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COLLEGE OF BUSINESS AND ECONOMICS

MASTER OF BUSINESS ADMINISTRATION (MBA)

The Effect of Celebrity-Endorsed Advertisement on Consumer Brand Preference: The Case of Bottled Water Industry in Addis Ababa City

By: Hiwot Tadesse

Advisor: Desalegne Amlaku (PhD)

A Research Thesis Submitted to Addis Ababa University College of Business and Economics in Partial Fulfillment of the Requirements for the Award of the Master of Business Administration Degree

June 2023

Addis Ababa, Ethiopia

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Approval
Addis Ababa University

College of Business and Economics

Master of Business Administration Graduate Program Unit

This is to certify that the thesis prepared by Hiwot Tadesse, titled; The Effect of Celebrity Endorsed Advertisement on Consumer Brand Preference: The Case of Bottled Water Industry in Addis Ababa City, in partial fulfillment of the requirements for the award of the Degree of Master of Business Administration with the regulation of the University and the accepted standards concerning originality.

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DECLARATION

I, Hiwot Tadesse, the undersigned, declare that this thesis paper is my original work, prepared under the guidance of Desalegne Amlaku (PHD). It is submitted in partial fulfillment of the requirements for the degree of Master of Business Administration, Addis Ababa University, College of Business and Economics. All sources of materials used for the thesis have been recognized in full. I further confirm that the thesis has not been submitted either in part or in full to any other higher-learning institution to earn any degree.

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CERTIFICATION

I, the undersigned, certify that Hiwot Tadesse has conducted his thesis under my guidance, and to the best of my knowledge, all sources of materials used for the thesis have been recognized in full.

Desalegne Amlaku (PHD)

Signature

Advisor

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ABSTRACT

It is claimed that celebrity endorsement helps increase customer brand preference. The bottled water industry was the focus of the study's examination of the influence of celebrity endorsement on customer brand preference. Previous research was reviewed and the study adopted Ohanian's source credibility model (Trustworthiness, Attractiveness, and Expertise) and the product match-up hypothesis (Celebrity-brand fit) in constructing the study's conceptual framework. Using the above four variables, the hypothesis for the study was developed by stating celebrity attractiveness, celebrity brand fit, celebrity credibility, and celebrity expertise significantly influence consumer brand preference. A quantitative research approach and explanatory research design method were used. A total of 384 sample sizes were selected and from the total distribution 365 questionnaires were filled out correctly and returned. The survey targeted both consumers and non-consumers of bottled water who are exposed to celebrity-endorsed advertisements located in Addis Ababa city. Analysis of the study was done on SPSS version 26. Both descriptive and inferential statistical analysis was done to finalize the findings. The mean results of the study showed the lowest value indicating that respondents didn't agree on the independent variables determining their brand preference in the case of bottled water brands. Hence, the study's results showed that all the independent variables (attractiveness, celebrity brand fit, credibility, and expertise) have a positive and significant effect on the dependent variable (consumer brand preference) supporting the stated hypothesis. Based on the responses, bottled water companies should consider different ways of influencing consumers in buying their brand. Therefore, bottled water companies should grow their advertisements by knowing more about what influences consumers' buying behavior.

Keywords: *Celebrity endorsement, Attractiveness, Celebrity brand fit, Credibility, Expertise, Consumer brand preference*

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Chapter one

Introduction

The following research paper gives an introduction to the study including the background of the study, a statement of the problem, and the objectives of the study. It also discusses the importance, and scope of the research. In addition, this chapter ends by providing information about the structure of the research and also operational definitions of important keywords.

1.1 Background of the study

Celebrity advertisements help firms create their distinctive position in the market, which produces good outcomes along with fostering a positive brand perception and increasing client purchase intent (Ranjabarian et al., 2010). On the other hand, each day thousands of voices and pictures are presented to consumers through magazines, newspapers, billboards, the Internet, radio, and television. High levels of cognitive response activity or processing take place, and the ability of the advertisement to persuade the audience is largely dependent on how well the audience members think the arguments are presented (Yusra, 2022). According to Sabir (2014), the challenge for marketers is to come up with a unique approach that will catch customers' attention. One effective strategy for grabbing consumers' attention and ultimately motivating them to make a purchase is through celebrity-endorsed commercials.

Most multinationals or major corporations frequently employ the usage of celebrities in mainstream advertising as a marketing tactic to develop brand equity for products and services (Okorie, 2010). In addition, businesses spend a significant amount of money each year on advertising intending to increase the sales volume of their products and services in the target market (Nwokah & Nwulu, 2015). According to Me non and Louis (2005) customers often prefer to choose products that are endorsed by celebrities.

Research done by Mukherjee (2009) examined the relationship between celebrities and brands as well as how celebrity endorsements affect customer buying habits. And discovers that celebrity endorsement typically has several great aspects but is also a double-edged sword: if done well, it can be highly beneficial for the business, but if done poorly, it can be disastrous for the brand as

well. Liu et al. (2007) say that, when used properly, celebrity endorsement is the only tool that has any real impact on changing consumer brand preferences.

Developing innovative advertisement strategies to attract new customers and retain existing ones are important tools to improve the purchase and repurchase of products (Khatri, 2006). Celebrity endorsement is one of those strategies businesses use, which has a great impact on how customers behave while making purchases from the endorsed brand (Ahmed et al., 2015). Celebrities' endorsements and promotion of firms' goods are said to boost consumer awareness, trust, and familiarity—three factors that are crucial in the decision to buy (Rachita & Priya, 2012).

When a celebrity endorses a brand, consumers are more drawn to it because they can replicate the celebrity's desired traits or attract traits that are similar to their own. In the fiercely competitive market, all businesses continuously go above and beyond what is morally permissible to stay competitive and provide customers with alluring or superior services. Advertisement has long been a tool for businesses to tell current and potential customers about their products and services (Uche et al., 2021).

In the current market, businesses and organizations use celebrity endorsements as a potent form of corporate communication to reach their target markets around the world (Belch & Belch, 2001). According to Khatri (2006), it is stated that using celebrities for advertising is an effective way to reach customers. The likelihood that a product will be purchased is greatly influenced by the appearance of a celebrity in an advertisement.

According to Kambitsis et al. (2002), a celebrity's endorsement can boost sales, build positive attitudes about the brand, amuse people, and help them remember the brand's value. Thus, by establishing points of differentiation from their rivals, marketers leverage celebrities to accomplish their objectives. Major corporations frequently use celebrities as part of their marketing communications plan to support their brand image. Businesses have spent a lot of money trying to match the attributes of celebrity endorsers, likeability, and trustworthiness, with their brands and corporate images.

According to Gupta (2003) when you hire a celebrity to assist your company, your client's awareness of the product will likely increase. This awareness may include their opinion of the product's quality, educational value, or certain image. People consider a company must be a

reputable one to do business with if a celebrity endorses it or if it sells the goods of a well-known person or institution. Both of these entities are intersection with in the network, and their connectedness is developed in occurrence between them.

A study done by Farhat and Khan (2011), on "Celebrity endorsement: a congruity measure of personalities," revealed that "congruence between a celebrity and a brand is a significant notion to examine when analyzing the pre-attitude regarding the commercial characteristics a celebrity supporting business." Also it offers scant support for the widely held belief that the personalities of the Endorser and the Brand must mesh. Other several researchers did an investigation on the effect of celebrity on consumer brand preference and resulted that all the independent variables have a positive and significant effect on consumer brand preference.

Several types of research are conducted all over the world to determine the different conditions in the involvement of celebrities in product advertisements. In the Ethiopian context, in recent times, different companies are increasingly using celebrities as an effective way of promoting their product. Some prior studies have been made on the topic of celebrity endorsement in different sectors such as the banking industry by Edom (2017) and Elias (2016), the leather shoes industry by Tadesse (2018) garment industry by Surafel (2019), and imported products by Yusra (2022) and concluded that celebrity endorsed advertisements has a positive and significant effect on consumer brand preference. However, little has been known so far on the effectiveness of using celebrities in influencing consumers' brand preferences.

To succeed in any business, especially in today's dynamic and always-altering environment, marketers need to know everything there is to know of their end users (Peter & Olson, 2010). It explains significance of their end user habits for their market plan besides highlighting the necessity of understanding, assisting, and influencing consumers to achieve marketing goals.

A report by Metasebia (2022) states that there are 106 water bottling firms as of February 2022, with the largest centered in the Oromia Region near Addis Ababa where they can reach the greatest number of consumers in the nation. Nearly 3.5 billion water bottles are produced annually at all water bottling companies. These water bottling companies start using celebrities in recent years. For example, Nibret Gelaw advertises DAILY water, AQUASAFE is advertised by Almaz Ayana, AFRICA Water by Merewa choir groups, SPORT water by Model and Host Lula Gezu, FIKIR

Water by Music producer, Author, and Actor Abraham Wolde, etc... since this technique is being adopted in recent years, there is a small number of bottled water companies that use celebrities to advertise their products. Therefore, the impact of celebrity-endorsed advertisements on customer brand preference is investigated by taking water bottling companies in Addis Ababa as a case study context.

1.2 Statement of the problem

Nowadays, it is common to watch adverts using celebrities. New and existing companies try to hold and gain high market share value and profit. To achieve this, most companies follow tactics and strategies by using celebrities. But in the real market industry, it is critical to know how celebrities influence consumers and the role they play in the advertising industry, which makes them loyal to that respective brand and product. This also helps to analyze and deeply understand how consumers are influenced by celebrities. In addition, the companies within the industry invest their money in celebrity-endorsed advertisements and need to answer the question of how celebrities create market value for the company. And these types of problems should be analyzed. Therefore, this research paper is motivated by the idea which tries to answer how consumers are affected by celebrities in bottled water companies and how much the companies gain from these celebrities.

Technology development through time makes advertisements reach easily consumers. As more corporations sign endorsement deals with celebrities and advertisers choose endorsers as a promotional technique to explain the benefits of their product or brand, consumers are exposed to a variety of celebrity endorsement voices and visuals daily (Ibitayo & Tejumaiye, 2015). Using celebrities will draw the attention of consumers. It is important to choose the ideal celebrity to promote a product. Celebrities can influence customer behavior, expand consumers' purchase intentions, and increase profits. However, the ideal celebrity must be chosen for the ideal business (Muthukumar, 2014). Most marketing promoters try to generate a bond between their brands being promoted and good profile of the celebrity, given that celebrities are people with several characteristics, including well reasoning ability, attractiveness, charm, or experience (Suegker, 2003).

A study done by Erdogan (1999) states that celebrity endorsement is a two-edged sword with the potential for both positive and negative effects. Through endorsement, well-known people influence consumers to put an image on their minds (Erdogan, 1999). Similar to how people generally view celebrities favorably among shoppers. As a result, employing them to promote a product or brand increases consumption. Celebrity endorsement is a risky business that can rebound even if it is helpful and great worth in many routes. One disadvantage for consumers may be facing uncertainty in celebrity based promotion (Erdogan, 1999). Studies show that celebrity endorsement affects advertising effects in the advantage scenario, making the topic attractive enough to continue to investigate, especially in the Ethiopian context, where research is scarce.

Nevertheless, some prior studies have been made on the topic of celebrity endorsement in different sectors such as the banking industry by Edom (2017) and Elias (2016), the leather shoes industry by Tadesse (2018) garment industry by Surafel (2019), and imported products by Yusra (2022). However, further research should be made as the previous studies were only limited to customers of the targeted industry. This causes generalized opinions and couldn't represent a wider population of consumers' opinions. These and related studies demonstrate the power of celebrity endorsement to influence advertising results. This is the reason that this research was drawn to this cutting-edge marketing strategy and developed an interest in researching the impact of celebrity endorsement in Ethiopia. This study tries to examine effects of celebrity endorsement on consumers' brand choice using determinants which are attractiveness, brand fit, credibility, and expertise. Therefore, the researcher tried to observe the consequences of those determinants on consumers' brand preference in the matter of bottled water consumption in Addis Ababa city.

1.3 Research Questions of the Study

The primary aim of the research question was answering “How does celebrity-endorsed advertisement influence consumers' brand preference?” In addressing the main research question, the study will provide answers to the stated specific questions:

- How the attractiveness of the celebrity influences consumers' brand preferences?
- How does celebrity-brand fit influence consumers' brand preference?
- How does the credibility of a celebrity influence consumers' brand preferences?
- How does celebrity expertise affect consumers' brand preferences?

1.4 Objectives of the Study

1.4.1 General objective

The major target of the research was examining the impact of celebrity-endorsed advertisements on consumer brand preference in the assumption of bottled water consumption in Addis Ababa.

1.4.2 Specific objective

1. To assess the effects of attractiveness (physical appearance) of celebrities on consumers' brand preference
2. To estimate the effects of celebrity brand fit on consumers' brand preference
3. Examining the celebrity's credibility effect on consumers' brand preference
4. To analyze the effect of celebrity expertise on consumers' brand preference

1.5 Significance of the Study

Marketers within Ethiopia can use the research findings in order to understand how consumers' brand preference is affected by celebrity-endorsed advertisements. The research can be used as a guide for different bottled water companies to improve their way of advertisement mechanisms for better purchase of their product. Depending on the findings of this research, companies can modify their marketing strategies. In the future, students and other researchers can use this research to conduct further research on similar topics. Finally, this research provides reliable solutions on the effect of celebrity-endorsed advertisements on users' brand preference in bottled water industry.

1.6 Scope of the Study

The effects of celebrity-endorsed advertisements on consumers' brand preference is limited only in the case of bottled water consumption in the city of Addis Ababa. Data needed for this research was collected from both users and non-users of bottled water located in the city and also who watched celebrity-endorsed advertisements.

In terms of the analytical model, the study adopts a model of Ohanian's source credibility model (Expertise, Trustworthiness, and Attractiveness) (Ohanian, 1990) and product match-up hypothesis (Celebrity-brand fit). The independent variables of this research are; attractiveness,

celebrity brand fit, credibility, and expertise level of celebrities. The dependent variable is consumer brand preference.

