



THE RELATIONSHIP BETWEEN FACTORS RELATED TO ENDORSES AND
CONSUMERS' ATTITUDE TOWARDS ADVERTISEMENT, BRAND AND
PURCHASE INTENTIONS ON SPORT PRODUCTS

By
AUSANEE TITICHAROENRAK

A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of

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Graduate School of Business
Assumption University
Bangkok Thailand

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ABSTRACT

The aim of this research was to investigate the factors related to endorser and consumer attitudes towards advertisements, brand and purchase intentions on sport products. There was one independent variable, which is endorser credibility dimension. It included sub-variables such as attractiveness, trustworthiness and expertise. There were three dependent variables; attitudes towards the Nike advertisements in magazines, attitudes towards the Nike brand; and purchase intentions on Nike golf accessories.

The research hypotheses were tested by using Spearman rank-order correlation coefficient. The results were summarized on the basis of responses received from 200 respondents. It was found that they had positive attitudes towards the Nike advertisements in magazines, attitudes towards Nike brand and intentions to purchase Nike golf accessories.

The results showed that the top three priorities of attractiveness of celebrity were attractiveness related to products advertising in magazines which was followed by familiarity related to products advertising in magazines and likability related to products advertising in magazines. The top priorities for trustworthiness of celebrity were honesty related to products advertising in magazines which was followed by trustworthiness related to products advertising in magazines and dependability related to product advertising in magazines. For expertise of celebrity, the priorities were found for the quality related to products advertising in magazines which was followed by skilled related to products advertising in magazines and expertness related to product advertising in magazines.

From hypotheses testing, it was found that the attractiveness towards advertisements, brand and purchase intentions, trustworthiness towards advertisements and brand, and expertise towards advertisements and brand could not influence respondents to purchase Nike golf accessories. However, the trustworthiness towards purchase intentions and expertise towards purchase intentions can influence respondents to purchase Nike golf accessories.

It has been recommended that advertising agencies may conduct a survey of target customers about the celebrity chosen for their advertisements, to be acquainted with their opinions about celebrity's credibility (attractiveness, trustworthiness and expertise). Because it is important to associate a product with the right endorser in order to enhance the positive image of the product and brand. Thus, more careful consideration must be made in selecting the right endorser for the right brand. The fit between the endorser and the product that is being endorsed must be made prior to making the final advertisement. If there is a fit between the brand and the endorser, brand recall and recognition could be enhanced. It is also necessary to find the association between the product and the endorser, in order to influence the consumers to purchase the endorsed brand. If the consumers did not find any association between the celebrity and the product, they may not like the advertisement and the effectiveness of the advertisement is constrained. Therefore, it is advisable for companies to consider using a well-known celebrity as an endorser rather than nameless spokesperson. The advertising strategies must be made carefully to determine the potential effectiveness of the advertisement and selected the appropriate celebrity is important to enhance the credibility of the advertisement and brand.

Future research should examine the impact of consumer's involvement and confidence in the product. For example, how does source credibility influence purchase intentions with high involvement products, as opposed to low involvement products? Should celebrities and other credible sources be used with high involvement or low involvement products? And how does the level of consumer's confidence and knowledge about the product mediate the impact of source credibility on intentions to purchase the product?

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CHAPTER 1

GENERALITIES OF THE STUDY

1.1 Introduction Of Study

This chapter explains with a review of the relationship between factors related to endorser and consumer attitudes towards advertisements, brand and purchase intentions on sport products. This section is divided into six parts. The first segment covers the *Introduction*, followed by *Statements of Problem*. The third section states the *Research Objectives* and the fourth covers the *Scope of the Research*, followed by *Limitations of the Research*. However, this chapter also presents the *Significance of the Study* and last but not the least, *Definition of Terms*.

The billions of dollars spent per year on celebrity endorsement contracts show that celebrities, like Liz Hurley, Britney Spears and Tiger Woods, play an important role for the advertising industry (Daneshvary and Schwer 2000, Kambitsis et al., 2002). Theory and practice prove that the use of super stars in advertising generates a lot of publicity and attention from the public (Ohanian, 1991). The underlying question is if and how the lively interest of the public in “the rich and famous” can be effectively used by companies to promote their brands and consequently increase revenues. As a first step to answer this question, this research will examine the relationship between factors related to endorser and consumer attitudes towards advertisements, brand and purchase intentions on sport products, by applying a selection of widely accepted principles of how consumer attitudes and preferences can positively influence their purchase intentions.

Companies frequently use spokespersons to deliver their advertising message and convince consumers to buy their brands. A widely used and very popular type of spokesperson is the celebrity endorser (Tom et al., 1992). According to Friedman and Friedman (1991) a “celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed.” The reason for using celebrities as spokespersons goes back to their huge potential influence. Compared to other endorser types, famous people achieve a higher degree of attention and recall. They increase awareness of a company’s advertising, create positive feelings towards brands and are perceived by consumers as more entertaining (Solomon, 2002). Using a celebrity in advertising is therefore likely to positively affect consumer brand attitudes and purchase intentions.

1.1.1 Celebrities In Advertising

Kamins (1998) defined a celebrity as an individual who is known to be the public for his/her achievements in areas other than that of the product class endorsed. As such, celebrities may include a typical consumer, a product class expert, or a company president. A typical consumer endorser is an ordinary person who is expected to have no special knowledge of the product class endorsed except that they are acquired by the normal use of the product. A product class expert is an individual or group possessing superior knowledge as a result of experience, study or training (Friedman and Friedman, 1999). Kamins found that believability of the spokesperson is directly linked to advertisement effectiveness and purchase intention.

A celebrity is also chosen based on his/her credibility. Highly credible endorsers are expected to produce more positive attitude changes towards the position advocated and to induce more behavioral changes than less credible sources.

According to Ohanian (1990), someone who is well known, attractive, trustworthy, an expert or even a combination of some or all of these traits would be highly credible.

Dholakia and Sternthal (1997) found that messages involving highly credible sources are more effective when consumers had no prior knowledge or experience on which to rely. Conversely, low credibility sources are more effective when consumers relied on their own experiences. Hovland and Weiss (1991) found that highly credible endorsers such as actors and sports figures are more persuasive than a low credibility effect when involvement is high. They reported that a highly credible endorser is more persuasive than a less credible communicator. This suggests the importance of a credible endorser in advertising.

Rubin et al. (1992) examined the performance of a company president versus an unknown professional spokesperson in creating positive attitudes towards the advertisement. They found that a president's judgment of trustworthiness improved his rating for an advertisement. Friedman and Friedman (1999) also suggested that the celebrity would be more effective for products with high psychological social risk, involving elements such as good taste, self-image and opinions of others. In their study, the expert endorser is seen as most appropriate for products associated with high financial, performance or physical risk while the typical consumer is considered to be the best source for low risk products.

With a celebrity endorses a product successfully, consumers will evaluate the endorsement positively, feeling it is credible, believable and appealing (Ohanian, 1990; 1991). Consequently, people would tend to like the advertisement, brand name, enhanced advertisement recall, increase product liking and other positive effects may occur (Brown and Stayman, 1992). Further, the study found that people have positive attitudes and preferences for a product to the celebrity endorser. One

explanation for is that consumers assume the celebrity endorser likes the brand and the product (Cronley et al, 1999).

Further, consumers who are exposed to the celebrity endorsement would expect the product to sell at a higher price compared to the advertisements without celebrities (Friedman and Friedman, 1999). This is due to the celebrity's prestige, which might have the "*spill-over*" effect for the product. The celebrity will also be more effective in sustaining recall of the advertisement and the brand name of the product (Till, 1998; Goldsmith et al, 2000).

1.1.2 Nike Sport Industries

The company's distinctive logo, the "swoosh" tick, and its slogan "Just Do It" easily identify Nike sports shoes and clothing. Named after the Greek goddess of victory, Nike has its origins in 1964 when Oregon-based athlete turned businessman, Phillip Knight, hit on the idea of importing running shoes from Japan to compete with the German brands such as Adidas and Puma, which were then dominating the US market. The advantage was that the Japanese shoes were cheaper because labor was cheaper in Japan.

