



A STUDY OF THE RELATIONSHIP BETWEEN PERCEIVED IMAGE OF  
CELEBRITY ENDORSEMENT AND CONSUMERS' ATTITUDE TOWARD  
PEPSI ADVERTISEMENTS

By

SAILANI SINGH

A Thesis submitted in partial fulfillment  
of the requirement for the degree of

Master of Business Administration

Graduate School of Business  
Assumption University  
Bangkok, Thailand

July 2005



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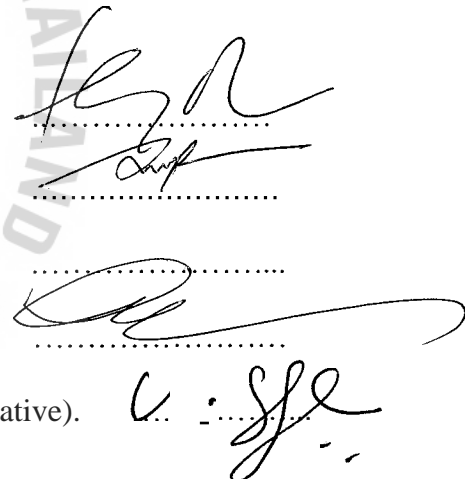
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## ABSTRACT

In the present highly competitive world the biggest challenge that the advertisers and marketers are facing is how to break through and stand out in the ever increasing media clutter. To overcome this challenge, many companies choose to use celebrities as endorsers in their advertisements. They believe that celebrity endorsers can generate publicity for their companies and brands. Celebrity endorsers' are believed to have a positive impact on consumers' brand attitude.

The main aim of the research is to study the relationship between the perceived image of celebrity endorsers' in advertisements and consumers' attitude toward the advertised Pepsi cola drink.

The target sample for this study is 300 male and female Undergraduate Thai students from 6 Universities including 3 Public Universities and 3 Private Universities based in Bangkok, Thailand.

Product Moment Correlation or Pearson Correlation Coefficient was used to test the relationship among perceived image of celebrity endorsement and consumers' attitude toward the advertised brand.

This study found that there is a positive relationship between the celebrity endorsers' perceived image (source credibility, match up hypothesis and meaning transfer model) and consumers' attitude toward the advertised brand.

Based on these findings, the study recommends that marketers and advertisers must have strong opinion on effectiveness of celebrity campaigns in terms of generating awareness, recall, positive attitudes towards advertising and brands. Celebrity credibility is a desire trait for anyone appearing in the advertisements. A celebrity campaign must support a good idea and there must be an explicit fit between celebrities and the brands with the target audience. Celebrity endorsers must have the appropriate meaning and values to transfer to the endorsed brand and to the

consumers. The company must utilize multiple celebrity endorsers for a particular advertising campaign to cover the whole target audience.



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## TABLE OF CONTENTS

Title	Page
Table of Contents	iv
List of Tables	vii
List of Figures	viii

### Chapter1: Generalities of the Study

1.1 Background of the Study	... 1
1.1.1 Global Pepsi cola drink .....	2
1.1.2 Pepsi in Thailand Market .....	3
1.1.3 Celebrity endorsements, a key to marketing success in Thailand .....	5
1.1.4 Corporate selection of Endorsers .....	5
1.2 Statement of the Problem .....	6
1.3 Research Objectives .....	7
1.4 Scope of the Study .....	7
1.5 Limitation of the Research .....	8
1.6 Significance of the Study .....	8
1.7 Definition of the Terms Used in the Study .....	9

### Chapter 2: Literature Review

2.1 Celebrity Endorsers .....	12
2.2 Effectiveness of Celebrity Endorsements .....	14
2.3 Celebrity Endorsers Credibility .....	15
2.3.1 Expertise .....	16
2.3.2 Trustworthiness .....	16
2.3.3 Attractiveness .....	17
2.4 Match Up Hypothesis .....	19
2.5 Meaning Transfer Model .....	21
2.6 Correlation between the Celebrity's Credibility, Match Up Hypothesis and Meaning Transfer Model and Consumers' Attitude toward the Advertised Bran .....	23
2.7 Persuasive Communication .....	24

2.8 Advertising Effectiveness .....	26
2.9 Attitude .....	27
2.9.1 Sources of Attitudes .....	28
2.9.2 Components of Attitudes .....	28
2.9.3 Attitude toward the Ad .....	30
2.9.4 Attitude toward the Brand .....	31
2.10 Conclusion of the Literature related to the Study .....	32
2.11 Previous Studies .....	33

### **Chapter 3: Research Framework**

3.1 Theoretical Framework ....	41
3.2 Conceptual Framework ....	43
3.3 Definition of Variables .....	43
3.2.1 Source Credibility .....	44
3.2.2 Match up Hypothesis .....	45
3.2.3 Meaning Transfer Model .....	46
3.2.4 Attitude toward advertised brand .....	46
3.3 Research Hypothesis .....	47
3.4 Operationalization of variables .....	48

### **Chapter 4: Research Methodology**

4.1 Research Method: Sample Survey .....	51
4.2 Research Instrument: Self Administered Questionnaire .....	52
4.3 Source of Data .....	52
4.4 Sampling Plan .....	53
4.5 Data collection tools and procedure .....	55
4.6 Pre-testing (Reliability Test) ....	57
4.7 Data Analysis Technique .....	58

### **Chapter 5: Presentation and Discussion of data**

5.1 Descriptive Analysis of Demographic Data ...	61
5.2 Descriptive Analysis of Celebrity Endorsers' Perceived Image in Pepsi Advertisements .....	64
5.3 Descriptive Analysis of Attitude toward Advertising .....	73

5.4 Analysis of the Hypothesis Testing .....	77
----------------------------------------------	----

## **Chapter 6: Summary, Conclusion and Recommendations**

6.1 Summary of the findings .....	83
6.2 Conclusions and Recommendations .....	84
6.3 Suggestions for Future Research .....	92

<b>BIBLIOGRAPHY</b> .....	94
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<b>Appendix A → Questionnaire</b> .....	102
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<b>Appendix B → Reliability Test</b> .....	112
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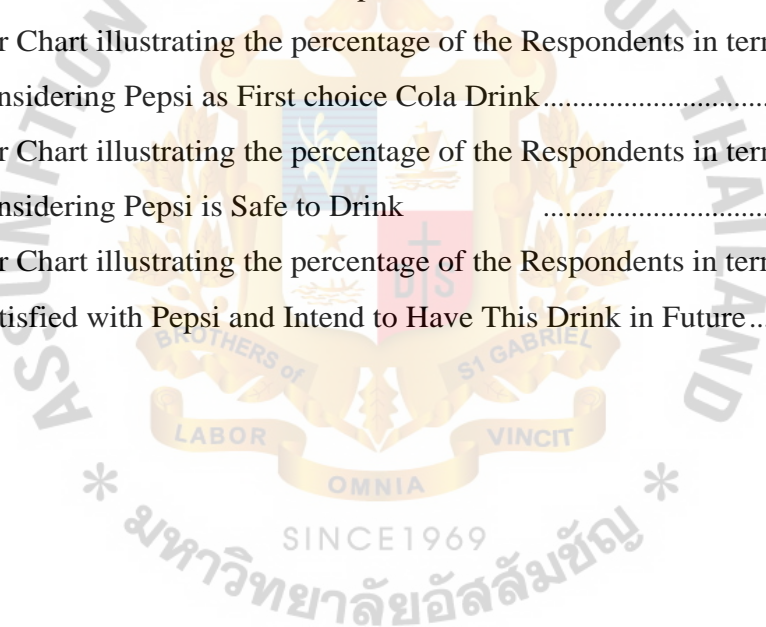
## LIST OF TABLES

Table 2.6: Research Findings of Different Authors .....	37
Table 3.1: Operationalization Component of Influencing Variables .....	49
Table 4.1: Sample size Used in Market Research Studies (Naresh K. Malhotra, 2,000) .....	54
Table 4.2: Number of respondents (Undergraduate students) from different Private and Public Universities located in Bangkok .....	56
Table 4.3: Cronbach Alpha Scores .....	57
Table 4.4: Correlation(r) Value and Measure of The Strength of Association .....	60
Table 5.1: Gender of the Respondents .....	62
Table 5.2: Age of the Respondents .....	62
Table 5.3 The year the Respondents are in .....	63
Table 5.4: Income level of the Respondents .....	63
Table 5.5: Mean score Rating, Minimum, Maximum, and Standard Deviation of Source Credibility .....	65
Table 5.6: Mean score Rating, Minimum, Maximum, and Standard Deviation of Match Up Hypothesis .....	67
Table 5.7: Mean score Rating, Minimum, Maximum, and Standard Deviation of Meaning Transfer Model .....	70
Table 5.8: Mean score Rating, Minimum, Maximum, and Standard Deviation of all Three Variables under Celebrity Endorsers' Perceived Image .....	72
Table 5.9: Mean score Rating, Minimum, Maximum, and Standard Deviation of Attitude toward the Advertisement .....	73
Table 5.10: Pearson correlation of celebrity endorsers' credibility in advertisement and the consumers attitude toward the advertised brand .....	78
Table 5.11: Pearson correlation of congruence of celebrity endorsers' perceived image with the advertised brand and the target audience and the consumers' attitude toward the advertised brand .....	79
Table 5.12: Pearson correlation of celebrity endorsers' meaning transfer process in Pepsi advertisement and consumers' attitude toward the advertised Brand .....	81
Table 5.13: Hypotheses testing results .....	82

## LIST OF FIGURES

Figure1.1: Pepsi cola drink (Global market share for 2004).....	2
Figure 2.1: Matching Endorser with Product and Target Audience.....	19
Figure 2.2: Meaning Transfer Model .....	21
Figure 2.3: Basic Communication Model.....	24
Figure 2.4: Tricomponent Attitude Model.....	29
Figure 2.5: A concept of the relationship among elements in an Attitude toward the Ad Model .....	30
Figure 3.1: Conceptual Framework .....	46
Figure 5.1: Bar chart illustrating Gender of the Respondents.....	62
Figure 5.2: Bar Chart illustrating Age of the respondents.....	62
Figure 5.3: Bar Chart illustrating the year, the Respondents are in.....	63
Figure 5.4 Bar Chart illustrating income per month of the Respondents in.....	64
Figure 5.5: Bar Chart illustrating the percentage of the Respondents in terms of considering Celebrity Endorsers as Expertise.....	65
Figure5.6: Bar Chart illustrating the percentage of the Respondents in terms of considering Celebrity Endorsers as Trustworthy.....	66
Figure 5.7: Bar Chart illustrating the percentage of the Respondents in terms of considering Celebrity Endorsers as Attractive.....	66
Figure 5.8: Bar Chart illustrating the percentage of the Respondents in terms of Making Favorable Image toward Pepsi .....	67
Figure 5.9: Bar Chart illustrating the percentage of the Respondents in terms of Enhancing Attractiveness toward Pepsi.....	68
Figure 5.10: Bar Chart illustrating the percentage of the Respondents in terms of Influencing Consumers' Perception toward Pepsi.....	68
Figure 5.11: Bar Chart illustrating the percentage of the Respondents in terms of Increasing consumers' Belief and Trust toward Pepsi.....	69
Figure 5.12: Bar Chart illustrating the percentage of respondents in terms of Delivering More Persuasive Message .....	69
Figure 5.13: Bar Chart illustrating the percentage of the Respondents in terms of Associating Celebrity Endorsers Personality to Pepsi .....	70
Figure 5.14: Bar Chart illustrating the percentage of the Respondents in terms of Creating Brand Image.....	71

Figure 5.16: Bar Chart illustrating the percentage of respondents in terms of Associating Celebrity Endorsers' life style with Advertised Pepsi .....	71
Figure 5.17: Bar Chart illustrating the percentage of the Respondents in terms of Transferring Celebrity Endorsers' Meaning to Pepsi .....	72
Figure 5.18: Bar Chart illustrating the percentage of the Respondents in terms of Believing Pepsi as Well Known Cola Drink .....	74
Figure 5.1: Bar Chart illustrating the percentage of the Respondents in terms of Believing Best flavored Cola Drink.....	74
Figure 5. 20: Bar Chart illustrating the percentage of the Respondents in terms of believing Pepsi as the Best Quality Cola Drink .....	75
Figure 5.21: Chart illustrating the percentage of the Respondents in terms of Feeling Good/Fresh when consume Pepsi .....	75
Figure 5.22: Bar Chart illustrating the percentage of the Respondents in terms of considering Pepsi as First choice Cola Drink .....	76
Figure 5.23: Bar Chart illustrating the percentage of the Respondents in terms of considering Pepsi is Safe to Drink .....	76
Figure 5.24: Bar Chart illustrating the percentage of the Respondents in terms of Satisfied with Pepsi and Intend to Have This Drink in Future.....	77



# **Chapter 1**

## **Generalities of the Study**

The introduction of the thesis is mentioned in this chapter. It provides an overall review of the relationship between the perceived image of celebrity endorsers' in Pepsi advertisements and consumers' attitude toward advertised Pepsi cola drink. The chapter begins with the background of the research area, followed by the second part of the chapter that covers the research objectives, statement of problems, scope of the study, limitations of the research, and significance of the study. Finally the definitions of the terms used in the thesis are given.

### **1.1 Background of the study**

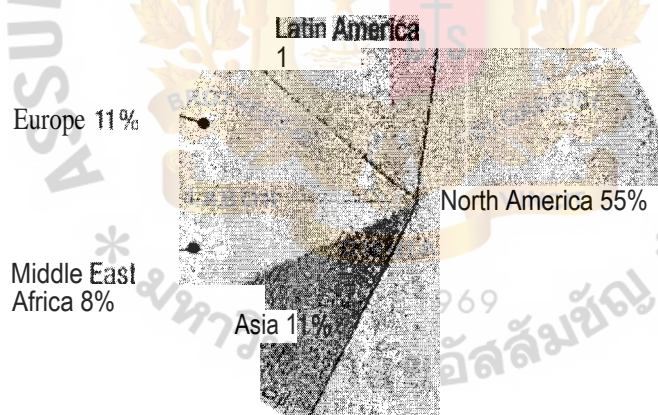
The value of celebrity endorsements has been recognized worldwide. Different types of celebrities are used to endorse brands in marketing campaigns. Identifying the right celebrity for the organization or the brand is paramount to the success of marketing campaign or corporate function to convey the important message to the target audience. The essence of the endorsement strategy consists of creating an emotional tie between the consumers and the endorsers. It produces higher levels of brand and advertising recall and creates brand image and distinct personality that distinguishes the brand from others and adds values to it so that, they are easily recognized by the consumers. According to Ohanian and Gotlieb (1991), the effectiveness of advertisement is expected to be enhance when the endorsers of advertisements are highly evaluated in terms of their expertise, trustworthiness, and perceived social value. The advertisement industry believes that celebrity endorsers can build, refresh and add new dimensions to brands by transferring their values. That is why celebrity endorsers are the unique tools of communication to influence consumers' attitude and persuade consumers to act in a desired way.



### 1.1.1 Global Pepsi cola drink

Coca-Cola classic retained its spot as No. 1 soft drink, followed by Pepsi-Cola, No. 2 soda. Coca Cola with all its other soft drink (Coke, Sprite....) with a 50% share of the soft drink market is a worldwide market leader. Pepsi with a 21% of the worldwide market share is the strongest competitor for Coca Cola. The global soft drinks market as a whole has been showing good growth in most regions in recent years, with particularly strong increases in emerging markets. The move away from alcoholic drinks and the relative inconvenience of hot drinks has caused a major move to packaged soft drinks of all kinds, which are deemed to be most suitable for consumption 'on the move' as part of today's busy lifestyles (www.cicago.com DowJones / AP Published March 6, 2005).

**Figure1.1: Global Pepsi cola drink (Market share of 2004)**



**Source:** [http://en.wikipedia.org/wiki/Category:Soft\\_drinks\(Categories:Beverages\)](http://en.wikipedia.org/wiki/Category:Soft_drinks(Categories:Beverages))

Date Visited: 11/02/05

Pepsi together with its soft drink products sell 50% of its total sales in North America, 15% in Latin America, and 11% in Asia and also in Europe and 8% in Middle East & Africa respectively. The strongest markets for Pepsis cola drink, worldwide are the U.S.A., Mexico, Canada, Saudi Arabia, China, Argentina, Brazil, the Philippines, India, Thailand, Russia, Great Britain and Spain. Pepsi has a very colorful history of using public figures and entertainers to help promote its sales.

Pepsi has been continuously using superstars from the sports and the music world as a sole worldwide advertising strategy.

### **1.1.2 Pepsi in Thailand Market**

Pepsi has been a dominant player in the local Thailand cola market since its entry 50 years ago, three years after Coca Cola. This year (2005), the company is expecting to claim a 64 percent share in the 22.5 billion baht cola market. Pepsi (2004) controls a 62 percent market share while Coca Cola has only 38 percent. Pepsi expects to be able to maintain its annual growth rate of 10 percent for the next three years. Currently, sales of carbonated drinks generate about 80 percent of the company's revenue. The remaining 20 percent comes from non carbonated drinks. According to marketing director Charlie Jitcharoongphorn, this growth rate is the highest in the firm's 50 year history in Thailand. Pepsi attributes the success to hot weather and a major advertising and promotion campaign (Bangkok Post, Apr 2, 2004, Thailand).

The primary target of Pepsi Thailand is teenagers who prefer group activities, express themselves in their own ways and have similar likes. Pepsi, the leader in soft drink market with the outstanding image, realized the standpoint of worldwide marketing strategies, namely music marketing and sport marketing. Teenagers around the world appreciate music marketing and sport marketing. According to Charlie Jitcharoongphorn (2004), the marketing director of Pepsi's beverage division, Pepsi leverages soccer and music through advertising which builds brand equity; through promotions which drives volume; through sponsorship which builds brand associations; and through new product launches, which strengthen the consumer base.

Vision of Pepsi for Thailand market is to become a dominant total refreshment company in Thailand Pepsi brands and to meet the objective as to drive Pepsi as number one soft drink in Thailand, and to further grow its market share ([www.pepsithai.com](http://www.pepsithai.com)).

Expanding the business beyond Thailand is one of the company's strategies to become a leading total beverage company in the Asia Pacific region. The company,

which celebrated its 50th anniversary in 2003, had also laid down five more strategies for the next five years. They are reinforcing relationships with partners, customers and suppliers; stimulating the market through its exciting activities; upgrading operational efficiency and human resources; increasing returns on investment and assets; and extending product lines. Pepsi hopes to further expand its consumer base with the new products creating excitement, and portraying it as a modern, up to date brand (Bangkok Post Thailand, 2004).

### **Pepsi - Cola marketing campaign**

Pepsi is advertised on television, radio, magazines, at stores, and outdoors. They also have some of their latest ads available on the website. Despite rigorous efforts by its competitor, Pepsi has maintained its leadership of Thailand's cola market for more than half a century. The cola giant attributes the success of its brand to a solid marketing team and consistent marketing messages. Promotion campaigns and innovation are the key strategies for the drinks industry. For the Thailand market strategy, Pepsi holds various marketing activities and promotion. Pepsi maintains its brand image by combining music and sports with Pepsi (Charlie Jitcharoonphorn, the company's marketing director, 2005). Under the sports and music strategy its customers get an opportunity to be close to the superstars like David Beckham, other soccer stars like Ronaldinho, Henry, Van Der Vaart, Carlos and Tones, the popular Taiwanese pop band group F4, Britney Spears, Tata Young, Jennifer Lopez, Shakira, Ricky Martin, etc to their fans.

Pepsi has continuously introduced new flavors, Pepsi Fire and Pepsi Ice, Pepsi Max, a calorie free soft drink targeted for the health conscious consumer which contains no sugar and Pepsi Blue to attract young consumers, to expand its consumer base, generate a buzz, and update the brand's image and arrest sagging demand for cola and has spent a huge amount to launch these flavors. Its campaign features international or local music and sports stars. Charlie Jitcharoongphorn, marketing director of Pepsi-Cola (Thai) Trading (2004) said that using celebrity endorsers in campaign represents a revolutionary marketing concept that expected to create a double impact.

### **1.1.3 Celebrity Endorsements, A key to Marketing Success in Thailand**

The celebrity endorser is a ubiquitous feature of modern marketing in Thailand. It is an effective form of marketing in Thailand. Today celebrity endorsers play a vital role in Thailand's economy. Businesses use celebrity endorsers to increase brand equity and establish credibility with consumers. Celebrity endorsers themselves recognize the commercial value of their popularity licensing their names and likenesses for merchandising purposes. The theory behind the use of celebrity endorsers is that featuring stars in advertising has special cultural significance, borne from the unique way that they have constructed an image through various forms of media in the culture. In associating the star with the product, these special meanings are passed on to the products or brands.

Celebrity endorsers with worldwide popularity can help global marketing communications. The use of celebrity endorsers as a marketing strategy contributes to brand name recognition and creates a positive association with the endorsed product (Petty, 1983; Kamins, 1989; McCracken, 1989). Marketers believe that celebrity endorsements are likely not only to persuade consumers to purchase the endorsed product, but also to develop a loyalty to that product (Kahle & Homer, 1985; Schaaf, 1994).

### **1.1.4 Corporate Selection of Celebrity Endorsers**

Putting celebrity endorsers in an advertisement is not enough. Indeed, quite often, having a celebrity endorser in an advertisement in a meaningless fashion without developing a clear strategy leads to a vampire effect. This means that the celebrity endorser acts as a vampire to the brand proposition so that the advertisement is remembered; not the brand name. Care must be taken in selecting the celebrity for endorsements. One must make sure that the celebrity endorser is the right kind of person to be associated with the brand.

That is why the selection of influential and effective celebrity endorsers is a critical process for advertisers. Miciak and Shanklin (1996) reported that, to ensure



success a celebrity endorser should meet five baseline criteria, he or she needs to be: trustworthy, readily recognizable by the audience, affordable, at little risk for negative publicity, and appropriately matched with the intended audience. With the increased use of celebrities in advertising, a valid instrument measuring a celebrity endorser's credibility is essential for understanding the impact of using such individuals in advertising.

## **1.2 Statement of the Problems**

According to Byrne (2003), main problem that advertising companies face to make an effective advertisement is choosing the right type of celebrity endorser. When considering the choice of which celebrity to be used as a spokesperson, management must consider the importance of celebrity characteristics depending on the product type. Endorsers' advertisements are highly evaluated in terms of their expertise, trustworthiness, and perceived social value. Theoretical evidences that support the perspective that celebrity endorsement, which has a positive impact on consumers' perception and response of the advertisement are explained in terms of source credibility (expertise, trustworthiness, attractiveness); match up hypothesis and meaning transfer.

In the present competitive world, many of the soft drinks companies use celebrities to endorse their products to build its brand by transferring their values to the brand. They use the celebrity endorser to capture viewer's attention from the clutter of daily advertising, increase the public awareness of the product, and ultimately influence consumers' attitude positively toward its product. Thus to study the relationship between the perceived image of celebrity endorsers in advertisements and consumers attitude toward the advertised brand and the selection of the endorser in advertising campaigns to fulfill that role are the most important issues in today's cluttered media environment and thus have become one of the most important issues for researchers. Therefore, the research problems for this study are as follows:

- 1) What is the relationship between the celebrity endorsers' perceived image in Pepsi advertisements and consumers' attitude toward advertised brand?

- 2) On what criteria should the celebrity endorsers be selected to make an effective advertisement and to lead to the successful selling of the advertised brands?

### **1.3 Research Objectives**

The overall purpose of this study is to gain a better understanding of the relationship between the perceived image of celebrity endorsers in Pepsi advertisements and consumers' attitude toward advertised brand in Thailand. The specific research objectives of this study are:

- 1) To find out the relationship between the celebrities' endorsers' credibility and consumer's attitude toward the advertised Pepsi.
- 2) To find out the relationship between the congruence of celebrity endorsers' image with advertised brand and consumers' attitude toward the advertised Pepsi.
- 3) To find out the relationship between the messages (meaning) the celebrity brings to the endorsements process and the consumer's attitude toward the advertised Pepsi.
- 4) To find out the Demographic profile of Pepsi drink customers.

### **1.4 Scope of the Study**

This study is designed to find out the relationship between the perceived image of celebrity endorsers in Pepsi advertisements and consumers' attitude toward the advertised Pepsi cola drink. The respondents in the study can both be males and females Undergraduate students who are familiar with Pepsi drink commercial, endorsed by the celebrities from music and sports world on TV or through other sources (theatre, internet etc.). In this study, the respondents are asked to rate their opinion about the advertised Pepsi endorsed by the celebrities, for example when they like or dislike Pepsi, what their attitude toward Pepsi is compared to other cola drinks

available in Thailand market. This study will find out the demographic profile of Pepsi customers. This research was conducted on the month of June, 2005.

### **1.5 Limitation of the Research**

The finding of this study is limited to Pepsi cola drink (available in Thailand market) used in this research; therefore the findings cannot be generalized for other drinks or products. The findings cannot be generalized for all celebrities. The place of the study is limited only to the Bangkok area, thus the result of this study cannot judge a whole for those located in other areas of Thailand or other parts of the world. The respondents of the study are the Undergraduate Thai students from Assumption University (Huamark Campus), Ramkhamheng University, National Institute of Development Administration (NIDA) University of Thai Chamber of Commerce, Chulalongkorn University, Bangkok University and Saint John's University and those who are familiar with Pepsi commercials. Thus, the result of this study cannot be generalized for all customers' attitude toward the brand advertised. This study is limited in terms of period of time, so the findings cannot be generalized for all time because respondents could always change his or her mind at any time or be influenced by other internal and external motivators.

### **1.6 Significance of the Study**

This study will be very useful to the marketers and advertisers in Thailand. They will have better understanding of which strategy should be used to make effective commercial ads in order to attract their customers toward their advertisements and ultimately influence their attitude toward the advertised brand positively. This study will provide the deep information in terms of the relationship between the perceived images of celebrity endorsers' in advertisements and consumers' attitude toward the advertised brand. It will give marketers an insight of how the celebrity endorsers' credibility and congruence between image type and advertised product enhance favorable attitude toward the product. It will allow the advertisers to influence the consumers positively toward its advertised product through transferring the meaning from the celebrity to the product and from product to the consumers. The result of this study will be beneficial to marketers and

advertisers to understand the process of selecting and using the celebrities in order to make a positive impact on consumers toward its product and or to influence the consumers' attitude favorably toward its advertised brand. In today's highly competitive market place, a sound understanding of the perceived image of celebrity endorsers in advertisements helps marketers and advertisers gain a competitive advantage and lasting consumer relationships.