The research geography was only targeted Addis Ababa city as a consequence of time, money, and resource constraints which resulted in the limitation of sample size and sampling techniques. This results in the usage of limited samples of participants using convenience sampling techniques. The study used a method of quantitative research based on questionnaires.

1.7 Definition of terms used

- Celebrity: - person who gains significant notice from enormous number of people and uses that recognition to advertise consumer goods. (McCracken, 1989)
- Celebrity endorsement is a well-known and widely used marketing strategy that makes use of well-known celebrities to raise brand awareness, brand recognition, and product sales. (McCracken, 1989)
- Endorser Credibility is defined as the extent to which someone is regarded as reliable. (Ohanian, 1990)
- Celebrity Attractiveness is operationally expressed through the degree of a person's pleasantness to the eye and is decided by a panel of judges. (Ohanian., 1991)
- Celebrity brand fit is the degree to which an endorser's publicly known associations and the characteristics associated with the brand and/or endorsed product are aligned. (Kirmani & Shiv, 1998)
- Celebrity Expertise is the degree to which an endorser's expertise, experience, or skills are regarded as a trustworthy source of information. (Demissie, 2015)
- Celebrity overexposure occurs when a celebrity is linked to numerous brands, obliterating the distinction between them and blurring the line between the celebrity and a particular brand. (Erdogan, 1999)
- Consumer Brand Preference discusses how consumers prefer one brand over the other when a product is of good quality with excellent service in fulfilling their needs. (Anojan & Subaskaran, 2015)

1.8 Organization of Study

The research paper is ordered into five chapters. The first part discusses the background of the study, the statement of the problem, research questions, research objectives, the significance of the study, the scope of the study, and the operational definition of terms included in the study. The second chapter presents the literature review which includes theoretical and empirical reviews of related research and also the conceptual framework of the research hypothesis. Methodology and design of the research paper is discussed under chapter three. The chapter also try to give some brief description on the techniques used in population and sampling, data collection instruments and procedures, and the methods used for data analysis. Data analysis was discussed on the fourth chapter. The last chapter illustrates the conclusion and recommendation organized from the findings of the research and the implications for further research.

Chapter Two

Literature review

Introduction

This section discussed points about some theoretical background and empirical evidence to sustain and indicate any risks or limitations of the topic by taking into consideration the study's objective. Additionally, the final point discussed in this chapter includes the research's conceptual framework and hypothesis.

2.1 Theoretical Literature Review

2.1.1 Definition of Celebrity Endorsement

A study by Schlecht (2003) states that a well-known figure who receives widespread public attention from a certain set of people is referred to as a celebrity. It may be claimed that celebrities generally deviate from the social norm and have highest stage of societal awareness inside the society. Celebrities may come into sight on television as a brand ambassadors or normal users of the adverted brand. In other situations, celebrities repeatedly have the capacity to create a powerful argument. Celebrities are a typical occurrence in the modern business sector, frequently acting as the spokesperson or face of companies as well as consumer goods and brands (Ilicic & Webster, 2011). When a brand is associated with a celebrity, it can achieve dominance, an accepted secondary brand connection, positive celebrity connotations that are transferred to the brand, boost brand image, and temporarily change the endorsed brand's equity (Keller, 2008). As stated by Khatri (2006), Celebrities are those who receive widespread public awareness from a certain demographic. They serve as brand spokespeople in advertising and promoting goods and services. A well-known advertising tactic is celebrity endorsement, in which businesses use well-known individuals to represent their goods (Melford & Nwulu, 2015). Using celebrities to advertise is a form of promoting a brand when a well-known individual deployed the advertising movement by highlighting the end output of the company through leveraging their popularity and status in society (Keller., 2012). Celebrity endorsement can be defined as one way of promoting strategy where popular people use his/her notoriety to assist advertising the company's product (Sertoglu & Catli, 2014). As stated in scholarly definitions above, celebrity endorsements have a strong

connection to a brand. As a result, it is a terrific approach to increase sales, build brand recognition, evoke positive emotions in customers, and serve as a constant reminder of the company's value.

2.1.2. Celebrity Endorsement and Consumer's Brand Preference

Research done by Mukherjee (2009) examined the relationship between celebrities and brands as well as how celebrity endorsements affect customer buying habits. And discovers that celebrity endorsement typically has several great aspects but is also a double-edged sword: if done well, it can be highly beneficial for the business, but if done poorly, it can be disastrous for the brand as well. Liu et al. (2007) say that, when used properly, celebrity endorsement is the only tool that has any real impact on changing consumer brand preferences.

To boost their self-esteem, many customers view celebrities as role models for success and desire to share their ideals and lifestyle. Famous people's way of life, dressing, conversation style, and, especially, their favorite brand choice and usage are illustrations of celebrities (Alsmadi, 2006). Celebrities can also enhance communication skills by making commercials stand out in the crowded media landscape (Muda et al., 2011). Also, it influences consumers' intentions to buy positively. Hence, celebrity endorsement in advertising aids in brand introduction, brand repositioning, and improving corporate image.

Based on different reviews, it is implied that it is acceptable to conclude that celebrity endorsement has a big impact on how consumers feel about and choose their desired marks.

2.1.3. Pros, and Cons of Using Celebrity Endorsement in Advertisement

According to Belch and Belch (2001), Because celebrities have a lot of pulling power, businesses invest a lot of money in celebrity product endorsement campaigns. Celebrities draw attention to commercials and improve the frequency and ease of message recall. Additionally, it is believed that the celebrity's worth is transmitted to the brand, helping to construct a familiar picture in the minds of customers. As a result, the brand may establish its credibility, gain recognition right away, and boost sales very quickly (Khatri, 2006). Even when there is a strong connection between the celebrity and the goods, using celebrity endorsements does not ensure a rise in sales. When an endorsement fails to convey meaning, it fails. In terms of the advantages of celebrity endorsement, other research has shown certain risk concerns. Keller. (2013) discovered the following threats: Popularity dwindling, moral concerns, over-endorsing, overshadowing, negative publicity, and

high costs. According to Keller. (2013), Negative press regarding a celebrity endorsing a business can affect how consumers view the celebrity and damage the reputation of the brand, forcing marketers to pay a significant price for the celebrity's errors and embarrassment. According to Kumar. (2010), The idea of having a celebrity endorse a brand can often backfire because consumers are more interested in the celebrity than the promoted goods. "The product must be the spotlight, not the famous person.

One advantage of celebrity advertising stands out more than the others when discussing its benefits. Simply put, celebrity endorsements affect consumer buying. When consumers see a celebrity in a commercial, they often assume that the product will also be effective for them (Hassan & Jamil, 2014). Celebrities may help brands become more well-known. Using a celebrity can be a brilliant strategy for a business that is having trouble building awareness of itself or that does not have the impact that the firm would like. "Celebrities are captivating; there is a simple awareness aspect that causes you to pause and take notice of a commercial because you are familiar with the spokesperson"(Khatri, 2006). As a result, a celebrity can help one company stand out over a rival.

Celebrity endorsement is a risky business that can rebound even if it is helpful and great worth in many routes. One disadvantage for consumers may be facing uncertainty in celebrity based promotion (Erdogan, 1999). Several endorsements by one celebrity are a typical problem in celebrity advertising. A celebrity can promote numerous companies (Rosca, 2010). Consumer may encounter a celebrity they dislike to reject items entirely. Even if the product might be exactly what they need, they will never purchase it because they despise the celebrity who is endorsing it.

For the study to succeed, it is crucial to examine prior research to understand the advantages and disadvantages of celebrity endorsement.

2.1.4. Concept of Brand and Brand Preference

A brand is something that serves to identify a seller's goods or services and set them apart from rivals. Brand can be a name, word, sign, symbol, design, or mix of listed elements (Kotler & Keller, 2006). According to Holbrook (2007), the extent to which consumers like and anticipate sticking with their service provider is known as brand preference. According to multiple studies, brand preference and brand loyalty are interrelated (Rundle-thiele & Mackay, 2001).

Hence, the subjective, cognitive, and behavioral inclinations that affect a consumer's decision to choose a particular brand are described as brand preference. Among the factors that positively influence consumer brand preference are product quality, peer pressure, product publicity, and product price according to a study conducted (Mentesnot, 2018). The study also emphasized the favorable and significant impact of product advertising.

A review of the literature on brand and brand choice is necessary because the study's objective is to determine how endorsed advertising affects consumer brand preference. The motive of the research is assisted by the review's finding that recommended advertising has a positive effect on brand choice.

2.1.5. Source Characteristics-Based Studies

Studies based on source characteristics stress significance in determining a source's (celebrity) traits that has an effect on the identified users in the two way relationship cycle Subhadip et al. (2012) in addition to how potential customers are impacted by these traits (Egan, 2007). The majority of studies on celebrity endorsements attribute the message(s) being conveyed to the consumers—the receivers—to the celebrity. Thus, source characteristics may be expressed as a celebrity's traits which have an impact on the intended audience (Subhadip et al., 2012).

Source attractiveness and source credibility are the two critical source characteristics for an affluent endorsement arrangement, (Rifon & Choi, 2012; Subhadip et al., 2012; Yilmaz et al., 2011). Malik and Sudhakar (2014) explained that the terms perceived source competence and source trustworthiness are used to describe source credibility. Consumer perception of source credibility as a key component of celebrity endorsement has been demonstrated by research (Bhatt et al., 2013). According to (Yilmaz et al., 2011), the more credible a source is, the more probable the chosen market will be persuaded to act in a particular way . Trust and competence are the most crucial elements that define how reliable a source is (Rifon & Choi, 2012). The "extent within communication can be considered as origin of true statement" is the definition of expertise (Rifon & Choi, 2012). Each celebrity's and product's source expertise is unique, requiring training, ability, and experience in a certain sector (Egan, 2007). When celebrities don't appear to be experts in the subject matter of the message they are imparting, the public is less likely to believe what they have to say (Karmarkar & Tormala, 2010). Although there is conflicting evidence in the research on the

relationship between source expertise and consumer persuasion, some papers demonstrate a strong connection between source competence and a switch in the user's frame of mind (Rifon & Choi, 2012).

Additional critical aspect of source credibility is trustworthiness. Source credibility states about "user's trust in the product source to convey message truthfully and impartially"(Rifon & Choi, 2012). According to Egan (2007), the various kinds of trust. These three types of trust are process-based, character-based, and institutional. According to his definition, institutional trust is a form of faith that is grounded in the rule of law. Egan (2007) described that character-based trust involves consumers who trust a source based on their character and are more likely to buy from them (another kind of trust is crucial in face to face marketing and doesn't entirely apply towards celebrity endorsements), while process-based trust is the kind of trust that develops over time. Much research back up the impact of trustworthiness in changing attitudes.

Source attractiveness relates to how the audience perceives the source's likeability or physical attractiveness (Rifon & Choi, 2012). One of the reason is when users recognize a celebrity which may take place in a desired setting (Egan, 2007). Additionally, it is mentioned by the researcher stating people might be influenced by things that famous people utilize in regular life and aspirational situations—situations in which people want to participate but can't in their normal lives. Despite the fact that the research has highlighted the importance of the source attractiveness or physical appearance, one particular research clearly stated that the most important factor is when the good and service is straightly attached to attractiveness, like perfume advertisements (Rifon & Choi, 2012). Yet, attractiveness encloses all the standards in which consumers perceived interest in a celebrity endorser, like their way of living and talent, but not bounded to physical presence (Patra & Datta, 2012).

2.1.6. Celebrity Endorsement Models

Celebrity endorsement is preferred by advertisers due to its increased advantages and broad potential influence. Using celebrities in advertisements typically benefits businesses. Using such well-known people makes it simple to capture clients' attention. That does not imply that the public's impression of these celebrities and the brands they support is favorable. To create a positive perception of the things they sell, marketers should carefully choose the celebrities they

work with (Etsubdink, 2020). Persuasion of consumers, or the intentional endeavor to alter or modify consumers' attitudes toward brands, is a key objective of advertising (Solomon, 2002). Marketers use celebrity endorsement as a crucial tactic for a while to achieve this goal (Surafel, 2019).

Experts have worked to create models that are suitable for identifying the ideal celebrity traits for successful endorsement. The following section discusses a few of the well-known models (Surafel, 2019).

A) Source Credibility Model

It is believed that endorsements including credible celebrities will result in more favorable reactions than endorsements featuring less credible celebrities Aziz et al. (2013) positive qualities of an endorser that have an impact on how the message is perceived by the recipient are defined as a source's credibility, (Ohanian., 1991);(Hovland & Weiss, 1953). In a process known as internalization, an endorser with crucial credibility source characteristics can greatly increase a consumer's buying intentions and change their beliefs, opinions, attitudes, and behaviors (Liu et al., 2007).

By the source credibility model, an endorser's perceived level of knowledge and dependability, as described by Hovland and Weiss (1953) determines a communication's effect. According to certain studies, an attraction based on appearance is a third factor in believability (Ohanian, 1990). The term "expertise" is described as "the recognized extent of understanding, know-how, or abilities that an advertiser possesses."Hovland et al. (1953), and trustworthy information source may be regarded in such manner (Roozen, 2008).

According to Ohanian (1990), customer perceptions of a celebrity's considered knowledge are more compelling than those of their perceived attractiveness and reliability when it comes to justifying purchasing intentions and also consumers' level of trust in a communicator's intention to convey the ideas they deem most credible is described by (Ohanian, 1990). According to Erdogan et al. (2001), Trustworthiness is defined as "the target audience's perception of the endorser's honesty, integrity, and credibility." While the extent in which an advertiser is considered as a reliable origin of assertions is known as their expertise, their trustworthiness is described as their honesty, integrity, and capacity to be believed (Erdogan et al., 2001). The level of a person's

facial attractiveness is operationally defined as the communicator's physical attractiveness and is assessed by a panel of judges (Ohanian., 1991).

