A Study on the Effect of Celebrity Endorsement and Brand Equity Towards Repurchase Intention Among Student Consumers of Elle 18 Cosmetic Brand in Shillong, India

Mr. Longbir Augustine Kether

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration in Marketing
Graduate School of Business
Assumption University
Academic Year 2015
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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.
ACKNOWLEDGEMENTS

This research would not have been completed without the inspiration, instructions and guidance of many people who were part of my support system and as the old saying goes, there is no “I” in team, and that is true when writing a dissertation.

First and foremost, I would like to thank the Almighty for always being there and saying “yes” to this great move!

Secondly, I would like to thank my research advisor assistant professor Dr. Sirion Chaipoopirutana without whom this study would not have been possible. She is the sole reason I decided to go for thesis writing and I truly appreciate her assistance. Her constant words of encouragement and humility coupled with her genuine mentality to help brought renewed faith in me and my research topic. She always listened to my issues and pushed me to think again or write more which only made my work stronger. I would genuinely like to thank her for listening to my problems and understanding me.

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Longbir Augustine Kathar
Bangkok, 11 April, 2015
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CHAPTER 1

GENERALITIES OF THE STUDY

1.1 Introduction of the Study

Globalization, heavy competition and the cost of creating and educating a new customer base are tremendously increasing day after day, so business firms have started concentrating on adopting defensive strategies in order to retain their existing customer base and continue to remain in the market. Creating consumers’ intention to repurchase is one of the prime defensive strategies in marketing which focuses on convincing the existing consumers to buy their products over and over again, rather than primarily concentrating on the offensive marketing strategies which focuses on acquiring new customers and increasing market share. There are several tools which can be applied effectively in order to influence consumers to perform a repurchase action. In other words, by following this key to a defensive strategy, it is important to understand the significance of factor influence or determinants of repurchase intentions. Therefore, in this study, the researcher has opted for two of the most essential factors which play a vital role in influencing consumers’ repurchase intention, which are celebrity endorsements and brand equity.

India is a country flooded with a variety of brands such as local, regional or global. Due to such a scenario, the companies find it difficult to distinguish their brands from competitors’ brand in the market. Gone are the days where survival was possible purely on the basis of intrinsic product attributes. Even if advertising is a powerful tool of marketing for creating awareness and promoting the products, it may not directly influence the consumers’ repurchase intention until and unless there are some x-factors attached to it. Therefore, in order to make advertisements more effective, attractive and influential, companies sign up with celebrities to endorse their brands. This is because Indian consumers are so much excited about celebrities and their love for celebrities has become a legend. It is for this reason that celebrity endorsement is gaining immense popularity, and Indian consumers are becoming a celebrity-obsessed society.

Advertisers believe that celebrities can sell almost all products, be it a dishwashing liquid or a piece of very expensive jewelry. In western countries, 25% of the total
advertisements are endorsed by celebrities while in India it is much higher where over 60% of the total advertisements are broadcasted using celebrity factor (Shimp, 2000). Top celebrities in India have over 25 endorsements under their belt. Hence, endorsements of celebrity automatically become a relevant area of research in India. One of the very common and key streams of study in the field of endorsements of celebrity is the dimension of source credibility which primarily targets the different characteristics of a celebrity source. This tri-component of celebrity endorsement credibility scale was developed by Ohanian (1990) and has been well cited in the celebrity endorsement literature. According to Ohanian (1990), the credibility of a celebrity depends upon various attributes such as attractiveness, expertise and trustworthiness. When a celebrity becomes an expert, capable of generating trust and attracting consumers then he/she will definitely leave a long lasting effect in the minds of consumers and their purchasing decision will definitely be influenced.

This study is based on the source credibility scale of Ohanian with an objective of finding out the degree to which consumers are being affected by celebrities in influencing their intention of repurchasing a commodity. Any beauty or cosmetic brand nowadays has a renowned, good-looking and attractive celebrity associated with it who serves as a brand ambassador because celebrities are considered to be influential figures in the society capable of drawing the attention of consumers and dominating the media. The celebrity who has been selected in carrying out this study is Ms. Anuska Sharma, who has been endorsing the brand Elle18 in India ever since the company has made its first appearance into the market.

Celebrity Endorser (Anuska Sharma)

Anuska Sharma is a young Indian model and a Bollywood actress. She made her debut in modeling career for Wendell Rodricks's Les Vamps Show at the Lakme Fashion Week and was selected as Rodricks's finale model during the Spring Summer '07 Collection. Her first acting debut was Rab Ne Bana Di Jodi (2008) where she acted opposite Shahrukh Khan which was a huge achievement and her performance was well appreciated (http://mimdb.com/name/nm3087728/bio, accessed on 7/02/2015).

Presently, she is a well-known ambassador in the country and one of the highly paid film celebrities in Bollywood. Her fame rose even more after the success of the movie “PK” which made the highest Box Office earning of all times. According to 2013 Forbes Indicine analysis, Anuska earns an annual income of INR Rs. 210 million from her endorsement contracts (http://www.indicine.com/movies/bollywood/highest-earning-stars-in-bollywood/,
accessed on 5/01/2015). Anuska has always been associated with well-known and popular brands such as Whisper, Silk & Shine, Fiat Palio, Pepsico and Nathella Jewelry.

**Figure 1.1** Celebrity Endorser for Elle18, India (Ms. Anushka Sharma)

![Image of Anushka Sharma endorsing Elle18](http://www.itimes.com/people/anushka-sharma), accessed on 07/02/2015

**Elle 18**

Elle18, one of the leading cosmetics brands which provides a wide array of exciting and funky range of color cosmetics products has been specially designed for trendy young girls. It is the sister brand of Lakme cosmetic owned by Hindustan Unilever Limited, launched in 1998 to create a new segment of consumers targeting first-time cosmetic users and especially for the young college students. Elle18 was re-launched in November 2010 with funky, trendy cosmetics for eyes, lips and nails. The main products of Elle18 are black out line, color burst lipsticks, Elle 18, Elle 18 color bomb, Elle 18 makeup, Elle 18 cosmetics, eye sparkles, kajal, Lakme, lip smoothie lip gloss, nail pops, etc. It is a brand which is known for its trendy and affordable beauty products. Elle 18 range consists of various extremely affordable makeup products which are a must have in any girl’s vanity. These are very much
contemporary and stylish and it comes in bright colors. This makes it a big hit especially with the young college girls since it is extremely funky and bold.

Elle 18, the sister brand of Lakme, which is the queen of beauty of cosmetic products in India, is well recognized regionally for its ethical business practices, corporate social responsibility and sustainable business development. It is considered to be one of the most sustainable business corporations among the 100 other corporations globally.

**Figure 1.2 Elle18 products**

![Elle18 products](http://makeupandbeauty.com/eye-make-up-ethnic-wear-golden-theme/, accessed on 07/02/2015)

Elle18 has been present in India for over 16 years now, and it has become one of the fastest growing subsidiaries in the youth platform. Ever since the company has signed up with her for promoting its brand, Anushka Sharma is the name that has been affixed to Elle18

**Elle 18 and Anuska Sharma**

Anushka Sharma was announced as the new brand ambassadress for Elle 18 on 14 February 2013 for promoting its new range of lip and nail colours, Color Bombs. Since then, she has been dedicately endorsing the brand. She represents the face of youth to the entire nation. Speaking about her appointment in an official statement, Anushka stated, “With great looks comes great confidence and that is what Elle 18 helps you achieve. The brand is all about fun, fashion and youth and probably one of the first brands to be included in a girl’s make-up kit. I am very excited to be associated with Elle 18 as it reflects my style mantra – Live life to the fullest. Live the rush!”
Figure 1.3 Elle18 and Anushka Sharma

Source: http://www.actfas.com/Galleries.jsp?sectionid=3&galleryid=40&id=0, accessed on 07/02/2015

Figure 1.4: Elle18 and Anushka Sharma

Source: http://makeupandbeauty.com/eye-makeup-ethnic-wear-golden-theme/, accessed on 07/02/2015
Indian Cosmetic Industry

India has owned a historical glowing inheritance of cosmetics and beauty from time immemorial, and due to its booming economy, it is becoming one of the largest cosmetics consuming countries in the world. The cosmetic industry of India has come into the limelight since 1991 due to the crowning of many Indian women such as Aishwarya Rai, Diana Hayden, Sushmita Sen, Yukta Mookhey, Priyanka Chopra and Lara Dutta as the most beautiful faces of the world. These women brought with them the trend of beauty, and every Indian girl is aspiring to become a beauty icon. Since then, the demand for beautifying substances has risen day by day, and India has been flooded with national and international cosmetic brands. Apart from the development of satellite television, constantly increasing television channels and increasing internet surfing have all positively contributed in updating Indian consumers about the latest cosmetic products in the market. Additionally, the ever popular Indian glamour and film industry are injecting growth in the cosmetic industry by making Indians realize the importance of beautiful and attractive looks.

The Indian cosmetic industry has always remained one of the most unique sectors holding immense potential growth in spite of the global economic recession. Presently, the cosmetic industry in India is growing at the rate of 20% annually, and it is expected to witness a remarkable growth rate in the near future (http://www.cosmotechexpoindia.com/india-cosmetic-market.html, accessed on 07/02/2015). This is due to the increase in purchasing power, growth in fashion consciousness and rise of beauty concerns to both men and women in India.
### Table 1.1: Top leading Cosmetic Companies in India

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**Source:** [http://www.fashionlady.in/top-10-makeup-brands-in-india-that-are-dominating](http://www.fashionlady.in/top-10-makeup-brands-in-india-that-are-dominating), accessed on 7/02/2015

According to various advertising agencies, celebrities possess the ability of leading the consumers up to retail outlets/stores to repurchase the brand they are endorsing. But, until when will it be? This is one of the first questions faced by many marketing managers while evaluating the marketing performance of their company prior to the next question that strikes in their mind. Are there any other factors that are equally capable of influencing the repurchase decision of consumers in a much economical and genuine way rather than only relying on celebrity endorsers? That is when the very concept of brand equity comes into picture as a solution. In today’s world with a never ever ending competitive business scenario, the concept of brand equity plays a vital role for the marketers. It has turned into a source of strategic intelligence and most valuable assets of business organization. Accomplishing high brand equity levels helps to create positive image in the eyes of consumers and affects the performance of brand in various directions such as repurchase intention, consumer preferences, profit margin, and consumer’s willingness to pay premium prices, market share and brand extension possibilities. Therefore, the major purpose of brand equity is for measuring the total value of a brand; hence, that is the reason why a lot of practitioners examine the concept of brand equity.
Brand equity has been referred to as one of the most important values which a brand develops through consumers, producers, wholesalers and retailers of the brand (Baldinger, 1990; Aaker, 1991; Keller, 1993). Moreover, brand equity is determined through the overall perception of the brand in the minds of consumers which can be further influenced by many other factors. Aaker (1991) has explained the contributing factors which lead to the formation of brand equity asset for a business organization. These factors are the dimensions of brand equity and have broadly been classified into four categories such as brand awareness, perceived quality, brand loyalty, and brand association. Aaker (1991) mentioned that these factors provide as a platform for business firms to compete better and expand their earnings through increasing their market share. Together, these dimensions of brand equity are also known as consumer-based brand equity (Yoo and Donthu, 2001). This concept of brand equity has been applied in conducting this study. Brand equity is defined as the extent to which a consumer may relate and associate him/her with a brand in terms of its quality and thereby being aware, loyal and associated with the brand (Pappu et al., 2006).

Brand loyalty is also a prime component of brand equity and has a significant influence on repurchase intention. It is a defensive strategy which focuses on reducing customer exit, barriers to brand switching and product to satisfy the consumers by fulfilling their needs and wants. According to Dick and Basu (1994), brand loyalty has two different concepts: (1) loyalty based on inertia, consumer become habitual of any product; and (2) true brand loyalty, in which a consumer repeats purchasing behavior as intentionally to continue buying the same brand, and this shows the high level of satisfaction of consumer towards that brand. Therefore, building brand loyalty yields in generating consumers to repurchase the same brand over and over again. Greater loyalty levels lead to less marketing expenditure because the brand loyal customers promote the brand positively. According to Rosenberg et al. (1984), company will have to bear 6% more cost to attract new customer rather than satisfying an existing customer. According to Kandampully (1998), if a firm has the ability to create and maintain a large group of his loyal customers over a longer time period, that firm will be able to attain a good position in the market.

Many studies have been carried out to date to discover the relationship between brand equity and endorser credibility and to examine their role in developing consumer-based brand equity and influencing brand credibility. Apart from these studies, identification of the role of brand equity and endorser credibility in influencing repurchase intention of consumers has
also been undertaken separately. However, mostly endorser credibility has been studied as a moderating variable. This study aims to combine brand equity and endorser credibility as independent variables and to study their contributing effects in influencing repurchase intention of consumers. To accomplish this study, brand equity of Elle 18 products and endorser credibility of Ms. Anuska Sharma will be examined in Shillong City, Meghalaya, India.

1.2 Objectives of the Study

The prime objective in this study is to examine the role of endorser credibility and brand equity in influencing repurchase intention of consumers of Elle 18 cosmetics products in Shillong, India.

Specifically, this study aims:

- To explore the relationship between endorser credibility and repurchase intention;
- To find out which is the most crucial factor of endorser credibility among attractiveness, trustworthiness and expertise in influencing repurchase intention;
- To identify the relationship between brand equity and repurchase intention;
- To investigate which dimension of consumer-based of brand equity among brand awareness, brand loyalty, brand association or perceived quality has the most significant affect on repurchase intention; and
- To examine which one of the two selected variables of the study which are endorser credibility and brand equity plays a more important role in influencing consumers repurchase decision.

1.3 Statement of the Problem

In this age when many things change almost every moment, an existing trend fades away while a new trend walks in. Same is the case with beauty trends, and when we talk about beauty trends, there has been a drastic change over the last 10 years. While some products brought a great revolution, some just faded away in a span of time, while some products are still maintaining for their survival in the market. According to advertisers, one of the most important survival strategies for cosmetic companies is hiring celebrities as
endorsers; thus, we see that every cosmetic product nowadays has a well-known, attractive and good looking celebrity associated with it who serves as their brand ambassador.

Elle 18, one of the leading cosmetic brands, has adopted this strategy of hiring celebrities as endorsers for promoting its products and it is doing marvels for the company. Furthermore, the company has survived for over a decade due to several other factors such as consumers’ loyalty, consumers’ awareness, brand’s excellent quality and consumers’ association with the brand. To sum up, all these factors are blended under a single term which is known as brand equity. Brand equity is not only essential for Elle18 but also, it has become one of the most valuable assets for all business firms.

The most important problem of this study is to find out which of the two selected independent variables (brand equity or endorser credibility) plays the most vital role in influencing consumers’ repurchase intention. In order to conduct this study, endorser credibility is divided into three factors which are attractiveness, expertise and trustworthiness based on the tri-component celebrity endorsement credibility scale which was developed by Ohanian, 1990. For brand equity, the researcher has applied the consumer-based concept of brand equity, according to which, brand equity consists of four different dimensions which are brand awareness, brand association brand loyalty, and perceived quality (Aaker, 1990; Yoo and Donthu, 2001).

Research Questions are as follows:

1. Is there a significant relationship between brand equity and repurchase intention?
2. Is the repurchase intention towards Elle 18 products in Shillong, India correlate with consumers’ perception of endorser credibility?
3. Which endorser credibility factor (attractiveness, trustworthiness or expertise) has the most significant influence on customers repurchase intention?
4. Which dimension of brand equity (brand awareness, brand loyalty, brand association or perceived quality) has the most crucial affect in influencing consumers repurchase intention?
1.4 Scope of Research

The scope of this research is to understand the repurchase intention of college students in Shillong City, Meghalaya, India towards Elle18 products. The researcher mainly focuses on relationship study; thus, to find the relationship of endorser credibility and brand equity towards repurchase intention. The researcher will use a self-administered questionnaire survey in order to collect data for conducting this study. This study will be organized in a research context by using college students in Shillong, India who had experienced using Elle 18 products as respondents. The sample size for this study is 420 respondents (only females).

The dependent variable of this research is repurchase intention. Endorser credibility and brand equity are the two independent variables. Endorser credibility variable is classified into three factors which are attractiveness, expertise and trustworthiness based on (Ohanian, 1990) source credibility scale. On the other hand, for brand equity, the researcher will apply the consumer-based concept of brand equity according to which it is classified into four unique dimensions which are perceived quality, brand awareness, brand associations, brand and loyalty. The questionnaire was developed from the studies of Ohanian (1990); Aaker (1991); Dodds et al., (1991); Yoo and Donthu (2001).

1.5 Limitations of the Study

There are some limitations in this research which are as follows:

First of all, this study will be conducted in only selected colleges (St. Anthony’s College, St. Edmund’s College, St. Mary’s College and Lady Kean College) in Shillong, Meghalaya, India due to time, money and manpower constraints. People living in different regions of the country may have different views towards Elle18 products and may perceive Anuska Sharma (celebrity endorser for this study) from a different angle altogether. Therefore, the outcome of this study cannot be applied as a standard to the whole country.

For this study, the researcher will exclusively focus on Elle18 cosmetics products and its celebrity endorser and there are many other brands such as L’Oreal, Revlon, Maybelline, Himalaya, etc. on which similar studies can be initiated.

Even though there are other various factors which influence consumers’ intention to repurchase, this study focuses only on two independent variables: endorser credibility
(attractiveness, trustworthiness or expertise) and brand equity (brand awareness, brand loyalty, brand association or perceived quality). The other variables which can be considered are consumer satisfaction, price, word of mouth, brand image, etc.

Lastly, this study may not be applicable to other time periods as it is subjected to the time period when the researcher will gather the data i.e. April 2015. The results and analysis may be accurate only to this time period since the respondents may ultimately experience changes due to changes in ideas, feelings or external environment.

1.6 Significance of the Study

First of all, this study would aid in theory development, knowledge creation and as a useful guideline for the Indian cosmetic sector. India is a country where the young people are almost passionate about celebrities and crave to imitate their looks and lifestyles in every possible way. This study would help Elle18 as a brand to understand its overall picture in the eyes of every consumer in terms of its brand awareness, brand association, brand loyalty and perceived quality. The study will even help the marketing managers of Elle18 in understanding the degree to which the company survives and on the basis of the product endorsements by the relevant celebrity endorser (Anuska Sharma) who has been associated with the brand since the past 6 years. This research will also be useful for the brand managers of Elle 18 in gaining better insights for brand equity and strategies for celebrity endorsement and their effect on repurchase intention. In addition, it will help in building the significance of the brand, improving its market value and advancing its position in the market so as to compete effectively with the ever growing local, regional and global competitors in the cosmetic sector. Furthermore, the outcome of this study will also be beneficial for the advertisers in India to understand the current scenario of advertisement sector in terms of endorsements of celebrity and their influential effects on consumers. It will help the ads agencies in the development of effective advertising strategies to appeal repurchase intentions of its target consumers.
1.7 Definitions of Terms

**Brand Equity:** It refers to the additional value which a product receives from its brand (Farquhar, 1989). Brand equity can further be divided into four dimensions.

