	3	4
Attractive	.183	.256	.375	.731	.115	.108	.796	
Classy	.312	.317	.263	.658	.242		.804	.264
Beautiful	.164	.169		.849			.670	
Elegant	.162	.460	.150	.569	.175	.161	.789	
Sexy			.215	.754		.265	.559	
Dependable		-.112	.596	.280	.371	.636	.211	
Honest	.191	.139	.859		.220	.832	.187	
Reliable	.142	.101	.873		.137	.806	.101	.143
Sincere	.155	.305	.751	.279	.366	.595	.272	
Trustworthy	.244	.102	.820	.166	.297	.791		
Expert	.811		.208		.837	.195	.172	
Experienced	.827	.218	.108	.168	.782	.238	.114	.261
Knowledgeable	.854	.208	.144	.241	.802	.237	.240	.150
Qualified	.817	.250	.169	.292	.840	.246	.138	.256
Skilled	.867	.286		.116	.806	.353		.203
Familiar	.200	.829			.177			.776
Well Known	.191	.837	.127	.171		-.155		.820
High exposure	.164	.797		.110				.797
Likable	.179	.571	.425	.163	.212	.342	.231	.603
Charming	.306	.486	.112	.583	.211	.251	.433	.558
Popular	.153	.658		.239	.338	.264	.234	.483
Eignevalues	4.06	3.80	3.70	3.42	4.08	3.44	3.25	3.13
% of Variance	19.37	18.14	17.62	16.31	19.47	16.42	15.47	14.92
Cumulative %	19.37	37.51	55.13	71.44	19.47	35.89	51.36	66.28

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Source: SPSS output, Own Survey Findings, 2014

The expanded source credibility scale with its 5 dimension/factors in the conceptual framework of this study; the factor solution for male celebrities resulted in four factors with eigenvalues greater than one. The two indicators ‘Likability’ and ‘Familiarity’ loaded in one factor possibly explained by as both were taken from the same source attractiveness model. As can be seen on the below Fig 4.1, Also the scree plot confirms the choice of four components. From the Total Variance Explained row on the above table 4.12, it revealed that four underlying factors were extracted with their eigenvalues of 4.06, 3.80, 3.70 and 3.42 in which all greater than 1; they totally accounted for 71.44% (which is >60%) of the total variance of all variables. These four factor solution accounted for 71.44 percent of the variance in the male celebrity data, meaning that these four factors in male celebrity dataset explain nearly 71.4% variability in the original 21 indicators so that the complexity of the dataset can be considerably reduced,

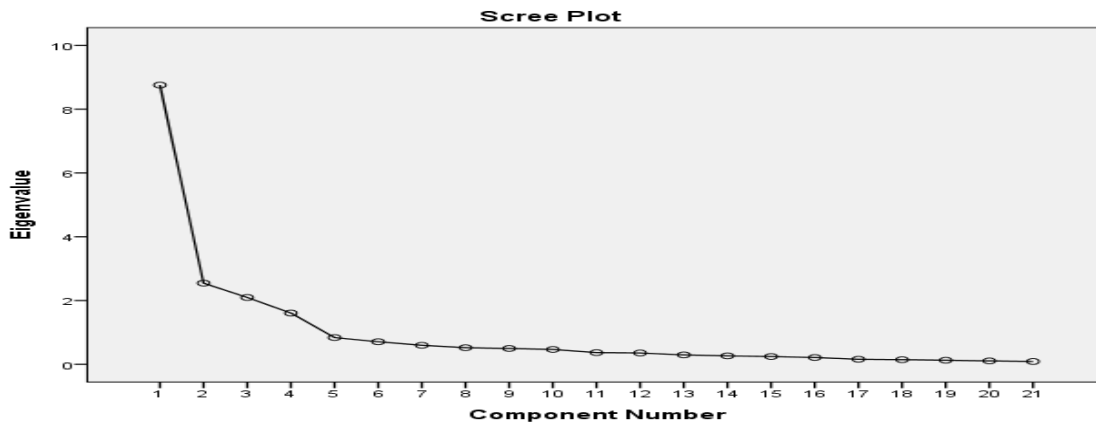


Fig 4.1 Scree Plot of Variables

The expanded source credibility scale with its 5 dimension/factors in the conceptual framework of this study the factor solution for female celebrities resulted again in four factors with eigenvalues greater than one. With their eigenvalues of 4.08, 3.44, 3.25 and 3.13 all greater than one, they totally accounted for 66.28% of the total variance of all variables. These four factor solution accounted for 66.28 percent of the variance in the female celebrity data, meaning that these four factors in female celebrity dataset explain nearly 66.28% variability in the original 21 indicators so that the complexity of the dataset can be considerably reduced.

From the above table 4.12 in rotated matrix for **Male celebrity** dataset 'Expert', 'experienced', 'knowledgeable', 'Qualified', 'Skilled' were loaded on the first component, with high loadings from .811 to .867 with 'expert' better representative because it is less correlated with other four components. Whereas the second component in the male data set is highly loaded with 'Familiar', 'well known', 'high exposure', 'popular', and 'likable' with loadings .571 to .837 this component constitutes the added indicators. The third component is highly correlated with 'dependable', 'honest', 'reliable', 'sincere', and 'trustworthy' with loadings .596 to .859. The fourth component is highly correlated with 'Attractive', 'classy', 'beautiful' (handsome, in male celebrity case), 'sexy' and were loaded .569 to .849

From the above table 4.12 in rotated matrix for **Female celebrity** dataset 'Expert', 'experienced', 'knowledgeable', 'Qualified', 'Skilled' were loaded on the first component, with high loadings from .782 to .840. Whereas the second component in 'dependable', 'honest', 'reliable', 'sincere', and 'trustworthy' with loadings from .595 to .832. The third component is highly correlated with 'Attractive', 'classy', 'beautiful', 'sexy' were loaded .559 to .804 the fourth component is highly loaded the added indicators in the original scale with 'Familiar', 'well known', 'high exposure', 'popular', and 'likable' with loadings .558 to .820.