It is also stated by Amos et al. (2008) that because consumers view an endorser as credible, they assume the information this celebrity share is accurate. Also, customers will favor the business or campaign when the endorser is a professional in the industry. When a customer knows little or nothing about a product and hasn't formed an opinion about it, a reliable source can be especially compelling. Positive attitude adjustments and more significant behavioral changes toward the advertisement will occur when the source is very credible.

The model also asserts that the message's impact may be increased by the communication source's attractiveness. According to Ohanian (1990), attractiveness is determined by the source's class, elegance, beauty, sensuality, and attractiveness. As a result, three components were created for source credibility: knowledge, trustworthiness, and attractiveness. The strategy falls short of describing and addressing the most important aspect to take into account when choosing endorsers and celebrity endorsements (Yusra, 2022).

B) Source Attractiveness Model

The source-attractiveness model arise from social and psychological field of study and McGuire model includes "source valence" (McGuire, 1985; Ohanian, 1990). From the attractiveness model, a communication's effectiveness may be influenced with the source's "familiarity," "likability," "similarity," and "attractiveness" to the user. The advertiser's body appearance, character and likableness to the user are referred directly to the source's attractiveness, which also alludes to the source's perceived social value (Solomon, 2002). Similarity, familiarity, and likeability of the source all contribute to the celebrity's attractiveness (Bafna et al., 2016).

Similarity is expressed by (Belch & Belch, 2001) as a stated correspondence among sender and recipient of communication, indicating that customers are likely to be persuaded from an information by anyone who have a connection. Belch and Belch (2001) also defined familiarity as "a degree of brand expertise in which a celebrity owns" , Whereas likability is described as "devotion which rise from physical aspect and conduct"(Belch & Belch, 2001);(Erdogan, 1999).

The scholastic terms listed above can be summarized, by Amos et al. (2008), If consumers believe a celebrity to be recognizable, relatable, or even likable to them, they will find that celebrity endorsement more tempting. The effect of the source of attractiveness, according to Ohanian (1990) is stated it can be used to create persuasive communications, with the attribute attractiveness denoting the endorser's good looks, character, likeability, and similarity.

C) The Product/Celebrity Match-up Hypothesis

According to Friedman and Friedman (1979); and Atkin and Block (1983), Depending on the product, an endorser's effectiveness may vary; certain endorsers are more appropriate for a given product than others. The source attributes of the celebrity endorsement are not the basis for this model. These studies contend that when a celebrity fits the product, endorsement negotiations are more successful than when the celebrity and product are unconnected (Subhadip et al., 2012).

Match-up is characterized as circumstance in which "the spokesperson's most important features are congruent with the extremely important credits of the product class." (Fleck et al., 2012). There must be an equivalence among the celebrity endorsed product, the information delivered to the customer about the product (Subhadip et al., 2012). Endorsement campaigns to be successful, the advertiser's message, their representation, and information about the product should be consistent (Patra & Datta, 2012). It is crucial to consider selected market to accept the celebrity who is chosen to promote the service or good since the user and the celebrity match up with respect to likability (Subhadip et al., 2012). According to research, a celebrity-brand pairing's effectiveness in terms of attitude and even buy intention increases with how well-suited, relevant, or matched they are (Fleck et al., 2012). Ideal and perfect alignment among the celebrity and good or service can increase the endorser's credibility through the identification process, which in turn can positively affect consumers' opinions about advertisements, products and their purchasing intention. The celebrity and product match-up idea is for an advertisement to be successful, there should be compatibility within both the product and the celebrity regarding traits like representation, competence, and fame (Muda et al., 2011). Several celebrity based advertisements are more effective because there is an innate cultural fit among the endorser and the good or service. Rifon and Choi (2012).

A study by Forkan (1980) suggested the match-up assumption in selecting celebrity. When he proposed that the idea about a product and the information communicated by the celebrity appearance should coincide in an effective commercial, he implied the necessity for consistency between the images of the endorser and the goods. Along the identification process, the perfect alignment among the celebrity and the goods can result in significant endorser credibility Langmeyer and Walker (1991) and positively impact consumer perceptions of advertisements and items as well as purchasing intent (Kirmani & Shiv, 1998).

The model is summarized by Friedman and Friedman (1979) by stating that consumers are more likely to view a celebrity and the recommended brand to be compatible with one another when the quantity of endorsement effectiveness is larger.

All the models covered above, while each having advantages and disadvantages of their own, are all important in assessing the efficacy of celebrity endorsement. Source credibility is a crucial construct for the study's objectives since the successfulness of endorsement is highly based on the advertiser's recognized attractiveness along with perceived credibility, including trustworthiness and expertise (Yusra, 2022).

2.2 Empirical Literature Review

As celebrity endorsement grows in popularity and is used as a commercial communication tool, numerous academic studies have been conducted globally. Also, certain research initiatives have been carried out in Ethiopia, and the results of those projects are presented below to help with the development of our conceptual framework (Yusra, 2022).

A study by Demissie (2015) discovered that physical attractiveness and trustworthiness have the largest impact on buy intent, whereas product/celebrity fit and competence have the biggest impact on consumers' opinions of companies.

According to Bahiru (2015), research has been done on the Effect of Celebrity Endorsement on Consumers' Attitudes and Purchase Intention: The Case of the Ethiopian Banking Industry. The findings indicate that customers have a favorable opinion of the bank advertising featuring famous people. Also, celebrity endorsements which is estimated by the qualities of attractiveness, experience, trustworthiness, and product/celebrity match is going to have a favorable impact

towards how users feel about the endorsed company and their intention to make a purchase. The product/celebrity match and expertise had the largest effect on customer' attitudes toward the product, although physical attractiveness and trustworthiness showed large impact on purchase intention. Even though the indicated parameters have a positive impact on consumers' point of view and buying intentions.

Research conducted by Elias (2016) on the factors affecting the effectiveness of celebrity-endorsed advertisements in the Ethiopian Banking Industry. Findings show consumers' intentions to use bank services are positively impacted by physical beauty, trustworthiness, and product compatibility. Trustworthiness and knowledge are the traits that have the biggest impact on consumers' buying intentions. Although consumers' intentions to use bank services were not found to be significantly influenced by physical beauty.

Research by Edom (2017) tried to look into the total impact of celebrity endorsements on customers' banking behavior in Ethiopia. She applied the product match-up hypothesis and Ohanian's source credibility model to evaluate the outcomes. As a result, she found that the product match-up hypothesis as well as Ohanian's source credibility (trustworthiness and knowledge) have a positive and significant impact.

Research by Tadesse (2018) tried to look into influence of celebrity endorsement on Consumer brand preference regarding Anbessa Shoe Share Company. To assess the results, he used the qualities from Ohanian's Source Credibility Model and the product matchup hypothesis. Finally, he discovered that every characteristic—aside from trustworthiness—has a favorable and noteworthy influence on consumers' preferences for purchases, particularly physical attractiveness.

A study by Surafel (2019) concentrated on Ambassador Garment and Trade P.L.C. to research the influence of celebrity endorsement in advertisements on customer purchase preferences. He employed the product match-up hypothesis and Ohanian's Source Credibility Model elements to quantify the effects. He consequently discovered that credibility, physical appeal, and celebrity-brand fit have an impact on Consumer brand preferences. Yet, the dependent variable is unaffected by the celerity's level of expertise.

A study by Emnet (2019) investigated the effect of celebrity endorsement on consumers' purchasing decisions for fast-moving consumer items. She employed Ohanian's Source Credibility Model and the product match-up hypothesis elements to assess the consequences. She, therefore, found that all characteristics, except expertise, have a favorable and significant influence on consumers' purchase decisions; on the other hand, the effect of expertise has a positive but minor influence.

A study by Etsubdink (2020) tried to investigate the effect of celebrity endorsement on the purchase decision of bottled water consumers in Debrebirhan, Ethiopia. She applied meaning transfer theory, the Ohanian source credibility model and product match-up hypothesis to draw up the conceptual framework. Finally, she found all the independent variables had positive as well as significant effect with consumer purchase decisions except Expertise and trustworthiness which both have a positive and insignificant relationship with consumers' purchase decisions.

Research by Yusra (2022) focused to investigate on the effect of celebrity-endorsed advertisements on consumer brand preference in the case of Gelagle Brand. She adopted Ohanian's source credibility model (Trustworthiness, Attractiveness, Expertise) and the product match-up hypothesis (Celebrity-brand fit) to build its conceptual framework. As a result, all independent variables (attractiveness, trustworthiness, celebrity-brand matchup, expertise) have a favorable and significant impact on consumers' brand preferences.

Furthermore, different research has been made worldwide to show celebrity-endorsed commercials are more appealing than non-celebrity-endorsed advertisements.

A study done by Farhat and Khan (2011), on "Celebrity endorsement: a congruity measure of personalities," revealed that "congruence between a celebrity and a brand is a significant notion to examine when analyzing the pre-attitude regarding the commercial characteristics a celebrity supporting business." Also it offers scant support for the widely held belief that the personalities of the Endorser and the Brand must mesh.

The study by Wang et al. (2012) evaluates the impact of celebrity endorsement on consumer purchase decisions. Researchers employed advertising appeals and the advertising effect as research mediators. They found that the best way to inform consumers was through advertising.

The study also found that advertising attraction, celebrity endorsement, and the advertising effect all had a positive and significant influence on consumers' intent to make purchases.

According to research by Ibok (2013) on the Nigerian telecom industry, celebrities' perceived competence, attractiveness, and trustworthiness have a big impact on how effective they are as spokespersons.

Research by Zafar and Rafique (2013) investigated how consumers felt about brand image and whether they intended to buy things promoted by celebrities. They used the same factors as the earlier studies and found that they all had a favorable and significant impact on consumers' views and purchase intentions.

Research by Rizwan et al. (2015) investigated on effects of celebrity endorsement on consumer purchasing patterns. They used the same criteria as the research mentioned above and discovered that all of them had a favorable and significant impact on customer purchasing decisions and brand perception. The study also stressed that celebrity-endorsed commercials were preferable to non-celebrity-endorsed advertisements in terms of attractiveness.

A study by Sultan and Mannan (2015) aimed to determine how celebrity endorsements in commercials affected customer purchasing decisions. To evaluate the results, they use dependability, knowledge, physical beauty, and celebrity-brand fit. They discovered that celebrity endorsement and general consumer purchasing behavior have a positive correlation.

A study done by Kumar and Hunda (2015) on customer perceptions of celebrity endorsement shows when analyzing consumer perceptions of celebrity endorsement, there are nine aspects to take into account: beauty, trustworthiness, attractiveness, admiration, representation, inclination, reliability, and the endorser's negative influence in the result. The study's conclusions imply that endorsed products have a more positive effect on customer purchasing behavior than celebrity endorsement does. The researchers concluded that a customer's impression is significantly influenced by the attractiveness of a celebrity endorsing a product and that these effects are more favorable to a customer's purchasing decision.

A study was done by Ahmed et al. (2015) on the effect of celebrity endorsement on consumer purchasing habits. Findings try to demonstrate in terms of customers' attitudes and purchasing intentions, celebrity endorsements have a reasonable influence.

Research by Khan et al. (2016) investigated the connection between knowledge, physical attractiveness, and celebrity-brand congruency. as well as how they affect consumers' purchase intentions. They thus discovered that while celebrity skill and trustworthiness had little impact on consumers' purchase intentions, physical appearance, and consistency have a positive and significant impact.

Research by Saima et al. (2017) carried out a review on the elements influencing a celebrity's advertisement endorsement's effectiveness: The success of celebrity endorsement in advertising is influenced by several important variables, including celebrity popularity, knowledge, talent believability, celebrity-brand matchup, and celebrity loyalty. and how those elements affect the potency of celebrity endorsement. The study concluded that all factors, with the exceptions, significantly affect how effective celebrity endorsement is.

A study was conducted by Muhammad and Nazish (2017) with a female target audience in examining the effects of celebrity endorsement on user purchasing intention for cosmetic products. According to the findings, celebrity credibility positively affects consumers' intentions to buy cosmetics. It has been demonstrated that celebrities give items significance, which has a positive influence on users' intentions to buy cosmetics. The study found that users are more attracted by celebrity-endorsed advertisements in comparison to that of non-celebrity endorsed advertisements, increasing brand recall.

Research by Jeon (2018) looked into how athlete endorsements affected brand impression and purchasing intent: The study used endorser credibility, and endorser product-congruence congruence-self-image consumer's congruence to gauge attitude toward the brand and buy intention. The study discovered that consumers have a more favorable attitude toward advertisements, brands, and purchase intentions when there is a high degree of congruence between celebrity image and product and that this attitude is influenced more by the endorser's credibility level than by any other factor.

2.3 Conceptual Framework

Considering the aforementioned empirical data, the study used Ohanian (1990) a model by Ohanian's credibility along with product match-up hypothesis. Research's dependent variable for this paper is Consumer brand preference and the independent variables are trustworthiness, attractiveness, expertise, and celebrity and, brand congruency. Variables are presented in the diagram below.