- **Brand Association:** It refers to the real meaning of the brand in the eyes of consumers and consists of multiple ideas, instances and facts developed by consumers regarding the brand (Keller, 1993).
- **Brand Awareness:** The power of a brand’s solid existence and recognition in the minds of consumers (Aaker, 1991).
- **Brand Loyalty:** The extent to which the consumers are inclined towards a particular brand and this may be manifested by their desire to repurchase that brand as their first choice (Yoo and Donthu, 2001).
- **Perceived Quality:** It means the overall self-made judgment or opinion of the consumer towards brand which may consist of positive or negative feelings about the brand in terms of its quality (Zeithaml, 1988).

**Celebrity:** A celebrity refers to an individual who has a clearly defined personality and reputation (Pringle and Les, 2005).

**Endorser Credibility:** The degree to which the endorser can be trusted and is considered to be an expert in relevance to the message communicated by him to the target audience (Goldsmith et al., 2000; Ohanian, 1990). Endorser credibility can be divided into three factors: attractiveness, expertise and trustworthiness.

- **Attractiveness:** It refers to how pleasing, friendly and similar the source is to the audience. (McCracken, 1989).
- **Expertise:** The degree to which the source is sensed to be well-informed and knowledgeable about the brand being advertised (Dholakia and Sternthal, 1977).
- **Trustworthiness:** It refers to the level to which the source is comprehended to be impartial, objective and reliable by the audience viewing him or her. (Dholakia and Sternthal, 1977; Ohanian, 1991).

**Repurchase Intention:** The likelihood of a consumer to re-buy a product or service from the same company, considering his requirement, situation and circumstances (Hellier et al., 2003).
CHAPTER 2

LITERATURE REVIEW

In this chapter, the researcher illustrates the theories and concepts which are relevant to the variables used in this study. The researcher intends to study the relationship between endorser credibility, brand equity and repurchase intention towards Elle 18 cosmetic brand in Shillong, India. Variables related to endorser credibility, repurchase intention and brand equity are essential to many theoretical models. This chapter is mainly composed of three sections which are theory, related literature review and previous studies. The first section is theory which includes definitions and ideas from other researches. The second section is related literature review which contains the relationship among the selected variables which were studied by previous researchers. The last section summarizes information on some related previous studies including their key findings.

2.1 Theory

2.1.1 Repurchase Intention

Repurchase intention is defined as the probability and possibility of the consumer to purchase the product again (Lutz et al., 1983). Hellier et al. (2003) defined repurchase intention as the probability of a consumer to buy again a product or service from the same company, taking into consideration of his requirement, situation and circumstances. Repurchase intention is quite often used to study consumer behavior in the related studies. Repurchase intention is an individual tendency of a consumer inclining towards a certain product or service and this tendency of a consumer can be used to study and forecast the future purchasing behavior of the consumers (Fishbein and Ajzen, 1975). Repurchase intentions are customer’s individual views regarding their behavior in the future which may not be the same as the actual repurchase patterns (Rust, Zahorik and Keiningham, 1995).

Dodd et al. (1991) defined repurchase intention as the consumer’s willingness or likelihood of repurchasing a same product. Repurchase intention is an effective measure that can be used to predict responses and reactions of consumers while purchasing similar products frequently (Li, Daugherty and Biocca 2002).

Consumer repurchase behavior can be examined when consumers start to perform certain internal and external actions i.e., choosing a specific retailer, brand, marketplace,
quality, buying in certain quantity, etc. (Kotler, 2000). In addition, it has been proven that consumers choose to purchase based on their personalities, qualities, attributes, and these factors deeply influence their process of decision making. This clearly indicates that consumers' choice of a product or service does have an effect on their repurchase behavior. Dodds and Grewal (1985) recommended that when a consumer starts to generate an intention to buy a certain product or service then there is a tendency that the consumer will eventually end up buying that product or service in order to meet his/her desire. For business organizations to survive productively in the ever growing fierce competitive environment, it is very important for them to anticipate consumer's future behavior suitably in order to develop effective business strategies.

For conducting this study, the researcher will focus more on repurchase intention rather than repurchase behavior, because repurchase intention has wider implications and significance and is known to have a positive effect on consumers repurchasing process (Ajzen and Driver, 1992; Pierre et al., 2005). This notion of emphasizing more on consumers' intention has been confirmed by many scholarly personalities who have studied the importance of repurchase intention in influencing consumption of that brand (Zeithaml, 1988; Dubois and Paternault, 1995; Yoo and Lee, 2009).

2.1.2 Endorser's Credibility

Credibility is a set of perceptions which a receiver possesses towards a source (Bush, William and Zeithaml, 1987). In marketing, endorser is an individual who associates him/herself with a specific brand (Kamen, Abdul and Juidith, 1975). McCracken (1989) mentioned that involvement of the endorsers with a brand can be explicit when the endorser intends to gain more popularity through a brand (I endorse this product), implicit when the endorser has a serious involvement with a brand (I use this product), or (co-present) where the endorser hardly appears in the advertisement for the sake of existence. Endorser credibility is defined as "attitude towards an endorser's communication held at a given time by a receiver" (McCroskey and Thomas, 1981). Ohanian (1990) operationalized endorser credibility as the degree to which the endorser can be trusted and considered to be an expert in relevance to the message communicated by him/her to the target audience.

These days a lot of marketing and branding firms are dedicating themselves in managing of human brands which can be defined as any well-known and well-recognized individual who can be the main target for an advertisement purpose and the development of
building emotional relationships with consumers (Thomson 2006). A celebrity is an individual who possesses a “precisely defined personality and reputation” (Pringle and Les, 2005). Celebrities are known for having special skills in a specific field which made them popular in the eyes of the public. Celebrity endorsements have largely gained popularity in recent advertising campaigns (Slinker, 1984). Celebrity endorser is a well-known individual who enjoys public recognition to a large extent and utilizes this recognition by associating himself or herself with a particular brand by appearing in an advertisement to promote that commodity (McCracken, 1989). Furthermore, celebrity endorsement is the testimonial use, association or promotion with a product or service (Swerdlow 1984). According to (McCracken, 1989), a number of celebrity endorsements are so successful due to the perfect match between the celebrity and the commodity that is being endorsed. Branding is known for attaching a “label” and “meaning” to a product, service, person, and other marketable things (Keller 1998). For brands to retain their places in the marketplace and to improve the preferences of consumers, celebrities as endorsers provide brands instant fame and credibility (Pringle 2004).

Atkin and Martin (1983) believed that celebrity endorsers are well-known with marketers and advertisers since they possess attractiveness and appealing attributes. In addition, their popularity draws attention to the products being endorsed. Celebrity endorsements are well-known for extending brand recognition and brand recall, increasing advertising effectiveness and positively influencing repurchase intentions of consumers. Studies have even evidenced that celebrities are capable of developing a positive attitude of consumers towards the brand being endorsed by them (Till et al., 2008). Some of the most popular product categories endorsed by these celebrities are fast moving consumer goods, consumer durables, consumer electronics and services (Adex India, 2011).

Therefore, celebrity endorsement has become very common in advertising and research has found endorsing celebrities to be more effective than any other types of endorsers (Friedman and Friedman 1979; Atkins and Martin 1983; Agrawal and Wagner 1999; Silvera and Benedikte 2004; Amos, Holmes and Strutton 2008).
Ohanian’s Endorser Credibility Scale

Ohanian (1990) developed tri-factor celebrity endorser credibility scale to give a very clear, reliable, valid and practical perspective towards the studies of celebrity endorsements by combining the two most important celebrity endorsement models; they are Source Credibility model (Hovland et al., 1953) and Source Attractiveness Model (McGuire, 1985). According to Ohanian’s Endorser Credibility Scale a credibility of an endorser is judged by assessing his/her certain attributes such as the degree to which the endorser is perceived to be trustworthy, attractive and expert by the target audience viewing him/her.

Table 2.1: Source Credibility Scale

<table>
<thead>
<tr>
<th>Attractiveness</th>
<th>Trustworthiness</th>
<th>Expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Classy – not classy</td>
<td>- Honest – dishonest</td>
<td>- Experienced - inexperienced</td>
</tr>
<tr>
<td>- Beautiful – ugly</td>
<td>- Reliable – unreliable</td>
<td>- Knowledgeable - unknowledgeable</td>
</tr>
<tr>
<td>- Elegant – plain</td>
<td>- Sincere – insincere</td>
<td>- Qualified – unqualified</td>
</tr>
<tr>
<td>- Sexy – not sexy</td>
<td>- Trustworthy – untrustworthy</td>
<td>- Skilled – unskilled</td>
</tr>
</tbody>
</table>


Ohanian’s Endorser Credibility Scale became a benchmark to conduct studies based on celebrity endorsements. Pompliakpan (2003) carried out a study based on Ohanian’s (1990) celebrity endorsers’ credibility scale with four Chinese celebrities and collected data by distributing questionnaires to 880 Singaporean undergraduates as respondents, the results of the study clearly revealed that the Ohanian’s Endorser Credibility scale can be used effectively to minimize the cost in choosing inappropriate celebrities.

The researcher applied Ohanian’s Endorser Credibility Scale as the stepping stone to carry out this study by including the attributes such as trustworthiness, expertise and attractiveness.
Attractiveness:

Physical attractiveness is one of the most essential factors why celebrities are hired to endorse a product. It basically means how familiar, friendly and pleasing the endorser is perceived by the consumers (McCracken, 1989). The degree of attractiveness of the endorser enables in deciding the level of effectiveness of the message communicated by him/her and it leads to a process of identification that takes place when the audience begins to relate the endorser with the advertisement (Cohen and Golden, 1972). Singer (1983) stated that the most important reason for choosing attractive endorsers is that there are dual benefits, the recognition and the reputation which the endorser is associated with and the physical appeal which is the key factor in drawing mass attention. Studies found that the endorser who is attractive possesses the capability to influence purchase decision of consumers and can even change their attitude and perception towards the brand (Friedman et al., 1976; Petroshius and Schuman, 1989; Petty and Cacioppo, 1980; Baker and Churchill, 1977; Chaiken, 1979; Debevec and Kernan, 1984). Attractiveness is an informational cue which is pretty difficult to detect and can vary from people to people and even culture to culture; often times human-beings exaggerate their own opinions about attractiveness as a result attractive endorsers are considered more effective than average looking endorsers (Patzer, 1985).

Trustworthiness:

Trustworthiness is defined as the intensity to which the source is perceived to be objective, honest, reliable and impartial by the target audience viewing him/her (Dholakia and Sternthal, 1977; Ohanian, 1991). Erdogan (1999) had expressed trust as associated with much broader terms such as sincerity, integrity, objectivity, honesty, reliability; consequently an endorser needs to fulfill all these terms to be regarded as trustworthy in the eyes of the target audience. Dependability is an essential factor on which most of the advertisers capitalize while choosing trustworthy endorsers (Shimp, 1997). Friedman et al. (1978) found that endorsers are perceived as trustworthy when they are liked by the target audience for that reason likeability was considered as an important attribute of trustworthiness. Furthermore, in terms of endorser credibility, trust is the most essential factor so it is advisable for the advertising firms to opt for well-liked celebrity. According to Ohanian (1991) even though endorsing celebrity may be perceived as trustworthy by the target audience, often it is not effective to influence the purchase decision of consumers. Untrustworthy celebrity endorsers are often regarded as doubtful sources in spite of their other competence such as attractive
appearance, smart looks, etc. (Smith, 1973). Ethnicity was yet one of the factors which influenced trustworthiness and a study by Desphande and Stayman (1994) discovered that to conduct studies in Asian countries ethnicity must be primarily considered since people in these countries are often inclined towards the endorsers who hail from their ethnic groups in terms of likeability and trust.

**Expertise:**

Expertise is the degree of how much the source is considered to be well-informed and knowledgeable regarding the brand which is being advertised (Dholakia and Sternthal, 1977). Expertise is a very much wider term which requires every endorser to inculcate various qualities such as talent, skills, intelligence, knowledge, awareness and experience about the brand being endorsed. The endorser does not have to be a true expert in celebrity endorsement yet must be able to communicate the message genuinely (Ohanian, 1991). Nevertheless, hiring endorsers who are actual expert does help consumers in influencing their repurchase intentions to a larger extent than a non-expert endorsers besides endorsers owning expertise attribute actually assists in enhancing the advertisement’s commercial value (Ohanian, 1991; Aaker and Myers, 1987). According to studies expert and trustworthy endorsers possess the quality to generate higher recall and recognition of the brand and the target audience perceived them as more credible (Hass, 1981; Sternthal, Phillips, & Dholakia, 1978; Speck et al, 1988). Trustworthy endorsers are more efficient in influencing consumers’ attitude and opinions compared to expert endorsers (McGinnies & Ward, 1980). On the contrary, Ohanian (1991) discovered that not-trustworthiness and expertise was a significant predictor of the purchase intentions.

2.1.3 Brand Equity

Farquhar (1989) defined brand equity as the added value which a product earns from its brand. When consumers start to form positive image of a brand by regularly purchasing it, a situation is created where for the same brand they are willing to pay a higher price this is a time when brand equity is developed and therefore considered as the most precious asset of a business organization (Bello and Holbrook, 1995). Brand equity being an asset has the potential in influencing consumer behavior in different ways and many marketers consider it as a set of gains that is capable of generating huge profit margins for the business firm.
owning it (Kapferer, 2005). These diverse benefits create value and can be accrued directly or indirectly. Kim (1990) suggested that brand can be perceived as a total set of sensations, feelings and associations it creates, and therefore researchers began to analyze the term brand equity from various aspects in order to evaluate a brand's total worth (Baldinger, 1990; Winters, 1991; Aaker, 1991; Keller, 1993).

Aaker (1991) and Keller (1993) viewed brand equity in two different perspectives. Aaker (1991) regarded brand equity as much broader term and assessed it from four different perspectives, such as state of being aware of the brand, idea of associating oneself with the brand, its perceived quality and becoming a brand loyal. This means that brand equity is totally connected to the brand, its logo and name and which might increase or decrease benefits provided by the commodity to the end users. Keller (1993) on the other hand, operationalized brand equity from the consumers’ perspective and defined as the knowledge or information that the consumer has about the brand and this knowledge can vary depending upon the consumer while responding differently to the commercials. Leuthesser (1988) explained brand equity as a set of associations and behaviors carried out by the consumers, channel members and parent company which allows the brand to earn higher margin without depending on the brand name. This definition was illustrated from the firm’s point of view as well as from the customer’s point of view.

The Marketing Science Institute (1989) defined brand equity as the incremental value that is contributed by the brand name in terms of increased market share and an fiscal asset which is strongly capable of germinating positive associations with both the consumer and the firm as well. Therefore, a brand possessing strong equity will definitely assist in building a loyal consumer franchise which will ultimately bring substantial returns to the firm. Kim (1990) stated that a brand is said to own equity if it has the power to convince the consumers through influencing their preferences, purchase decisions, behavior, opinions and attitude toward a specific brand.

When a brand has strong brand equity, it will automatically have the potential to accumulate many loyal consumers who will ultimately contribute to higher returns of the firm. According to Aaker (1991), brand equity is an attachment that the consumer has with the brand. This is an implication that brand equity possesses various dimensions where consumers can associate by themselves. Brand equity being a firm’s valuable property helps in accomplishing three key objectives: firstly, it assists in extending the firm’s consumer
base, secondly, it always reminds the consumers of the brand and lastly, it helps in creating a strong bond between its customers and the firm (Lemon et al., 2001). Thus, brand equity can be considered from both financial and customer’s perspective. From consumers perspective, it is the overall consumer’s knowledge, connection and acquaintance with the brand and from financial perspective it can be counted as a powerful tool which can generate higher revenues, reduce cost and higher profit margins through the firm’s ability to control higher price, extensions of brand’s success and licensing opportunities as well as by conducting effective marketing communication activities (Washburn and plank, 2002; Keller, 2003).

Aaker, (1991) detailed the factors which contribute to the creation of brand equity asset for a firm. These factors are the dimensions of brand equity which have been broadly classified into are brand awareness, brand association, perceived quality and brand loyalty. These dimensions are also together known as consumer-based brand equity (Yoo and Donthu, 2001). For conducting this study the theory of brand equity has been adopted; therefore, brand equity has been described as the degree to which a consumer relates and associates with a brand in relation its quality and thus being aware, loyal and associated with the brand (Pappu et al., 2006).

Brand Equity Dimensions (brand awareness, brand association, perceived quality and brand loyalty)

Brand Awareness

Brand awareness is the solid and powerful existence and recognition of the brand in the mind of the consumers (Aaker, 1991). It means that brand awareness is the individual’s ability to identify a brand name. Brand awareness is a prime necessity for brand equity, absence of which no consumers can associate themselves with any brand, perceive its quality neither becomes a brand loyal consumer (Pappu and Quester, 2006). It means that brand awareness is a vital factor of brand equity, the role of brand awareness depends on the extent of brand consciousness, higher the degree of consciousness higher is the probability of the brand being considered for purchase (Nedungadi, 1990; Mackay, 2001; Aaker, 1996; Keller, 2003;).

Aaker (1990) discovered that strong brand existence and brand management are two requirements which accomplish the role of brand awareness in the formation of brand equity.
Brand awareness is always a critical factor for manipulating consumers’ buying decisions and purchase intensions and resellers (Grewal, Monroe and Krishnan, 1998; Macdonald and Sharp, 2000). Studies have made known that when brands are popular and consumers are accustomed with the brand then consider buying a recognized brand instead of an unknown brand, for that reason purchase intentions are in favor of renowned brands (Hoyer, 1990; Macdonald and Sharp, 2000).

**Brand Association**

Brand association refers to diverse meanings by which a brand is surrounded (Keller, 1993). Brand association is everything that relates memory to a brand (Aaker, 1991). Aaker (1996) mentioned that brand awareness must precede brand associations; this means that in order to relate oneself to a brand must be aware of it (Washburn and Plank, 2002). Consumers judge a product not merely based on the performance of its stated functions and features but to an extent where it is superior over the alternatives products offered by the competitors (Aaker, 1996). Customers all the time look for brands that have capability to offer perfect and long-lasting physical operations (Lassar et al., 1995).

Brand association can be classified into a product-related features and a non-product related features. Product-related features which includes elements such as the performance of the brand and on the other hand non-product related features which consist of brand personality, brand personality is further classified in symbolic attributes which are country-of-origin, social image, trustworthiness and perceived value. The most important role of these attributes is to satisfy the desire of consumers for self-pride and social recognition (Hankinson and Cowking, 1993; Pitta and Katsanis, 1995; Aaker, 1996; Pappu et al., 2005).