He started out selling the shoes from the back of his car at athletic meetings, but sales soon took off dramatically. In the 1970s, Knight and his growing company spotted the jogging revolution and began marketing to non-professional runners as well. Soon wider markets opened as running shoes became a fashion statement and everyone from kids to grannies began wearing them.

Today, Nike retains its position as market leader in sports shoes, and is a significant player in sports wear and accessories. Fortune magazine reported sales of US\$3.7 billion in 1994 and profits of US\$299 million (Fortune, 1995). Some 60

percent of its sales are in the US, about 30 percent in Europe and 5 percent in Asia (Nike, 1993).

From interviewing with K.Wandee Phongpreepream, SEA Golf Operations Manager of Nike Thailand Ltd., on November 25, 2003 at Nike Thailand Ltd., 12th fl., Rajanakarn Bld., South Sathorn Bkk. She said that the background of Nike Thailand did not have much information because Nike Thailand was only a function of Nike USA, responsible for marketing. However, Nike Thailand established on August, 1997 as a distributor of Sahapattanapibul Co., Ltd., and did not work under Sahapattanapibul after the contract had been expired.

The advertisements on Nike golf magazines in Thailand were: Sport Club, Swing and Golfer on Line. The latest advertisement on TV, billboard and BTS was stickman to persuade people to play sport. The advertisement on billboard (at Asoke) and magazine was Nikebeautiful.com to emphasize women to play sport at the fitness club. The last few years, Nike was a sponsor on golf program, channel 3, 5 and 7 after news for 15 – 30 seconds about golf tips. She also added that the sales of Nike golf accessories expected to increase approximately by 25% - 30% next year because the new arrival Nike products is coming in Thailand soon by next year.

1.1.3 Athlete Endorsers

- **Tiger Redefines the Game of Golf**

Eldrick (Tiger) Woods has redefined the game of golf. The twenty-seven year old started playing golf when he was only three and by age of fifteen he was already recognized throughout the nation. His success and support from fans has helped create a fresh new image for the game of golf. He has redefined the sport, as well as introducing the game to a new audience. His success at a young age and multicultural

background has made him a marketable athlete. He is also known worldwide; his Mother, Kultida Woods, is from Thailand and Tiger is almost more famous there than he is in America.

Tiger Woods is a multi-racial golf professional and role model who reaches out to all ethnic backgrounds. Tiger is ranked number one in the world and has been for the past several years. He has won every major championship on the PGA Tour due to his persistence to be the best. Woods also won four consecutive majors, which has never been done before. Tiger's record has made him one of the top advertised athletes in the world. His dashing smile, great personality, and determination to be the best have made him one of the top advertised athletes in the world, only behind Michael Jordan. Tiger is a prime investment for advertisers due to the nature of the game. It is predicted that Tiger has twenty to forty years remaining in his career.

Besides his skills on the golf course, Tiger is a positive athletic figure for audiences. He gives back to the community through golf camps and charity donations. Having outstanding morals and values adds to his character and his game. This is why he is such a successful marketing tool for companies. Tiger's popularity consists of golf fans and even people who dislike the game. This is because he inspires people to pursue what they love. Tiger Woods continues to sell products and a positive message. Tiger is at the top of his game in every aspect of life.

1.2 Statements Of Problem

The selection of celebrity endorsers or spokesperson for a product or service is an important, yet difficult decision because of risk of acceptability of endorser by the customer (Ohanian, 1990). However, the use of celebrity endorsers is a popular executional device (Brian D. Till and Terence A. Shimp, 1998) because it has been proposed as an important antecedent to attitudes toward an advertisement

effectiveness which can affect the probability that a message claim will be accepted (e.g., Lutz et al., 1993). In general, a message delivered by a high credibility source will be accepted more readily and is more likely to lead to greater attitude change (Kelman and Hovland, 1993; Johnson, Torcivia, and Poprick, 1998; Miller and Baseheart, 1993; Warren, 1993, Schulman and Worrall, 1994). Spokesperson credibility has been operationalized generally to include three dimensions: attractiveness, trustworthiness and expertise (De Sarbo and Harshman, 1990; Ohanian, 1990). The inclusion of attractiveness was prompted by research suggesting that a physically attractive communicator is liked more and has a positive impact on opinion change and product evaluations (e.g. Joseph, 1992).

Today sports have a universal appeal and are associated with many aspects of life (Mullin et al., 1993). Sport companies made their appearance, while sport marketing and management emerged to fulfil the new structural needs in sport organization and society. Companies now invest millions of dollars in sponsorship in order to connect their names and brands with sport organizations, events and/or athletes. The important role of sports in people's everyday life could not leave advertisers unaffected. Sport spectators, participants and athletes are appealing target groups for companies which wish to sell them new products and services. Advertising companies took advantage of this situation by promoting their clients' products and services through sports advertising for substantial financial returns. Companies spend huge sums of money to have celebrities appear in their advertisement and endorse their products such as famous athletes, have "stopping power" because famous athletes could draw attention to advertising message even in a cluttered media environment (Belch and Belch, 1999). In addition Belch and Belch,

1999 underlined that marketers think that a popular celebrity will favorably influence consumers' feelings, attitudes and purchase.

Following is the statements of problem of this research:

- 1.2.1 What is the relationship between endorser and consumer attitudes towards advertisements, brand and purchase intentions on sport products?
- 1.2.2 What are consumer attitudes towards celebrity endorsements?
- 1.2.3 Which source characteristics have the greatest impact on consumer intentions to purchase products endorsed by celebrities?

1.3 Research Objectives

The objectives of the research are as the following:

- 1.3.1 To study the relationship between endorser in advertisements of the sport products and Thai consumer attitudes towards advertisements.
- 1.3.2 To study the relationship between endorser in advertisements of the sport products and Thai consumer attitudes towards brand.
- 1.3.3 To study the relationship between endorser in advertisements of the sport products and Thai consumer purchase intentions of Nike sport products.
- 1.3.4 To study the characteristics that have greatest impact on consumer intentions to purchase products endorsed by celebrities.

1.4 Scope Of The Research

The research will study the relationship between factors related to endorser and consumer attitudes towards advertisements, brand and purchase intentions on sport products. The research will find out the result by testing the hypothesis between independent variables and dependent variables. There is one independent variable that is *endorser credibility: attractiveness, trustworthiness and expertise*, and three dependent variables are *attitudes towards the advertisement, brand and purchase intentions*.

Nike will be taken as a study to test the hypothesis of sport products in Thailand. The survey will specifically be held in Bangkok only. All ABAC students both BBA and MBA at Huamark, Bangkok will be the respondents and answer the questionnaires.

1.5 Limitations Of The Research

The research study is inevitably going to encounter some basic limitations. Time seemed to be our most limited resource. Conducting a comprehensive research project in a few months period is rather difficult.

The major limitations to the endorsement celebrity and product endorsement tested in this research are:

- 1.5.1 The present research focuses attention on investigating relationship between factors related to endorser and consumer attitudes towards advertisements, brand and purchase intentions on buying sport products of Nike brand. Therefore its findings may not be generalized for other brands of sport products.

1.5.2 The present research focuses attention on investigating relationship between factors related to endorser and consumer attitudes towards advertisements, brand and purchase intentions on buying sport products of Nike brand by selecting ABAC both BBA and MBA students at Huamark, Bangkok therefore its findings may not be generalized for other respondents.

1.5.3 The present research will be conducted in a specific time frame therefore it may not be generalized for all times.

1.6 Significance Of The Study

With increasing market growth rate and intensive competition, it makes sport products industries a challenging marketing realm for any marketers. The findings of the research would give marketers advantages on a better understanding of consumer attitudes towards the products to design marketing strategies on product innovation, research and development, advertisement, brand image and brand value, product quality, and consumer satisfaction to attract consumers' purchase intentions.

1.7 Definition Of Terms

- **Attitudes towards the Ad** A process of relatively indirect persuasion based on information about product benefits, which is designed to create favorable mental impressions that “turn the mind toward” (Rossiter and Percy, 1997)

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- **Attitudes towards the Brand** The congruence between consumer's self image and brand image company established (Rao and Bergen, 1992; Keller, 1998)

- **Attractiveness** "The extent to which the source is perceived to have physical beauty." It means that the attractiveness is influenced by physical appearance, similarity to recipients, and presentation style. (McGuire, 1998)

- **Celebrity** The term celebrity refers to an individual (actor, sport figure, entertainer, etc) who is known to the public for his or her achievements in specific areas. (Friedman and Friedman, 1991).