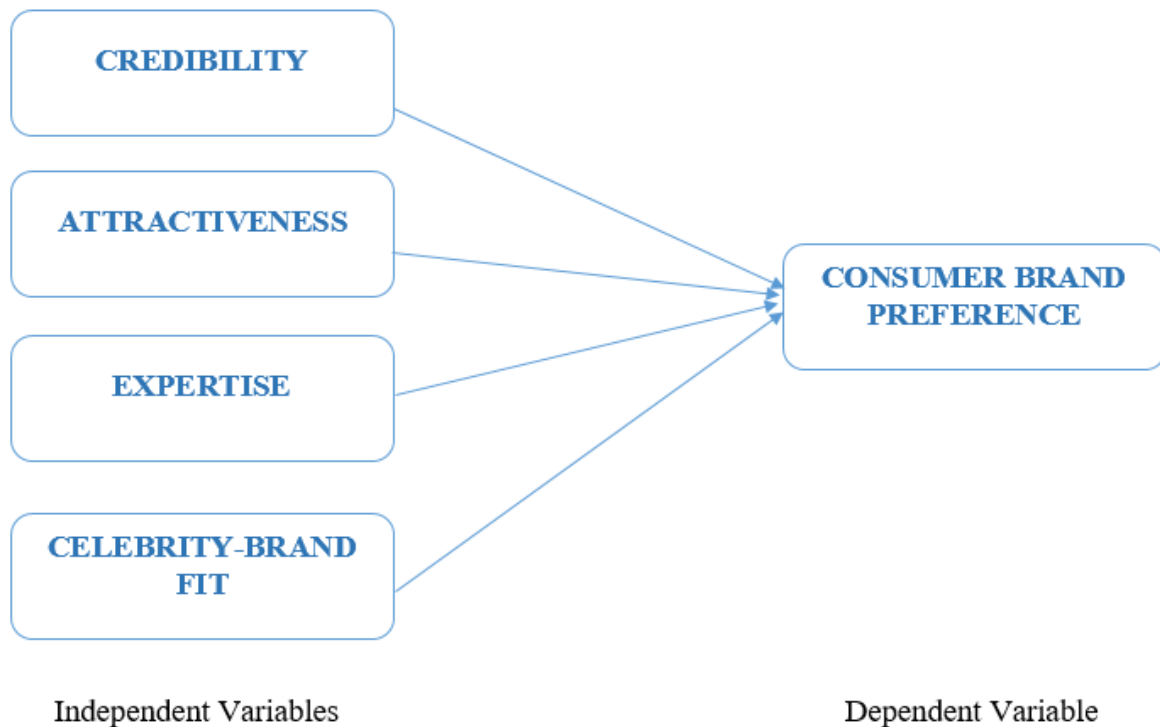


Figure 1 Conceptual Framework: Source: adopted and modified (Ohanian, 1990)

This study tried to examine effects of the above independent variables on dependent variable by taking into consideration of controlled variables which are age, salary, and exposure to advertisement.

2.4 Hypothesis of the Study

Depending on the variables discussed above, the researcher outlined the following four hypotheses below.

Hypothesis one: The celebrity's credibility has positive impact on Consumer brand preference.

Hypothesis two: The attractiveness of celebrities has a positive impact on Consumer brand preference.

Hypothesis three: The expertise of celebrities has a positive impact on Consumer brand preference.

Hypothesis four: Celebrity brand fit has positive influence on Consumer brand preference.

Chapter Three

Research Methodology

Introduction

In this section of the research paper, the research methodology which guides in conducting this study was presented. It discusses the population and sample size of the study, types, and methods of data, and its analysis. Finally, ethical considerations taken into account were stated.

3.1 Description of the Study Area

The research paper examined the effects of celebrity-endorsed advertisements on buyer's brand preference in the case of the water bottling companies in Addis Ababa. This investigation taken into account of both customers and non-customers of the bottled water industry who are exposed to its celebrity-endorsed advertisements. The data collection mainly focused on Addis Ababa city because the time given to complete this paper was limited which made it difficult to assess the different regions of Ethiopia. And also the researcher believed that the maximum amount of users of bottled water are found here in Addis Ababa. Therefore, this paper only focused on the bottled water industry in Addis Ababa city.

3.2 Research Approach

Research study's methodologies are scientific approaches in carrying out examinations in covering all from widespread assumptions to precise procedures for collecting, analyzing, and interpreting data (Creswell, 2014). According to Creswell (2014), quantitative research is an advanced method for verifying objective concepts by looking at how variables are related, characterizing frequencies, averages, and correlations, and testing hypotheses about variable relationships. It is hence more flexible and inductive. Given the explanation provided above, it is essential to quantify beliefs, attitudes, and actions to ascertain how the population as a whole feels about a certain issue. The study adopted a quantitative methodology as a result because it is more accurate and reliable. Data were gathered using the simple random sampling method from Bottled water customers and non-customers using structured questionnaires to determine the influence of celebrity-endorsed advertisements on users brand preference.

3.3 Research Design

The research paper tried analyzing the impacts of celebrity-endorsed advertisements on consumer brand preference, it pursued an explanatory layout. According to Carl (2010), Explanatory studies examine if the value of each variable results or defines the value of another variable to develop a link among them and, generally, measure the level of influence of the independent variables on the dependent variable. It also helps to increase an understanding of the topic, ascertain how or why a particular phenomenon is occurring and predict future occurrences. Objective of the study is to analyze the effect of celebrity endorsement (Attractiveness, Celebrity-brand fit, Credibility, and Expertise) on consumer brand preference. Even if it is difficult to reach appropriate conclusions on the basis of casual research findings due to the impact of a wide range of factors and variables in the social environment, the explanatory research design method is suitable to address the research questions well and is used in this study.

3.4 Population

According to Asamoah (2012), the total number of any clearly defined class of individuals, events, or subjects is referred to as the population. Population refers to all individuals that the researcher is interested in (Marczyk et al., 2005). To accurately represent the study's population, researchers must carefully choose the sample size that is included in the target population (Marczyk et al., 2005).

For this study, the target population was the bottled water consumers in Addis Ababa city who are exposed to the celebrity-endorsed advertisement of the industry.

3.5 Sample Size and Sampling Technique

Sampling in general is the procedure of drawing inferences about the whole population from a small or fragmented sample of that group. One of the elements of a study design is sampling (Yusra, 2022). McDaniel and Gates (2008) describe sampling as "procedure in gathering data from a smaller sample of a larger group. The data from the sample are then used by a marketing research user to estimate the traits of the broader group.

Potential participants may be chosen in a variety of ways for inclusion in a research study, and the process of selection is influenced by several variables, including the research question under

investigation, the research design used, and the availability of suitable numbers and types of study participants (Geoffrey et al., 2005).

This study used a simple random sampling strategy because it had simplicity and lacks bias. Probability sampling was used in the research paper since the sample is representative of the study and is less likely to be biased. Probability sampling is the technique that every units of universe has equal chance to be as a member of sample. (Kothari, 2004).

3.6 Sample size determination

The research's target population can be thought of as an unlimited population. The population's size is therefore uncertain. The unknown population sample mathematical method is used to calculate the sample size for the research (Israel, 2012). In order to get the exact degree of precision, exact degree of confidence, and an estimated number of fragment of the aspect present within the target, Cochran formula can be used to calculate the most favorable sample size. The formula also specifically used in scenarios which have excessive number of population. When the population is comparably low, there will be a correction which may help us to decrease the size given by Cochran's formula. The formula is stated below.

$$n_o = \frac{Z^2 pq}{e^2}$$

Where:

- e is the desired level of precision (i.e. the margin of error),
- p is the (estimated) proportion of the population which has the attribute in question,
- q Is 1 – p. The z-value is found in a Z-table.

Table 3.1 Z-Table

Population size	Confidence level = 95%			Confidence level = 99%		
	Margin of error			Margin of error		
	5%	2,5%	1%	5%	2,5%	1%
100	80	94	99	87	96	99
500	217	377	475	285	421	485
1.000	278	606	906	399	727	943
10.000	370	1.332	4.899	622	2.098	6.239
100.000	383	1.513	8.762	659	2.585	14.227
500.000	384	1.532	9.423	663	2.640	16.055
1.000.000	384	1.534	9.512	663	2.647	16.317

In addition to the formula above, it calculated the sample size using a 5% significance level, 0.5 standard deviations, and a confidence interval of 5%. the maximum variability in a population is 50% percentage, which is frequently used to choose a more conventional sample size (Israel, 2012). The calculated result gives us a sample size of 384.

$$n_o = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 384$$

3.7 Data Sources and Types

The primary and secondary data are gathered in the research paper. The raw data was gathered by a structured questionnaire survey from customers and non-customers of bottled water that was given in person to respondents. The questionnaire developed was in a close-ended format and used a five-point Likert scale. Secondary data were acquired through a range of sources, such as relevant publications, journals, papers, websites as well as related research.

3.8 Measurement of Variables

This research paper was used in investigating effects of celebrity-endorsed advertisements on consumers' buying behavior. To gain successful outcome, questionnaires were distributed to gather consumers' response and measure it to fulfill the study's objectives. Attractiveness relates to how the audience perceives the celebrity's likeability or physical attractiveness (Rifon & Choi, 2012). Attractiveness bounds every attributes which consumers find tempting in a celebrity endorser, like way of life and skills, also it is not restricted to the celebrity's physical presentation (Patra & Datta, 2012). Celebrity brand fit can be characterized as a circumstance in which "the spokesperson's highly relevant features are congruent with the extreme applicable feature of the

product." (Fleck et al., 2012). A match should be created among the celebrity endorsing the product, the information addressed to the user and the product (Subhadip et al., 2012). Credibility is the trust developed from the audience in the origin to convey message truthfully as well as impartially (Rifon & Choi, 2012). Egan (2007) described character-based trust as it involves consumers who trust a source based on their character and are more likely to buy from them. Expertise which is the "degree of a message is considered as origin of true claim"(Rifon & Choi, 2012). Each celebrity's and product's source expertise is unique, requiring training, ability, and experience in a certain sector (Egan, 2007). Consumer Brand Preference discusses how the market gives ways for the success of the company's brand by fulfilling the needs of the customers and the timing that the customer needs to buy the products. It also states that the product should be of good quality with excellent service to attract different consumers and opportunities to prefer their brand over the others (Anojan & Subaskaran, 2015). All the above variables including both dependent and independent variables were estimated by adopting five-point Likert scale.

3.9 Research Instrument

This study concentrated on analyzing the impact of celebrity endorsements by taking a sample of bottled water users. Respondents' information was gathered using the questionnaire approach. Measuring the impact of the mentioned independent variables on the dependent variable, the questionnaire was strictly built. The questions' format, language, and order were all carefully taken into account. To make it easier to understand and to get correct responses from the respondents, it was translated into Amharic. The questionnaires were adopted using the study's hypotheses and from previous research (Ohanian, 1990) and modified in sentence format to help respondents understand the questions well and give feedback. One of the characteristics of these items were computing reliability and validity. A five-point structured Likert scale questionnaire with options extending from strongly disagree to strongly agree was used, as was done in other earlier studies. Thus, this was the tool utilized to gather primary data. Multiple-choice and structured, closed-ended questions make up this questionnaire. It includes four parts; The questionnaire's first part includes information about the respondents' gender, educational background, employment status, and income. Part II includes questions of screening statements used to screen out the users of bottled water and also respondents that are exposed to celebrity advertisements. Part III of the

questionnaire includes questions on a 5-point Likert scale about aspects of celebrity endorsement, and Part IV, which is the majority of the questionnaires, asks about buying preferences.

3.10 Data analysis methods

To analyze the primary data, descriptive and inferential statistics in addition to quantitative data measuring tools were applied to this study. Descriptive statistics include the calculation of percentages, means, standard deviations, and frequencies. This generalizes the demographic status of bottled water users in Addis Ababa markets. Regarding inferential statistics, regression, and correlation matrix were employed in order to investigate all objectives mentioned in the study. This helps to determine the study's main conclusions about the putout hypothesis. Correlation analysis gives the magnitude and direction of the association among the independent variables (attractiveness, celebrity brand fit, credibility, and expertise) and the dependent variable which is users buying intention.

Linear multiple regression test was used in determining the effects of proposed parameters in purchasing behavior of bottled water users in Addis Ababa. This has made it possible to test hypotheses and identify which independent variables are likely to have a statistically significant impact on consumers' decisions regarding various products. This was also done by considering the controlled variables in the regression analysis. The value of variance described in the proposed conceptual framework was also revealed by the regression analysis. Regarding this, the linear multiple regression model is specified as follows.

$$C.B.P. = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon_i$$

Where:

- C.B.P. is Consumer Brand Preference
- X_i 's are independent variables (Attractiveness, Celebrity brand fit, Credibility, and Expertise)
- β_0 is the slope
- β_i 's are the regression coefficients
- ε_i is the standard error for the i^{th} observation

Therefore, by estimating the above equation, we can observe how Consumer brand preference is influenced by attractiveness, brand fit, credibility, and expertise. Each variable's magnitude and sign will rely on the parameters that correspond to it. The Statistical Package for Social Science (SPSS) was used for the data entry and analysis.

3.11 Reliability and Validity Analysis of the Study

3.11.1 Reliability Analysis

As stated by Creswell (2009), Instrument dependability is the level of stability that the instruments exhibit, while instrument reliability investigates instrument consistency. Correlation coefficients having a range value from 0 to 1, is a typical way to express reliability. Zikmund et al. (2013) Alpha coefficient within the range of 0.6 to 0.7 are regarded as fairly reliable. When alpha value is ≥ 0.7 , it is adequate for this examination in order to determine reliability. Several studies indicate that a reliability test uses a set of scales or test items to evaluate the internal consistency among the variables (Lisa, 2008). In other words, the consistency with which a measurement of a notion is measured is what is meant by a measurement's reliability. The study's consistency level was evaluated using Cornbach's Alpha.

Table 3.2 Reliability Test Results

Variables	No. of Questions	Alpha Value
Attractiveness	5	0.785
Celebrity Brand Fit	4	0.874
Credibility	5	0.793
Expertise	5	0.881
Consumer Brand Preference	7	0.913

Dimensions of the reliability in values of Cronbach's coefficient alpha was shown to be above the minimum required level from the results of the sample experimental trial study test. This proves the scale applied for this study was reliable.

3.11.2 Validity Analysis

Validity relates to whether the findings address the topics they are supposed to. Validity can be expressed as a degree in which sample collection processes is measured and what they were intended to measure (Saunders et al., 2009). All of the questions were drawn from pertinent literature to ensure consistency between the research data collection and the theoretical framework because, as was already said, the validity of a research instrument has a substantial impact on the quality of the study. Furthermore, every question on the instrument was taken from a previous research study that applied to this one.

3.12 Ethical Consideration

The major concerns in the data collection process were informed consent and voluntary involvement. To adequately enlighten potential participants on the research's procedures, the researcher was prepared with the essential fact files. The idea of anonymity was scrupulously upheld to preserve the participants' privacy. Also, the privacy of the data entered was protected. There wasn't any personally identifiable information involved. The respondents' willingness to share information was the deciding factor. Appropriate care was taken when working with secondary data to avoid misinterpretations that could have negative consequences.

