

NEAR EAST UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
BUSINESS ADMINISTRATION
MASTER'S PROGRAMME

MASTER'S THESIS

**THE EFFECT OF CELEBRITY ENDORSEMENT ON
PURCHASE INTENTION:
“A CASE OF NEAR EAST UNIVERSITY, FACULTY OF
ECONOMICS AND ADMINISTRATIVE SCIENCES
STUDENTS”**

PRIVILEGE MUPINDU

JANUARY 2018,

NICOSIA

NEAR EAST UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
BUSINESS ADMINISTRATION
MASTER'S PROGRAMME

MASTER'S THESIS

**THE EFFECT OF CELEBRITY ENDORSEMENT ON
PURCHASE INTENTION:**

**“A CASE OF NEAR EAST UNIVERSITY, FACULTY OF
ECONOMICS AND ADMINISTRATIVE SCIENCES STUDENTS”**

PREPARED BY
PRIVILEGE MUPINDU

20158027

SUPERVISOR
ASST PROF. DR. AHMET ERTUGAN

JANUARY 2018,

NICOSIA

**NEAR EAST UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES**

**Masters in Business Administration Program
Thesis Defence**

**The effect of celebrity endorsement on purchase intention:
“A case of Near East University, faculty of economics and administrative
sciences students”**

**We certify the thesis is satisfactory for the award of degree of
Masters in Business Administration Program**

**Prepared by
Privilege Mupindu**

**Date of Approval:
.. / .. /**

Examining Committee in Charge

Prof. Dr. ŞerifeZihni Eyupoglu

**Near East University
Department of Business
Administration**

Assit. Prof. Dr. Ahmet Ertugan

**Near East University
Department of Marketing**

Dr. Karen Howells

**Near East University
Department of Marketing**

**Approval of the Graduate School of Social Sciences
Prof. Dr.MustafaSağsan
Director**

Date: .. /.. /, Nicosia

20__/20__ Academic Year _____ Semester

DECLARATION

Type of Thesis: Master ☐ PhD ☐

STUDENT№:

PROGRAMME:

I, hereby declare that this dissertation entitled
“.....”
.....”

has been prepared myself under the guidance and supervision of
“.....” in partial fulfilment of The Near East
University, Graduate School of Social Sciences regulations and does not to be the best
of my knowledge branch and any Law of Copyrights and has been tested for plagiarism
and a copy of the result can be found in the Thesis.

Signature:

*“Good advertising does not just circulate information; it penetrates the public mind
with desires and belief”*

William Bernbach (1911-1982)

ABSTRACT

Consumers are now finding advertisements tiresome. Marketers constantly seek for ways to grab the consumers' attention and celebrity endorsement is one such way. This study sought to determine the effect of celebrity endorsement on purchase intention of the students at Near East University, Faculty of Economic and Administrative Sciences, North Cyprus. Celebrity attractiveness, gender, credibility, celebrity versus non celebrity, single versus multiple endorsements were regarded as the independent variables for celebrity endorsements and the purchase intention as the dependent variable. A survey based on questionnaires was conducted on 200 university students selected through the convenience sampling technique. A descriptive, cross sectional design was adopted for the study. The SPSS package was used to analyse the results where correlation and regression analysis were used to test the hypothesis. The results for the study found that celebrity endorsement had a significant, positive effect on students' purchase intention. Celebrity endorsement was found to be a useful talisman in capturing the consumers' attention. Limitations of the study were acknowledged and recommendations for future studies developed from them.

Keywords: *celebrity, celebrity endorsement, purchase intention*

ÖZ

Günümüzde, tüketiciler artık tanıtımları yorucu bulmakta. Bu yüzden pazarlamacılar müşterinin dikkatini çekmek için yeni yollar aramakta ve tanınmış kişilerin desteklenmesi de bu yöntemlerden biri. Bu çalışma, tanınmış kişilerin kullanılmasının Yakın Doğu Üniversitesi öğrencilerinin satın alma eğilimleri üzerine yarattığı etkilerini bulmayı amaçlamıştır. Tanınmış kişinin çekiciliği, cinsiyet, güvenilirlik, tanınmış kişiler tanınmamış kişilere karşı, tek kişi kullanımı çoğul kişi kullanımına karşı ve satın alma eğilimleri bağımlı veri olarak. İki yüz üniversite öğrencisi üzerinde anket kullanılarak, araştırma yapılmıştır. Betimse, kesitsel model kullanılmıştır. Sonuçları analiz etmek için SPSS programı kullanılmıştır, hipotezleri test etmek için de regresyon ve korelasyon analizleri kullanılmıştır. Elde edilen sonuçlar, tanınmış kişi kullanımının öğrencilerin satın alma eğilimleri üzerinde önemli ve pozitif etkisinin olduğunu göstermiştir. Tanınmış kişi kullanımının müşteriye etkilemek için kullanışlı bir yöntem olduğu görülmüştür. Bu doğrultuda, ileriki araştırmalar için kısıtlamalar ve tavsiyeler belirlenmiştir.

Anahtar Kelimeler: Tanınmış kişi, tanınmış kişi kullanımı, satın alma eğilimi

DEDICATION

To my mum; my rock, my superwoman

ACKNOWLEDGEMENTS

My most profound gratitude goes to the Almighty who strengthened me and saw me through this whole journey especially this last step towards the attainment of my MBA. Regardless of the difficulties i faced, i soared and attained my degree with flying colours. Credit also goes to my family, especially my mum for the sacrifices; the encouragement; the never ending love and her unshakeable faith in me. My outstanding supervisor, Assistant Professor Dr Ahmet Ertugan for mentoring me, believing in me; helping me realize the depth of my potential; helping me achieve more than i set out to do and challenging me to greater heights. Credit also goes to my course advisor, Prof. Dr. Şerife Zihni Eyupoglu for guiding me every step of the way. Lastly, my gratitude goes to my brother Pride, my friends; notably Ronald, Pardon, Fiodor, Sandra, Sabina and Memory for their support and understanding, when i had to keep to myself to make this thesis happen. May you all be blessed thricefold and continue extending your love and generosity to others.

TABLE OF CONTENTS

ABSTRACT	V
ÖZ	Vi
DEDICATION	Vii
ACKNOWLEDGMENTS	viii
TABLE OF CONTENTS	Ix
LIST OF FIGURES	xii
LIST OF TABLES	xiii
CHAPTER 1: ORIENTATION	1
1.1 Introduction	1
1.2 Research Background	1
1.3 Problem situation	4
1.4 Problem statement	4
1.5 Research Model	5
1.6 Hypotheses	6
1.7 Research questions	6
1.8 Significance of the study	7
1.9 Limitations	7
1.10 Conclusion	8
CHAPTER 2: LITERATURE REVIEW	9
2.1 Introduction	9

2.1.1 Social Media	9
2.1.2 Celebrity endorsement	10
2.2 FRED(D) Principles	11
2.3 Match up concept	12
2.4 The Meaning Transfer Model	13
2.5 Celebrity endorsements according to:	16
2.5.1 Celebrity gender	16
2.5.2 Credibility and the Source Credibility model	16
2.5.3 Celebrity Attractiveness	19
2.5.4 Celebrity vs non-celebrity endorsement	20
2.5.5 Single versus Multiple endorsements	21
2.6 The downside of celebrity endorsements	22
2.7 Purchase Intention	25
2.8 Empirical Literature	28
2.9 Conclusion	30
CHAPTER 3: CONCEPTUAL FRAMEWORK	31
3.1 Introduction	31
3.2 Conceptual Framework	31
3.3 Hypothesis formulation	32
3.4 Problem statement	32
3.5 Conclusion	33
CHAPTER 4: RESEARCH METHODOLOGY	34

4.1 Introduction	34
4.2 Research Design	34
4.3 Research Approach	35
4.4 Population and sampling	36
4.4.1 Sample	36
4.5 Method and instrument of data collection	36
4.5.1 Research instrument	37
4.5.2 Pilot testing	38
4.5.3 Measurement	38
4.5.4 Validity and Reliability of questionnaire	39
4.6 Ethical consideration	39
4.7 Data Analysis	40
4.8 Conclusion	40
CHAPTER 5: DATA ANALYSIS AND FINDINGS	41
5.1 Introduction	41
5.2 Realization rate	41
5.3 Reliability and Consistency	42
5.4 Descriptive Statistics	44
5.5 Correlation Analysis	53
5.6 Regression Analysis	57
5.7 ANOVA	58
5.8 Conclusion	59

CHAPTER 6: DISCUSSION	60
6.1 Introduction	60
6.2 Theoretical Findings	60
6.3 Empirical findings	65
6.4 Hypotheses Test results	66
6.5 Research questions	68
6.6 Discussion	69
6.7 Summary	71
6.8 Limitations	73
6.9 Recommendations for future studies	73
6.10 Conclusion	74
REFERENCES	75
APPENDIX	

LIST OF FIGURES

Fig 1.5.1: The study Model	5
Fig 2.4.1: Meaning Transfer Model	14
Fig 2.5.2.1: Source Credibility Model	17
Fig 2.7.1.1: Consumer Decision Making Process	26
Fig 3.2.1: Conceptual Framework	32

LIST OF TABLES

Table 1.6.1: Hypotheses	6
Table 3.3.1: Hypotheses	32
Table 5.2.1: Ralization rate	42

Table 5.3.1.1: Case Processing Summary	42
Table 5.3.2.1: Reliability Statistics celebrity credibility	42
Table 5.3.4.1: Reliability Statistics celebrity attractiveness	43
Table 5.3.5.1: Reliability Statistics celebrity gender	43
Table 5.3.6.1: Reliability Statistics celebrity/non celebrity endorsement	43
Table 5.3.7.1: Reliability Statistics single/multiple endorsement	44
Table 5.3.8.1: Reliability Statistics for purchase intention	44
Table 5.4.2.1: Gender demographic statistics	45
Table 5.4.3.1: Age Descriptive statistics	45
Table 5.4.4.1: Celebrity credibility Descriptive Statistics	45
Table 5.4.5.1: Celebrity attractiveness Descriptive Statistics	47
Table 5.4.6.1: Celebrity gender Descriptive Statistics	48
Table 5.4.7.1: Celebrity type celeb vs non celeb Descriptive Statistics	49
Table 5.4.8.1: Single/ multiple endorsements Descriptive Statistics	51
Table 5.4.9.1: Purchase intention descriptive statistics	52
Table 5.5.1.1: Credibility Correlations	53
Table 5.5.2.1: Attractiveness Correlations	54
Table 5.5.3.1: Gender Correlations	55
Table 5.5.4.1: Celebrity/non celebrity Correlations	56
Table 5.5.5.1: single/ multiple Correlations	57
Table 5.6.1: Model Summary	57
Table 5.7.1: ANOVAa	58

“the key to growth is the introduction of higher dimensions into awareness”

CHAPTER 1

INTRODUCTION

ORIENTATION

1.1 Introduction

This chapter focuses on introducing the research topic and providing the background which has prompted the research. It also brings light to the problem situation at hand as well as the problem statement the researcher seeks to solve. These lead to the research questions and hypothesis the study seeks to answer and test and form the foundation upon which the study is built. It also provides the research model which serves as the framework for the study and highlights the relationships between the independent and dependent variables. In addition, the chapter also provides the significance of the study to the researcher, the business world and other interested parties. Lastly, the chapter also provides the limitations of the study as acknowledged by the researcher.

1.2 Research Background

Marketing is about creating value, satisfying customers, attracting new ones and keeping the old ones interested (Kotler et al 2005). Advertising is one of the most crucial aspects of marketing. There is need to create awareness of products, spread information on what they do and appeal to the consumers to purchase them. However, it is not an easy process to convince consumers to purchase products. This is the reason why companies engage in different strategies to have customers come their way as they are in competition with each other. They have to come up with strategies that enhance their differentiation from rivals (Gupta et al 2017).

The 21st century has brought with it many developments and some disruptive technologies like the internet. The internet gave birth to social media which in itself

has wrought changes to communication and opened up new platforms for interaction. According to Kotler et al (2005) marketing should provide customer satisfaction but at a profit. Companies have since realized that there is great potential of sales, communicating to a wider audience, attracting new customers through social media. Apart from the traditional channels, they are now also marketing their goods through social networking sites like Facebook, Twitter and Instagram.

Companies are always looking for ways to gain and retain customers, building their brand image and reputation. However, with the numerous companies and development of the technology in the 21st century, all forms of media are flooded with advertisements (Malik and Qureshi 2016). This has come to the point that customers are now numb to the effects of advertising and rather than see what the advertisement they would simply skip it. If it comes up on the television then they take that time to do small tasks, if it is on social media, one just skips it as soon as possible. Companies have long since realized they need to have a strategy which will make consumers take a pause and take notice and probably be inspired to make a purchase. One of these ways is through celebrity endorsements. Zipporah and Mberia (2014) consider it the hook that will grab the customer's attention to the advertisement.

Celebrity endorsement involves using celebrities in advertisements. Celebrities are well known personalities to the public whether locally or internationally. Their fame arises from their roles in life in movies, entertainment, sport, business and so forth. They are so well known that they grab people's attention and people are interested in knowing what they do as they are successful people. On social media, people 'follow' them in masses following their lifestyle and using them as benchmarks and role models) for some aspects of their lives (Anosh and Hamad 2015). People nowadays also try to emulate celebrity lifestyles and this prompts an effect on their purchase intention (Ahmed et al 2015).

Companies have taken their businesses to social media and use these celebrities to attract people. The reasoning behind is that with more and more people following the celebrities, the company's products would be exposed to more people than traditional means would. The bonus of having a favourite celebrity with the product would make the consumer even more interested and inspired in acquiring it. Using

celebrities as brand ambassadors facilitates customer engagement because celebrities are perceived to have influence, to be marketable and to be inspirational (Forbes 2015).

Celebrity endorsements are not a new phenomenon. They first came into existence in the 18th century. Josiah Wedgwood was the first to promote his chinaware by engaging British Queen Charlotte and the chinaware set went popular as it was associated with elegance and all things royal (Sokolovaska 2016). This elevated the perception of that tea set and its value as it was now considered 'queensware' and appealed especially to the aristocracy. Since then athletes, comedians, intellectuals and others have successfully endorsed products.

According to Rana and Tuba (2015) celebrity endorsement attracts customers and builds awareness. They also help the customer to remember easily about the advertisement and hopefully the product as well (Shukre and Dugar 2013). Celebrity endorsement transforms an advertisement and takes it to a new level where visibility of the product is enhanced (Pugazhendi and Ravindran 2012).

However, celebrity endorsements are actually expensive (Shukre and Dugar 2013; Ahmed et al 2015). Currently according to media sources Beyonce Knowles, a popular artist earns USD1 million per post on Instagram and US\$50 million from her endorsement deal with soft drink company Pepsi. Celebrity superstar Michael Jordan who endorses Nike products and has led to the popularity of Nike Jordans earns US\$60 million annually as a result of that endorsement. World record holder for fastest men former athlete Usain Bolt earns US\$10 million annually from celebrity endorsement deal with Puma. It is imperative therefore that companies bear in mind the expensive nature of this strategy.

In addition companies should also be aware that using celebrities does not automatically translate into success or result in consumers changing their attitude towards the product (Pughazhendi and Ravindran 2012). A lot could go wrong. This is evidenced by numerous cases where the brand had to drop the celebrity and suffer the financial consequences and other backlashes because of their association with certain celebrities; some of whom had brushes with the law and some involved in scandals.