The results of Factor/Principal component/ Analysis; 'expert', 'experienced', 'knowledgeable', 'Qualified' and 'Skilled' were loaded on the first component factor of both male and female celebrity data, which are the indicators of 'Expertise' dimension; 'Dependable' 'Honest' 'Reliable' 'Sincere' and 'trustworthy' were loaded on the third component of male celebrity data and second component of female celebrity data which are indicators of 'Trustworthiness' dimension; 'Attractive' 'classy' 'Elegant' and 'sexy' are loaded on the third component of the male celebrity data and fourth component of the female celebrity data, the added dimension indicators of 'Likability' and 'Familiarity' resulted in one component based on eigenvalue and loaded on the second and fourth component of the male and female celebrity data respectively. This finding is According to the source credibility model (Ohanian,1990) and proved that the three dimensions did not interrupted by the newly added dimensions to the model. As a result, the results of factors analysis were satisfied and the resulted four factor scores can be used for further analysis.

4.4 Regression Analysis

Multiple linear regression was used to relate the four dimensions factor scores resulted in factor analysis of expanded source credibility scale (Attractiveness, Trustworthiness, Expertise, Familiarity and likability) as independent variables with purchase intentions dependent variables. In 'consider purchase' and 'definitely purchase the advertised product for 'self use'.

4.4. A) Diagnostic Tests

Prior to conducting the multiple regression analysis interpretation, tests were applied to assess the relationship between the independent and dependent variables as well as among the independent variables. High degrees of Multicollinearity might affect the accuracy of the regression coefficients and cause difficulty in separating the effect of the individual variables on the dependent variables. The values of the variance inflation factor (VIF) were used to ascertain if any of the independent variables were collinear. As indicated on the appendix 4, Colliniarity statistics and diagnostics tables Eigenvalues , condition indices, and variance-decomposition proportions are displayed along with VIF and tolerances for individual variables, the VIF for independent variables showed that multicolliniarity was not a problem with the data, since the regression was run on factor component scores using factor analysis procedures; it is possible to create a set of independent variables that are uncorrelated and fit the dependent variable as well as the original independent variables. As expected the collinearity statics show that the factor scores are uncorrelated also it is possible to note that since the variability of the coefficients estimates are not artificially inflated by collinearity, the coefficient estimates are larger, relative to their standard errors. In addition, an assessment of the correlation coefficients helped determine if the four constructs and the purchase decision variables were adequately correlated for multiple regression analysis. (Please refer details on appendix tables)

4.4.1 The Impact of Source Credibility Dimensions of Male Celebrity Advertiser on Purchase Intentions

The most common measure of how well a regression model fits the data is R square. This statistic represents how much of the variance in the response is explained by the weighted combination of predictors. The closer R square is to 1, the

better the model fits (SPSS, 2011). The R square value in Table 5.13, tells how much of the variation in the dependant variable (Purchase intention) is explained by the model (which includes 4 factors). In this case the value is .316 expressed as a percentage (multiply by 100) it becomes 31.6% this means that the model explains 31.6% of the variance in dependant variable.

Table 4.13: Model Summary for ‘Consider purchase’ Male celebrity advertised product for self use.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	celebrity gender = Male (Selected)			
1	.577 ^a	.333	.316	1.382

a. Predictors: (Constant), Attractiveness, Trustworthiness, Familiarity/Likability, Expertise

Source: SPSS output, Own Survey Findings, 2014

Regressing ‘consider purchase’ the male celebrity advertised product for ‘self use’ on the four predictors results in an R square of 0.316, indicating that approximately 32 % of the variance in dependent variable is explained by the predictor variables in the linear regression.

The ANOVA table tests the acceptability of the model from a statistical perspective (SPSS, 2011). As can be seen from the ANOVA table 4.14 below, the independent variables significantly predicts purchase intention, $F=19.232/P=.000$. The significance value of the F statistic is less than 0.05, which means that the variation that is explained by the model is not simply due to chance.

Table 4.14: ANOVA ‘Consider purchase’ Male celebrity advertised product for self use

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.881	4	36.720	19.232	.000 ^c
	Residual	294.037	154	1.909		
	Total	440.918	158			

a. Dependent Variable: will you Consider Purchasing the advertised product for Self Use

b. Selecting only cases for which celebrity gender = Male

source: SPSS output, Own Survey Findings, 2014

While the ANOVA table is a useful test of the model's ability to explain any variation in the dependent variable, it does not directly address the strength of that relationship (SPSS, 2011). Table 4.15 shows the coefficients of the regression line. The standardized coefficients are shown in the table, the sign of the coefficient indicates whether the predicted response increases or decreases when the predictor increases, all other predictors being constant.

Table 4.15 Coefficients for ‘Consider Purchase’ the male celebrity advertised product for ‘self use’

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.572	.110		41.725	.000
Expertise	.528	.110	.316	4.800	.000
1 Familiarity/Likability	.081	.110	.048	.734	.464
Trustworthiness	.644	.110	.386	5.858	.000
Attractiveness	.480	.110	.287	4.362	.000

a. Dependent Variable: Will you Consider Purchasing the advertised product for Self Use
b. Selecting only cases for which celebrity gender = Male

source: SPSS output, Own Survey Findings, 2014

As indicated on Table 4.15, the results of regression based on 4 factor scores, (Trustworthiness, Expertise, Attractiveness and Familiarity/Likability). The result indicated that there is a positive and significant relationship with three of the predictors (Trustworthiness, expertise and attractiveness) with a largest predictor Trustworthiness (.386) where as attractiveness is the smallest predictor. It is worth mentioning that these three indicators were the major dimension elements in the original scale. Whereas the newly added two dimensions on the original scale which resulted in one factors ‘Familiarity’ and ‘Likability’ found to be have no significant impact on consumers consideration of purchase the product under perception of male celebrity advertiser.

Regressing ‘definitely purchase’ the male celebrity advertised product for ‘self use’ on the four predictors results in an R square of .199, As stated above the four dimensions explain approximately 20 % of the variance (R Square) in respondents’ intention to definitely purchasing under perception of male celebrity.

Table 4.16: Model Summary for ‘Definitely purchase’ the Male celebrity advertised product for ‘self use’

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	celebrity gender = Male (Selected)			
1	.468 ^a	.219	.199	1.457

Source: SPSS output, Own Survey Findings, 2014

As can be seen from the below ANOVA table, dependent variable of consumers behavioral intention/definitely purchase the advertised product for self use under the perception of male celebrity advertiser; the independent variables significantly predicts the respondents purchase intention. $F=10.82/ Sig=.000$.