Chapter Four

Data Presentation, Analysis, and Interpretation

Introduction

Based on research objectives, the following section presents data analysis along with result discussion of the research. Quantitative analysis was used to examine and understand the information gathered from respondents. Data gathered through the survey were quantitatively analyzed using SPSS 26 to achieve the objective.

4.1 Questionnaire Response Rate

Random respondents who are both customers and non-customers of bottled water in Addis Ababa at different were given the questionnaire. Before giving out the questionnaire, the researcher made sure that respondents are exposed to celebrity-endorsed advertisements for bottled water products. 384 questionnaires were given out to respondents. From the total, 365 questionnaires properly filled were received back which accounts for 95% of the entire given out questionnaire. The remaining 19 (5%) of the questionnaire were found to be incomplete. Thus, the feedback rate was excellent.

Table 4.1 Questionnaire response

	Participants	
	Accurately Filled up and Returned	Incomplete
Number	365	19
Percentage	95%	5%

4.2 Demographic Profile of Respondents

This part presents general information of participants such as age, education level, gender occupation, and salary range which was included in the first part of the questionnaire.

Table 4. 2 Respondents' Profile

	Range	Frequency	Percentage(%)
Age	18-25	181	49.6
	26-33	165	42.2
	34-41	24	6.6
	41-50	1	0.3
	51 & above	5	1.4
	Total	365	100%
	Gender	Male	167
Female		198	54.2
Total		365	100%
Educational background	Below High school	11	3.0
	High school Certificate or Diploma	12	3.3
	Level	21	5.8
	BA/BSc	299	81.9
	MA/MSc/MBA or above	22	6.0
	Total	365	100%
	Occupation	Student	8
Employee		301	82.5
Business Owner		49	13.4
Other		7	1.9
Total		365	100%
Monthly Income	Less than 3,000	19	5.2
	3001-5000	80	21.9
	5001-10,000	139	38.1
	10,001-15,000	88	24.1
	15,001-20,000	30	8.2
	More than 20,001	9	2.5
	Total	365	100%

As presented in Table 4.2 above, the large part of the participants is in the age group of 18-25 having value in percentage as 49.6% of the whole. From the targeted sample size, female respondents showed a high range presenting 54.2%. The educational background of most of the respondents was a first degree 81.9% of the total which makes it valid that the research questionnaire was filled responsibly and truthfully. 82.5% of the selected sample population are employees. 38.1% of the population have a salary range of 5001-10,000.

4.3 Statements

Additionally to the demographic profile, respondents were asked different questions in the second part of the questionnaire to help screen out the responses well. The findings are presented in the table.

Table 4. 3 Screening statement for respondents

Statements	Measurements	Frequency	Percentage(%)
I am a bottled water user.	Yes	272	74.5
	No	93	25.5
	Total	365	100
I watch bottled water advertisements endorsed by celebrities	Yes	365	100
	No	0	0
	Total	365	100
Which type of mass media attracts you more	TV	280	76.7
	Radio	24	6.6
	Banner	30	8.2
	Social Media	31	8.5
	Total	365	100
How often do you use bottled water?	Always	170	46.6
	Frequently	109	29.9
	Sometimes	86	23.6
	Total	365	100
Which ads catch your attention most	Celebrity endorsed	318	87.1
	Non-celebrity endorsed	47	12.9
	Total	365	100
Rank the listed bottled water brands in your preference	DAILY water	141	38.6
	AQUASAFE Water	20	5.5
	AFRICA Water	20	5.5
	SPORT Water	37	10.1
	FIKIR Water	44	12.1
	AQUA-ADDIS Water	103	28.2
	Total	365	100

As presented in Table 4.4 above, the large part of the respondents account for 74.5% saying that they are bottled water users. The researcher made sure before distributing the questionnaire that they watch celebrity-endorsed advertisements. Therefore, the response received indicates that all the respondents watch celebrity-endorsed advertisements. From the targeted population, respondents' preference for mass media resembles television presenting 76.7%. 46.6% of the respondents said they always use bottled water products giving a high range of value than other parameters. From the total population, 87.1% of respondents prefer celebrity-endorsed advertisements. Respondents gave a high ranking for Daily Water having 38.6% of the total.

4.4 Factor analysis

In order to create rational subdivision that are relatively independent among themselves, the examiner should concentrate on multivariate numerical approach called factor analysis. (Tabachnick & Fidell, 2013). And also we can define the term factor analysis by assembling connected variables towards a single part. Sometimes, factor analysis is mainly useful in selecting the factors that support the variables (Verma & Abdel-Salam, 2019). In some direction it has the power to forecast the point that the given variables are interrelated. At its very least, the variables must be tested in ordinal level. Although a ten-to-one ratio would be more appropriate, a bigger sample size would be necessary for factor analysis (Ho, 2006). Factor analysis involves three main steps: a) determining whether the data are appropriate; b) extracting the factors; and c) rotating the factors and interpreting the results. In the assessment of the data suitability, there are different ways to check for suitability. First, the research's sample size is large enough for the analysis. Additionally, there is evidence of the coefficient of correlation > 0.3 in the correlation matrix. Therefore, factor analysis is suitable for this study. Secondly, the presence of multicollinearity should be checked with the determinant score of the correlation matrix. The correlation matrix's determinant score must be > 0.00001 , which indicates the absence of multicollinearity. It is crucial to look for variable combinations having correlation coefficients $r > 0.8$. When the determinant score is 0.00001 , the variables has to be taken out. Standard for element elimination has to be minimized if a smaller value of triple questions and above has high compatibility. When the interrelationship is unique, the value of the determinant R equals zero. (Field, 2009). In this case, the determinant score in the correction matrix gave a value of 7.379×10^{-9} . Based on the result, the

researcher identified pairs of variables that have intercorrelation with each other and removed them for better analysis results.

Thirdly, assessing the factorability of the data set is important. It can be done using the Kaiser-Meyer-Olkin (KMO) which measures the suitability of the representative sample alongside with Bartlett’s test of Sphericity. KMO test helps in checking whether the inputs of the study are applicable to factor analysis or not and also checking the study’s sample size suitability. KMO’s value lies between 0. When the result is within 0.8 to 1.0, the specimen is enough. When result is within 0.6 to 0.69, it is average. While in contrast, values within 0.7 to 0.79 are entirely acceptable. However, results less than 0.6 show the specimen is not enough. Therefore, remedial measures have to be made. If the values are below 0.5, the specimen is not sufficient for factor analysis (Noora, 2021). The results of KMO in this research is 0.926. Therefore, the result specifies the sampling is adequate for factor analysis. Primary correlation matrix can be congruity matrix, which specifies the un-association of variables. Therefore, it is incompatible with structure identification. The conjecture, H0, can be examined by Bartlett's Test of Sphericity in which variables are orthogonal. The directional hypothesis, H1, states variables are impertinent. Significance of 0.05 value is helpful for factor analysis. In this study, significance result for Bartlett’s Test is 0.000. Therefore, the result is significant at 5% and indicates factor analysis is worthwhile for the dataset.

Table 4. 4 KMO and Bartlett’s Test results

KMO		0.928
Bartlett’s Test of Sphericity	Approx. Chi-Square	6637.872
	df	325
	Significance	0.000

Finding the fewest possible factors to describe the interrelationships between collection of elements most accurately known as factor extraction. A number of underlying factors can be extracted using a variety of methods. Factor solutions can be determined using common factor analysis and principal component analysis. One of the goals of this study was to determine the bare minimum number of components needed to adequately describe the provided data set by acquiring

principal component analysis (PCA) (Noora, 2021). The Scree test and Kaiser's criterion (Eigenvalue Criterion) can be utilized in calculating required amount of primary non-rotated factors. The proportion for general deviation to specific deviation that is outlined in the particular factor that was extracted is called eigenvalue. Eigenvalue criterion shows variables having a value greater than 1 meaning that they are significant. The values are then shown in the scree plot. Eigenvalue results and magnitudes are presented in x-axis and y-axis of scree plot respectively. Its values are plotted as dots having line connecting them. In the curve of the graph also called elbow, withdrawal of factors will be finalized. Factor analysis test assists on taking out of absolute elements prior to special deviation that begins in dominating common deviation structure (Noora, 2021). Factor loading results are defined by the association among every variable to basic factors. Higher results greater than 0.40 designate factor's presentation within elements. But for better results and interpretation, (Hair et al., 2019) states that it is better to use values above 0.7. Based on this, the researcher chose values that are >0.7 found in rotated component matrix.

Table 4. 5 Rotated component matrix

	Component			
	1	2	3	4
Attractiveness 1		0.722		
Attractiveness 2		0.647		
Attractiveness 3		0.694		
Attractiveness 4		0.756		
Attractiveness 5		0.805		
Celebrity Brand Fit 1				0.593
Celebrity Brand Fit 2				0.806
Celebrity Brand Fit 3				0.795
Celebrity Brand Fit 4				0.668
Credibility 1	0.714			
Credibility 2	0.719			
Credibility 3	0.600			
Credibility 4	0.685			
Credibility 5	0.732			
Expertise 1	0.624			
Expertise 2	0.744			
Expertise 3	0.629			
Expertise 4	0.700			
Expertise 5	0.540			
Consumer Brand Preference 1			0.513	
Consumer Brand Preference 2			0.521	
Consumer Brand Preference 3			0.710	
Consumer Brand Preference 4			0.731	
Consumer Brand Preference 5			0.725	
Consumer Brand Preference 6			0.675	
Consumer Brand Preference 7			0.755	

In the above table, a total of 14 questions were extracted that are relevant to the study having values above 0.7. From Attractiveness, 3 questions were extracted. From celebrity brand fit, 2 questions, from credibility 3 questions, from expertise 2 questions, and consumer brand preference 4 questions. These questions were used for further analysis.

4.5 Descriptive analysis of variables

The research paper used four attributes to assess influence of celebrity endorsement on user brand preference. These are attractiveness, celebrity-brand fit, credibility, and celebrity expertise level.

The respondents' answers to celebrity endorsement are compared using the descriptive figures of mean and standard deviation. Standard deviation and Mean are the most straightforward and often used indicators of central tendency and dispersion, respectively. By measuring the mean, one can estimate the typical level of agreement or disagreement of a sample group with diverse statements. More people concede on the assertion of large value of mean at the same time contradict having small value of mean. By displaying how evenly distributed the data is concerning the mean, the standard deviation quantifies changeability of distinguished feedback (Kothari, 2004). According to the statistics given, both the independent and dependent variables' means and standard deviations are explained. In this study, the researcher used the extracted questions of the respective variables to calculate their mean and standard deviation. Based on that, findings were presented in table.

Table 4. 6 Descriptive of Mean and Standard Deviation

Variables	Mean	Standard Deviation
Attractiveness	2.02	0.72
Celebrity Brand Fit	2.40	1.13
Credibility	2.02	0.67
Expertise	2.05	0.70
Consumer Brand Preference	2.46	1.10

The above table describes the mean value to be in the range of 2.02 up to 2.46. This shows that the mean values are all below half of the total. According to Kothari (2004), when the mean value lies between 0.1-1.8, it accounts for strongly disagree, 1.8-2.6 disagree, 2.61-3.4 neutral, 3.41-4.2

agree, and 4.21-5 strongly agree. Based on findings, results of mean for all variables falls into 1.8 to 2.6 category. This means participants contradict on independent variables determining the purchase intention of bottled water.

4.6 Correlation matrix inspection

Correlation matrix containing explained and explanatory variables enables testing the hypotheses by evaluating strength of connection between the researcher’s variables. Strength along with management of connection among dual variables are specified by Pearson's correlation coefficient (r), falling into -1 up to +1 (Saunders et al., 2009). When interrelation between pair of variables is between -1 up to 1, they have negative relation. When it falls in 0 - 1, they have positive relation; and when it is zero, no correlation (Marczyk et al., 2005). r=1 shows absolute positive relation and r=-1 shows absolute negative relation (Kothari, 2004). Correlation matrix for complete sample is presented in table below.

Table 4. 7 Correlation matrix

Where n=365 and p=0.000

	Attractiveness	Celebrity Brand Fit	Credibility	Expertise	Consumer Brand Preference
Attractiveness	1				
Celebrity Brand Fit	0.523	1			
Credibility	0.459	0.457	1		
Expertise	0.479	0.404	0.737	1	
Consumer Brand Preference	0.494	0.556	0.589	0.559	1

As expressed in the table above, the explanatory variables measure the explained variable positively as well as significantly. Findings range from 0.494 to 0.556 and are significant at 1% significance level.

The independent variables (Attractiveness, Celebrity brand fit, Credibility, and Expertise) have a moderate positive and significant correlation with Consumer Brand Preference which is the dependent variable. The correlation coefficients are 0.494 for attractiveness, 0.556 for celebrity

brand fit, 0.589 for credibility, and 0.559 for expertise. The credibility of celebrities has the highest correlation coefficient among the other independent variables.

4.7 Assumption Test for Regression Analysis

The final step in disclosing information about each measure of celebrity endorsement's distinctive contribution and influence on consumer brand preference is running regression analysis. Multiple regression was used when the connection has two or more independent variables (Kothari, 2004). According to Chris (2008), To use a regression model to extract the proper value from the data, certain assumptions must be true. The concepts of normality, linearity, homoscedasticity, and multicollinearity are introduced here.

4.7.1 Normality Test

Continuous data with a normal distribution are required for the evaluation of the regression model. Testing for normality is therefore crucial. If a study has lower sample size, <100 , the normality test is examined using a histogram, however a probability plot (NPP) method is employed if the sample size is high, greater than 100. When a line fits the plots as approximately linear, it can be said it is normally distributed. Run descriptive statistics to determine skewness and kurtosis as an alternative way to test for normality (Yusra, 2022)

Kurtosis in a normal distribution is 3. Mesokurtic distributions (bell-shaped curves) are any distributions with kurtosis = 3. A platykurtic distribution has a Kurtosis value of 3. Its tails are shorter and thinner and frequently have a lower and wider central peak than the typical distribution. Leptokurtic distributions have a kurtosis greater than 3. Its tails are longer and flatter than those of the normal one, and its mid tip of graph is frequently taller as well as Sharpe-edged (Brown, 2022).