- **Credibility** "The extent to which the celebrity is perceived on possessing expertise, trustworthiness and attractiveness." (Belch and Belch, 1998)

- **Endorser** Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1991).

- **Expertise** “The extent of knowledge the source is perceived to have about the subject on whom he or she is communicating.” (Kotler, 1998) When an endorser possesses expertise, they have knowledge about the product, which in turn supports the claims made in the advertisement (Ohanian, 1991)
- **Purchase Intention** “Consumer’s inclination or predisposition to purchase a particular product.” www.users.wbs.warwick.ac.uk
- **Source** The source is a person who delivers a message through advertising communication to the audiences in this study. The source can be a model, celebrity, character, product etc.
- **Trustworthiness** “It refers to the consumer’s Confidence in the source for providing information in an objective and honest manner (Ohanian, 1991).

CHAPTER 2

REVIEW OF RELATED LITERATURE AND STUDIES

This part of the study will relate the theories so it is necessary to know definitions of theory. There is **one independent variable**: *Endorser Credibility (Attractiveness, Trustworthiness and Expertise)* and **three dependent variables**: *Attitudes Towards the Advertisements, Brand and Purchase Intentions*. This part also presents a review of various literature and research that contributes to the understanding of the study, along with the critical analysis of theories and related studies and previous studies have been discussed.

Advertising started playing an active role in the economy of developed societies from the early 1930s. From that period of time advertising was connected to celebrities (Patti and Frazer, 1998). Celebrities acted as spokespersons, in order to advertise and promote products, services and ideas. Those celebrities came from the art scene, modelling, sports and the movie industry. The first advertisers used celebrities as pioneers in order to dictate trends. Today advertising strategies, which involve celebrities, are becoming more and more sophisticated and complicated. Belch and Belch (1999) stated that marketers thought that a popular celebrity would favourable influence consumers' feelings, attitudes and purchase. They also believed that celebrities could enhance the audience perceptions of the product in terms of image or performance. Therefore, sport celebrities could be a part of very successful advertising campaigns through a number of different creative approaches that companies could utilise.

This part also reviews the relationship between factors related to endorser and consumer attitudes towards advertisements, brand and purchase intentions.

2.1 Literature To Support Variables

2.1.1 Discussion Of Variables

❖ A Definition of “Celebrity”

Celebrities are people who enjoy public recognition by a large share of a certain group of people. Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics cannot be observed, it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness. This is true for classic forms of celebrities, like actors, models, sports athletes, entertainers and pop stars – but also for less obvious groups like businessmen or politicians Giuliani. Celebrities act as spokespeople in advertising to promote products and services (Kambitsis et al., 2002, Tom et al., 1992).

❖ Source Credibility

Source Credibility defined by Ohanian, 1991 as being “...a communicator’s positive characteristics that affect the receiver’s acceptance of a message”. It is the extent to which the recipient perceives the source as having relevant knowledge and/or experience and therefore trusts the source to give unbiased information. This definition clearly indicates that source credibility encompasses two distinct components, namely expertise and trustworthiness, which affect message believability and persuasiveness (Hovland and Weiss, 1991). The source credibility model (Hovland Irving & Harold, 1993) concluded that two factors, expertise and trustworthiness, defined the credibility of the communicator. The second model was

labeled “source attractiveness”, and looks at the “familiarity”, “likeability”, and “attractiveness” of the source and had its origins in social psychology (McGuire, 1995). Ohanian, 1990 developed a scale to measure celebrity endorsers’ perceived expertise, trustworthiness and attractiveness by combining the source credibility and source attractiveness models.

❖ **Attractiveness**

Society throughout the ages has determined that particular features of persons are attractive. It is therefore to be expected that physical attractiveness, as a source attribute would affect the receptivity of the message. Indeed, there is considerable research evidence, which attests to the positive consequences of employing attractive spokespersons based on the principle that receivers make more favorable evaluations of the advertisement and the product when attractive models are used in the advertisement (Joseph, 1992; Kahle and Homer, 1990; Chaiken, 1991). There is, however, some contrary evidence (Maddux and Rogers, 1990; Ohnian, 1991), which suggests that physical attractiveness may not be especially significant. A further source characteristic deemed to be effective is the extent to which the presenter is perceived to be similar to the target audience. The more in common the receiver perceives he has with the source, the greater the persuasiveness of the message delivered by the source. 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 et al., 1992). Several studies have shown that customers who perceive a sales person as similar to themselves are more likely to be influenced by his or her message (Woodside and Daveport, 1994; Busch and Willson, 1996).

❖ **Trustworthiness**

Trustworthiness is defined as the receiver's belief that the source is willing to make valid assertions (Hovland and Weiss, 1991). Generally speaking, trustworthiness is a supportive attribute underlying source credibility. Without it, other attributes possessed by the communicator are unlikely to be effective in producing attitude change. Research conducted by Atkin and Block, 1993 found that celebrity characters are perceived as being significantly more trustworthy than non-celebrities in research conducted across all respondent age groups. However, while trustworthiness is unquestionably an important element of message receptivity, research conducted by Ohanian, 1991 found it is not necessarily an important element in specifically affecting product purchase intentions.

❖ **Expertise**

Expertise is defined as the perceived ability of the source to make valid assertions (Hovland and Weiss, 1991). Spokespersons are often chosen because of their knowledge, experience and expertise in a particular product or service area and research undertaken on this dimension of source effectiveness indicates that expertise has the greatest impact on respondents' reactions to celebrity endorsements (Ohanian, 1991).

❖ **Source Characteristics of Dependent Variables**

Brand image is defined as "perceptions about a brand as reflected by the brand associations held in memory" (Keller, 1993). Keller suggested that favorability, uniqueness and strength of the associations are critical to a brand's success. Brand associations are developed from a variety of sources including product use, informational sources (such as advertising, packaging and word-of mouth) and association with other entities. Keller also suggested that when a brand becomes

associated with an event, some of the associations linked with the event (such as youthfulness, relaxing, enjoyable, disappointing, sophisticated, elite, etc.) might become linked in memory with the brand.

Although marketers can invoke a variety of tools to develop and maintain appropriate associations, celebrity endorsers represent one way in which meanings can be transferred to brands (McCracken, 1996; 1999). As such, the role of celebrity endorsers can be powerful mechanism for managing brand image. Till (1998) showed that celebrity endorsement would be more effective when used consistently over time to increase the strength of the link between the celebrity and the endorsed brand. It was also suggested that when selecting a celebrity endorser, one should select those who have not been associated with another product or service. Assuring a fit or congruence between the celebrity endorser and the brand is essential towards successful and effective celebrity advertising. The perceived fit between the celebrity and product could be related to physical attractiveness, expertise or other relevant characteristics (Kahle and Homer, 1995; Hsu and McDonald, 2002; Till and Busler, 1998). Previous studies have also showed that endorser – product congruity positively affects consumers' perceptions of spokesperson credibility, attitudes, recall, recognition, purchase intention, and willingness to pay higher prices (Kahle and Homer, 1995; Hsu and McDonald, 2002; Till and Busler, 1998).

Celebrities can assist in the recognition of brand names, create positive feelings towards the brand and create a distinct personality for the endorsed brand (McCracken, 1999). Celebrity endorsement is also believed to generate a greater likelihood of customers' choosing the endorsed brand (Kahle and Homer, 1995; Ohanian, 1990; Cronley et al. 1999).

The use of celebrity endorsements in an advertising strategy could enhance the marginal value of the advertisement expenditures and create brand equity (Keller, 1993). He added that the particular product – endorser combinations resulted better overall attitude towards the product, greater intent to purchase the advertised product and more credibility for the endorser. Goldsmith et al (2000) found that the endorser credibility had strongest impact on attitude towards the advertisement, while corporate credibility had impact on the attitude towards the brand.

Urde (1994) found that the increased attention and brand liking that of a likeable spokesperson provides impact on the purchase behavior and brand loyalty. Some had purchased a product because a character focused their attention on the advertisement, which they then found interesting. It was also noted that a spokesperson influence could be affected by other factors like price, similarity of competing brands and availability of other information. In general, it was felt that the celebrity influenced the consumers when the product is inexpensive, low involving and when few differences are perceived between brands.