Table:-4.17 ANOVA ‘Definitely purchase’ the Male celebrity ad product for ‘self use’

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.902	4	22.975	10.820	.000 ^c
	Residual	327.004	154	2.123		
	Total	418.906	158			

a. Dependent Variable: will you Definitely Purchase the advertised product for Self Use

b. Selecting only cases for which celebrity gender = Male

Source: SPSS output, Own Survey Findings, 2014

As shown in the below table 4.18, the results of regression under the perception of male celebrity advertiser; the male celebrity advertisers ‘Trustworthiness’ is still the largest predictor than the other two dimensions ‘Attractiveness’ and ‘expertise’ in the original scale and still the added dimensions in one factor score doesn’t have a significance in this regression result.

The results for the male celebrity data show that the four independent variables explain the model with three dimensions ‘expertise’ ‘Trustworthiness’ and ‘Attractiveness’ significantly influence the purchase intentions .

Table: 4 .18 Coefficients ‘Definitely purchase’ the Male advertised product for self use

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.264	.116		36.899	.000
Expertise	.236	.116	.145	2.034	.044
1 Familiarity/Likability	.007	.116	.004	.059	.953
Trustworthiness	.631	.116	.388	5.443	.000
Attractiveness	.358	.116	.220	3.084	.002

a. Dependent Variable: Will you Definitely Purchase the advertised product for Self Use

b. Selecting only cases for which celebrity gender = Male

Source: SPSS output, Own Survey Findings, 2014

4.4.2 The Impact of Source Credibility Dimensions of female Celebrity Advertiser on Purchase Intention

Table 4.19: Model Summary for ‘Consider purchase’ female celebrity advertised product for self use.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	celebrity gender = Female (Selected)			
1	.418 ^a	.174	.151	1.443

Source: SPSS output, Own Survey Findings, 2014

Regressing ‘consider purchase’ the female celebrity advertised product for ‘self use’ on the four predictors results show that approximately 15 % of the variation in the dependent variable is explained by the independent variables

Table 4.20 ANOVA ‘Consider purchase’ female celebrity ad product for ‘self use

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.047	4	15.512	7.445	.000 ^c
	Residual	293.768	141	2.083		
	Total	355.815	145			

a. Dependent Variable: Will you Consider Purchasing the advertised product for Self Use

b. Selecting only cases for which celebrity gender = Female

Source: SPSS output, Own Survey Findings, 2014

The ANOVA table above on the dependent purchase intention variable ‘consider purchasing’ the advertised product for self use under the perception of female celebrity shows that, the independent variables significantly predicts the respondents purchase intention with $F=7.44$ $sig=.000$

The standardized beta coefficients on the dependent variable purchase intention /consider purchasing the advertised product for self use under perception of female celebrity ; ‘expertise’ is a higher predictor variable, all the three predictors in the original scale are significant in predicting the purchase intention of female celebrity whereas the familiarity /likability is not significant.

Table: 4 .21 Coefficients ‘consider purchase’ the female celebrity advertised product for self use

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.568	.119		38.243	.000
Expertise	.444	.120	.284	3.708	.000
1 Trustworthiness	.343	.120	.219	2.864	.005
Attractiveness	.302	.120	.193	2.519	.013
Familiarity/Likability	.146	.120	.093	1.218	.225

a. Dependent Variable: Will you Consider Purchasing the advertised product for Self Use

b. Selecting only cases for which celebrity gender = Female

Source: SPSS output, Own Survey Findings, 2014

Table 4.22 Model Summary for ‘Definitely purchase’ female celebrity advertised product for self use.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	celebrity gender = Female (Selected)			
1	.437 ^a	.191	.168	1.624

Source: SPSS output, Own Survey Findings, 2014

Regressing ‘definitely purchase’ the female celebrity advertised product for ‘self use’ on the four predictors result show that approximately 17 % of the variation in the

dependent purchase intention variable (definitely purchase the female celebrity advertised product for self use) is explained by the independent predictor variables.

The ANOVA table below on the dependent purchase intention variable/ 'definitely purchase' the advertised product for self use under the perception of female celebrity shows that, the independent variables significantly predicts the respondents purchase intention with $F=8.34$ $sig=.000$

Table 4.23 ANOVA 'Definitely purchase' female celebrity ad product for 'self use'.

ANOVA ^{a,b}						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	88.012	4	22.003	8.340	.000 ^c
	Residual	371.995	141	2.638		
	Total	460.007	145			

a. Dependent Variable: Will you Definitely Purchase the advertised product for Self Use

b. Selecting only cases for which celebrity gender = Female

Source: SPSS output, Own Survey Findings, 2014

Table 4.24 Coefficients 'Definitely purchase' the female celebrity ad product for self use

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	3.815	.134		28.380	.000
1	Expertise	.592	.135	.332	4.389	.000
	Trustworthiness	.467	.135	.262	3.465	.001
	Attractiveness	.174	.135	.098	1.292	.199
	Familiarity/Likability	-.088	.135	-.049	-.652	.515

a. Dependent Variable: will you Definitely Purchase the advertised product for Self Use

b. Selecting only cases for which celebrity gender = Female

Source: SPSS output, Own Survey Findings, 2014

As indicated on Table 4.24 above, the results of regression based on 4 factor scores (Trustworthiness, Expertise, Attractiveness and Familiarity/Likability) indicated that there is a positive and significant relationship with only three of the predictors Trustworthiness and expertise with a largest predictor expertise (.332) where as attractiveness and familiarity/Likability were not significant.

4.5 Discussion of Findings

The results for the male celebrity data show that the four independent variables together have a much bigger influence on purchase intention than for the female celebrity. The four dimensions explain approximately 32% of the variance (R Square) in respondents' intention to 'consider purchasing' and approximately 22% in their intention to 'definitely purchase' the male celebrity advertised product for self-use. The effect is significant in both cases, as indicated by the F-values in both 'consider purchase' (19.232, sig=.000) and 'definitely purchase' (10.820, sig=.000). All the three indicators/attractiveness, trustworthiness and expertise/ in the original Ohinan source credibility scale were found to be significant in influencing purchase intention both 'consider purchase' and 'definitely purchase' the advertised product with **Trustworthiness** being the highest predictor variable in both cases. The added dimension in the expanded scale 'familiarity' and 'likability' found to be insignificant in both 'consider purchase' and 'definitely purchase', this result contradicts with Kan, 2012 findings indicating 'Familiarity' is the only dimension which is significant in 'consider purchase'.