When skewness is < -1 or $>+1$, distribution is extremely skewed. If it falls in -1 to -0.5 or within range of 0.5 to 1 , distribution can be called relatively skewed and if skewness falls between -0.5 and $+0.5$, distribution is to be approximately symmetric.

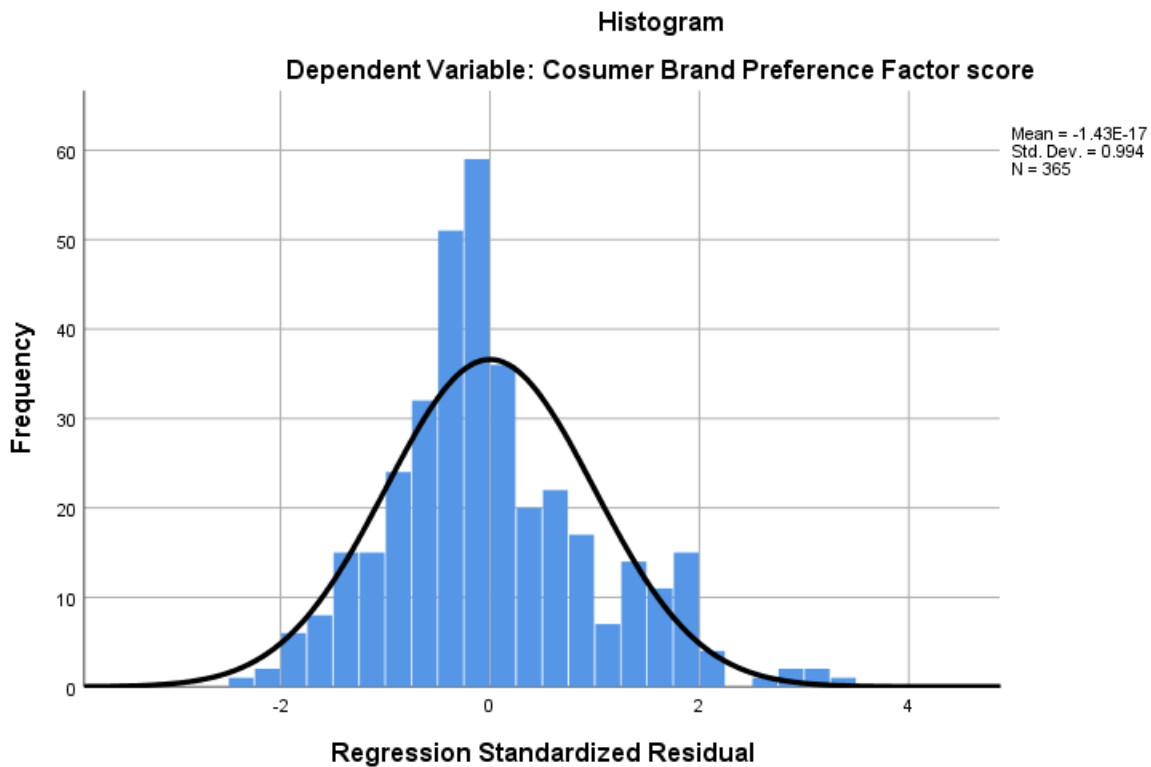


Figure 4. 1 Normality Graph

The skewness and kurtosis results are presented below.

Table 4 8 Normality Test Results

Variables	Skewness	Kurtosis
Attractiveness	-0.062	-1.256
Celebrity Brand fit	0.633	-0.229
Credibility	-0.283	-1.176
Expertise	-0.211	-1.211
Consumer Brand Preference	0.473	-0.539

As presented in the table above, the skewness of variables lies to be symmetric and the shape for the kurtosis values shows to be lightly tailed. Therefore, the distribution is symmetric and lightly tailed.

4.7.2 Linearity test

The regression parameters of representation links Y with predictors $X_1, X_2, X_3, \dots, X_n$ and assumed to be linear (Chatterjee & Hadi, 2012). From the source, explained variable is therefore considered as linear operation of the elements $(\beta_1, \beta_2, \beta_3, \dots, \beta_n)$. It doesn't have to be linear operation of explanatory variables $X_1, X_2, X_3, \dots, X_n$ (Kassahun, 2014).

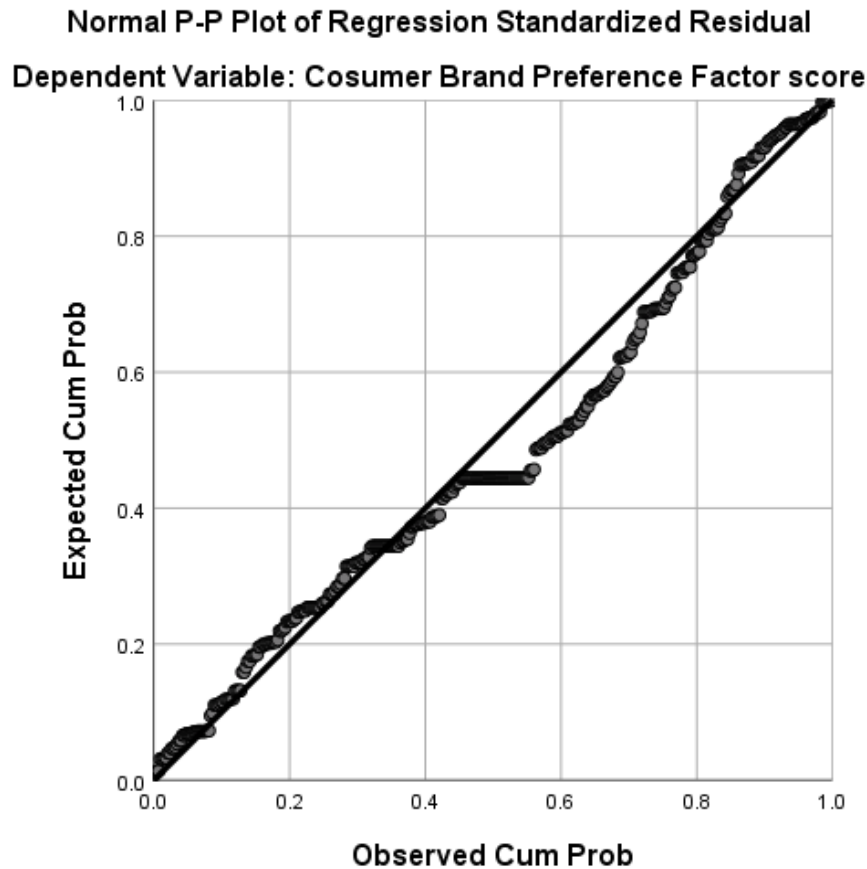


Figure 4. 2 Linearity graph

As seen in the graph, the interrelation among measured variable and predictor variables is linear. This means that when predictors values rises, the measured variable also rises in linear path.

4.7.3 Homoscedasticity test

Homoscedasticity is the hypothesis that a variable's amount of variation is constant across the sample (Kothari, 2004). That is, the variability in X scores should be comparable across all values of variable Y. A useful tool for determining homoscedasticity is a scatter plot.

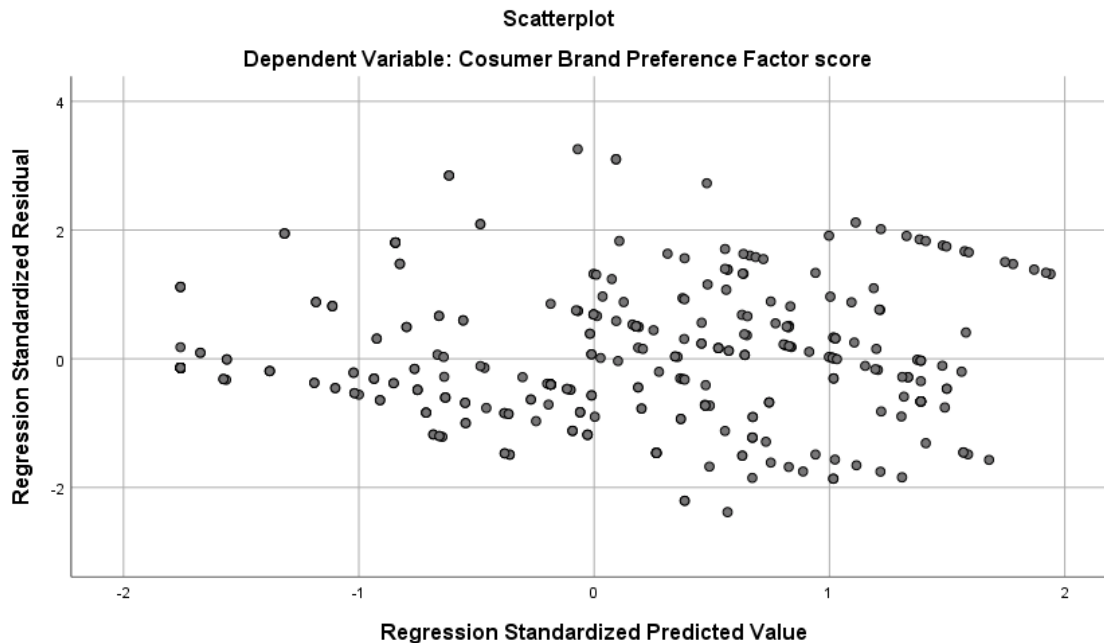


Figure 4. 3 Scatter plot

The above scatter plot Figure 4.3 shows the dots are scattered, indicating the data is normally distributed meeting the standardized errors (residuals) assumption and their variance is constant. (Kothari, 2004).

4.7.4 Multicollinearity test

Multicollinearity, according to Churchill and Iacobucci (2005), occurs when $r=0.8$ or greater and the independent variables are significantly correlated. The regression model is well suited in the data, however not one of independent factors had meaningful influence on estimating measured variable, therefore the independent variables that are predicted to be successful in deciding the dependent variable do not result in statistically significant results (Robert, 2006).

Multicollinearity issue among study's predictor variables, the VIF along with tolerance tests were used.

Table 4. 9 Tolerance and VIF

Model	Collinearity Statistics	
	Tolerance	VIF
Attractiveness	0.64	1.57
Celebrity Brand Fit	0.67	1.50
Credibility	0.42	2.36
Expertise	0.43	2.32

If the tolerance < 0.25 and the VIF > 4, multicollinearity may result, necessitating additional research. Significant multicollinearity that requires attention is indicated by a VIF score higher than 10 or a tolerance value lower than 0.1 (Robert, 2006). In this case, the study’s predictors have a tolerance result > 0.25 along with VIF result < 4. This indicates multicollinearity doesn’t exist in this study.

4.8 Multiple Regression Analysis

Multiple regression analysis was done in investigating influence of celebrity-endorsed advertisements on consumer brand preference in Addis Ababa city and to measure predictors to explained variable. Model summary, ANOVA, Coefficient, and control variables interpretations were included.

Multiple regression equation is expressed in the following way and the coefficients are determined in this section.

$$C.B.P. = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon_i$$

Where:

- C.B.P. is Consumer Brand Preference
- X_i ’s are independent variables (Attractiveness, Celebrity brand fit, Credibility, and Expertise)
- β_0 is the slope
- β_i ’s are the regression coefficients
- ε_i is the standard error for the i^{th} observation

4.8.1 Model Summary

Table 4. 10 Model Summary

Model Summary						
Model	R	R Square	Adjusted R Squared	Standard Estimate	Error	of
1	0.699	0.489	0.479	0.722		

Predictors: (Constant), Expertise, Credibility, Celebrity Brand Fit, Attractiveness, Age, Salary, Exposure to Advertisement

Regression analysis helps determine how much predictors of the study explain the measured variable. Results in model summary above showed predictors of the study explain the measured variable by 48.9%. This means that additional another variables that are not part of the account for remaining 51.1% of variation in consumer brand preference. A correlation coefficient (R) value lies in the range of 0.6-0.79 having a strong correlation between independent and dependent variables. From this study, result of R obtained was 0.699. This implies strong connection among predictors (Attractiveness, Celebrity-Brand fit, Credibility, Expertise) and explained variable (Consumer brand preference)

4.8.2 ANOVA analysis

Table 4. 11 ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	177.89	7	25.413	48.75	0.000
	Residual	186.11	357	0.521		
	Total	364	364			

Dependent Variable: Consumer Brand Preference

Predictors: (Constant), Expertise, Credibility, Celebrity Brand Fit, Attractiveness, Age, Salary, Exposure to Advertisement

To determine if independent factors significantly affect the dependent variable, the ANOVA (Analysis of Variance) test is utilized (Kothari, 2004). Chow test (F-test) decides possibility of a connection among each independent variable to dependent variable (Saunders et al., 2009). The value of F statistics from the test is 48.75 indicating that the variation between the sample means is large in comparison to the variation within each sample. The significance value obtained in the study is $0.000 < 0.05$. The result clearly states predictors of the study have significant consequence on the explained variable.