The core properties which are frequently linked to a brand are:

1. Social Image: It refers to self-made ascriptions of a brand made by consumers and through which other people think of a person using a particular brand (Lassar et al., 1995).

2. Perceived value: It refers to a situation where consumer tries to maintain equilibrium between the price and utility of a brand (Lassar et al., 1995).

3. Trustworthiness: It refers to the extent of believability, integrity and reliability which the consumer has in the brand (Lassar et al., 1995). Consumers always make purchases before
experiencing the product therefore building genuine trust is very essential for developing strong connections with the consumer (Kinard and Capella, 2006).


**Perceived Quality**

Perceived quality refers to the overall consumer’s opinion or self-made judgment towards the brand which can be either positive or negative feelings of the brand in terms of its quality (Zeithaml, 1988). This implies that consumers’ perceived quality can be considered as the true opinion about the commodity in terms of satisfying the needs of the consumers. It is difficult to give an intellectual opinion of the quality of a product that’s why many a times consumers judge quality in terms of the color of the product, appearance, texture, packaging, design etc. (Bernués et al., 2003; Acebrón and Dópico, 2000). Advertising and marketing of the brand are external cues for evaluating quality of the commodity (Teas and Agarwal, 2000). Repurchase intention of a consumer is deeply influenced by perceived quality of the product because it is an important feature of brand value, brands which outshine in terms of consumers perceived quality are certainly purchased (Zeithaml, 1988). A brand is considered to have higher perceived quality when consumers begin to consider it as superior and different from competitor’s brands (Aaker, 1991).

Holbrook (1996) operationalized perceived quality as the degree in which consumers consider a brand to be globally superior in its specific segment. From a business perspective brands that possess higher perceived quality have the capability of demanding higher prices for the commodity thereby contributing to higher profit margins (Yoo et al., 2000). Perceived quality constitutes the quality of the product and its services as 1. Product dimensions are: component, performance, compatibility, durability, reliability, appropriateness and completeness and 2. Serving sizes include: competence, flexibility, reliability, understanding and empathy (Aaker, 1991). Gronroos (1990) stated that factors which influence perceived quality are advertisement, price, promotion etc. thus perceived quality is created through consumption or direct interaction with the product and the factors which affect on consumer’s perception of the quality.
Brand Loyalty

Brand loyalty is the extent of consumers’ inclination towards a particular brand and this can be manifested by their earnest desire to repurchase the same brand as their prime choice (Yoo and Donthu, 2001). If brand awareness and perceived quality are primary requirements for creating consumer’s intention to purchase a commodity, then brand loyalty is the assurance of the commodity being definitely purchased. Brand loyalty is basically a consumer’s a defining level of positive attitude and commitment towards a brand and this is reflected by his/her intention to purchase more of the same brand in the future. Thus brand loyalty plays a crucial role in manipulating consumers’ purchase, repurchase and switching behavior (Oliver, 1997). Thus, all three factors are essential when it comes to consumer’s purchase and purchase intentions. Consumer loyalty is said to be a fundamental element which leads to organizational success. Brand loyalty is a consumer’s commitment to a brand by repurchasing it at all times despite of the competitors continues attempt to break this bond by applying all possible marketing tactics (Oliver, 1999).

According to Wilkie (1994), brand loyalty is “a favorable attitude toward a brand that is indicated from its repeated purchase”. This definition implies that a consumer is said to be loyal towards a brand if both his/her attitude and behavior are favorable towards the particular brand. From consumers perspective loyalty can be observed from two ways, loyalty which leads to repurchasing of the product is known as behavioral loyalty, whereas loyalty which develops commitment towards the brand is known as attitudinal loyalty, hence loyalty has been regarded as one of the most important upshots in the history of marketing literature as it has the power to drive consumers to purchase the product thereby contributing to firms increasing returns and decreasing marketing costs (Jacoby and Chestnut, 1978; Aaker, 1991; Reicheld and Schefter, 2000)

Keller (2003) considered brand loyalty to be the relationship which exists between the brand and its consumers and operationalized the term “brand resonance”. It even means the extent to which the customers feel that the brand can synchronize with them. If consumers are able to develop genuine brand resonance then they will ultimately respond positively towards the brand and will happily recommend others about the brand by being a satisfied brand representative. Thus, every organization wants to have loyal set of customers who can contribute to higher profit margins and assists in seeking new customers for the brand.
Aaker (1991) expressed a similar opinion concerning brand loyalty and defined it as an attachment which a customer has a brand and it is referred to as a situation which reflects the possibilities to which a consumer will or won’t switch to another brand, especially when there are changes in that brand in terms of its price or product attributes. Brand loyalty is even developed when consumers are so much attached and involved with the brand that they don’t mind paying higher prices for the same brand in comparison with other brands providing the same or even better quality and price, this happens when a consumer is totally engrossed in the brand (Aaker, 1996; Chaudhuri and Holbrook, 2001; Srinivasan et al., 2002).

2.2 Related Literature Review

2.2.1 Endorser Credibility and Repurchase Intention

Yoon, Kim, and Kim (1998) carried out a study in order to find out the relationship and the effectiveness of endorser credibility towards the repurchase intentions and the attitude towards the advertisement of the brand applying Ohanian’s endorser credibility scale in United States and Korea. The outcome of their study indicated that all the three dimensions of endorser credibility (attractiveness, trustworthiness and expertise) were essential while influencing repurchase intentions for a product/service. Studies conducted by Agrawal and Wagner (1995) and Mathur et al. (1997) analyzed the effects of celebrity endorsement contracts on firm’s profitability and findings have proved positive, in other words, celebrities does help in increasing firm’s profit margin by making customers regularly repurchase the product.

Kahle and Homer (1985) carried out a study in order to determine the effects of likeability and attractiveness for inducing repurchase intentions and yielding brand recall. They intended to find out reactions of consumers for same product (razors) when endorsed by an attractive and unattractive celebrity or likeable and unlikeable celebrity, attractive celebrity were found to generate more purchase intentions and brand recall compare to an unattractive celebrity; on the contrary unlikeable celebrities displayed better both in terms of the purchase intention and the brand recall than a likeable celebrities. Studies proved that attractive endorsers are a favorable alternative in changing the consumer opinions about a brand, but when it comes to inducing repurchase intention, an ambiguity factor occurs. One of the possible reasons is that celebrity endorsements focus so much on influencing
consumers' attitude component instead of behavioral components (Fireworker and Friedman, 1977).

2.2.2 Endorser’s Attractiveness and Repurchase Intention

Physical attractiveness has been a hot topic of research in social science (Bersheid and Walster 1974) as well as attitude change research. A considerable quantity of social science research suggests that the individual's initial perception of and the reaction to another individual are affected by physical attractiveness of the other person. Baker and Churchill (1977) examined the impact of physical attractiveness of models in advertising. This study evaluated whether this general finding applies to the perception of people towards the advertisements. Specifically, the impact of physical attractiveness of 48 male and female undergraduates models were considered for evaluation of an ads and whether the reactions depends upon the sex of the ad viewer or the type of product that is being advertised were investigated. The study found that participants rated an advertisement higher when it contained attractive model of the opposite sex and they have a greater intention to buy the product.

2.2.3 Endorser’s Trustworthiness and Repurchase Intention

Trustworthiness is the degree to which the audience perceives that the communicator intends to convey valid assertions (Hovland et al. 1953). Aziz, Ghani and Niazi (2013) conducted a study to measure the impact of the credibility of celebrity on the effectiveness of advertising. The findings of the study showed that advertisements with a credible celebrity build more trustworthiness towards the brand and ultimately consumer repurchases the brand over and over again. Miller and Baseheart (1969) conducted a study on source trustworthiness, opinionated statements and the response to persuasive communication. The result of their study showed that highly trustworthy communicator who presents opinionated message generates an effective attitude change to the target audience.

Erdem and Swait (2004) studied brand credibility, brand consideration and choice and analyzed role of brand credibility (trustworthiness and expertise) on choice of brand and considering across several products. The results indicated that trustworthiness affects consumer choices and brand consideration more leading to repurchase intention. McGinnies & Ward (1980) analyzed trustworthiness and expertise as the factors in credibility. The analysis showed that the perceived communicator trustworthiness to create a greater attitude
change that leads to purchase intention. Khan (2008) studied the effect of the dimensions of Indian celebrity credibility on purchase intention of Indian consumers. The study found trustworthiness to have significant role in influencing consumers’ buying intention.

2.2.4 Endorser’s Expertise and Repurchase Intention

Expertise is the extent to which a communicator is perceived capable of making valid assertions (Hovland et al. 1953). Friedman and Friedman (1979) looked at endorser type (celebrity, professional expert, and typical consumer) the effectiveness on the type product (jewelry, vacuum cleaner, and cookies). Their findings showed that celebrities worked best for jewelries, while expert professionals worked best for vacuum cleaners and typical consumer for cookies. These associations helped to arouse positive attitudes and the intentions to repurchase among the subjects. For the purpose of ads and brand recall, celebrities were found to be the best option for every product types. The authors also suggest that choosing celebrities should be done wisely; when ad and brand-recall is the intention then celebrities must be chosen, but if not, then the advertisers must decide on what type of endorser can fit well with their product.

Farrell, Karels, Monfort and McClatchey (2000) conducted a study to investigate celebrity performance and the endorsement value. The findings of the study showed that expertise are appropriate endorsers for products and services which are closely related to their profession. Ohanian (1991) carried out a study to investigate the impact of celebrity spokespersons’ perceived image on the purchase intention of consumers. The outcome of the study found that out of the three dimensions of credibility expertise is found to be a significant factor in influencing the consumer’s intention to purchase. She stated that for celebrity spokespersons to be really effective, they must be knowledgeable, experienced and qualified to speak about the product. Buhr, Simpson and Pryor (1987) in their study found significantly more positive ratings take place for endorsers in terms of attractiveness, familiarity and likeability when they are perceived as an expert on the product that is being endorsed.

2.2.5 Brand Equity and Repurchase Intention

According to Kim (1990), a brand refers to the summation of total knowledge of ideas, tie-ups of connections and emotion which arouses in consumers mind. Brand equity is developed when consumers start buying a specific brand on a regular basis and consequently
discovered a positive role of brand equity in inducing repurchase intention (Aaker, 1996). Therefore, if the brand possesses the power to influence the preferences, attitude, behavior and the consumers’ repurchase intention who behold to that brand then it is said to have brand equity. Lasser et al. (1995) explained that brand equity and repurchase moved in the uniform direction and the brand which has strong brand equity could leverage to launch a new products or services in the market place and create cues for repeated purchases.

Washburn and Plank (2002) found a significant correlation among all the dimensions of brand equity (brand awareness, brand association, perceived quality and brand loyalty) and repurchase intention. Similarly Kim et al. (2003) found that brand equity had a strong influence on repurchase intention of customer for a long term development and association with a brand. Baldauf, Cravens and Blinder (2003) examined the impact of brand equity on the repurchase intention and found that the customers who are associated to a particular brand in any way can easily make purchase decisions. Keller (1993) mentioned that brand equity and repurchase intention were strongly linked with each other since repurchase intention was one the effective cues that notified the existence of brand equity. This also implies that the positive preference and intention of consumer to repurchase a specific brand frequently indicates that a consumer was significantly exaggerated by the marketing strategies to promote that brand.

2.2.6 Brand Awareness and Repurchase Intention

Developing and maintaining strong brand awareness is one of the most important objectives for any business organization due to the strong role of brand awareness in affecting consumer’s purchase intention. Higher the level of brand awareness, higher will be the likeability of consumers to purchase and repurchase that brand (Nedungadi, 1990; Hoyer, 1990). Thus, increasing the degree of brand awareness makes the brand more dominant and increases its possibility to be purchased. Past studies have indicated that when consumers identify and remember a brand name their probability of purchasing that brand increases because familiar products are always preferred more in comparison to unfamiliar products (Hoyer, 1990; Macdonald and Sharp, 2000).

Chi, Yeh and Yang (2009) conducted a study to explore the impact of brand awareness on the purchase intention of consumer and perceived quality and brand loyalty as the mediator. According to the findings if there is high brand awareness, its brand loyalty also
increases and perceived quality of a product is evaluated by the consumers from purchase experience. As a result the brand loyalty and brand preference will increase as well as repurchase intention. Hoyer and Brown (1990) investigated the effects of brand awareness on a choice for a common repeat-purchase product. The result of this study suggests that brand awareness has an important effect on consumer choice of repeat-purchase for common product.

2.2.7 Brand Association and Repurchase Intention

Aaker (1991) stated that brand association as the dimension of brand equity has the ability to link itself with the memory and form different perceptions in the minds of consumers and this provides the basis for purchase intention. Therefore, brand association and purchase intention are correlated with each other. O'Cass & Lim (2001) studied the influential factors of brand associations on the brand preference and the purchase intention of consumers on Southeast Asia. This study was carried out to analyze the preferences and the purchase intentions of the young Southeast Asian consumers. In particular, the study focused mainly on the non-product brand associations which was proposed by Keller (1998) and examined their effects on rating of brand preference and the purchase intentions toward various brands of fashion apparel. Self-administered survey was carried out in Singapore to collect data and the results indicated differential effects of the brand associations which are brand personality, price perceptions, brand-user-image congruency, self-image and brand-elicited feelings on the consumer brand preferences and purchase intentions.

2.2.8 Perceived Quality and Repurchase Intention

Research has shown that quality is the most critical element which affects consumers while making a purchase decision as perceived quality provides consumers reasons to buy a product, it even helps in developing a favorable response towards the brand and this positive reaction further influences purchase intention of a consumer (Aaker, 1991). Choi and Kim (2013) assessed the impact of perceived quality and the value of social enterprises on the satisfaction of customer and repurchase intention. Online survey of consumers was conducted in all the region and age group in Korea with 241 data. The results showed to have positive relationships between the perceived quality of consumers and that of emotional, functional, social value and customer satisfaction with repurchase intention in the future. Wijaya (2014) conducted an empirical study on consumer behavior on the repurchase intention of staple goods private label product Giant. The study intended to analyze and examine the effect of
perceived quality, consumer's attitude and perceived price which were the mediating variables for repurchase intention of private label products by applying structural equation model. The result of the study found significant relationship between perceived quality and perceived price with repurchase intention.

2.2.9 Brand Loyalty and Repurchase Intention

According to Oliver (1999), there exists a very strong relationship between brand loyalty and repurchase intention as brand loyalty confirms a repurchase promise made by the regular customers who will repurchase their constructive brands in the future without being affected by other brands. Prus and Brandt (1995) in their study understanding your customers suggested that brand loyalty was motivated by customer satisfaction and brand loyalty reflected a lasting choice probability for the brand and was comprised of both customers' attitudes and behaviors. The authors also said that customers' attitudinal component represented notions such as repurchase intention or purchasing additional products or services of the same brand, willingness to recommend the brand to others, demonstration of such commitment to the brand by exhibiting a resistance of switching to another competitor. The authors added that behavioral aspect of brand loyalty represented repurchasing, purchasing additional products or services from the same company and recommending the company to others.

2.3 Previous Studies

Ahmed et al., (2012) carried out a study to assess the effectiveness of celebrity endorsements on the buying behavior of consumers in Pakistan. This study was conducted in Pakistan by distributing questionnaires in different educational centers and offices. A sample size of 200 was taken out of which 176 responses received showed 88% response rate. A reliability analysis was conducted to check the validity of data which indicated a reliability of 74.6%. Regression analysis and Correlation analysis techniques were also conducted. The results of the study clearly depicted that a positive relationship existed between celebrity endorsements and buying intentions of consumers. Interestingly a negative association was discovered between non-celebrity endorsements and buying intentions. The results of the study further signified that when consumers start giving less importance to celebrity endorsements, then they are focusing more on other factors such as quality factor, brand loyalty, peer suggestion etc. These factors are related to brand equity. The researcher also
suggested celebrity endorsements are moderated by various other factors such as endorser attractiveness, credibility of the endorser, match-up between product and celebrity etc.

Muralidharan (2012) studied the importance of celebrity endorser type (national, regional or non-celebrity) and source credibility towards the repurchase intention of Indian rural customers for high and low involvement products. The study was conducted by collecting data from Kerala in south India by distributing questionnaires among 167 rural women. The results of the study indicated non-celebrity endorsers inculcated a more favorable attitude towards the advertise, brand and repurchase intention for both high and low involvement products and were considered to be effective when compared to national and regional celebrities in terms of source credibility. Further, the study contradicted Elaboration Likelihood Model (ELM) by indicating that celebrity endorsers were effective for high involvement products than low involvement products. For advertisers this study provided a cue that although celebrity endorsement is a popular marketing strategy being employed in India but when it comes to rural consumers they will have to use specialized rather than standardized advertising strategies.

Amos et al (2008) explored the relationship between the effects of celebrity endorser and advertising effectiveness with purchase intention. In this study 32 previous studies were analyzed in meta-analysis and total effect size of 266 with 27 journal articles and three dissertations. The study provided quantitative outline of the relationship between the source effects of celebrity endorser and the effectiveness in advertising. The Kruskal-Wallis nonparametric test was applied to identify the most influential source effects of celebrity endorser’s effectiveness. The role of celebrity/product fit, interaction effects, sample type, study setting, and country of study are also included as moderators. The outcome of study suggested negative celebrity information can be exceptionally detrimental to an advertising campaign. The source credibility which are celebrity expertise, celebrity trustworthiness and celebrity attractiveness found to capture the three most influential source effects on purchase intentions.

Yaseen et al. (2011) conducted a study to investigate the impact the dimensions of brand equity such as brand loyalty, perceived quality and brand awareness on brand profitability with mediating role of repurchase intention. The study was based on resellers view and the data was collected from 200 retailers by distributing questionnaires. Convenience sampling technique was used to collect data. The researcher primarily focused
on two brands L’Oréal Paris and Garnier. Correlation and regression analysis were used to analyze the data. The results of the study highlighted a positive relationship between all dimensions of brand equity (brand awareness, perceived quality and brand loyalty) and repurchase intention. However, there was no significant influence of brand loyalty and brand awareness on brand profitability but perceived quality did play a major role in influencing brand profitability. Therefore, the researcher concluded that retailers considered product quality to be a significant factor in influencing repurchase intention and brand profitability.

Lee and Leh (2011) conducted a study to formulate an authentic model of brand equity for Malaysian brands by measuring the four dimensions of the brand equity which are brand awareness, brand association, perceived quality and brand loyalty in terms of repurchase intention. The data for the study were collected by distributing questionnaires in the major cities of Malaysia, 489 samples were used for analysis. Cronbach's alpha factor analysis and correlation analysis was conducted by using SPSS. The results of the study indicated that perceived quality was the most important dimension of brand equity in developing a dependable Malaysian brand, achieving national recognition and influencing repurchase decisions of consumers in Malaysia.