The results of the female celebrity advertisers data show that the independent variables together explain approximately 21% of the variance R square in respondents intention to consider purchasing and approximately 19% in 'definitely purchasing' the endorsed product for self use. The effect is significant in both cases, as indicated by F-values (7.445, sig=.000) in 'consider purchase' and (8.34, sig=.000), similarly to the male celebrity data all the three indicators in the original scale were found to be significant in predicting 'consider purchase' and only two indicators were 'expertise' and 'trustworthiness' were found to be significant predicting 'definitely purchase' the advertised product with **Expertise** being the highest predictor variable in both cases.

4.6 Results of the Hypothesis

On the basis of the findings of this study the hypothesis set regarding the dimensions on purchase intention were discussed.

- H₁:-The celebrity advertiser's 'Attractiveness' positively influences consumers purchase intention in Ethiopian context. From the findings of the this hypothesis is **Partially Supported**, as it is a significant predictor in influencing 'consider purchase' and 'definitely purchase' of male celebrity endorser and 'consider purchase' of female celebrity but it is insignificant in 'defiantly purchase' intentions of female celebrity advertiser.
- H₂:-The celebrity advertiser's perceived 'Trustworthiness' positively influences consumers' purchase intention in Ethiopian context. Is **supported** in the results being the highest predictor in influencing purchase intentions with male celebrity endorser.
- H₃:-The celebrity advertiser's perceived 'Expertise' positively influence consumers' purchase intention towards the advertised product in Ethiopian context. Is **supported** in the results being the highest predictor in influencing purchase intentions with female celebrity endorser.
- H₄:-The celebrity advertiser perceived 'Familiarity' positively influence consumers' purchase intention towards the advertised product in Ethiopian context. Is **rejected**, in factor analysis this dimension was loaded together with Likability and from the regression analysis it is found to be not significant in influencing the purchase intentions.
- H₅:-The Celebrity Advertiser perceived 'Likability' positively influences consumers' purchase intention towards the advertised product in Ethiopian context. Is **rejected**, this dimension was loaded together with Familiarity and from the regression analysis it is found to be not significant in influencing the purchase intentions.
- H₆:-The 'Male celebrity' advertiser and 'Female celebrity' advertiser credibility attribute influence is different in purchase intention in Ethiopian context. **Supported, in the results.**

Chapter Five

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Increasing competition for consumer consciousness and new product proliferation have encouraged marketers to use attention creating media stars to assist product marketing. Increased consumer control over advertisements make advertising more challenging, the use of celebrity endorsement strategy may ease this threat by helping to create and maintain consumer attention to advertisements, and celebrities also help advertisements stand out from the surrounding clutter (Erdogan, 1999).

This study aimed to assess consumers' perception towards source credibility and advertising featuring celebrities in Ethiopian context and to identify the essential celebrity endorser perceived credibility dimensions and their effects on purchase intentions.

- What is Ethiopian consumers' perception towards advertising featuring celebrities?

The celebrities featured in Ethiopian advertisements were rated positively on all the attributes of 'Attractiveness', 'Trustworthiness', 'Expertise' and two added dimensions 'Familiarity' and 'Likability' that defines the source credibility construct. Despite the conflicting result which is found in the empirical literatures on the general attitude towards ETV advertisings in Ethiopia, this research revealed that consumers have favorable attitude towards celebrity advertising hence respondents rated positively as the advertisement featuring celebrities were 'good', 'interesting', 'likable', 'creative' and 'informative'.

From the results of descriptive analysis of mean scores and standard deviation revealed that respondents' ratings on Celebrity brand match up and their intention to purchase under the perception of celebrities were almost neutral and not as such strong. Although respondents 'consider purchase' the advertised product the mean

scores were lower with higher level of commitment of purchase intention which is 'definitely purchase'.

- How can the source credibility scale with dimensions of perceived 'expertise', 'trustworthiness' and 'attractiveness' in (Ohanian, 1990) scale with incorporating 'Familiarity' and 'Likability' dimensions be applied in the Ethiopian context?

This was done using factor analysis, although this research followed a different approach by giving freedom to respondents to select any Ethiopian advertisement featuring celebrity that comes to respondents' mind as stated in the analysis part. The findings of the study are according to the source credibility model (Ohanian, 1990) and proved that all the original three dimensions of 'Attractiveness', 'Expertise' and 'Trustworthiness' were not interrupted by the added two dimensions of 'Likability' and 'Familiarity' to the model. As a result, the results of factors analysis were satisfactory and the resulted four factor scores were used for further analysis. Similar to other studies conducted in Singapore by (Pornpitakpan, 2003) and in Korea (La Farle and Choi, 2005) this study confirms the three key dimensions of source credibility 'attractiveness', 'trustworthiness' and 'expertise' as measured by their predictors in the Ethiopian context.

- What are the effects of credibility of advertising featuring celebrity through the impact of the credibility dimensions on Ethiopian consumers' purchase intention?

Three dimensions which defined celebrity credibility on the Ohinan scale and the added indicators of 'Familiarity' and 'Likability' were used. The results of this study indicate that 'Trustworthiness' and 'expertise' of the celebrity advertisers attributes are the most influential dimensions of source credibility that triggers consumers purchase intention.

- Is there any difference in the influence of a male celebrity advertiser against female celebrity advertiser credibility dimensions on purchase intentions?

The results of the study revealed differences in the way a male and female celebrities influence on purchase intension. 'Trustworthiness' is the most important dimension

that a male celebrity endorsers must possess, the second most important factor is found to be 'expertise' whereas the third important factor is 'attractiveness' of the male celebrity advertiser, whereas 'expertise' is the most important dimension followed by 'trustworthiness' and 'attractiveness' of a female celebrity advertiser should possess.

From this study the researcher hopes that advertisers in the Ethiopian market will take a lesson to maximize the benefits of using celebrities in advertising taking variation in the consumer's culture into consideration.

5.2 Recommendations

Celebrity endorsement is an effective promotion tool, companies must select the right celebrity endorsers in order to grab the attention and arouse interest of the target consumers. In Ethiopia most of celebrity advertisers are movie stars, the selection of celebrity endorsers with the right attributes is crucial to the success of celebrity endorsement. Thus the advertisers must carefully evaluate the celebrities and make sure the image which is perceived by the target consumer is positive.