1.3 Problem situation

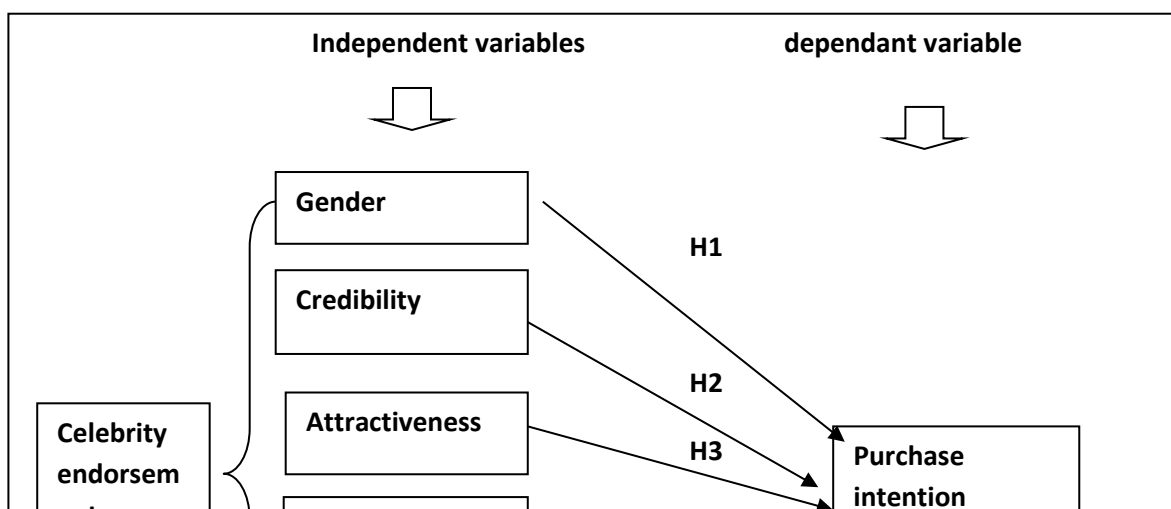
Consumers are subjected to advertisements at every point and turn. The emergence of social media has escalated the situation and now consumers are becoming indifferent to advertisements. However, since creating awareness of what is on offer is important, marketers are striving to find ways to capture the attention of consumers enough to deliver their message. Celebrity endorsement has been found to be one way of doing that and it is essential to find out if it makes consumers willing to make purchases.

1.4 Problem statement

Advertising issues have always been interesting to scholars especially given the new platforms emerging as a result of technological advancement. The issue of celebrity endorsement is one which has drawn interest from scholars as it has been found to bring both benefits and drawbacks. Scholars have come up with models and steps that must be followed in celebrity endorsement as some companies have suffered major setbacks by being associated with certain celebrities. There is need to find out if these models are still applicable in today's dynamic environment where technology is always changing things. However, most of the previous studies focused on traditional advertising. There is need for research incorporating traditional advertising as well as that based on social networking platforms as social networking platforms also bring dangers with them. In addition most previous studies focused on the fashion and cosmetics industry and there is need to determine the effects of celebrity endorsement on the purchase intention of students in a university where there are people from different backgrounds. This study therefore seeks to find the effect of celebrity endorsement in advertising influencing purchase behaviour of students at Near East University, North Cyprus

1.5 The study model

Figure 1.5.1: The study model



H1

H2

H3

H4

The table above shows the study model employed for the study with the celebrity gender; credibility attractiveness, celebrity/ non celebrity and the single/multiple endorsements as the independent variables of the study depicting celebrity endorsement; and purchase intention as the dependent variable.

1.6 Hypotheses

Table 2.6.1: Hypotheses

H1	The gender of the celebrity has a positive effect on the purchase intention of consumers
H2	The credibility of the celebrity has a positive effect on the purchase intention of the consumer

H3	Attractiveness of the celebrity has a positive effect on the purchase intention of the consumer
H4	Celebrity endorsed advertisements lead to purchase intention more than non celebrity advertisements
H5	The nature of endorsement whether single or multiple endorsements have an effect on the purchase intention of the consumers

1.7 Research questions

The researcher seeks to answer the major question which is: What is the effect of celebrity endorsement on Near East University students' purchase intention?

To be able to answer that question the following specific questions pertaining to celebrity endorsements must first be answered:

- What is the effect of celebrity attractiveness on the students' purchase intention?
- What is the effect of the celebrity's perceived credibility on the students' purchase intention?
- Does the gender of the celebrity have an effect on the purchase intention of students?
- Which form of advertisement, celebrity endorsed or non-celebrity endorsed has an effect on the students' purchase intention?
- What effect does single and multiple product and celebrity endorsements have on the students' purchase intention?

1.8 Significance of the study

There have been quite a number of studies done concerning celebrity endorsement as companies strive to determine whether it is really worth it or a waste

of time. Some companies the likes of Nike have reaped millions and millions as a result of this strategy and continue to use it successfully. Others have not been that fortunate.

This study therefore will make a contribution to existing empirical literature concerning the different aspects of celebrity endorsements. The researcher believes this study has not been done at the institution before and because of that, this study will provide a foundation upon which future studies of that nature can be conducted and referenced. It will provide more insight and shed light on celebrity endorsement as an advertising strategy.

This study is based on students in an international university therefore have people from all over the world coming from different background and culture. They in fact make a big segment of the market. Their perceptions in this study will help the companies in North Cyprus in evaluation of the celebrity endorsement and to come up with meaningful conclusions in relation to marketing to international students and in general.

Lastly, this study is a pre-requisite for the award of the Masters in Business Administration to the researcher. Therefore it is being conducted in partial fulfillment of the requirements of that degree.

1.9 Limitations

Due to time constraints this study was limited to the students at Near East University only. It also used the non probability sampling technique of convenience sampling which does not really allow generalization of results over a whole population. This study was also based on a quantitative approach and hence only employed quantitative methods. Future studies can be conducted taking these limitations into consideration.

1.10 Conclusion

This chapter provided the background on the research subject to create awareness of the study. It provided the research questions and the hypotheses upon which the whole study is hinged. The chapter also acknowledged the relevance of the study by providing its significations. No research is complete without the limitations hence the researcher acknowledged the limits of the study.

“Literature is news that stays news.”

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter focuses on the literature that was done by other scholars before concerning the subject of celebrity endorsement and purchase intention. Relevant theories will also be explored. It provides the theoretical framework upon which the researcher will be able to come up with a conceptual framework and formulate the relevant hypotheses for the study.

2.1.1 Social Media

According to the Merriam Webster dictionary social media refers to all forms of electronic communication through which people can socialize and form communities that enables them to share things and create content. It is a phenomenal development that has managed to change how people interact (Ertugan 2017). Social networking sites like Facebook, Instagram and Twitter have become outstandingly popular that business are now also making use of them in advertising. They gain consumer knowledge on needs and wants and thus helps them bring a satisfactory product or service to the customer.

2.1.2 Celebrity endorsement

It is a form of advertising that uses a famous person in the advertisement. Celebrities come from all walks of life and may be movie stars, prominent business people, sportspeople, artists and so on. According to Pugazhenti and Ravindran (2013), marketers have to put their messages across in such a way that the message is memorable therefore they have to do it in a unique but noticeable manner. One of these ways is through celebrity endorsement.

According to Anosh and Hamad (2015) celebrity endorsement is one of the ways in which a company can bring exclusive ways of advertising to their brands. Sabunwala (2013) also agrees with this notion and contends that it is a popular advertising trend and a great way to promote branding and marketing in general. Ligi (2014) explains that celebrities are people in the public eye and appear in magazines and tabloids which are a source of information already. The researcher also added that when celebrities advertise brands they act as spokespersons of that brand.

Shukre and Dugar (2013) contend that celebrity endorsement appeals to affluent people. Those concerned with social status want to be seen wearing the right thing, using the right product and appearances matter to them. Celebrity endorsed advertisements would definitely appeal to them and complement their lifestyle. This is supported by Ahmed et al (2015) who states that celebrities are role models and consumers emulate them. They added that sometimes it does not end up in sales but it definitely increases the purchase intention.

The AIDA (Awareness, Interest, Desire, Action) a classic marketing model by Strong (1925) advocates that advertising should be aimed at persuading and creating awareness in such a way that a consumer feels the desire to make a purchase. Celebrity endorsement definitely grabs the consumer's attention in a memorable way. Sheth and Solanki et al (2015) explain that there are products consumers purchase frequently which may just look and perform the same with other brands (low involvement products). They said these are the products where more persuasion is needed and where celebrity endorsement would be ideal.

The Elaboration Likelihood model (Petty and Cacciopo 1981) which attempts to explain persuasive messages can change attitudes talks of knowing motivation behind consumer actions. Companies should therefore be aware of this so that they use the right endorsement strategy. Hassan and Jamil (2014) state that consumers are more likely to be convinced if they believe that the celebrity has a certain attachment to the product that it means something other than just doing it for the financial benefit.

2.2 FRED (D) Principles

These principles were originally from a study conducted by an advertising agent called Young and Rubricum and later adapted by Miciak and Shanklin (1994).

In the initial study these principles were representing qualities a brand must possess to be effective. Miciak and Shanklin gave these as criteria for selection of celebrity endorsers and extended them to add the other 'D' to the acronym. The FREDD principles stand for familiarity, relevance, esteem, differentiation and decorum. Young and Rubicam had said a brand should be well distinguished from the rest and be relevant to consumers needs. They explained that it should be highly regarded and familiar to consumers.

According to Miciak and Shanklin (1994), consumers should be familiar with the celebrities and they gave attractiveness, likeable, well recognized as aspects or qualities of celebrities that created awareness and resulted in familiarity with the celebrities. They recommended that companies assess congruence between celebrity and product, their reputation, attitude, personality, values, general appearance to determine if the celebrity is relevant to the target audience.

In terms of esteem, the celebrity must be highly credible and held in high regard by consumers as a result of their prowess and achievements. High achieving celebrities the likes of Usain Bolt, former athlete and World record holder are respected by people by virtue of his performance which also boost his self esteem (Miciak and Shanklin 1994).

Miciak and Shanklin(1994) state that just like a brand should be different and stand out from the rest, so should the celebrity endorser. This is so that the celebrity attracts attention and stands out from the ordinary person. The scholars also gave deportment as a quality that should be noted. They say that the celebrity's behaviour may prove to be detrimental to the brand therefore companies need to be cautious and do a thorough research to make sure there is nothing in their celebrity endorser's lifestyle that may prove to be a risk to the brand image and reputation of the company.

2.3 Match up concept

According to Pughazhendi and Ravhindran (2012), there should be evident harmony between the image projected by the celebrities and the product that they endorse. Anosh and Hamad (2014) stated that it is actually a necessity, brand attributes and celebrity personality must be congruent. According to Esangbedo (2011) the celebrity's personality is what consumers use to evaluate if the celebrity fits with the

product. Rana and Tuba (2015) assert that there are different classes in societies and lifestyles vary accordingly therefore it is essential to get the right celebrity for a specific class.

According to Hassan and Jamil (2014) marketers also assess the extent to which the celebrity and the product being advertised matches. They added that this acts as feedback and evidence of use by the celebrity and somehow persuades the consumer of the authenticity of the advertisement. Consumers feel more inclined to buy if they perceive that the product has been tried and tested with effective results. It enhances security in purchase (Nyarko et al 2015). Khan (2016) also agreed that it shows proof of consumption. If consumers see the results of the product reflected in the celebrity's personality then they become more attracted to the product and wish to possess it too (Hamid and Jamil 2014).

Nyarko et al (2015) advocated for fitness of the brand or product with the celebrity's lifestyle. They explained that it would not be ideal to use a high profile celebrity on an upcoming brand. This is because the celebrity will outshine the product and all consumers will see is the celebrity rather than the product or the message behind the advertisement. Pop star Rihanna was dropped by Nivea because they said she was too sexy for the family brand (The Drum 2012)

According to Hassan and Jamil (2014) incongruence results in unworthy expenses. Pughazhendi and Ravhindran (2012) explained that if consumers' perception of congruency between celebrity and product is low then chances are that advertisement would have a lesser impact on the consumer. They also added that if the celebrity is viewed in negative light then the impact will also be low. In addition lack of incongruence may result in the celebrity gaining more limelight at the expense of the product. However according to Zafer et al (2001) the advertisement can still have a high impact even if the consumers perceive a mismatch but view the celebrity in positive light.

Physical attractiveness also plays a vital part in product-celebrity congruence. According to the match up hypothesis attractive celebrities are more likely to attract and convince customer to make a purchase as the feeling of also being attractive is high (Kamins 1990). A physically fit celebrity will therefore be likely to get a positive

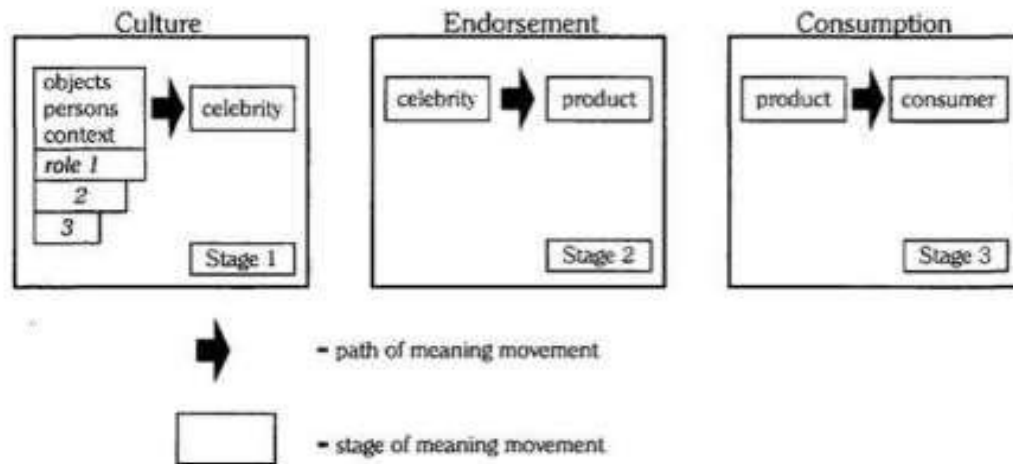
reaction from a consumer in an endorsement of health and fitness products than a scrawny one. Khan et al stated that beauty products like shampoos, lotions and facial creams would actually be reinforced through the physical attractiveness of the celebrity. According to Carvalho (2012) this is the reason why attractive people advertise products used in personal care.

Esangbedo (2011) explained that in terms of match up evaluation is made based on the points for and the points against the celebrity as a candidate. The scholar gave a scenario of a famous celebrity who as ideal because of their attractiveness but had had plastic surgery before which was a point against her. If the points for the celebrity are greater and more relevant then that celebrity is a match. Another example is that of Oprah Winfrey who endorsed the first Microsoft tablet device. However, when she sent her review on Twitter professing how much she loved that tablets' surface; it showed that the tweet was sent from her Apple Ipad and brought to attention the fact that Microsoft did not have a Twitter application. However other scholars like Erdogan (1999) feel that congruency is irrelevant as long as credibility dimensions are met.

2.4 The Meaning Transfer Model

This three stage model was developed by McCracken in (1989). The basis of it is that for the celebrity endorsement strategy to be effective, the message or meaning has to be effective. It looks at the celebrity as the medium of the endorsement process message.

Figure 2.4.1: The meaning transfer model



Source: McCracken 1989

Source: McCracken (1989)

According to McCracken (1989) the celebrity brings meaning to the endorsement. Past interactions and roles played by the celebrity shape his/ her persona and that is how they get meaning from the world (Nyarko et al 2015). For example Vin Diesel, an American actor is well known for confidently racing cars in action movies. That is his image cultivated from years of acting. These roles form the meanings and it is these meanings that are transferred to the endorsed product. If he were to endorse anything to do with sports cars people would probably find him credible despite the fact that he is not an actual car racer. This model shows the transfer of meaning as a process from the celebrity till it reaches the consumer.

Stage 1

This is where the celebrities bring meaning from the world, their lifestyle and so forth that shape them. At this stage companies consider whether they should go with a celebrity or an ordinary person and why. According to Mangan (2013) companies or advertisers evaluate choices from the pool of available candidates and to determine the one with the persona that is relevant to their product. That is the one who will be able to convey the right meaning and portray the right image. McCracken (1989) coins this as what message they want the product to convey.