Bojei and Hoo (2012) tried to test the relationship between the dimension of brand equity (brand association, brand awareness, brand loyalty and perceived quality), current use and the repurchase intention of Smartphone users in Malaysia. The study was undertaken with 147 questionnaires which were collected from working executives in all public and private universities from thirteen states and three federal territories in Malaysia. The findings of the study showed that the dimension of brand equity which are brand association, brand awareness, brand loyalty and perceived quality to have a positive correlation with repurchase intention. The result revealed brand awareness to have highest relationship with repurchase intention. This study had the same result with the previous study where brand awareness was found highest significant relationship with repurchase intention Kim et al (2008); Tolba & Hassan (2010).
CHAPTER 3
THEORETICAL AND CONCEPTUAL FRAMEWORK

The fundamental model that comes from concepts and theories based on the literature review to support the new framework of this study in order to examine the relationship between several factors is called a theoretical framework. This chapter provides details of the theoretical framework, conceptual framework, hypothesis and operationalization for this research. The chapter has been divided into four different parts. In the first part of this chapter, the researcher discusses a number of theoretical frameworks and summarizes each study. In the second part, the researcher develops a conceptual framework for this study with explanation of the variables. The hypotheses are listed in the third part of this chapter, which mainly focus on the relationship between variables in the conceptual framework; and the last part explains the operationalization of independent variables and dependent variable.

3.1 Theoretical Framework

In this study, the researcher has applied four research models in order to develop the new conceptual framework.

The first research model was developed by Zafar and Rafique (2012) who studied the “Impact of Celebrity Advertisement on Customers’ Brand Perception and Purchase Intention”. This study examined the impact of celebrity endorsements with respect to physical attractiveness, source credibility and congruence on consumers’ brand perception and purchase intention. Celebrity endorsement is found as an influential factor as well as a causal factor. With reference to the endorsed advertisement, the physical attractiveness, credibility and congruence of the celebrity have favorable significant impact on the customers’ perception regarding the product.

The second model was developed by Baig and Siddiqui (2012) who studied the Impact of Sports Celebrity Endorsements on the Purchase Intentions of Pakistani Youth. The researchers examined the impact of celebrity endorsements on the purchase intention of the consumers. The surveyed data were further analyzed by using descriptive statistics, confirmatory factor analysis and regression analysis. The finding showed that celebrity endorsement has a significant impact on the attitude towards the brand and purchase intention.
The third research model was developed by Thammawimutti and Chaipoopirutana (2005) who studied “The Relationship between Brand Equity, Product Attributes and Purchase Intention of Sony Digital Cameras in Bangkok”. This study aimed at examining the relationship among brand equity, product attributes and customers’ purchase intention of Sony Digital camera in Bangkok. The four elements of brand equity (brand awareness, brand association, perceived quality, and brand loyalty) were used by the researchers in order to study the relationship with purchase intention. The Product attributes for the study included durability, CCD resolution, memory card capacity, easy to use, zoom distance, compatibility, size, design, and video-record function. The result showed that the relationship between brand equity and purchase intention was significant and positive while the relationship between products attributes and purchase intention was also found significant and positive.

The fourth research model was developed by Jalilvand et al. (2011) who studied “The Effect of Brand Equity Components on Purchase Intention: An Application of Aaker’s Model in the Automobile Industry”. The study aimed to investigate the effect of brand equity on purchase intention by applying Aaker’s famous conceptual framework in the Automobile Industry. The researchers found that brand equity (brand awareness, brand association, brand loyalty, and perceived quality) have a significant impact on the consumers’ purchase intention. The result of the study confirmed the interrelation between the four components brand equity with purchase intention. The detail explanations the four research models are as follows:
**Figure 3.1:** The research model of Impact of Celebrity Advertisement on Customers’ Brand Perception and Purchase Intention

- **Physical Attractiveness**
- **Source Credibility**
- **Celebrity/brand Congruency**
- **Customer Attitude**
- **Purchase Intention**


In the Figure 3.1, Zafar and Rafique (2012) aimed to investigate the impact of celebrity endorsements with respect to physical attractiveness, source credibility and congruence on consumers’ brand perception and purchase intention. The researchers had taken the physical attractiveness, source credibility and celebrity/brand congruency as independent variables while customer attitude and purchase intention as dependent variables. The questionnaire was designed to examine the attractiveness, trustworthiness and expertise and the views of the customers towards celebrity advertisements as well as their purchase intention and brand perception. The study was carried out by collecting data from 103 respondents who were employees of public, private and multi-national organization from different parts of Pakistan.

The result of this study showed that celebrity endorsement has significant impact on customers according to their attitude and purchase intention. The researchers added that Celebrity endorsement is an influential factor as well as a causal factor. With reference to the endorsed advertisement, the physical attractiveness, credibility and congruence of the celebrity all have an impact on the customer’s perception regarding the product.
Figure 3.2: The research model of Impact of Sports Celebrity Endorsements on the Purchase Intentions of Pakistani Youth


In the Figure 3.2, Baig and Siddiqui (2012) had examined the impact of sports celebrity endorsements on the purchase intention of the consumers. The conceptual frame was composed of Attractiveness, Trustworthiness and Expertise making the source credibility as indicated by Ohanian (1990) had an impact on the attitude towards the celebrity which eventually lead to positive or negative attitude towards the brand and affect the purchasing behavior.

The researchers conducted an exploratory research by collecting data from 127 respondents who were university students. The surveyed data were further analyzed by using descriptive statistics, confirmatory factor analysis and regression analysis. The researchers confirmed that attractiveness, expertise and trustworthiness lead to the credibility of the celebrity which significantly affected the attitude towards the brand. The outcome of the research showed that the tendency towards the brand had an impact on purchase intentions which indicated that those attitudes developed due to celebrity endorsements as well as due to several other external factors which included the performance of the product and the extent to
which the product meets the consumers’ expectations in terms of psychological as well as functional satisfactions.

**Figure 3.3:** The research model of The Relationship between Brand Equity, Product Attributes and Purchase Intention

<table>
<thead>
<tr>
<th>Brand Equity:</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Brand Awareness</td>
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<tr>
<td>- Brand Associations</td>
</tr>
<tr>
<td>- Perceived Quality</td>
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<tr>
<td>- Brand Loyalty</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product Attributes</th>
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</thead>
<tbody>
<tr>
<td>- Durability</td>
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<tr>
<td>- CCD Resolution</td>
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<tr>
<td>- Memory Card Capacity</td>
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<tr>
<td>- Ease of Use</td>
</tr>
<tr>
<td>- Zoom Distance</td>
</tr>
<tr>
<td>- Compatibility</td>
</tr>
<tr>
<td>- Size</td>
</tr>
<tr>
<td>- Design</td>
</tr>
<tr>
<td>- Video Record Function</td>
</tr>
</tbody>
</table>

| Purchase Intention |


Thammawimutti and Chaipoopirutana (2005) developed the above conceptual framework (Figure 3.3) from Aaker’s (1991) brand equity concept and Cobb-Walgren et al.’s (1995) model of antecedents and consequences of brand equity. In this study the researchers aimed at examining the relationship among brand equity, product attributes and customers’ purchase intention of Sony Digital cameras in Bangkok.
In the Figure 3.4 the researchers used the four elements of brand equity which are brand awareness, brand association, perceived quality, and brand loyalty and the product attributes which includes durability, CCD resolution, memory card capacity, easy to use, zoom distance, compatibility, size, design, and video-record function as independent variables and purchase intention as dependent variable. The study was undertaken by collecting data from 400 respondents from 5 different locations in Bangkok who were potential consumers of Sony-Cyber-Shot digital cameras. The respondents were above 18 years old, both male and female.

The result showed that the relationship between the elements of brand equity and purchase intention was significant and positive. This indicated that when the consumers’ perception on brand equity increases the likelihood or intention to purchase Sony-Cyber-Shot camera will increase.

**Figure 3.4:** The research model of The Effect of Brand Equity Components on Purchase Intention: An Application of Aaker’s Model in the Automobile Industry.

Jalilvand et al. (2011) aimed to investigate the effect of brand equity on the purchase intention by applying Aaker's famous conceptual framework in the Automobile Industry. In this study the researchers examined the four hypothesis based on the literature of brand equity. In Figure 3.4, the conceptual framework hold the information on the four dimensions which included brand awareness with three items, brand associations with three items, perceived quality with four items and brand loyalty with four items were all measured by using a seven-point Likert scale. The purchase intention with three elements was also measured using a seven-point Likert scale by considering the likelihood respondents' purchasing the brand.

The data were collected by using self-administered questionnaire from prospective customers and a sample size of 242 was taken. For the purpose of data analysis descriptive statistics and structural equation modeling was used to test the hypotheses. In this study, the statistical test and the empirical data support the direct causal relationship between brand loyalty, brand awareness, brand association and perceive quality with purchase intention. The propose model dimension was compared pair-wise and it suggested that there is a correlation among brand association, brand awareness, brand loyalty and perceive quality. Hence, brand awareness, brand association, brand loyalty and perceived quality have significant influence on purchase intention.

3.2 Conceptual Framework

The conceptual framework is a model which the researcher develops for the purpose of study that explains the relationship between independent variables and dependent variable. According to Chen (2009), the independent variable is the one which affects the dependent variable either positively or negatively, and the primary interest of the researcher is the dependent variable. For this study, the researcher has developed the conceptual framework from the previous four research models by choosing the variables which are important and have strong influence on the repurchase intention. The modified conceptual framework includes two independent variables endorser credibility and brand equity affecting the repurchase intention which is the dependent variable. In the following conceptual framework, endorser credibility consists of sub-variables which are expertise, trustworthiness and attractiveness stated by Ohanian (1990) and brand equity consists of sub-variables which are brand awareness, brand loyalty, brand association and perceived quality stated Aaker (1996).
The framework is designed to analyze the factors affecting repurchase intention in order to understand which factor has greater influence on consumer repurchase decision. The researcher also aims to find the relationship between brand equity, endorser credibility and repurchase intention.

The researcher applied the variable attractiveness and repurchase intention from the first theoretical framework of the previous study. Khan (2013) proved that the attractiveness of the celebrity positively affect consumer’s purchase intentions for lux soap in India. According to Kelman (1961) attractiveness persuades through the process of identification. Identification is a process that has been used in order to explain how attractiveness influenced consumers.

The researcher applied expertise, trustworthiness and repurchase intention from the second theoretical framework. According to Khan (2013), the trustworthiness and the expertise of the celebrity have a significant influence on the buyers’ repurchase intention for Toshiba Laptop in India. Chaовалит (2014) confirmed that the expertise and trustworthiness of the beauty blogger in Thailand are strongly affect cosmetics purchase intention of women.

The researcher used the four dimensions of brand equity (perceived quality, brand awareness, brand associations and brand loyalty) from the third research model of the previous study. According to Aaker (1991), perceived quality, brand awareness, brand associations and brand loyalty formed brand equity. Pride & Ferrell (2003) defined brand equity as marketing and financial value that is connected with the strength of a brand in the market, which includes proprietary brand assets, brand associations, brand loyalty, perceived brand quality, and brand name awareness.

The researcher applied brand awareness, brand associations, perceived quality, brand loyalty and purchase intention from the forth research model of the previous study. Tharmi and Senthilnathan (2012) proved that there is a significant positive relationship of brand equity with purchase intention of Sri Lankan Customer for branded soaps. According to Shahrokh and Azodi (2013) the four dimensions of brand equity has a significant positive relationship with purchase intention for mobile phone.
In order to achieve the objectives of this study, the modified conceptual framework is shown in Figure 3.5.

Figure 3.5: The Conceptual Framework.

Endorser Credibility:
- Attractiveness
- Expertise
- Trustworthiness

Brand Equity:
- Brand Awareness
- Brand Associations
- Perceived Quality

3.3 Research Hypotheses

Hypothesis is an empirically tested statement which is mainly concerned with identifying the relationship that exists among variables. According to Creswell (1994) hypothesis is a formal statement which presents the expected relationship among an independent and dependent variable. Good hypothesis gives a clear implication for testing the stated relationships of variables. Hence, to have a better understanding of the different variables stated in the conceptual framework, the hypothesis has been summarized by the researcher as follows:

H10: Endorser credibility in terms of attractiveness, expertise and trustworthiness are not statistically significant influential on repurchase intention.

H11: Endorser credibility in terms of attractiveness, expertise and trustworthiness are statistically significant influential on repurchase intention.

H20: Brand equity in terms of brand awareness, brand associations, perceived quality and brand loyalty are not statistically significant influential on repurchase intention.

H21: Brand equity in terms of brand awareness, brand associations, perceived quality and brand loyalty are statistically significant influential on repurchase intention.

3.4 Operationalization of Variables.

In order to measure any concept, it must be made operational. Operational definitions assist the research to specify the rules for assigning numbers. Zikmund (2000) stated that a concept is a generalized idea regarding the set of objects, attributes or process. For this research, the concept is going to be made operational so as to make it measurable. In the tables below, the operationalization of independent and dependent variables are shown.

Table 3.1 Operationalization of Variables.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Operational Definition</th>
<th>Operational Components</th>
<th>Measurement Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endorser Credibility</td>
<td>Goldsmith et al., (2000) defined endorser credibility as the degree to which the endorser can be trusted and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dimension</td>
<td>Description</td>
<td>Semantic Differentiation</td>
<td>Scale</td>
</tr>
<tr>
<td>-----------------</td>
<td>------------------------------------------------------------------------------</td>
<td>--------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Attractiveness</td>
<td>Attractiveness is defined how pleasing, friendly and similar the source is to the audience. (McCracken, 1989).</td>
<td>- Attractive - unattractive</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Classy - not classy</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Beautiful - ugly</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Elegant - plain</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Sexy - not sexy</td>
<td></td>
</tr>
<tr>
<td>Expertise</td>
<td>According to Dholakia and Sternthal (1977) Expertise is the extent to which the source is perceived to be well-informed and knowledgeable about the brand being advertised.</td>
<td>- Expert - not an expert</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Experienced - Inexperienced</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Knowledgeable - unknowledgeable</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Qualified - unqualified</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Skilled - unskilled</td>
<td></td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>Trustworthiness is the level to which the source is comprehended to be impartial, objective and reliable by the audience viewing him or her. (Dholakia and Sternthal, 1977; Ohanian, 1991).</td>
<td>- Dependable - undependable</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Honest - dishonest</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Reliable - unreliable</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Sincere - insincere</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Trustworthy -</td>
<td></td>
</tr>
</tbody>
</table>
| Brand Equity | Brand equity is defined as the additional value which a product receives from its brand (Farquhar, 1989).
The four important factors that contribute to create brand equity are brand awareness, brand association, perceived quality and brand loyalty. |
| Brand awareness | Brand awareness is the power of a brand’s solid existence and recognition in the minds of consumers. (Aaker, 1991). |
| Brand association | Brand association is defined as the real meaning of the brand in the eyes of consumers and consists of multiple ideas, instances and facts developed by consumers regarding the brand. (Keller, 1993). |

- I am aware of this brand.
- I can recognize this brand.
- I have no doubt in recalling the brand for repurchasing it any time.
- The same reflects at the top of my mind.

- It is likely that this brand offers good value for money.
- People identify me for the particular brand I buy.
- I have known all descriptive information about
| Perceived Quality | Perceived quality means the overall self-made judgment or opinion of the consumer towards brand which may consists of positive or negative feelings about the brand in terms of its quality (Zeithaml, 1988). | - I am recognized by others for the benefits obtained from using the brand.  
- It is likely that the brand is of very high quality. |
| --- | --- | --- |
| Brand Loyalty | Brand loyalty is the extent to which the consumers are inclined towards a particular brand and which may be manifested by their desire to repurchase that brand as their first choice (Yoo and Donthu, 2001). | - I feel loyal when considering the purchase of this brand.  
- It is likely that this brand would be my first choice when considering the purchase of a cosmetic product. |

**Interval Scale**
<table>
<thead>
<tr>
<th>Repurchase intention</th>
<th>Repurchase intention is defined as the probability of the customer to repurchase the product. (Lutz <em>et al.</em>, 1983)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I would buy another brand if this brand was available at the store.</td>
</tr>
<tr>
<td></td>
<td>I have a strong possibility to repurchase this brand.</td>
</tr>
<tr>
<td></td>
<td>The likelihood that I would pay for this brand is high.</td>
</tr>
<tr>
<td></td>
<td>I would consider to purchase this brand from other product.</td>
</tr>
<tr>
<td>Interval Scale</td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER 4
RESEARCH METHODOLOGY

This chapter explains in details regarding the research method that is being used in this study. This chapter comprises of six different sections. The research method, research instruments, respondents and sampling, pretest, data collection and data statistical treatment would be discussed by the researcher. The chapter further outlines the population, the sample size, the method of collecting the data, as well as analyzing the data.

4.1 Research Method

This research intends to test the relationship between endorser credibility and brand equity towards customers’ repurchases intention. In this study, the researcher focuses on the dimensions of brand equity which are brand awareness, brand association, perceived quality and brand loyalty. The Endorser credibility consists of three factors which are attractiveness, expertise and trustworthiness. The researcher’s main purpose is to identify the role of endorser credibility and brand equity in influencing repurchase intention of college students in Shillong City, India for Elle 18 cosmetic products.

To define the target population, the researcher applies descriptive research method in this study. Churchill (1991) stated that the descriptive research is applied in order to evaluate the proportion of people in a specific population that has a certain behavior. According to Bhattacherjee (2013), descriptive research is aimed at making careful observation and in depth documentation of a phenomenon of interest.

The survey method will be applied in this study to collect information from the respondents by distributing questionnaires through sampling. According to Aaker et al. (1999), the author stated that to collect primary data for a research from a of target population a survey technique is used. This research technique is an accepted method because the data is collected based on contact with a representative sample of individuals. The survey method is a quick, economical, efficient, and accurate way to evaluate information regarding a population (Aaker, Kumar and Day, 1991). Hence, the researcher will apply the survey technique by distributing questionnaires to the respondents which are selected from the target population through sampling.
4.2 Respondents and Sampling Procedure

4.2.1 Target Population

Population refers to the entire group people, events or things of interest that the researcher wishes to investigate (Sekaran, 2003; Easton and McCool, 1997). Also, Malhotra (2000) defined target population as a group of individuals who likes to share their common manners which are important as well as concern with the research. In this study, the target population is female college students in Shillong who have experienced using Elle18 cosmetic brand bought from any store nearby. Elle18 cosmetic brand was created for the youth particularly for female college students who are between 15 and 24 years old (http://www.business-standard.com/article/special/love-for-sale-198021201137_1.html, accessed on 12 December 2014 and http://www.elle18.in/ accessed on 12 December, 2014). According to Burns and Bush (2005) a sample is the subset of the population which represents the entire group. The sample for this research are selected from Shillong City, Meghalaya, India by selecting the top four colleges from the top ten list which are St. Anthony’s College, St. Edmund’s College, St. Mary’s College and Lady Kean College (http://www.nehu.ac.in/College%20Development/affiliatedColleges.php, Retrieved on 09/12/2014).