### 1.7 Definition of Terms Used for the Study

The researcher explains the definition of the terms that are used in this study, for uniformity and clarity of understanding of the words to make the study more clear and easy for the reader.

**Advertising:** According to Davis (1998), advertising is any paid form of non-personal presentation promoting ideas, concepts, goods or services by an identified sponsor.

**Attitude:** Attitude is a state of mind that is positive, negative, or natural (Moriarty, 1991). Attitude is a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object.

**Attractiveness:** "What is beautiful is good". Source attractiveness refers to the source's perceived social value. Joseph (1982) mentioned that physically attractive communicator is liked more and have a positive impact on opinion change and product evaluations.

**Brand:** Young and Rubicam (2003) suggested that a brand is a set of differentiating promises that link a product to its customers. Brand is a name, term, sign, design, or a unified combination of them, intended to identify and distinguish the product or service from competing product or services.

**Brand Image:** Brand Image is defined as the set of beliefs held about a particular brand (Kotler, 2003). Brand Image is the set of associations, usually organized in some meaningful way (Aaker 1991). It is a mental image that reflects the way a brand



is perceived, including all the identification elements, the product personality and the emotions and associations evoked in the mind on the consumer.

**Celebrities:** Celebrities are widely known person, for their achievements in areas other than that of the product class endorsed. Celebrities use and enjoy appearing in an advertisement for consumer goods (McCracken 1989).

**Communication:** The process of effectively communicating product information or ideas to target audience. All marketing communications try to persuade the target audience to change an attitude or behavior or provide information to the target audience (John Burnet & Sandra Moriarty, 1998).

**Consumer Behavior:** When individuals or groups select, purchase, use, or dispose of products, services, ideas, or experience to satisfy needs and desires (Bohlinger, 1993).

**Credibility:** It is the extent to which a source has the 'quality or power' of inspiring belief (Hovland, Janis and Kelley, 1953). It helps to determine the amount of persuasion a message can have. That means the higher the level of credibility the greater the probability of attitude change.

**Endorsers:** It refers to marketers and advertisers expect celebrity to endorse product to increase the impact of advertisement by appealing to companies' target consumers group or the life experiences of endorsers fit the advertising message (Mathur and Rangan 1997).

**Expertise:** It refers to the perceived level of knowledge, experience, or skills possessed by an endorser (Hovland, Janis, and Kelly, 1953).

**Match up Hypothesis:** The fit between the celebrity and the product and the target audience is captured by the term "match up hypothesis" (Kahle and Homer 1985; Kamnis 1990; Lynch and Schuler 1994; Solomon, Ashmore and Longo 1992).

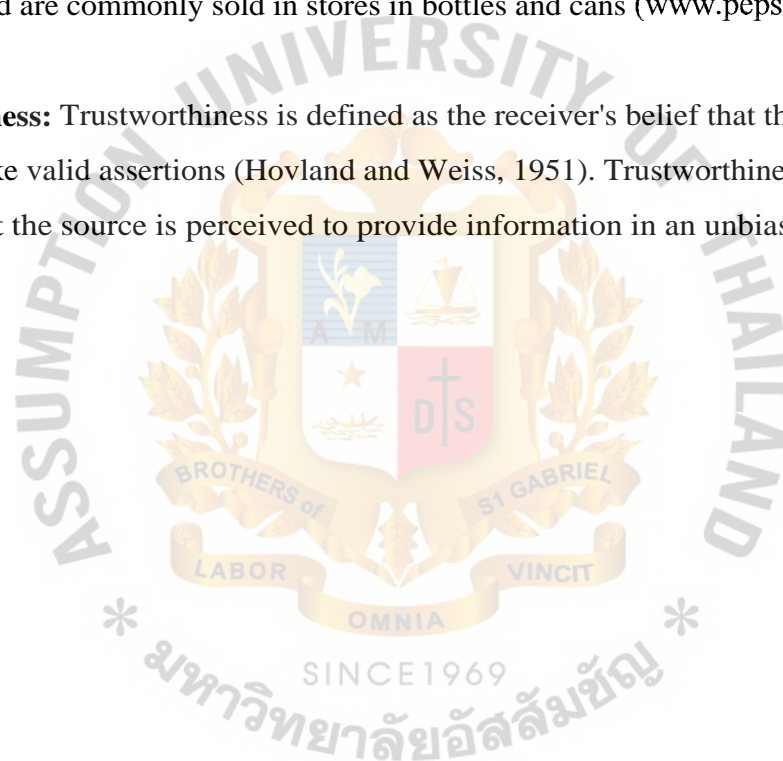
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**Meaning Transfer Model:** A three- stage process of meaning transfer suggests the formation of celebrity image, transfer of meaning from celebrity to the product, and finally from the product to the consumer (McCracken, 1989).

**Persuasion:** Persuasion is defined as a conscious intention on the part of one person to influence another (Moriarty, 1991).

**Soft drink:** Soft drink is a nonalcoholic beverage including carbonates, fruit juices and drinks, bottled water and other drinks. Soft drinks are most often thought of as carbonated and are commonly sold in stores in bottles and cans ([www.pepsi.com](http://www.pepsi.com)).

**Trustworthiness:** Trustworthiness is defined as the receiver's belief that the source is willing to make valid assertions (Hovland and Weiss, 1951). Trustworthiness refers to the extent that the source is perceived to provide information in an unbiased, honest manner.



## **Chapter 2**

### **Literature Review**

The chapter is related to the theories, models and previous studies, which will further help the formation of a research framework in the chapter ahead. The main purpose of the present chapter is to provide literature in the field of celebrity endorsements. First the chapter presents an overall idea about the celebrity endorsers. Secondly, it explains the effectiveness of celebrity endorsements. Then it reviews the different aspects of perceived image of celebrity that plays the most important role for companies while selecting the different celebrities to get the best person possible to endorse their products and brands. It shows the correlation of the perceived image of celebrity endorsers' (source credibility; match up hypothesis and meaning transfer model) with the consumers' attitude toward advertised brand. Further the chapter presents the theory related to persuasive communication, advertising effectiveness followed by attitude. And finally the chapter discusses about the related literature and methodology and their empirical findings to support the research framework so that the consumers will have an overall positive attitude towards celebrity endorsements and that the celebrities make appropriate endorsers for the products.

The chapter reveals the fact that the reason behind the popularity of the celebrity endorser is the advertiser's beliefs that message delivered by well-known personalities achieve a high degree of attention and recall for consumers that ultimately results in influencing the consumers attitude positively toward its brand.

#### **2.1 Theories Related to Celebrity Endorsers**

Celebrity endorsers as the term often used include well known individuals who may have some sort of formal association with the product. Celebrities may be sports figures, actors, actresses, musicians, comedians or any other type of entertainers. Celebrity endorsers are individuals who enjoy public recognition and who use this recognition on behalf of a consumer good by appearing with it in an

advertisement (McCracken, 1989). Friedman and Friedman (1979) stated that, a celebrity endorser is an individual, who is known to the public (actor, sports figure, entertainer, etc) for his or her achievements in areas other than that of the product class endorsed. Advertising began to play an important role in the economy of developed societies from the early 1930's. From then on advertising is connected to celebrities (Kambitsis, 2002). Celebrity endorsers stand for enhances brand and they save valuable time in terms of creating the credibility that a company has to create in order to build its brand by transferring their value to the brand.

A celebrity can endorse brands in different ways based on the purpose, the advertisement media and the appeal to be granted. The product could be commercial ones or non commercial ones (social advertising). People admire the celebrity endorsers in their life and they dream to become like celebrity some day. That's why sharing common belongings makes them feeling better. When a celebrity endorses a product successfully, consumers will evaluate the endorsement positively, feeling it is credible, believable and appealing (Ohanian, 1991). There are many situations, which are identified with a brand to use celebrity endorsers to make the brand successful. Marketers use celebrities to endorse their product when the concerned brand has close substitutes available. They use celebrity to gain competitive advantage by differentiating its products. A celebrity endorser that creates strong demand for a firm's products may lead to distinctive competency. Marketers and advertisers use high profile celebrities to endorse their brands when brand has to make an entry into market or when the life cycle of the brand is feared short. Celebrities add a special value to the brand through endorsements.

Marketing expert Patrick Bishop (March, 2003) suggested that through the celebrities who endorse their products, the company gets benefit from customers' awareness of the property, which could include the perception of quality, educational value or a certain image. Approximately 10% of the dollars spent on television advertising are used in celebrity endorsements (Agrawal and Kamakura, 1995). According to Kambitsis (2002), today's use of celebrity endorser in advertising strategies is becoming more and more sophisticated and complicated.



## 2.2 Theories Related to Effectiveness of Celebrity Endorsements

Celebrity endorsement has become a well established form of advertising (Agrawal and Kamakura, 1995). The reason for using celebrity endorsers goes back to their huge potential influence. Advertisers often use celebrities in advertising because of their famous attribute, including beauty, courage, talent, athleticisms, grace, power and sex appeal that often represent the attractions desired for the brand they endorse. Compared to other endorser types, famous people achieve high degree of attention and recall. Due to increasing competition for consumer consciousness many companies use attention creating celebrities to assist product marketing.

Celebrity endorsers attract more attention to the advertisements than do non celebrities as this viewed as more credible than non celebrities. Atkin and Black (1983) studied the effects of three celebrities and three non celebrity spokespersons on consumer's perception towards the advertisements. Result of the study found that an advertisement featuring a celebrity was rated more positively than the non celebrity. The image of the products was tended to be more favorable when a famous endorser is shown.

Celebrities are seen as dynamic individuals with likeable and attractive qualities that cause many people to stop and pay attention. Celebrity endorsers are used to provide personality to a product. Generally consumers perceive the celebrity endorsers as dynamic intelligent persons (images) with attractive and likable qualities. Companies want these qualities to be transferred to products via various marketing communication activities. A celebrity product association can capture a viewer's attention, increase the public's awareness of the product, and create favorable attitude toward the product endorsed. That is why the modern corporation invests significant amounts of money to align itself and its products with big name celebrities in the belief that they will draw attention for the endorsed products and transfer image values to theses products by virtue of their celebrity profile and engaging attributes.

Belch & Belch (2001) stated the reasons why companies spend huge amounts of money to have celebrities appear in their ads and endorse their products. The

reason is that celebrities have stopping power. This means that they draw customers' attention to advertising message in a much cluttered media environment. Eedogan (1999) brought up some reasons, why companies might prefer celebrity to endorse their products. Those were; to increase attention, for image polishing, brand introduction, brand repositioning, and underpin global campaigns. Tellis (1998) stated the two reasons why advertisers use celebrity endorsers. First they are able to draw an audience's attention to the ad and its message and second the association of a celebrity with a message or a brand may help consumer to recall the brand or message at the time of purchase.

The role of celebrity endorsers can be a powerful mechanism for managing brand image. Till (1998) also found that celebrity endorsers could be used effectively to reinforce and create a product or service. The use of celebrity endorsements in an advertising strategy could enhance the marginal value of the advertisement expenditure and create brand equity (Keller, 1993). He added that the particular product endorser combinations resulted better overall attitude towards the product and more credibility for the endorser.

### **2.3 Theories Related to Celebrity Endorsers' Credibility**

According to Martin (1996), celebrity spokespersons are used in marketing because they provide a set of characteristics that supports consumers in evaluating the presented brand. Research conducted on the endorsements effectiveness strongly suggests that various characteristics or attributes of the sources perceived by the receiver, have an impact on the effectiveness of the communication delivered by the source and will influence the persuasiveness of the source's message.

The most important characteristic of celebrity endorsers that influence the consumer's attitude towards the brand is credibility of the endorsers in the ad. A celebrity is chosen based on his/her credibility. Source credibility is the extent to which the recipient sees the source as having relevant knowledge, skill, or experience and trusts the source to give unbiased, objective information (Belch & Belch, 2001; Byrne, 2003). Higher credible endorsers are expected to produce more positive attitude changes towards the position advocated and to induce more behavioral

changes than less credible sources. Friedman (1979) suggested that, marketers expect to sell the products at a higher price where consumers are exposed to the celebrity endorsement compared to the advertisements without celebrities. Celebrity's credibility has been operationalized generally to include three dimensions: Expertise, Trustworthiness and Attractiveness (Baker and Churchill, 1977; DeSarbo and Hershman, 1985; McCracken, 1989; Ohanian, 1990).

### **2.3.1 Expertise**

Expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions. It refers to the extent of knowledge the source (communicator) is perceived to have about the subject on which he or she is communicating. It is the knowledge that the communicators seem to possess to support the claims made in advertisements. Endorsers are often chosen because of their knowledge, experience and expertise in a particular area. If an endorser is seen as knowledgeable he/she is more persuasive than an endorser seen with less expertise (Erdogan, 1999). Speck, Schumann, and Thompson (1988) and Ohanian (1991) has suggested that celebrity endorsers are most effective when they are knowledgeable, experienced, and qualified to talk about the product they are endorsing. A source that is more expert has been found to be more persuasive (McGuire, 1968).

Researcher examining source expertises in persuasive communication generally conclude that the source's perceived expertise has appositive impact on the attitude change (Chaiken, 1979; Hovland, Jains and Kelly, 1953). It influences the perception of the product's quality (Weiner and Mowen, 1985). If the source is credible and perceived as expert in the products which he/she endorses consumers are more likely to have positive attitude toward the product (Daneshvary and Schwer, 2000).

### **2.3.2 Trustworthiness**

Trustworthiness is supportive attribute underlying source credibility. Trustworthiness is the confidence that the consumer has in the celebrity regarding honesty and objectivity. Ohanian (1991) explained that trustworthiness refers to the

consumer's confidence in the source for providing information in an objective and honest manners. Advertisers will get benefit from the value of trustworthiness by selecting endorsers who are perceived as being honest believable and dependent people. Trustworthiness refers to the extent that the source is perceived to provide information in an unbiased, honest manner. It refers to the honesty, integrity and believability of an endorser perceived by the target audience. Trustworthy, means able to be trusted. He simply appears to be an individual who can be trusted (Shimp, 2000). According to Belch & Belch (2001), if the audience feels that the endorser is biased or has underlying personal motives for advocating a position they will be less persuasive than someone the audience perceives as having nothing to gain by endorsing the product or as being completely objective.

Friedman's study (1978) suggested that trustworthiness is the major determinants of source credibility. Credibility and trustworthiness are everything when it comes to marketing effectively using celebrity role models. Without it other attributes possessed by the communicator are unlikely to be effective in producing attitude change. Celebrities are often seen as trustworthy because of their celebrity status. Influencing attitude is easier when the target market views the source of the message as highly trustworthy. Miller and Baseheart (1969) examined the influence of source trustworthiness. The findings indicated that when the perceived trustworthiness of a source was high, an opinionated message was more effective than non opinionated communication in product attitude change. The research conducted by Atkin and Black (1983) found that celebrity characteristics were perceived as being significantly more trustworthy than that of non celebrities. The research was conducted with all respondents age group.

### **2.3.3 Attractiveness**

Attractiveness refers to the source's perceived social value. Erdogan (1999) and Tellis (1998) illustrated that while selecting a celebrity endorser, advertising executives evaluate different aspects and that can be generalized as attractiveness. Although physical attractiveness is a very important attribute of source attractiveness, it includes other characteristics also that the receivers may perceive in the endorsers.



According to Kelman (1961), source attractiveness encompasses Similarity, Familiarity and Likeability.

(a) **Similarity:** It is a supposed resemblance between the source and the receiver of the message. People are more likely to be influenced by a message coming from some one with whom they feel a sense of similarity. If the endorser and the receiver have similar needs, goals, interests and life style, the position advocated by the source is better understood and received (Kelman, 1961).

(b) **Familiarity:** It refers to the knowledge of the source through exposure. For example, Britney Spears one of the world's most famous Pop singer began promoting Pepsi in 2000. As Britney Spears is now very well known to the world, many people have become more familiar with Britney Spears with the brand of Pepsi (www.pepsi.com).

(c) **Likeability:** Likeability refers to the presence or absence of feelings that the receiver of a message would have towards a source of information. It is affection for the source as a result of physical appearance, behavior or other personal traits (Erdogan, Backer and Tagg, 2001). A research undertaken by Kahle and Homer (1985) strongly supports the effectiveness of likeability as persuasive characteristics in influencing the attitude in a positive way toward its products. \*

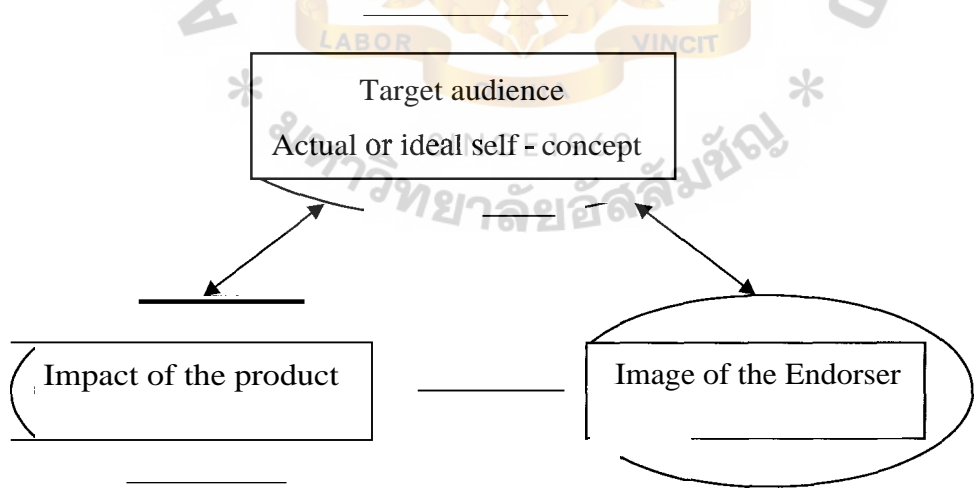
Source attractiveness leads to persuasion through a process of identification, whereby the receiver is motivated to seek some type of relationship with the source and thus adopts similar beliefs, attitude, preferences, or behavior. A generalized application to advertising has suggested that physical attractiveness of communicators determines the effectiveness of a communicator through a process called identification, which is assumed to occur when information from an attractive source is accepted as a result of the desire to identify with such endorsers (Kelman, 1961). Ohanion (1991) illustrated that, the use of attractive people is common practice in television and print media, with physically attractive communicators having proved to be more successful in influencing customer's attitude and beliefs than unattractive spokesperson. A research has shown that physically attractive communicators are more successful at changing beliefs (Baker and Churchill, 1977; Chaiken, 1979;

Debevec and Kerman, 1984) and creating favorable attitude than their unattractive counterparts.

2.4 Theories related to Match Up Hypothesis

The concept of match up hypothesis proposed that there should be match between the celebrity and the endorsed product and also between the celebrity endorser and the target audience for positive impact on product. Source characteristics deemed to be effective is the extent to which the presenter is perceived to be congruent to the product and similar to the target audience. Till and Busier (1998) argued that the selection of the endorsers should be a very careful process. Advertisers have to realize that the consumers want to see some kind of logical link between the product and the star endorsing the product. Consumers have preferences for those endorsed goods, where there is congruence between the celebrity and the endorsed product and audience. Philip Kotler (2000) has discussed about the match up hypothesis in terms of matching endorser with product and target audience.

Figure 2.1: Matching Endorser with Product and Target Audience



**Source:** Philip Kotler (2000), Marketing Management, An Asian Perspective. (Third Edition).

### **(a) Celebrity Endorsers and Product Match**

The fact of match up hypothesis reveals that there should be congruence between the celebrity endorser's image and the advertised product for effective advertising (Forkan, 1980; Kahle and Homer, 1985; Kamnis, 1989). The match up hypothesis suggests the determinants of the match between celebrity and brand depend on the degree of perceived "fit" between endorsed brand and celebrity image (Misra and Beatty, 1990; Till and Busler, 1998). Several research studies have examined the effectiveness of using famous persons to promote brands (Till and Busler, 1998, Martin, 1996). Results show that a number of celebrity endorsements proved very successful, whereas others completely failed resulting in the 'termination' of the respective celebrity communicator (Walker, 1992).

According to Kamnis and Gupta (1989), increased congruence for the spokesperson, product combination results in the perception of higher believability and attractiveness of the spokesperson and more favorable product attitude. Advertising executive looks for a celebrity endorser who has the image, values and decorum, which can be compatible with the image needed for the advertised brand (Shimp, 2003). Hawkins, Best, and Coney (1983) have explained that a good match up between celebrity image and product image will receive high effectiveness scores, in terms of ad and celebrity effectiveness measures.

### **(b) Celebrity Endorsers and Target Audience Match**

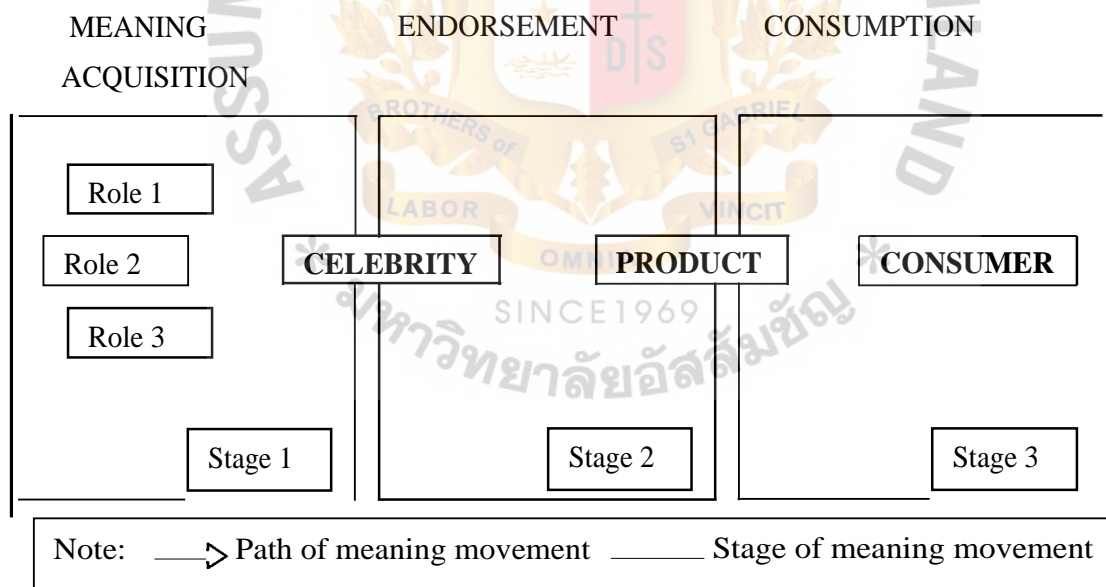
There should be congruency between the audience and the endorser. If there is no congruency, the audience then remembers only the celebrity and not the product. A source that is presented as being similar to the audience in terms of attitudes, opinions, activities, background, social status or lifestyle could achieve both liking and identification (Aaker, 1992). The more in common the receiver perceives he has with the source, the greater the persuasiveness of the message delivered by the source.

Thus celebrity endorsements will be more effective when using a celebrity with a high "fit", "congruence", "belongingness" with the endorsed brand and the target audience is used.

## 2.5 Theories Related to Meaning Transfer Model

McCracken (1989) has explained the meaning transfer as a rich and comprehensive description of the endorsement process. The effectiveness of the endorser depends in part upon the meaning he or she brings to the endorsements process. Meaning transfer model is composed of three subsequent stages. First, the meaning associated with the famous person moves from the endorser to the brand. Thus, meanings attributed to the celebrity become associated with the brand in the consumer's mind. Finally, in the consumption process, the customer acquires the brand's meaning. The third stage of the model explicitly shows the importance of the consumer's role in the process of endorsing brand with famous persons. McCracken (1989) discussed the meaning transfer model in three stages and had explained the following figure to make it clearer and understandable.

**Figure 2.2: Meaning Transfer Model**



**Source:** McCracken, Grant (1989), "Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process," *Journal of Consumer Research*, 16 (3), pp: 310-321.



### **Stage 1: Meaning Acquisition**

McCracken's model is based on the concept of meanings. Celebrities contain a broad range of meanings, involving demographic categories (age, gender, and status), personality and lifestyle types. McCracken (1989) emphasized that a famous person represents not one single meaning, but expresses a number and variety of different meanings. In contrast to anonymous endorsers, celebrities add value to the image transfer process by offering meaning of extra depth and power, what is complemented by their lifestyle and personalities. Celebrities "own" their meaning because they have created them on the public stage by dint of intense and repeated performance. They speak with meaning of long acquaintance and deliver message more powerfully.

### **Stage2: Endorsements**

McCracken (1989) suggested that the advertising company selects the celebrity who best represents the appropriate symbolic properties. Having determined the brand's symbolic features by considering consumer's needs, the advertising company selects the celebrities to endorse the products who contains the appropriate set of characteristics, and "who will best be able to produce the most favorable response from consumers". Pepsi decided to promote its new "Pepsi Fire and Pepsi Ice". A famous Thai model and pop singer Tata Young with her fresh and sexy look represents Pepsi Fire, and Vanness Wu, from the Taiwanese boy band F4 with his cool look, represents the coolness of Pepsi Ice are the best matched of the Pepsi brand's properties and were therefore selected to portray this brand line of Pepsi. Pairing the model and the product in an advertisement allows the transfer of Tata Young's message and Vanness Wu's meaning to the consumer good, thus their meanings (youthful, fresh, appealing, sexy, cool) become associated with the Pepsi brand in the mind of consumer.

### **Stage 3: Consumption**

Celebrities play the main role in the final stage of Meaning Transfer Model because they have created the self The constructed self makes the celebrity a kind of

exemplary, inspirational figure to the consumer. Consumers have looked on as celebrities have selected and combined the meaning contained in the objects, people and events around them. Celebrities play the role of a "super consumer". McCracken (1989) stated that as consumers process information from an ad, they use information about the celebrity to make assumptions about the product. The transfer of information from the celebrity to the product is in part what makes celebrity endorsements so effective.

## **2.6 Theories Related to Correlation between the Celebrity's Credibility, Match Up Hypothesis and Meaning Transfer Model and Consumers' Attitude toward Advertised Brand**

Celebrity endorsers' credibility (expertise, trustworthiness and attractiveness) forms part of the overall reputation of a brand endorsed by them. It describes how consumers evaluate the brand. Endorser's credibility influences consumers' reactions to a company's advertisements (the way consumers view ads), brands as well as purchase intentions. It shapes their brand attitudes. Ohanian (1991) stated that, the source credibility is the most important characteristic in selecting a celebrity endorser. The source of credibility model is based on the belief that consumers are more likely to accept a message. If they find it credible, it indicates that endorser's credibility has a significant impact on attitude toward the advertisement and attitude toward the brand.