It was apparent that celebrity endorsement of a product or service has an impact on the advertisement. It may be related to the fact that the consumers may be aware of the product, link the celebrity with the product, have positive attitudes towards the advertisement, perceived credibility, brand recall, tendency to purchase, and positive image of the brand.

2.1.2 Theories Of Endorser Credibility

Theories Related To Celebrity's Credibility

According to George E. Belch & Michael A. Belch, 2004, when Tiger Woods appears in a commercial for Nike, is the source Woods himself, the company, or some combination of the two? And, of course, consumers get information from friends, relatives, and neighbors; in fact, personal sources may be most influential factor in a purchase decision. The term **source** means the person involved in communicating a marketing message, either directly or indirectly. A direct source is spokesperson that delivers a message and/or demonstrates a product or service. An indirect source, says, a model, doesn't actually deliver a message but draws attention to and/or enhances the appearance of the ad. Some ads use neither a direct nor an indirect source; the source is the organization with the message to communicate. Companies are very careful when selecting individuals to deliver their selling messages. Herbert Kelman developed three basic categories of source attributes: credibility, attractiveness, and power. Each influences the recipient's attitude or behavior through a different process (see Figure 2.1.2A).

Source Attribute	Process
Credibility	Internalization
Attractiveness	Identification
Power	Compliance

Figure 2.1.2A: Source attributes and receiver process modes

Source: George E. Belch & Michael A. Belch, Advertising and Promotion An Integrated Marketing Communication Perspective; Source, Message, and Channel Factors, 6th ed., (McGraw-Hill, 2004) P. 168

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. There are two important dimensions to credibility, expertise and trustworthiness. A communicator seen as knowledgeable – someone with expertise – is more persuasive than one with less expertise. But the source also has to be trustworthy – honest, ethical, and believable. The influence of a knowledgeable source will be lessened if audience members think he or she is biased or has underlying personal motives for advocating a position (such as being paid to endorse a product).

One of the most reliable effects found in communications research is that expert and/or trustworthy sources are more persuasive than sources that are less expert or trustworthy. Information from a credible source influences beliefs, opinions, attitudes, and/or behavior through a process known as **internalization**, which occurs when the receiver adopts the opinion of the credible communicator since he or she believes information from this source is accurate. Once the receiver internalizes an opinion or attitude, it becomes integrated into his or her belief system and may be maintained even after the source of the message is forgotten.

A highly credible communicator is particularly important when message recipients have a negative position toward the product, service, company, or issue being promoted, because the credible source is likely to inhibit counterarguments.

❖ **Understanding the Meaning of Celebrity Endorsers**

Advertisers must try to match the product or company's image, the characteristics of the target market, and the personality of the celebrity. The image celebrities' project to consumers can be just as important as their ability to attract attention. According to this model, a celebrity's effectiveness as an endorser depends

on the culturally acquired meanings he or she brings to the endorsement process. Each celebrity contains many meanings, including status, class, gender, and age as well as personality and lifestyle.

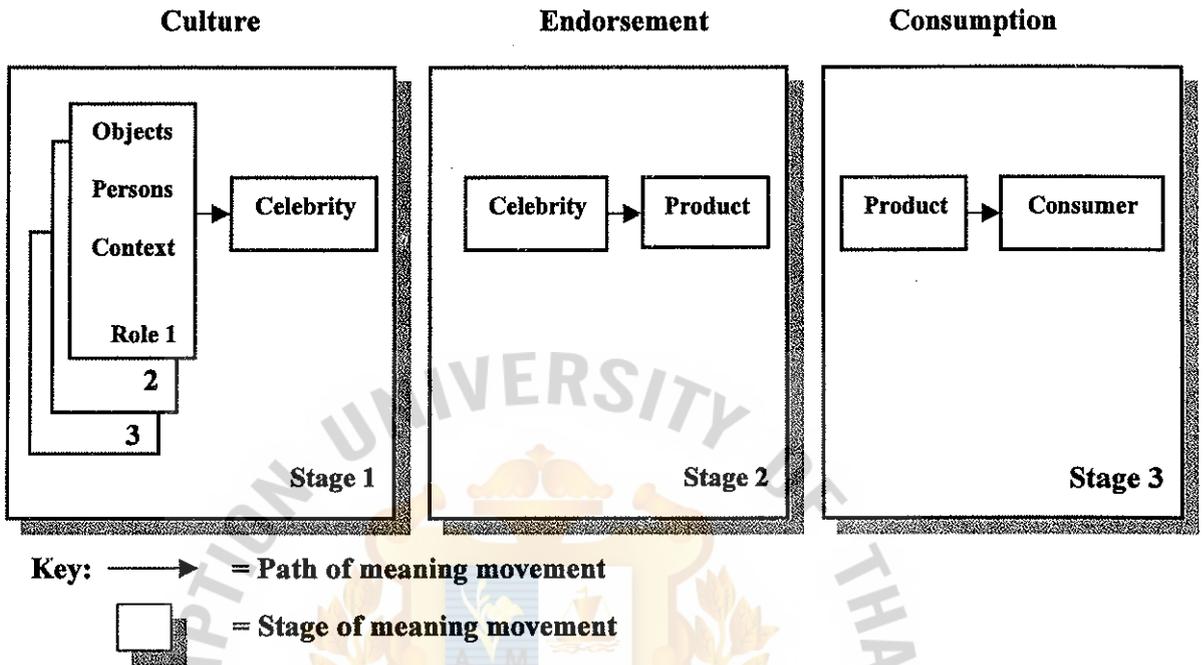


Figure 2.1.2B: Meaning movement and the endorsement process

Source: George E. Belch & Michael A. Belch, *Advertising and Promotion An Integrated Marketing Communication Perspective; Source, Message, and Channel Factors*, 6th ed., (McGraw-Hill, 2004) P. 176

In explaining stage of the meaning transfer process, McCracken notes: “Celebrities draw these powerful meaning from the roles they assume in their television, movie, military, athletic, and other careers. Each new dramatic role brings the celebrity into contact with a range of objects, persons, and contexts. Out of these objects, persons, and contexts are transferred meanings that then reside in the celebrity”.

McCracken suggests celebrity endorsers bring their meanings and image into the ad and transfer them to the product they are endorsing (stage 2 of the model in

Figure 2.1.2B). In the final stage of McCracken's model, the meanings the celebrity has given to the product are transferred to the consumer. McCracken notes that this final stage is complicated and difficult to achieve. The way consumers take possession of the meaning the celebrity has transferred to a product is probably the least understood part of the process.

The meaning of transfer model has some important implications for companies using celebrity endorsers. Marketers must first decide on the image or symbolic meanings important to the target audience for the particular product, service, or company. They must then determine which celebrity best represents the meaning or image to be projected. An advertising campaign must be designed that captures that meaning in the product and moves it to the consumer. Marketing and advertising personnel often rely on intuition in choosing celebrity endorsers for their companies or products, but some companies conduct research studies to determine consumers' perceptions of celebrities' meaning. Marketers may also pretest ads to determine whether they transfer the proper meaning to the product. When celebrity endorsers are used, the marketer should track the campaign's effectiveness. Does the celebrity continue to be effective in communicating the proper meaning to the target audience? Celebrities who are no longer in the limelight may lose their ability to transfer any significant meanings to the product. As we have seen, marketers must consider many factors when choosing a celebrity to serve as an advertising spokesperson for the company or a particular brand. Studies have shown that advertising and marketing managers take these various factors into account when choosing a celebrity endorser. Among the most important factors are the celebrity's match with the target audience and the product/service or brand, the overall image of the celebrity, the cost of

acquiring the celebrity, trustworthiness, the risk of controversy, and the celebrity's familiarity and likability among the target audience.

❖ **Reasons of Using a Celebrity**

Chung-kue Hsu, Daniella McDonald, 2002 stated that most of the really memorable ads – the ones that feature in the top 100 ads ever made – do not feature celebrity endorsement. Few celebrity ads achieve the recognition given to other advertising. Partly this reflects the general view among advertising people that celebrity endorsement is lazy advertising but it also shows that too often the consumer fails to get the link between the endorsing celebrity and the product itself.