Stage 2

This is the stage where companies determine what is sought after by consumers in a product. When they have the relevant qualities they then determine which celebrity best matches with the product. McCracken (1989) emphasized the need for the endorsement to be built upon the consumers desires and needs to ensure that capability of satisfying them is conveyed in the advertisement campaign. In addition all the relevant celebrities should also be conveyed. According to Mangan (2013) it should be noted that the celebrity may not have all the required meanings and separation may be necessary for undesirable traits.

The necessary budgetary issues are dealt with at this stage under the marketing plan according to McCracken (1989) the campaign should reveal the compatibility between the celebrity and product and the meaning transfer. It will now be evident to the consumer, the meaning in the celebrity will be reflecting in the product. It should be tested prior to presentation to determine likelihood of success.

Stage 3

This is the final stage where meanings are delivered to the consumers. McCracken contends that the meaning does not just transfer from product to consumer immediately. Consumption and frequent use has to take place to enable consumer to identify with the product and the product has to fulfil the promises given in the campaign. According to Johansson and Borzan (2017) the consumers will now be trying to reach where they perceive the celebrities have already been. For example if it was a beauty product aimed to get rid of pimples the consumer will now be trying to achieve the same as they perceive that the celebrity who endorsed it now has flawless skin because of that product. According to McCracken(1989) the whole endorsement process reveals meanings to consumers and provides the means to achieve them. That is why consumers look up to the celebrities. Nyarko et al (2015) recommends thorough research to ensure tight fit of brand and celebrity and ensure effectiveness of campaign.

2.5 CELEBRITY ENDORSEMENTS ACCORDING TO:

2.5.1 Celebrity gender

Gender provides the distinction of being male or female. According to Sawatari (2005), generally there is stereotyping where gender is concerned in advertising. In sports advertisements women get portrayed as weak and focus is on their beauty and they are usually in what are considered as the more 'feminine' sports as compared to men. Men portray strength in advertisements whilst women portray beauty and sex appeal.

There are contradicting school of thoughts where gender is concerned. Some studies have shown that there is no effect on customer purchase intention from celebrity gender (Friedman 1979) whereas others say it has an effect (Lafferty et al 2002). Jain and Patel (date unknown) cited in Malik and Qureshi (2016), said that celebrity gender only mattered depending on the type of product. They added that advertisements of beauty products and food are more for the females and clothing, banking and financial service ads are male oriented.

According to Phang and de Run (2007) old studies viewed women in traditional roles and they were portrayed as nurturing, domestic and caring and men were portrayed as successful, materialistic and leadership. Society has since moved from these notions and given the promotion of gender equality advertisements have changed in nature as well where gender is concerned. Women still have advertisements portraying beauty but success, leadership and advancement as well. Men are also now advertising male beauty products and such.

Boyd and Shank (2004) found that female consumers found female celebrities more trustworthy and male consumers found male celebrities more trustworthy. This is in line with findings in an old study by Tom et al (1992) and they added that a male consumer would be affected more than twice and half times by a male celebrity.

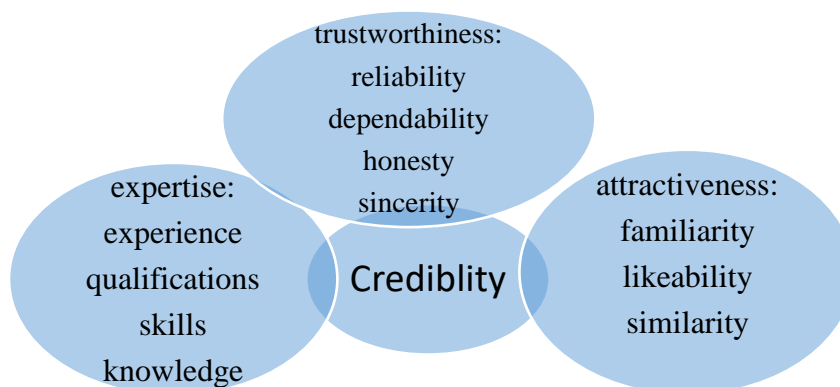
2.5.2 Credibility and the Source Credibility model

Credibility pertains to the extent to which one can be trusted or believed. According to Khan et al (2016), when you trust someone you easily believe them. In

addition when someone is experienced in something you believe their contributions. According to Samat et al (2016) celebrity credibility acts as a stimulus to consumer attitude and leads to purchase intention. They added that marketers especially look at how credible one is in selection of the celebrity to endorse the product. Celebrities therefore have to be convincingly honest (Apeyoje 2013). They also said that the consumer perception of the celebrity expertise would definitely have an effect on how effective the celebrity endorsement is.

Ohanian (1990) is the pioneer of the source credibility Model and he gave trustworthiness, expertise and attractiveness as the variables of credibility as shown below.

Figure 2.5.2.1: Source Credibility model



Adapted from Ohanian (1990)

According to Anosh and Hamad (2015) the source credibility model reflects the extent of the consumer's belief in the endorsement as well as the extent of their belief in the skills and experience of the celebrity. Credibility of the celebrity may draw the consumer without them looking at the product credentials (Liang and Yang 2009).

Jadaf and Walvekar (2017) explained that cultural beliefs also impact credibility. They based an endorsement study on Muslims and non-muslims and found that Muslims already believe that those advertisements are in accordance with Shariah law and Islamic principles.

According to Sallam and Abdelfattah (2017), source credibility is affected by some characteristics of the consumer like initial attitude, level of involvement and how authoritarian they are. They explained that those who display negative attitude towards the advertisement will need to be persuaded by a more credible source whilst those whose view is positive will be even be influenced by a source that is not that credible. Yoon et al (1998) cited in Sallam and Abdelfattah (2017) suggested that highly authoritative consumers are influenced by a highly credible source as opposed to less authoritative individuals.

Samat et al (2016) states that attractiveness has to do with the characters of the celebrities that are attractive to the consumer. Hassan and Jamil (2014) added that attractiveness improved social acceptance and is an attention grabber in media. Beauty has more power than an introduction where recommendation is concerned (Ohanian 1990).

Celebrity expertise refers to the extent the celebrity makes sound assurances. The higher the perceived expertise is the higher the recommendations (Ohanian 1990). It is more convincing to have Jamie Oliver endorse food products as he is a chef, an expert in cooking. According to Gold (2000) cited in Dzisah and Ocloo (2013) consumers are actually interested in the company's credibility. This means therefore the company should not expect the celebrity to work miracles. They also have to play their part in order for the advertisements to result in any purchase intention and sales.

According to Ohanian (1990) cited in Malik and Qureshi (2016), celebrity expertise has the most impact of the three dimensions. Pughazhendi and Ravhindran (2012) emphasized that celebrities should possess enough expertise that is in alignment with their lifestyles and public profiles. Karasiewicz and Kowalczyk (2015) stated that there are consumers who are interested in the message being delivered and to convince them the celebrity has to have sufficient knowledge about the product to appeal to them. He added that those who are not focused on the message that much are the ones more concerned with the attractiveness of the celebrity.

Mangan (2013) asserts that most professionals or experts gain credibility by virtue of their expertise in their area of specialization. The greater the performance or ranking is the higher the credibility. That is the reason why companies like Nike had

their products endorsed by popular sportspeople like Michael Jordan with great success.

2.5.3 Celebrity Attractiveness

McGuire (1985) developed the Source Attractiveness model and explained that the aspects of attractiveness that attracted consumers were the fondness, awareness and extent of similarities to them that they saw in the celebrity. If the consumer sees something of him or her in the celebrity then they pay attention to what is being said. According to Pughazhendi and Ravhindran (2012) consumers are preoccupied with celebrities and this result in them being easily attached to something celebrities may do which may resonate with something in their lives. They added that consumers also become attached to anything that brings good memories and something that makes them feel a connection or mirrors their self identity. Dzisah and Ocloo (2013) stated that one of the ways human beings acquired knowledge is through imitation.

Celebrities who are physically attractive positively influence consumers' beliefs (Anosh and Hammad 2015). They added that personality traits and lifestyle led are also included in the attractiveness, not just the physical beauty. The Source attractiveness model by McGuire (1985) emphasizes this clarity and explained that attractiveness has to do with how likeable one is (likeability), if any similarities are perceived to exist between the endorser and the consumer and familiarity. This is the reason why well liked public personalities are hired to endorse products (Apeyoje 2013). According to this scholar well liked personalities enhance recollection, improve identification of product and chances of purchase. Familiarity comes through frequent exposure to the celebrity.

Celebrities are references for consumers (Babu and Latha 2014). This is supported by Malik and Qureshi (2016) who explained that consumers want to adopt the style, attractiveness and glamour that celebrities possess. If a young man admires the lifestyle 50 Cent has they would probably want to also wear the same deodorant he does or assume the same hairstyle and hair products. The logic is that if the consumer perceives the celebrity to be attractive then if they use a brand endorsed by that celebrity they would also feel attractive (Malik and Qureshi 2016).

2.5.4 Celebrity vs non-celebrity endorsement

Sabunwala (2013) asserts that using celebrities is trendy and results in brand success. According to Khan et al (2016), the mere presence of a celebrity in an advertisement holds the audience's attention. They assert that people the presence of their favourite celebrity is what motivates some consumer to purchase instead of the product itself. Nyarko et al (2015).

According to Erdogan (1999), the use of celebrities can be used to transcend geographical boundaries and enter new international or foreign markets. In that way international celebrities overcome the challenge of culture that many companies face when breaking new ground in foreign lands.

Rana and Tuba (2015) explain that the level of competition is high and companies are striving to get more new customers, retain the old ones. They are now engaging in using celebrities and seek to transfer good traits to the brand so that the consumers wish to be associated with the brand. They added that this makes the consumer feel as if the brand was specifically designed with them in mind. Marketers use celebrities to facilitate recollection upon purchase (Pughazhendi and Ravindran 2012).

Malik and Qureshi (2016) regard using celebrities in advertisements as really important. They explained that consumers are subjected to too many advertisements they are now indifferent to them and do not bother to watch them. In traditional marketing consumers actually take commercial breaks as time to get that snack and do quick tasks. Malik and Qureshi (2016) asserted that as such marketers need something to stimulate consumers and provide a relief to the advertisements and they state that using celebrities is it.

Malik and Qureshi(2016) assert that celebrities are influential brand mouthpieces. This view is supported by early studies by McCracken (1989) who stated that celebrities bring meanings to products in a simple but distinct way which an ordinary person would not be able to do. An example is an advertisement to do with sports apparel and energy drinks. It is ideal to use a famous sportsperson as they can deliver the message in a precise way an ordinary person may not do. In addition adults and the young alike idolize them (Jadhav and Walvekar 2017) especially soccer stars

like Cristiano Ronaldo and Lionel Messi. This is supported by old studies from McCracken(1989) who explained that non celebrities would simply be acting out these roles but celebrities bring an extra special something as they live them and bring out the meanings in a simple, distinct manner.

However, Pughazhendi and Ravindran (2012) urged companies to note that even though using celebrities in advertisements can result in interest and attention they should know that that is not a guarantee for changes in attitude towards the product or brand. Nyarko et al (2015) added that they have to be careful as well as the celebrities can bring negative or undesirable traits and meanings towards the brand. They also added that there is no difference in brand loyalty where there is a celebrity and where there is none and actually stated that using a celebrity may result in people ignoring the product and aiming their focus on the person.

2.5.5 Single versus Multiple endorsements

This pertains to products and celebrities endorsements. According to Tamizhjyothi and Rajakumar (2011) multiple celebrity endorsement is where a number of celebrities represent one brand and single product endorsement is where only one celebrity represents one brand. If they are representing many brands or products then it would be a multiple product endorsement.

Uzzy (2014), states that sometimes less is more and the use of a single celebrity is uncomplicated in the consumer's mind and results in consistency. The author urges companies to take note of their capacity and work within that brand capacity. Nam-Hyum et al (2008) points out that celebrities will probably be involved with many brands as time goes by therefore it is very rare to find a celebrity only endorsing one brand.

Multiple celebrity endorsement may depend on the nature of the product and the image that the company wants to convey.). For example when dealing with beauty products and fashion apparel it is ideal to use different celebrities as they are supposed to capture a wide audience and also represent the versatilities in body types and skin types and colour. Rachita et al (2013) states that multiple endorsements are viewed by consumers with match up in mind. Hsu and McDonald (2002) also share this view and advocate for compatibility when engaging in multiple endorsements. They gave an

example of a popular advertisement which encouraged drinking of milk. This milk mustache advertisement targeted a wider audience with different age groups; gender and so on therefore used more than 100 celebrities (Nam-Hyun 2008).

Rice et al (2012) explained that where low involvement products are concerned, consumers positively view multiple celebrities rather than multiple products. However, they stated that the negative attitude towards multiple brands endorsement can be overcome by strong compatibility between product and celebrity in where there are high involvement conditions. They also advocated for compatibility in use of multiple celebrities so that the essence of the advertisement is not lost.

Erdogan (1999) however, points out that there is a danger in using multiple products endorsement as that distinctness is lost when the celebrity is involved with many brands. In addition it makes it overly obvious that it is all about financial gain rather than the product itself. Consumers therefore become suspicious of the motive. Nam-Hyun (2008) adds that when distinctness is lost negative attitudes towards the advertisement may occur and affect purchase intention.

Uzzy (2014) adds that it is vital to note that multiple endorsements are costly as it involves a number of high profile people and it may also result in a case of too many cooks spoiling the meat. He explains that since there are various people with different personalities, there may be many different meanings transferred which may result in incongruence. In addition it may cause confusion (Erdogan 1999).

2.6 The downside of celebrity endorsements

Miciak and Shanklin have coined celebrity endorsement in advertising as a 'double edged sword'. Celebrity endorsements do not come cheap. Companies are parting with huge sums of money in engaging them (Nyarko et al 2015; Malik and Qureshi 2016; Gupta et al 2015). However, many scholars urge companies to note that using celebrities does not guarantee success and sales (Miciak and Shanklin 1994; Erdogan 1999; Charbonneau and Garland (2005).

There are so many benefits of using celebrities but there are demerits just as well and these are below.

2.6.1 Fake information

The use of social media poses risks and one of them is fake information being spread around. According to Emery (2017) there was a fake advertisement of Mark Zuckerberg's (Facebook founder) wife going around that she was offering free trials of anti ageing creams. Consumers order these only to find that they have been scammed and have to pay for a full product when they would have been told they are responsible for a small shipping fee. They realize they are stuck with the product and no return address.

2.6.2 Lack of full disclosure on social media

Celebrities on social media have been accused of misleading the consumers. They do not disclose if it is a paid advertisement and it will just appear as if it is part of their day to day life. In some cases they hide that information where users just ignore it. For example on Instagram where they are supposed to put an add hashtag. The celebrities put many other tags and put that one at the very bottom or amongst the long list of tags where they cannot be easily spotted by the consumer. Most consumers do not read the tags anyway. This has actually led the Federal Trade Commission of USA to give warnings and call for celebrities and others with influence to clearly state and be honest if it is a paid advertisement and put the necessary information like hashtags on Instagram where followers easily see them.(Buzzfeed Inc 2017; CNBC 2017).

2.6.3 Overshadowing

Overshadowing occurs where the celebrity outshines the brand or product being endorsed. The celebrity dominates the advertisement to such an extent that all focus is on the celebrity and the consumers are completely absorbed they forget about the product (Erdogan 1999; Nyarko et al 2015). This especially happens in the presence of an attractive celebrity or very high profile celebrities. The celebrity sucks the life out of the product which is the reason why this is also coined as the vampire effect. Ilicic and Webster (2015) added that when the celebrity dominates the advertisement like that, the congruence between him or her and the brand is reduced. They explained that where the celebrity acts as the brand spokesperson, caution has to be maintained to ensure the celebrity does not become the focal point and eclipse the brand.