Credibility has been proposed as an important antecedent to attitude toward advertisements and ultimately, advertising effectiveness (Lutz, 1983). The very same presentation tends to be judged more favorably when made by a communicator of high credibility than one of low credibility (Hovland, Janis and Kelley, 1953). A highly credible source is particularly important when the message recipients have a negative position toward the product, service, brand or issues being promoted. This is true because the credible source is likely to inhibit counterarguments and reduced counter-arguing should result in greater message acceptance and persuasion (Belch and Belch, 2001). Thus the findings confirm that celebrity's credibility plays a key role in influencing consumer's attitude. That is why marketers generally seek to use credible sources to deliver their promotional messages.

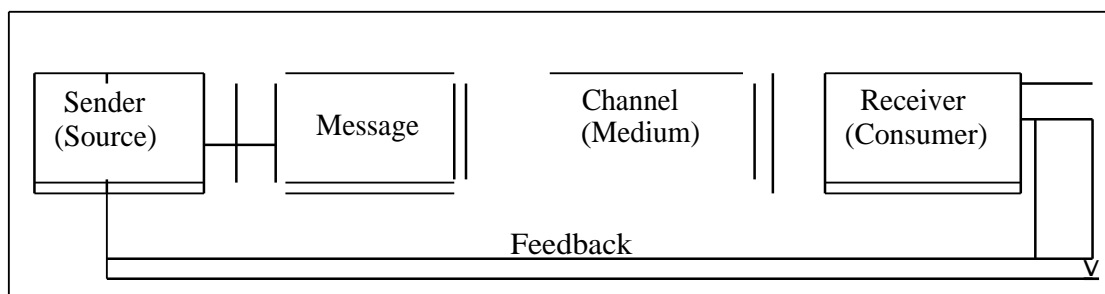
Celebrity's message is more effective when there is congruence between their image and the product advertised. It enhances the believability and attractiveness of the celebrity and creates a more favorable attitude toward the product (Kamnis and Gupta, 1994). Congruency of the celebrity and the product has the potential to be an important factor in advertising agency. That affects the attitude change and consumer's purchase intention in a positive way. Congruence between the endorsers and the audience also plays the major role in influencing the consumer's attitude and choice. Effective choice of celebrity endorsers depends on the congruence of the celebrity's image with the desire image of the product as perceived by the target market.

Marketers use the meanings contained in the celebrities and the goods they endorse to influence the attitude of the consumers. Meaning transfer model (McCracken, 1989) suggests how meanings move into the persona of the celebrity, how it then moves from celebrity into the product, and finally how it moves from the product into the consumers. Celebrity endorsers, the players in the meaning transfer process have a great impact on consumers' attitude.

## 2.7 Theories related to Persuasive Communication

In today's fast paced society, where most people focus on efficiency, productivity, and results, it is a challenge to communicate effectively. Communication is the transmission of message from a sender to a receiver via a medium (or channel) or transmission.

**Figure 2.3: Basic Communication Model**



**Source:** Schiffman and Kanuk. (2004), "Consumer Behavior", Eight Edition.

All communication begins with the sender. The sender can be an individual, group or organization that initiates the communication. The channel is the means used to convey the message. The receiver is to whom the message is directed. Feedback is the final link in the chain of the communication process. It is a key component in the communication process because it allows the sender to evaluate the effectiveness of the message.

The importance of effective communication is immeasurable in the world of business and in personal life. From a business perspective, effective communication is an absolute must, because it commonly accounts for the difference between success and failure or profit and loss. While increased awareness and trial are important goals for any marketing communications program, marketers believe ads are truly effective only when they help to create measurable change in the desired attitude toward the product or service.

For this study, the researcher has used The Elaboration Likelihood Model to explain the persuasion theory. Through this model the researcher has explained how a celebrity endorser as a part of influencer plays a major role in consumer's attitude toward advertised brand.

### **Elaboration Likelihood Model**

The Elaboration Likelihood Model (ELM) was devised by Pretty & John Cacioppo (1983) to explain the process where persuasive communications lead to persuasion by influencing attitudes. According to this model, the attitude formation or change process depends on the amount and nature of elaboration and processing, of relevant information that occurs in response to a persuasive message. When the receiver engages in careful consideration, thinking and evaluation of the information or arguments contained in the message it is referred to as high elaboration. Low elaboration occurs when the receiver does not engage in active information processing or thinking but rather makes inferences about the position being advocated in the message on the basis of simple positive or negative cues (Belch and Belch, 2000). According to this model there are two basic routes to persuasion or attitude change. These are central routes to persuasion and peripheral routes to persuasion.

Under central route to persuasion when an advertising message occurs, the consumer pays close attention to message content and looks deeply into the message arguments. And under Peripheral route to persuasion the receiver is viewed as lacking the motivation or ability to process information and is not likely to engage in detailed cognitive processing.

### **Implication of Elaboration Likelihood model**

According to Petty, Cacioppo and Schumann (1983) the ELM has important implications for marketing communications. ELM study shows that the effectiveness of a celebrity endorser in an advertisement depends on the receiver's involvement level. When the involvement is low, a celebrity endorser has a significant effect on attitudes. That is why for low involvement purchases, marketers use celebrity endorsers to persuade target audience and move them towards the brands and finally towards the buying behavior.

### **2.8 Theories Related to Advertising Effectiveness**

Advertising is a process, not a medium in its own right, although it uses different media to communicate. Advertising, in its simplest form, is the way in which the vendor or manufacturer of a product communicates with the consumers via a medium or many different media.

The objectives of advertising are awareness and recognition of the brand, familiarity with the brand, favorability towards brand, and belief in brands values, emotional bonding to the brand, propensity to purchase the brand, propensity to pay a premium price for the brand, developing the brand as a talking point.

To develop an effective advertising and promotional campaign, firm must select the right spokesperson to deliver a compelling message through appropriate channels or media. Celebrity endorsers have ability to persuade the target audience and move them towards persuasion. Marketers use celebrity endorsers to influence the audience attitude toward its brand in a positive way. Celebrity endorsers are critical to



a brand's success, which eventually leads to higher sales. Advertising effectiveness is regarded as change in intermediate variables related to the profits of the advertiser. These changes can occur in the short term or in the long term and their impacts on profits can be positive and negative. Ad awareness is a commonly used intermediate advertising effectiveness measured. It can be measured in two different ways "ad recognition and ad recall". Recognition required simple identification of a previously seen object, whereas recall requires reproduction of an object without any external aid.

## 2.9 Theories Related to Attitude

Attitudes may be defined as mental sets, which direct an individual's response to a stimulus. They are a psychic summation of knowledge, emotions, motivations, and intentions. They describe how the people feel about the things and the way people are inclined to react to an advertisement, a product or any stimulus (Udell, 1965). Attitude is an individual's positive or negative feeling associated with performing a specific behavior. Lutz (1991) considered that attitude was solely an effective construct and reflects predispositions towards an object, which might lead to actual overt behavior. Most investigators probably agree that attitude can be described as a learned predisposition to respond in consistently favorable or unfavorable manner with respect to a given object (Fishbein and Azen, 1975).

Hanna and Wozniak (2001) explained the definitions of people's attitudes, which are as follows:

- **Attitudes are learned:** Attitudes can be formed either as a direct result of experience with a product or through information acquired from others, including the mass media. We are not born with attitudes, we develop them as we experience or learn about things around us.
- **Attitudes are characterized by consistency:** This means that attitudes take time to develop and are stable and enduring. They are not cast in stone. They can be changed over a period of time, but this process is usually very slow.

Consistency means that once negative attitude toward a product or corporation is formed, marketers will have great difficulties in changing it.

- **Consumer attitudes are responsive:** They are formed as we become able to judge a product or situation based on personal experience and acquired information or perhaps as we choose among a numbers of alternatives.

### 2.9.1 Sources of Attitudes

According to Hanna and Wozniak (2001), we learn, form and acquire attitudes from many sources. The three major ones are personal experience with objects, social interaction, and exposure to mass media.

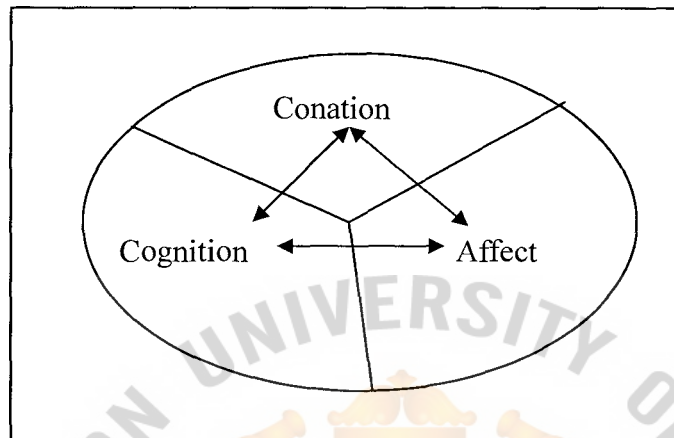
- **Personal experience with objects:** We constantly touch taste, feel, try on, or examine objects we encounter. Based on this contact, we evaluate objects in our environment and form attitudes toward them.
- **Social Interaction:** People tend to acquire through social interaction, the attitudes of family members, friends, neighbors and colleagues. Social groups, peer groups, and work groups are also influential in modeling a wide range of product and service related attitudes.
- **Exposure to mass media:** In the present global world, mass media play a major role in attitude formation. The multitude of broadcast and cable networks, radio stations, computer networks, newspapers, magazines, telephones, faxes and mail services have exposed us all amounts of information and has enabled us to communicate around the world.

### 2.9.2 Components of Attitudes

Attitudes have three components. These are Cognitive (belief), Affective (feelings), and Behavioral or Conative (response tendencies). These are known as "Tricomponent Attitude Model". This is the traditional model of attitudes that

expresses the interrelationship. Schiffman and Kanuk (2004) have discussed a simple representation of the tricomponent attitude model, which is as follows:

**Figure 2.4: Tricomponent Attitude Model**



**Source:** Schiffman and Kanuk (2004), "Consumer Behavior", Eight Edition.

**(a) The Cognitive Component (knowledge, opinions, faith, and values)**

The first part of the tricomponent attitude model consists of a person's recognition that is, the knowledge and perceptions that are required by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs; that is, the consumer believes that the attitude objects possess various attributes and the specific behavior will lead to specific outcomes. Thus the component is what we think, know and hold an attitude about objects such as people, products, services, brands, situations, issues and places. Our beliefs could be based on knowledge, opinion, and faith or value system.

**(b) The Affective Component**

A consumer's emotions or feelings about a particular product or brand constitute the affective component of an attitude. The affective component of an attitude includes feelings of like or dislike, representing our reaction to the cognitive aspects of attitude. It is an individual's positive and negative reaction to an attitude object.

### (c) The Conative Component

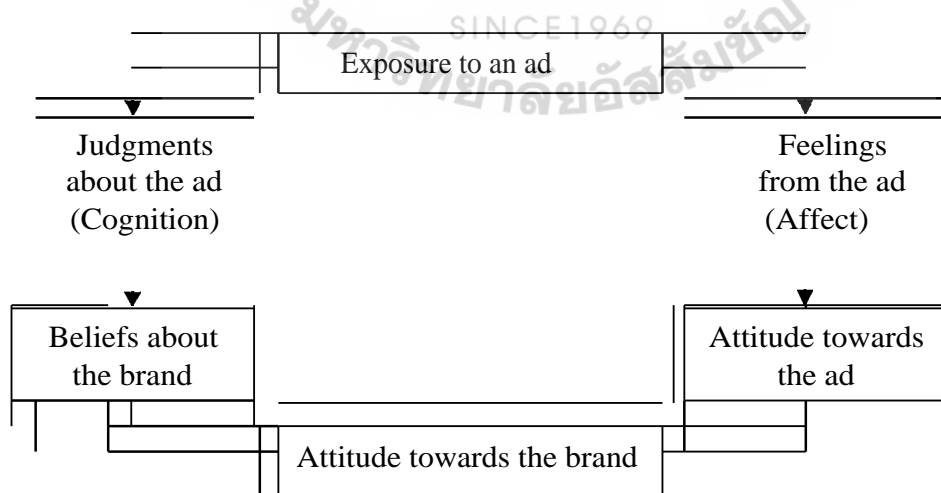
The conative or behavioral component is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object. It represents our tendency to respond in a certain way, as an expression of the favorable or unfavorable feelings formed earlier. The conative component is frequently treated as an expression of the consumer's intention to buy.

Attitudes are important to advertisers because they influence the way consumers evaluate product. A strong positive attitude might be turned into brand preference and loyalty (Wells, Burnett, and Moriarty, 2000).

#### 2.9.3 Attitude toward the Ad

Edell and Bruke (1987) have explained a conception of the relationship among the elements in an Attitude toward the ad model in "The power of feeling in understanding advertising effects", Journal of consumer research.

**Figure 2.5: A Concept of the Relationship among Elements in an Attitude toward the Ad Model**



**Source:** Edell and Bruke (1987), "The power of feeling in understanding advertising effects", Journal of consumer research.

According to this model the consumer forms various feelings (affects) and judgments (cognitions) as the result of exposure to the ad. These feelings and judgments in turn affect the consumer's attitude toward the ad and beliefs about the brand acquired from exposure to the ad. Finally, the consumer's attitude toward the ad and beliefs about the brand influences his or her attitude toward the brand. "Studies show that using celebrities can increase consumers' awareness of the ad, capture their attention and make ads more memorable" quoted in "Celebrity Endorsements" by, Martinez L.K, Entrepreneur's Start Ups magazine, May 2001. Understanding and being able to assess the familiarity, relevance, esteem, differentiation, and decorum of a famous individual in relation to the product being sold is vital to a successful advertising campaign.

#### **2.9.4 Attitude toward the Brand**

A brand is an entity of name, term, sign, symbol, trademark, logo, sound colors, or package and product design. According to Davis (2002), a brand is a set of expectations and associations evoked from experience with a company or product. A brand is how your key constituents (customers, employees, shareholders, etc) experience what you do. Actually brand is the sum of all feelings, thoughts and recognitions, positive and negative that people in the target audience have about a company, product or service.

Brand attitude can be defined as consumer's overall brand evaluation (Wilkie, 1986). Zeithaml (1988) and Keller (1993) suggested that brand attitude relates to beliefs (knowledge) about attributes (characteristics, such as perceived quality) of the brand product. Consumers often base their behavior such as brand choice on their brand attitudes (Keller, 1993). So achieving a favorable consumer's attitude toward the brand is an important mission for marketers, who use celebrities to accomplish. That is why brand has become one of the most discussed phenomena of marketing research in recent years. A growing body of branding strategies suggests that brands are the key instruments for creating superior business performance. Brand awareness measures the accessibility of the Brand in memory. Thus, Brand marketing is considered as the heart of sustainable business success.



Brand attitude is a useful predictor for consumer behavior toward the product. Attitude towards brand can be changed. For many marketers, attitude change is a primary goal. Attitude change shifts a negative valence to a positive one. A common avenue by which people's attitude change are the mass media using particular celebrities. Fishbein's theory of attitude change points that an advertisement can promote a favorable brand attitude by either strengthening the individual's perception of the probability that a brand has some favorable attribute or by changing the number of salient attributes associated with the brand (Pechmann and Stewart, 1989). "The use of celebrity is believed to generate, a greater likelihood of consumers' choosing the endorsed brand" (Kahle and Homer, 1985; Ohanion, 1990; Cronley, 1999).

## **2.10 Conclusion of the Literature Related to the Study**

Theoretically the research suggests that the celebrity endorsement strategy has become an important component of marketing communications strategy for firms to endorse brands. Celebrity endorsers assist in making advertisements believable and enhance message recall (Agrawal and Kamakura, 1995). Celebrities aid in the recognition of brand names, create positive attitudes towards the brand and create a distinct personality for the endorsed brand.

Endorser's credibility is one of the most frequently used methods in advertising to influence consumer's attitude positively toward its brand. Celebrity endorsers' advertisements are highly evaluated in terms of their expertise, trustworthiness, and perceived social value. Congruence between the celebrity and the endorsed product and audience has perceived winning formula of corporate image building and product marketing. It is a well used approach at differentiating advertisements. It generates a lot of publicity and attention from the public (Ohanion, 1991). Celebrity endorsers have particular configurations of meanings that cannot be found elsewhere. The effectiveness of the endorser depends, in part upon the meaning he or she brings to the endorsements process. There is a positive association between the celebrity endorsers's perceived image in advertisements and consumers' attitude toward the advertisement and the brand.

Thus celebrity endorsers are used to make an effective advertisement that involves awareness, recall, positive attitude towards advertising and the brand. Celebrity endorsers enhance the target audience's perception of the product in terms of image and performance (Belch and Belch, 2001).

Thus there are some steps that companies must go through, before making the final decision about advertisement. It involves setting the goal of the campaign, selecting the market, researching on the target market and consumer's attitude and their opinion, choosing the celebrity that matches with the advertised product and to the target audience, selecting the effective medium of communication and designing the campaign around them.

### 2.11 Previous Studies

The researcher analyzes the previous studies and research methodologies in order to provide the background of the study and explains their relation to the proposed study in the aspect that aims to support the present study and to help define the research problems. These studies are as follows:

**Mahony and Meenaghan (1997/1998) examined on "The Impact of Celebrity Endorsements on consumers".**

In their research methodology to examine the celebrity endorsement phenomenon and investigate specified research questions, a structured questionnaire was developed and administered to a systematically selected sample of consumers (n = 100) in four geographically spread Dublin shopping centers over a three-week period in July 1996. The questionnaire was composed of four major sections to measure the respondent's perceptions of four celebrities along with the following source attributes: credibility, trustworthiness, expertise, attractiveness, personality and likeability. A total of 100 consumers including 57 females and 43 males answered the questionnaire.

The research results revealed that the source characteristics with the greatest impact on consumers' intention to purchase were those of credibility and expertise.

Congruity between the celebrity endorsers' perceived images and the types of products and their expertise are important to convince the celebrity positively toward its products.

**Kamnis and Gupta (1994) did a study on "Congruence between Spokesperson and product Type: A match up Hypothesis Perspective".**

In this study spokesperson type (celebrity versus non celebrity) was varied, along with congruence between the spokesperson image and the product (higher versus lower congruence. A total of 96 undergraduate students participated in the study.

Each subject was exposed to one of the two types of spokesperson for a product that was either of higher congruence or lower congruence with the image of the spokesperson. The study was conducted in a classroom environment with four experimental treatments simultaneously. To ensure that all subjects exposed to the celebrity advertisements correctly identified the celebrity. Two measures were taken in the main study. The subjects were asked to indicate on a 7 points scale range from "Extremely Unfamiliar to "Extremely Familiar", the degree to which they perceived the image of each celebrity to be congruent with the role of spokesperson for the product category. After exposure to the advertisements, dependent measures were taken relating to advertiser and spokesperson believability, spokesperson attractiveness, and attitude toward the product and the ad, and purchase intention.

The results showed that a high degree of congruence between product and celebrity image leads to enhanced spokesperson believability and attractiveness as well as a significantly more favorable attitude and purchase intention toward the product.

**Ohanion (1991) did a study on "The Impact of Celebrity Spokesperson's Perceived Image on Consumer's Intention to Purchase".**

In this research methodology it was decided to include at least four celebrities two males and two female to provide some generalization to the findings of the

research. Questionnaires were handed to three groups of individuals: residential, neighbors, several churches and students (graduates and undergraduates). 578 respondents received the questionnaires. Four questionnaires (one for each celebrity) were developed, each of which contained three parts. The first sections asked the respondents to identify whether or not they were familiar with a particular celebrity, second sections contained a 15 item source credibility scale to measure each of the three dimension of source credibility, and the last section was to measure the respondent's likelihood to inquire about consider purchasing, the actual purchase for personal use and the product endorsed by the particular celebrity. To determine the impact of respondents' attractiveness, expertise and ability to promote the sales of a product, four separate analyses of covariance (ANCOVA) models were developed. For the last stage of analysis, a LISEREL model was specified to determine the impact of each dimension of source credibility on intention to purchase.

The result of the study indicated that in each case the respondents perceived the celebrities to be significantly different from each other with respect to their attractiveness, trustworthiness, and expertise and with regard to the intention to purchase measure. However, the gender and the age of the respondents had no significant effect on their intention to purchase or on how they evaluated the attractiveness, trustworthiness and expertise of four celebrities. Among the dimensions of source credibility, the attractiveness and trustworthiness of celebrity had an insignificant impact on respondent's intentions to purchase the products endorsed by each of the four celebrities. The perceived expertise of the celebrities was the only significant factor, which explained the respondent's intention to purchase.

**Lafferty, Goldsmith and Newell (2000) conducted a research on "The dual credibility model: The influence of corporate and endorser credibility on attitudes and purchase intentions".**

To collect the data for this study, questionnaires were distributed to 315 undergraduate students who were taking an introductory marketing course and volunteered to participate in the advertising experiment. Data were combined from two groups of subjects who were exposed to different combinations of endorsers and

companies were combined Six 7-point bi-polar adjective scales assessed endorser credibility.

This study supported the hypothesized influences of endorser and corporate credibility on Attitude toward Advertisement, Attitude toward advertised Brand, and Purchase Intention. This study confirmed that endorser credibility had a greater effect on Attitude toward advertisement.

### **Schlecht .0 (2003) studied on "Celebrities' Impact on Branding".**

The objective of this study was to examine the relationship between celebrity endorsements and brands by applying the widely accepted principles of how consumers' brand attitude and preference can be positively influenced. The paper also looked the cases in which celebrity endorsements succeeded or failed in effectively conveying the brand image. Thereby the concepts of source credibility and attractiveness, the match-up hypothesis, the meaning transfer model and the principles of multiple product and celebrity endorsement where used for this study. This article addressed a popular method of marketing.

The findings of the study suggested that celebrity spokespersons in advertising to endorse brands could be the useful and popular method of marketing communication, by gaining an understanding of the described concepts of source credibility and attractiveness; match up hypothesis, meaning transfer model and multiple products. This study helps in giving the answer of the question, if and when celebrity advertising investments pay off and it also suggests the further research efforts on developing an extensive, consistent and user friendly tool to avoid arbitrary decisions and enhance the strategic character of celebrity sponsorship decisions.



Table 2.6 Research Findings of Different Authors

Researcher	Topic	Objectives	Findings	Recommendations	Limitations	Suggestion for future study
Michael A. Kamnis and Kamal Gupta (1961)	The Impact of Celebrity Endorsement on Consumers	To find out the impact of received images of celebrities, on purchase intentions of the consumer, he conducted his experiment on the received images and type of products for the advertisement.	The research has shown that celebrities' endorsement and product quality are important factors in consumer purchase decisions. The study also found that the type of product and the celebrity's image type are important factors in consumer purchase decisions.	A high degree of consistency was found between the research findings and the previous studies. The research also found that the type of product and the celebrity's image type are important factors in consumer purchase decisions.	Since the research was conducted in a limited sample size, there are some limitations. The research also found that the type of product and the celebrity's image type are important factors in consumer purchase decisions.	Further research is needed to explore the impact of celebrity endorsement on consumer purchase decisions. The research also found that the type of product and the celebrity's image type are important factors in consumer purchase decisions.
Michael A. Kamnis and Kamal Gupta (1961)	Congruence between Spokesperson and product Type: A match up Hypothesis Perspective". The objective of this study is to examine the fit or congruence between image type and the product advertised	To examine the congruence between the spokesperson and the product type. The study is to examine the fit or congruence between image type and the product advertised.	The research findings show that the congruence between the spokesperson and the product type is a significant factor in consumer purchase decisions. The study also found that the type of product and the celebrity's image type are important factors in consumer purchase decisions.	A high degree of consistency was found between the research findings and the previous studies. The research also found that the type of product and the celebrity's image type are important factors in consumer purchase decisions.	The research findings show that the congruence between the spokesperson and the product type is a significant factor in consumer purchase decisions. The study also found that the type of product and the celebrity's image type are important factors in consumer purchase decisions.	An attempt should be made to explore the impact of celebrity endorsement on consumer purchase decisions. The research also found that the type of product and the celebrity's image type are important factors in consumer purchase decisions.

Researcher Topic		Objectives	Variables	Notes	Limitations	Strengths to future study
China 91	Topic: Sponsorship of the 1990 Asian Games Issue: The impact of the 1990 Asian Games on the development of the Chinese economy and the role of the government in the process.	To find out whether the perceived celebrity's expertise, trustworthiness and attractiveness are equally reliable for celebrities as endorsers.	Dependent variable: Purchase intention Independent variables: Perceived celebrity's expertise, trustworthiness and attractiveness	Although the perceived celebrity's expertise, trustworthiness and attractiveness are important factors in purchase intention, the study did not control for other factors such as the celebrity's fame and the product's quality.	The study has a number of limitations. First, it only tested the research in one country (China). Second, it did not control for other factors such as the celebrity's fame and the product's quality. Third, the sample size was small.	The study has a number of strengths. First, it is one of the first studies to examine the impact of the 1990 Asian Games on the development of the Chinese economy. Second, it provides a detailed analysis of the role of the government in the process. Third, the study is well-structured and easy to read.
Bara A J Old mith, J e J o l 000)	Topic: The impact of the 1990 Asian Games on the development of the Chinese economy and the role of the government in the process. Issue: The impact of the 1990 Asian Games on the development of the Chinese economy and the role of the government in the process.	The objective of the study was to examine the effect of the 1990 Asian Games on the Chinese economy and the role of the government in the process.	Source: The study used data from the 1990 Asian Games and the Chinese government's official website.	Both endorser credibility and corporate credibility influenced attitude-towards-the-ad, attitude-toward-the-brand, and purchase intention. Endorser credibility had its strongest impact on attitude-toward-the-ad.	In this research data has been collected from a single geographic region so findings cannot be generalized to any specific population. The findings are limited to the celebrity, medium of ad and product tested.	Future study could test the generalization of the findings using other endorsers, media, and products. Broadcast ads (radio and TV) should be used instead of print ads.

Researcher	Topic	Objective	Variables	Result	Limitations	Suggestion for future study
Brian D Till & Michael Busler (2000)	The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs".	To examine the physical attractiveness as expertise as relevant match-up factors and the role of endorser/product fit in these effects.	Celebrity's physical attractiveness and expertise match up hypothesis, brand attitude and purchase intentions.	The variable "fit" as a moderator in the relationship between celebrity physical attractiveness and expertise. It suggests that expert endorsement may be a better match factor than physical attractiveness.	Results of the study are limited to products and fictitious endorser. And as the study was conducted during the class time.	Future research could more strongly operationalize the salience of product features and endorser characteristics at various stages.