- Get the brand positioning and brand strategy clear before making any decision about endorsement.
 - If a celebrity endorsement is called for, match the celebrity to the target audience.
 - Choose a celebrity who has credibility as users of the product – rich entertainers don't wear cheap after-shave and the consumer knows this.
 - Make sure that the association with the product is positive – don't ask Mike Tyson to endorse dental products.
 - Build the celebrity into the ad not the ad round the celebrity.
 - Involve the celebrity in creating the ad – especially important with creative types like comedians.
 - Don't wear out the celebrity's welcome – set a limit to how long you'll use them.
- Celebrity endorsement can prove difficult and often results in poor advertising that lacks credibility.
- Try to write an ad what would work with or without a celebrity.

❖ **Limitations of Credible Sources**

Several Studies have shown that a high-credibility source is not always an asset nor is a low-credibility source always a liability. High and low credibility sources are equally effective when they are arguing for a position opposing their own best interest. A very credible source is more effective when message recipients are not in favor of the position advocated in the message. However, a very credible source is less important when the audience has a neutral position, and such a source may even be less effective than a moderately credible source when the receiver's initial attitude is favorable.

Another reason a low-credibility source may be as effective as a high-credibility source is the **sleeper effect**, whereby the persuasiveness of a message increases with the passage of time. The immediate impact of a persuasive message may be inhibited because of its association with a low-credibility source. But with time, the association of the message with the source diminishes and the receiver's attention focuses more on many studies have failed to demonstrate the presence of a sleeper effect. Many advertisers hesitate to count on the sleeper effect, since exposure to a credible source is a more reliable strategy.

A number of factors must be considered when a company decides to use a celebrity spokesperson, including the dangers of overshadowing the product and being overexposed, the target audience's receptivity, and risks to the advertiser (George E. Belch & Michael A. Belch, 2004).

Overshadowing the Product How will the celebrity affect the target audience's processing of the advertising message? Consumers may focus their attention on the celebrity and fail to notice the brand. Advertisers should select a celebrity spokesperson who will attract attention and enhance the sales message, yet not

overshadow the brand. For example, actress Lindsay Wagner served as the spokesperson for Ford Motor Co. dealers in Southern California for a number of years and was very popular and effective. She brought a star power and presence to the advertising that attracted attention and made it memorable, yet she never overshadowed the Ford vehicles she was promoting.

Overexposure Consumers are often skeptical of endorsements because they know the celebrities are being paid. This problem is particularly pronounced when a celebrity endorses too many products or companies and becomes overexposed. Advertisers can protect themselves against overexposure with an exclusivity clause limiting the number of products a celebrity can endorse. However, such clauses are usually expensive, and most celebrities agree not to endorse similar products anyway. Many celebrities, knowing their fame is fleeting, try to earn as much endorsement money as possible, yet they must be careful not to damage their credibility by endorsing too many products.

Target Audiences' Receptivity One of the most important considerations in choosing a celebrity endorser is how well the individual matches with and is received by the advertiser's target audience. Many former athletes such as Arnold Palmer and Nolan Ryan are effective endorsers because they have very favorable images among aging baby boomers and seniors. Pop star Brittany Spears is a very effective spokesperson for Pepsi s she is very popular among young teens, who are the heavy users of soft drinks.

Consumers who are particularly knowledgeable about a product or service or have strongly established attitudes may be less influenced by a celebrity than those with little knowledge or neutral attitudes. One study found that college-age students were more likely to have a positive attitude toward a product endorsed by a celebrity

than were older consumers. The teenage market has generally been very receptive to celebrity endorsers, as evidenced by the frequent use of entertainers and athletes in ads targeted to this group for products such as apparel, cosmetics, and beverages. However, many marketers are finding that teenage consumers are more skeptical and cynical toward the use of celebrity endorsers and respond better to ads using humor, irony, and unvarnished truth. Some marketers targeting teenagers have responded to this by no longer using celebrities in their campaigns or by poking fun at their use.

Risk to the Advertiser A celebrity's behavior may pose a risk to a company. A number of entertainers and athletes have been involved in activities that could embarrass the companies whose products they endorsed. For example, Pepsi had a string of problems with celebrity endorsers; it severed ties with Mike Tyson, after his wife accused him of beating her.

To avoid these problems, companies often research a celebrity's personal life and background. Many endorsement contracts include a morals clause allowing the company to terminate the contract if a controversy arises. However, marketers should remember that adding morals clauses to their endorsement contracts only gets them out of a problem; it does not prevent it.

Theories Related To Attractiveness

A source characteristic frequently used by advertisers is **attractiveness**, which encompasses similarity, familiarity, and likability. *Similarity* is a supposed resemblance between the source and the receiver of the message, *while familiarity* refers to knowledge of the source through exposure. *Likability* is an affection for the source as a result of physical appearance, behavior, or other personal traits. Even when the sources are not athletes or movie stars, consumers often admire their physical appearance, talent, and/or personality.

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, attitudes, preferences, or behavior. Maintaining this position depends on the source's continued support for the position as well as the receiver's continued identification with the source. If the source changes position, the receiver may also change. Unlike internalization, identification does not usually integrate information from an attractive source into the receiver's belief system. The receiver may maintain the attitudinal position or behavior only as long as it is supported by the source or the source remains attractive.

Marketers recognize that receivers of persuasive communications are more likely to attend to and identify with people they find likable or similar to themselves. Similarity and likability are the two source characteristics marketers seek when choosing a communicator.

Theories Related To Trustworthiness

The target audience must also find the source believable. Finding celebrities or other figures with a trustworthy image is often difficult. Many trustworthy public figures hesitate to endorse products because of the potential impact on their reputation and image. Although trustworthiness is unquestionably an important element of message receptivity, Ohanian, 1991 found it is not necessarily an important element in specifically affecting product purchase intentions.

Theories Related To Expertise

Because attitudes and opinions developed through an internalization process become part of the individual's belief system, marketers want to use communicators with high credibility. Spokespeople are often chosen because of their knowledge, experience, and expertise in a particular product or service area. Endorsements from

individuals or groups recognized as experts, such as doctors or dentists, are also common in advertising. The importance of using expert sources was shown in study by Roobina Ohanian, who found that the perceived expertise of celebrity endorsers was knowledgeable, experienced, and qualified to talk about the product they are endorsing

❖ **Applying Similarity**

Marketers recognize that people are more likely to be influenced by a message coming from someone with whom they feel a sense of similarity. If the communicator and receiver have similar needs, goals, interests, and lifestyles, the position advocated by the source is better understood and received. Similarity is used in various ways in marketing communications. Companies try to recruit former athletes to sell sporting goods or beer, since their customers usually have a strong interest in sports. Several studies have shown that customers who perceive a salesperson as similar to themselves are more likely to be influenced by his or her message.

❖ **Applying Likability: Using Celebrities**

Advertisers recognize the value of using spokespeople who are admired: TV and movie stars, athletes, musicians, and other popular public figures. It is estimated that nearly 20 percent of all TV commercials feature celebrities, and advertisers pay hundreds of millions of dollars for their services. The top celebrity endorser is golfer Tiger Woods, who makes more than \$60 million a year from endorsement contracts with Nike, Disney, American Express, General Mills, and Buick. Why do companies spend huge sums to have celebrities appear in their ads and endorse their products? They think celebrities have stopping power. That is, they draw attention to advertising messages in a very cluttered media environment. Marketers think a

popular celebrity will favorably influence consumers; feelings, attitudes, and purchase behavior. And they believe celebrities can enhance the target audience's perceptions of the product in terms of image and/or performance. For example, a well-known athlete may convince potential buyers that the product will enhance their won performance.