Table 4.1: Top Four Colleges in Shillong city, Meghalaya, India

<table>
<thead>
<tr>
<th>Serial No</th>
<th>Name of the colleges</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>St. Anthony’s College</td>
</tr>
<tr>
<td>2</td>
<td>St. Edmund’s College</td>
</tr>
<tr>
<td>3</td>
<td>St. Mary’s College</td>
</tr>
<tr>
<td>4</td>
<td>Lady Kean College</td>
</tr>
</tbody>
</table>

Shillong is the rock music capital of India and capital city of Meghalaya state. The presence of reputed colleges has made the city become an educational hub of Northeast India, attracting students from different parts of India as well and from neighboring countries like Bhutan, Bangladesh, China, Myanmar and Nepal. The good atmosphere, cold climate and the scenic beauty of the place draw students to come to the city for studies. The city is also
emerging as the next fashion hub of Northeast India after Dimapur (http://www.thaindian.com/newsportal/lifestyle/shillong/shillong-ready-to-host-its-first-fashion-show-with-images_100644698.html, retrieved on 12 December 2014). A mixture of different people in culture, ethnicity, creed, language, etc makes lifestyle more incredible. Globalization, Bollywood fashion, entertainment industry and music culture have shaped the fashion and lifestyle of female students in the city. Every student wants to be smart, beautiful and attractive and different from one another by using all possible cosmetics. Therefore, the researcher has selected the sample from St. Edmund’s College, St. Anthony’s College, St. Mary’s College and Lady Keane College which can represent the population for this study.

4.2.2 Sample Size

In this research a sample is the number of respondents representing the entire population. Kotler (2000) stated that a sample size is the right number of respondents who should be surveyed to represent the target population. According to Malhotra (2004), similar studies can influence the sample size by taking the average of the sample size from previous empirical researches. Therefore, for this research, the researcher averaged four previous empirical studies as references to create a sample size. Zafar and Rafique (2012) studied impact of celebrity advertisement on customer’s brand perception and purchase intention by using 103 respondents. Similarity Baig and Siddiquei (2012) studied Impact of Sport Celebrity Endorsement on the Purchase Intentions of Pakistani Youth by using 127 respondents. While Thammawimutti and Chaipoopiruttana (2005) who studied the relationship between brand equity, product attributes and purchase intention of Sony digital cameras in Bangkok with 400 respondents. And Jafilvand et al. (2011) studied the effect of brand equity Components on purchase intention. An application of Aaker’s model in the automobile industry with 242 respondents. Barlett et al. (2001) using a large sample size will be useful in avoiding errors. Proctor (2000) stated that an experience for the related topic being studied may indicate the selected sample size and are representative of the population with respect to what is being studied. Black (2011) stated that, 400 sample size can be taken to represent the population and also the author stated that a bigger sample size is better to represent the population. Thus, the researcher has decided to distribute 420 questionnaires as sample size for this research.
4.2.3 Sampling Procedure

Sampling is the process of gathering useful information about a population which is gathered from samples and drawing conclusions as a part of the process of inferential statistic (Black, 2008). In this study, the researcher adopts non-probability sampling method. According to Sekaran (2003), non-probability sampling is a sampling method where the elements in the population are unknown and their probability of subjects being included in the sampling frame is unknown. Non-probability sampling has four techniques namely Judgment sampling, Snowball sampling, quota sampling and convenience sampling (Malhotra). Hence, the researcher will collect the primary data for this study with non-probability sampling technique as there is no exact record of students using Elle 18 cosmetic brand in Shillong, India. The researcher will apply quota sampling and convenience sampling technique for this study.

Step 1: Quota Sampling

Firstly, quota sampling will be applied in order to allocate questionnaire among four selected colleges which are St. Anthony’s College, St. Edmund’s College, St. Mary’s College and Lady Kean College in Shillong, India. Quota sampling is necessary because appropriate amount of questionnaires has to be allocated in each four colleges in order to achieve the sample size. According to Sekaran (1992), quota sampling is a non-probability sampling technique that is used for representing subgroup of the population. Since the sample size for this research is 420 respondents, 105 questionnaires will be distributed in each college.

**Table 4.2:** Allocation of questionnaires among the selected colleges

<table>
<thead>
<tr>
<th>No</th>
<th>Name of the college</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>St. Anthony’s College</td>
<td>105</td>
</tr>
<tr>
<td>2</td>
<td>St. Edmund’s College</td>
<td>105</td>
</tr>
<tr>
<td>3</td>
<td>St. Mary’s College</td>
<td>105</td>
</tr>
<tr>
<td>4</td>
<td>Lady Kean College</td>
<td>105</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>420</td>
</tr>
</tbody>
</table>
Step 2: Convenience Sampling

Secondly, convenience sampling which is also known as accidental sampling will be applied directly to the students by distributing the questionnaires at the selected colleges who will be available to answer the questionnaires. This method of sampling will be applied in the selected colleges because the researcher does not know which student is really using Elle18 cosmetic product. According to Aaker et al. (2000), convenience sampling is a sampling method where the researcher gathers information from individuals who are easily and conveniently available. Therefore, 420 questionnaires will be distributed by the researcher in the four selected colleges, to individuals who will be conveniently available and ready to contribute in the research process.

4.3 Research Instrument and Questionnaire

For gathering the information from the respondents, the researcher will apply self-administered questionnaire. According to Wolf (2008), self-administered questionnaires have been designed specifically to be completed by a respondent without intervention of the researcher. The questionnaire will be used to analyze the factor affecting repurchase intention and the questionnaire was developed based on the conceptual framework and the previous studies. It gives a clear idea for the respondent about the study and makes it easy for them to understand. There are 5 different parts in the questionnaire with 36 questions which is prepared in English by the researcher. The details of the questionnaires are as follows:

**Part 1:** Screening question: In order to find the appropriate respondent who would be further qualified to answer the entire question, the researcher used screening question. There was a question which was used to find out whether the respondents have used any Elle18 cosmetic brand; where the respondents were needed to answer yes or no for the question. Those respondents who will answer “Yes” will be allowed to complete the questionnaire on the other hand, the respondents who will answer “No” will skip from completing the questionnaire. Therefore, the respondents who will answer “Yes” will be selected as the target population for this study.

**Part 2:** Endorser credibility: The endorser credibility is one of the independent variables of this study. Endorser credibility has three sub-variables which are attractiveness, expertise and trustworthiness. Based on the sub-variables all the questions in this part have been developed to determine the factors affecting customer’s perception of the credibility of the endorser by
using semantic differential scale. Semantic Differential (SD) measures people’s reactions to stimulus words and concept in terms of ratings on bipolar scales defined with contrasting adjectives at each end (Heise, 1965). In a semantic differential scale the position marked 0 is labeled “neutral,” the 1 is labeled “slightly,” the 2 is labeled “quite,” and the 3 is labeled “extremely.” A scale like this measures the directionality (e.g. good versus bad) and also the intensity of a reaction (slight through extreme).

According to Ohanian (1990), the credibility of an endorser as per the Ohanian’s endorser credibility scale can be judged by three sub-dimensions (attractiveness, expertise and trustworthiness). According to McCracken (1989), attractiveness means how pleasing, friendly and similar the source is to the audience. Dholakia and Sternthal (1977) stated that expertise is the level to which the source is understood to be well-informed and knowledgeable regarding the product that is advertised. Dholakia and Sternthal (1977) mentioned that trustworthiness is the degree to which the source is understood to be impartial, objective and reliable by the audience viewing him or her. Endorser credibility will be measured using 15 item scale developed by Ohanian (1990).

**Part 3:** Brand Equity: The brand equity is one of the independent variables of this study. Brand equity consists of four sub-variables which are brand awareness, perceived quality, brand association, and brand loyalty. In this section, all the questions were developed to determine the factors affecting customer’s perception of brand equity by using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree in to evaluate the score that respondents would assign to each statement. Zikmund (2003) stated Likert scale as a scale which is used to measure the consumer’s attitude of whether or not they strongly agree or disagree with the precisely designed questions mentioned in the questionnaires.

According to Farquhar (1989), brand equity is the additional value that a product receives from its brand. According to Aaker (1996a and 1996b), brand loyalty, brand association, perceived quality and brand awareness contribute to create Brand equity. Brand awareness questions were developed from the study of Thammawimutti and Chaipoopirirutana (2005). According to Aaker (1991), brand awareness is the power of the brand’s existence in the consumers mind. Brand association questions were developed from the study of Thammawimutti and Chaipoopirirutana (2005). According to Keller (1993), brand association refers to which a brand is surrounded. Perceived quality questions were developed from the study of Thammawimutti and Chaipoopirirutana (2005). According to
Zeithaml (1998), perceived quality is the overall self-made judgment or attitude of the customer towards a brand that may either positive or negative feelings regarding the brand in terms of its quality. Brand loyalty questions were developed from the study of Thammawimutti and Chaipoopirirutana (2005). According to Yoo and Donthu (2001), brand loyalty is the extent to which consumers are loyal towards a specific brand which may be manifested by their desire to repurchase that brand as their first choice.

Part 4: Repurchase intention: According to Lutz et al. (1983), repurchase intention is the probability and possibility of the customer to purchase the product again. This part is the dependent variable of the study. The questions for repurchase intention were developed from the study of (Dodds et al., 1991). In this section the questions were asked using five-point Likert scale. Usually these scales contain 5 or 7 points, and are summed across statements to get the attitude score (Davis, 2005). In this research a 5 point scale is used to test the variation of the summed rating scale for repurchase intention of Elle18 product ranging from 1 = Strongly Disagree to 5 = Strongly Agree in order to evaluate score that respondents would assign to each statement.

Part 5: Demographic Profile

This part consists of three questions for measuring the demographic profile of respondents and the researcher has designed in order to use category scale to measure demographic profile. The category scale is the measurement of attitude which involves various categories for the respondents with various alternated ratings (Malhotra and Birks, 2003). This part includes the personal data of the respondent such as age, education and expenditure. Close-ended questions are included in this part to gather information about the demographic profile and to analyze the behavior of a certain group. Close-ended questions mean that the respondents are exposed to limited answers and can select the closest answer to their individual recognition. All the three questions are in the ordinal scale.

4.4 Pretest

The main objective of pretesting questionnaire is to examine the reliability of each research instrument for the study. Cooper and Schindler (2001) stated pretest as a practice to find errors in questions, sequencing of questions, instructions etc. According to Churchill (1996) each and every questions should be tested to make sure that every question is neither confusing nor offensive to every respondent and should be easily answerable. Zikmund
(2003) explained that pretest is a trial run by using some respondents in order to identify the errors or problems in the questionnaire design or instruction. The researcher would gather data from respondents to analyze the reliability of the questionnaires by distributing copies of the questionnaires to individuals who have close characteristics to this research population. Then, the researcher would rectify the mistakes and adjust the structures, wordings and sequencing. Therefore, communication between the respondents and the researcher will not be biased.

According to Sekaran (2000), all the questions of each variable must test the reliability which may use Cronbach’s coefficient Alpha test. The questions for this study are tested by using Cronbach’s Alpha test. Churchill (1999) explained that in order to evaluate the instruments reliability test is applied and when the instruments give consistent measurement of values, this shows that the instruments are reliable. According to Vanishbancha (2003), to conduct pretest, the number of respondents should be between 20 and 100. Therefore, in order to accomplish this research, the data were collected from 40 respondents by the researcher as samples in order to get accurate results for the reliability of the questionnaires.

The testing of reliability was done on eight variables which are attractiveness, expertise, trustworthiness, brand awareness, brand association, perceived quality, brand loyalty and repurchase intention at St. Anthony’s college in January 2015 by self-administered questionnaire. According to Sekaran (2000), when all the value of reliability for each variable is greater than .60, the questionnaires are reliable and reliable to apply as a research instrument for this research. The detail of the reliability test result (Alpha value) for every variable is as follows:
Table 4.3 The value of the reliability analysis

<table>
<thead>
<tr>
<th>No. of items</th>
<th>Variables</th>
<th>Alpha (α-test)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Attractiveness</td>
<td>.984</td>
</tr>
<tr>
<td>2</td>
<td>Expertise</td>
<td>.973</td>
</tr>
<tr>
<td>3</td>
<td>Trustworthiness</td>
<td>.974</td>
</tr>
<tr>
<td>4</td>
<td>Brand awareness</td>
<td>.961</td>
</tr>
<tr>
<td>5</td>
<td>Brand association</td>
<td>.968</td>
</tr>
<tr>
<td>6</td>
<td>Perceived quality</td>
<td>.971</td>
</tr>
<tr>
<td>7</td>
<td>Brand loyalty</td>
<td>.957</td>
</tr>
<tr>
<td>8</td>
<td>Repurchase Intention</td>
<td>.985</td>
</tr>
</tbody>
</table>

4.5 Collection of Data

According to White et al. (2000), the methods of data collection for the primary data are behavioral observation, survey questionnaire and interview method. In this study, the researcher will apply primary data to achieve the objective by distributing the questionnaire. Churchill (1999) defined primary data as the collection of data and assembling them especially for a research at hand. Survey technique is the technique which the researcher will use. There are 420 copies of questionnaires which will be applied by the researcher for the data analysis. The researcher will distribute the questionnaires to respondents by approaching them personally in the college premises and explain about the research and the questions for the respondents to understand clearly.

The primary data were collected by the researcher during weekdays (Monday to Friday) from 10:00 am to 4:00 pm in the four selected colleges. The researcher distributed the questionnaires until the required sample size was collected and this data were collected within a month. The researcher also used secondary data like journals, academic textbooks, researches articles, magazine, Internet, etc. to build the structure for this study theoretically and systematically within the framework of the literature, analysis, recommendation and conclusion. According to Aaker et al. (2000), secondary data are data which are collected from magazine, books, journals, research articles, internet, etc. rather than one at hand.
4.6 Statistical Treatment of Data

When the necessary data are collected, the researcher will code the completed data by using SPSS software. According to Vanishbancha (2003), SPSS is unique solution software with a fully integrated survey analysis system for a specific application. For statistical treatment, the researcher will apply Descriptive Analysis and Multiple Linear Regression Analysis. All the statistical treatments are conducted by using SPSS software. The details of the statistical treatments which will be applied in this study are described below:

4.6.1 Descriptive Analysis

According to Hair et al. (2000), descriptive analysis is the way of collecting, classifying, summarizing and presenting data. Malhotra and Birks (2003) stated descriptive analysis as the change of raw data into a form that makes them easy to know and interpret. Aaker et al. (2000) explained that descriptive statistics are express using percentage, frequency table, bar chart, histogram, graph, tabular form etc. where it summarizes the collected data into clear and understandable form and the procedures of describing, analyzing, classifying and interpreting the data. In this study the data will be summarize by applying the calculation of frequency distribution, average and percentage distribution. Every data will be analyzed with SPSS (Statistical Package for Social Science) program to ensure the accuracy for this research. For this research, descriptive statistics will be applied to analyze personal data information.

4.6.2 Inferential Analysis

Inferential analysis is a method used to gather inferences on the general characteristics of target population through the data of samples (Gay and Diehl, 1996). The primary purpose of inferential analysis is to provide judgment regarding the population or collection of all elements about which one seeks information, it even helps to make generalizations from a sample to a population and test some hypothesis (William, 2002; Zikmund, 2000). The inferential analysis method employed for this study is Multiple Linear Regression Analysis.
4.6.3 Multiple Linear Regression Analysis (MLR)

According to Hair et al. (2000), multiple linear regression analysis is used to investigate the relationship between a multiple independent variables and single dependent variables. The sole objective of applying MLR is to forecast the single dependent value that is selected by the researcher by using independent variables whose values are known. The regression analysis procedure weights every independent variable and these weights represent the contribution of the independent variables to overall prediction.

Aaker et al. (2000) pointed out MLR as a dependence statistical technique and when the researcher use MLR in the research all the variables must be divided into independent and dependent variables. MLR is applied if the independent and dependent variables are metric and the data can be transferred appropriately. The selection of independent and dependent variables in order apply MLR largely dependent on the theoretical relationships among them.

The equation of multiple linear regressions is;

\[ Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots + \beta_n X_n + \varepsilon \]

Where;

- \( Y_i \) - dependent random variable,
- \( X_1, X_2, \ldots, X_n \) - value of independent variable
- \( \beta_1, \beta_2, \ldots, \beta_n \) - model parameters (regression coefficient)
- \( \varepsilon_i \) - random error

4.6.4 Estimated Standard Error

According to Aaker et al. (2000), estimate standard error (\( S_e \)) is used to indicate the measure of accuracy of prediction where it also shows the level of actual observations of the predicted values on the regression line.

\[ S_e = \sqrt{\frac{SSE}{N - K - 1}} = \sqrt{MSE} \]
4.6.5 Coefficient of Multiple Determination (R²)

Hair et al. (2000) indicated that coefficient of multiple determination (R²) illustrates the percentage of the variations of Y which is a dependent variable and that is explained due to the influence of independent variables in this model.