## Conclusion of the Previous Studies

According to the summary withdrawn from these studies, it can be concluded that even all findings have one similarity that there is a positive relation between the perceived image of celebrity endorsers and consumers attitude though different authors have revealed different results on their studies.

Mahony and Meenaghan (1998) stated that congruity between the celebrity endorsers' perceived images and the types of products and their expertise had a significant impact on respondents' favorable attitude toward the products. However Ohanian (1991) suggested that only the perceived expertise of the celebrities was a significant factor explaining the respondent's intention. The findings of Kamnis and Gupta (1961) revealed that a high degree of congruence between product and celebrity image lead to more favorable attitude and purchase intention toward the product. The result from Till & Busler (2000) suggested that, expertise might be a better match-up factor than physical attractiveness. Lafferty, Stephen and Newell (2000) suggested that endorser credibility does (Attractiveness, Trustworthiness and Expertise) does have an impact on advertisements and influence on attitude and purchase intention.

Thus celebrity endorsers were perceived as a credible source to endorse a brand because of his or her expertise, trustworthiness or attractiveness. Highly credible endorsers were more effective compared to less credible endorsers. Celebrity endorsers would be more effective when using a celebrity with a high "fit" or "belongingness" with the endorsed brands. Celebrity endorsers played a valuable role in making brand image and enhancing a brands competitive position by transferring the meaning of their image to the product and from the product to the consumers. Thus the previous studies provided the background of the proposed study, and suggested that the use of popular celebrities was an effective mode of advertising to persuade consumers toward its brand.

## Chapter 3

### Research Framework

This chapter consists of the elements, which helps its reader to understand how this research was conducted. To have a good understanding of the existing research results, and the appropriate research approaches for producing new knowledge, the researcher has used a research framework that makes these activities manageable. A research framework defines the categories of the outputs the research can produce. It also defines a set of different research activities (March and Smith, 1995). The purpose of the research framework is to present, either graphically or narrative, the main things that are going to be studied (Miles and Huberman, 1994). In order to collect the data and answer the research questions the conceptualization of the literature is explained here. This chapter presents the computational framework for interactive open learner modeling in depth from which, the core of this thesis is derived.

This chapter consists of four sections. First the chapter presents the theoretical framework of the research study. Secondly, it explains the conceptual framework of the study followed by the definition of variables. Then it discusses about the hypothesis statements and finally the chapter presents the operationalization of variables X and Y.

#### 3.1 Theoretical Framework

Advertisers have recognized the values of using celebrity endorsers, who are admired for their personality, for their knowledge and skills. Companies use celebrity endorsers because they are considered to have supportive power, which means that a celebrity can be a very useful tool to draw attention to advertising message in much cluttered media environment. Advertisers believe that celebrities can enhance the target audience's perceptions of the product in terms of image and performance and can create favorable attitude toward the product. After analyzing the different theoretical framework and studies depicted in the previous chapters the researcher



employs two research models to use in order to develop the proposed model that is referred as the conceptual model. Thus conceptual framework of the proposed study is the modified form of the two previous studies by Mahony and Meenaghan (1997/1998) on "The Impact of Celebrity Endorsements on consumers" and by Kamnis and Gupta (1994) on "Congruence between spokesperson and product type: A match up hypothesis perspective". The structure model expresses the relationship among variables.

Mahony and Meenaghan's research (1997/1998) on celebrity endorsements reveals that the celebrity chosen must be seen as being a credible source in the eyes of the target audience and secondly, the celebrity's image, as perceived by the target audience, must be congruent with the image of the product they are endorsing.

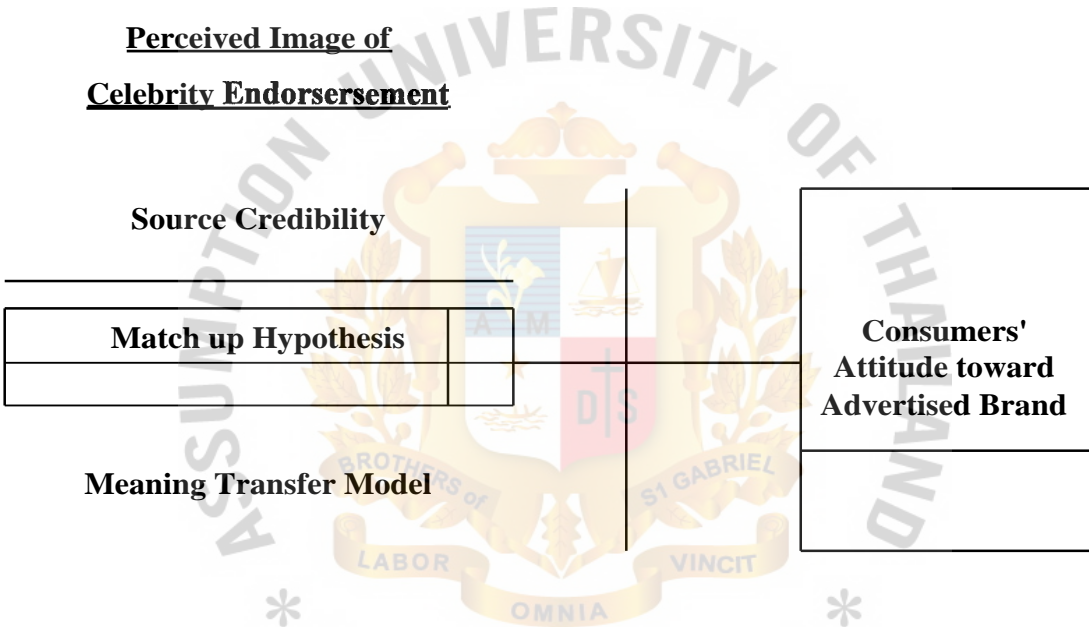
According to Kamnis and Gupta (1994), a high degree of congruence between product and celebrity image leads to enhanced spokesperson believability and attractiveness as well as a significantly more favorable attitude toward the product.



3.2 Conceptual Framework

The conceptual framework is developed to present the relationship between variable X and Y. Where X represents the perceived image of celebrity endorsers in advertisements which are source credibility, match up hypothesis and meaning transfer model and Y represents the consumers' attitude toward the advertised brand.

Figure 3.1: Conceptual Framework



**Source:** Mahony and Meenaghan (1997/1998), "The Impact of Celebrity Endorsements on consumers" and Kamnis and Gupta (1994), "Congruence between spokesperson and product type: A match up hypothesis perspective".

3.2 Definition of the Variables

Variables are very important to be identified in the problem identification stage. The objective of this research is to find out the relationship between the variable X and Y. Where X is the perceived image of celebrity endorsers that stands for three variables, those are source credibility, and match up hypothesis and meaning transfer model and Y stands for other variable that is consumers' attitude toward

advertised brand. The researcher reviews these variables and explains the overall relationship between the variables.

### **3.2.1 Source Credibility**

Credibility is the extent to which the recipient sees as having relevant knowledge, skill or experience and trusts the source to give unbiased information (Hovland and Weiss, 1951). According to Ohanian (1991), a highly credible source in most situations was more effective in persuading the audiences than a less credible source. Marketers evaluate the endorsers of advertisements in terms of their expertise, trustworthiness, and perceived social value to make the effective advertisement. Thus it is essential for advertisers to be aware of the complex process underlying celebrity endorsements, by gaining an understanding of the described concepts of source credibility. The sub variables of Source Credibility are Source Expertise, Source Trustworthiness and Source Attractiveness.

#### **Source Expertise:**

Expertise is the perceived validity of the assertions made by the celebrity. Ohanian (1991) suggested that celebrity endorsers are more effective when they are knowledgeable, experienced, and qualified to talk about the product they are endorsing. According to Hovland, Janis and Kelley (1953), high levels of expertness in a communicator produce attitude change more often than communicators with low perceived expertness. Many research findings emphasize the importance of using expert spokespersons in advertising to initiate attitude change and influence consumers' attitude positively toward the advertised brand.

#### **Source Trustworthiness:**

Friedman (1978) suggested that trustworthiness is the major determinant of source credibility. It is the degree of confidence in the communicator's intent to communicate the assertions considered most valid (his or her trustworthiness) (Hovland., Janis and Kelley, 1953). Celebrities are often seen as trustworthy because of their celebrity status. The more trust the consumers have in celebrity endorsers, the less suspicious they will be about the qualities of the product being endorsed. And

thus they get attraction towards that brand that later result as positive attitude toward the advertised brand.

### **Source Attractiveness:**

Patzer (1983) and Crocker (1989) suggested that using physically attractive models in advertising led more favorable attitude toward the advertisements and toward the brand. Physically attractive endorsers generally have a positive impact and generate more favorable evaluations of both advertisements and brands than less attractive models. When a receiver finds something in an endorser that they consider attractive this lead to persuasion through a process of identification. That is when identified with the endorser and adopts similar beliefs, attitudes, preferences, or behavior (Belch and Belch, 2001).

Celebrity endorsers' credibility is a term commonly used to refer to a message sender's positive characteristics that influence the receiver's acceptance of the message communicated (Ohanian 1991), and source credibility has been found, in part, to determine the persuasiveness of a message (Petty and Cacioppo 1986). Endorsers' credibility perceptions affect message evaluation, attitudes, and behavioral intentions; more credible endorsers have been found to produce more favorable attitudes (Atkin and Block 1983; Freiden 1982; Friedman and Friedman 1979; Kamins et al. 1989).

### **3.2.2 Match up Hypothesis**

According to Kamnis (1990), endorsers are more effective when there is a fit between the endorser and the endorsed product. Endorsers are most effective when dominant characteristics of the product match the dominant characteristics of the source.

**Celebrity /Brand Match up:** Message transmitted by celebrity image and the product message should be congruent for effective communication (Byrne et al, 2003). The fit factor is important in the effectiveness of the endorsement (Hsu and McDonald, 2002).

**Celebrity /Audience Match up:** It is important that the endorser align well with the brand target market. When selecting a celebrity to endorse a product, advertisers should consider if the target market would positively relate to his endorser.

The match up hypothesis predicts that the attractive celebrities are more attractive when endorsing products used to enhance one's attractiveness. Congruence between celebrity image and product advertised and target audience results in more favorable attitude towards the ad and the brand.

### **3.2.3 Meaning Transfer Model**

McCracken (1989) developed a model of meaning movement and the endorsement process. The model was built upon the more general process of meaning transfer and consists of three stages. In stage one, the meaning existed in the celebrities themselves, in stage two this meaning was transferred as the celebrity take part in some kind of advertisements with a product or services, in the third and final stage, the meaning was transferred from the consumer to the product.

Marketers use meaning transfer model as a process to move the meaning from the celebrity to product then product to consumers. A three stage process of meaning transfer is suggested, that involves the formation of celebrity image, transfer of meaning from celebrity to the product, and finally from product to the consumers and thus influence their attitude positively toward the product.

### **3.2.4 Attitude toward Advertised Brand**

Attitude is a learned predisposition to behave in a continuous favorable or unfavorable way with respect to a given object. Attitude has a motivational quality; that is, they might propel a consumer toward a particular behavior or repel the consumer away from a particular behavior.

The likelihood is that a consumer will have positive attitude toward the advertised product, resulting from the interaction of his or her need for it, and perceptions of it and of the company that produces it. Celebrity endorsers' perceived



image credibility (in terms of expertise, trustworthiness, and attractiveness), match between the celebrity endorsers with the target audience and the endorsed product and the effectiveness of celebrity spokesperson by assessing the meanings, consumers associate with the endorser and eventually transfer to the brand has positive impact on attitude toward the ad and advertised brand.

### 3.4 Research Hypothesis

A hypothesis is a tentative explanation for certain behaviors, phenomena, or events that have occurred or will occur (Gay, 1996). It states as clearly and concisely as possible the expected relationship (or difference) between the two variables and defines those variables in operational, measurable terms. Each problem is considered; the question of interest is simplified into two competing hypotheses between which the researcher has a choice. These are null hypothesis and alternative hypothesis.  $H_0$  denotes the null hypothesis, and the alternative hypothesis is denoted by  $H_a$ .

After defining the important variables and establishing the relationship among them through the theoretical or conceptual framework, it is now appropriate to test whether there is relationship between these variables or not. In this research study the relationship has been measured between three variables under the celebrity endorsers' perceived image, those are credibility, match up hypothesis and meaning transfer model with other variable, consumers' attitude toward the advertised brand. The null and alternate hypotheses for this study are as follows:

1.  **$H_0$  1:** There is no relationship between the celebrity endorser's credibility in Pepsi advertisements and consumers' attitude toward the advertised brand.

- $H_a$  1:** There is a relationship between the celebrity endorser's credibility in Pepsi advertisements and consumers' attitude toward the advertised brand.

2. **H<sub>a</sub> 2:** There is no relationship between the congruence of celebrity endorsers' perceived image with the advertised Pepsi drink and target audience and consumers' attitude toward the advertised brand.

**H<sub>0</sub> 2:** There is a relationship between the congruence of celebrity endorsers' perceived image with the advertised Pepsi drink and target audience and consumers' attitude toward the advertised brand.

3. **H<sub>a</sub> 3:** There is no relationship between celebrity endorsers' meaning transfer process in Pepsi advertisement and consumers' attitude toward the advertised brand.

**H<sub>0</sub> 3:** There is a relationship between celebrity endorsers' meaning transfer process in Pepsi advertisement and consumers' attitude toward the advertised brand.

### **3.5 Operationalization of Variables**

A concept can be defined as abstract ideas generalized from particular facts (Davis and Cosenza, 1993). A concept will be made operational so that it is measurable. Operationalization is the process of developing operational definition, where operational is the concrete and specific definition of something in terms of the operations by which observations are to be categorized. Measurement of variables is based on Likert scale with five response categories ranging from "Strongly Disagree" to "Strongly Agree". The measurement variable in this research is described as follows:

Operationalization Component of Influencing Variables

Concepts	Conceptual Definition	Operationalized By	Question Number	Level of Measurement
Source Credibility	Credibility is the extent to which the sources are seen as experts, attractive and trustworthy to their target audience (Hovland, 1951).	Expertise considered as having special relevant knowledge skills and experience to the products advertised	5.	Interval 1 = strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly agree
		Trustworthiness, considered as dependable, honest, reliable, sincere and genuine source of communication.	6. Z	
		Attractiveness perceived as attractive, beautiful, classy, charming, adorable to their audience, and thus have a better chance of holding their attention.	7. Z	
Marketing Hypotheses	Congruence of celebrity image with target audience and advertised products results in perception of higher believability and more favorable attitude and purchase intention Till and Busler, M. (2000).	Creating favorable brand image.	8.1	Interval Scale 1 = strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly agree
		Enhancing attractiveness.	9. Z	
		Influencing perception.	10. Z	
		Increasing belief and trust.	11. Z	
		Making the message more persuasive.	12. Z	

Co pts	Conceptual definition	Operationalized by	Question Number	Level of Measurement
<p><b>Conceptual Definition</b></p> <p>It is based on the concept of meanings that transfer celebrity image to the product and finally from product to the consumers.</p>		Associating celebrity's personality to product personality.	Q) 7.1	<p>Level of Measurement</p> <p>1 = Strongly disagree</p> <p>2 = Disagree</p> <p>3 = Neutral</p> <p>4 = Agree</p> <p>5 = Strongly agree</p>
		Enhancing the brand image.	Q) 7.2	
		Associating the product with the celebrity's life style.	Q) 7.3	
		Transferring the celebrity's meaning to the consumer goods.	Q) 7.4	
<p><b>Attitude</b></p> <p>Attitude towards Pepsi as the best known drink.</p> <p>Attitude towards Pepsi as the best flavored drink.</p> <p>Attitude towards Pepsi as the best quality drink.</p> <p>Feeling good/ fresh, while consuming Pepsi.</p> <p>Attitude towards Pepsi as the first choice drink.</p> <p>Attitude towards Pepsi as safe to drink.</p> <p>Satisfactory attitude towards the Pepsi.</p>		Attitude toward Pepsi as the well known drink.	Q) 8.1	<p>Level of Measurement</p> <p>1 = Strongly disagree</p> <p>2 = Disagree</p> <p>3 = Neutral</p> <p>4 = Agree</p> <p>5 = Strongly agree</p>
		Attitude toward Pepsi as the best flavored drink.	Q) 8.2	
		Attitude toward Pepsi as the best quality drink.	Q) 8.3	
		Feeling good/ fresh, while consuming Pepsi.	Q) 8.4	
		Attitude toward Pepsi as the first choice drink.	Q) 8.5	
		Attitude toward Pepsi as safe to drink.	Q) 8.6	
		Satisfactory attitude towards the Pepsi.	Q) 8.7	

## Chapter 4

### Research Methodology

The objective of this chapter is to provide an overview of the research methodology, employed in this research study. Research methodology is defined as a discussion within the body of a research report of the research design, data collection methods, sampling techniques, field work procedures, and data analysis efforts (Zikmund, 2003). Research methods are the systematic application of one or more techniques to investigate the research problem.

This chapter consists of seven parts. First the chapter discusses about the research method used for this study. Secondly, it explains the self administered questionnaire that is used in this study to collect data, followed by the explanation of primary and secondary data that helps the researcher to develop the framework of the study. Furthermore, it reviews the sampling plan that identifies target population, sampling method, sampling unit, and sample size of this study. The chapter then discusses about the data collection tools and procedure followed by pretest to screen out the problems in the instructions or the design of the questions and the data analysis to interpret the data collected from the respondents.

#### 4.1 Research Method: Sample Survey

For this study the researcher used the sample survey method to obtain a representative sample of target population to test the hypothesis effectively and to find out the relationship between the variables. A sample survey is a research technique in which information is gathered from a sample of people by the use of a questionnaire, a method of data collection based on communication with a representative sample of target population (Zikmund, 2003). The researcher used the sample survey by distributing the questionnaire to the respondents in which they would indicate their opinion on five Likert scales, in order to obtain a representative sample of the target population. The respondents indicated their attitude by checking how strongly they agree or disagree with carefully constructed statements that ranges from very positive to negative toward the attitudinal object. The researcher obtained the information that



was exclusively internal to the respondents, which is appropriate for this research study of the consumers' attitude. The survey research allowed the researcher to assess the accurate information quickly and in an inexpensive way (Zikmund, 2003).

#### **4.2 Research Instrument: Self Administered Questionnaire**

A self administered questionnaire is used in this research to collect information from the respondents. This is a kind of questionnaire that is filled in by the respondents rather than by an interviewer. It is used to provide an orderly and structured approach to data gathering (McDaniel and Gates, 1999). The structured questionnaire was set with exactly the same wording and in the same order to all the respondents when collecting the data. The attitudinal questions were asked to rate the degree of their opinion. With the Likert scale, the respondents indicated their attitude by checking how strongly they agreed or disagreed with the carefully constructed statements that range from very positive to very negative toward the attitudinal object. To measure the attitude, the researcher assigned the scores (1-5) to an alternative response. Likert scale varies in five points from strongly disagrees to strongly agree. Strong agreement indicates the most favorable attitudes on the statement, and the weight of 5 is allocated to this response. Strong disagree indicates the most unfavorable or negative attitudes on the statements, and the weight of 1 is allocated to this response. The main advantage of structured questionnaire is that it can be collected from the target group in a short period of time and it helps the researcher to analyze the information in an easy and effective way.

#### **4.3 Source of Data**

The researcher collected the primary and the secondary data for this study. The primary data is the information gathered and assembled specifically for the research project at hand (Zikmund, 2003). The secondary data that is called as historical data is the data that have been previously collected for some projects other than the one at hand (Zikmund, 2003). In this research the primary data was collected by survey method with the self administered questionnaire And the secondary data was collected from different sources such as textbooks, journals of advertising and

marketing; business research, theses and web sites. These data will help the researcher to develop the framework of this study.

#### **4.4 Sampling Plan**

It is procedure for a conclusion regarding the whole population. This process involves the identification of target population, selection of sample method, determining the sampling units and the sample size.

##### **Target Population:**

Target population is the specific, complete group relevant to the research project (Zikmund, 2003). The target customers of Pepsi for Thailand market are the 25 years and below aged group but they generally consider teenagers as their target group. That was why the researcher chose the Undergraduate students as sample to collect the relevant information for the proposed study. The Target population in this research refers to both male and female Undergraduate Thai students from ABAC (Assumption University, Hua Mark Campus), National Institute of Development Administration (NIDA), Ramkhamhaeng University, University of Thai Chamber of Commerce, Chulalongkorn University, Bangkok University and Saint John's University based in Bangkok, Thailand, who are familiar with Pepsi commercials. The target population should be asked whether they had watched Pepsi commercial in the last 5 years.

##### **Sampling Method:**

For this study the researcher used the "Non-Probability Sampling" to select the samples. If sample units are selected on the basis of personal judgment or convenience, the sample method is called non probability sample. The convenience sampling is one of the non probability sampling designs that were being used in this research. Convenience sampling is the sampling procedure, where the units of analysis were chosen by convenience of the researcher / respondents (Davis, 1996).

### Sampling Unit:

The sampling unit is a single element or a group of element subjects to selection in a sample (Cooper and Schindler, 2001). For this research, the sampling unit is the Undergraduate Thai students from (Assumption University, Hua Mark Campus), National Institute of Development Administration (NIDA), Ramkhamheng University, University of Thai Chamber of Commerce, Chulalongkorn University, Bangkok University and Saint John's University based in Bangkok, Thailand. The researcher decided to go to all the six Universities that were chosen from the list of twenty Private and Public Universities located in Bangkok to collect the data.

### Determining Sample Size:

The determination of the appropriate sample size is one the most important and crucial aspects of business research. Sample size refers to the number of items to be randomly chosen from a batch for the research study. The sampling size is influenced by the average size of the sample in similar studies. Table 4.1 given below, gives an idea of the sample sizes used in different marketing research studies. These sample sizes have been determined based on experience and they can serve as guidelines, particularly when non probability sampling techniques are used. In this research, the numbers of sample sizes were selected on the basis of the theoretical sample size table, explained by Malhotra (2000) for the research study.

**Table 4.1: Sample size Used in Market Research Studies**

Type of Study	Minimum Size	Typical Ranges
Problem identification research (e.g. market research)	500	1,000-2,500
<b>Problem Solving Research (e.g. Pricing)</b>	200	300-500
Product Tests	200	300-500
Test Marketing Studies	200	300-500
TV / radio / print advertising	150	200-300
Test marketing audits	10 stores	10-20 stores
Focus groups	6 groups	10-15 groups

**Source:** Malhotra (2000), "Marketing Research: An Orientation", Third edition.

The researcher identified the sample size based on the reference of the sample sizes used in the marketing research studies. In this study, money and time resources are constraints. Therefore, with the allowance for the sampling error in this study of 5% with 95% confidence level, the sample size of 300 respondents, which is supposed to be the minimum, is the required size of the sample for this study. Hence, the total sample size for this study is 300.

#### **4.5 Data Collection Tools and Procedure**

In this research, the researcher collected the data from the target group from the Universities, who are undergraduate students and are familiar with Pepsi drink advertisements by using the self administered questionnaire. As the first step, the researcher surveyed all Private and Public Universities in Bangkok, which are considered as 'good' in education for undergraduate students.

The researcher used the convenience sampling technique to select 6 Universities (30%) from the above list of private and Public Universities located in Bangkok for the proposed research study. Convenience sampling technique is a sampling procedure of obtaining the people or units that are most conveniently available (Zikmund, 2003). These six universities selected for the research are as follows:

ABAC (Assumption University)  
Ramkhamhaeng University  
National Institute of Development Administration (NIDA)  
Bangkok University Chulalongkorn University  
Saint John's University  
University of the Thai Chamber of Commerce (UTCC)

The researcher used convenience sampling to gather data from these six venues. A total of 300 questionnaires were distributed altogether. The table of respondents for each University is shown below.

**Table 4.2: No of respondents (Undergraduate students) from different Private and Public Universities located in Bangkok.**

<b>Public University</b>	
Chulalongkorn University	50
Ramkhamheng University	50
National Institute of Development Administration (NIDA)	50
<b>Private University</b>	
ABAC(Assumption University)	50
Saint John's University	50
University of the Thai Chamber of Commerce (UTCC)	50
<b>Total</b>	<b>300</b>

The researcher used the self administered questionnaire to collect the information from the samples, 300 Undergraduate students from the Six Universities, based in Bangkok, Thailand. The design of the structured questionnaire is easy and clear for the respondents to answer. The researcher used the fixed alternative question to make the answer more accurate for the research work. The questionnaire covers all the considered objectives and hypothesis, which are used to conduct the research study.

#### **4.6 Pre-testing (Reliability Test)**

Pretest is a very important process in research work that helps the researcher to screen out problems in the instructions or the design of the questions (Zikmund, 2003). Thus a small-scale pretest provides an advanced opportunity for the investigator to check the data collection form to minimize errors due to improper designs, such as poor wordings or disorganized questions.

For this study the researcher conducted the pretest in order to test the reliability of the questionnaire by distributing 30 copies of the questionnaire to the randomly selected respondents. Cronbach's alpha is utilized in this research in order to assess the reliability of the questionnaire. In general, reliability score, which are



less than .6, are considered to be poor, those scores that are in the .6 to .7 range is acceptable, and the score which are over .8 is considered to be very good.

The scores of this study are as follows:

**Table 43: Cronbach Alpha Scores**

Components	Cronbach Alpha Score
Source Credibility	.6807
Match up Hypothesis	.7448
Meaning Transfer Model	.8169
Attitude toward the advertised brand	.7842

Thus in this pretest the results were calculated by the Cronbach alpha scores through the SPSS (Statistical Package for Social Science) program. The score of source credibility expertise, source trustworthiness, source attractiveness, match up hypothesis, meaning transfer model and attitude toward advertised brand are .6807, .7448, .8169 and .7842 respectively. Therefore the scores shows are above 0.6, which means the questionnaire, is reliable to use in the research. So, this questionnaire can be used as the instrument for this research study.

#### 4.7 Data Analysis Technique

It refers to the transformation of raw data into a form that will make them easy to understand and interpret. This would ensure a better performance in terms of accuracy as well as the efficiency of cost and time. For this study the statistical package for social science (SPSS) was utilized to interpret the data collected from the respondents.

#### Descriptive Statistics:

For this study descriptive statistics is used to interpret the information about the population or the sample through displaying frequency, as well as percentage. It is

used to describe each variable that is associated with the respondent data. The summarization of data includes the calculation of the average, the frequency distribution, and the percentage distribution etc (Zikmund, 2003).