Theories Related To Attitudes Towards Ads And Brands

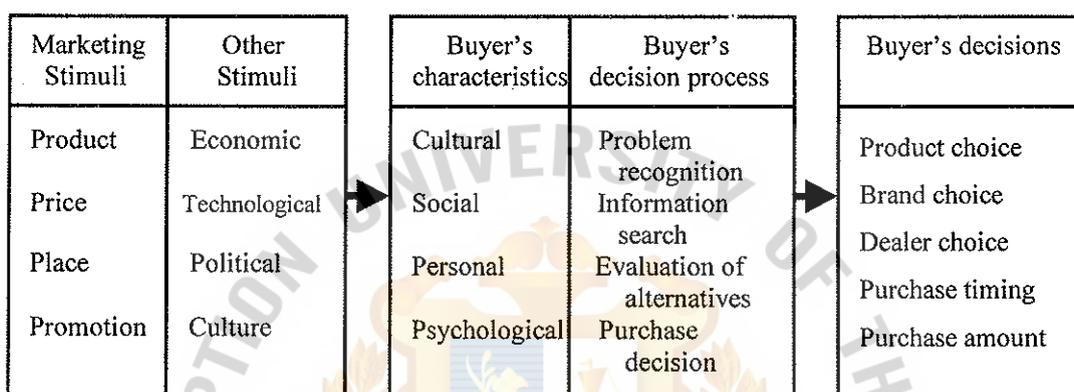
Attitudes are one of the most heavily studied concepts in consumer behavior. According to Gordon Allport's classic definition, "*attitudes are learned predispositions to respond to an object.*" More recent perspectives view attitudes as a summary construct that represents an individual's overall feelings toward or evaluation of an object. Consumers hold attitudes toward a variety of objects that are important to marketers, including individuals (celebrity endorsers such as Tiger Woods or Andre Agassi), brands (Nike, Pepsi), companies (Intel, Microsoft), product categories (beef, pork, tuna), retail stores (Kmart, Sears), or even advertisements (Nike ads).

Attitudes are important to marketers because they theoretically summarize a consumer's evaluation of an object (or brand or company) and represent positive or negative feelings and behavioral tendencies. Marketers' keen interest in attitudes is based on the assumption that they are related to consumers' purchase behavior. Considerable evidence supports the basic assumption between attitudes and behavior. The attitude-behavior link does not always hold; many other factors can affect behavior. But attitudes are very important to marketer. Advertising and promotion are used to create favorable attitudes toward new products/services or brands, reinforce existing favorable attitudes, and/or change negative attitudes.

2.1.3 Model of Consumer Behavior

The buyer's characteristics and decision process lead to certain purchase decisions. The marketer's task is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and the buyer's purchase decisions.

Figure 2.1.3: Model of Buyer Behavior



Source: Kotler, P., *Marketing Management, Millenium Edition, Prentice-Hall International Inc., 2000, P.161*

Consumer behavior is influenced by four factors: cultural, social, personal and psychological. Research into all these factors can provide clues as to how to reach and serve consumers more effectively. Marketers must also examine buyers' levels of involvement and the number of brands available to determine whether consumers are engaging in complex buying behavior, dissonance-reducing buying behavior, habitual buying behavior, or variety-seeking buying behavior. The typical buying process consists of the following sequence of events: problem recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior. The marketers' job is to understand the buyer's behavior at each stage and what influences are operating. The attitudes of others, unanticipated situational factors, and perceived risk may all affect the decision to buy, as will consumers' levels of postpurchase

satisfaction and postpurchase actions on the part of the company. Satisfied customers will continue to purchase; dissatisfied customers will stop purchasing the product and are likely to spread the word among their friends. For this reason, companies must work to ensure customer satisfaction at all levels of the buying process.

2.1.4 Personal Process In Consumer Behavior

The first task in promoting any new product is to create awareness (*perception*) that the product exists. The second is to provide enough compelling information (*learning and persuasion*) about the product for prospective customers to find interest and make an informed decision. Finally, you want your advertising to stimulate customers; desire (*motivation*) to satisfy their needs and wants by trying the product. These three personal processes of consumer behavior - perception, learning and persuasion, and motivation - are extremely important to advertisers. By studying these, advertisers can better evaluate how their messages are perceived.

❖ The Consumer Perception Process

Perception refers to the personalized way we sense, interpret, and comprehend various *stimuli*. This definition suggests there are several key elements to the consumer perception process, as shown in Figure 2.1.4A

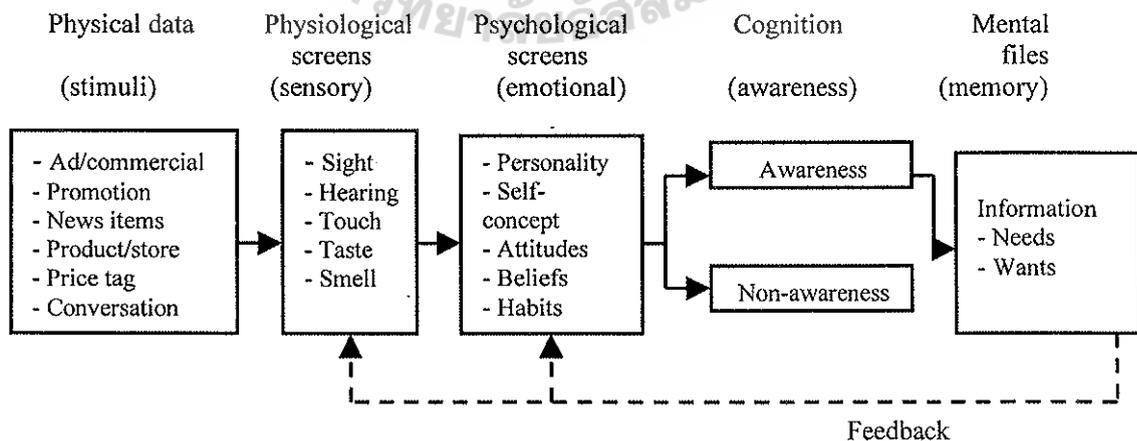


Figure 2.1.4A: The model of the consumer perception process portrays how consumers perceive, accept, and remember an ad or other stimulus to buy.

Source: William F. Arens, *Contemporary Advertising; Marketing and Consumer Behavior: The Foundations of Advertising, 7th Edition*, Mc-Graw Hill Co., Inc, 1999, P.130

1. **Stimulus:** A **stimulus** is physical information we receive through our senses so for our purposes, assume that a stimulus is any ad, commercial, or promotion that we see. Advertising stimuli can appear in a variety of forms: a window display at a local department store, the brightly colored labels on cans of Campbell's tomato soup, or even the red price tag on a pair of skis at the Sport Chalet. These objects are all physical in nature; they stimulate our senses (with varying degrees of intensity) in ways that can be measured.
2. **Perceptual Screens:** Before any data can be perceived, they must first penetrate a set of **perceptual screens**, the subconscious filters that shields us from unwanted messages. There are two types of screens, *physiological and psychological*.

The **physiological screens** comprise the five senses: sight, hearing, touch, taste, and smell. They detect the incoming data and measure the dimension and intensity of the physical stimuli.

We are limited not only by the physical capacity of our senses but also by our feelings and interests. Each consumer uses **psychological screens** to evaluate, filter, and personalize information according to subjective emotional standards. These screens evaluate data based on *innate factors*, such as the consumer's personality and instinctive human needs, and *learned factors*, such as self-concept, interests, attitudes, beliefs, past experiences, and lifestyle. They help consumers summarize unwieldy or complex data.

As over communicated consumers, we unconsciously screen out or modify many of the sensations that bombard us, rejecting those that conflict with our experiences, needs, desires, attitudes, and beliefs. We simply focus on some things and ignore others. This is called selective perception. Hence, Panasonic may run excellent ads in the daily newspaper, but they won't penetrate the psychological screens of consumers who don't need new camcorders. Later these people won't even remember seeing the ads.

1. **Cognition:** The third key element in perception is comprehending the stimulus, or **cognition**. Once we detect the stimulus and allow it through our screens, we can comprehend and accept it. Now perception has occurred, and the stimulus reaches the consumer's reality zone. But each of us has his or her own reality. Advertisers thus seek commonly shared perceptions of reality as a basis for their advertising messages.
2. **Mental Files:** The mind is like a memory bank, and the stored memories in our minds are called the **mental (or perceptual) files**. Because of our limited memory, we resist opening new mental files, and we avoid accepting new information inconsistent with what is already filed. The experience consumers receive from using a brand solidifies their perceptions of it. These fixed perceptions can rarely be changed through advertising alone. But once a new perception does enter our mental files, the information alters the data base on which our psychological screens feed. Since perceptual screens are such a major challenge to advertisers, it's important to understand what's in the consumer's mental files and, if possible, modify them in favor of the advertiser's product. That brings us to the second process in consumer behavior: *learning and persuasion*.

