ABSTRACT

This study has been undertaken with the prime objective to test the role of endorser credibility and brand equity in influencing repurchase intention of consumers of Elle18 cosmetics products in Shillong, India. In this study there is one dependent variable (Repurchase Intention) and two independent variables (Endorser Credibility and Brand Equity). The researcher aims to find which one of the two selected independent variables (brand equity or endorser credibility) of the study plays more important role in influencing consumers repurchase intention. For conducting this study endorser credibility has been divided into three factors which are attractiveness, trustworthiness and expertise based on tri-component celebrity endorsement credibility scale which was developed by Ohanian (1990). For brand equity the researcher has adopted the concept of consumer-based brand equity as per which brand equity consists of four dimensions which are brand awareness, brand loyalty, brand association and perceived quality (Yoo and Donthu, 2001).

The data for conducting this study were collected through a questionnaire survey of 420 respondents in four selected colleges in Shillong, Meghalaya, India, in April 2015. The respondents were selected as target population based on one screening question. In this study the entire data are analyzed through SPSS and Multiple Linear Regression Test is utilized to test the relationship between each variable.

The researcher found that brand equity to have stronger positive and significant influence on repurchase intention when compared to endorser credibility. In terms of brand equity dimensions, brand awareness was found to have the strongest influence on repurchase intention (.715), followed by brand association (.709), perceived quality (.550) and brand loyalty (.310). On the other hand, endorser credibility was discovered to have low positive and significant influence on repurchase intention. In terms of endorser credibility dimensions, attractiveness was found to have high positive influence on repurchase intention (.642), followed by expertise (.397) and trustworthiness (.233) respectively.

From the findings the researcher concludes that it is very essential for the companies to focus more on their product attributes and brand equity dimensions in order to influence the repurchase intention of their consumers rather than relying entirely on celebrity endorsements.