### **Hypothesis Testing:**

Setting up and testing hypotheses is an essential part of statistical inference. Parametric Statistics will be used to do the hypotheses testing in order to measure the relationship between the variables are based on the 5 point interval scale. Parametric correlation techniques are designed to estimate the correlation or association between variables measured on interval and or ratio scales. A correlation is used to estimate the relationship between two characteristics. It is a statistical technique, which can show whether and how strongly the pairs of variables are related. There are several different correlation techniques. The survey system's optional statistics module includes the most common type, called the Pearson or Product moment correlation. For this research the researcher chose the Pearson product moment coefficient of correlation to test all hypotheses in the study that quantifies the relationship between the variables in the raw or transformed metric. The expression for the sample correlation coefficient  $r$  is called the Pearson moment correlation coefficient that measures the degree where there is linear association between two interval scaled variables (Kumar, Asker and Day, 1999). It is used to discover the strength of a link between the two sets of data.

Correlations range from  $-1.0$  to  $+1.0$ . If it lies close to either of these two values, then the dispersion of the scatter gram points is small and therefore a strong correlation exists between the two variables. If it equals exactly  $-1$  and  $+1$  it means that correlation is perfect. A perfect correlation is one where the two characteristics increase or decrease by the same amount. If  $r$  is close to  $0$ , the dispersion is large and the variables are uncorrelated. The positive or negative sign on the value of  $r$  indicates positive or negative correlation. If  $r$  is positive, it means that one variable gets larger and the other gets larger too. If  $r$  is negative, it means that when one gets larger, the other gets smaller (often called an "inverse" correlation).

Zikmund (2003) suggested the formula for calculating the Pearson product moment correlation coefficient for two variables X and Y.

This is as follows:

$$r_{xy} = \frac{E((X_i - \bar{X})(Y_i - \bar{Y}))}{\sqrt{\sum (X_i - \bar{X})^2 \sum (Y_i - \bar{Y})^2}}$$

Where,  $r_{xy}$  = The correlation coefficient between x and y  
 $X_i$  = The individual's score on the X variable  
 $Y_i$  = The individual's score on the Y variable  
 $\bar{X}$  = Sample means of X  
 $\bar{Y}$  = Sample means of Y

For this study the Pearson correlation coefficient is an index to determine whether a linear or straight-line relationship exists between X and Y. It indicates how the variation in one variable, X is related to the variation in another variable, Y (Malhotra, 1999). Here, X identifies the variables, source expertise; source trustworthiness, and source attractiveness, match up hypothesis and meaning transfer model. Y identifies the variable, purchase intention. The Pearson product moment correlation coefficient helps the researcher to obtain the answer of the research questions by testing the relationship between these variables X and Y. If the associates' value of  $X_i$  and  $Y_i$  differ from their means in the same direction, then their covariance will be positive. If the values of  $X_i$  and  $Y_i$  have a tendency to deviate in opposite directions, covariance will be negative.

**Table 4.4 Correlation(r) Value and Measure of The Strength of Association**

Correlation (r)	Interpret
1	Perfect positive linear association
0	No linear association
-1	Perfect negative linear association
0.90 to 0.99	Very high positive correlation

0.70 to 0.89	High positive correlation
0.4 to 0.69	Medium positive correlation
0 to 0.39	Low positive correlation
0 to —0.39	Low negative correlation
-0.40 to —0.69	Medium negative correlation
-0.70 to —0.89	High negative correlation
-.90 to —0.99	Very high negative correlation

**Source:** Hussey (1997), Business research: a practical guide for undergraduate and postgraduate students, page 227



## **Chapter 5**

### **Presentation and Discussion of Data**

This chapter analyzes the empirical data collected based on the sample size of 300 respondents and presents a critical discussion of the results of the experiment. The purpose of analyzing the data is to obtain usable and useful information of the study examining the relationship between the celebrity endorsements' perceived image in Pepsi advertisements and consumers' attitude toward the advertised brand. The data is interpreted by using SPSS program. The results and analysis of the proposed study can be divided into four sections. Section one depicts the descriptive statistics of the demographic data. Section two is descriptive analysis of celebrity endorsers' perceived image. Section three highlights the descriptive analysis of attitude toward advertising. And the fourth section is analysis and explanation of the hypothesis testing and its outcomes.

#### **Descriptive Statistics**

According to Zikmund (2000), descriptive statistics is used to describe and summarize information about a population or sample. He stated that descriptive statistics describe data in terms of measures of central tendency that data found in the samples. The primary purpose of descriptive statistics is to give a clear view of raw data and makes it easy to understand and interpret.

#### **5.1 Descriptive Analysis of Demographic Data**

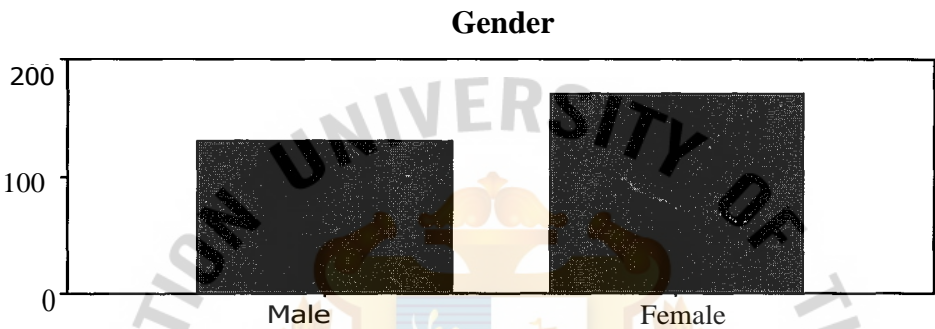
The demographics of the respondents that participated in this research study can be categorized into variables as gender, age, marital status, education level, which year they are in and occupation. A preliminary inspection of the respondents' personal characteristics is illustrated in Table 5.1 to Table 5.4.



Table 5.1: Gender of the Respondents

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	130	43.3	43.3	43.3
	Female	170	56.7	56.7	100.0
	Total	300	100.0	100.0	

Figure 5.1: Bar chart Illustrating Gender of the Respondents



As shown in the table and figure 5.1 there are totally 300 respondents in study with 130 or 43.3% as male and 170 respondents as females, which is around 56.7% of the total respondents.

Table 5.2: Age of the Respondents

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 19 years	219	73.0	73.0	73.0
	20-22 years	58	19.3	19.3	92.3
	23 - 25 years	23	7.7	7.7	100.0
	Total	300	100.0	100.0	

Figure 5.2: Bar Chart Illustrating Age of the Respondents



Table and figure 5.2 shows that largest percentages of respondents' age are between 17-19 years old, which accounted for 73% or 219 respondents. Following with 58 respondents are aged between 20-22 years or 19.3% and 23 respondents are aged 23-25 years or 7.7%.

**Table 5.3: The Year, the Respondents are in**

Year				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid First year - Second year	227	75.7	75.7	75.7
Third year - Fourth year	73	24.3	24.3	100.0
<b>Total</b>	300	100.0	100.0	

**Figure 5.3: Bar Chart Illustrating the Year, the Respondents are in**

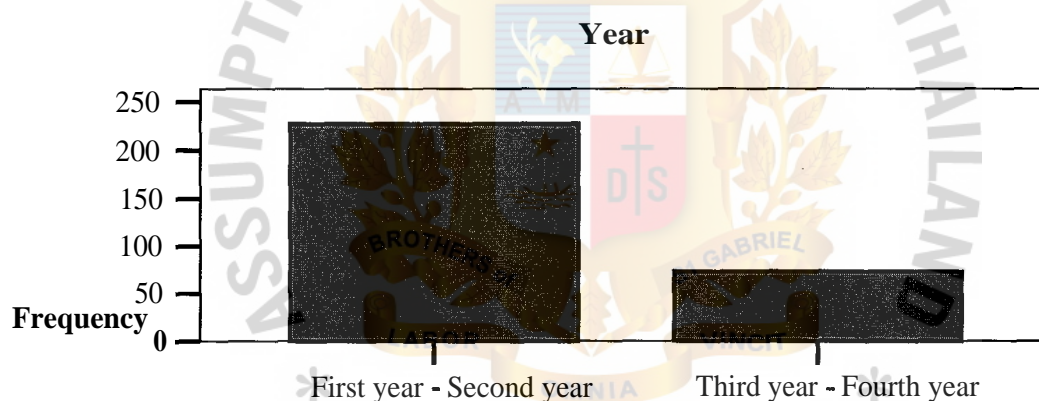


Table and figure 5.3 shows that most of the respondents or 227 respondents are in the First year – Second year and are counted for 75.7%, and 73 respondents are in the Third year – Fourth year and are counted for 24.3% respectively.

**Table 5.4 Income Level of the Respondents**

Income per month (baht)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000	254	84.7	84.7	84.7
	10,000 - 20,000	46	15.3	15.3	100.0
<b>Total</b>		300	100.0	100.0	

**Figure 5.4: Bar Chart illustrating Income Per Month of the Respondents**

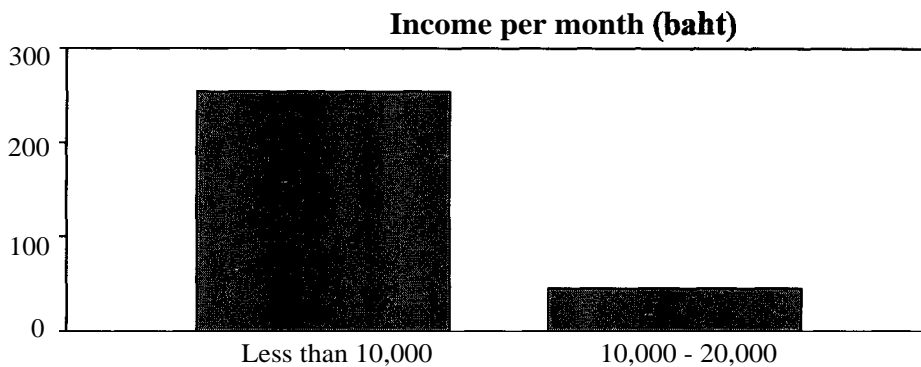


Table and figure 5.4 shows that most of the respondents or out of total 300 respondents, 254 respondents' Income level are of Less than 10,000 baht per month representing 84.7% and only 46 respondents or 15.3% respondents' income level are 10,000-20,000.

## 5.2 Descriptive Analysis of Celebrity Endorsers' Perceived Image in Pepsi Advertisements

For this section, the respondents have to rate how important celebrity endorsers' perceived image such as credibility, match up hypothesis, meaning transfer model in Pepsi advertisements are. Respondents may more or less agree or disagree with these endorsers' perceived image. The scale of importance is rated as follows:

Strongly agree	=	5
Agree	=	4
Neutral	=	3
Disagree	=	2
Strongly disagree	=	1

**Table 5.5: Mean Score Rating, Minimum, Maximum, and Standard Deviation of Source Credibility**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Celebrity endorsers are expert,experienced, and qualified of the endorsed product	300	1	5	3.74	.805
Celebrity endorsers are trustworthy, honest and reliable source to provide unbiased information	300	1	5	3.51	.720
Celebrity enodrsers are attractive,beautiful and adorable	300	2	5	4.04	.805
Valid N (listwise)	300				

Table 5.5 indicates that the mean score of celebrity endorsers' attractiveness is rated the highest at 4.04, expertise at 3.74 followed by trustworthiness at 3.51.

**Figure 5.5: Chart Illustrating the Percentage of the Respondents in terms of considering Celebrity Endorsers as Expert**

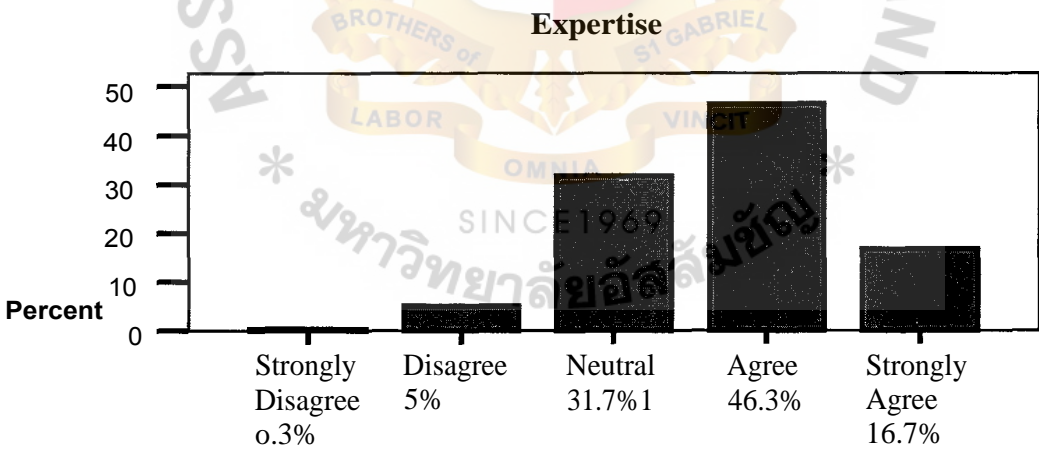


Figure 5.5 depicts that most of the respondents' that counts for 139 out of total 300 respondents are Agree that the celebrity endorsers are expertise which scores the highest percentage accounted for 46.3%, 95 respondents or 31.7% for Neutral, 50 respondents or 16.7% for Strongly Agree, 15 respondents or 5% for Disagree and 1 respondent or 0.3% for Strongly Disagree respectively.

**Figure 5.6: Chart Illustrating the Percentage of the Respondents in terms of considering Celebrity Endorsers as Trustworthy**

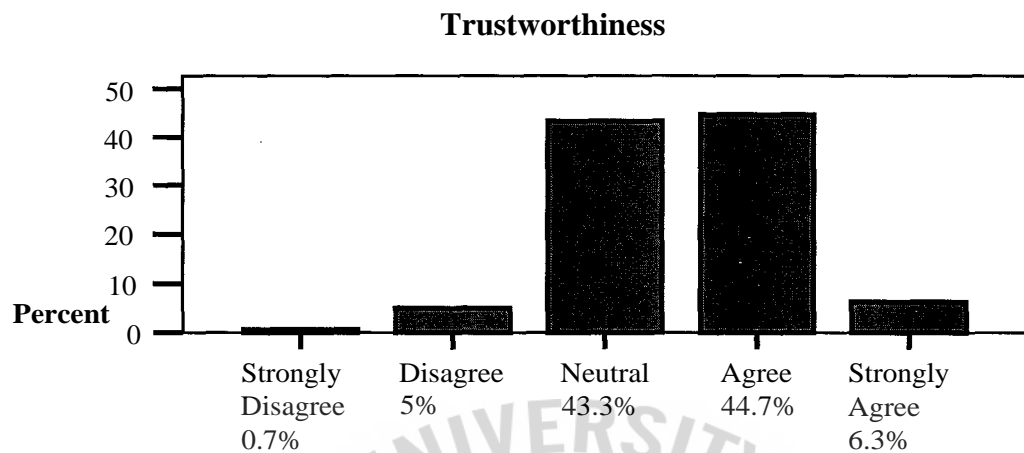


Figure 5.6 depicts that most of the respondents Agree that the celebrity endorsers are trustworthy which scores the highest percentage accounted for 44.7% or 134 respondents, followed by Neutral 43.3% or 130 respondents, Strongly Agree 6.3% or 19 respondents, Disagree 5% or 15 respondents and Strongly Disagree 0.7% or 2 respondents respectively.

**Figure 5.7: Chart Illustrating the Percentage of the Respondents in terms of considering Celebrity Endorsers as Attractiveness**

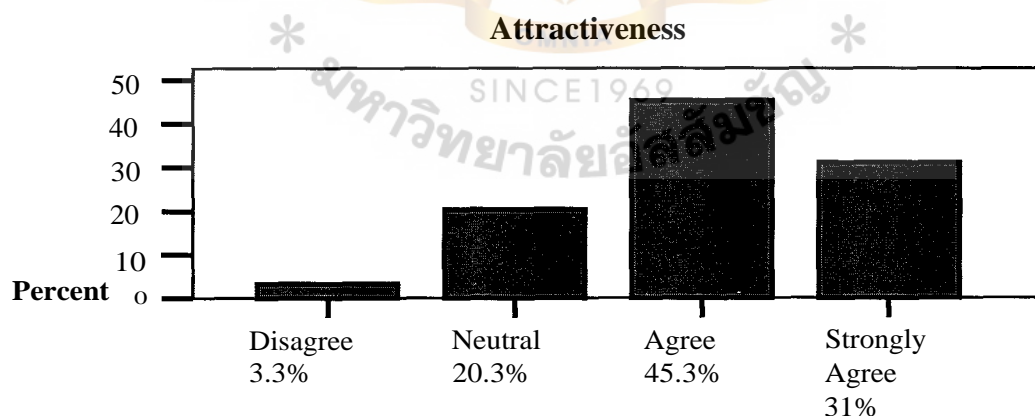


Figure 5.7 depicts that most of the respondents Agree that the celebrity endorsers are Attractive which scores the highest percentage accounted for 45.3% or 136 respondents followed by Strongly Agree for 31% or 93 respondents, Neutral 20.3% or 61 respondents and Disagree 3.3% or 10 respondents respectively.



**Table 5.6: Mean Score Rating, Minimum, Maximum, and Standard Deviation of Match Up Hypothesis**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
It makes favorable image of Pepsi among consumers	300	1	5	3.75	.792
It enhances attractiveness of endorsed products	300	2	5	3.84	.720
It influences consumers' perception towards the products	300	2	5	3.78	.766
It increases consumers' belief and trust in the products and its benefits	300	1	5	3.54	.851
It makes the message more persuasive delivered by the sources	300	2	5	4.01	.758
Valid N (listwise)	300				

Table 5.6 illustrates that the mean score of delivering more persuasive message is rated the highest at 4.01, enhancing endorsed product attractiveness at 3.84, influencing consumers' perception toward the product at 3.78, making favorable image of Pepsi at 3.75 followed by increasing belief and trust in the product and benefits as 3.54 respectively.

**Figure 5.8: Chart Illustrating the Percentage of the Respondents in terms of Making Favorable Image toward Pepsi**

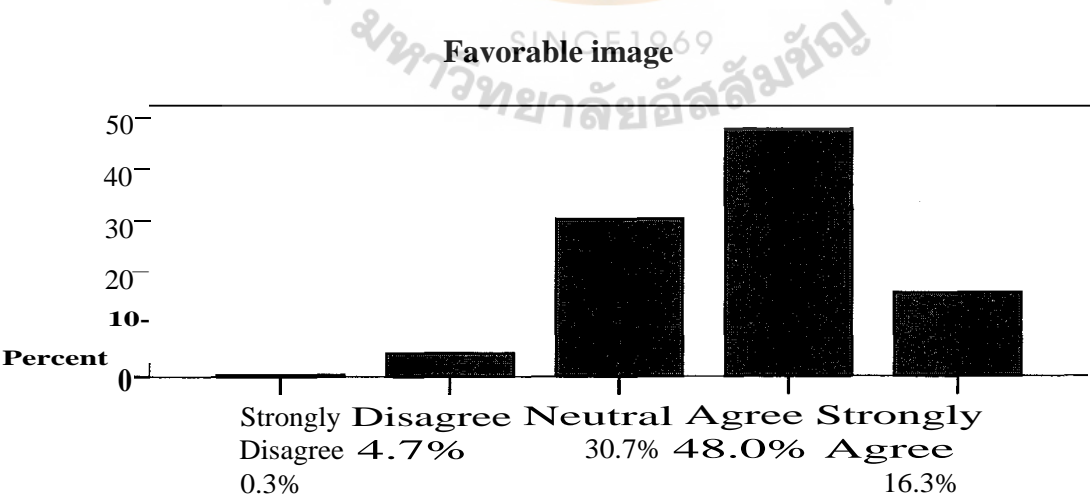


Figure 5.8 depicts that most of the respondents Agree that the celebrity endorsers makes Favorable Image of Pepsi among consumers' which scores the

highest percentage accounted for 45.3% followed by Neutral 30.7%, Strongly Agree 16.3% Disagree 4.75 and Strongly Disagree 0.3% respectively.

**Figure 5.9: Chart Illustrating the Percentage of the Respondents in terms of Enhancing Attractiveness toward Pepsi**

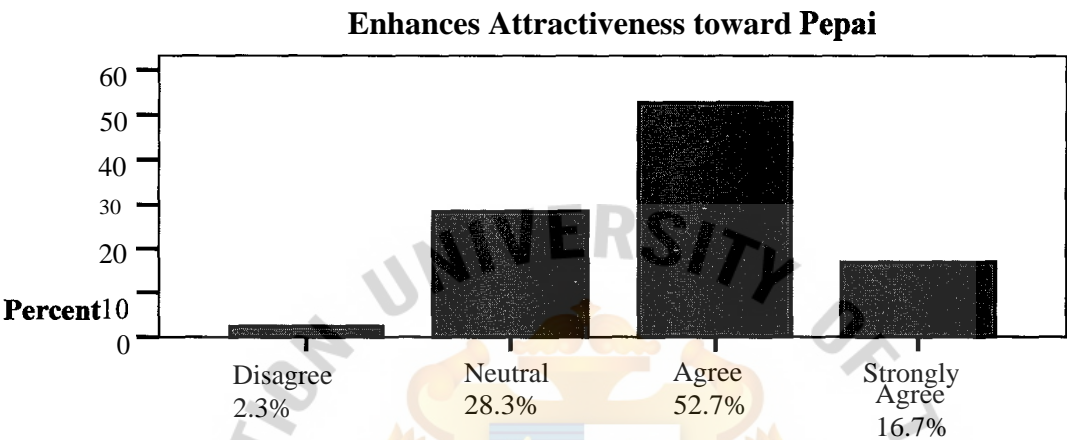


Figure 5.9 depicts that most of the respondents Agree that the celebrity endorsers enhances Attractiveness of Pepsi among consumers' which scores the highest percentage accounted for 52.75 followed by Neutral 28.3%, Strongly Agree 16.7% and Disagree 2.3% respectively.

**Figure 5.10: Chart Illustrating the Percentage of the Respondents in terms of Influencing Consumers' Perception toward Pepsi.**

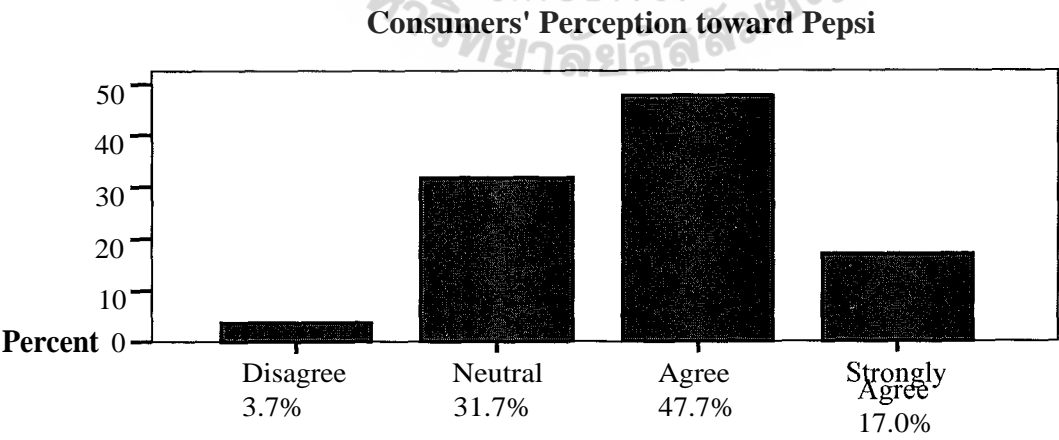


Figure 5.10 depicts that most of the respondents Agree that the celebrity endorsers Influences Consumers' Perception toward endorsed Pepsi which scores the

highest percentage accounted for 47.7% followed by Neutral 31.7%, Strongly Agree 17.0% and Disagree 3.7% respectively.

**Figure 5.11: Chart Illustrating the Percentage of the Respondents in terms of Increasing Belief and Trust toward Pepsi.**

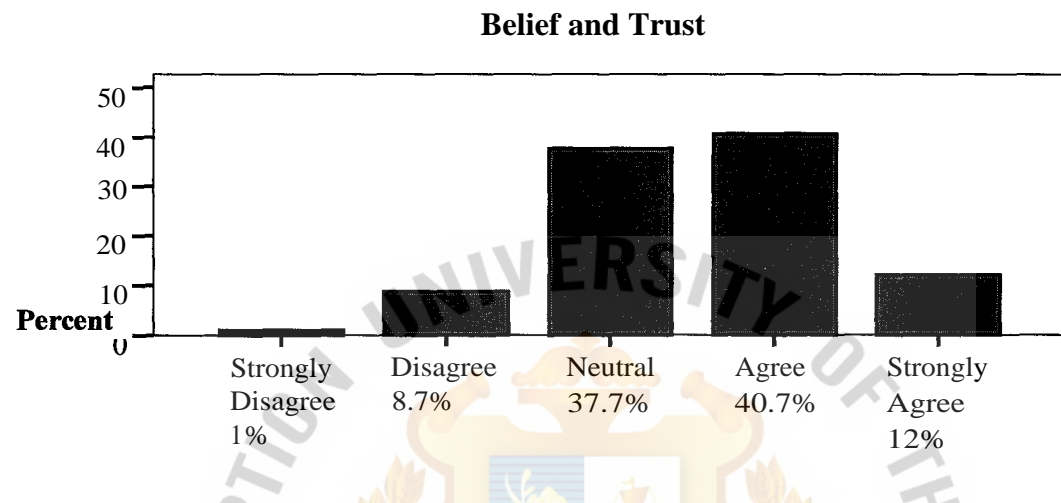


Figure 5.11 depicts that most of the respondents Agree that the celebrity endorsers Increases Belief and Trust toward Pepsi among consumers which scores the highest percentage accounted for 40.7% followed by Neutral 37.7%, Strongly Agree 12.0% and Disagree 8.7% and Strongly Disagree 1% respectively.