4.8.3 Coefficient analysis

Table 4. 12 Coefficient Analysis results

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	0.065	0.188		0.348	0.728
Attractiveness	0.133	0.048	0.133	2.787	0.006
Celebrity Brand Fit	0.279	0.048	0.279	5.840	0.000
Credibility	0.268	0.059	0.268	4.553	0.000
Expertise	0.182	0.058	0.182	3.155	0.002
Age	0.008	0.053	0.006	0.145	0.885
Salary	-0.053	0.037	-0.058	-1.431	0.153
Exposure to Advertisement	0.079	0.114	0.026	0.693	0.489

a. Dependent Variable: Consumer Brand Preference

According to the above table, all the independent variables (Attractiveness, Celebrity brand fit, Credibility, and Expertise) have positive significant influence on dependent variable (Consumer Brand Preference). From the independent variables, Celebrity Brand fit has a higher impact on consumer brand preference having values of $\beta=0.279$, $t=5.84$, and $\text{sig.}=0.000$. This means, holding the other predictors constant, when the value of celebrity brand fit increases by 1 unit, consumer brand preference increases by 0.279 value. From the results obtained, Credibility has the second most effect on consumer brand preference having values of $\beta=0.268$, $t=4.553$, and $\text{sig.}=0.000$. This means, holding the other factors constant when credibility is increased by a value of 1 unit, consumer brand preference increases by 0.268 value. The whole results present all independent

variables except Attractiveness are significant at a 5% significance level ($p \leq 0.005$) and attractiveness is significant at 10% significance level ($p \leq 0.01$). Coefficients along with significance levels of control variables were determined. In the results, the coefficient and significance value of salary is -0.058 and 0.153. The negative coefficient shows that from the other variables stated as a control variable, salary is the control variable of consumer brand preference. This means that salary has an impact on the dependent variable.

4.9 Hypothesis Testing and Discussion

4.9.1 Hypothesis testing

Table 4. 13 Hypothesis Testing

Hypothesis	β	t	Sig.	Decision
H1: The credibility of celebrities has a positive impact on Consumer brand preference.	0.268	4.55	0.000	Supported
H2: The attractiveness of celebrities has a positive impact on Consumer brand preference.	0.133	2.787	0.006	Supported
H 3: Expertise of celebrities have positive impact on Consumer brand preference.	0.182	3.16	0.002	Supported
H4: Celebrity brand fit has a positive influence on Consumer brand preference.	0.279	5.84	0.000	Supported

Therefore, the final regression model equation will be as follows.

$$\text{Consumer Brand Preference} = 0.133(\text{Attractiveness}) + 0.279(\text{Celebrity Brand Fit}) + 0.268(\text{Credibility}) + 0.182(\text{Expertise}) + (0.065)$$

4.9.2 Result Discussion

According to Liu et al. (2007), Companies typically anticipate that consumers will empathize with a celebrity's high level of fame or appeal and feel good about the things being promoted as a result. This is essentially what we observe in the majority of national advertising.

The goal of the current study is to determine how celebrity endorsements of bottled water products affect consumer purchasing decisions and to discover what people think about celebrity endorsement. Based on the data and hypothesis testing, it is stated each predictor have significant influence on explained variable regarding in purchase of bottled water products. Therefore, hypothesis is supported by the study's data collection and analysis and it is presented below.

Hypothesis one: Celebrity's credibility has positive impact on consumer brand preference for bottled water brands. It has a regression standardized coefficient 0.268 and a significance result 0.000. Therefore, this hypothesis is proved as celebrity's credibility has a positive and significant effect on consumer brand preference.

Outcome of findings agrees with earlier conducted researches. (Alem, 2014; Hovland et al., 1953; Ohanian., 1991; Surafel, 2019; Yusra, 2022). They all agreed in their study that credibility has a positive and significance effect on consumer brand preference. However, it is inconsistent with (Chioma, 2016; Etsubdink, 2020) in which credibility doesn't influence consumer brand preference in their findings.

Hypothesis two: celebrity's attractiveness has positive impact on consumer brand preference for bottled water brands. It has a regression standardized coefficient 0.133 and significance result 0.006. Therefore, this hypothesis is proved as attractiveness has a positive and significant effect on consumer brand preference.

Outcome of findings agrees with earlier conducted researches. (Belch & Belch, 2001; Ohanian, 1990; Surafel, 2019; Yusra, 2022). Their studies agreed on attractiveness having a positive and significance impact on consumer brand preference.

Hypothesis three: Expertise of celebrities has positive impact on consumer brand preference for bottled water brands. It has a regression standardized coefficient 0.182 and significance result 0.002. Therefore, the hypothesis is proved as expertise of celebrity has a positive and significance effect on consumer brand preference.

Outcome of findings agrees with earlier conducted researches. (Muhammad & Nazish, 2017; Ohanian., 1991; Yusra, 2022; Zafar & Rafique, 2013). Their studies supported that expertise has a positive and significant effect on consumer brand preference. However, it is inconsistent with

(Etsubdink, 2020). Her study findings didn't support that expertise doesn't have a significant effect on consumer brand preference.

Hypothesis four: Celebrity brand fit has a positive impact on consumer brand preference for bottled water brands. It has a regression standardized coefficient 0.279 and significance result 0.000. Therefore, the hypothesis is proved as celebrity brand fit has a positive and significant effect on consumer brand preference. Outcome of findings agrees with earlier conducted researches.(Alem, 2014; Emnet, 2019; Surafel, 2019; Yusra, 2022). Their studies also agrees that celebrity brand fit has a positive and significant effect on consumer brand preference.

Chapter Five

Summary, Conclusion, and Recommendation

Introduction

This portion of the research targets to provide summary of findings', conclusion and recommendations as well as potential future study topics related to consumer brand preference.

5.1 Summary of Findings

The main aim of this research paper was assessing the influence of celebrity-endorsed advertisements on user brand preference in the case of bottled water consumption in Addis Ababa. Source credibility model as well as the product match-up hypothesis models from Ohanian (1990) were selected as conceptual framework for the research. The hypothesis was constructed using independent variables (Attractiveness, Celebrity Brand Fit, Credibility, and Expertise) and the dependent variable (Consumer Brand Preference). The sample size for the research was simple random sampling technique in making survey frame of Addis Ababa City. Using these variables, data were collected by survey questionnaire from 384 respondents and analyzed later using SPSS. Questionnaires were organized on 5-point Likert scale to assess respondents' preferences. The primary information collected and examined by descriptive and inferential figures. From total of 384 respondents, 365 were correctly filled and returned which accounts for 95%. The results of the findings are summarized below.

From the demographic profile of respondents, the larger part of participants were within the age group of 18-25 having percentage value of 49.6% from the whole. From the targeted population, female participants showed a high range presenting 54.2%. The educational background of most of the respondents was a first degree 81.9% of the total which makes it valid that the research questionnaire was filled responsibly and truthfully. 82.5% of the selected sample population are employees. 38.1% of the population have a salary range of 5001-10,000. To screen out the respondents, additional questions were presented. The majority of the respondents account for 74.5% saying that they are bottled water users. The researcher made sure before distributing the questionnaire that they watch celebrity-endorsed advertisements. Therefore, the response received indicates that all the respondents watch celebrity-endorsed advertisements. From the targeted

population, respondents' preference for mass media resembles television presenting 76.7%. 46.6% of the respondents said they always use bottled water products giving a high range of value than other parameters. From the total population, 87.1% of respondents prefer celebrity-endorsed advertisements. Respondents gave a high ranking for Daily Water having 38.6% of the total.

Before presenting the figures about the mean and standard deviation of elements, factor analysis was employed to extract relevant questions. Additionally, it was used to minimize the multicollinearity effect between independent variables. Therefore, a total of 14 questions were extracted having a value greater than 0.7 in the rotated component matrix. The mean values of the selected questions of variables range from 2.02 – 2.46 and a standard deviation of 0.67 – 1.13. This shows that the mean values are all below half of the total. According to (Kothari, 2004), when the mean value lies between 0.1-1.8, it accounts for strongly disagree, 1.8-2.6 disagree, 2.61-3.4 neutral, 3.41-4.2 agree, and 4.21-5 strongly agree. Based on findings, result of mean for all variables falls into 1.8 - 2.6 category. This means participants contradicted with independent variables determining the purchase intention of bottled water.

The Pearson correlation test was run to determine whether there is a meaningful link between the variables. From the findings, predictors of the study measure the explained variable positively as well as significantly. Findings range from 0.494 to 0.556 and are significant at 1% significance level. The credibility of celebrities has the highest correlation coefficient between other predictors of the study.

Multiple regression analysis findings showed all independent variables (attractiveness, celebrity brand fit, credibility, and expertise) have significant influence on the explained variable named consumer brand preference for bottled water brands.

5.2 Conclusion

The fundamental component of marketing is consumer behavior. Consumers' perceptions of and preferences for brands are significantly influenced by well-designed promotions. The research paper concentrated on celebrity endorsement, which is among the most effective and widely applied methods of commercial marketing. As numerous academics have noted, one of the most essential elements of the business world is communication. Additionally, the increased competitiveness of gaining consumers' notice has compelled sellers in utilizing noticeable

characteristics for good or service advertising because they are so impatient as well as motivated in executing significance of pertinent along with convenience. It is clear from several scholars' earlier study projects in which celebrity-centered advertising has a widespread operation all over the Western world. For the continent of Africa, particularly Ethiopia, Celebrity-endorsed advertising is still in the early stages. Of course, some signs can be seen in various media that show that, despite not being at the same level as it would have been, the attention paid to celebrity-endorsed commercials is growing.

Apart from the points mentioned above, this study was conducted in the Ethiopian context in the bottled water industry. Respondents were asked about their brand preferences regarding bottled water brands. The researcher identified in the practical findings that the mean of the majority of responses given was minimum which lies in the range of disagree as stated by (Kothari, 2004). This disagreement with the independent variables listed showed that people don't depend on celebrities to purchase bottled water. This is because water is a basic need for life (Kilic, 2020). Therefore, people buy bottled water to fulfill their basic needs not by following their favorite celebrity. Additionally, the researcher observed that most of the restaurants and marketplaces don't provide various bottled water brands. Even if a customer wants to buy his preferred brand, he/she might not be able to find it easily in every store. One of the reasons for restaurants and marketplaces not providing various brands may be their focus is only providing just bottled water, not specific bottled water. Therefore, this may be one of the factors in determining the consumers' brand preference.

5.3 Recommendation

Results from the research revealed users of bottled water have constructive perspectives toward celebrity-endorsed promotions. For the case of the bottled water industry, analyzing the effect of celebrity-endorsed advertisements on consumer brand preference, consumers support the independent variables having an impact on the purchase of bottled water brands. This was explained in the summary and conclusion part of the research that all the independent variables have a positive and significant effect on the dependent variable. Therefore, even if using celebrities in advertisements is growing over time, bottled water companies should use a different way of approaching their customers to stay competitive and productive.

Brand managers should exercise caution and care when selecting celebrities, especially those who have received bad press, to reduce the chance of harming the brand's reputation. The inference is that to attract more attention and arouses customer interest, marketers in the sector should use celebrities in their promotional efforts.

The use of celebrities in advertising is a recent development in Ethiopia. Advertising firms should therefore consider how message can be addressed easily in influencing consumers brand preference.

5.4 Recommendation for future areas

The researcher recommends for future research in this area to take into account different industries. This will help to demonstrate the topic broadly while focusing on a particular brand will make it harder for business marketers to form generalized ideas.

The researcher also recommends future research in this area to target consumers located outside Addis Ababa to represent a sample population of study area.

The researcher recommends future research with similar areas to investigate more on which variables have a direct influence on user brand preference for respondents with in Ethiopian Context to get the desired results. Similar studies can also be done taking Ethiopian culture into account to study the effects of celebrity-endorsed advertisements.

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Appendix I- Questionnaire

Dear Respondents,

My name is Hiwot Tadesse. I am a student in the Business Administration Master's Program at Addis Ababa University, College of Business and Economics and I am conducting research paperwork on the **Effects of Celebrity Endorsed Advertisements on Consumer brand Preference in Bottled Water Companies in Addis Ababa city**. Currently, some of the water bottled companies using celebrities to advertise their products are Nibret Gelaw advertises DAILY Water, AQUASAFE is advertised by Almaz Ayana, AFRICA Water by Merewa choir groups, SPORT water by Model and Host Lula Gezu, FIKIR Water by Music producer, Author and Actor Abraham Wolde, AQUA-ADDIS by Actor and Journalist Teferi Alemu and some others. If you watch advertisements of bottled water companies endorsed by celebrities, please take a few minutes of your time to fill out and complete this questionnaire about your brand preference for the product. I would like to remind you that your responses will be kept confidential and will be used only for this academic purpose. Thank you very much for your sincere cooperation.

If you have any inquiries, feel free to contact me through my Email Address: hiwot.tadesse4632@gmail.com or +251 922 46 3232

Part I: Demographic Profile

Please answer by using a tick (√)

1. Age:

18-25 26-33 34-41 41-50
51 & above

2. Gender

Male Female

3. Educational Status

Below High school High school certificate or diploma
First Degree Second Degree and above

4. Occupation

Student

Employee

Business Owner

Other

5. Monthly Income in Birr

3,000 Birr and below

3,001 - 5,000 Birr

5,001 – 10,000 Birr

10,001 – 15,000 Birr

15,001 – 20,000 Birr

20,001 Birr & above

Part II: Statements

A. Screening Statements

Instruction: Please circle the appropriate answer for your condition.

	Statement	Yes	No
2.1	I am a bottled water user	<input type="checkbox"/>	<input type="checkbox"/>
2.2	I watch bottled water advertisements endorsed by celebrities	<input type="checkbox"/>	<input type="checkbox"/>

B. General Statements

Instruction: Please mark the appropriate answer/s for your condition.

2.3 Which type of mass media attracts you more in the celebrity advertisement of bottled water?

a. TV

b. Radio

c. Banner

d. Social Media

2.4 How often do you use bottled water?

a. Always

b. Frequently

c. Sometimes

2.5 Which advertisement catches your attention the most?

a. Celebrity-endorsed advertisement

b. Non-celebrity endorsed advertisement

2.6 Please rank the following bottled water brands in the order of 1 to 6 (1 being your most preference and 6 being your least preference)

a. DAILY water by Nibret Gelaw

b. AQUASAFE water by Almaz Ayana

c. AFRICA Water by Merewa choir groups

d. SPORT water by Model and Host Lula Gezu

e. FIKIR Water by Music producer, Author, and Actor Abraham Wolde

f. AQUA-ADDIS by Actor and Journalist Teferi Alemu

Part III: Perception of the celebrity endorsement

Instruction: please use the following rating scale to select appropriate replies for the statements

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Instruction: The questions below are based on the response you gave in Part II. Please mark the number that most accurately represents your opinion of your top-ranked water bottle brand above for the following attributes on the impact of celebrity-endorsed bottled water advertisements of your brand preference as it appears in the Bottled water company's advertisements.