The coefficient of multiple determination is acquired by the ratio of sum of squares due to regression (SSR) by the sum of squares total (SS total) and the equation is as follows:

\[ R^2 = \frac{SSR}{SS \text{ total}} \]

Where;

- \( R^2 \) - Coefficient of multiple determination
- SSR - Sum of the squares due to regression
- SS total - The sum of the squares total

4.6.6 Adjusted Coefficient of Multiple Determination (R² adj)

Aaker et al. (2000) explained that coefficient of multiple determination (R²) illustrates the percentage of the variations of Y which is a dependent variable and that is explained due to the influence of independent variables in this model. For the calculation of R² the sample size should be taken care as well as the number of independent variables. This is attained by the calculation of adjusted coefficient of multiple determination and the equation as follows:

\[ R^2_{\text{adj}} = 1 - \frac{n - 1}{nk - 1} \cdot (1 - R^2) \]

Where,

- \( R^2_{\text{adj}} \) - Adjusted Coefficient of Multiple Determination
- \( n \) - The number of observations in the sample
- \( k \) - The number of independent variables
- \( R^2 \) - Coefficient of Multiple Determination
4.6.7 ANOVA Table for Multiple Regression Analysis

The analysis of variance (ANOVA) table can give the researcher the following information:

1. Degrees of Freedom (df)
2. The Sum Of The Squares (SS)
3. The Mean Square (MS)
4. The F ratio (F)

Sum of squares is in fact the sums of the squared deviations about a mean. ANOVA table has the regression sum of squares (SSR), the total sum of squares (SST) and the residual sum of squares (the error sum of squares). The calculations of the sums of squares are given below:

Table 4.4: ANOVA Table for Multiple Regression Analysis

<table>
<thead>
<tr>
<th>case</th>
<th>Formula(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>General case:</td>
<td></td>
</tr>
<tr>
<td>SST = [ \sum_{j=1}^{N} (y_j - \bar{y})^2 = SSR + SSE ]</td>
<td></td>
</tr>
<tr>
<td>SSR = [ \sum_{j=1}^{N} (\hat{y}_j - \bar{y})^2 = SST - SSE ]</td>
<td></td>
</tr>
<tr>
<td>SSE = [ \sum_{j=1}^{N} (y_j - \hat{y}<em>j)^2 = \sum</em>{j=1}^{N} e_j^2 = SST - SSR ]</td>
<td></td>
</tr>
</tbody>
</table>
The ANOVA table as follows:

<table>
<thead>
<tr>
<th>Source</th>
<th>df</th>
<th>SS</th>
<th>MS</th>
<th>F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>k</td>
<td>SSR</td>
<td>MSR = SSR/k</td>
<td>MSR/MSE</td>
</tr>
<tr>
<td>Error</td>
<td>n-(k+1)</td>
<td>sse</td>
<td>MSE = SSE/[n-(k+1)]</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>ss total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Uses of the ANOVA Table**

The information in the ANOVA table has the following uses:

- MST in the ANOVA table is to the variance of \( y \)
- SSR/SST in the ANOVA table is equal to the coefficient of Multiple Determination (\( R^2 \))
- MSE in ANOVA is used to calculate the estimated standard error (\( S_e \))
- The F statistic in the ANOVA table with the degree of freedom, \( K \), \( N-K-1 \) can be applied to test the hypothesis that \( \rho^2 = 0 \) (or all the betas equal to zero)

**4.6.8 Hypotheses Tests in the in Multiple Linear Regression**

This part of the study discusses the hypotheses tests on the regression coefficients in multiple linear regressions. There are three types of hypotheses testing conducted on multiple linear regression models:

1. Test for significance of regression: the test which checks the significance of the whole regression model.
2. T-test: the test that checks the significance of individual regression coefficients.
3. F-test: This test is used to test individual coefficients and also to check the significance of a number of regression coefficients.
4.6.8.1 Testing Models for Significance (F-test)

According to Render et al. (2009) statistical hypothesis test should be applied in order to determine if there is a linear relation between X and Y. When the value of \( \beta \) is 0, there is no relationship between X and Y and null hypothesis is accepted. When the value of \( \beta \) is not equal to 0, there is a relationship between X and Y and null hypothesis is rejected. Existence of a linear relationship can be seen by F-test and the following is the equation of F-test:

\[
F = \frac{MSR}{MSE}
\]

Where,

- \( F \) = F-statistic
- \( MSR \) = mean of squared regression
- \( MSE \) = mean of squared error

While calculating F-value, the significance level needs to be determined. The significance level in this study to conduct F-test is 0.05. When the significance level of F-test is lower, null hypothesis is rejected and there is a linear relationship between Y and Y. And when the significance level of F-test is greater, the null hypothesis is accepted and there is no relationship between X and Y.

4.6.8.2 Test on Individual Regression Coefficients (t-Test)

In multiple linear regression models, the t-test is done to check the significance of individual regression coefficients. If a significant variable is added, the model becomes more effective but if added non-significant variable the model becomes ineffective (Proctor, 1997). The following are the hypotheses statements to test the significance of the regression coefficient, \( \beta_n \).
<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Description</th>
<th>Statistical Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1₀</td>
<td>Endorser credibility in terms of attractiveness, expertise and trustworthiness have no statistical significant influence on repurchase intention.</td>
<td>Multiple Linear Regression</td>
</tr>
<tr>
<td>H₁₁</td>
<td>Endorser credibility in terms of attractiveness, expertise and trustworthiness have statistical significant influence on repurchase intention.</td>
<td>Multiple Linear Regression</td>
</tr>
<tr>
<td>H₂₀</td>
<td>Brand equity in terms of brand awareness, brand associations, perceived quality and brand loyalty have no statistical significant influence on repurchase intention.</td>
<td>Multiple Linear Regression</td>
</tr>
<tr>
<td>H₂₁</td>
<td>Brand equity in terms of brand awareness, brand associations, perceived quality and brand loyalty have statistical significant influence on repurchase intention.</td>
<td>Multiple Linear Regression</td>
</tr>
</tbody>
</table>
CHAPTER V
PRESENTATION OF DATA AND CRITICAL DISCUSSION OF DATA

In this chapter, the researcher presents the findings by using descriptive analysis as well as inferential analysis for testing hypotheses. Statistical Package for the Social Science (SPSS) was utilized in order to analyze and evaluate the data. The data analysis is divided into four sections: descriptive analysis for demographic factors, descriptive analysis for variables, reliability analysis of variables and inferential analysis for hypotheses testing.

5.1 Descriptive Analysis for Demographic Factors

The researcher applied descriptive analysis in order to present demographic profile and general information of the respondents. Descriptive analysis refers to the transformation of the raw data into a form that make them easy to understand and interpret (Zikmund, 2003). Hence, descriptive analysis is a method that helps to summarize the general nature of variables included in the study and the interrelation among them (Parasuraman, 1992). In this research, descriptive analysis is used to describe the demographic characteristics of respondents by using frequency distributions and percentage distributions.

This study was specifically designed for analyzing the student consumers who have used Ell18 cosmetic products in Shillong, India. The researcher had distributed 420 questionnaires by initially screening the respondents who had experienced using Ell18 cosmetic products. The data were collected from 08th April to 23th April 2015 in the selected four colleges which are St. Anthony’s College, St. Edmund’s College, St. Mary’s College and Lady Keane College in Shillong Meghalaya, India. A total of 420 respondents were chosen as accurate target population. In order to obtain the profile of subjects, the respondents were asked to complete all questions regarding age, education and expense. For presenting the demographic data, the researcher analyzed and summarized them in a form that is useful and easily interpretable.
Table 5.1: The Analysis of Age by using Frequency and Percentage

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-18 yrs</td>
<td>292</td>
<td>69.5</td>
<td>69.5</td>
<td>69.5</td>
</tr>
<tr>
<td>19-21 yrs</td>
<td>119</td>
<td>28.3</td>
<td>28.3</td>
<td>97.9</td>
</tr>
<tr>
<td>22-24 yrs</td>
<td>9</td>
<td>2.1</td>
<td>2.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>420</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Based on Table 5.1, which presents the demographic profile of the respondents, the table indicates that the majority of respondents 69.5% (292) are between the age of 16 and 18; 28.3% (119) of respondents are between the age of 19 and 21; 2.1% (9) of respondents are between the age of 22 and 24.

Table 5.2: The Analysis of Education by using Frequency and Percentage

<table>
<thead>
<tr>
<th>Education</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor</td>
<td>411</td>
<td>97.9</td>
<td>97.9</td>
<td>97.9</td>
</tr>
<tr>
<td>Master</td>
<td>9</td>
<td>2.1</td>
<td>2.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>420</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

In terms of educational level which is presented in the Table 5.2 above shows 97.9% (411) student respondents are pursuing bachelor degree and 2.1% (9) of the student respondents are pursuing master degree.

Table 5.3: The Analysis of Expense by using Frequency and Percentage

<table>
<thead>
<tr>
<th>Expense</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than Rs 2000</td>
<td>28</td>
<td>6.7</td>
<td>6.7</td>
<td>6.7</td>
</tr>
<tr>
<td>Rs. 3000 to Rs. 4000</td>
<td>238</td>
<td>56.7</td>
<td>56.7</td>
<td>63.3</td>
</tr>
<tr>
<td>5000 and above</td>
<td>154</td>
<td>36.7</td>
<td>36.7</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>420</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Quarterly expense on cosmetics is measured with INR (Indian Rupees). 6.7% (28) students are found to spend below or equal to INR.2000/-, 56.7% (238) are found to spend between INR.3000/- to INR.4000/- and 36.7% (154) are found to spend above INR.5000.
Table 5.4: Summary of Demographic Factors

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- 16-18</td>
<td>292</td>
<td>69.5%</td>
</tr>
<tr>
<td>- 19-21</td>
<td>119</td>
<td>28.3%</td>
</tr>
<tr>
<td>- 22-24</td>
<td>9</td>
<td>2.1%</td>
</tr>
<tr>
<td>Total</td>
<td>420</td>
<td>100.0</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor</td>
<td>411</td>
<td>97.9%</td>
</tr>
<tr>
<td>Master</td>
<td>9</td>
<td>2.1%</td>
</tr>
<tr>
<td>others</td>
<td>Nil</td>
<td>0%</td>
</tr>
<tr>
<td>Expense</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less Than INR.2000</td>
<td>28</td>
<td>6.7%</td>
</tr>
<tr>
<td>INR.3000 – INR.4000</td>
<td>238</td>
<td>56.7%</td>
</tr>
<tr>
<td>Above INR.5000</td>
<td>154</td>
<td>36.7%</td>
</tr>
</tbody>
</table>

5.2 Descriptive Analysis for Variables

The researcher has collected data for the variables such as brand equity and repurchase intention by implementing Interval Scale; and in the case of endorser credibility Semantic Differential Scale was applied, the mean and standard deviation are used in order to measure the central tendency and dispersion from the mean of sample (Malhotra, 2004).

For this part, the respondents were asked to rate their level of agreement for two independent variables which are endorser credibility (attractiveness, trustworthiness, expertise) and brand equity (brand awareness, brand associations, perceived quality, brand loyalty) and one dependent variable which is repurchase intention. Table 5.2 – 5.9 show the means and standard deviations of consumers repurchase intention towards Elle18 cosmetic products.
Table 5.5: Mean, Standard Deviation and Interpretation of Attractiveness

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractive to unattractive</td>
<td>420</td>
<td>3.06</td>
<td>1.373</td>
</tr>
<tr>
<td>Classy to not classy</td>
<td>420</td>
<td>3.01</td>
<td>1.428</td>
</tr>
<tr>
<td>Beautiful to ugly</td>
<td>420</td>
<td>3.00</td>
<td>1.001</td>
</tr>
<tr>
<td>Elegant to Plain</td>
<td>420</td>
<td>3.00</td>
<td>1.805</td>
</tr>
<tr>
<td>Sexy to not sexy</td>
<td>420</td>
<td>2.90</td>
<td>1.543</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>420</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The attractiveness factors are presented in the above Table 5.5. There are five questions in this category, which have the range of mean score between 2.90 and 3.06. The highest average mean of attractiveness factor was ‘attractive to unattractive’ which is equal to 3.06. In contrast, the lowest average mean of attractiveness factor was ‘sexy to not sexy’, which is equal to 2.90. The highest standard deviation of attractiveness factor is (1.805) and the lowest standard deviation of attractiveness factor is (1.001).

Table 5.6: Mean, Standard Deviation and Interpretation of Expertise

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expert to not expert</td>
<td>420</td>
<td>2.94</td>
<td>2.001</td>
</tr>
<tr>
<td>Experience to inexperience</td>
<td>420</td>
<td>3.01</td>
<td>1.428</td>
</tr>
<tr>
<td>Knowledgeable to unknowledgeable</td>
<td>420</td>
<td>2.97</td>
<td>1.000</td>
</tr>
<tr>
<td>Qualified to unqualified</td>
<td>420</td>
<td>2.99</td>
<td>1.804</td>
</tr>
<tr>
<td>Skilled to unskilled</td>
<td>420</td>
<td>2.90</td>
<td>1.543</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>420</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.6 presents expertise factors. There are five questions in this category, which have the range of mean score between 2.90 and 3.01. The highest average mean of expertise factor is ‘experience to inexperience’ which is equal to 3.01. In contrast, the lowest average mean of expertise factor is ‘skilled to unskilled’, which is equal to 2.90. The highest standard deviation of expertise factor is (2.001) and the lowest standard deviation of expertise factor is (1.428).
Table 5.7: Mean, Standard Deviation and Interpretation of Trustworthiness

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dependable to not dependable</td>
<td>420</td>
<td>2.95</td>
<td>1.670</td>
</tr>
<tr>
<td>Honest to dishonest</td>
<td>420</td>
<td>2.86</td>
<td>1.576</td>
</tr>
<tr>
<td>Reliable to not reliable</td>
<td>420</td>
<td>3.01</td>
<td>1.618</td>
</tr>
<tr>
<td>Sincere to insincere</td>
<td>420</td>
<td>2.95</td>
<td>1.489</td>
</tr>
<tr>
<td>Trustworthy to not trustworthy</td>
<td>420</td>
<td>2.99</td>
<td>1.804</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>420</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.7 presents trustworthiness factors. There are five questions in this category, which have the range of mean score between 2.86 and 3.01. The highest average mean of trustworthiness factor is ‘Reliability to not reliability’ which is equal to 3.01. In contrast, the lowest average mean of trustworthiness factor is ‘honest to dishonest’, which is equal to 2.86. The highest standard deviation of trustworthiness factor is (1.804) and the lowest standard deviation of trustworthiness factor is (1.489).

Table 5.8: Mean, Standard Deviation and Interpretation of Brand Awareness

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am aware of this brand</td>
<td>420</td>
<td>3.12</td>
<td>1.736</td>
</tr>
<tr>
<td>I can recognize this brand</td>
<td>420</td>
<td>3.05</td>
<td>1.386</td>
</tr>
<tr>
<td>I have no doubt in recalling this brand for purchasing it at any time</td>
<td>420</td>
<td>2.84</td>
<td>1.923</td>
</tr>
<tr>
<td>The same brand reflects at the top of my mind</td>
<td>420</td>
<td>2.85</td>
<td>1.766</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>420</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.8 presents brand awareness factors. There are four questions in this category, which have the range of mean score between 2.84 and 3.12. The highest average mean of brand awareness factor is ‘I am aware of this brand.’ which is equal to 3.12. In contrast, the lowest average mean of brand awareness factor is ‘I have no doubt in recalling this brand for purchasing it at any time’, which is equal to 2.84. The highest standard deviation of brand awareness factor is (1.923) and the lowest standard deviation of brand awareness factor is (1.386).
Table 5.9: Mean, Standard Deviation and Interpretation of Brand Association

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is likely that this brand offers good value for money</td>
<td>420</td>
<td>3.05</td>
<td>1.386</td>
</tr>
<tr>
<td>People identify me for the particular brand that I buy.</td>
<td>420</td>
<td>2.85</td>
<td>1.923</td>
</tr>
<tr>
<td>I have known all descriptive information about this particular brand</td>
<td>420</td>
<td>2.84</td>
<td>1.766</td>
</tr>
<tr>
<td>I am recognized by others for the benefits obtained from using the brand.</td>
<td>420</td>
<td>2.94</td>
<td>1.850</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>420</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.9 presents brand association factors. There are four questions in this category, which have the range of mean score between 2.94 and 3.05. The highest average mean of brand association factor is ‘It is likely that this brand offers good value for money’ which is equal to 3.05. In contrast, the lowest average mean of brand association factor is ‘I have known all descriptive information about this particular brand.’ which is equal to 2.92. The highest standard deviation of brand association factor is (1.923) and the lowest standard deviation of brand association factor is (1.386).

Table 5.10: Mean, Standard Deviation and Interpretation of Perceived Quality

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>The product from this brand is of very high quality.</td>
<td>420</td>
<td>2.88</td>
<td>1.905</td>
</tr>
<tr>
<td>This brand is of very consistent quality.</td>
<td>420</td>
<td>2.86</td>
<td>1.757</td>
</tr>
<tr>
<td>This brand offers excellent features.</td>
<td>420</td>
<td>2.94</td>
<td>1.851</td>
</tr>
<tr>
<td>This brand is very reliable.</td>
<td>420</td>
<td>2.95</td>
<td>2.001</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td>420</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.10 presents perceived quality factors. There are four questions in this category, which have the range of mean score between 2.86 and 2.95. The highest average mean of perceived quality factor is ‘This brand is very reliable’ which is equal to 2.95. In contrast, the lowest average mean of perceived quality factor is ‘This brand is of very consistent quality.’ which is equal to 2.86. The highest standard deviation of perceived quality factor is (2.001) and the lowest standard deviation of perceived quality factor is (1.575).
Table 5.11: Mean, Standard Deviation and Interpretation of Brand Loyalty

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Mean</th>
<th>Std Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel loyal when considering the purchase of this brand.</td>
<td>420</td>
<td>3.05</td>
<td>1.124</td>
</tr>
<tr>
<td>It is likely that this brand would be my first choice when considering</td>
<td>420</td>
<td>3.07</td>
<td>1.127</td>
</tr>
<tr>
<td>the purchase of a cosmetic product</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would not buy another brand if this brand is not available at the store</td>
<td>420</td>
<td>3.01</td>
<td>1.801</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.11 presents brand loyalty factors. There are three questions in this category, which have the range of mean score between 3.01 and 3.07. The highest average mean of brand loyalty factor is ‘It is likely that this brand would be my first choice when considering the purchase of a cosmetic product,’ which is equal to 3.07. In contrast, the lowest average mean of brand loyalty factor is ‘I would not buy another brand if this brand is not available at the store.’ which is equal to 3.01. The highest standard deviation of brand loyalty factor is (1.801) and the lowest standard deviation of brand loyalty factor is (1.124).

Table 5.12: Mean, Standard Deviation and Interpretation of Repurchase Intention

<table>
<thead>
<tr>
<th>Statement</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have a strong possibility to repurchase this brand.</td>
<td>420</td>
<td>3.10</td>
<td>1.804</td>
</tr>
<tr>
<td>The likelihood that I would pay for this brand is high.</td>
<td>420</td>
<td>2.99</td>
<td>1.636</td>
</tr>
<tr>
<td>I would consider purchasing this brand.</td>
<td>420</td>
<td>2.94</td>
<td>2.001</td>
</tr>
<tr>
<td>Valid N (listwise)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5.12 presents repurchase intention factors. There are three questions in this category, which have the range of mean score between 2.94 and 3.10. The highest average mean of repurchase intention is ‘I have a strong possibility to repurchase this brand.’ which is equal to 3.10. In contrast, the lowest average mean of repurchase intention factor is ‘I would consider purchasing this brand.’ which is equal to 2.94. The highest standard deviation of repurchase intention factor is (2.001) and the lowest standard deviation of repurchase intention factor is (1.636).
5.3 Reliability Analysis

Cronbach’s alpha is the most commonly used technique to conduct reliability analysis which reflects how well the items are positively correlated with each other (Sekaran, 2000). The widely accepted social science cut-off is that alpha should be 0.60. If the alpha value is 0.70, it is considered to be good, if the alpha value is around 0.80 it is considered to be very good and if the reliability value is 0.90 then it is considered to be excellent.