Findings of this research suggest that advertising practitioners highly recommended improving their perception of the role of celebrities in the advertising strategy in Ethiopia; obviously this requires further investigation to understand the celebrities brand match up in the advertisements. The advertisers also should not be trapped only in the long held belief of 'beauty sells' employing only physically attractive models hence the results of this study indicate that all the dimensions of perceived source credibility ('attractiveness', 'trustworthiness', and 'expertise') have a significant impact on purchase intentions. From the descriptive analysis we have seen that celebrities were rated positively on all items defining the source credibility construct, even with much higher means on the added 'Familiarity' and 'Likability' indicators, but from the results of the regression analysis these added two indicators were not significant enough in triggering purchase intentions. Practically, the result suggests that advertisers/Companies/ should try their best to choose a celebrity advertiser with all the qualities of 'Physical Attractiveness', 'Trustworthiness' and 'expertise' in order to increase consumers purchase intentions. This will improve the advertising effectiveness and consequently increase potential revenues for Ethiopian advertisers.

Although all the three dimensions of perceived source credibility were found to be significant and the dimensions work together in influencing purchase, different emphasis can be placed on the choice of a Male and Female celebrity advertisers in order to achieve greater results on purchase intension.

As findings suggest for male celebrity advertiser, from all the dimensions precedence weight should be given to his 'Trustworthiness'; which is the attribute of honesty, dependability, reliability, sincerity and believability possessed by the endorser and as observed by the consumers but as we have seen in the literatures, finding celebrities or other public figures with a trustworthy image is often difficult as many trustworthy public figures hesitate to endorse products because of the potential impact on their reputation and image. Therefore it is recommended that Ethiopian advertisers should use various techniques to increase the perception that their sources are trustworthy. Marketers can also deal with the source-trustworthiness issue by using other integrated marketing communication tools such as publicity. Celebrities may appear on television news programs or talk shows and promote an upcoming cause or event such as the release of a new movie or music CD.

As findings of this study suggest for female celebrity advertiser, from all the dimensions higher weight should be placed on the 'expertise' she has on the product to be advertised. The importance of using expert sources was shown in a study by (Ohanian, 1990), who found that the perceived expertise of celebrity endorsers was more important in explaining purchase intentions. This suggests that celebrity spokespeople are most effective when they are knowledgeable, experienced, and qualified to talk about the product they are endorsing.

5.3 Limitation of the Study

In empirical research literature review of this study we have seen that the previous studies that specifically addressed the issue of source credibility and celebrity advertising were well conducted on other countries contexts. With the best knowledge of the researcher, up to now there were no previous studies conducted in the Ethiopian context on this specific issue; this makes the current research the first attempt in Ethiopia, which can pave ways for other researches on celebrity endorsement and source credibility but caution must be taken for any generalization of the results to other groups, because the samples in the study are university students selected in a non probability sampling method. It should be understood that generalization of results will be limited to the student population not to the whole market.

5.4 Recommendations for Further Research

Future studies may use street/mall/ intercept method to maximize the representativeness. In trying to localize the Ohanian source credibility scale, the researcher faced some of the English items on the scale could not be easily translated into local language. Not to complicate the conceptual equivalence the researcher adopted the original scale in English as (Pornpitakpan, 2003 p. 190) recommended, further studies may translate the source credibility scale into Amharic and other national languages with careful caution assuring the psychometric property of the scale is not changed, by maximizing the translation equivalence with careful verification which is very helpful to reach a wider population.

More research should have to be made to explore specific issues of advertising featuring celebrities within Ethiopian context. Further studies may also try to investigate on issues like the influence of celebrity advertised and non celebrity advertised products on purchase intentions and the use of multiple celebrities in one advertisement on purchase intentions. Further research may also investigate the ideal characteristics that best matches celebrities and make their endorsement more convincing to Ethiopian consumers.

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APPENDICES

Appendix 1

Questionnaire

Dear Respondents,

My name is Alem Bayu, I am Masters Student at Addis Ababa University and currently I'm doing my thesis under the supervision of Asst. Professor Teklegyorgis Assefa with objective to assess consumers' perception towards source credibility and advertising featuring celebrities in advertising practice of Ethiopia.

A celebrity is someone who is well known and popular, whereas a celebrity endorser is someone who enjoys public recognition and who uses that recognition on behalf of a consumer good by appearing with it in an advertisement.

At this moment and while you are filling the questionnaire you may imagine any Ethiopian advertisement that come to your mind which features celebrity as a spokesperson.

This information provided by you will be confidential and will be used for academic and analytical purpose only.

Your honest and accurate response will make this study more valuable. So, please read it carefully and give your option. The questionnaire will take you about 15 minutes. Appreciating for your willingness to fill the questionnaire; if you have any question please feel free to contact me at your convenience using my E-mail bayualem@gmail.com

Part one: Personal Information

1. What is your Gender? Male Female
2. What is your age group? 19-25 26-29 30-39 40 & Above
3. What is your monthly Income?
 Below 1,000 5,001-10,000
 1,001-3,000 above 10,001
 3,001-5,000
4. What is your education level? Undergraduate Post graduate
5. Which class are you attending? Regular Extension/Part-time

Part Two

While completing this part of the questioner you may imagine any Ethiopian advertisement that comes to your mind which features celebrity as a spokesperson.

Please indicate the Name & Gender of the celebrity in the Advertisement _____

Gender:- **Male** **Female**

I) On a scale of 1 to 7, please circle the number that best reflects your feelings towards

A) The celebrity's physical attractiveness in the advertisement.									
1)	Unattractive	1	2	3	4	5	6	7	Attractive
2)	Not Classy	1	2	3	4	5	6	7	Classy
3)	Ugly	1	2	3	4	5	6	7	Beautiful
4)	Plain	1	2	3	4	5	6	7	Elegant
5)	Not Sexy	1	2	3	4	5	6	7	Sexy
B) The celebrity's trustworthiness in the advertisement.									
6)	Undependable	1	2	3	4	5	6	7	Dependable
7)	Dishonest	1	2	3	4	5	6	7	Honest
8)	Unreliable	1	2	3	4	5	6	7	Reliable
9)	Unsincere	1	2	3	4	5	6	7	Sincere
10)	Untrustworthy	1	2	3	4	5	6	7	Trustworthy
C) The celebrity's expertise of the brand they are endorsing in the advertisement.									
11)	Not an Expert	1	2	3	4	5	6	7	an Expert
12)	Inexperienced	1	2	3	4	5	6	7	Experienced
13)	Unknowledgeable	1	2	3	4	5	6	7	Knowledgeable
14)	Unqualified	1	2	3	4	5	6	7	Qualified
15)	Unskilled	1	2	3	4	5	6	7	Skilled
D) The Celebrity's Familiarity									
16)	Unfamiliar	1	2	3	4	5	6	7	familiar
17)	Unknown	1	2	3	4	5	6	7	well known
18)	Low exposure	1	2	3	4	5	6	7	high exposure
E) The Celebrity's Likability									
19)	Unlikable	1	2	3	4	5	6	7	Likable
20)	Not Charming	1	2	3	4	5	6	7	Charming
21)	Unpopular	1	2	3	4	5	6	7	Popular