2.6.4 Negative information

A celebrity's private life can encroach on the advertisement. According to Van der Walddt et al (2009) negative information generated as a result of what the celebrity does in their own life can prove to be a liability to the organization. It can result in negative consumer attitudes towards the celebrity (Reeves et al 2012). In addition the celebrities themselves can say something that is contrary to what they were endorsing, leading to their credibility as well as the brand credibility being brought into question. For example where

In addition if the celebrity is involved in something consumers perceive as negative, that negatively affects the celebrity's image which may also come back to haunt the brand. An example is that of Kate Moss who was a popular fashion model and endorsed big names like Chanel and Burberry among others. After pictures of her using cocaine circulated the fashion houses dropped her. Another example is that of Chris Brown who was endorsing milk advertisement and the company dropped him when footage of him assaulting his girlfriend pop star Rihanna came out. They were worried about their brand and what message teenagers would get from them being associated with someone with that behaviour (The Richest 2015). Hassan and Jamil (2014) also noted that when the celebrity becomes less popular or lose their glamour it affects the brand endorsed as well.

2.6.5 Over-exposure

Over exposure occurs when there are just too many brands the celebrity is involved with. According to Mowen and Brown (1981) cited in Erdogan (1999) the celebrities lose their distinctiveness as consumers will be seeing them associated with too many brands. This results in consumer cynicism as the consumers are now sceptical of the motives of the celebrities. In addition it also appears to be more for financial benefits rather than genuine association with the brand.

2.6.6 Financial risk

Engaging celebrities does not come cheap yet there is really no certainty that the campaign will be successful (Forbes 2016) as evidenced by numerous cases where companies ended up with losses or had to pull down the campaigns. For example

according to Forbes (2016), soccer star Cristiano Ronaldo has an endorsement with Nike worth 13 million US dollars per year. It is a risk the company had to take and is paying off as the star garnered 36 million through the promotion of Nike products on social media. The company therefore has to really ensure they are capable of forking out that kind of money and profiting off it as well.

2.7 Purchase Intention

According to Khan et al (2016) purchase intention refers to the plan to purchase something at that moment or a later stage. According to Morwitz (2012) companies use this to forecast sales as well as to find out if what they are doing is going to have any effect on the customers. Younas et al (2015) provided some factors which may affect purchase intention like packaging, value placed on the product by the consumer, their knowledge as well as celebrity endorsement. They mentioned that use of celebrities enhances product worthiness in the consumer's mind. Maliq and Qureshi 2016 added that the intent to buy can be affected by word of mouth, celebrity presence and that promotional activities act as stimulus.

Younas et al (2015) explains that companies must avail all the information to the consumers as this help the customers in making a decision. Mirabi et al (2015) explains that making a decision is a complicated process and evaluations take place where consumers use their perceptions on things like quality and price. This may change their attitude towards the product. They added that companies need to be aware of what stimulates consumers to make a purchase in order to meet their needs. Nyarko et al (2015) also emphasized that and added that this information would be useful to managers in coming up with strategies and improving communication.

2.7.1 Consumer decision making process

According to Kotler and Armstrong (2015) the process of purchasing actually commences before any purchase has taken place and continues even after the purchase. They urged companies to also take note that a purchase may not be made but they still need to be aware of the whole buying process. They said the process is as depicted below:

Figure 2.7.1.1: Consumer decision making process



Source: Kotler and Armstrong (2015)

According to Kotler and Armstrong (2015) the steps above show the process consumers take before making a purchase decision. They pointed out that in some cases they may not be as cut and dried as above especially on purchases that are routine. They explained that it is ideal for new and complicated purchases.

Stage 1 (Need/ problem recognition)

This is the first stage where the consumers realize that they have a need for something or there is a problem somewhere. This may be internally or externally triggered. For example it can be a need like basic need for food or shelter. Externally it can be aroused as a result of stimulation maybe from advertisements which may bring to attention something the consumer may need. It is at this stage that marketers need to find more information pertaining to these needs and problems, the reasons behind them and what drove the consumer to want that particular product.

Stage 2 (Information search)

After the consumer has identified their need or problem, they may search for more information if need be or simply purchase the item if there it is urgent. However there are other decisions that need the consumer to mull over and get reviews or more information concerning the item or product they wish to possess. This can come in the form of recommendations from friends, family and such; or it can be from the advertisements, internet, social media or the organizations among others.

Kotler and Armstrong (2015) point out that personal source of information are more effective than traditional sources which the marketers control. This is because they are based on experiences of those who have used the product as well and in some cases with proof the consumers can see. Access to information has increased nowadays as a result of social media. The authors urged companies to let available information about their brands to the consumers so that they utilize the marketing mix effectively.

Stage 3 (Evaluation of alternatives)

Consumers may look at the available alternatives and assess them in order to come up with the best one. This may require deep thinking and calculations but in some instances there is no need like in cases where one already knows the brand they go for. They would evaluate the available options with certain attributes of the product in mind and seeing which ones are the most important to them. This is where one looks at things like pricing, style quality, durability and so forth. Each individual is therefore different and some may need to consult others or decide on their own. Marketers need to note which attributes appealed the most to the consumers and led to that particular option being chosen (Kotler and Armstrong 2015).

Stage 4 (Purchase decision)

According to Kotler and Armstrong (2015) after the consumer has evaluated alternatives they then make the decision to purchase. They pointed out that this may be affected by what others think or unexpected situations which may just rise abruptly like the change in the economy. They also added that changes like these may even lead to a no purchase even though the intention was there. If there is also any risk it may

affect the purchasing decision and marketers need to be aware of anything which increases perceived risk.

Stage 5 (Post purchase behaviour)

The consumer will still engage in evaluations long after they have made a purchase. This will help to gauge their satisfaction and assess whether the product lived up to expectations or to what it said it will deliver. This information is important to the consumer as it also forms the basis of their experiences which they will pass on to others. Marketers need to know this as satisfaction of the consumer may result in repeat purchases.

2.8 Empirical Literature

Carvalho (2012) investigated the effects of celebrity endorsement in Portugal. The researcher found that respondents responded favourably to advertisements with a celebrity rather than the one without a celebrity. Anosh and Hama (2015) also concurred with this in their findings. However Carvalho, (2012) found that respondents would go for the less attractive person if a discount on product was offered.

Tamizhjyothi and Rajakumar (2011) investigated multiple product endorsement with profession as a moderating role. They found that consumers did not have a problem with multiple products being advertised with the sportsperson as they had great respect for them and trusted them. It actually increased their purchase intentions. They also did not find any relationship between the celebrity's gender and purchase intention.

Ergin and Akbay (2008) also conducted a study in Turkey on celebrity endorsement to determine whether consumers preferred single or multiple endorsements. They found that consumers preferred multiple endorsements as they made them feel more secure and inspired consensus towards a product. Ilijic and Webster (2011) however, in their study in Australia found that the consumers reacted negatively to multiple endorsements if they have a high level of attachment to the celebrity but a weaker attachment increased purchase intention with regard to multiple endorsements.

Gupta et al(2015) considered the Ohanian (1991) model dimensions of attractiveness, trustworthy and expertise to determine their effect on purchase intention. They found that attractiveness and trustworthiness had the most significant impact on purchase intention in celebrity endorsements and that expertise was less significant.

Charboneau and Garland (2005) found that New Zealand agencies use celebrities in order to penetrate markets and that they took the compatibility between celebrity and product seriously. They also found that consumers placed different priorities on the variables of celebrity endorsement depending on the brand. Their study also revealed that to marketers in New Zealand the costs in engaging celebrity athletes and perceived risk were the most vital in hiring.

Dzisah and Ocloo (2013) also investigated use of celebrities in Ghana, West Africa. They found that the companies were more concerned with the credibility of the celebrity, if they were an appropriate fit for their brand and how attractive they were. The consumers were more concerned with the pricing, quality and packaging and that using celebrities was really a positive influence on purchase intention. Malik and Qureshi (2016) also found the same in Pakistan concerning attractiveness and credibility.

Erdogan (1999) acknowledged the importance of celebrity endorsements in reviving old products in the product life cycle. He pointed out that there are still inconsistencies regarding what criteria exactly forms the right celebrity and what really makes them effective. The scholar also explained that there was still need for further research in selection criteria as most of the available ones were contradictory.

Jadhav and Walvekar (2017) studied celebrity endorsements with respect to car preferences. They found that consumers were able to recall car advertisements that featured a celebrity in them and were more aware of the brand as a result but they did not consider the profession of the celebrity. They also found that the younger generation were the ones on which celebrity endorsement had much effect.

2.9 Conclusion

This chapter focused on all the relevant literature pertaining to the study. It explained celebrity endorsement in detail providing insights on celebrity and non celebrity endorsements; celebrity gender; attractiveness and the source attractiveness model; credibility and source credibility model; match up concept; the meaning transfer model and single and multiple endorsements. It also provided proposed criteria for choosing celebrities in advertisements. It also presented information on purchase intention and the process taken by the consumer to come up with a decision to make a purchase. In addition negative effects of celebrity endorsement were also explained. Lastly, the chapter provided insights about celebrity endorsement and purchase intention from scholars, authors and other relevant sources of literature.

“High achievement always takes place in the framework of high expectation”

CHAPTER 3

CONCEPTUAL FRAMEWORK

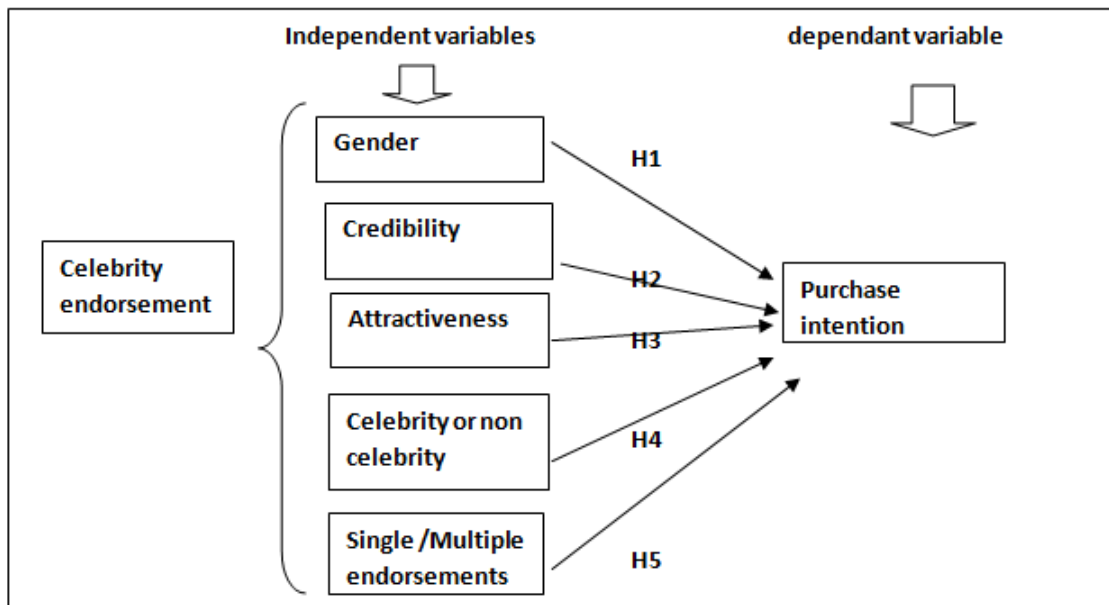
3.1 Introduction

This chapter is focused on the development of the model that was used by the researcher for the study. The model highlights the independent variables of the study and the dependant variable which is purchase intention. In addition it also provides the relationship between the variables upon which hypotheses are formulated in order to come up with meaningful conclusions.

3.2 Conceptual Framework

After much review of the literature, the researcher has come up with the model upon which this study will be constructed on and this is shown in the figure below.

Figure 3.2.1: Conceptual model



3.3 Hypothesis formulation

After the construction of the conceptual model above, the researcher formulated hypothesis as follows:

Table 3.3.1: Hypotheses

H1	The gender of the celebrity has a positive effect on the purchase intention of consumers
H2	The credibility of the celebrity has a positive effect on the purchase intention of the consumer
H3	Attractiveness of the celebrity has a positive effect on the purchase intention of the consumer
H4	Celebrity endorsed advertisements have a positive effect on purchase intention more than non celebrity advertisements
H5	The nature of endorsement whether single or multiple endorsements have an effect on the purchase intention of the consumers

3.4 Problem statement

Advertising issues have always been interesting to scholars especially given the new platforms emerging as a result of technological advancement. The issue of

celebrity endorsement is one which has drawn interest from scholars as it has been found to bring both benefits and drawbacks. Scholars have come up with models and steps that must be followed in celebrity endorsement as some companies have suffered major setbacks by being associated with certain celebrities. There is need to find out if these models are still applicable in today's dynamic environment where technology is always changing things. However, most of the previous studies focused on traditional advertising. There is need for research incorporating traditional advertising as well as that based on social networking platforms as social networking platforms also bring dangers with them. In addition most previous studies focused on the fashion and cosmetics industry and there is need to determine the effects of celebrity endorsement on the purchase intention of students in a university where there are people from different backgrounds.

This study therefore seeks to find the effect of celebrity endorsement in advertising influencing purchase behaviour of students at Near East University, North Cyprus. The research questions asked how effective at the following variables were in influencing purchase intention:

- Use of celebrities (celebrity versus non-celebrity endorsement)
- Celebrity attractiveness
- Credibility
- Celebrity gender
- Multiple endorsements(celebrities and products)

3.5 Conclusion

This chapter presented the conceptual framework that will guide this study. It showed relationships between celebrity endorsement and the dependant variable of purchase intention. The chapter provides hypothesis that will be tested in later chapters in order to fulfil the objectives of the study and answer the research questions.

“Good designers design what they would design before they start designing it”

CHAPTER 4

RESEARCH METHODOLOGY

4.1 Introduction

This chapter focuses on how the study on the effect of celebrity endorsement on students' purchase intention is to be conducted. Information pertaining to the research question is needed and this section explains how the researcher aims to find an answer to that question. It therefore provides the plan upon which the study is to be set; how the data is to be collected and measured, from whom and the criteria for selection. In addition it gives how the information will be analyzed and presented.

4.2 Research Design

According to Kumar (2011), a research design is an investigation plan that helps the researcher to objectively and accurately answer the research problem or questions. This detail all the steps of the researcher will do from the collection to the analysis of the data collected. The research design ensures that as much information is efficiently collected with minimum resources.

This study will be descriptive in nature. According to Kothari (2004) a descriptive design there is clear definition of what is to be studied, how, the variables, characteristics and there are predictions made. In addition it is rigid and operates within set parameters in order to reduce bias and ambiguity. The descriptive design follows the following steps:

- a) Formulation of objectives
- b) Data collection methods
- c) Sample selection

- d) Data collection
- e) Data processing and analysis
- f) Reporting findings

The study followed all the above steps. In addition the main research question what is the effect of celebrity endorsement on students' purchase intention provides a clear definition of what the researcher intends to study. The research therefore is descriptive.

In addition, this study made use of a cross sectional design. According to Kumar (2011) this type of design explores a certain phenomena by taking a portion of the population which will stand in for the whole population. The sample therefore, provides the picture for the whole population which is in line with the researcher's study. The researcher chose this design because it is simple, cheap as it is a one-time contact with respondents.

Furthermore, it was conducted at one point in time which is what the researcher also did. The individual study unit analysis comprised of the students of Near East University. This study took place in a natural environment with minimum interference and is similarly regarded as a field study.