Table 5.13: Summary of Reliability test (Cronbach’s Alpha Coefficient Table)

<table>
<thead>
<tr>
<th>Operational Variables</th>
<th>Alpha Test</th>
<th>No of questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractiveness</td>
<td>.985</td>
<td>5</td>
</tr>
<tr>
<td>Expertise</td>
<td>.974</td>
<td>5</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>.976</td>
<td>5</td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>.963</td>
<td>4</td>
</tr>
<tr>
<td>Brand Association</td>
<td>.970</td>
<td>4</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>.973</td>
<td>4</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>.958</td>
<td>3</td>
</tr>
<tr>
<td>Repurchase Intention</td>
<td>.985</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>33</strong></td>
<td></td>
</tr>
</tbody>
</table>

The researcher had distributed 420 questionnaires to the student consumers in Shillong City, Meghalaya, India in April 2015. As shown in Table 5.13, the coefficient value of all variables is above 0.60 and all of them are above 0.90 indicating very good reliability of variables. The highest alpha value is .985 which are Attractiveness and Repurchase Intention and brand loyalty has the lowest alpha which is .958. Therefore, the questionnaire that is being used to conduct this study is valid and reliable enough to examine its hypotheses.
5.4 Hypotheses Testing

For this study, Multiple Linear Regression Analysis Test was implemented to test the relationship between each variable as shown in Table 5.11 to 5.16. The researcher tested the significance value, for judging whether the hypothesis can be accepted or rejected.

**Hypothesis 1:**

$H_{10}$: Endorser credibility in terms of attractiveness, expertise and trustworthiness are not statistically significant influential on repurchase intention.

$H_{1a}$: Endorser credibility in terms of attractiveness, expertise and trustworthiness are statistically significant influential on repurchase intention.

**Table 5.14: ANOVA Results for Attractiveness, Expertise, Trustworthiness and Repurchase Intention**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>1321.931</td>
<td>3</td>
<td>440.644</td>
<td>7176.436</td>
<td>.000b</td>
</tr>
<tr>
<td>Total</td>
<td>1347.474</td>
<td>419</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Repurchase
b. Predictors: (Constant), Attractiveness, Expertise, Trustworthiness.

As shown in Table 5.14, the ANOVA assesses the significant influence of attractiveness, expertise and trustworthiness towards repurchase intention of Elle18 student consumers. The result from ANOVA table shows that the significance level is equal to 0.000 which is less than 0.05 (.000 < .05). It means the model is significant and null hypothesis is rejected. Then, at least one variable of attractiveness, expertise and trustworthiness influenced on repurchase intention at the 0.05 significant level.

**Table 5.15: Regression Model Summary of Hypothesis One**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.990a</td>
<td>.981</td>
<td>.981</td>
<td>.24779</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Attractiveness, Expertise, Trustworthiness
The above table 5.15 indicates how much the variance of dependent variable is affected by the independent variables. In case of the student consumers of Elle 18 in Shillong, India, the R square is .981 which means that 98% of the variance of repurchase intention is influence by attractiveness, expertise and trustworthiness.

**Table 5.16:** Multiple Linear Regression Coefficients of in terms of Attractiveness, Expertise and Trustworthiness

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>-.639</td>
<td>.029</td>
<td>-22.425</td>
<td>.000</td>
</tr>
<tr>
<td>1</td>
<td>EXPT</td>
<td>.397</td>
<td>.067</td>
<td>5.891</td>
</tr>
<tr>
<td></td>
<td>TRW</td>
<td>.233</td>
<td>.082</td>
<td>2.856</td>
</tr>
<tr>
<td></td>
<td>ATT</td>
<td>.642</td>
<td>.050</td>
<td>12.739</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Repurchase

As indicated in Table 5.16, with regards to student consumers of Elle18 in Shillong, India, the coefficients of all the factors of endorser credibility, which are attractiveness, and expertise yield at the significant level of .000 and trustworthiness yield at the significant level of .005 which are less than .05. It implies that the variables attractiveness, expertise and trustworthiness significantly influence on repurchase intention of Elle18 cosmetic products at the significant level of .05 and the null hypothesis is rejected.

The Beta ($\beta$) coefficient value (unstandardized) for the variables are attractiveness (.642), expertise (.397) and trustworthiness (.233) respectively, which shows that attractiveness has stronger influence on repurchase intention when compared to expertise and trustworthiness.

**Hypothesis 2:**

H2c: Brand equity in terms of brand awareness, brand associations, perceived quality and brand loyalty are not statistically significant influential on repurchase intention.

H2a: Brand equity in terms of brand awareness, brand associations, perceived quality and brand loyalty are statistically significant influential on repurchase intention.
Table 5.17: ANOVA Results for Brand Awareness, Brand Associations, Perceived Quality, Brand Loyalty and Repurchase Intention

ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>1309.862</td>
<td>4</td>
<td>327.465</td>
<td>3613.162</td>
<td>.000</td>
</tr>
<tr>
<td>1</td>
<td>37.612</td>
<td>415</td>
<td>.091</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1347.474</td>
<td>419</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Repurchase
b. Predictors: (Constant), Loyalty, Quality, Association, Awareness

As shown in Table 5.17, the ANOVA assesses the significant influence of brand awareness, brand associations, perceived quality and brand loyalty towards repurchase intention of Elle18 student consumers. The result from ANOVA table shows that the significance level is equal to 0.000 which is less than 0.05 (.000 < .05). It means the model is significant and null hypothesis is rejected. Then, at least one variable of attractiveness, expertise and trustworthiness influenced on repurchase intention at the 0.05 significant level.

Table 5.18: Regression Model Summary of Hypothesis two

Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.986</td>
<td>.972</td>
<td>.972</td>
<td>30105</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Loyalty, Quality, Association, Awareness

The above table 5.18 indicates how much the variance of dependent variable is affected by the independent variables. In case of the student consumers of Elle 18 in Shillong, India, the R square is .972, which means that 97% of the variance of repurchase intention is influence by brand awareness, brand association, perceived quality and brand loyalty.
Table 5.19: Multiple Linear Regression Coefficients of in terms of Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty.

<table>
<thead>
<tr>
<th>Coefficients^a</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>-.556</td>
<td>.067</td>
<td></td>
<td>-8.249</td>
</tr>
<tr>
<td>Awareness</td>
<td>.715</td>
<td>.163</td>
<td>.658</td>
<td>4.377</td>
</tr>
<tr>
<td>Association</td>
<td>.709</td>
<td>.104</td>
<td>.673</td>
<td>6.840</td>
</tr>
<tr>
<td>Quality</td>
<td>-.550</td>
<td>.154</td>
<td>-.570</td>
<td>-3.573</td>
</tr>
<tr>
<td>Loyalty</td>
<td>.310</td>
<td>.055</td>
<td>.229</td>
<td>5.647</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Repurchase

As indicated in Table 5.19, with regards to student consumers of Elle18 in Shillong, India, the coefficients of all the dimensions of Brand Equity, which are brand awareness, brand association, perceived quality and brand loyalty yield at the significant level of .000, which are less than .05. It implies that the variables brand awareness, brand association, perceived quality and brand loyalty significantly influenced on repurchase intention of Elle18 cosmetic products at the significant level of .05 and the null hypothesis is rejected.

The Beta (β) coefficient value (unstandardized) for the variables were brand awareness (.715), brand association (.709), perceived quality (-.550) and brand loyalty (.310) respectively, which shows that brand awareness and brand have stronger influence on repurchase intention when compared to perceived quality and brand loyalty.
<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Statistical Analyses</th>
<th>Level of Significants</th>
<th>Beta Coefficient Values</th>
<th>Result</th>
</tr>
</thead>
</table>
| H1o: Endorser credibility in terms of attractiveness, expertise and trustworthiness are not statistical significant influence on repurchase intention.  
  - Attractiveness  
  - Expertise  
  - Trustworthiness | Multiple Regression Line | .000 | .642 | Rejected H1o |
| H2o: Brand equity in terms of brand awareness, brand associations, perceived quality and brand loyalty are not statistical significant influence on repurchase intention.  
  - Brand awareness  
  - Brand association  
  - Perceived Quality  
  - Brand Loyalty | Multiple Regression Line | .000 | .715 | Rejected H2o |
CHAPTER VI
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter emphasizes on the summarization of the entire study and its results. The basic purpose of this chapter is to compile and conclude the results which were presented in Chapter 5. This chapter is divided into five parts. The first part comprises of summary of demographic factors and hypotheses testing. The second part provides the discussions and implications of this study. Third and fourth part presents the conclusions and recommendations of this study respectively. And the last part provides the possibility of future research in the same field as undertaken in this research.

6.1 Summary of Findings

The prime objective of this study was to test the role of endorser credibility and brand equity in influencing repurchase intention of consumers of Elle18 cosmetics products in Shillong, India. For conducting this study, the researcher opted for two independent variables which are endorser credibility and brand equity and one dependent variable which is repurchase intention. Endorser credibility was divided into three factors which are attractiveness, trustworthiness and expertise based on tri-component celebrity endorsement credibility scale developed by Ohanian, 1990. For brand equity the researcher 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.

6.1.1 Summary of Demographic Factors

The data for this study were collected by distributing questionnaires in the four selected colleges in Shillong, India. A total of 420 respondents were selected as accurate target population based on one screening question.

For conducting this study, the researcher has only focused on female gender as this study is based on female range of cosmetics products provided by Elle18, India. As shown in Table 6.1, the highest percentage of respondents’ age was 69.5% (292) in the age group between 16 to 18 years. In terms of quarterly expenses, the highest percentage of respondents’ quarterly expenses was 56.7% (238), which is between INR 3,000 to INR 4,000, while 97.9 % (411) of the students were studying bachelor degree.
Table 6.1: Summary of Demographic Factors by using Frequency and Percentage

<table>
<thead>
<tr>
<th>Demographics Factor</th>
<th>Characteristics</th>
<th>Frequency (f)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>16-18</td>
<td>292</td>
<td>69.5%</td>
</tr>
<tr>
<td>Education</td>
<td>Bachelor</td>
<td>411</td>
<td>97.9%</td>
</tr>
<tr>
<td>Expense</td>
<td>INR.3000 – INR.4000</td>
<td>238</td>
<td>56.7%</td>
</tr>
</tbody>
</table>

6.1.2 Summary of the Factors Influencing Consumers’ Repurchase Intention toward Elle18 Cosmetics products

According to the statistical treatment and data analysis results, all the proposed independent variables have significant impact on repurchase intention toward Elle18 products. In terms of direct relationship, there are two independent variables which are endorser credibility and brand that affected repurchase intention toward Elle18 products directly. The findings were based on interpretation of the primary data which were obtained from a total 420 respondents.

Table 6.2: The Highest Mean of sub-variable of each Independent Variable

<table>
<thead>
<tr>
<th>Variables</th>
<th>Highest Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractiveness</td>
<td>3.06</td>
</tr>
<tr>
<td>Attractive to unattractive</td>
<td></td>
</tr>
<tr>
<td>Expertise</td>
<td>3.01</td>
</tr>
<tr>
<td>Experience to inexperience</td>
<td></td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>3.01</td>
</tr>
<tr>
<td>Reliable to not reliable</td>
<td></td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>3.12</td>
</tr>
<tr>
<td>I am aware of this brand.</td>
<td></td>
</tr>
<tr>
<td>Brand Association</td>
<td>3.05</td>
</tr>
<tr>
<td>It is likely that this brand offers good value for money.</td>
<td></td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>2.95</td>
</tr>
<tr>
<td>This brand is very reliable.</td>
<td></td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td></td>
</tr>
</tbody>
</table>
It is likely that this brand would be my first choice when considering the purchase of a cosmetic product.

The above table 6.2 shows the results of the highest mean of the tested independent variables. All the variables are tested by using descriptive statistical analysis method with SPSS program.

According to the table above, in terms of attractiveness, the statement, “attractive to unattractive of the endorser of Elle18 products” has the highest mean of 3.06. Therefore, it can be said that the student consumers of Elle18 product in Shillong, India were influenced neutrally by the attractiveness of the endorser.

With regards to expertise, the statement, “experience to inexperience of the endorser of Elle18 product” has highest mean of 3.01 which indicates that the student consumers of Elle18 cosmetic products in Shillong were manipulated neutrally by the expertise of the endorser.

In terms of trustworthiness, the statement, “Reliable to not reliable of the endorser of Elle18 product” has highest mean of 3.01 which indicates that the student consumers of Elle18 cosmetic products in Shillong believed neutrally in the message conveyed by the endorser.

The statement, “I am aware of the brand” with regards to brand awareness has the highest mean 3.12 which demonstrated Elle18 cosmetic products to have moderate favorable impression or top of mind awareness of the brand among the student consumers in Shillong by its marketing strategies. Hence, the researcher considered it as one of the main reasons why Elle18 has been contentiously gaining a long-term position in the youth platform of beauty products.

The statement for brand association “It is likely that this brand offers good value for money” has the highest mean of 3.05. Hence, it can be regarded that Elle18 cosmetic product has created neutral brand associations among the student consumers in Shillong, India.

The highest mean in the variables of perceived quality is the statement, “This brand is very reliable”, has a score of 2.95. This implies that many of the student consumers did not perceive the Elle18 products as a high quality based on their individual experiences and information attained from their environment.

The statement, “It is likely that this brand would be my first choice when considering the purchase of a cosmetic product”, has the highest mean 3.07. This result indicated that some of the respondents have intention to be loyal to Elle18 cosmetic products.
However, the total highest average mean score of all the sub-variables are mentioned below:

**Table 6.3: The Summary of all the sub-variables’ average highest mean**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Highest Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractiveness</td>
<td>2.99</td>
</tr>
<tr>
<td>Expertise</td>
<td>2.96</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>2.95</td>
</tr>
<tr>
<td>Brand Awareness</td>
<td>2.96</td>
</tr>
<tr>
<td>Brand Association</td>
<td>2.92</td>
</tr>
<tr>
<td>Perceived Quality</td>
<td>2.90</td>
</tr>
<tr>
<td>Brand Loyalty</td>
<td>3.04</td>
</tr>
</tbody>
</table>

As shown in Table 6.3, the result of the total average highest mean of all the variables is 3.04 for the brand loyalty, which means that the respondents neither agree nor disagree with the questions. The lowest mean is 2.90 with regard to perceived quality, which implies that respondents are neutral with the questions about perceived quality. Most of the means are close to 3 and above, which indicate that the respondents mostly neither agree nor disagree with the questions. Thus, it can be concluded that respondents mostly neither agree nor disagree to all the questions.

**Table 6.4: The Result of Highest Mean of the Dependent Variable**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Highest Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repurchase Intention</td>
<td></td>
</tr>
<tr>
<td>I have a strong possibility to repurchase this brand</td>
<td>3.10</td>
</tr>
</tbody>
</table>

Table 6.4 shows the result of the highest mean of the variable of repurchase intention. The data illustrate that the statement “I have a strong possibility to repurchase this brand” gets the highest mean 3.10. This result indicates that some of the respondents have intention to repurchase Elle18 cosmetic brand, but there are respondents who may not be willing to repurchase Elle18 cosmetic products rather may buy other products.
However, the total highest average mean score of the dependent variable is mentioned below:

**Table 6.5: The Summary of the Result of the average total highest mean of the dependent variable**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repurchase Intention</td>
<td>3.01</td>
</tr>
</tbody>
</table>

As shown in Table 6.5, the average total highest mean of the dependent variable is 3.01, which means that the respondents neither agree nor disagree with the questions about repurchase intention. Thus, it can be concluded that respondents mostly neither agree nor disagree to all the questions.

**6.1.3 Summary of Hypotheses Testing**

For this study, the researcher applied Multiple Linear Regression (MLR) to test the relationship of hypotheses. All the statistical treatments in this study were conducted by using SPSS program. There are two hypotheses in this study. According to the research methodology and Multiple Linear Regression results, the outcome showed that all null hypotheses were rejected as the significant value was less than .05 at 95% confident level and less than .01 at the 99% confident level. It indicates that there are statically positive relationships between these factors. Therefore, the findings of this study are shown as follows:

**Hypothesis 1**: In the first hypothesis, the null Hypothesis (Ho) was rejected and it implied that attractiveness, expertise and trustworthiness have statistically significant effect on repurchase intention. According to the testing results of regression model summary, the R square value is .983, and which means that 98% of the variance of repurchase intention was influenced by attractiveness, expertise and trustworthiness.

**Hypothesis 2**: In the second hypothesis, the null Hypothesis (Ho) was rejected and it implied that brand awareness, brand associations, perceived quality and brand loyalty have statistically significant effect on repurchase intention. According to the testing results of regression model summary, the R square value is .972, and which means that 97% of the
variance of repurchase intention was influenced by brand awareness, brand associations, perceived quality and brand loyalty.

6.2 Discussions and Implications

Based on the data collected by using questionnaire, endorser credibility and brand equity indicators for repurchase intention, the research findings by using descriptive analysis for demographic factors of respondents and general analysis for each variable; and inferential analysis for hypotheses testing are discussed as follows.

Demographic Factors of Respondents

The demographic factors of this study indicate that most of the female student consumers of Elle18 cosmetics are in the age group between 16-18 years old, who are pursuing bachelor’s degree and their quarterly expenses on cosmetics is INR.3000 to INR.4000. In other words, the Elle18’s student customers who use the cosmetics of this brand are mostly teenagers pursuing bachelor degree. From the Company’s prospective, managers or marketers should consider more courtesy to this group of people. They need to analyze and understand their needs and wants in order to make them more satisfied to keep more positive attitude and loyalty towards Elle18 brand. Furthermore, the company should understand this group of female students who are pursuing bachelor’s degree with the average expense of INR.3000 to INR.4000 is their potential customer in Shillong, India. Therefore, Elle18 marketers should intensify their marketing strategies targeting this potential group of customers in both of traditional marketing and social media marketing. In the ways of traditional marketing: ads via television channels such as MTV, NDTV good times, Vhr, TLC, V-channel, Star plus, Sony Entertainment, Star Gold, Zee Cinema, Set Max, Colors etc. In addition, it should be advertised in fashion magazines, Femina magazine, lifestyle magazine, print, billboard, etc. by endorsing a celebrity choosing the most popular, young and active model/actress, who is the most attractive to this particular group of teenagers. Also, choosing the right location of print and billboard ads that can be seen easily by this potential customer group is also crucial.

For social media marketing: via fashion blogs, Bollywood Fashion, Facebook, Viral videos in YouTube, events sponsorship, organizing beauty contests, participating in
voluntary activities are some of the most attractive and popular ways of social media marketing in India today. Social media objectives are about engagement with customers and consumer evangelism such as optimizing positive word of mouth and engaging conversations about a brand (Weinberg and Pehlivan, 2011).

**Hypothesis 1:**

Based on the MLR analysis results of hypothesis one, the researcher found that there is a statistical significant impact on repurchase intention by attractiveness, expertise and trustworthiness. By considering the beta coefficient ($\beta$) value, the researcher regarded that attractiveness, expertise and trustworthiness have positive influence on repurchase intention of Elle18. Furthermore, beta weights are coefficients of regression for un-standardized data which really help to understand the relative importance of independent variables in model. The beta coefficient of attractiveness has the highest beta value which is equal to .642 and it implies that repurchase intention of Elle18 is strongly affected by attractiveness; while trustworthiness has the lowest beta value .233 and it implies that repurchase intention of Elle18 is less affected by trustworthiness of the endorser.