22)	Will you consider Purchasing the endorsed/Advertised/ product?									
	Will not consider Purchasing	1	2	3	4	5	6	7	Will consider purchasing	
23)	Will you definitely purchase the endorsed (Advertised) product?									
	Will definitely NOT purchase	1	2	3	4	5	6	7	Will definitely purchase	
24)	If the endorsed product is appropriate for gift-giving, Will you <u>consider purchasing the endorsed product for gift-giving?</u>									
	Will Not consider Purchasing	1	2	3	4	5	6	7	Will consider purchasing	
25)	Will you <u>definitely purchase the endorsed product for gift-giving?</u>									
	Will definitely NOT purchase	1	2	3	4	5	6	7	Will definitely purchase	
26)	Do you think the brand is a good fit for the celebrity to endorse?									
	Disagree	1	2	3	4	5	6	7	Agree	
27)	Do you believe this celebrity would use this product?									
	Unbelievable	1	2	3	4	5	6	7	Believable	
28)	How believable is this celebrity endorsing this brand?									
	Unbelievable	1	2	3	4	5	6	7	Believable	

On a scale of 1 to 7 please circle the number that best reflects your

IV	Attitude toward the celebrity advertisement.									
29)	Bad	1	2	3	4	5	6	7	Good	
30)	Uninteresting	1	2	3	4	5	6	7	Interesting	
31)	Dislike	1	2	3	4	5	6	7	Like	
32)	Uncreative	1	2	3	4	5	6	7	Creative	
33)	Uninformative	1	2	3	4	5	6	7	Informative	

On a scale of 1 to 7, with 1 being "very unlikely" and 7 being "very likely", circle the number that best reflects your

	Beliefs towards the advertisement featuring celebrity:-	Very Unlikely							Very Likely						
34	The ad is misleading	1	2	3	4	5	6	7	1	2	3	4	5	6	7
35	The ad is entertaining	1	2	3	4	5	6	7	1	2	3	4	5	6	7
36	The ad is persuasive	1	2	3	4	5	6	7	1	2	3	4	5	6	7
37	The ad taught me about what to buy	1	2	3	4	5	6	7	1	2	3	4	5	6	7
38	The ad tells me what other people like me are buying and using	1	2	3	4	5	6	7	1	2	3	4	5	6	7
39	The ad represents a true picture of the product advertised	1	2	3	4	5	6	7	1	2	3	4	5	6	7
40	The ad reflects something I would use	1	2	3	4	5	6	7	1	2	3	4	5	6	7
41	The ad is better than a commercial	1	2	3	4	5	6	7	1	2	3	4	5	6	7
42	This ad informs me about what is available in the marketplace	1	2	3	4	5	6	7	1	2	3	4	5	6	7

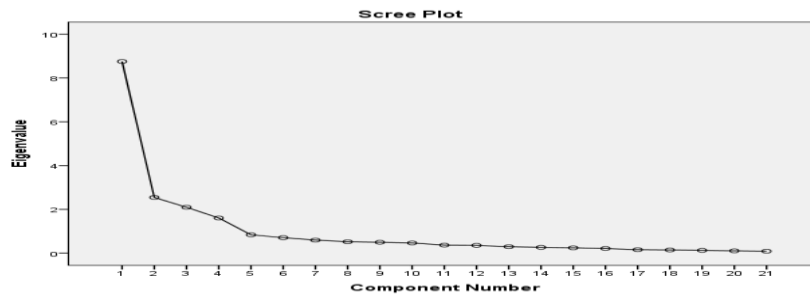
Thank you for your Time ©

Appendix 2 Factor Analysis outputs

Correlation Matrix^a

	Attr acti	Cla ssy	Bea utif	Ele gan	Sex y	Dep end	Hon est	Reli abl	Sin cer	Tru stw	Exp ert	Exp erie	Kno wle	Qu alifi	Skill ed	Fa mili	Wel -	Hig h	Lika ble	Cha rmi	Pop ular
Attractive	1.000	.770	.672	.524	.524	.335	.393	.421	.612	.528	.227	.375	.422	.447	.353	.308	.406	.372	.420	.637	.352
Classy	.770	1.000	.604	.628	.408	.188	.360	.375	.557	.399	.294	.506	.489	.513	.441	.386	.485	.286	.450	.621	.374
Beautiful	.672	.604	1.000	.552	.531	.228	.147	.095	.347	.244	.121	.262	.396	.478	.267	.237	.290	.290	.300	.557	.334
Elegant	.524	.628	.552	1.000	.361	.142	.302	.240	.394	.323	.219	.337	.393	.429	.303	.433	.512	.355	.446	.571	.453
Sexy	.524	.408	.531	.361	1.000	.387	.214	.264	.314	.249	.062	.133	.195	.246	.112	.086	.191	.112	.175	.414	.169
Dependable	.335	.188	.228	.142	.387	1.000	.415	.434	.444	.370	.163	.140	.093	.108	.019	-.006	.100	.041	.197	.092	.084
Honest	.393	.360	.147	.302	.214	.415	1.000	.757	.638	.766	.286	.289	.318	.374	.297	.189	.259	.120	.494	.291	.208
Reliable	.421	.375	.095	.240	.264	.434	.757	1.000	.694	.718	.266	.229	.289	.307	.271	.150	.252	.143	.379	.259	.162
Sincere	.612	.557	.347	.394	.314	.444	.638	.694	1.000	.708	.262	.324	.370	.422	.339	.364	.404	.316	.523	.402	.303
Trustworthy	.528	.399	.244	.323	.249	.370	.766	.718	.708	1.000	.334	.297	.395	.431	.322	.188	.229	.129	.429	.349	.245
Expert	.227	.294	.121	.219	.062	.163	.286	.266	.262	.334	1.000	.634	.701	.618	.642	.282	.236	.225	.308	.197	.114
Experienced	.375	.506	.262	.337	.133	.140	.289	.229	.324	.297	.634	1.000	.733	.738	.797	.329	.414	.321	.336	.457	.350
Knowledgeable	.422	.489	.396	.393	.195	.093	.318	.289	.370	.395	.701	.733	1.000	.849	.792	.327	.408	.341	.402	.515	.354
Qualified	.447	.513	.478	.429	.246	.108	.374	.307	.422	.431	.618	.738	.849	1.000	.830	.404	.410	.375	.404	.524	.404
Skilled	.353	.441	.267	.303	.112	.019	.297	.271	.339	.322	.642	.797	.792	.830	1.000	.432	.432	.379	.311	.540	.364
Familiar	.308	.386	.237	.433	.086	-.006	.189	.150	.364	.188	.282	.329	.327	.404	.432	1.000	.792	.644	.406	.421	.442
Well Known	.406	.485	.290	.512	.191	.100	.259	.252	.404	.229	.236	.414	.408	.410	.432	.792	1.000	.657	.512	.559	.508
High exposure	.372	.286	.290	.355	.112	.041	.120	.143	.316	.129	.225	.321	.341	.375	.379	.644	.657	1.000	.437	.473	.516
Likable	.420	.450	.300	.446	.175	.197	.494	.379	.523	.429	.308	.336	.402	.404	.311	.406	.512	.437	1.000	.490	.505
Charming	.637	.621	.557	.571	.414	.092	.291	.259	.402	.349	.197	.457	.515	.524	.540	.421	.559	.473	.490	1.000	.491
Popular	.352	.374	.334	.453	.169	.084	.208	.162	.303	.245	.114	.350	.354	.404	.364	.442	.508	.516	.505	.491	1.000