4.3 Research Approach

This study will be quantitative and use a deductive logic. According to Kumar (2011), this type of approach can be replicated in future for verification. This approach will therefore be useful as the researcher intends it to be a point of future reference. Questionnaires will be used for measurement of variables.

4.4 Population and sampling

According to Kothari (2004), population refers to all things considered under the investigation. The universe of this study consists of young people as they are more enamored and familiar with celebrities than the older generation. In addition they also use social media and follow celebrities more. The target population in this study is university students.

4.4.1 Sample

A sample is a selection of items for an inquiry (Kothari 2004). The author explained that it is time consuming and uneconomic to conduct a study on a whole population therefore a sample is taken which represents a certain population for study purposes. According to Malhotra et al (2010) the sample size should be above 150 and more ideally around 200 to 300 respondents. Accordingly the sample size for this study will consist of 200 university students in the same university as the researcher.

The sample will be selected through using a non-probability sampling technique called convenience or availability sampling. In this method the subjects or respondents are available easily. In addition it reveals the existence of a certain phenomenon in certain individuals (Kothari 2004). This particular study intends to find the effect celebrity endorsements have on students' purchase intention therefore students have to be used as the respondents. The researcher is also a student and other students are within reach thus justifying the use of convenience sampling as the sampling technique.

4.5 Method and instrument of data collection

The researcher made use of primary data and secondary data. Primary data is data that is being extracted from the source for the first time. It is already available but needs extraction first. In addition it is also inexpensive (Kumar 2011). One of the methods through which it can be collected is through a survey (Kothari 2004). The researcher got this information by questionnaire after getting consent from the respondents.

Secondary data was also used and this refers to data already in existence which was used before for a certain purpose. The researcher used the following sources

- internet
- Journals
- Articles
- textbooks

4.5.1 Research instrument

The research instrument is the medium through which information is collected. The researcher used questionnaires in gathering information for this study. The questionnaire comprises of written down questions given to the respondents to answer within a framed guideline (Kumar 2011). The respondents answer the questions according to their understanding on the spaces provided (Kothari 2004). The researcher adapted the questionnaire from previous work by two scholars Carvalho (2012) and Zafoe (2013); on the same subject.

The questionnaire that was used in this study is a structured one made up of close ended questions. The use of closed ended questions ensures easier analysis and that the information that the researcher is looking for without diverting from the subject matter (Kumar 2011). The questionnaire was divided into two sections. The first section focused on the demographic characteristics of the respondent. The second question pertained to the analysis of the variables starting with the independent variables ending with the dependent variables.

The questionnaires were administered through different methods with the major one being collective administration. This is whereby the researcher distributes the questionnaires to a gathering, in this case to students in their lectures. It facilitates higher response rate and the researcher can answer and clarify where the respondents do not fully understand (Kumar 2011). Others will be distributed to other people in proximity around the campus.

The advantage of the questionnaire is that it is economical and saves on resources. In addition there is time for the researcher to think carefully and answer when they are assured they have the right answer. This instrument is also useful in capturing larger sample sizes. However, respondents may omit to answer certain questions leaving the researcher to wonder (Kothari 2004)

4.5.2 Pilot testing

According to Kothari (2004) one should conduct a mini survey which is called a pilot study before distributing the questionnaires in the main survey. This is done to test the questionnaire which will enable the researcher to identify any weaknesses that

may be there and rectifying them. For example there may be words and terms that are difficult to understand therefore they would need to be replaced to make sure that the questions are easily understood by the respondents. It also helps to determine if the respondents are interpreting the questions in the way that you meant (Kumar 2011). The researcher therefore did a pilot survey on 20 students and adjust accordingly if need be.

4.5.3 Measurement

Measurement entails the mapping of observations of something on a range of scale according to certain rules. Numbers are put in place to measure the intensity of a variable and then measured accordingly (Kothari 2004). The objects in this case are the variables in this study. The dependent variable is purchase intention and the independent variables of celebrity endorsements are the following:

- gender
- credibility
- attractiveness
- celebrity and non-celebrity endorsements
- single and multiple endorsements

According to Kumar (2011), quantitative research involves exploring, measuring and determining the intensity of attitudes towards certain phenomena. This can be measured using an attitudinal scale. One type of this scale is the Likert scale and it is the scale the researcher is going to be using for the study as it is conducive for item analysis. A Likert scale denotes number scores on position of the respondent, measuring the extent to which the respondent agrees or disagrees with a given statement (Kothari 2004). A five point Likert scale was employed to cover the ranges from strongly disagree to strongly agree. This is because a lower scale may not have sufficiently covered the responses and a higher scale too ambiguous.

4.5.4 Validity and Reliability of questionnaire

When using a measurement tool, one should ensure that it is reliable, that is it can be precise and accurate as a tool; and does what it is supposed to do- measure (validity) (Kothari 2004). There is need to determine the extent to which the differences in the measurement tool reflect the differences in reality. The researcher used Cronbach's alpha to determine the reliability and validity of the instrument in later chapters.

4.6 Ethical consideration

According to Kumar (2011), ethics guide professions. They abide by certain principles, guidelines, laws and code of conduct. According to the author it is imperative to take into consideration those who will be affected by the study and its findings. Accordingly the researcher sought the approval from the Near East University Ethics Committee before conducting the study. In accordance with the committee's guidelines concerning data collection, interaction with respondents and the data analysis, the researcher did the following

- the researcher determined relevance of the study so as not to waste respondents' time
- the researcher sought the respondents' consent when distributing the questionnaire
- the researcher assured respondents of confidentiality and treated their responses as such
- emphasized the freedom of the respondents to discontinue with answering the questionnaire if they so wished during the process
- unbiased reporting
- use the information found for study purposes only

4.7 Data Analysis

In order to come up with meaningful conclusions, data has to be tested and analyzed. The researcher will use the Statistical Package for Social Sciences (SPSS) for hypothesis testing. Correlation tests would also be done to assess relationships between variables. Presentation was done on graphs and pie charts to enable those interested in the study to visualize the results.

4.8 Conclusion

This chapter explained how the research study was going to be undertaken. It delved into the methodology, outlining the population and the sample that was to be studied. It highlighted how that sample was chosen, the instrument that was used to collect the data and how reliability and validity was ensured. It also stated how the collected data would be analyzed and presented.

“The goal is to turn data into information, and information into insight.”

CHAPTER FIVE

DATA ANALYSIS AND FINDINGS

5.1 Introduction

This chapter deals with the analysis of the data obtained from the researcher's survey that was carried out on 200 students from Near East University, North Cyprus. The study was based on finding out the effect of celebrity endorsement on online

purchase intention. The researcher tested the reliability of the research instrument using Cronbach Alpha to determine the extent of reliability of the research instrument. Descriptive analyses were done to determine the frequencies and the means of variables. In addition, correlation analysis was conducted to determine the relationships between the variables and test the hypothesis. Regression analysis was also conducted to determine extent of association of independent variables to the dependent variables. The major findings from the data analysis were highlighted.

5.2 Realization rate

The researcher administered 200 questionnaires to the Near East University students who were selected through convenience sampling. All the questionnaires were answered correctly and returned and the information is presented in Table 5.1 below.

Table 5.2.1: Realization rate

Questionnaire distributed	200
Questionnaires discarded	0
Questionnaires not returned	0
Total questionnaires realized	200

The table above shows that the there was a 100% response rate.

5.3 Reliability and Consistency

The researcher went on to test the extent to which the questionnaire could be relied upon as a measuring instrument. This was done by using the Cronbach's Alpha of the SPSS package. According to DeVellis (2003) an ideal values of alpha should range from 0.70 to 0.95

5.3.1 Measuring instrument consistency

Table 5.3.1.1: Case Processing Summary

		N	%
Cases	Valid	200	100,0

Excluded ^a	0	,0
Total	200	100,0

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

The table above indicates that the researcher processed all the 200 questionnaires that were returned and none was excluded. The researcher thus achieved a 100% case processing.

5.3.2 Reliability Statistics for celebrity credibility

Table 5.3.2.1: Reliability Statistics celebrity credibility

Cronbach's Alpha	N of Items
.846	2

The table above reflects the extent to which the 2 items employed in the measurement of celebrity were reliable. The table shows that the measures were 0.846 reliable therefore they are appropriate for measuring celebrity credibility.

5.3.4 Reliability statistics for celebrity attractiveness

Table 5.3.4.1: Reliability Statistics celebrity attractiveness

Cronbach's Alpha	N of Items
.823	5

The table above shows that the five items employed to measure the celebrity attractiveness were reliable. This is reflected in the Cronbach alpha of 0.823 which is within the recommended ideal range.

5.3.5 Reliability statistics for celebrity gender

Table 5.3.5.1: Reliability Statistics celebrity gender

Cronbach's Alpha	N of Items
.841	5

The table above reflects an alpha of 0.841. This indicates that the five items employed to measure celebrity gender were reliable as the alpha falls within the recommended range.

5.3.6 Reliability statistics for celebrity versus non-celebrity

Table 5.3.6.1: Reliability Statistics celebrity/non celebrity endorsement

Cronbach's Alpha	N of Items
.844	8

The table above indicates a Cronbach alpha of 0.844. This indicates that the eight measures employed to measure the the use of celebrities in celebrity endorsement are reliable as they are within range of 0.70 and 0.95

5.3.7 Reliability statistics for single versus multiple endorsement

Table 5.3.7.1: Reliability Statistics single/multiple endorsement

Cronbach's Alpha	N of Items
.789	8

The table above shows a Cronbach alpha of 0.789. this shows that the items employed to measure the effects of single/multiple endorsements are reliable.

5.3.8 Reliability statistics for purchase intention

Table 5.3.8.1: Reliability Statistics for purchase intention

Cronbach's Alpha	N of Items
.856	6

The table above reflects a Cronbach Alpha of 0.856 which indicates that the measure employed to measure purchase intention are sufficient and reliable.

Major finding: The Cronbach alpha for all the variables was within the range of 0.75-0.95 therefore the research instrument can be relied upon to measure the effects of celebrity endorsement on purchase intention.

5.4 Descriptive Statistics

The questionnaires obtained the age range and gender of the respondents. The other sections focused on the analysis of the independent variables and the dependant variable.

5.4.1 Demography analysis

The first section in the questionnaire under demographic characteristics focused on obtaining the information on age and gender of the respondents. The gender distribution of the respondents is presented below.

5.4.2 Gender

Table 5.4.2.1: gender demographic statistics

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	131	65,5	65,5	65,5
Female	69	34,5	34,5	100,0
Total	200	100,0	100,0	

The table above shows that the males were almost twice more than the females. There respondents consisted of 131 males who represented 65.5% of the target population and there were 69 females representing 34.5% of the population.

Major finding: the number of males was higher than the number of females

5.4.3 Age

Table 5.4.3.1: Age Descriptive statistics

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18_20	47	23,5	23,5	23,5
21_23	83	41,5	41,5	65,0
24_27	43	21,5	21,5	86,5
27+	27	13,5	13,5	100,0
Total	200	100,0	100,0	

The majority of the students were in the range of the age group 21 to 23 years. These were 83 and represented 41.5% of the respondents. This was followed by the 18-20 age group which consisted of 47 students representing 23.5%. the 24-27 years age group came next with 43 respondents representing 43% of the respondents. Lastly, the age group of those above 27 years had the fewest with only 27 students representing 13.5% of the total.

Major finding: More than three quarters of the respondents were below the age of 27.

5.4.4 Celebrity credibility

Table 5.4.4.1: Celebrity credibility Descriptive Statistics

	N	Mean	Std. Deviation	Std. Error Mean

I consider the expertise of the celebrity as an attribute that can influence my purchase decision	200	3,6500	1,11972	,07918
I consider the trustworthiness of the celebrity as an attribute that can influence my purchase decision	200	3,7050	,97092	,06865

The table above shows that the majority of the respondents agree that respondents are very much interested in the credibility of the celebrity endorsing a product. They value the celebrity's displayed level of expertise as shown by the mean of 3.65 and his or her projected trustworthiness (3.70) and consider these factors to be important when making purchasing decisions.

Major finding: the respondents agreed that celebrity credibility is an important attribute of celebrity endorsement when considering purchasing and trust is slightly more important to them than expertise.

5.4.5 Celebrity attractiveness

Table 5.4.5.1: Celebrity attractiveness Descriptive Statistics

	N	Mean	Std. Deviation	Std. Error Mean
I think the sense of similarity between me and the celebrity endorser can influence my purchase decision for a certain product or service	200	3,5000	1,17768	,08327
When I like a celebrity it influences my purchase decision for a certain product or service	200	3,6900	1,05330	,07448
I am willing to make a purchase if I perceive the celebrity to be physically attractive	200	3,4200	1,23337	,08721
I am willing to make a purchase if I perceive the celebrity to be sexy	200	3,2050	1,34238	,09492
I am willing to make a purchase if I highly respect the celebrity	200	3,8300	1,14791	,08117

The respondents agreed that celebrity attractiveness is an attribute of celebrity endorsement that they consider in making purchasing decisions. The most popular attribute from the celebrity attractiveness was the respect given to the celebrity as indicated by the mean of 3.83. Respondents also agreed that perceived similarities between them and the celebrity influence their purchase decisions (3.5). When the respondents like the celebrity it influences them to make a purchase (3.69). Respondents also agreed that physical attractiveness also makes them more willing to purchase (3.42). However, respondents slightly agreed that perceived celebrity sexiness is a factor which influences their purchase decision (3.2).

Major finding: Respondents agreed that celebrity attractiveness influences their purchase intention and respect is the most consider attribute under celebrity attractiveness.

5.4.6 Celebrity gender

Table 5.4.6.1: Celebrity gender Descriptive Statistics

	N	Mean	Std. Deviation	Std. Error
The gender of the celebrity creates an interest in the advertisement	200	3,5800	1,17922	,08338
If a female celebrity is used I pay more attention to the advertisement	200	3,4950	1,21960	,08624
If a male celebrity is used I pay more attention to the advertisement	200	3,3850	1,22650	,08673
I am more likely to make a purchase if a female celebrity is used	200	3,4200	1,22929	,08692
I am more likely to make a purchase if a male celebrity is used	200	3,4450	1,27085	,08986

The table above reflects that respondents agree that the gender of the celebrity creates an interest in the advertisement (3.58). The table shows that respondents pay more attention when females celebrities are used (3.495) than when male celebrities are used (3.385). However, respondents are more likely to make a purchase when male celebrities are used (3.445) than when female celebrities are used (3.42).

Major finding: Female celebrities command more attention than male celebrities

5.4.7 Celebrity versus non celebrity

Table 5.4.7.1: Celebrity type celeb vs non celeb Descriptive Statistics

	N	Mean	Std. Deviation	Std. Error
Advertisements with celebrities are more popular than those without celebrities	200	4,1350	1,02078	,07218
The presence of celebrities in advertisements help me recognize and recall the product more promptly	200	3,9950	,97454	,06891
Advertisements with celebrities grab my attention more than those without	200	4,1150	,97289	,06879
I believe products advertised by celebrities are of good quality	200	3,5950	1,22001	,08627
I think celebrities use products they endorse in real life	200	2,9750	1,40508	,09935
I think the match between the celebrity and the product can be an important attribute in influencing my purchase decision for a certain product or service	200	3,5750	1,09102	,07715
I think celebrities can provide or transfer meaning to the product and influence my purchase intentions based on celebrity's roles, age, gender and lifestyle	200	3,6400	1,13439	,08021
I am more likely to buy a product or brand endorsed by a celebrity than one that is not	200	3,6900	1,23756	,08751

The table above reflects that respondents agree that advertisements with celebrities are more popular than ordinary advertisements (4.135) and that they help them recognize and recall products more properly (3.995). They also agreed that the advertisements with celebrities grab their attention more (4.115). The respondents were in agreement that products endorsed by celebrities are of high quality (3.595). However, the respondents did not show much agreement on the statement that they

believe celebrities use products they endorse in real life as shown by the low mean of 2.975. The respondents agreed that the match between the celebrity and the product endorsed should be there and it influences their decision to make a purchase (3.575). The respondents also agreed that celebrities transfer meaning to the products that they endorse and this influences their purchasing decision (3.64). The respondents also indicated their agreement in their preference in purchasing a product endorsed by a celebrity rather than one that is not and this is reflected by the mean of (3.69).