**Figure 5.12: Chart Illustrating the Percentage of the Respondents in terms of Delivering More Persuasive Message.**

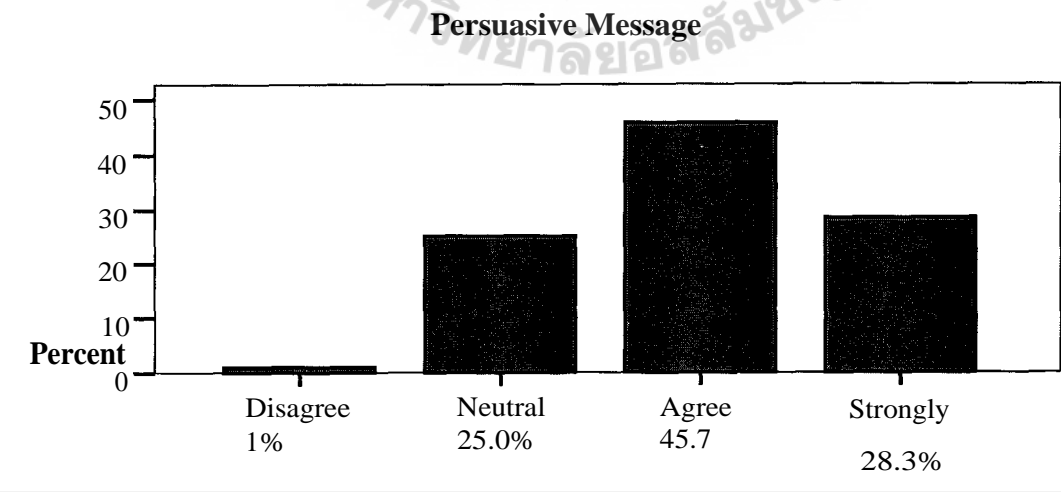


Figure 5.12 depicts that most of the respondents Agree that the celebrity endorsers Makes message delivered by celebrity endorsers More Persuasive toward

Pepsi among consumers which states the highest percentage accounted for 45.7% followed by Strongly Agree 28.3%, Neutral 25.0% and Disagree 1% respectively.

**Table 5.7: Mean Score Rating, Minimum, Maximum, and Standard Deviation of Meaning Transfer Model**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Celebrity endorsers allow to associates its personality to Pepsi personality	300	1	5	3.56	.801
Celebrity endorsers creates the brand image, by showing to use the same brand	300	1	5	3.76	.848
Celebrity endorsers associates the product with its life style	300	2	5	3.53	.832
Celebrity endorsers transfer its meaning (fresh,appealing,fashion,friently,status) to Pepsi	300	2	5	3.88	.832
Valid N (listwise)	300				

Table 5.7 shows mean score of transferring meaning. The highest mean score is 3.88(transferring meaning), creating brand image as 3.76, followed by with the same mean score of associating the personality to the Pepsi personality and associating the product with its life style as 3.56 and 3.53 respectively.

**Figure 5.13: Chart Illustrating the Percentage of Respondents in terms of Associating Celebrity Endorsers Personality to Pepsi**

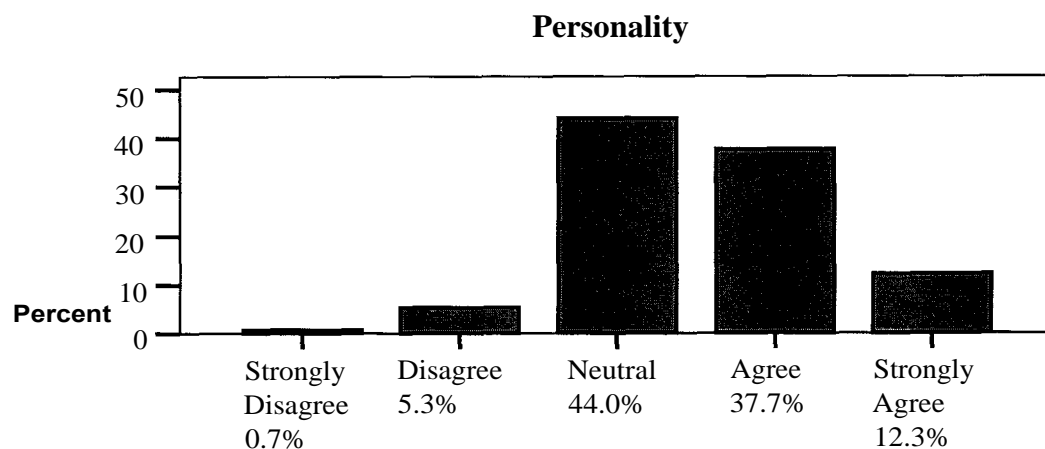


Figure 5.13 depicts that most of the respondents are Neutral. The celebrity endorsers Associates its Personality to Pepsi scores the highest percentage accounted for 44.0% followed by Agree 37.7%, Strongly Agree 12.3% Disagree 5.3% and Strongly Disagree 0.7% respectively.

**Figure 5.14: Chart Illustrating the Percentage of the Respondents in terms of Creating Brand Image by using the Same Brand**

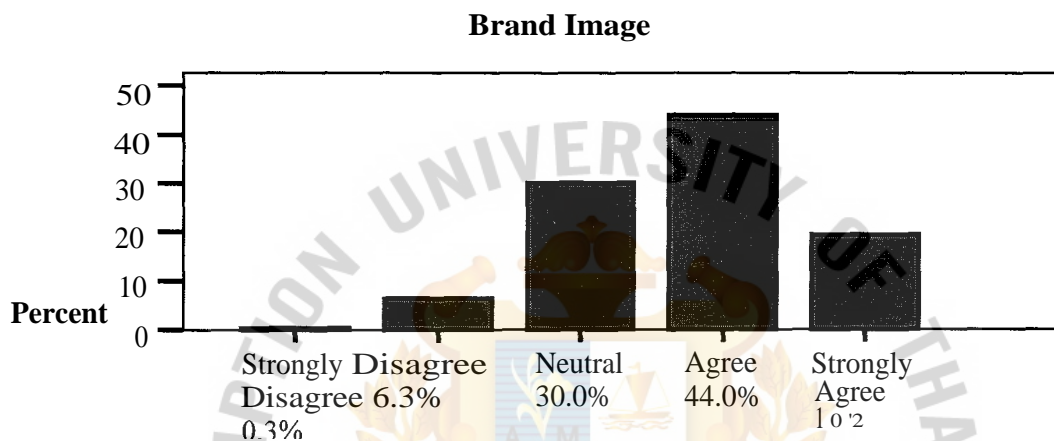


Figure 5.14 depicts that most of the respondents Agree that the celebrity endorsers Creates the Brand Image for Pepsi by showing the same drink consumption among the consumers which scores the highest percentage accounted for 44.0% followed by Neutral 30.0%, Strongly Agree 19.3%, Disagree 6.3% and Strongly Disagree 0.3% respectively.

**Figure 5.15: Chart Illustrating the Percentage of the Respondents in terms of Associating Celebrity Endorsers' Life Style with Pepsi**

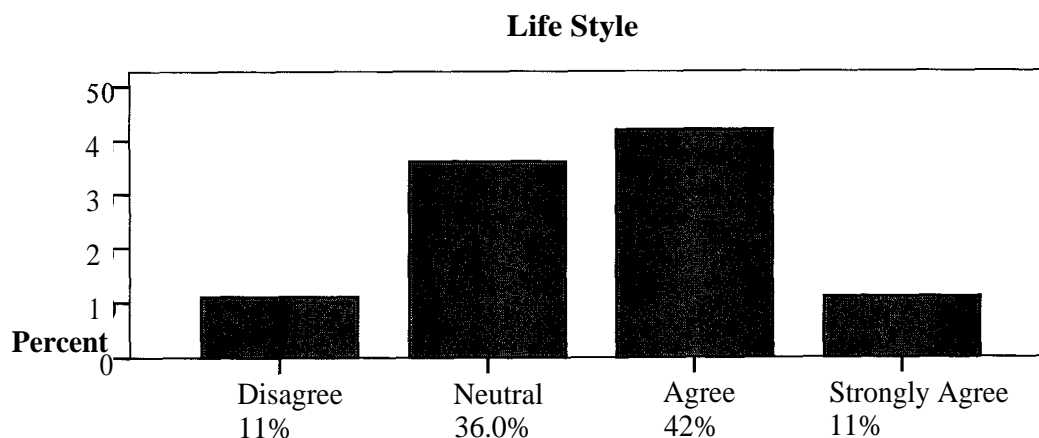




Figure 5.15 depicts that most of the respondents Agree that the celebrity endorsers associates its life style with Pepsi through endorsements which scores the highest percentage accounted for 42.0% followed by Neutral 36.0%, Strongly Agree 11.0% and Disagree 11.0% respectively.

**Figure 5.16: Chart illustrating the percent of respondents in terms of Transferring Meaning to Pepsi**

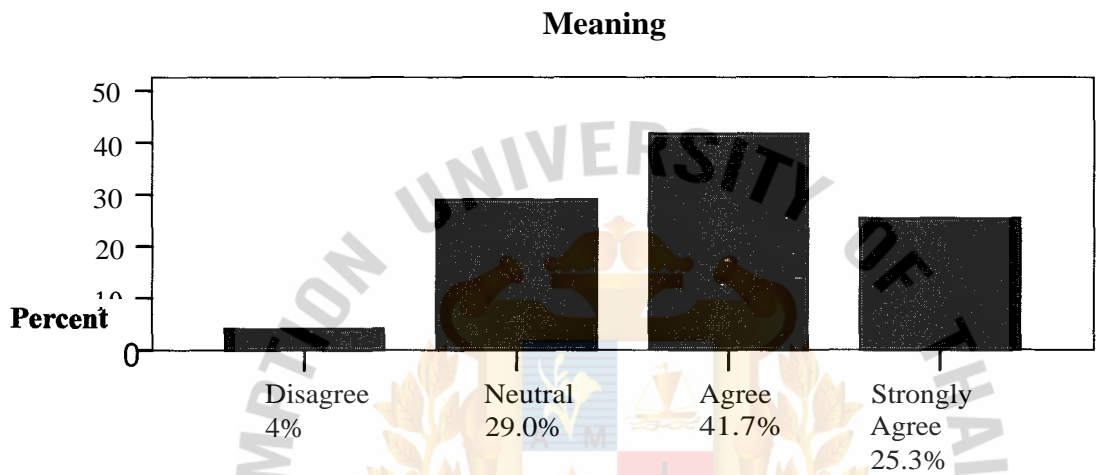


Figure 5.16 depicts that most of the respondents are Agree that the celebrity endorsers transfer the meaning to Pepsi, which scores the highest percentage accounted for 41.75 followed by Neutral 29.0%, Strongly Agree 25.3% and Disagree 4.0% respectively.

**Table 5.8: Mean Score Rating, Minimum, Maximum, and Standard Deviation of all Three Variables under the Perceived Image of Celebrity Endorsements**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
MEANCRED	300	1.67	5.00	3.7633	.54311
MEANMATC	300	1.80	5.00	3.7847	.57475
MEANMEAN	300	2.00	5.00	3.6817	.60578
Valid N (listwise)	300				

Table 5.8 reveals that most respondents rated match up hypothesis as the highest perceived image in advertisements possessed having a mean score of 3.7847,

followed by credibility with a mean of 3.7633 and meaning transfer model with a mean of 3.6817 respectively.

### 5.3 Descriptive Analysis of Attitude toward Advertising

This section outlines the attitude of the respondents toward advertising. There are 7 questions in this section. The Likert scale is rated as follows:

Strongly agree	=	5
Agree	=	4
Neutral	=	3
Disagree	=	2
Strongly disagree	=	1

**Table 5.9: Mean Score Rating, Minimum, Maximum, and Standard Deviation of Attitude toward the Advertisement.**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I believe that Pepsi is a well known cola drink	300	2	5	4.52	.661
I believe that Pepsi is the best flavored drink among all the available cola drinks	300	1	5	3.71	.869
I believe that Pepsi is a high quality cola drink	299	1	5	3.65	.872
I feel good / fresh, when i take this drink	300	1	5	3.84	.858
Pepsi is my first choice among all the cola drinks	300	1	5	3.61	.983
I believe that, Pepsi is safe to drink	300	1	5	3.25	.865
I am satisfied with Pepsi and intend to have this drink in future	300	1	5	3.66	.891
Valid N (listwise)	299				

Table 5.9 indicates the attitude of respondents on Pepsi. They considered Pepsi a Well known product with the highest mean score of 4.52, followed by Feeling Good/ Fresh while drinking Pepsi with the mean score of 3.84, Best Flavored Drink 3.71, Pepsi as First Choice 3.61, Satisfied with Pepsi 3.66 and Believing Pepsi as Safe to Drink 3.25 respectively.

**Figure 5.17: Chart Illustrating the Percentage of the Respondents in terms of Believing Pepsi as Well Known Cola Drink**

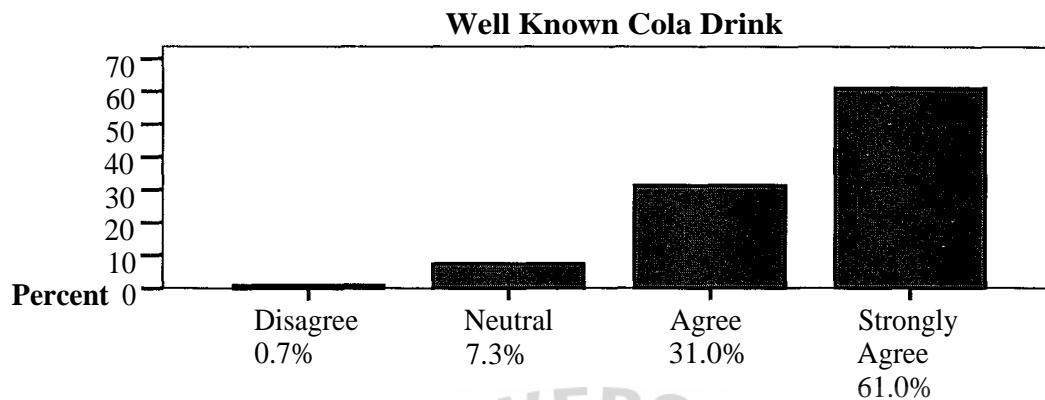


Figure 5.17 depicts that most of the respondents are Strongly Agree that Pepsi is well known cola drink which scores the highest percentage accounted for 61.0% followed by Agree 31.0%, Neutral 7.3% and Disagree 0.7% respectively.

**Figure 5.18: Chart Illustrating the Percentage of the Respondents in terms of Believing Pepsi as the Best Flavored Cola Drink**

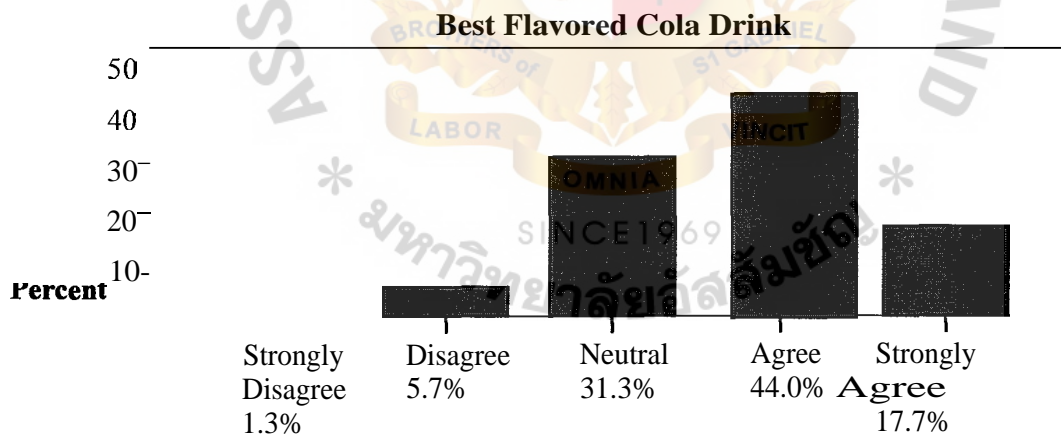


Figure 5.18 depicts that most of the respondents Agree that Pepsi is best flavored cola drink among all the available drinks which scores the highest percentage accounted for 44.0% followed by Neutral for 31.3%, Strongly Agree 17.7% Disagree 5.7% and Strongly Disagree 1.3% respectively.

**Figure 5. 19: Chart Illustrating the Percent of the Respondents in terms of Believing Pepsi as the Best Quality Cola Drink**

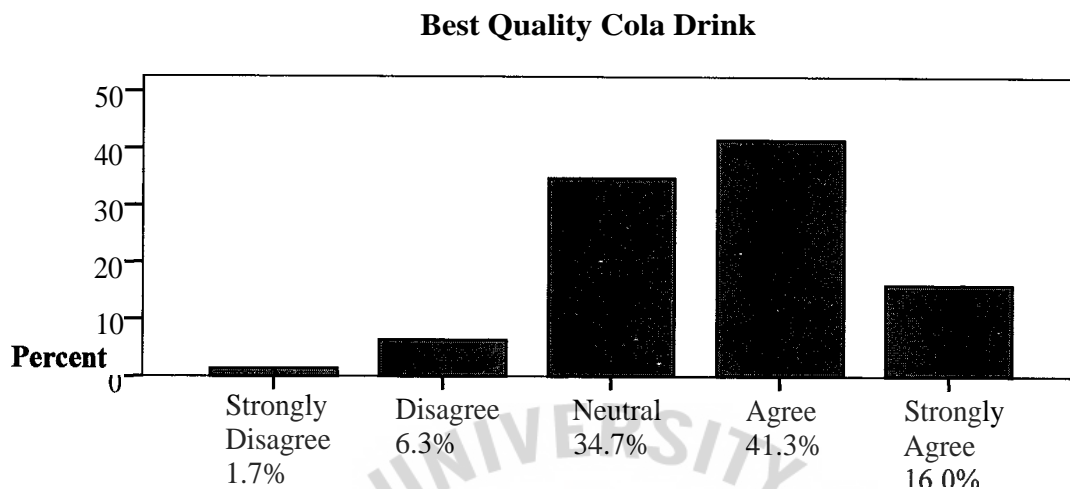


Figure 5.19 depicts that most of the respondents Agree that the Pepsi is the Best quality cola drink which scores the highest percentage accounted for 41.3% followed by neutral 34.7%, Strongly Agree 16.0%, Disagree 6.3% and Strongly Disagree 1.7% respectively.

**Figure 5.20 Chart Illustrating the Percentage of the Respondents in terms of Feeling Good / Fresh, when consume Pepsi**

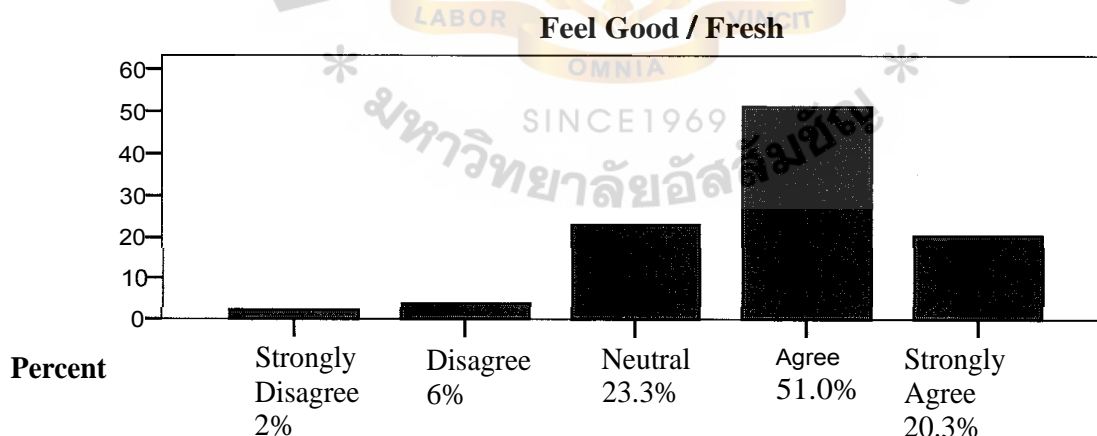


Figure 5.20 depicts that most of the respondents Agree that, they feel good and fresh when they take drink which scores the highest percentage accounted for 51.0% followed by Neutral 23.3%, Strongly Agree 20.3%, Disagree 3.7% and Strongly Disagree 2% respectively.

**Figure 5.21 Chart Illustrating the Percentage of the Respondents in terms of First Choice Cola Drink**

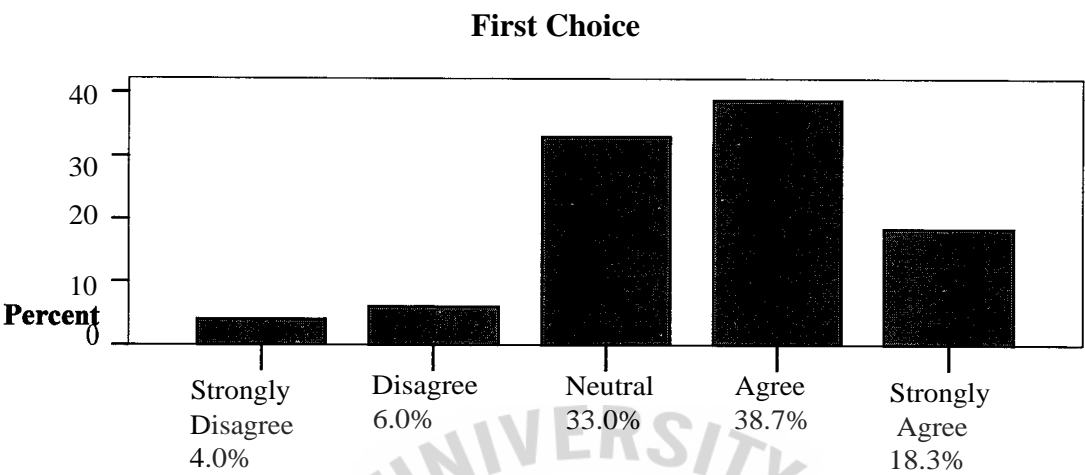


Figure 5.21 depicts that most of the respondents Agree that the Pepsi is the first choice for them as cola drink which scores the highest percentage counted for 38.7% followed by Neutral 33.0%, Strongly Agree 18.3%, Disagree 6.0% and Strongly Disagree 4% respectively

**Figure 5.22 Chart Illustrating the Percentage of the Respondents in terms of Believing Pepsi is Safe to Drink**

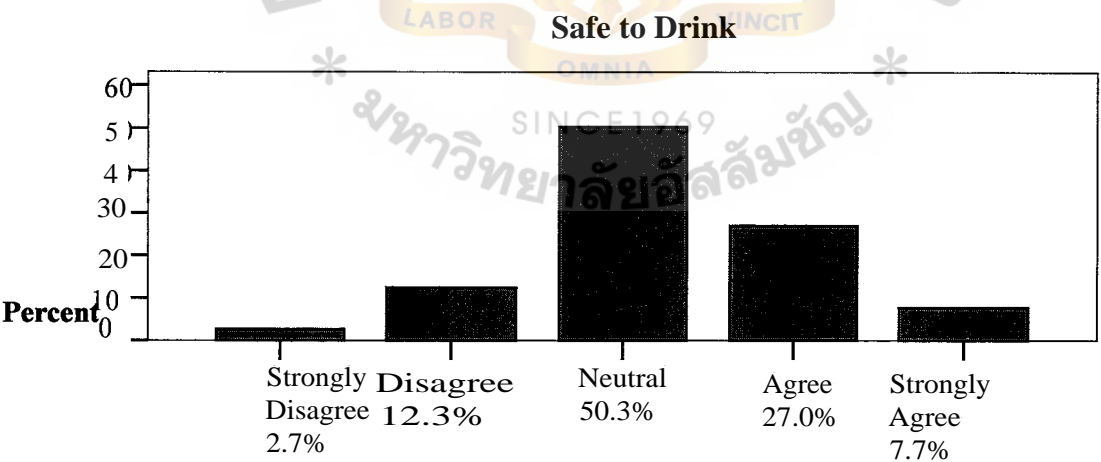


Figure 5.22 depicts that most of the respondents are Neutral that Pepsi cola is safe to drink which states the highest percentage accounted for 50.3% followed by Agree 27.0%, Disagree 12.3%, Strongly Agree 7.7% and Strongly Disagree 2.7% respectively.



**Figure 5.23 Chart Illustrating the Percentage of the Respondents in terms of Satisfied with Pepsi and Intend to Have This Drink in Future**

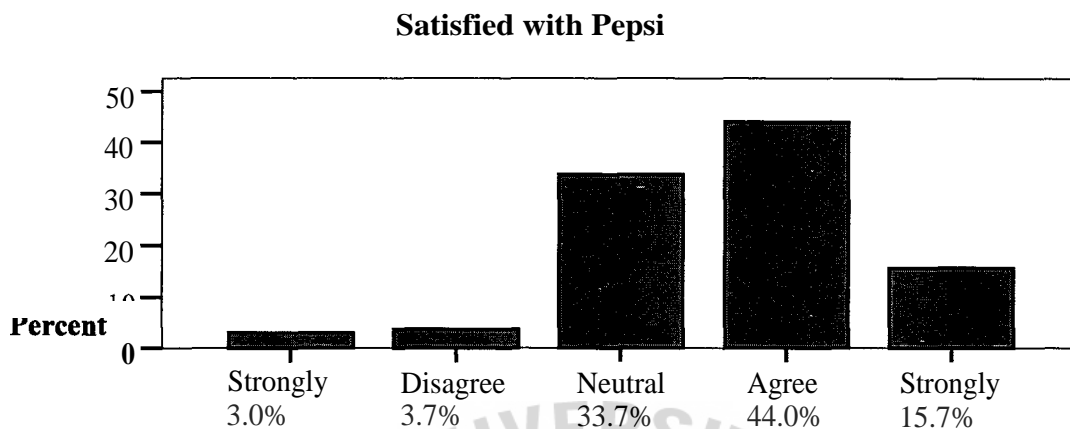


Figure 5.23 depicts that most of the respondents Agree that they are satisfied with Pepsi and they intend to take this drink in future which scores the highest percentage accounted for 44.0% followed by Neutral for 33.7%, Strongly Agree 15.7%, Disagree 3.70% and Strongly Disagree 3.0% respectively.

#### 5.4 Analysis of the Hypothesis Testing

Setting up and testing hypotheses is an essential part of statistical inference. Statistics used to make inference or judgment about a population on the basis of a sample. The purpose of hypothesis testing is to determine whether there is enough statistical evidence in favor of a certain belief, Parameter Pearson Product Moment Correlations were used to test the hypothesis. In this research study there are three hypotheses testing. All hypotheses are conjectured to test the relationship between the variable X with Y. Where X is the Perceived Image of celebrity endorsements that stand for source credibility, match up hypothesis and meaning transfer model and Y stands for the consumers' attitude toward the advertised brand. These hypotheses are referred to as the null hypothesis and the alternative hypothesis. The primary purpose of hypothesis testing is to examine the likelihood of the null hypothesis with data. The null hypothesis is often the reverse of what the experimenter actually believes. The alternative hypothesis is one that stands in contrast to the null, usually that the condition or change will have some effect. Specific criteria used to accept or reject the null hypothesis are discussed in the modules describing statistical tests used to

evaluate hypotheses. There is a rule of rejection that if the significance value is greater than .05, the null hypothesis will be accepted, otherwise, the null hypothesis will be rejected.