The findings of this research were supported by scholars: Studies have indicated that attractive endorsers possess the capability of influencing repurchase decision of consumers and changing their attitudes and opinions towards a brand (Friedman et al, 1976; Baker and Churchill, 1977).

Also, Ohanian (1991) proved that expertise was a significant predictor of repurchase intentions. There are even studies which indicate that while comparing trustworthy and expert endorsers, endorsers with expertise were discovered to be more efficient in changing consumers’ attitude and opinions towards repurchase decision (McGinnies & Ward, 1980).

According to Friedman et al. (1978) trust is the most crucial factor of endorser credibility and it is advisable for the advertising agencies to opt for well-liked celebrity endorsers. Untrustworthy celebrity endorsers are often viewed as doubtful sources despite their other caliber such as attractive appearance, good looks, etc. (Smith, 1973). However, this result does not coincide with Ohanian’s (1991) pointed view that even though celebrity endorsers may be perceived to be trustworthy by the audience, they are still not effective in influencing consumers repurchase decisions.
Hypothesis 2:

Based on the MLR analysis results of hypothesis two, the researcher discovered that there is a statistical significant effect on repurchase intention by brand awareness, brand association, perceived quality and brand loyalty. By regarding the beta coefficient ($\beta$) value, the researcher described that brand awareness, perceived quality and brand loyalty have a positive influence, and brand association has a negative influence on repurchase intention of Elle18 cosmetic products. Furthermore, beta weights are coefficients of regression for unstandardized data which really help to understand the relative importance of independent variables in model. The beta coefficient values of brand awareness has the highest beta value which is equal to .715 and it implies that repurchase intention of Elle18 is strongly affected by brand awareness and brand loyalty has the lowest beta value of .310 and it means that repurchase intention of Elle18 is less affected by brand loyalty. Perceived quality has negative beta coefficient value of -.550, which means that the variable influenced negatively on repurchase intention of Elle18.

This result is supported by past studies which have clearly indicated that when consumers identify and remember a brand name, their probability of purchasing that brand increases because familiar products are always preferred more in comparison to unfamiliar products (Macdonald and Sharp, 2000).

According to Aaker (1991), brand association as the dimension of brand equity has the ability to link itself with the memory and form different perceptions in the minds of consumers and this provides the basis for repurchase intention. Therefore, brand association and repurchase intention are correlated with each other.

Studies have shown that quality is the most critical element which affects consumers, while making a repurchase decision as perceived quality provides consumers’ reasons to buy a product, even helps in developing a favorable response towards the brand and this positive reaction further influences repurchase intention of a consumer (Aaker, 1991). Bloemer, Ruyter and Wetzels (1997) and Jones et al. (2002) stated that there exists a positive relationship between perceived quality and repurchase intention which would further help in forming strong levels of customer loyalty.
According to (Oliver, 1999), there exists a relationship between brand loyalty and repurchase intention as brand loyalty confirms a repurchase promise made by the regular customers who will repurchase their constructive brands in the future without being affected by other brands.

6.3 Conclusions

The main purpose of this study was to test the role of endorser credibility and brand equity in influencing repurchase intention of student consumers of Elle18 cosmetics products in Shillong, India. The researcher mainly wanted to find which of these two variables: endorser credibility or brand equity had a long lasting effect on the minds of consumers while making a repurchase decision. For conducting this study, the researcher opted two independent variables which are endorser credibility and brand equity and one dependent variable which is repurchase intention. Endorser credibility consists of three factors which are attractiveness, trustworthiness and expertise based on tri-component celebrity endorsement credibility scale developed by Ohanian (1990). For brand equity the researcher 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. The following paragraphs describe the conclusion of this study.

The data for conducting this study were collected through a questionnaire survey of 420 respondents in the selected four colleges in Shillong, India. The selected four colleges are the most popular educational institutions, which are St. Anthony’s College, St. Edmund’s College, St. Mary’s College and Lady Keane College in Shillong, Meghalaya, India. A total of 420 respondents were selected as accurate target population based on one screening question. For conducting this study, the researcher focused on only female gender as this study is based on female range of cosmetics products provided by Elle18, India. The majority of respondents were aged between 16 and 18 years, and pursuing a bachelor’s degree. In terms of expenses on cosmetic, the majority of them were spending between INR 3,000 to INR 4,000 quarterly.
The relationships of the two hypotheses were investigated by the researcher and all the variables of the hypotheses which were tested showed that the variables are correlated to each other at the significant level of 0.000. Hence, the null hypotheses are rejected. In hypothesis 1 (H1), attractiveness, expertise and trustworthiness have positive and significant influence on repurchase intention. In hypothesis 2 (H2) brand awareness and brand association and brand loyalty have positive and significant influence on repurchase intention, while perceived quality has negative influence towards repurchase intention.

Therefore, the findings of the study indicate 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 entirely relying on celebrity endorsements.

6.4 Recommendations

Based on the findings of this study, there are some recommendations that the researcher would like to provide. In a country like India where people are almost crazy about celebrities and want to imitate their looks and lifestyles in every way possible, these recommendations may hopefully help Elle18 as a company to understand its overall picture in the eyes of student consumers in terms of its product awareness, brand loyalty, brand association and perceived quality. Initially, the results of all the two hypotheses depict a positive relationship between the independent variables and the dependent variable of this study. In other words repurchase intention of Elle18 cosmetics products was positively influenced by endorser credibility (attractiveness, trustworthiness or expertise) and brand equity (brand awareness, brand loyalty, brand association or perceived quality).

Based on the findings of this study, brand equity turned out to be a more convincing factor in terms of influencing the repurchase intention of student consumers in Shillong, India. Therefore, the researcher would recommend that Elle18 in India will focus more on its brand equity dimensions in order to expand its market share in the country. Specifically, hypothesis (H2) of brand equity (brand awareness, brand association, perceived quality and brand loyalty) showed a high positive influence on repurchase intention when compared to endorser credibility. In terms of brand equity dimensions, brand awareness was found to have the highest positive influence on repurchase intention when compared to other dimensions of
brand equity, and this result was supported by Malik et al. (2013) who mentioned that brand awareness in the initial stage leads to repurchase intention. Therefore, the researcher would like to suggest that awareness campaign of Elle18 products must be carried out at different capacity by adopting different marketing strategies, increasing the number of distributors across the country, thus making them available in every cosmetic store in order to help the company expand its products and services. As a result, this will ultimately contribute in enhancing the brand awareness of the company. Promotions, especially price discounts can be one way to attract new consumers to experience the brand. In the descriptive analysis, the statement, “I am aware of the brand” scores the highest mean which is equal to 3.12 and the lowest mean is 2.84 for the statement, “I have no doubt in recalling this brand for purchasing at anytime” which indicates that the brand awareness of Elle18 is relatively neutral from consumer’s perspective in Shillong City, India. Therefore, the researcher would like to suggest to the company for repositioning its brand by adopting different marketing strategies and should emphasize building the brand image. They should also increase the advertising activities, event sponsorship in colleges and universities, free sample should be distributed for trial in order to bring more awareness to the student consumers in Shillong City, India.

In terms of brand equity dimensions, brand association was also found to have strong positive and significant influence on repurchase intention when compared to perceived quality and brand loyalty. The result of this finding is supported by O’Cass and Lim (2002) who explained that brand association is the component that precedes the foundation of brand loyalty towards repurchase intention. Therefore, the researcher would like to suggest that Elle18 should increase its brand associations, by focusing on developing appropriate marketing strategies and managers of Elle18 should consider developing associations by involving with charities and local events. Also, by the use of digital and social marketing channels because social media are the easiest way to build brand association and add meaning to the brand. By posting links of videos, photos, people and events that increase brands interest and appeal; it will be taken as the first step to relating the brand with positive associations. In the brand association factor, the statement, “It is likely that this brand offers good value for money” has the highest mean score which is equal to 3.05 and the lowest mean score for the statement, “I have known all the descriptive information about this particular brand” is 2.84. This indicates that the brand association on repurchase intention of Elle18 cosmetics in Shillong City, India is relatively neutral. Hence, the researcher would like to suggest that the company should increase promotion activities in order to increase
association of the student consumers with the brand. The company should increase the advertising activities extensively, such as endorsing local celebrities, Beauty contest and sponsoring a Rose Day event in the colleges which is a big event for colleges in Shillong City, India.

Based on the findings, perceived quality in terms of brand equity was found to have negative and significant influence towards repurchase intention of Elle18 cosmetics products by the student consumers of Shillong City, India. According to the result, the researcher can conclude that the repurchase intention was influenced by perceived quality negatively. In another word, according to the questions that the researcher tested for perceived quality variable involved super influential statements such as: “This brand offers excellent features”; “This brand is very reliable”. Therefore, most of respondents did not agree with those statements that the perceived quality of this brand is still low in India. Hence, the researcher would like to suggest that the company should emphasize more on Research and Development (R&D) and manufacturing process to improve the perceived quality of Elle18, which can yield to the positive image in the eyes of the consumers. In terms of descriptive analysis, the highest mean is 2.95 for the statement, “This brand is very reliable” and the statement, “This brand offers excellent features” has the lowest mean score 2.86. It implies that the perceived quality of Elle18 from the perspective of student consumers in Shillong City, India is neutral. Therefore, the researcher would like to suggest that the company should emphasize on the improvement of quality of the products and the attributes which are most liked by the youth.

On the other hand, brand loyalty was found to have the lowest positive influence on repurchase intention when compared to brand awareness and brand association. Therefore, the researcher would like to suggest that the company should conduct loyalty programs for their committed consumers by providing free samples, gift coupons, conducting exhibitions, etc. The company may also provide loyalty cards to its customers in order to reward them for their repeated purchases. These cards can be used to record the purchase transactions of the customers which may further assist in identifying consumer buying behavior and analyzing trends from time to time. This will ultimately contribute in enhancing the brand loyalty of the consumers. It will lead to the expansion and improvement of its brand in the market and help compete effectively against the ever growing national and international competitors in the cosmetic sector. In the case of descriptive analysis, the statement, “It is likely that this brand
would be my first choice when considering the purchase of a cosmetic product” has the highest mean 3.07 and the lowest mean for the statement, “I would not buy another brand if this brand was not available at the store” is 3.01. This signifies that the brand loyalty towards Elle18 cosmetics is neutral for the student consumers of Shillong City, India. Therefore, the researcher would like to suggest that the company should concentrate on building customer brand loyalty. They should connect with the customer by rewarding them and they should reposition them in the market.

Even though endorsement of celebrities has become a popular marketing strategy in India showing no signs of decline, the main focus of Indian consumers while making a repurchase decision is whether the product worked for them or not. Specifically, their purchasing choices are often motivated by product performance, pragmatism and value-for-money i.e., the money they paid for the product should be a solution to their problem. Cosmetics companies should take notice of this fact because when it comes to influencing repurchase intention of consumers, it is recommended that companies in India should concentrate more on their product attributes, especially quality. This will definitely lead to higher chances of return on investment (ROI) rather than hiring expensive celebrities and paying them handsome amounts for the brand endorsement deals.

In terms of endorser credibility, the factor attractiveness in hypothesis (H1) was found to have a stronger positive influence on repurchase intention when compared to expertise and trustworthiness, while expertise and trustworthiness had low positive influence on repurchase intention. Expertise had more significant influence on repurchase intention compared to trustworthiness. This truly makes sense since student consumers have high need for beauty and hence, may tend to be more susceptible to a product endorser’s attractiveness and expertise. Based on these findings, the Indian advertising agencies need to develop more creative advertising strategies by opting for more attractive and expert endorsers in order to appeal to the repurchase intentions of its target customers, rather than using standardized campaigns. In terms of endorser credibility, the descriptive analysis for the statement, “Attractive to unattractive” scored the highest mean 3.06 while the statement, “Honest to dishonest” scored the lowest mean. This shows that the student consumers towards the credibility of the celebrity endorser were neutral. Thus, the researcher would like to suggest that the company should use more attractive celebrity who is trustworthy and honest.
6.5 Further Research

In this last section of the entire study, the researcher would like to provide scope for further studies which would be helpful for conducting an effective research in the field of celebrity endorsements. While conducting this study, the respondents from only one city in India, Shillong were selected as the target population. As mentioned earlier, India is a nation with diversity, where each state has its own unique language, culture, and traditions. Future researchers should replicate the current study in different parts of India to see whether similar results can be achieved or not.

In terms of gender, only women were selected as the respondents for this study but appropriate reasons for this specific gender selection were provided, the researcher focused on female gender because the study was based on the female range of cosmetics products provided by Elle18, India. Future research can be undertaken in order to see if the findings of the current study remain consistent in terms of gender selection, i.e., if the researcher selects male as the representative population. It would be interesting to see if the influence of source credibility attributes of celebrity endorsers on repurchase intentions vary for men as compared to women. As mentioned earlier, entering into the male cosmetics segment would help the company in terms of its diversification and growth aspects as the brand Elle18 is already very popular in India and this would also provide a way for conducting future studies in order to find out the influence of celebrity endorsements on the male section of the population, as it is also a growing market now.

Also, in terms of the stimuli, celebrity endorsers have traditionally been women, therefore the female population was selected for this research. There have been endorsements in India where male endorsers have been hired to endorse female range of products, for example Mr. Shahrukh Khan, the top most celebrity of Indian Film Industry, appeared in an advertisement of Lux Beauty Soap during the 75th year of LUX’s celebration in India. In the advertisement Mr. Shahrukh Khan was surrounded by four female actresses (Juhi Chawla, Hema Malini, Sridevi and Kareena Kapoor) while he was in a bath tub (http://www.glamsham.com/movies/scoops/05/sep/09lux.aspt, accessed on 07/03/2015). Therefore, the effects of male and female celebrity endorsers endorsing cosmetic products for the opposite sex and their relevant effect on the consumer buying behavior may be a possible area for future research.
In this study, the researcher has specifically focused on Elle18 cosmetics products and its celebrity endorsers. However, there are many other brands such as Revlon, Lakmé, Maybelline, etc. on which further studies can be initiated by future researchers.
BIBLIOGRAPHY


Websites

Appendix A

Questionnaire

Part 1: Screening Question

Have you ever purchased Elle18 Cosmetic Product?

☐ Yes  ☐ No

If the answer is “Yes”, please continue. If the answer is “No,” please do not continue.

Part 2.1: Independent Variables:

There are seven independent variables which the researcher has used to conduct this study. The respondents are asked to indicate the importance of these variables in relation to repurchase intention.

Endorser Credibility

For each pair of adjectives, place a tick (✓) at the blank space which reflects the extent to which you believe the adjectives describe the celebrity endorser (Anushka Sharma).

<table>
<thead>
<tr>
<th>Attractive</th>
<th>Unattractive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely</td>
<td>Extremely</td>
</tr>
<tr>
<td>Slightly</td>
<td>Slightly</td>
</tr>
<tr>
<td>Neither</td>
<td>Neither</td>
</tr>
</tbody>
</table>

1. Please mark (✓) on the basis of Endorser’s attractiveness.

<table>
<thead>
<tr>
<th>Attractive</th>
<th>Unattractive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractive</td>
<td>Unattractive</td>
</tr>
<tr>
<td>Classy</td>
<td>Not-classy</td>
</tr>
<tr>
<td>Beautiful</td>
<td>Ugly</td>
</tr>
<tr>
<td>Elegant</td>
<td>Plain</td>
</tr>
<tr>
<td>Sexy</td>
<td>Unsexy</td>
</tr>
</tbody>
</table>

2. Please mark (✓) on the basis of Endorser’s expertise.

<table>
<thead>
<tr>
<th>Expert</th>
<th>Not an expert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experienced</td>
<td>Inexperienced</td>
</tr>
</tbody>
</table>

110


3. Please mark (✓) on the basis of Endorser’s Trustworthiness.


Part 3: Please mark (✓) within the given level from (1) strongly disagree (5) strongly agree in the table below.

1 = strongly disagree, 2 = disagree, 3 = neither agree or disagree, 4 = Agree, 5 = strongly agree

Brand Equity:

<table>
<thead>
<tr>
<th>Brand awareness</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>16. I am aware of this brand.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17. I can recognize this brand.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18. I have no doubt in recalling this brand for purchasing it at any time.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19. The same brand reflects at the top of my mind.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand association</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>20. It is likely that this brand offers good value for money.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21. People identify me for the particular brand that I buy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22. I have known all descriptive information about this particular brand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23. I am recognized by others for the benefits obtained from using the brand.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Perceived quality**

<table>
<thead>
<tr>
<th>24. The product from this brand is of very high quality.</th>
</tr>
</thead>
<tbody>
<tr>
<td>25. This brand is of very consistent quality.</td>
</tr>
<tr>
<td>26. This brand offers excellent features.</td>
</tr>
<tr>
<td>27. This brand is very reliable.</td>
</tr>
</tbody>
</table>

**Brand loyalty**

| 28. I feel loyal when considering the purchase of this brand. |
| 29. It is likely that this brand would be my first choice when considering the purchase of a cosmetic product. |
| 30. I would not buy another brand if this brand was available at the store. |

**Part 4: Dependent Variable:** The dependent variable of this study is repurchase intention which refers to the probability and possibility of the consumer to repurchase the product. Please mark (√) within the level from (1) strongly disagree (5) strongly agree in the table below;

<table>
<thead>
<tr>
<th>Repurchase Intention</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>31. I have a strong possibility to repurchase this brand.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32. The likelihood that I would pay for this brand is high.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33. I would consider purchasing this brand again.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Part 5: Personal data**

1. Age
   - [ ] 16-18 years
   - [ ] 19-21 years
   - [ ] 22-24 years

2. Level of Education Studying
   - [ ] Bachelor degree
   - [ ] Master degree
   - [ ] Others

3. How much do you spend on cosmetics quarterly?
   - [ ] Less than ₹.2000/-
   - [ ] ₹.3000/- & ₹.4000/-
   - [ ] ₹.5000/- & above
## SPSS OUTPUT

### RELIABILITY OF VARIABLES

1. Repurchase intention

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.985</td>
<td>3</td>
</tr>
</tbody>
</table>

2. Attractiveness

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
<th>Cronbach's Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
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<td>.974</td>
<td>5</td>
</tr>
</tbody>
</table>

3. Expertise

<table>
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<tr>
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4. Trustworthiness

<table>
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<tr>
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5. Brand awareness

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<td>Cronbach's Alpha</td>
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6. Brand Association

<table>
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<tr>
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</thead>
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7. Perceived quality

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Cronbach's Alpha</td>
<td>.958</td>
<td>4</td>
</tr>
</tbody>
</table>

a) Brand loyalty

<table>
<thead>
<tr>
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