Major finding: Respondents were almost neutral on their responses regarding celebrities using the products they endorse in real life.

5.4.8 Single versus multiple endorsement

Table 5.4.8.1: Single / multiple endorsements Descriptive Statistics

	N	Mean	Std. Deviation	Std. Error Mean
The presence of more than one celebrity in an advertisement makes it more persuasive	200	3,5050	1,33374	,09431
The presence of more than one celebrity makes it more convincing	200	3,6600	1,19648	,08460
More than one celebrity in one advertisement makes it more appealing	200	3,6300	1,21676	,08604
More than one celebrity in a one advertisement makes it more dynamic	200	3,7600	1,11743	,07901
My opinion about a celebrity changes when they endorse more than one product or brand	200	3,3550	1,26371	,08936
When a single celebrity endorses more than one brand I can't remember all the endorsed brands	200	3,5650	1,20958	,08553
My level of trust in the celebrity changes because they endorse more than one brand in a short time	200	3,3600	1,25229	,08855
My opinion about an advertisement changes when I see the same celebrity endorsing many different products	200	3,4200	1,24956	,08836

The respondents slightly agreed that the presence of more than one celebrity in an advertisement makes it more persuasive which is reflected in the mean of 3.50. The respondents also moderately agreed that the presence of multiple celebrities in one advertisement makes it more convincing (3.66); more dynamic (3.63) and more appealing (3.76). They also indicated that their opinion changes when celebrities endorse more than one product or brand. The respondents highlighted that they forget endorsed brands when a single celebrity endorses more than one brand (3.565). The

respondents moderately agreed that their level of trust decreases when more than one brand is endorsed in a short period of time (3.36). Lastly, the respondents moderately agreed that their opinion of an advertisement changes when they see the same celebrity endorsing many different products.

Major finding: Respondents slightly agreed that they lose their trust in the celebrity when he or she endorses multiple brands in a short time and multiple celebrities make an advertisement dynamic.

5.4.9 Purchase intention

Table 5.4.9.1: Purchase intention descriptive statistics

	N	Mean	Std. Deviation	Std. Error
I am more likely to purchase products or services that have been endorsed by celebrities I find credible	200	3,9400	1,08734	,07689
I am more likely to purchase products or services that have been endorsed by celebrities I find attractive	200	3,8200	1,16377	,08229
I am happy with purchasing products or services advertised by celebrities with gender of my choice	200	3,6850	1,14557	,08100
I am more likely to purchase products and services endorsed by celebrities than non-celebrities	200	3,7700	1,11954	,07916
I am more likely to purchase if one celebrity is used to endorse a product or service	200	3,6050	1,16437	,08233
I am more likely to purchase if more than one celebrity is used to endorse a product or service	200	3,5550	1,38076	,09763
		3.7292		

The table above represents the likelihood of purchase due to the several factors of celebrity endorsement. The respondents agreed that they are more likely to purchase products or services endorsed by celebrities that are found credible as reflected by a high mean of 3.94. They also agreed that they are more likely to purchase products from celebrities they perceive to be attractive (3.82). The respondents moderately

agreed that they are happy with purchasing products or services advertised by celebrities with genders of their own choice (3.685). The respondents moderately agreed that they are more likely to purchase products endorsed by celebrities rather than non-celebrities. Respondents are moderately likely to purchase a product if one celebrity endorses one product (3.605). They also indicated they are more likely to make a purchase if more than one celebrity endorses a product or service (3.555).

Major finding: on average, the respondents moderately agreed that celebrity endorsement influences their purchase intention and credibility is the most important attribute of celebrity endorsement that motivates them.

5.5 Correlation Analysis

5.5.1 Correlation between celebrity credibility and purchase intention

Table 5.5.1.1: Credibility Correlations

		Celebrity credibility	Purchase intention
Celebrity credibility	Pearson Correlation	1	.529**
	Sig. (2-tailed)		.000
	N	200	200
Purchase intention	Pearson Correlation	.529**	1
	Sig. (2-tailed)	.000	
	N	200	200

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

The correlation analysis shown in the table above shows a moderately positive association between celebrity credibility and purchase intention. The association was found to be 52.9%.

Major finding: there is a positive significant association between celebrity credibility and purchase intention which helps the consumers to make decisions regarding purchases.

5.5.2 Correlation between celebrity attractiveness and purchase intention

Table 5.5.2.1: Attractiveness Correlations

		Celeb attractiveness	Purchase intention
Celebrity attractiveness	Pearson Correlation	1	.555**
	Sig. (2-tailed)		.000
	N	200	200
Purchase intention	Pearson Correlation	.555**	1
	Sig. (2-tailed)	.000	
	N	200	200

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

The table above represents the correlation between celebrity attractiveness and purchase intention. It shows that there is a positive but moderately significant association between celebrity credibility and purchase intention. This association constitutes 55.5%.

Major finding: there is a positive significant association between celebrity attractiveness and purchase intention.

5.5.3 Correlation between celebrity gender and purchase intention

Table 5.5.3.1: Gender Correlations

		Celebrity gender	Purchase intention
Celebrity gender	Pearson Correlation	1	.622**
	Sig. (2-tailed)		.000
	N	200	200
Purchase intention	Pearson Correlation	.622**	1
	Sig. (2-tailed)	.000	
	N	200	200

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

The table above reflects the correlation between celebrity gender and purchase intention. It shows that there is a strong, positive association between celebrity gender and purchase intention. This is represented by 62.2%.

Major finding: Celebrity gender has a strong positive association with purchase intention.

5.5.4 Correlation between celebrity versus non celebrity endorsement and purchase intention

Table 5.5.4.1: Celebrity/non celebrity Correlations

	Celebrity vs non-celebrity	Purchase intention
Celebrity vs non-celebrity	1	.630**
Pearson Correlation		
Sig. (2-tailed)		.000
N	200	200
Purchase intention	.630**	1
Pearson Correlation		
Sig. (2-tailed)	.000	
N	200	200

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

The table above depicts the correlation between the type of endorsement (celebrity versus non celebrity endorsements) on purchase intention. The results reflect that the type of celebrity there is a strong positive association of 63% between the type of endorsement and purchase intention.

Major finding: there is a strong positive association between celebrity endorsed advertisements and purchase intention.

5.5.5 Correlation between single versus multiple endorsements and purchase intention

Table 5.5.5.1: Single/ multiple Correlations

	Single vs multiple endorsement	Purchase intention
Single vs multiple endorsement	1	.601**
Pearson Correlation		
Sig. (2-tailed)		.000
N	200	200
Purchase intention	.601**	1
Pearson Correlation		
Sig. (2-tailed)	.000	
N	200	200

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

The table above represents the correlation between type of endorsement, whether single or multiple with purchase intention. The results show that there is a strong positive association of 60.1% between type of endorsement and purchase intention.

Major finding: there is a strong positive association between type of endorsement; single and multiple and purchase intention.

5.6 Regression Analysis

The researcher used the linear regression model analysis to determine the degree of association between celebrity endorsement and purchase intention. The results are shown in the table below.

Table 5.6.1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 ^a	.558	.547	.60653

a. Predictors: (Constant), celebrity attractiveness, single versus multiple endorsements, celebrity credibility, celebrity gender, celebrity versus non-celebrity endorsements

The table above shows that the general responses to celebrity endorsement are significant to purchase intention and celebrity endorsement explains 74.7% of purchase intention. The R square shows the proportion (55.8%) of purchase intention predicted by celebrity credibility, celebrity attractiveness, celebrity gender, celebrity vs non celebrity endorsement and single and multiple endorsements.

Major finding: the overall responses to purchase celebrity endorsement are significant to purchase intention.

5.7 ANOVA

Table 5.7.1: ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	90,156	5	18,031	49,014	,000 ^b
	Residual	71,369	194	,368		
	Total	161,524	199			

a. Dependent Variable: pi

b. Predictors: (Constant), celebrity attractiveness, single/multiple endorsement, celebrity credibility, celebrity gender, celebrity/non-celebrity

The table above shows that our model significantly and statistically predicts the outcome between celebrity endorsement and purchase intention. This is reflected in the significant level of 0.000 in the table which is less than 0.005. Therefore it can be argued that celebrity endorsement explains 36.8% of purchase intention.

Major finding: celebrity endorsement explains some of purchase intention. Purchase intention can be predicted by celebrity endorsement through celebrity credibility; attractiveness; gender; type of endorsement and nature of endorsement (single or multiple).

5.8 Conclusion

This chapter dwelt on the analysis of the obtained data. The researcher had a 100% realization rate from the administered questionnaires. The researcher assessed the reliability of the research instrument through the Cronbach Alpha and it was found to be reliable enough to measure the effects of celebrity endorsement on purchase intention. In addition, descriptive statistics were employed and the findings indicated general agreement of respondents to the provided statements. The chapter also presented correlation analysis to determine association between independent and dependent variables and findings indicated a significant positive association. Moreover, the researcher conducted regression analysis and findings indicated the model fit and that celebrity endorsement predicts purchase intention.

“Discussion is an exchange of knowledge”

CHAPTER 6

DISCUSSION

6.1 Introduction

This chapter presents the findings from the whole study, both theoretical and empirical. An in-depth discussion of the results is provided and decisions provided on whether the hypotheses were accepted or rejected. The chapter also ascertains if the objectives were met or not thus providing answers to the research questions. Limitations of the study are also provided by the researcher and the study concluded. The researcher also provided recommendations for future studies.

6.2 Theoretical Findings

- 6.2.1** The concept of celebrity endorsement dates back to the 17th century
- 6.2.2** Celebrity endorsement was based on traditional means of communication before the emergence of the internet and social media
- 6.2.3** Companies now embark on celebrity endorsement through social media on platforms like Instagram
- 6.2.4** Celebrity endorsement provides a way for companies to differentiate their products and position them firmly in the minds of the consumer.

- 6.2.5** Celebrity endorsement incite recognition and improves the process of recall
- 6.2.6** Celebrities are used in advertisements because people like them and used to advertise on social media because they have a high social presence and are followed by many people
- 6.2.7** Consumers are constantly bombarded with advertisements and are now mostly numb to their effects.
- 6.2.8** Celebrity endorsements generate excitement
- 6.2.9** Celebrity endorsement appeal to well off people especially those concerned with social status as they relate to their lifestyles.
- 6.2.10** Companies assess congruence between celebrity and product, their reputation, attitude, personality, values, general appearance to determine if the celebrity is relevant to the target audience.
- 6.2.11** The chosen celebrity should stand out from the rest just like a brand does.
- 6.2.12** the celebrity's behaviour may prove to be detrimental to the brand therefore companies need to be cautious and do a thorough research
- 6.2.13** There should be evident harmony between the image projected by the celebrities and the product that they endorse
- 6.2.14** Consumers feel more inclined to buy if they perceive that the product has been tried and tested with effective results. It enhances security in purchase.

- 6.2.15** If consumers see the results of the product reflected in the celebrity's personality then they become more attracted to the product and wish to possess it too
- 6.2.16** Fitness of the brand or product with the celebrity's lifestyle is vital. It would not be ideal to use a high profile celebrity on an upcoming brand. This is because the celebrity will outshine the product
- 6.2.17** Attractive celebrities are more likely to attract and convince customer to make a purchase as the feeling of also being attractive is high
- 6.2.18** Celebrity brings meaning to the endorsement. Past interactions and roles played by the celebrity shape his/ her persona and that is how they get meaning from the world
- 6.2.19** The whole endorsement process reveals meanings to consumers and provides the means to achieve them. That is why consumers look up to the celebrities.
- 6.2.20** Female consumers found female celebrities more trustworthy and male consumers found male celebrities more trustworthy
- 6.2.21** Celebrity credibility acts as a stimulus to consumer attitude and leads to purchase intention
- 6.2.22** The source credibility model reflects the extent of the consumer's belief in the endorsement as well as the extent of their belief in the skills and experience of the celebrity

- 6.2.23** Source credibility is affected by some characteristics of the consumer like initial attitude, level of involvement and how authoritarian they are.
- 6.2.24** Those who display negative attitude towards the advertisement will need to be persuaded by a more credible source whilst those whose view is positive will be even be influenced by a source that is not that credible
- 6.2.25** Celebrities should possess enough expertise that is in alignment with their lifestyles and public profiles
- 6.2.26** Aspects of attractiveness that attracted consumers were the fondness, awareness and extent of similarities to them that they saw in the celebrity. If the consumer sees something of him or her in the celebrity then they pay attention to what is being said.
- 6.2.27** Consumers become attached to anything that brings good memories and something that makes them feel a connection or mirrors their self identity
- 6.2.28** Celebrities who are physically attractive positively influence consumers' beliefs and personality traits and lifestyle led are also included in the attractiveness, not just the physical beauty
- 6.2.29** Well liked personalities enhance recollection; improve identification of product and chances of purchase. Familiarity comes through frequent exposure to the celebrity
- 6.2.30** Celebrities are references for consumers and consumers want to adopt the style, attractiveness and glamour that celebrities possess

- 6.2.31** Using celebrities is trendy and results in brand success and the mere presence of a celebrity in an advertisement holds the audience's attention
- 6.2.32** The use of celebrities can be used to transcend geographical boundaries and enter new international or foreign markets. In that way international celebrities overcome the challenge of culture
- 6.2.33** Using celebrities in advertisements can result in interest and attention they should know that that is not a guarantee for changes in attitude towards the product or brand
- 6.2.34** Celebrities can bring negative or undesirable traits and meanings towards the brand and negative information generated as a result of what the celebrity does in their own life can prove to be a liability to the organization
- 6.2.35** Where the celebrity acts as the brand spokesperson, caution has to be maintained to ensure the celebrity does not become the focal point and eclipse the brand.
- 6.2.36** The celebrity can dominate the advertisement (overshadow) to such an extent that all focus is on the celebrity and the consumers are completely absorbed they forget about the product
- 6.2.37** Celebrities can lose their distinctiveness where consumers see them associated with too many brands
- 6.2.38** Engaging celebrities does not come cheap yet there is really no certainty that the campaign will be successful

- 6.2.39** Companies use purchase intention to forecast sales as well as to find out if what they are doing is going to have any effect on the customers
- 6.2.40** Companies need to be aware of what stimulates consumers to make a purchase in order to meet their needs. This information would be useful to managers in coming up with strategies and improving communication
- 6.2.41** Consumers undergo the process of recognizing their need; searching for information; evaluating alternatives; making a purchase decision and ascertain satisfaction with post purchase behaviour.

6.3 Empirical findings

- 6.3.1** The number of males was higher than the number of females and more than three quarters of the respondents were below the age of 27.
- 6.3.2** The respondents agreed that celebrity credibility is an important attribute of celebrity endorsement when considering purchasing and trust is slightly more important to them than expertise
- 6.3.3** Respondents agreed that celebrity attractiveness influences their purchase intention and respect is the most consider attribute under celebrity attractiveness.
- 6.3.4** Respondents agreed that celebrity attractiveness influences their purchase intention and respect is the most consider attribute under celebrity attractiveness.
- 6.3.5** Female celebrities command more attention than male celebrities
- 6.3.6** Respondents were almost neutral on their responses regarding celebrities using the products they endorse in real life

- 6.3.7** Respondents slightly agreed that they lose their trust in the celebrity when he or she endorses multiple brands in a short time and multiple celebrities make an advertisement dynamic
- 6.3.8** The respondents moderately agreed that celebrity endorsement influences their purchase intention and credibility is the most important attribute of celebrity endorsement that motivates them
- 6.3.9** There is a positive, significant association between celebrity credibility and purchase intention which helps the consumers to make decisions regarding purchases.
- 6.3.10** There is a positive significant association between celebrity attractiveness and purchase intention.
- 6.3.11** Celebrity gender has a strong positive association with purchase intention
- 6.3.12** There is a strong positive association between type of celebrity endorsed advertisements and purchase intention
- 6.3.13** There is a strong positive association between type of endorsement; single and multiple and purchase intention
- 6.3.14** The overall responses to purchase celebrity endorsement are significant to purchase intention.
- 6.3.15** Purchase intention can be predicted by celebrity endorsement through celebrity credibility; attractiveness; gender; type of endorsement and nature of endorsement (single or multiple).