a. Only cases for which celebrity gender = Male are used in the analysis phase.



Total Variance Explained^a

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.755	41.692	41.692	4.068	19.369	19.369
2	2.545	12.121	53.813	3.809	18.140	37.510
3	2.096	9.980	63.792	3.700	17.621	55.131
4	1.607	7.651	71.443	3.426	16.312	71.443
5	.838	3.992	75.435			
6	.708	3.371	78.806			
7	.596	2.837	81.643			
8	.521	2.482	84.125			
9	.497	2.366	86.491			
10	.467	2.222	88.712			
11	.367	1.746	90.459			
12	.355	1.690	92.149			
13	.296	1.411	93.560			
14	.265	1.263	94.823			
15	.245	1.166	95.989			
16	.213	1.017	97.005			
17	.159	.759	97.764			
18	.146	.694	98.458			
19	.127	.606	99.064			
20	.107	.511	99.575			
21	.089	.425	100.000			

Extraction Method: Principal Component Analysis.
a. Only cases for which celebrity gender = Male are used in the analysis phase.

Total Variance Explained^a

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.960	37.907	37.907	4.089	19.471	19.471
2	2.450	11.667	49.574	3.449	16.422	35.893
3	2.172	10.342	59.916	3.249	15.471	51.364
4	1.337	6.368	66.284	3.133	14.920	66.284
5	.962	4.579	70.864			
6	.864	4.114	74.978			
7	.693	3.300	78.278			
8	.616	2.934	81.212			
9	.534	2.545	83.757			
10	.525	2.499	86.256			
11	.469	2.234	88.490			
12	.440	2.095	90.585			
13	.368	1.752	92.337			
14	.345	1.642	93.979			
15	.304	1.446	95.425			
16	.252	1.200	96.624			
17	.194	.924	97.548			
18	.179	.853	98.401			
19	.143	.680	99.081			
20	.112	.535	99.617			
21	.080	.383	100.000			

Extraction Method: Principal Component Analysis.
a. Only cases for which celebrity gender = Female are used in the analysis phase.

Appendix 3 Correlations

		Consider Purchase	Definitely Purchase	Expertise	Familiarity and Likability	Trustworthiness	Attractiveness
Consider Purchase	Pearson Correlation	1	.695**	.328**	.029	.329**	.234**
	Sig. (2-tailed)		.000	.000	.617	.000	.000
Definitely Purchase	Pearson Correlation	.695**	1	.259**	-.065	.361**	.108
	Sig. (2-tailed)	.000		.000	.256	.000	.058
Expertise	Pearson Correlation	.328**	.259**	1	-.030	.135*	-.017
	Sig. (2-tailed)	.000	.000		.607	.018	.763
Familiarity and Likability	Pearson Correlation	.029	-.065	-.030	1	-.065	-.033
	Sig. (2-tailed)	.617	.256	.607		.261	.562
Trustworthiness	Pearson Correlation	.329**	.361**	.135*	-.065	1	-.041
	Sig. (2-tailed)	.000	.000	.018	.261		.471
Attractiveness)	Pearson Correlation	.234**	.108	-.017	-.033	-.041	1
	Sig. (2-tailed)	.000	.058	.763	.562	.471	

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

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

		Consider Purchase	Definitely Purchase	Expertise	Trustworthiness	Attractiveness	Familiarity and Likability
Consider Purchase	Pearson Correlation	1	.695**	.232**	.291**	.281**	.129*
	Sig. (2-tailed)		.000	.000	.000	.000	.024
Definitely Purchase	Pearson Correlation	.695**	1	.174**	.336**	.149**	.002
	Sig. (2-tailed)	.000		.002	.000	.009	.970
Expertise	Pearson Correlation	.232**	.174**	1	-.212**	.013	.028
	Sig. (2-tailed)	.000	.002		.000	.824	.621
Trustworthiness	Pearson Correlation	.291**	.336**	-.212**	1	.032	.037
	Sig. (2-tailed)	.000	.000	.000		.574	.519
Attractiveness	Pearson Correlation	.281**	.149**	.013	.032	1	.227**
	Sig. (2-tailed)	.000	.009	.824	.574		.000
Familiarity and Likability	Pearson Correlation	.129*	.002	.028	.037	.227**	1
	Sig. (2-tailed)	.024	.970	.621	.519	.000	

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

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

Appendix-4

Regression Outputs

Model Summary^{b,c}

Model	R		R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson Statistic	
	celebrity gender = Male (Selected)	celebrity gender ≠ Male (Unselected)				celebrity gender = Male (Selected)	celebrity gender ≠ Male (Unselected)
1	.577 ^a	.419	.333	.316	1.382	1.642	2.050

a. Predictors: (Constant), Attractivness, Trustworthiness, Familiarity/Likability, Expertise
b. Unless noted otherwise, statistics are based only on cases for which celebrity gender = Male.
c. Dependent Variable: will you Consider Purchasing the advertised product for Self Use