1. Attractiveness

	Statements	1	2	3	4	5
1.1	I purchase bottled water because the celebrity advertising the product is attractive.					
1.2	I purchase bottled water because the celebrity advertising the product has a high class of dressing.					
1.3	I purchase bottled water because the celebrity advertising the product attracts me by his/her way of talking.					
1.4	I purchase bottled water because the celebrity advertising the product is graceful.					
1.5	I purchase bottled water because the celebrity is appealing.					
2. Celebrity-brand fit						
	Statements	1	2	3	4	5
2.1	I purchase bottled water because the celebrity matches the bottled water product well.					
2.2	I purchase bottled water because the celebrity is compatible with the bottled water product.					
2.3	I purchase bottled water because the celebrity is consistent with the bottled water product.					
2.4	I purchase bottled water because the celebrity is ideal for the product.					
3. Credibility/Trustworthiness						
	Statements	1	2	3	4	5
3.1	I purchase bottled water because the celebrity is honest about the message he/she is giving.					
3.2	I purchase bottled water because the message given by the celebrity is reliable.					
3.3	I purchase bottled water because I trust the celebrity regarding the product.					
3.4	I purchase bottled water because the celebrity is responsible for the product.					

3.5	I purchase bottled water because the celebrity is believable regarding the product.					
4. Expertise						
	Statements	1	2	3	4	5
4.1	I purchase bottled water because I believe the celebrity has enough expertise in the product he/she endorsing.					
4.2	I purchase bottled water because I believe the celebrity has enough experience to endorse the product.					
4.3	I purchase bottled water because I believe the celebrity has enough knowledge of the product he/she endorsing.					
4.4	I purchase bottled water because I believe the celebrity has enough qualifications to endorse the product.					
4.5	I purchase bottled water because I believe the celebrity is skilled in endorsing the product.					

Part IV: Consumer Brand Preference Towards the Celebrity Endorsement

Instruction: The following inquiries are about your choice of using one company's Bottled water (Brand preference) over other brands of products that celebrities endorse. Please mark the number that most accurately represents how you feel.

	5. Consumer Brand Preference	1	2	3	4	5
5.1	I'm interested in buying Bottled water when I see celebrities demonstrate using it.					
5.2	I usually purchase Bottled water endorsed by credible celebrities.					
5.3	I believe celebrity-endorsed bottled waters have better quality.					
5.4	I will switch from my regular bottled water to new bottled water consumption endorsed by my favorite celebrity.					
5.5	I would buy any bottled water brand if my favorite celebrity is endorsing it.					
5.6	I purchase bottled water because I like the personality of the celebrity endorser.					

5.7	I feel loyal and look forward to repeating purchasing from a bottled water company endorsed by my favorite celebrity.					
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Thank you for your sincere cooperation!!

Appendix II: Questionnaire (Amharic Version)

ውድ የጥናቱ ተሳታፊዎች ፣

ህይወት ታደሰ እባላለሁ። በአዲስ አበባ ዩኒቨርሲቲ የቢዝነስና ኢኮኖሚክስ ኮሌጅ፣ የቢዝነስ አድሚኒስትሬሽን ማስተርስ ፕሮግራም ተማሪ ነኝ። ለመመረቂያ የሚሆነኝን የጥናታዊ ፅሁፍ በማዘጋጀት ላይ ስሆን ይህም በአዲስ አበባ ከተማ ላይ የታሸገ ውሃ አምራች ኩባንያዎች ማስታወቂያዎቻቸውን በታዋቂ ሰዎች መጠቀማቸው በተጠቃሚዎች ላይ የሚያሳድረውን የብራንድ ምርጫ ላይ ያደረገ ጥናት ነው። በአሁኑ ወቅት የታሸጉ ውሃ ድርጅቶች ዝነኞችን በመጠቀም ምርቶቻቸውን እያስተዋውቁ ሲሆን ከነዚህም መካከል ንብረት ገላው ዴይሊ ውሃ፣ አኳሴፍ ውሃ በአልማዝ አያና፣ አፍሪካ ውሃ በመረዋ የሙዚቃ ቡድን፣ ስፖርት ውሃ በሞዴል እና አቅራቢ ሉላ ገዙ፣ ፍቅር ውሃ በሙዚቃ ፕሮዲዩሰር፣ ደራሲ እና ተዋናይ አብርሃም ወልዴ፣ አኳዲስ በተዋናይና ጋዜጠኛ ተፈሪ አለሙ እና ሌሎችም። በታዋቂ ሰዎች የተደገፉ የውሃ ኩባንያዎች ማስታወቂያዎችን ከተመለከቱ፣ እባክዎን ጥቂት ደቂቃዎችን ከጊዜዎ ወስደው ስለምርት ምርጫዎ መጠይቁን ይሙሉ። ምላሾችዎ በሚስጥር እንደሚጠበቁ እና ለዚህ የትምህርት ዓላማ ብቻ እንደሚውሉ ለስታውሳችሁ እፈልጋለሁ። ስለ ቅን ትብብርዎ በጣም አመሰግናለሁ።

ማናቸውም ጥያቄዎች ካሉዎት በኢ-ሜል አድራሻ hiwot.tadesse4632@gmail.com ወይም በስልክ ቁጥር +251922463232 ማነጋገር ይችላሉ።

ክፍል አንድ፡ የግል መረጃዎች

እባክዎን ምልክት በማድረግ ይመልሱ (✓)

1. ዕድሜ፡

18-25 26-33 34-41 41-50

52 እና በላይ

2. ጾታ

ወንድ

ሴት

3. የትምህርት ደረጃ

ከሁለተኛ ደረጃ በታች

ሁለተኛ ደረጃ ሰርተፊኬት/ዲፕሎማ

የመጀመሪያ ዲግሪ

ሁለተኛ ዲግሪና ከዛ በላይ

4. ስራ

ተማሪ

ተቀጣሪ የቢዝነስ ባለቤት

ሌላ

5. ወርሃዊ ገቢ በብር

3,000 ብርና ከዛ በታች

3,001 - 5,000 ብር

5,001 – 10,000 ብር

10,001 – 15,000 ብር

15,001 – 20,000 ብር

20,001-ብርና ከዛ በታች

ክፍል ሁለት: ጠቅላላ መግለጫዎች

ሀ. የማጣሪያ መግለጫዎች

መመሪያ: እባክዎን ለእርስዎ ሁኔታ ተገቢውን መልስ ምልክት ያድርጉ

	መግለጫ	አዎ	አይ
2.1	የታሸገ ውሃ ተጠቃሚ ነኝ		
2.2	በታዋቂ ሰዎች የተደገፉ የታሸገ ውሃ ማስታወቂያዎችን እመለከታለሁ።		

ለ. አጠቃላይ መግለጫዎች

እባክዎን ለእርስዎ ሁኔታ ተገቢውን መልስ ክብ ያድርጉ

2.3 የታሸገ ውሃ በታዋቂ ሰዎች ማስታወቂያ ላይ እርስዎን የበለጠ የሚስበው የትኛው የመገናኛ ብዙሃን

አይነት ነው?

- ሀ. ቲቪ
- ለ. ሬዲዮ
- ሐ. ባንሮ
- መ. ማህበራዊ ሚዲያ

2.4 የታሸገ ውሃ ምን ያህል ጊዜ ይጠቀማሉ?

- ሀ. ሁሌም
- ለ. በተደጋጋሚ
- ሐ. አንዳንዴ

2.5 የትኛው ማስታወቂያ የእርስዎን ትኩረት የበለጠ ይስባል?

- ሀ. የታዋቂ ሰዎች ማስታወቂያ
- ለ. ታዋቂ ያልሆኑ ሰዎች ማስታወቂያ

2.6 እባክዎ የሚከተሉትን የታሸጉ ውሃ ብራንዶች ከ1 እስከ 6 (1 በጣም ምርጫ እና 6 ትንሹ ምርጫ በመሆን) በቅደም ተከተል ደረጃ ይስጡ።

- ሀ. ዴይሊ ውሃ በንብረት ገላው
- ለ. አኳሴፍ ውሃ በአልማዝ አያና
- ሐ. አፍሪካ ውሃ በመረዋ የሙዚቃ ቡድን
- መ. ስፖርት ውሃ በሞዴል እና አስተናጋጅ ሉላ ገዙ
- ሠ. ፍቅር ውሃ በሙዚቃ ፕሮዲዩሰር፣ ደራሲ እና ተዋናይ አብርሃም ወልዴ
- ረ. አኳኢስ በተዋናይና ጋዜጠኛ ተፈሪ አለሙ

ክፍል ሶስት: የታዋቂ ሰዎች ድጋፍ ግንዛቤ

መመሪያ: እባክዎን ለመግለጫዎቹ ተገቢውን ምላሽ ለመስጠት የሚከተለውን የደረጃ መለኪያ ይጠቀሙ

1	2	3	4	5
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በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
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መመሪያ፡ ከታች ያሉት ጥያቄዎች በክፍል ሁለት በሰጡት ምላሽ ላይ የተመሰረቱ ናቸው። እባክዎትን ከላይ ያለውን የደረጃ መለኪያ በመጠቀም በከፍተኛ ደረጃ ላይ ያስቀመጡትን የታሸገ ውሃ ስም የእርሶን አስተያየት የሚወክለውን ቁጥር ይምረጡ። ለሚከተሉት ባህሪዎች እርሶ ለመረጡት ታዋቂ ሰው የሚስማማውን ምልክት ያድርጉ።

1. ማራኪነት						
	መግለጫዎች	1	2	3	4	5
1.1	የታሸገ ውሃ የምገዛው ታዋቂው ሰው ስለሚስብ ነው።					
1.2	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂው ሰው ከፍተኛ የአለባበስ ደረጃ ስላለው።					
1.3	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው በንግግሩ ስለሰበኝ ነው።					
1.4	የታሸገ ውሃ የምገዛው ታዋቂው ሰው ምርቱን የሚያስተዋውቅበት ግርማ ሞገስ ስላለው ነው።					
1.5	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው ማራኪ ስለሆነ ነው።					
2. የታዋቂ-ብራንድ ተስማሚ						
	መግለጫዎች	1	2	3	4	5
2.1	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው ከታሸገው የውሃ ምርት ጋር በደንብ ይዛመዳል።					
2.2	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው ከታሸገው የውሃ ምርት ጋር ስለሚጣጣም ነው።					

2.3	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው ከታሸገው የውሃ ምርት ጋር ስለሚስማማ ነው።					
2.4	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው ለምርቱ ተስማሚ ነው።					
3. ታማኝነት						
	መግለጫዎች	1	2	3	4	5
3.1	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው የሚሰጠው መልእክት ታማኝ ስለሆነ ነው።					
3.2	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው የታዋቂው ሰው መልእክት አስተማማኝ ስለሆነ ነው።					
3.3	የታሸገ ውሃ የምገዛው ምርቱን በሚመለከት ታዋቂውን ሰው ስለማምን ነው።					
3.4	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው ምርቱን በሚመለከት ሃላፊነት ስለላበት።					
3.5	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው ምርቱን በሚመለከት የሚታመን ስለሆነ ነው።					
4. ባለሙያ						
	መግለጫዎች	1	2	3	4	5
4.1	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው ለሚያስተዋውቀው ምርት በቂ እውቀት አለው ብዬ ስለማምን ነው።					
4.2	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው ምርቱን ለመደገፍ በቂ ልምድ አለው ብዬ ስለማምን ነው።					

4.3	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው ስለደገፈው ምርት በቂ እውቀት አለው ብዬ ስለማምን ነው።					
4.4	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው ምርቱን ለመደገፍ በቂ ብቃት እንዳለው ስለማምን ነው።					
4.5	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው ምርቱን በማፅደቅ የተካነ ነው ብዬ ስለማምን ነው።					

ክፍል አራት: የተጠቃሚዎች ብራንድ ምርጫ ለታዋቂ ሰው ድጋፍ

መመሪያ: የሚከተሉት ጥያቄዎች ታዋቂ ሰዎች ከሚያስተዋውቁት የታሸጉ የውሃ ኩባንያዎች ውስጥ የእርስዎን የአብላጫ የአንድ ኩባንያ የታሸገ ውሃ ምርጫ በሚመለከት ምን እንደሚሰማዎት በትክክል የሚወክለውን ቁጥር እባክዎ ምልክት ያድርጉበት።

	5. የተጠቃሚዎች ብራንድ ምርጫ	1	2	3	4	5
5.1	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀው ታዋቂ ሰው ምርቱን ሲጠቀሙበት ሳይ ነው።					
5.2	ብዙ ጊዜ የታሸገ ውሃ የምገዛው በታዋቂ ሰዎች የሚተዋወቁትን ነው።					
5.3	በታዋቂ ሰዎች የሚተዋወቁ የታሸጉ የውሃ ምርቶች የተሻለ ጥራት አላቸው ብዬ አምናለሁ።					
5.4	የምወደው ታዋቂ ሰው የታሸገ ውሃ ቢያስተዋውቅ መደበኛ ከምጠቀመው የታሸገ ውሃ ወደ ሌላ እቀይራለሁ።					
5.5	የምወደው ታዋቂ ሰው የሚያስተዋውቅ ከሆነ ማንኛውንም የታሸገ ውሃ እገዛለሁ።					
5.6	የታሸገ ውሃ የምገዛው ምርቱን የሚያስተዋውቀውን ታዋቂ ሰው ስብሰባ ስለምወድ ነው።					
5.7	በምወደው ታዋቂ ሰው ለሚተዋወቀው የታሸገ ውሃ ኩባንያ ታማኝነት ይሰማኛል፤ በድጋሚም ገዢ እጠቀማለሁ።					

ስለቅን ትብብርዎ አመሰግናለሁ!!