**Hypothesis 1: The Analysis of the Relationship between the Celebrity Endorsers' Credibility in Advertisement and Consumers' Attitude toward Advertising Brand.**

Ho 1: There is no relationship between the celebrity endorser's credibility in Pepsi advertisements and consumers' attitude toward the advertised brand.

Ha 1: There is a relationship between the celebrity endorser's credibility in Pepsi advertisements and consumers' attitude toward the advertised brand.

**Table 5.10 Pearson Correlation of Celebrity Endorsers' Credibility in Advertisement and Consumers Attitude toward the Advertised Brand**

Correlations			
		COMBCC	COMBATT
COMBCC	Pearson Correlation	1	.425 **
	Sig. (2-tailed)		.000
	N	300	300
COMBATT	Pearson Correlation	.425 **	1
	Sig. (2-tailed)	.000	
	N	300	300

**\*\*.** Correlation is significant at the 0.01 level

The Bivariate test indicates that the correlation coefficient value or product moment correlation value( $r$ ) of the first hypothesis is 0.425\*\*, hence the correlation is positive ( $r > 0$ ). It means the value of one variable (X) increases, so does the other variable(Y). Or the result shows that the higher the source credibility in advertisements, the more the positive attitude toward the advertised brand and the lower the source credibility, the less the attitude toward the advertised brand.

The significant value at the 2-tailed test is .000 which is lower than .01 correlations is significant at the .01 level. That shows that the correlation is significant at the .01 levels. Thus the null hypothesis is rejected and the alternative hypothesis is accepted.

The Pearson Correlation Analysis in Table 5.10 indicates that there is a medium positive relationship between the variable X and variable Y as the correlation coefficient value is 0.425\*\* which is the mid of the perfect negative relationship -1 and perfect positive relationship +1. Hence as a conclusion it can be concluded that, celebrity endorsers' credibility in advertisements builds moderately positive attitude toward the advertised brand.

**Hypothesis 2: The Analysis of the Relationship between the Congruence of Celebrity Endorsers' Perceived Image with the Advertised Pepsi Drink and Target Audience and Consumers' toward the Advertised Brand.**

Ho 2: There is no relationship between the congruence of celebrity endorsers' perceived image with the advertised brand and target audience and consumers' attitude toward the advertised brand.

Ha 2: There is a relationship between the congruence of celebrity endorsers' perceived image with the advertised brand and target audience and consumers' attitude toward the advertised brand.

**Table 5.11: Pearson Correlation of Congruence of Celebrity Endorsers' Perceived Image with the Advertised Brand and Target Audience and Consumers' Attitude toward the Advertised Brand**

Correlations		COMBMU	COMBAT
COMBMU	Pearson	1	.37
	Sig. (2-		.00
	N	30	30
COMBAT	Pearson	.376 **	1
T	Sig. (2-	.000	
	N	300	

**K\* Correlation is significant at the 0.01**

The Bivariate test indicates that the correlation coefficient value or product moment correlation value(r) of the first hypothesis is 0.376\*\*. Here the correlation is positive (r > 0). It suggests that as the value of one variable(X) increases, so does the other variable(Y). Or the result shows that the higher the match up between the perceived image of celebrity endorsers in advertisement with the target audience and the advertised brand, the more attitude toward the advertised brand and the lower the

match up between the perceived image of celebrity endorsers with the target audience and the advertised products, the less the attitude toward the advertised products.

The significant value at the 2-tailed test is .000 which is lower than .01 correlations is significant at the .01 level. That shows that the correlation is significant at the .01 levels. Thus the null hypothesis is rejected and the alternative hypothesis is accepted.

The Pearson Correlation Analysis in Table 5.11 indicates that there is a low positive relationship between variable X and variable Y as the correlation coefficient value is 0.376\*\* which is lower than the value of 0.4. In the previous chapter, Table 4.4 indicates that less than +0.4 shows the low positive relationship between the two variables. Hence as a conclusion it can be withdrawn that, even the respondents show the positive relationship between the match up of the celebrity endorsers' perceived image with the target audience and the advertised brand, it cannot be considered a strong correlation.

**Hypothesis 3: The Analysis of the Relationship between Celebrity Endorsers' Meaning Transfer Process in Pepsi Advertisement and Consumers' Attitude toward the Advertised Brand.**

H<sub>a</sub> 3: There is no relationship between celebrity endorsers' meaning transfer process in Pepsi advertisement and consumers' attitude toward the advertised brand.

H<sub>o</sub> 3: There is a relationship between celebrity endorsers' meaning transfer process in Pepsi advertisement and consumers' attitude toward the advertised brand.

**Table 5.12 Pearson Correlation of Celebrity Endorsers' Meaning Transfer Process in Pepsi Advertisement, and Consumers' Attitude toward the Advertised Brand.**

Correlations		COMBMTM	COM BATT
COMBMTM	Pearson Correlation	1	.384 **
	Sig. (2-tailed)		.000
	N	300	300
COMBATT	Pearson Correlation	.384 **	1
	Sig. (2-tailed)	.000	
	N	300	300

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

The Bivariate test indicates that the correlation coefficient value or product moment correlation value(r) of the first hypothesis is 0.384\*\*. Here the correlation is positive ( $r > 0$ ). That means as the value of one variable(X) increases, so does the other variable(Y). Or the result shows that the more the celebrity provides the meaning to the endorsed product, the more the attitude toward the advertised brand and the less the meaning the celebrity provides the meaning to the endorsed product, the lower the attitude toward the advertised products.

The significant value at the 2-tailed test is .000 which is lower than .01. That shows that the correlation is significant at the .01 level. Thus the null hypothesis is rejected and the alternative hypothesis is accepted.

The Pearson Correlation Analysis in Table 5.12 indicates that there is a low positive relationship between the variable X and variable Y as the correlation coefficient value is 0.376\*\*. As it was discussed before that lower than 0.4 indicates low relationship. Hence as a conclusion it can be concluded that, there is a low positive relationship between the meaning that the celebrity provides to the endorsed products and the consumers' attitude toward the advertised products.



**Table 5.14: Hypotheses Testing Results**

Ha 1: There is a relationship between the celebrity endorser's credibility in Pepsi advertisements and consumers' attitude toward the advertised brand.	Pearson Correlation	0.000	0.425•	Reject H <sub>o</sub>	Moderate Positive Relationship
Ha 2: There is a relationship between the congruence of celebrity endorsers' perceived image with the advertised Pepsi drink and the target audience and consumers' attitude toward the advertised brand.	Pearson Correlation	0.000	0.376**	Reject H <sub>o</sub>	Low Positive Relationship
Ha 3: There is a relationship between celebrity endorsers' meaning transfer process in Pepsi advertisement and the consumers' attitude toward the advertised brand	Pearson Correlation	0.000	0.384**	Reject H <sub>o</sub>	Low Positive Relationship

## Chapter 6

### Summary, Conclusion and Recommendations

This chapter presents the main findings, conclusions and recommendations based on our research. According to Miles and Huberman (1994) conclusion drawing is an activity that starts already at the data collection, and is verified in the analysis stage. There are three sections in this chapter. The first section outlines a summary of findings of this research, which is based on the research objectives and statement of problems. The second section discusses about the recommendation and conclusion from the study. And the last section offers suggestions for future research.

#### 6.1 Summary of the Findings

The objective of this research study was to investigate the relationship between the perceived image of celebrity endorsers' in Pepsi advertisements and consumers' attitude toward the advertised brand. The proposed study studied the relationship between the X that included three variables, source credibility; match up hypothesis and meaning transfer model with other variable Y that is consumers' attitude toward advertised brand. In this study the researcher used descriptive statistics for data analysis to explain its frequency and percentage. Product moment correlation was used to test the correlation coefficient in the sets of hypotheses.

#### Characteristics of the Respondents:

The research study was conducted on a total of 300 respondents, comprising 130 male respondents and 170 female respondents by 43.3% and 56.7% respectively. 219 respondents fall in the age group between 17-19 years old, which is the biggest age group by 73%. And most of them, 192 respondents or 65.3% were the first year students from the faculty of Bachelor Art. The income of most of the respondents, 254 or 84% is less than 10,000 baht. Most of the respondents that accounted for 268 respondents or 89.3% indicated that they preferred to watch Pepsi commercial because

it is endorsed by celebrities. Just 32 respondents or 10.7% indicated that the reason behind watching Pepsi commercial is not the celebrity endorsements.

### **Celebrity Endorsers' Perceived Image in Advertisements:**

Most of the respondents rated match up hypothesis, as the highest perceived image possessed having a mean score of 3.7847. This was followed by credibility with a mean of 3.7633 and meaning transfer model with a mean score of 3.6817 respectively.

### **Attitude toward Advertising:**

The result from the survey indicates that most respondents have positive attitude toward the Pepsi. Most of them considered Pepsi as a well known cola drink with the highest mean score of 4.52. It is followed by Feeling Good and Fresh with the mean score of 3.84, Best Flavored Cola Drink with the mean score of 3.71, the First Choice among all the available Cola Drinks with the mean score of 3.66, The Best Quality Drink with mean score of 3.65, Satisfied with This Drink with the mean score of 3.61, and It is Safe to Drink with the mean score of 3.25 respectively.

### **Hypotheses Testing Results:**

The results of hypotheses testing show that all three hypotheses rejected null hypothesis. The results suggest that there is a positive relationship between each pair of variable X and variable Y.

## **6.2 Conclusions and Recommendations**

The researcher has analyzed the results and provides the main findings and conclusions made on the basis of the research objectives and statement of problems.

The first objective of the research was to study the relationship between the celebrity endorsers' credibility in Pepsi advertisements and consumer's attitude toward advertised brand. The finding shows that there is a moderate positive linear association

between source credibility and consumers' attitude toward the advertised product that influences respondents to have positive attitude toward Pepsi endorsed by celebrities. As the correlation coefficient result was .425\*\* with significant value of .000, which is less than 0.01, and the null hypothesis was rejected.

It can be assumed that most of the respondents agreed that the celebrities, who have endorsed Pepsi in Thailand market are credible as '95%' respondents are neutral or strongly agreed or agreed that celebrity endorsers who come for Pepsi advertisements are credible and only about '5%' percent of the respondents either strongly disagreed or disagreed that celebrities, who endorsed Pepsi cola drink in Thailand market are credible. The Highest percentage of the respondents considered celebrity endorsers as attractive, followed by expertise and trustworthy under the dimension of credibility. As the mean score of Celebrity Endorsers' Attractiveness is rated the highest at 4.04, Expertise is 3.74 followed by Trustworthiness as 3.51.

The research findings indicate that credibility is an important part of celebrity endorsers' personality. According to the respondents, Attractiveness is the most important attribute that they considered in Pepsi endorsements and To Have Positive Attitude toward Advertised Pepsi is followed by Expertise and Trustworthiness. This is not in accordance with the theory of Ohanian (1991) who stated that the perceived expertise of the celebrity is more important than their attractiveness and trustworthiness. The celebrity endorsers are liked because of their look followed by their knowledge, experience and skills about endorsed products and also they were considered as believable, dependable and someone they can trust.

The second objective of the study was to study the relationship between the congruence of celebrity endorsers' image with the advertised brand and target audience and consumers' attitude toward advertised Pepsi. The finding shows that there is a positive relationship between the match up of celebrity endorsers' image with advertised Pepsi and target audience or teenagers' attitude. That influences the respondents to have positive attitude toward Pepsi, endorsed by celebrities since the correlation coefficient result was 0.376\*\* with significant value of .000, which is less than 0.01, and the null hypothesis was rejected.

Most of the respondents agreed that the celebrities, who have endorsed Pepsi in Thailand market are credible as 95% of the respondents are neutral or strongly agreed, agreed that celebrities who endorsed Pepsi in Thailand market are appropriate and fit to the idea of Pepsi advertisements and also that they matched up with them only around 5% percent of the respondents either strongly disagreed or disagreed that celebrity endorsers did not match up with Pepsi. The highest percentage of respondents believed that math up between celebrity endorsers and Pepsi and the match up between celebrity endorsers with them make the message more persuasive delivered by them. It is followed by the fact Enhance Attractiveness toward Pepsi, Influence Respondents' Perception toward the Advertised Pepsi, Create Favorable Image of Pepsi and Enhance Belief and Trust of respondents' in Pepsi and its Benefits. The mean score of the factor Delivering more Persuasive Message is rated the highest at 4.01, followed by the factors Enhancing Endorsed Product Attractiveness at 3.84, Influencing Consumers' Perception toward the Pepsi at 3.78, Making Favorable Image of Pepsi at 3.75 followed by Increasing Belief and Trust in Pepsi at 3.54 respectively.

The research findings indicates that when respondents consider that there is a match up between them and the celebrity endorsers' perceived image in the advertised Pepsi cola drink, the audience are positively related to the celebrity endorsers, resulting in congruence among the celebrity endorsers and the target audience and Pepsi.

The third objective of the study was to study the relationship between the celebrity endorsers' meaning he or she brings to the endorsements process and the consumer's attitude toward advertised Pepsi drink. The finding of the study indicates that there is a positive relationship between celebrity endorsers' meaning he or she brings to the endorsements process and the Thai consumers. That influences the respondents' to have positive attitude toward Pepsi, endorsed by celebrities since the correlation coefficient result was 0.3.84\*\* and significant value of .000, which is less than 0.01, and the null hypothesis was rejected.

Most of the respondents agreed that the celebrities, who have endorsed Pepsi in Thailand market are credible as 89% of the respondents or more strongly agreed, agreed or neutral that celebrity endorsers who come for Pepsi advertisements in Thailand market transfer their symbolic meaning such as their status, overall fame, personality,



lifestyle etc to the Pepsi products and finally to the consumers. Only 11% respondents or less are strongly disagreed or disagreed that celebrity endorsers transfer meaning from them to the product and to the consumers. According to the respondents, transferring meaning is the most important aspects that they considered. The result shows that meaning transfer process is the highest with the mean score 3.88 followed by creating brand image, associating the personality to the Pepsi personality and associating the product with its life style with 3.76, 3.56 and 3.53 respectively.

The research findings indicate that celebrity endorsers' transfer their symbolic meaning to Pepsi, which then finally transfer to them when they consume Pepsi. This factor plays an important role in influencing consumers' positive attitude toward it. McCracken (1989) suggested that companies should first determine the symbolic properties sought for the product, then consult a roster of celebrity endorsers and the meanings they make available and finally choose the celebrity for endorsements who best fit the brand under meaning transfer process.

Hence it can be concluded that there is a positive relationship between the perceived image of celebrity that includes endorsers' credibility, congruence of celebrity endorsers and target audience and the brand and meaning that celebrity endorsers pass from them to the brand and to the consumers in advertisement and consumers' attitude toward advertised brand and among these three pairs of relationship, source credibility in advertisements and the respondents' attitude toward the advertised brand produced the highest correlation coefficient. According to Ohanian (1991), source credibility is a term commonly used to describe a communicator's positive characteristics as they affect the receiver's acceptance of a message. Thus Pepsi might use credible endorsers to influence respondents' attitude positively toward it.

The research findings suggested that there is no difference between the Public University and Private University respondents' attitude toward the advertised Pepsi endorsed by celebrities. The teenagers indicated the same opinion toward the advertised Pepsi and celebrity endorsers. The research results revealed that all the Thai teenagers' respondents hold favorable or positive attitudes towards celebrity endorsements. They perceived celebrity endorsements as attention gaining, entertaining, likeable and influential. That shows that celebrity endorsers have a great influence on Thai

teenagers. And this is the reason that Thai teenagers have positive attitude toward the brand endorsed by celebrities.

The celebrity endorsement strategy has become an important component of marketing communications strategy for firms in today's competitive environment. The rapid growth in communications technology has led to an increase in the numbers of celebrities. Traditionally, people have trusted celebrities to help them make content decisions. Results indicated that the biggest challenge is how to stand out and break through in the ever increasing media clutter. As the findings indicates that celebrity endorsers enable messages to overcome this challenge due to their fame and high profile. People see advertisements as a part of their normal life. But, an advertiser has got to stand out from the crowd and celebrities can potentially achieve this. The proposed research indicates that celebrities could build, refresh and add new dimensions to brands by transferring their values. Thus it can be concluded that "...the image of the celebrity often times transfers itself to the brand and the image of the brand transfers itself to the celebrity."

The research findings shows that celebrities help the advertisers to cut through the clutter and make one's product more noticeable and even make the product more likeable. Celebrities help in the development of both awareness and likeability, which lead to positive attitude toward endorsed products followed by purchase intent and finally purchase.

Celebrity endorsers help marketers in assisting product marketing. Celebrities help in create and maintain in consumer attention to advertisements. Marketers use celebrities to get as much media exposure as possible, which later on can generate an increasing on sales for the company. Celebrity endorser has the potential to influence the profitability of the product he or she endorses. That is why using celebrity endorsement in advertising generates profit to a company.

The use of celebrity endorsers in an advertising campaign can generate investment in intangible assets for the sponsoring company. This investment is some thing that management hopes to bring, in the long run, future sales revenue and profits. According to Agrawal and Kamakura (1995), because there is a lot of money involved

in a celebrity contract it becomes a major event with potential financial implications. That is why when company release a celebrity endorser contract, investors make independent judgments on the future profit impact of the contract, which later can be linked with the company's stock returns and thus can examine the market's valuation of the net economic worth of the celebrity endorsement. Agrawal and Kamakura (1995) has suggested that the celebrity endorsement contracts are worth investing in, that results as positive outcomes on stock returns. That is the reason the management use celebrity endorsers to increase its brand equity.

### **Recommendations**

Based on the findings of this study, the researcher has made several recommendations to Pepsi and other companies and advertising industries, those who make advertisements and use celebrities to endorse their products.

The company uses celebrity endorsers to change the execution style of the message that makes the message different from others. In today's society people are bombarded with different advertising messages. It becomes a challenge for every company to communicate a message that stands out and grabs the audience attention (Shimp, 2003). Because of this, it is of great interest to observe how celebrity endorsers can assist in creating attention for an advertisement and break through the extensive media clutter with competing messages all shouting for attention, as well as other noises. That is why the company must make sure that celebrity endorsers have the appropriate characteristics to endorse the brand in celebrity endorsers' selections.

The findings of first hypothesis suggest that there is a moderate positive relationship between celebrity endorsers' credibility and attitude toward that advertised brand. Hence credibility is an important attribute in the selection of celebrity endorsers. That is why when the company decides to hire celebrities to endorse their product in Thailand market they should take the celebrity's attractiveness, expertise and trustworthiness in to consideration in their advertisements. An attractive behavior is a desire trait for anyone appearing in the advertisements.

The findings of the second hypothesis indicate that there is a low positive relationship between congruence of celebrity endorsers' image with advertised Pepsi and target audience and consumers' attitude toward advertised Pepsi drink. It means there is a need to consider the match up between celebrity endorsers and the audience and match up between celebrity endorsers and advertised brand as an important part of celebrity endorsers' selection for endorsements in Thailand. However; it is some things that company more or less takes for granted because of the endorsers' fame and popularity.

The findings of the third hypothesis reveal that there is a low positive relationship between celebrity endorsers' meaning he or she brings to the endorsements process and the consumer's attitude toward advertised Pepsi drink in Thailand market. Hence, when the company decides to use celebrities to endorse their brand they should bear in mind that celebrity endorsers must have the appropriate meaning to transfer to the endorsed product in celebrity endorsers' selections.

Thus as the results show that there is a moderate and low relationship between the positive image of celebrity endorsers in advertisements and consumers' attitude toward advertised Pepsi, it indicates that there is a positive relationship but not strong enough to decide on celebrity endorsers' selection. Thus including theses criteria, advertisers must consider other aspects of celebrity endorsers' personality and attribute which have the strong linear association with the consumers' attitude toward advertised product while taking decision on celebrity endorsers' selection.

The findings reveal that the Thai teenagers have shown a great interest in the endorsed brand because of the perceived image of celebrity in advertisements. But they showed that their attitude toward particular endorsed product is a result of a range of criteria of celebrity endorsers' personality that they consider it while deciding on a particular endorsed brand. That is why while deciding on a particular celebrity, a range of criteria should be taken into account. The celebrity endorsers should be highly credible which includes being physically attractive, expert, and trustworthy. They must have the meaning, the values to transfer the brand to the consumers. A celebrity campaign to desirable campaign results to the company must support a good idea and there must be an explicit fit between celebrities and brands and target audience.

The marketers and advertisers must have strong opinion on effectiveness of celebrity campaigns in terms of generating awareness, recall, positive attitudes towards advertising and brands. The advertisers and marketers must utilize multiple celebrity endorsers for a particular celebrity campaign. According to Hsu and McDonald (2002), endorsing a product with multiple celebrities "can be beneficial for appealing to various audiences to which the product is aimed." Using multiple celebrities or a single celebrity partially depend on the time scale, a campaign is using to have impact. If the campaign has a long term strategy, agencies would have been more careful because potential downsides are much more serious than potential upsides. The longer the time scale, the more substantial the brand becomes and thus, the less likely campaign would stay with a particular celebrity. In the case of using multiple personalities, none of the celebrities may be specifically associated with the endorsed brand or vice versa. Therefore, the sort of personality used to endorse a product should be different for different age groups. For example, two celebrities may be used to give slightly different attitudes to brands. In many cases a brand has a wide range of consumers and sometimes the use of multiple celebrities is needed to cover the whole target audience, it is better to make sure that each celebrity's values reflects core brand values. There is one fact that advertisers using celebrity endorsements need to keep in mind never let the celebrity become the brand. Byrne (2003) suggested that if there is no congruency, the audience will remember only the celebrity and not the product. This is called "vampire effect" which means the celebrity sucks the "life blood" out of the product.

The company should not use celebrity to endorse the product just because it is easier to make clients to accept them or they have run out of creative ideas. There should be a genuine reason to utilize and execute celebrity based campaigns. It is also important for one to be completely clear about why a brand should use a celebrity. Is it to boost sales or to boost image? Or is it just to keep the brand alive? If the objective is increase of sales, the celebrity should be used for short-term promotions and brand activities. In the event of an image-building exercise, the celebrity can be used for a longer period of time, so that the brand can derive the benefit of the celebrity's image on its own. It is not possible to calculate the investment return on the celebrity endorsers. Because theses analysis are too complex and need a lot of information and lot of efforts to calculate and analyze and it is not worth it for the company or of any interest.



Advertisements should be developed to reach the target audience and designed around the business' desired image. Advertising can only be effective if the message reaches the business' specific target audience. Consequently, frequencies of celebrity advertisements should be high, in order for the audience to remember both the advertisement and the brand of the product.

While deciding on celebrity selection, advertisers should be sure that the selected celebrity is the right kind of person for the endorsed product who will help in the development of both awareness and likeability that leads to positive attitude toward the endorsed product followed by purchase intent and finally purchase. Marketers must be assured that celebrity endorser has the potential to influence the profitability of the product he or she endorses.

Because there is a lot of money involved in celebrity endorsements it becomes a major event with potential financial implications. That is why when company release a celebrity endorser contract, investors must make independent judgments on the future profit impact of the contract. Top Management and executives must examine the market's valuation of the net economic worth of the celebrity endorsement which later can be linked with the company's stock returns.

### **6.3 Suggestions for Future Research**

Even the proposed research study analysis shows the positive relationship between all the identified variables, and this study will be very useful to the marketers and advertisers to make an effective commercial ads to attract the customers toward their advertised brand, though there are other factors that should be investigated in the future to find out the perfect correlation between the proposed variables. Thus future research could continue in several areas as follows:

As this research concerns only undergraduate students aged 25 or below but mainly focusing on teenagers in Assumption University, Ramkhamheng University, National Institute of Development Administration (NIDA), Bangkok University, Chulalongkorn University, Saint John's University and University of the Thai Chamber

of Commerce (UTCC) future study can extend the study to students from other universities and other aged groups.

In this research just one product 'Pepsi cola', was used to see the relationship between celebrity endorsers' perceived image in advertisements and consumers' attitude toward it. Thus for the future research, to increase generalizability of the findings other product classes can be used to shed light on these findings for better generalization.

This study focuses only on the respondents who live in Bangkok. The opinion or attitude of other people who live in other areas of Thailand or other parts of the world might differ. Hence future study must be conducted on people living in other urban or rural areas or provinces of Thailand besides Bangkok.

For this study a few celebrity endorsers from either music world or sports world have been used to analyze the respondents' opinion toward the advertised products endorsed by the celebrities. Hence for future study other spokespersons or experts in related fields could be used to for better generalization of the findings. This research study shows the relationship between celebrity endorsers' perceived image in advertisements and consumers' attitude toward it; hence studies of Purchase intention or brand loyalty would broaden the base of findings.

As the study shows the moderate and low relationship between the independent and dependent variables, hence for better generalization of the findings, other variables can be used to find out the perfect correlation between the celebrity endorsers' perceived image in Pepsi advertisements and consumers' attitude toward advertised brand.

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[www.iitk.ac.in/ime/MBA\\_IITK/avantgarde/Archive/ssfull.htm](http://www.iitk.ac.in/ime/MBA_IITK/avantgarde/Archive/ssfull.htm). Date visited: 19/10/04
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- <http://investors.pepsiamericas.com/ReleaseDetail.cfm?ReleaseID=140423>  
 Date Visited: 20/01/2005. [www.pepsi.com](http://www.pepsi.com). Date visited: 12/11/04
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- [www.pepsithai.com](http://www.pepsithai.com). Date visited: 16/01/05

Images of celebrities, endorsing Pepsi in Thailand Market.