❖ **Learning And Persuasion: How Consumers Process Information**

Each time we file a new perception in our minds, it's a learning process.

Learning is a relatively permanent change in thought process or behavior that occurs as a result of reinforced experience. Like perception, learning works off the mental files and at the same time contributes to them. Learning produces our habits and skills. It also contributes to the development of interests, attitudes, beliefs, preferences, prejudices, emotions, and standards of conduct – all of which affect our perceptual screens and our eventual purchase decisions. Learning and persuasion are closely linked. **Persuasion** occurs when the change in belief, attitude, or behavioral intention is caused by promotion communication (such as advertising or personal selling). Naturally, advertisers are very interested in persuasion and how it takes place.

❖ **The Elaboration Likelihood Model**

Researchers have identified two ways promotion communication can persuade consumers: the *central* and *peripheral routes to persuasion*. Which route is used depends on the consumer's level of involvement with the product and the message. When the consumer's level of involvement is higher, the central route to persuasion is more likely. On the other hand, the peripheral route to persuasion is more likely when consumer involvement is low. We can see how it works by looking at the **Elaboration Likelihood Model** in Figure 2.1.4B. In the **central route to persuasion**, consumers have a higher level of involvement with the product or the message, so they are motivated to pay attention to the central, product-related information, such as product attributes and benefits or demonstrations of positive functional or psychological consequences. Because of their high involvement, they

tend to comprehend this information at deeper, more elaborate levels. This can lead to product beliefs, positive brand attitudes, and purchase intention.

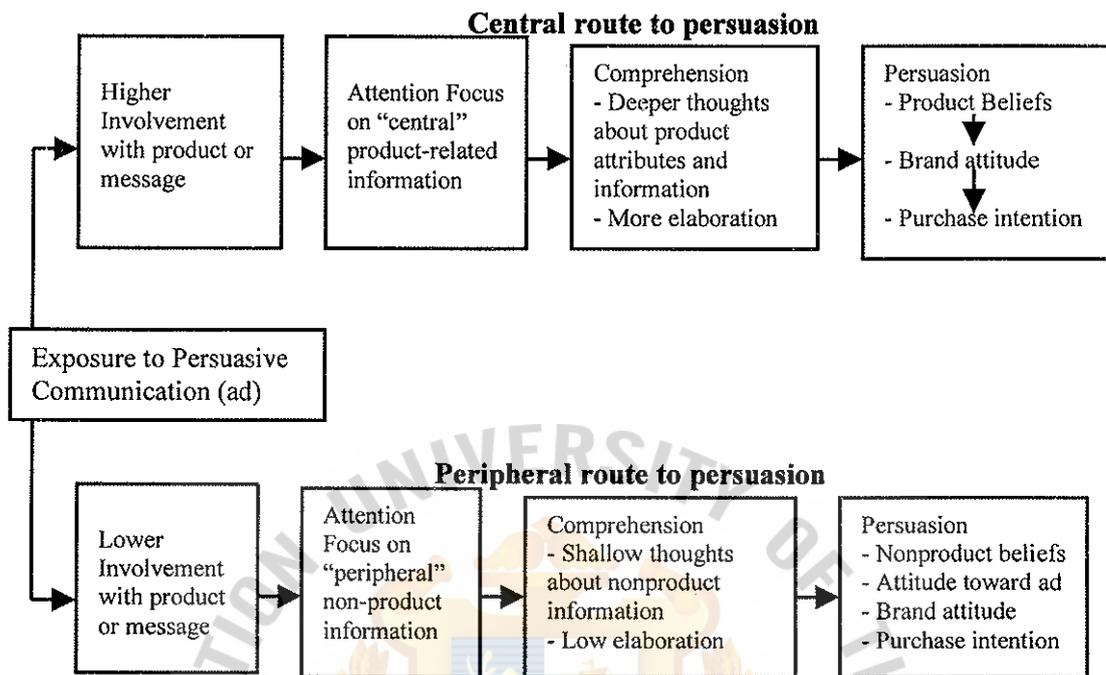


Figure 2.1.4B: The Elaboration Likelihood Model.

Source: William F. Arens, *Contemporary Advertising; Marketing and Consumer Behavior: The Foundations of Advertising, 7th Edition*, Mc-Graw Hill Co., Inc, 1999, P.133

Suppose you are in the market for a significant purchase, say a new camera or a computer. Since the purchase is relatively expensive, your level of involvement is higher. Perhaps you ask for advice from some friends or family members. You may shop different stores to compare models and prices. And you probably read ads for these products thoroughly to understand the variety of product features and benefits. That's central processing. And in that situation, a well-written, informative ad can be very persuasive. In **peripheral route to persuasion** is very different. People who are not in the market for a product typically have low involvement with the product message. They have little or no reason to pay attention to it or to comprehend the central information of the ad. As a result, direct persuasion is also low, and

consumers form few if any brand beliefs, attitudes, or purchase intentions. However, these consumers might attend to some peripheral aspect. But when a product has a distinct advantage, the advertiser's goal should be to encourage central route processing by increasing consumers' involvement with the message. This is where we see a lot of comparative advertising. One key to learning and persuasion is repetition. Just as a student prepares for an exam by repeating key information to memorize it, an advertiser must repeat key information to prospective and current customers so they remember the product's name and its benefits. Repeat messages penetrate customers' perceptual screens by rekindling memories of information from prior ads.

1. **Learning Produces Attitudes and Interest**

An **attitude** is our acquired mental position regarding some idea or object. It is the positive or negative evaluations, feelings, or action tendencies that we learn and cling to. To advertisers, gaining positive consumer attitudes is critical to success. Attitudes must be either capitalized on or changed. For mature brands in categories with familiar, frequently purchased products, *brand interest* is even more critical for motivating action. **Brand interest** is an individual's openness or curiosity about a brand. Enjoyable, entertaining advertising can enhance interest in the brand and reduce the variety-seeking tendencies of consumers who become bored with using the same old product.

2. **Learning Leads to Habits and Brand Loyalty**

Attitude is the mental side and habits the behavioral side of the same coin. **Habit** - the acquired behavior pattern that becomes nearly or completely involuntary – is the natural extension of learning. We really are creatures of habit. Most consumer behavior is habitual for three reasons: it's safe, simple, and essential. First, regardless

of how we learned to make our purchase decision (through either central or peripheral route processing), if we discover a quality product, brand, or service, we feel *safe* repurchasing it through habit. Second, habit is *simple*. To consider alternatives we must evaluate, compare, and then decide. This is difficult, time-consuming, and risky. Finally, because habit is both safe and easy, we rely on it for daily living. Imagine rethinking every purchase decision you make. It would be virtually impossible, not to mention impractical. So it's really *essential* to use habit in our lives. The major objective of all brand marketers is to produce *brand loyalty*, a direct result of the habit of repurchasing and the reinforcement of continuous advertising. **Brand loyalty** is the consumer's conscious or unconscious decision, expressed through intention or behavior, to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features, image, quality, or relationship at the right price. In the quest for brand loyalty, advertisers have three aims related to habits:

- **Breaking habit.** Get consumers to unlearn an existing purchase habit and try something new. Advertisers frequently offer incentives to lure customers away from old brands or stores. Or they may use comparative advertising to demonstrate their product's superiority.
- **Acquiring habits.** Teach consumers to repurchase their brand or repatronize their establishment.
- **Reinforcing habits.** Remind current customers of the value of their original purchase and encourage them to continue purchasing. Many magazines, for example, offer special renewal rates to their regular subscribers.

Developing brand loyalty is much more difficult today due to consumers' increased sophistication to the legions of habit-breaking, demarketing activities of

competitive advertisers. Only recently have advertisers come to realize that their years of habit breaking activities have undermined their own *habit-building* objectives. In the quest for instant results, they shifted much of their advertising budgets to sales promotions (deals, coupons, price cuts). But advertising, unlike sales promotion, is an integral part of what makes a brand salable. It's advertising that reinforces brand loyalty and maintains market share.