6.4 Hypotheses Test results

The regression analysis results supported the entire hypotheses and also supported the correlation analysis results below:

H1: The gender of the celebrity has a positive effect on the purchase intention of consumers

The correlation coefficient between celebrity gender and purchase intention was found to be 0.622 which represents a 62.2% association. This shows a positive and significant association between celebrity gender and purchase intention.

H1 is supported

H2: The credibility of the celebrity has an effect on the purchase intention of the consumer

The correlation analysis according to table showed a significant, moderate association between celebrity credibility and the purchase intention of consumers. This is reflected in the 52.9% in relation to the association

H2 is supported

H3: Attractiveness of the celebrity has a positive effect on the purchase intention of the consumer

The correlation analysis showed a 55.5% association between celebrity attractiveness and purchase intention as reflected in the coefficient of 0.555. this shows that celebrity attractiveness positively affects purchase intention.

H3 is supported

H4: Celebrity endorsed advertisements lead to purchase intention more than non celebrity advertisements

The correlation between the type of celebrity endorsement and purchase intention shows an association of 63.3%. This shows that celebrity endorsed advertisements lead to purchase intention more than non-celebrity endorsed advertisements.

H4 is supported

H5: The nature of endorsement whether Single or multiple endorsements have an effect on the purchase intention of the consumers

The correlation analysis reflected a 60.1% association between the nature of celebrity endorsement whether single or multiple. This shows a positive significant association which lead to purchase intention.

H5 is supported

6.5 Research questions

Main question:

What is the effect of celebrity endorsement on students' purchase intention?

The results of the analysis from the descriptive statistics, correlation and regression analysis all indicate that celebrity endorsement has a positive effect on purchase intention of the Near East University students.

The specific questions focused on finding out the effects of the attributes of celebrity endorsement namely celebrity gender; celebrity credibility; endorsement type (celebrity versus non-celebrity); celebrity attractiveness; single and multiple endorsements on purchase intention.

6.5.1 Effects of celebrity gender on purchase intention

Gender creates an interest in the advertisement and female celebrities grab attention more than the males. However, respondents are more likely to purchase when there is a celebrity of a gender they prefer.

6.5.2 Effects of celebrity credibility on purchase intention

Respondents consider the credibility of the celebrity in the advertisements and it motivates them to make purchases. The celebrity's expertise and projected trustworthiness are especially important in persuading people to purchase.

6.5.3 Effects of use of celebrities instead of ordinary people

Celebrities attract people and draw their attention to the advertisement. However, some people no believe celebrities use products they endorse in real life. It may be necessary to have endorsements backed by the actual use of products to persuade people to make purchases.

6.5.4 Effects of attractiveness on purchase intention

Celebrity attractiveness serves as bait to lure customers to make purchases. Their physical attractiveness, how likeable they are; the respect people have for them according to their profession or achievements among others instil a sense of familiarity. It makes people want to attain that level of attractiveness or prowess too thus leading to purchases.

6.5.5 Effects of single and multiple endorsements

People prefer to make purchases when a single celebrity advertises one brand or product at a time. Similarly, they are also motivated to purchase when advertisements engage multiple celebrities because they bring life to the advertisement and display a camaraderie which instils a sense of security. People develop negative attitudes towards the advertisement when they see a celebrity who endorses many products in a short time. They lose trust in that celebrity.

6.6 Discussion

Following the conducted research, the following discoveries were made and these serve as justification and interpretation of the data obtained from the study. Firstly, male respondents were found to be more than the female respondents as revealed by the 65.5% against the 34.5% of the females. This result may not be an indication of more males on the ground but has more to do with the reception and willingness of males to be part of the study than the females.

The response towards celebrity credibility showed that respondents very much consider the celebrity's credibility in their decision making. The results from the descriptive statistics indicate that the respondents value the celebrity's perceived trustworthiness as shown by the frequency of 3.70 more than they consider the expertise (3.65). Similarly, the results also indicate that there is a positive, significant relationship between the perceived credibility of the celebrity and the purchase intention as shown by the correlation of 52.9%. Celebrity credibility thus contributes positively to purchase intention.

It is evident from the results that the respondents take into consideration the attractiveness of the celebrity in their decision making. The respondents showed that

the respect they have for the celebrity trumps the perceived physical attractiveness as shown by the high mean of respect (3.83) compared to that of physical attractiveness (3.42). This is further supported by the correlation analysis which revealed a positive and significant relationship of 55.5% between celebrity attractiveness and purchase intention. Most respondents agreed that the sense of similarity between them and the celebrity is important and they are motivated to make purchases simply because they like the celebrity.

In terms of gender the study indicated that there is no much difference in the effect of the male and female celebrity on purchase intention. Most respondents agreed that the gender of the celebrity generates an interest in the advertisement. They were both found to be positively related to purchase intention as reflected in the 62.2% and the responses in favour of males motivating purchasing intention are slightly higher at 3.44 compared to 3.42 on the females.. However, the results indicate that female celebrities command more attention than their male counterparts.

Celebrity endorsed advertisements are more popular than those that are not as indicated by the respondents' high favourable response to the notion. This may be because most of the respondents believe that the celebrity endorsed advertisements stir an interest in them and help them to recall the products advertised more promptly. The correlation also seems to support this as indicated by the 63.3% association to purchase intention. The respondents were in agreement that the products endorsed by celebrities are of high quality. They also believe that the match between the celebrity and the product is essential as celebrities transfer meanings to the products. However, the responses towards whether the respondents think the celebrities use the products they endorse in real life produced almost neutral responses. This shows that the respondents are not so sure of the products usage.

The study revealed that respondents are more in favour of multiple endorsements than single endorsements. The respondents believe that the presence of many celebrities in the advertisement makes it more appealing, dynamic, and convincing as well as persuasive. This is reflected in the high frequencies of their responses. The correlation also supports this as indicated by the positive, significant association of 60.1%. However, most respondents agree that when a celebrity endorses more than one product at a time it makes them forget other products or brands. In

addition, it changes their attitudes towards the advertisement. All this implies that the respondents are not in favour of multiple product endorsements. Another implication derived from the results is reflected in the slight agreement to the notion that when a celebrity endorses more products, they lose trust in him or her. This implies that the credibility of the celebrity may not be affected much by multiple product endorsement.

Lastly, the respondents reveal that celebrity endorsement has a positive effect on their purchase intention. Most of the respondents agreed that they are motivated to make a purchase by a celebrity they perceive to be credible. This is reflected in the analysis of variance which was 0.000 and less than 0.005. This shows that celebrity endorsement is statistically and significantly associated with purchase intention. In addition it reflects that purchase intention can be predicted by celebrity endorsement. Moreover, the results of the regression analysis also indicate that celebrity endorsement explains 55.8% of purchase intention.

6.7 Summary

This study investigated the effects of the use of celebrities in advertising on purchase intention. The study revealed that purchase intention is affected by celebrity credibility; celebrity gender; type of endorsement; the single or multiple endorsements and celebrity attractiveness. Basically it revealed the importance of the use of celebrities in advertising. Even though the respondents revealed skepticism when faced with whether the celebrities used the products they endorse in real life; the respondents mostly agreed that the celebrity endorsed advertisements grab their attention and facilitate prompt recall of products. It is therefore imperative that companies consider celebrity endorsement when they are looking for ways of differentiating their products and increasing awareness in consumers.

The results of this study are mostly in line with previous studies and models. For example, this study mostly agreed with McGuire (1985) Source Attractiveness model which gives celebrity attractiveness as one of the important components of celebrity endorsement. However, this study revealed respect as the most influencing attribute of attractiveness having more effect than the physical attractiveness. This is in line with the findings of other scholars like Erdogan (1999). Therefore organizations have to look towards more than just looks when it comes to celebrity endorsement.

They should also aim for celebrities that are well respected and sports personalities are at the forefront when it comes to this.

Celebrity endorsed advertisements showed a great impact on the respondents. Respondents showed that they prefer advertisements with celebrities and they are more likely to be motivated to purchase after being subjected to celebrity-endorsed advertisements than those without. The researcher would like to point out as a contribution to science, that, despite the positive attitude that respondents have towards celebrity endorsed advertisements the results revealed an almost indifferent response to whether the celebrities use products they endorse in real life. This actually reveals a growing awareness in respondents that at the end of the day celebrity endorsements are about business and not everything celebrities do apply in their real life. It is also important to note that respondents are aware that celebrities transfer meanings to products and they consider the match between celebrity and product to be important. This should be taken seriously when evaluating celebrities to be used in advertisements so that the brand will not suffer the consequences of negative meanings.

The study indicated that respondents consider the credibility of the celebrity when looking at advertisements with celebrities. However, contrary to the Ohanian (1990) Source Credibility Model, which indicated that celebrity expertise is the most important attribute of celebrity credibility, this study revealed that celebrity trustworthiness is the most important attribute to the respondents.

Moreover, even though the likelihood of purchase in consideration of the gender of the celebrity proved to have no significant difference between the males and the female celebrities; the study revealed that the female celebrities grab the attention of the respondents more than the males. This seems to be in line with various schools of thoughts in the literature. Since both were positively received, it is safe to assume that whichever gender is selected will be beneficial there is no need to have preference over the other.

Furthermore, the study revealed that multiple celebrity and single celebrity endorsements both positively impact the purchase intention of consumers. However, the results also revealed that respondents are not too happy to see a celebrity endorsing too many brands or product in a short period of time. The respondents revealed that

this affects their recall process and only slightly agreed that it makes them lose credibility in the celebrity and change their attitude towards the advertisement. Multiple celebrity endorsements were found to be dynamic and appealing. It is therefore vital that a company engages many celebrities if it wants to create a dynamic impact and appeal to the masses. However, since there was no significant difference in the purchase intention towards single celebrity and multiple celebrities it is safe to conclude that the respondents only have an issue towards multiple product endorsements.

In conclusion, celebrity endorsements are a powerful advertising tool and marketers should take advantage of them as well as the growing popularity in social media platforms to appeal to wider audiences. They appeal more to the masses and reduce the numbing effect of the numerous advertisements that consumers are subjected to on a daily basis. However, marketers should not overlook the drawbacks associated with celebrity endorsements. They therefore need to really do thorough evaluations of celebrities, keep abreast of developments as well as arm themselves with sufficient information to avoid possible damage to brands and organization's reputation as a result of engaging celebrities. Celebrity endorsements should be embraced because they have a positive effect on the purchase intention of consumers.

6.8 Limitations

Due to time constraints this study was limited to the students at Near East University only. It also used the non probability sampling technique of convenience sampling which does not really allow generalization of results over a whole population. This study was also based on a quantitative approach and hence only employed quantitative methods. Future studies can be conducted taking these limitations into consideration.

6.9 Recommendations for future studies

Due to time constraints this study was limited to the students at Near East University only. The researcher recommends further studies to focus on a wider population and specifically the baby boomer generation. In addition, the researcher recommends future studies from the organization's perspective to assess effects on the actual sales of a particular organization as a result of celebrity endorsement. Further

studies can also be done considering the role of culture in celebrity endorsement by focusing on culturally different societies. Moreover, future studies can conduct a study using a mixed approach or a qualitative one rather than only a quantitative one and make use of interviews and focus groups so that they can get deeper insight in the concept of celebrity endorsement. Lastly, studies can be conducted focusing on the negative effects or drawbacks of celebrity endorsements and how to overcome them.

6.10 Conclusion

This chapter concluded the whole study. It highlighted the main theoretical findings derived from previous studies as well as the empirical findings derived from the researcher's own study. The researcher went on to make decisions concerning whether the hypotheses were accepted or rejected based on the previous findings. All prior hypotheses were supported by the results and findings of the analysis of the study. The researcher also answered the research questions of the study and it was determined that celebrity endorsement have a positive impact on the purchase intention of the students. An in-depth discussion of the findings of the study ensued whereupon the researcher provided new insights, similarities and contradictions in the existing theories of celebrity endorsement. Moreover, the researcher acknowledged limitations that were out of her control in the conduction of the study and recommended some further studies that could overcome these limitations. Lastly, the researcher concluded that celebrity endorsements have a positive impact on purchase intention and firms should utilize them to deliver their messages to a larger audience but also taking note of the drawbacks that they may encounter and taking measures to mitigate them.

REFERENCES

- Ahmed, R. R, Sumeet Kumar Seedani, S. K., Ahuja, M. K. and Paryani, S. K., (2015), “Impact of Celebrity endorsement on Consumer Buying Behavior”, Journal of Marketing and Consumer Research, 16, 12-22.
- Anosh M, Hamad N (2015) Client Sensitivity about Celebrity Endorsement: A Study of FMCG Trademarks. Int J Econ and Manage Sci 4:238. doi:10.4172/2162-6359.1000238
- Apeyoje, A. (2013). Influence of celebrity endorsement of advertisement on students’ purchase intention, Mass Communication and Journalism, 3 (3), 3-10
- Babu, M. Naresh & Latha, K. Lavanya. (2014). The Impact of Celebrity Endorsement on Purchase Decision of Telecom Users-A Case of Engineering Students. Global Journal of Advanced Research. Vol 1, Issue 2
- Boyd, T.C. and M.D. Shank. (2004), “Athletes as Product Endorsers: The Effect Of Gender And Product Relatedness”. Sports Marketing Quarterly 13(2):82-93.
- Bozan Ömer and Martin Johansson (2017) How does celebrity endorsement affect
- Carvalho, A. (2012) The effects of celebrity endorsement on consumers purchasing intentions, Masters Dissertation, ISCTE Business School
- Charbonneau, J., & Garland, R. (2006). The use of celebrity athletes as endorsers: Views of the New Zealand general public. International Journal of Sports Marketing and Sponsorship, 7(4), 31-38
- Consumer Purchase Intent” MSc in Marketing thesis/ dissertation National College of Ireland
- consumers' perception on brand image and purchase intention? BSc Business Administration dissertation, Luleå University of Technology

- Desire Eli Zafoe (2013) Analyzing the effectiveness of celebrity endorsement on consumer buying behaviour in the telecommunications industry in Ghana Management Information Systems dissertation. Ashesi University College
- Dzisah, W. E., & Ocloo, C. E. (2013). Celebrity Endorsement and Consumer Buying Behaviour: Enhancing the Marketing in the Central Business Area of Wimbauer, C. (2005)Accra, Ghana. *European Journal of Business Management*, 5(25), 197-208.
- Erdogan, B.Z. (1999), Celebrity endorsement: a literature review, *Journal of Marketing Management*, 15 (4), 291-314
- Ergin, E. A., & Akbay, H. O. (2008). The Effects of Single vs. Multiple Celebrity Endorsements Towards Consumers' Purchase Intentions. Retrieved from marketingtrendscongress.com
- Ertugan, Ahmet. (2017). Using statistical reasoning techniques to describe the relationship between Facebook advertising effectiveness and benefits gained. *Procedia Computer Science*. 120. 132-139. 10.1016/j.procs.2017.11.220.
- Esangbedo Reginald , (2011) The impact of celebrity endorsement on the buying behaviour of Rowan University students age 18-24
- Esangbedo, R. (2012). The Impact of Celebrity Endorsements on the Buying Behavior of Rowan University Students Age 18-24 (Doctoral dissertation).
- Freiden, J.B. (1984). Advertising spokesperson effects: An examination of endorser type and gender on two audiences. *Journal of Advertising Research*, 5, 33.
- Friedman, H. and Friedman, L. (1979), “Endorser Effectiveness by Product Type”, *Journal of Advertising Research*, 19(5), 63-71
- Friedman, H. and Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*, 19(5), 63-71
- Gupta, Ruchi, Kishore, Nawal and Verma. (2017) Construction and validation of a five dimensional celebrity endorsement scale: Introducing the PATER model. *British Journal of Marketing Studies* Vol.5, No.4, pp.15-35