**Image 1: David Beckham and other soccer stars Ronaldinho, Henry, Van Der Vaart, Carlos and Torres and world famous pop singer Britney Spear in Pepsi ads.**



Source: [www.pepsithai.com](http://www.pepsithai.com). Date visited: 07/01/05

**Image 2: Tata Young & Taiwanese, Vanness Wu advertised for Pepsi Fire and Pepsi Ice advertisements**



Source: [www.pepsithai.com](http://www.pepsithai.com). Date visited: 07/01/05

**Image 3: Vic Zhou, Vanness Wu, Ken Zhu, Jerry Yan (F4, the popular Taiwanese pop band) advertised for Pepsi (Ask for More)**



Source: <http://groups.msn.com/F4forThaifans/askformore.msnw>.  
Date visited: 07/01/05

**Image 4: Shakira and Jenifer Lopez in Pepsi advertisement**



**Source:**<http://gallery.future-i.com/Shakira/pic:pppepsi/http://jlols.330.ca/pepsi-press.htm>

**The list of the Public and Private Universities, based in Bangkok are as follows:**

Assumption University  
Bangkok University  
Chulalongkorn University  
Dhurakijpundit University  
Kasem Bundit University  
Kasetsart University  
King Mongkut's University of Technology Thonburi (KMUTT)  
King Mongkut's Institute of Technology North Bangkok (KMITNB)  
King Mongkut's Institute of Technology Ladkrabang, (KMITL)  
Krirk University  
Mahanakorn University of Technology  
National Institute of Development Administration (NIDA)  
Ramkhamhaeng University  
Saint John's University  
South —East Asia University  
Sripatum University  
Thamasat University  
The Engineering Institute of Thailand under H.M. The King's Patronage  
Ubon Ratchathani University  
University of the Thai Chamber of Commerce (UTCC)

**Source:**[www.moveandstay.com/bangkok/guide\\_international\\_schools\\_universities.as](http://www.moveandstay.com/bangkok/guide_international_schools_universities.asp)  
p and <http://www.tri.chula.ac.th/link/link14.htm>





## **QUESTIONNAIRE**

This questionnaire is designed as part of the data collection for MBA thesis at Assumption University. The topic of the study is the relationship between the perceived image of celebrity endorsers in Pepsi advertisements and consumers' attitude toward advertised brand. This survey is conducted as part of the partial fulfillment of the thesis requirement. The purpose of the questionnaire is to obtain information regarding perceived image of celebrity endorsers in advertised Pepsi that will be beneficial to the researcher and the insight of how the consumers evaluate the celebrities and the brands that they endorse. Please answer all the questions below to make an effective use of the information you provide. Please feel free to make any suggestion regarding my questionnaires. This survey will be used only for the purpose mentioned above and it is guaranteed that any individual information obtained will be confidential.

Questions:

**Q.1) Have you seen a Pepsi commercial endorsed by the celebrities?**

☐ Yes

☐ No (Terminate)

**Q.2) I prefer watching Pepsi commercials because it is endorsed by Celebrities.**

☐ Yes

☐ No



**Q.3) Among the following celebrity endorsers from the music and the sports world in Pepsi advertisements, whom do you remember as the perfect match for Pepsi drink commercial in Thailand market? Please put “√” in all the appropriate blocks provided.**

- 1) David Beckham, Ronaldinho, Henry, Van Der Vaart, Carlos, Torres
- 2) Vic Zhou, Vanness Wu, Jerry Yan, Ken Zhu
- 3) Britney Spears, Tata Young, Jennifer Lopez, Shakira, Ricky Martin, Robbie Williams

- |                                      |                                 |                              |
|--------------------------------------|---------------------------------|------------------------------|
| <input type="checkbox"/> 1           | <input type="checkbox"/> 2      | <input type="checkbox"/> 3   |
| <input type="checkbox"/> 1&2         | <input type="checkbox"/> 1&3    | <input type="checkbox"/> 2&3 |
| <input type="checkbox"/> All of them | <input type="checkbox"/> Others |                              |

The following questions are related to the celebrity endorsers, you have seen in Pepsi commercials and remember as the perfect match for Pepsi advertisements. What do you think about these celebrity endorsers? Please give your opinion on the following characteristics by indicating the mark on the five-scale ranges from strongly agree to strongly disagree.

5= Strongly Agree

4= Agree

3= Neutral

2= Disagree

1= Strongly Disagree

Please put “√” in the appropriate block provided.

<b>Celebrity endorsers' perceived image in Pepsi Advertisements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>5) Source Credibility (Expertise, Trustworthiness and Attractiveness)</b>					
5.1) Celebrity endorsers are expert, experienced, and qualified for the endorsed product.					
5.2) Celebrity endorsers are trustworthy, honest and reliable sources to provide unbiased information.					
5.3) Celebrity endorsers are attractive, beautiful and adorable.					
<b>Q.6) Match Up Hypothesis (Congruence of celebrity endorsers' perceived image with advertised Pepsi drink and target audience)</b>					
6.1) It makes favorable image of Pepsi among consumers.					
6.2) It enhances the attractiveness of the endorsed products.					
6.3) It influences consumers' perception towards the products.					
6.4) It increases consumer's belief and trust in the product and its benefits.					
6.5) It makes the message more persuasive delivered by the sources.					
<b>Q.7) Meaning Transfer Model (Transfer of meaning from celebrity endorsers to the consumers)</b>					
7.1) Celebrity endorsers associates theirs personality with Pepsi personality.					
7.2) Celebrity endorsers make the brand image, by using the same brand.					
7.3) Celebrity endorsers associate the product with its life style					
7.4) Celebrity endorsers transfer its meaning (fresh, appealing, fashion, friendly, status) to Pepsi.					

<b>8) Consumers' attitude toward Pepsi drinks after watching the Pepsi advertisements endorsed by the celebrities from sports and music world.</b>					
8.1) I believe that Pepsi is a well known cola drink					
8.2) I believe that Pepsi is the best flavored drink among all the available Cola drinks.					
8.3) I believe that Pepsi is the best quality cola drink					
8.4) I feel good / fresh, when I take this drink					
8.5) Pepsi is my first choice among all other Cola drinks.					
8.6) I believe that Pepsi is safe to drink					
8.7) I am satisfied with Pepsi and intend to have this drink in future.					

### **Personal Information of respondents**

**Please read the questions below and mark "AI" on the most appropriate answer.**

#### **Q. 1) Gender**

☐ Male

☐ Female

#### **Q.2) How old are you?**

☐ 17 – 19 Years

☐ 20 - 22 Years

☐ 23 – 25 Years

#### **3) Which year are you in?**

☐ First Year – Second Year

☐ Third Year – Fourth Year

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**Images of celebrities, endorsing Pepsi in Thailand Market.**

**Image 1: David Beckham and other soccer stars Ronaldinho, Henry, Van Der Vaart, Carlos and Torres and world famous pop singer Britney Spear in Pepsi ads.**



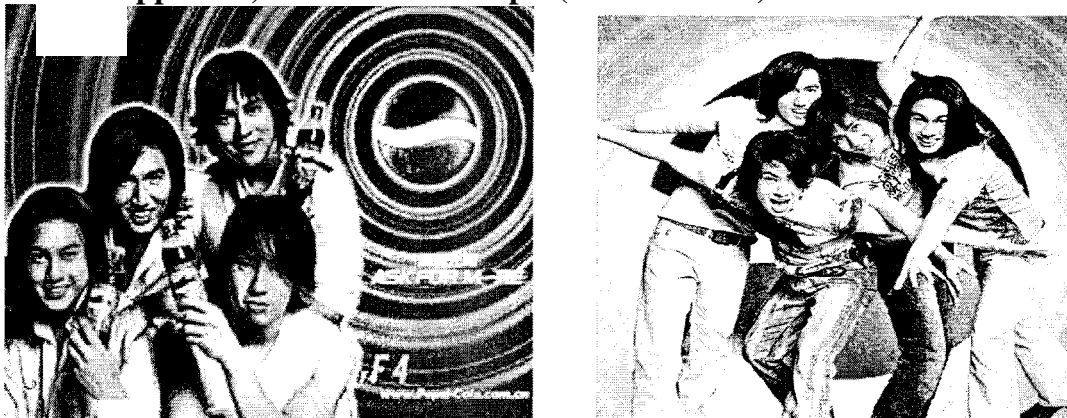
**Source:** [www.pepsithai.com](http://www.pepsithai.com). **Date visited:** 07/01/05

**Image 2: Tata Young & Taiwanese, Vanness Wu advertised for Pepsi Fire and Pepsi Ice advertisements**



**Source:** [www.pepsithai.com](http://www.pepsithai.com). **Date visited:** 07/01/05

**Image 3: Vic Zhou, Vanness Wu, Ken Zhu, Jerry Yan (F4, the popular Taiwanese pp band) advertised for Pepsi (Ask for More)**

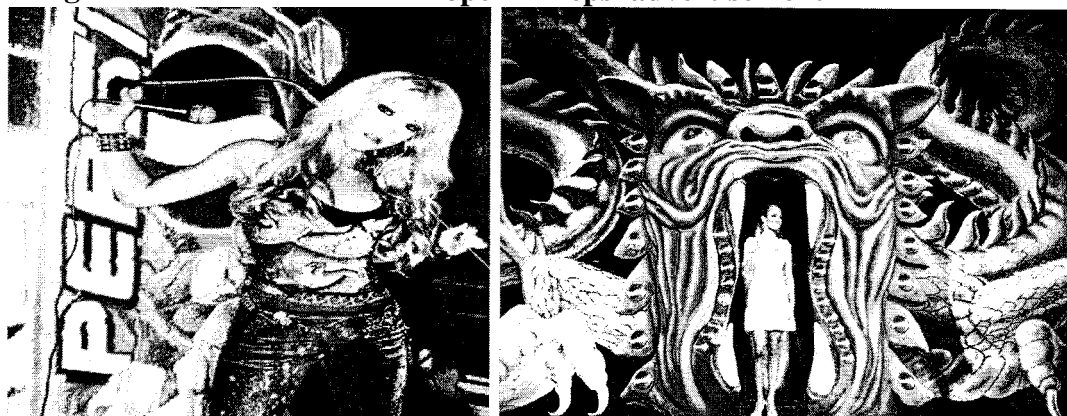


**Source:** <http://groups.msn.com/F4forThaifans/askformore.msnw>.

**Date visited:** 07/01/05



**Image 4: Shakira and Jenifer Lopez in Pepsi advertisement**



**Source:**<http://gallery.future-i.com/Shakira/pic:pppepsi/http://jllols.330.ca/pepsi-press.htm>

**The list of the Public and Private Universities, based in Bangkok are as follows:**

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King Mongkut's Institute of Technology North Bangkok (KMITNB)  
King Mongkut's Institute of Technology Ladkrabang, (KMITL)  
Krirk University  
Mahanakorn University of Technology  
National Institute of Development Administration (NIDA)  
Ramkhamhaeng University  
Saint John's University  
South —East Asia University  
Sripatum University  
Thamasat University  
The Engineering Institute of Thailand under H.M. The King's Patronage  
Ubon Ratchathani University  
University of the Thai Chamber of Commerce (UTCC)

**Source:**[www.moveandstay.com/bangkok/guide\\_international\\_schools\\_universities.as](http://www.moveandstay.com/bangkok/guide_international_schools_universities.asp)  
p and <http://www.tri.chula.ac.th/link/link14.htm>



**Appendix A**

## **QUESTIONNAIRE**

This questionnaire is designed as part of the data collection for MBA thesis at Assumption University. The topic of the study is the relationship between the perceived image of celebrity endorsers in Pepsi advertisements and consumers' attitude toward advertised brand. This survey is conducted as part of the partial fulfillment of the thesis requirement. The purpose of the questionnaire is to obtain information regarding perceived image of celebrity endorsers in advertised Pepsi that will be beneficial to the researcher and the insight of how the consumers evaluate the celebrities and the brands that they endorse. Please answer all the questions below to make an effective use of the information you provide. Please feel free to make any suggestion regarding my questionnaires. This survey will be used only for the purpose mentioned above and it is guaranteed that any individual information obtained will be confidential.

### **Questions:**

**Q.1) Have you seen a Pepsi commercial endorsed by the celebrities?**

☐ Yes

☐ No (Terminate)

**Q.2) I prefer watching Pepsi commercials because it is endorsed by Celebrities.**

☐ Yes

☐ No

**Q.3) Among the following celebrity endorsers from the music and the sports world in Pepsi advertisements, whom do you remember as the perfect match for Pepsi drink commercial in Thailand market? Please put “√” in all the appropriate blocks provided.**

- 1) David Beckham, Ronaldinho, Henry, Van Der Vaart, Carlos, Torres
- 2) Vic Zhou, Vanness Wu, Jerry Yan, Ken Zhu
- 3) Britney Spears, Tata Young, Jennifer Lopez, Shakira, Ricky Martin, Robbie Williams

- |                                      |                                 |                              |
|--------------------------------------|---------------------------------|------------------------------|
| <input type="checkbox"/> E           | <input type="checkbox"/> 2      | <input type="checkbox"/> 3   |
| <input type="checkbox"/> 1&2         | <input type="checkbox"/> 1&3    | <input type="checkbox"/> 2&3 |
| <input type="checkbox"/> All of them | <input type="checkbox"/> Others |                              |

The following questions are related to the celebrity endorsers, you have seen in Pepsi commercials and remember as the perfect match for Pepsi advertisements. What do you think about these celebrity endorsers? Please give your opinion on the following characteristics by indicating the mark on the five-scale ranges from strongly agree to strongly disagree.

5= Strongly Agree

4= Agree

3= Neutral

2= Disagree

1= Strongly Disagree

Please put “√” in the appropriate block provided.

<b>Celebrity endorsers' perceived image in Pepsi Advertisements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>5) Source Credibility (Expertise, Trustworthiness and Attractiveness)</b>					
5.1) Celebrity endorsers are expert, experienced, and qualified for the endorsed product.					
5.2) Celebrity endorsers are trustworthy, honest and reliable sources to provide unbiased information.					
5.3) Celebrity endorsers are attractive, beautiful and adorable.					
<b>Q.6) Match Up Hypothesis (Congruence of celebrity endorsers' perceived image with advertised Pepsi drink and target audience)</b>					
6.1) It makes favorable image of Pepsi among consumers.					
6.2) It enhances the attractiveness of the endorsed products.					
6.3) It influences consumers' perception towards the products.					
6.4) It increases consumer's belief and trust in the product and its benefits.					
6.5) It makes the message more persuasive delivered by the sources.					
<b>Q.7) Meaning Transfer Model (Transfer of meaning from celebrity endorsers to the consumers)</b>					
7.1) Celebrity endorsers associates theirs personality with Pepsi personality.					
7.2) Celebrity endorsers make the brand image, by using the same brand.					
7.3) Celebrity endorsers associate the product with its life style					
7.4) Celebrity endorsers transfer its meaning (fresh, appealing, fashion, friendly, status) to Pepsi.					



<b>8) Consumers' attitude toward Pepsi drinks after watching the Pepsi advertisements endorsed by the celebrities from sports and music world.</b>					
8.1) I believe that Pepsi is a well known cola drink					
8.2) I believe that Pepsi is the best flavored drink among all the available Cola drinks.					
8.3) I believe that Pepsi is the best quality cola drink					
8.4) I feel good / fresh, when I take this drink					
8.5) Pepsi is my first choice among all other Cola drinks.					
8.6) I believe that Pepsi is safe to drink					
8.7) I am satisfied with Pepsi and intend to have this drink in future.					

### **Personal Information of respondents**

**Please read the questions below and mark "✓" on the most appropriate answer.**

#### **Q. 1) Gender**

☐ Male

☐ Female

#### **Q.2) How old are you?**

☐ 17 – 19 Years

☐ 20 - 22 Years

☐ 23 – 25 Years

#### **3) Which year are you in?**

☐ First Year – Second Year

☐ Third Year – Fourth Year

**Q.4) What is your income per month (baht)?**

☐ Less than 10,000

☐ 20,001 – 30,000

☐ 10,001 — 20,000

☐ Above 30,000

Thank you for considering this request and giving me your valuable time and effort to fill these questionnaires. The theses information will be very useful to the marketers and advertisers to know how the consumers evaluate the celebrities and the endorsed brands.

Sailani Singh, I.D – 4639022

MBA (Day)



## แบบสอบถาม

แบบสอบถามนี้ได้ถูกจัดทำขึ้นเป็นส่วนหนึ่งในการรวบรวมข้อมูลสำหรับวิทยานิพนธ์ **MBA** ของมหาวิทยาลัย อัสสัมชัญ การศึกษาความเกี่ยวข้องระหว่างบทบาทของดาราที่แสดงในโฆษณาเครื่องบินปีกสี่Flit ความรู้สึกของผู้บริโภคที่มีต่อเครื่องบินยี่ห้อนี้ การสำรวจนี้ได้จัดทำขึ้นเป็นส่วนหนึ่งของภาคบังคับในวิทยานิพนธ์ จุดมุ่งหมายของแบบสอบถามนี้คือเพื่อหาข้อมูลเกี่ยวกับบทบาทของดาราที่แสดงในโฆษณาเครื่องบินปีกสี่

สามารถแสดงให้เห็นมุมมองของผู้บริโภคที่มีทัศนคติอย่างไรกับดารา และผลิตภัณฑ์ที่พวกเขาโฆษณา กรุณาตอบแบบสอบถามด้านล่างทุกข้อเพื่อให้ข้อมูลของท่านเป็นประโยชน์รับฟังหากมีข้อเสนอแนะเกี่ยวกับแบบสอบถามนี้ แบบสอบถามนี้จะถูกนำไปใช้เฉพาะในกรณีที่กล่วมาข้างต้นเท่านั้น เรายืนยันว่าข้อมูลส่วนตัวของท่านจะไม่ถูกนำไปเปิดเผย

### คำถาม:

1) ท่านเคยชมโฆษณาเครื่องบินปีกสี่ที่นำแสดงโดยดาราหรือไม่

El if

☐

(จบแบบสอบถาม)

2) ท่านชอบที่จะชมโฆษณาเครื่องบินปีกสี่เพราะว่ามีดาราแสดงนำหรือไม่

☐

**3) ในบรรดาดาราที่อยู่ในวงการเพลงและกีฬาที่แสดงในโฆษณาเครื่องดื่มเป๊ปซี่นั้น ใครที่ท่านคิดว่าเหมาะสมมากที่สุดสำหรับโฆษณา เครื่องดื่มเป๊ปซี่ในเมืองไทย กรุณาใส่เครื่องหมาย "V" ลงในทุกช่องที่ท่านเห็นด้วย**

1. David Beckham, Ronaldinho, Henry, Van Der Vaart, Carlos, Torres
2. Vic Zhou, Vanness Wu, Jerry Yan, Ken Zhu
3. Britney Spear, Tata Young, Jennifer Lopez, Shakira, Ricky Martin, Robbie Williams

- |                                  |                             |                             |
|----------------------------------|-----------------------------|-----------------------------|
| <input type="checkbox"/> 1       | <input type="checkbox"/> 2  | <input type="checkbox"/> 3  |
| <input type="checkbox"/> 1 & 2   | <input type="radio"/> 1 & 3 | <input type="radio"/> 2 & 3 |
| <input type="checkbox"/> ทั้งหมด | <input type="radio"/> อื่นๆ |                             |

คำถามต่อไปนี้จะเกี่ยวเนื่องกับดาราที่ท่านเห็นในภาพยนตร์โฆษณาเครื่องดื่มเป๊ปซี่และคิดว่าเป็นผู้ที่เหมาะสมที่สุดกับโฆษณาเครื่องดื่มเป๊ปซี่ ท่านมีความคิดเห็นอย่างไรเกี่ยวกับดารานั้น กรุณาเสนอความคิดเห็นของท่านในแง่มต ่งๆโดยการก เครื่องหมายลงในช่องตามความเห็นของท่าน

จากเห็นด้วยมากที่สุด ถึง ไม่เห็นด้วยมากที่สุด

- 5 = เห็นด้วยมากที่สุด  
 4 = เห็นด้วย  
 3 = เฉยๆ  
 2 = ไม่เห็นด้วย  
 1 = ไม่เห็นด้วยมากที่สุด

กรุณาใส่เครื่องหมาย "V" ลงในช่องตามความเห็นของท่าน

บทบาทของดาราที่แสดงในโฆษณาเครื่องดื่มเป๊ปซี่	1	2	3	4	5
<b>5) ค่าความน่าเชื่อถือ (ความเชี่ยวชาญ, ความน่าเชื่อถือ และ แรงดึงดูดใจ)</b>					
5.1) ดาราที่น่าแสดงเป็นผู้เชี่ยวชาญ มีประสบการณ์ และ ผ่านการคัดเลือกมาแสดง					
5.2) ดาราที่น่าแสดงมีความน่าเชื่อถือ จริงใจ และสามารถให้ข้อมูลที่เชื่อถือได้					
5.3) ดาราที่น่าแสดงมีแรงดึงดูดใจ สวย/หล่อ และ เป็นที่รักของคนทั่วไป					

<b>6) สมมติฐานการจับคู่ (ความสอดคล้องของบทบาทของดาราที่แสดงภาพยนตร์โฆษณาเครื่องดื่มเป๊ปซี่ กับ กลุ่มเป้าหมาย)</b>					
6.1) ทำให้ภาพลักษณ์ของเครื่องดื่มเป๊ปซี่ดีขึ้นในสายตาผู้บริโภค					
6.2) ทำให้แรงดึงดูดใจของสินค้าเพิ่มขึ้น					
6.3) มีผลโน้มน้าวมุมมองของผู้บริโภคต่อสินค้า					
6.4) ทำให้โฆษณาชิ้นนี้น่าดึงดูดใจมากขึ้น					
<b>7) รูปแบบการสื่อความหมาย (การส่งผ่านความหมายจากดาราที่น่าแสดงไปสู่ผู้บริโภค)</b>					
7.1) ดาราที่น่าแสดงมีการเปลี่ยนบุคลิกภาพของตนให้เข้ากับเครื่องดื่มเป๊ปซี่					
7.2) ดาราที่น่าแสดงสร้างภาพลักษณ์ของยี่ห้อ โดยการใช้ผลิตภัณฑ์นั้นๆ					
7.3) ดาราที่น่าแสดงนำสินค้ามาประยุกต์ใช้กับชีวิตของตน					
7.4) ดาราที่น่าแสดงส่งผ่านภาพพจน์ของตน (ความสดใส, รูปร่างหน้าตา, แฟชั่น, มนุษยสัมพันธ์, สถานะภาพ) ไปยังเครื่องดื่มเป๊ปซี่					
<b>8) มุมมองของผู้บริโภคที่มีต่อการดื่มเครื่องดื่มเป๊ปซี่หลังจากได้รับชมโฆษณาซึ่งนำเสนอโดยดาราจากวงการกีฬาและดนตรี</b>					
8.1) ฉันเชื่อว่าเป๊ปซี่เป็นเครื่องดื่ม 11 in 1 ที่รู้จัก (Namrหลาย					
8.2) ฉันเชื่อว่าเป๊ปซี่เป็นเครื่องดื่มที่รสชาติดีที่สุดในบรรดาเครื่องดื่มโคลาทั้งหลาย					
8.3) ฉันเชื่อว่าเป๊ปซี่เป็นเครื่องดื่มโคลาที่มีคุณภาพสูงสุด					
8.4) &lan ดี/สดชื่น เมื่อได้ดื่มเครื่องดื่มนี้					
8.5) เป๊ปซี่เป็นตัวเลือกแรกๆที่ฉันจะเลือกในบรรดาเครื่องดื่มโคลาทั้งหลาย					
8.6) ฉันเชื่อว่า การดื่มเป๊ปซี่นั้นปลอดภัย					
8.7) ฉันพึงพอใจกับเครื่องดื่มเป๊ปซี่และจะยังคงดื่มต่อไปในอนาคต					



**ข้อมูลส่วนตัวของผู้ตอบแบบสอบถาม**

**กรุณารับคำตอบด้านล่างและใส่เครื่องหมาย "V" ในช่องที่เป็นคำตอบของท่าน**

**1) เพศ**

☒ ชาย

☐ หญิง

**2) อายุ**

☒ ต่ำกว่า 17- 19 ปี

☐ 20 -22 ปี

☐ 23 -25 ปี

**3) ชั้นปีที่ท่านกำลังศึกษาอยู่**

☒ ปีหนึ่ง - ปีสอง

☐ ปีสาม - ปีสี่

**4) ท่านมีรายได้ต่อเดือนเป็นเงิน (บาท)**

☒ น้อยกว่า 10,000

☐ 10,001 - 20,000

☐ 20,001 – 30,000

☐ มากกว่า 30,000

**ขอขอบคุณที่ให้ความสนใจและกรุณาสละเวลาอันมีค่ากับความตั้งใจของท่านเพื่อตอบแบบสอบถามนี้ ข้อมูลเหล่านี้จะเป็นประโยชน์อย่างยิ่งสำหรับนักการตลาดและผู้จัดโฆษณา เป็นมุมมองของผู้บริโภคที่มีต่อตราและยี่ห้อผลิตภัณฑ์ที่พวกเขานำเสนอ**

Sailani Singh, I.D – 4639022

MBA (ภาคปกติ)



**RELIABILITY ANALYSIS - SCALE (ALPHA)**

	Mean	Std Dev	Cases
1. EXPERTISE	3.7000	.7944	30.0
2. TRUSTWORTHY	3.7667	.5683	30.0
3. ATTRACTIVENESS	3.6333	.8899	30.0

**Reliability Coefficients**

N of Cases = 30.0

N of Items = 3

**Alpha = .6807****RELIABILITY ANALYSIS - SCALE (ALPHA)**

	Mean	Std Dev	Cases
1. FAVORABLE IMAGE	3.9667	.5561	30.0
2. ENHANCE ATTRACTIVENESS	4.1667	.5921	30.0
3. INFLUENCE PERCEPTION	3.9333	.7849	30.0
4. INCREASES BELIEF AND TRUST	3.6667	.9589	30.0
5. PERSUASIVE MESSAGE	4.1667	.5921	30.0

**Reliability Coefficients**

N of Cases = 30.0

N of Items = 5

**Alpha = .7448**

### **RELIABILITY ANALYSIS - SCALE (ALPHA)**

	Mean	Std Dev	Cases
1. ASSOCIATES PERSONALITY	3.3667	.8899	30.0
2. CREATE BRAND IMAGE	3.4333	.8172	30.0
3. ASSOCIATE WITH LIFE STYLE	3.4000	.9685	30.0
4. TRANSFER MEANING	3.6333	.7184	30.0

#### **Reliability Coefficients**

N of Cases = 30.0

N of Items = 30.0

Alpha = .8169

### **RELIABILITY ANALYSIS - SCALE (ALPHA)**

	Mean	Std Dev	Cases
1. WELL KNOWN BRAND	4.0333	1.0662	30.0
2. BEST FLAVORED	3.8333	.7915	30.0
3. HIGH QUALITY	3.8667	.8604	30.0
4. FEEL GOOD AND FRESH	3.8667	.7761	30.0
5. FIRST CHOICE	3.4000	.8944	30.0
6. SAFE TO DRINK	3.3667	.7184	30.0
7. SATISFIED WITH PEPSI	3.4000	.6215	30.0

#### **Reliability Coefficients**

N of Cases = 30.0

N of Items = 30.0

Alpha = .7842