Coefficients^{a,b}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.572	.110		41.725	.000	1.000	1.000
	Expertise	.528	.110	.316	4.800	.000	1.000	1.000
	Familiarity/Likability	.081	.110	.048	.734	.464	1.000	1.000
	Trustworthiness	.644	.110	.386	5.858	.000	1.000	1.000
	Attractivness	.480	.110	.287	4.362	.000	1.000	1.000

a. Dependent Variable: will you Consider Purchasing the advertised product for Self Use
b. Selecting only cases for which celebrity gender = Male

Collinearity Diagnostics^{a,b}

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Expertise	Familiarity/Likability	Trustworthiness	Attractivness
1	1	1.000	1.000	.00	.40	.52	.09	.00
	2	1.000	1.000	.50	.08	.20	.22	.00
	3	1.000	1.000	.50	.08	.20	.22	.00
	4	1.000	1.000	.00	.00	.00	.00	1.00
	5	1.000	1.000	.00	.44	.09	.48	.00

a. Dependent Variable: will you Consider Purchasing the advertised product for Self Use
b. Selecting only cases for which celebrity gender = Male

Model Summary^{b,c}

Model	R		R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson Statistic	
	celebrity gender = Male (Selected)	celebrity gender ≠ Male (Unselected)				celebrity gender = Male (Selected)	celebrity gender ≠ Male (Unselected)
1	.468 ^a	.395	.219	.199	1.457	1.900	1.889

a. Predictors: (Constant), Attractivness, Trustworthiness, Familiarity/Likability, Expertise
b. Unless noted otherwise, statistics are based only on cases for which celebrity gender = Male.
c. Dependent Variable: will you Definatly Purchase the advertised product for Self Use

Coefficients^{a,b}

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.264	.116		36.899	.000	1.000	1.000
	Expertise	.236	.116	.145	2.034	.044	1.000	1.000
	Familiarity/Likability	.007	.116	.004	.059	.953	1.000	1.000
	Trustworthiness	.631	.116	.388	5.443	.000	1.000	1.000
	Attractivness	.358	.116	.220	3.084	.002	1.000	1.000

a. Dependent Variable: will you Definatly Purchase the advertised product for Self Use
b. Selecting only cases for which celebrity gender = Male

Collinearity Diagnostics^{a,b}

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Expertise	Familiarity/Likability	Trustworthiness	Attractivness
1	1	1.000	1.000	.00	.40	.52	.09	.00
	2	1.000	1.000	.50	.08	.20	.22	.00
	3	1.000	1.000	.50	.08	.20	.22	.00
	4	1.000	1.000	.00	.00	.00	.00	1.00
	5	1.000	1.000	.00	.44	.09	.48	.00

a. Dependent Variable: will you Definatly Purchase the advertised product for Self Use
b. Selecting only cases for which celebrity gender = Male

Model Summary ^{b,c}							
Model	R		R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson Statistic	
	celebrity gender = Female (Selected)	celebrity gender ~ = Female (Unselected)				celebrity gender = Female (Selected)	celebrity gender ~ = Female (Unselected)
1	.418 ^a	.546	.174	.151	1.443	2.055	1.788

a. Predictors: (Constant), Familiarity/Likability, Attractiveness, Trustworthiness, Expertise
b. Unless noted otherwise, statistics are based only on cases for which celebrity gender = Female.
c. Dependent Variable: will you Consider Purchasing the advertised product for Self Use

Coefficients ^{a,b}								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.568	.119		38.243	.000		
	Expertise	.444	.120	.284	3.708	.000	1.000	1.000
	Trustworthiness	.343	.120	.219	2.864	.005	1.000	1.000
	Attractiveness	.302	.120	.193	2.519	.013	1.000	1.000
	Familiarity/Likability	.146	.120	.093	1.218	.225	1.000	1.000

a. Dependent Variable: will you Consider Purchasing the advertised product for Self Use
b. Selecting only cases for which celebrity gender = Female

Collinearity Diagnostics ^{a,b}								
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Expertise	Trustworthiness	Attractiveness	Familiarity/Likability
1	1	1.000	1.000	.31	.01	.19	.49	.00
	2	1.000	1.000	.00	.03	.71	.26	.00
	3	1.000	1.000	.00	.96	.01	.03	.00
	4	1.000	1.000	.69	.00	.09	.22	.00
	5	1.000	1.000	.00	.00	.00	.00	1.00

a. Dependent Variable: will you Consider Purchasing the advertised product for Self Use
b. Selecting only cases for which celebrity gender = Female

Model Summary ^{b,c}							
Model	R		R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson Statistic	
	celebrity gender = Female (Selected)	celebrity gender ~ = Female (Unselected)				celebrity gender = Female (Selected)	celebrity gender ~ = Female (Unselected)
1	.437 ^a	.403	.191	.168	1.624	2.041	1.770

a. Predictors: (Constant), Familiarity/Likability, Attractiveness, Trustworthiness, Expertise
b. Unless noted otherwise, statistics are based only on cases for which celebrity gender = Female.
c. Dependent Variable: will you Definitely Purchase the advertised product for Self Use

Coefficients ^{a,b}								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.815	.134		28.380	.000		
	Expertise	.592	.135	.332	4.389	.000	1.000	1.000
	Trustworthiness	.467	.135	.262	3.465	.001	1.000	1.000
	Attractiveness	.174	.135	.098	1.292	.199	1.000	1.000
	Familiarity/Likability	-.088	.135	-.049	-.652	.515	1.000	1.000

a. Dependent Variable: will you Definitely Purchase the advertised product for Self Use
b. Selecting only cases for which celebrity gender = Female

Collinearity Diagnostics ^{a,b}								
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Expertise	Trustworthiness	Attractiveness	Familiarity/Likability
1	1	1.000	1.000	.31	.01	.19	.49	.00
	2	1.000	1.000	.00	.03	.71	.26	.00
	3	1.000	1.000	.00	.96	.01	.03	.00
	4	1.000	1.000	.69	.00	.09	.22	.00
	5	1.000	1.000	.00	.00	.00	.00	1.00

a. Dependent Variable: will you Definitely Purchase the advertised product for Self Use
b. Selecting only cases for which celebrity gender = Female