- Gupta, Ruchi, Kishore, Nawal and Verma. 2015. "Impact Of Celebrity Endorsements On Consumers Purchase Intention: A Study Of Indian Consumers". Australian Journal of Business and Management Research. Vol. 05 No. 03.
- Hassan, SR.,Jamil,RA.,2014. Influence of Celebrity Endorsement on Consumer Purchase Intention for Existing Products: A Comparative Study. Journal of Management Info 4(1), 1-23 (2014)
- Hsu, C.K. and McDonald, D. (2002), "An Examination on Multiple Celebrity Endorsers in Advertising", Journal Of Product & Brand Management, Vol. 1(1), 19-29.
- Ilicic, J., & Webster, C. (2015). Consumer values of corporate and celebrity brand associations. Qualitative Market Research: An International Journal, 18(2), 164-187.
- Jadhav, M. S., & Walvekar, D. S. (2017). An Analysis of Celebrity Endorsement and Car Preferences in Pune Region. SSRG International Journal of Economics and Management Studies, 4 (5), 25-30.
- James Mangan (2013) "A Quantitative Study of the Effect of Celebrity Endorsers on
- Kamins, M. A. (1990). "An investigation into the" match-up" hypothesis in celebrity advertising: When beauty may be only skin deep." *Journal of Advertising*: 4-13.
- Karasiewicz, G. & Kowalczyk, M. (2015). Effect of Celebrity Endorsement in Advertising Activities by Product Type. *International Journal of Management and Economics*, 44(1), pp. 74-91
- Khan Shaista Kamal, Aroobah Rukhsar, Maria Shoaib (2016) Influence of Celebrity Endorsement on Consumer Purchase Intention. Jinnah university for women Vol. 18, Issue 1. PP 06-09 (2016)
- Khan, A. (2016). Impact of celebrity endorsement on consumer purchase decision. Imperical Journal of Interdisciplinary Research. Rizwan Raheem Ahmed, Impact of Celebrity Endorsement on Consumer Buying Behavior Article in SSRN Electronic Journal
- Kothari, C.R. (2004) Research Methodology Methods and Techniques. 2nd Edition, New Age International Publishers, New Delhi.
- Kotler, Philip, Gary Armstrong, and Margaret H. Cunningham.(2005) Principles of Marketing. Toronto: Pearson Prentice Hall
- Kotler P and Armstrong G (2015) Marketing: An Introduction, 12th edition, ISBN 978-0-13-345127-6Pearson Education

- Kumar, R. (2011) *Research Methodology: A Step-by-Step Guide for Beginners*. 3rd Edition. Sage, New Delhi
- Lafferty, B.A., Goldsmith, R.E. and Newell, S.J. (2002). The Dual Credibility Model: The Influence of Corporate and Endorser Credibility on Attitudes and Purchase Intention. *Journal of Marketing Theory & Practice*, 10(3), 1-12.
- Ligi Jolly, (2014) “Impact of celebrity advertising in the buying behaviour of the college students in kottayam district, Kerala”, *International of research in management and technology*, Vol.3, Issue.6 pp.6-11.
- Malhotra Naresh K. Publisher, Pearson Education (2010)*Marketing Research: An Applied Orientation* 6th edition Georgia Institute of Technology
- Malik, H. M. and Qureshi, M. M. (2016), “The Impact of Celebrity Endorsement on Consumer Buying Behavior”, *Journal of Marketing and Consumer Research*, 26, 112-127
- McCracken, G. (1989), Who Is the Celebrity Endorser?: Cultural Foundations of the Endorsement Process, *Journal of Consumer Research*, 16 (3), 310-321
- McGuire, W. J. (1985). The nature of attitudes and attitude change. *Handbook of Social Psychology*. Vol. 3, (2nd ed.). In G. Lindzey & Aronson, E. (Eds.). MA: Addison Wesley, 136-314.
- Miciak, A. R., & Shanklin, W. L. (1994). Choosing celebrity endorsers. *Marketing Management*, 3(3), 50-59.
- Mirabi, V. R. & Goohari, B. 2015. Investigating the effectiveness of the marketing mix factors on sale growth (Case study: trading companies of Ilam). *Visi Jurnal Akademik*, 2015(6):83-88
- Morwitz V. (2012) Consumers’ Purchase Intentions and their Behavior, *Foundations and Trends R in Marketing*, vol 7, no 3, pp 181–230
- Mowen John C. and Stephen W. Brown (1981) , "On Explaining and Predicting the Effectiveness of Celebrity Endorsers", in *NA - Advances in Consumer Research Volume 08*, eds. Kent B. Monroe, Ann Arbor, MI : Association for Consumer Research, Pages: 437-441
- Nam-Hyum Um (2008), “Exploring the Effects of Single vs. Multiple Products and multiple Celebrity Endorsements”, *Journal of Management and Social Sciences*, Vol.4, No.2, pp.104-114.

- Nyarko, Israel & Asimah, Vincent & Agbemava, Edinam & Kafui Tsetse, Ernest. (2015). The influence of celebrity endorsement on the buying behaviour of the Ghanaian youth: A study of fan milk Ghana ads. 3. 83-98.
- Ohanian R. (1990), "Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness", *Journal of Advertising*, Vol. 19, No. 3
- Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of advertising Research*, 31(1), 46-52
- Petty. Richard E., Cacioppo, John T., and Goldman. Rachel (1981), "Personal Involvement as a Determinant of Argument-Based Persuasion," *Journal of Personality and Social Psychology*, 41, November, pp.847-855.
- Phang. Grace, De Run Ernest Cyril (2007). "Celebrity endorser and respondents gender: Its impact on company, behavioral and attitudinal variables", *Journal of Humanities*, Vol. 10, 38-55
- Pughazhendi, A., & Ravindran, D. S. (2012). A study on the influence of using celebrity endorsements on consumer buying behaviour in Tamil Nadu, India. *Journal of Research in International Business Management*, 2(4), 89-96.
- Rachita J, Nirmal BK, Priya PK (2013) Exploring the Impact of Single Celebrity vs Multiple Celebrity Endorsement on Consumer's Brand Choice Behavior. *International Journal of Marketing & Business Communication* 2: 1-9.
- Rana, N. A, Tuba A. (2015) Communication Through Advertisement Exploiting Celebrity Impact on the Customers' Purchase Intentions: A Survey Research in Karachi Pakistan. *Pacific Business Review International* 8(3)
- Reeves A, Robert & Thwaites, Des & Lowe, Ben & Monkhouse, Lien & Barnes, Bradley. (2012). The Impact of Negative Publicity on Celebrity Ad Endorsements. *Psychology and Marketing*. 29. . 10.1002/mar.20552.
- Rice, Dan & Kelting, Katie & J. Lutz, Richard. (2012). Multiple endorsers and multiple endorsements: The influence of message repetition, source congruence and involvement on brand attitudes. *Journal of Consumer Psychology - J CONSUM PSYCHOL*. 22. . 10.1016/j.jcps.2011.06.002.

- Sabunwala, Z. (2013, November). Impact of celebrity brand endorsements on brand image and product purchases: A study of Pune region of India. *International Journal of Research in Business Management*, 1(6), 37-42.
- Sallam Methaq Ahmed and Abdelfattah Allaoui (2017). Endoser credibility effects on Algerian consumers' attitudes towards advertising and purchase intention: The moderating role of attitude towards brand. *International Journal of Economics, Commerce and Management*
- Samat, Muhammad Faizal, Ramlee, Nur Atiqah Zakiyyah, Abu Bakar, Hatinah, Annual Norazlan, and Mohd Rasid, Mohd Faizol Rizal (2016). "Endorser Credibility and its Influence on The Purchase Intention of Social Networking Sites Consumer: A Mediating Role of Attitudes Toward SNS Advertising". *International Journal of Management and Applied Science*. Vol 2 Issue 12.
- Sawatari, Y. (2005), "The Impact of the Gender of Celebrity Athlete Endorser on Consumers of Athletic Shoes", Florida State University.
- Sheth Bhagyashree H., and Dr. Sandip Solanki, "What is more effective? Single celebritu versus multiple celebrity: A study on relative effectiveness of both type of print advertisements on consumers' perception" *International Journal of Research – Granthaalayah*, Vol. 3, No. 9(2015): 23-35.
- Shukre A and Dugar N, "Effect of celebrity endorsements on consumers' decision-making processes: A study of television advertisements for selected FMCG products," *International Journal of 360* Management Review*, vol. 1, issue 1, pp. 1-17, 2013
- Strong, E.K. (1925). "Theories of Selling" *Journal of Applied Psychology*, 9, 75 -86. Heinz M. Goldman, *How to Win Customers*, Pan Books, London, 1958. Wijaya, Bambang Sukma (2012). "The Development of Hierarchy of Effects Model in Advertising", *International Research Journal of Business Studies*, 5, 1, 73-85
- Tamizhjyothi K, Rajakumar S.(2011). Profession as a Predictor of the Effectiveness of Multiple Celebrity Endorsement – An Empirical Study in the Indian Context. *Economic Sciences Series; LXIII*:27-36
- Tom, Gail, Rebecca Clark, Laura Elmer, Edward Grech, Joseph Masetti, Jr., and Harmona Sandhar (1992), "The Use of Created versus Celebrity Spokespersons in Advertisements," *Journal of Consumer Marketing*, 9 (4), 45-51.

- Van der Waldd, D., Van Loggerenberg, M., Wehmeyer, L. (2009), Celebrity Endorsements versus Created Spokespersons in Advertising: A Survey among Students. SAJEMS, 12(1), 110-114.
- Yoon, K., Kim, C. H., & Kim, M. S. (1998). A cross-cultural comparison of the effects of source credibility on attitudes and behavioral intentions. Mass Communication & Society, 1(3/4), 153-173.
- Younus Sohail, Faiza Rasheed & Anas Zia (2015). Identifying the Factors Affecting Customer Purchase Intention. Global Journal of Management and Business Research Volume XV Issue II Version I
- Zipporah Mwendwa, Mildred & K. Mberia, Hellen. (2014). The Effects OF Celebrity Endorsement in Advertisements. International Journal of Academic Research in Economics and Management Sciences. 3. . 10.6007/IJAREMS/v3-i5/1250.

Internet sources

- <http://www.thedrum.com/news/2012/11/20/expensive-mistakes-when-celebrity-endorsement-deals-go-wrong> accessed 9.11.17 1245hrs Gillian West
- https://www.buzzfeed.com/katienotopoulos/ftc-cracks-down-harder-on-celebrity-instagram-ads?utm_term=.dpoJBPG20#.swzmNRYa7 9.11.17
- <https://www.forbes.com/sites/legalentertainment/2017/05/11/celebrities-under-fire-for-keeping-social-media-endorsement-pay-under-wraps/#27d5c63e2c75> accessed 9.11.17 1308hrs
- <https://www.therichest.com/expensive-lifestyle/entertainment/10-most-humiliating-celebrity-endorsement-flops/> accesses 9.11.17 1109hrs
- Emery (2017) <https://www.snopes.com/2017/05/26/skin-care-free-trial/> accessed 8.11.17
- Sokolovska (2016) <https://www.guided-selling.org/impact-of-celebrity-endorsement-on-consumer-buying-behavior/>

Uzzy (2014) <https://brandcircle.wordpress.com/category/celebrity-branding/>

Near East University

Institute of Social Sciences

MBA

November, 2017.

The effect of celebrity endorsement on purchase intention

Dear participant,

Thank you for your motivation to participate in my research. The questionnaire below is designed as part of my Master's in Business Administration (MBA) thesis study that focuses on determining the effects of celebrity endorsement on purchase intention. Your contribution will be treated with the utmost confidentiality and used for academic purposes only. Your kind assistance is greatly appreciated.

Please read the questions carefully and give your honest opinion.

Yours faithfully,

Privilege Mupindu

Celebrity – a famous person

Celebrity endorsement- marketing strategy of using a well known person to promote company products or brands

Do you use any social networking site? Yes ☐ No ☐

Are you a student at the Near East University Yes ☐ No ☐

If you have marked any of the above questions as no, then please discontinue with the rest of this questionnaire.

Section I Personal details

Tick as you see appropriate (✓)

1. Your Gender

Male ☐ Female ☐

2. Your age group

18-20 ☐ 21-23 ☐ 24-27 ☐ 28+ ☐

Section II

Please tick (✓) as you see appropriate

Strongly disagree	disagree	neutral	agree	Strongly agree
1	2	3	4	5

Celebrity credibility

3	I consider the expertise of the celebrity as an attribute that can influence my purchase decision
4	I consider the trustworthiness of the celebrity as an attribute that can influence my purchase decision

1	2	3	4	5

Celebrity attractiveness

5	I think the sense of similarity between me and the celebrity endorser can influence my purchase decision for a certain product or service
6	When I like a celebrity it influences my purchase decision for a certain product or service
7	I am willing to make a purchase if I perceive the celebrity to be physically attractive
8	I am willing to make a purchase if I perceive the celebrity to be sexy
9	I am willing to make a purchase if I highly respect the celebrity

1	2	3	4	5

Celebrity gender

10	The gender of the celebrity creates an interest in the advertisement
11	If a female celebrity is used I pay more attention to the advertisement
12	If a male celebrity is used I pay more attention to the advertisement
13	I am more likely to make a purchase if a female celebrity is used
14	I am more likely to make a purchase if a male celebrity is used

1	2	3	4	5

Celebrity versus non-celebrity

15	Advertisements with celebrities are more popular than those without celebrities
16	The presence of celebrities in advertisements help me recognize and recall the product more promptly
17	Advertisements with celebrities grab my attention more than those without

1	2	3	4	5

18	I believe products advertised by celebrities are of good quality
19	I think celebrities use products they endorse in real life
20	I think the match between the celebrity and the product can be an important attribute in influencing my purchase decision for a certain product or service
21	I think celebrities can provide or transfer meaning to the product and influence my purchase intentions based on celebrity's roles, age, gender and lifestyle
22	I am more likely to buy a product or brand endorsed by a celebrity than one that is not

Single versus multiple endorsement

23	The presence of more than one celebrity in an advertisement makes it more persuasive
24	The presence of more than one celebrity makes it more convincing
25	More than one celebrity in one advertisement makes it more appealing
26	More than one celebrity in a one advertisement makes it more dynamic
27	My opinion about a celebrity changes when they endorse more than one product or brand
28	When a single celebrity endorses more than one brand I can't remember all the endorsed brands
29	My level of trust in the celebrity changes because they endorse more than one brand in a short time
30	My opinion about an advertisement changes when I see the same celebrity endorsing many different products

1	2	3	4	5

Purchase intention

31	I am more likely to purchase products or services that have been endorsed by celebrities I find credible
32	I am more likely to purchase products or services that have been endorsed by celebrities I find attractive
33	I am happy with purchasing products or services advertised by celebrities with gender of my choice
34	I am more likely to purchase products and services endorsed by celebrities than non-celebrities
35	I am more likely to purchase if one celebrity is used to endorse a product or service
36	I am more likely to purchase if more than one celebrity is used to endorse a product or service

1	2	3	4	5

THANK YOU!