3. Learning Defines Needs and Wants

The learning process is both immediate and long term. The moment we file a perception, some learning takes place. When we see a succulent food ad, we may suddenly feel hungry; we *need* food. As we collate the information in our mental files, comparing new perceptions with old ones, further learning takes place. The need may become a *want*.

❖ Interpersonal Influences On Consumer Behavior

For advertisers, it's not enough just to know the personal processes of perception, learning and persuasion, and motivation. Important – **interpersonal influences** affect – sometimes even dominate – these processes. These also serve as guidelines for consumer behavior. These influences can best be categorized as the *family*, the *society*, and the *cultural environment* of the consumer.

1. **Family Influence:** From an early age, family communication affects our socialization as consumers – our attitudes toward many products and our purchasing habits.
2. **Society's Influence:** The community we live in exerts a strong influence on all of us. When we affiliate with a particular societal division or identify with some reference group or value the ideas of certain opinion leaders, it affects our views on life, our perceptual screens, and eventually the products we buy.

- *Reference Groups: The People We Relate to:* **reference groups** – people we try to emulate or whose approval concerns us. Reference groups can be personal (family, friends, co-workers) or impersonal (political parties, religious, denominations, professional associations). A special reference group, our peers, exerts tremendous influence on what we believe and how we behave.
- *Opinion Leaders: The People We Trust:* An **opinion leader** is some person or organization whose beliefs or attitudes are respected by people who share an interest in some specific activity. All fields (sports, religion, fashion, and politics) have opinion leaders. An opinion leader may be a knowledgeable friend or some expert we find credible. When choosing an opinion leader as a spokesperson for a company or product, advertisers must understand the company's target market thoroughly. Even if executives in the company do not relate to the spokesperson, they must follow market tastes and interests. A spokesperson out of sync with the market undermines his or her credibility – and the company's. On the other hand, an internal person like Dave Thomas, the founder of Wendy's, might turn out to be a highly credible spokesperson without the risks associated with outside celebrities and athletes.

3. **The Influence of Culture and Subculture:** **Culture** refers to the whole set of meanings, beliefs, attitudes, and ways of doing things that are shared by some homogeneous social group and typically handed down from generation to generation. **Subculture** is segment within a culture that shares a set of meanings, values, or activities that differ in certain respects from those of the overall culture. Subcultures tend to transfer their beliefs and values from generation to generation. Racial, religious, and ethnic backgrounds affect consumers' preferences for styles

of dress, food, beverages, transportation, personal care products, and household furnishings, to name a few. Many ad agencies now specialize in minority markets as more advertisers realize the tailoring their appeals to minorities makes good business sense.

❖ **Nonpersonal Influences On Consumer Behavior**

Numerous nonpersonal influences may affect a consumer's final purchase decision. The most important nonpersonal influences – *time*, *place*, and *environment* – are typically beyond the consumer's control, but not necessarily beyond the advertisers.

Time. The old saw “timing is everything” certainly applies to marketing and advertising.

Place. Once consumers decide to purchase a certain product, they will still hesitate if they don't know where to buy it or if it isn't available in a convenient or preferred location. Similarly, if consumers believe a particular brand is a specialty good but it suddenly appears everywhere, their perception of the product's “specialness” may diminish. Thus, marketers carefully weight consumer demand when planning distribution strategy, and they devote much advertising to communicating the convenience of location.

Environment. Many environments – ecological, social, political, technical, economic, household, and point-of-sale location, to mention – a few – can affect the purchase decision.

❖ **The Purchase Decision And Postpurchase Evaluation**

Consumers evaluate selection alternatives (**called the evoked set**). To do this, they establish **evaluative criteria**, the standards they use to judge the features and benefits of alternative products. Not all brands make it to the evoked set. In fact, based on their mental files, most consumers usually consider only four or five brands – which present a real challenge to advertisers. If none of the alternatives meets the evaluative criteria, the consumer may reject the purchase entirely or postpone the decision. A key feature of the postpurchase evaluation is cognitive dissonance. The **theory of cognitive dissonance** (also called **postpurchase dissonance**) holds that people strive to justify their behavior by reducing the dissonance or inconsistency, between their cognitions (their perceptions or beliefs) and reality. In fact, research shows that, to combat dissonance, consumers are more likely to read ads for brands they've already purchased than for new products or competing brands. During the postpurchase period, the consumer may enjoy the satisfaction of the purchase and thereby receive reinforcement for the decision. Or the purchase may turn out to be unsatisfactory for some reason. In either case, feedback from the postpurchase evaluation updates the consumer's mental files, affecting perceptions of the brand and similar purchase decisions in the future.

2.2 Empirical Findings (Previous Studies)

The Impact Of Celebrity Endorsements On Consumers

With reference to the journal: *The Impact of Celebrity Endorsements on Consumers* by Dublin, Sheila O'Mahony and Tony Meenagh, 1997/1998, the study measures the impact of various attributes of celebrity spokespersons on product purchase intentions. It focused on the following issues:

- What are consumer attitudes towards celebrity endorsements?

- Which source characteristics have the greatest impact on consumer intention to purchase products endorsed by celebrities?
- Do consumers expect congruence between celebrity image and product image?

Research Method

Using 100 consumers including 57 females and 43 males answered the questionnaire aged between 18-70 or above in which the questionnaire was composed of four major sections:

- The questionnaire sought respondents' attitudes towards celebrity endorsements in general.
- The questionnaire measured respondents' perceptions of four celebrities along the following source attributes: credibility, trustworthiness, expertise, attractiveness, personality and likeability. The celebrities were chosen both nationally and internationally, two had involved in endorsements and the other two had not.
- The scales measured the respondents' intentions to purchase four different types of products (sportswear, jeans, credit cards and jewelry) if they were endorsed by individual celebrity.
- The open-ended questions, which explored products and services, would be appropriate or inappropriate for each of the four celebrities to endorse and the reasons given for their suitability.

Major Findings

The research to date examining the nature of celebrity endorsement has been limited and at times contradictory. The results of a study of consumers' views and perceptions about the topic indicated that the consumer has an overall positive attitude

toward study of celebrity endorsement. Such endorsements were perceived to be attention gaining, likable and impactful, though not in general regarded as overly convincing or believable. The perceived credibility and expertise of the endorser were found to be the 2 "source" characteristics with the greatest influence on product purchase intentions. The study also confirmed that consumers expect congruence between the perceived images of the celebrity endorser and the types of product, which they endorse. Celebrities must possess expertise in product categories consistent with their public profiles and perceived life styles.

The Dual Credibility Model: The Influence Of Corporate And Endorser Credibility On Attitudes And Purchase Intentions

With reference to the journal 2: *The Dual Credibility Model: The Influence of Corporate and Endorser Credibility on Attitudes and Purchase Intentions* by Barbara A. Lafferty, Ronald E. Goldsmith, Stephen J. Newell, Summer 2002, the study proposes a theory of the combined influence of corporate and endorser credibility. Participants assessed the credibility of the companies and spokespersons as well as their attitudes towards the ads and brands, and their intent to purchase the advertised product. The findings indicated that both types of source credibility have an impact on attitudes and purchase intentions albeit a differential one.

Research Method

315 undergraduate students who were taking an introductory marketing course and volunteered to participate in an advertising experiment. Data were combined from two groups of subjects who were exposed to different combinations of endorsers and companies. The first group consisted of 161 women marketing students at a university in the U.S. Midwest. They were randomly assigned to one of four experimental treatments in a 2 (high/low corporate credibility) x 2 (high/low endorser

credibility) between-subjects factorial design with female endorsers. The second group of subjects was 154 male students from the same Midwest University. They were randomly assigned to one of four experimental treatments in the same 2 x 2 design, but male endorsers were used in their ads. Men and women saw endorsers of the same sex because a pretest showed same sex endorsers to be viewed by the participants as more realistic. Women, especially, were not effective endorsers of athletic shoes for men. Thus, the only difference in the treatment between the two samples was the endorser used in the ad. In both cases, pretests were conducted to select suitable high and low credibility sources for the male and female endorsers. Both high credibility endorsers were athletes, and both low credibility endorsers were actors of similar weight and proportions. There are four questionnaire booklets containing different endorser/credibility combinations were prepared. The front page of each booklet contained general instructions for the study and the cover story. Subjects were told that the study assessed student reactions to magazine advertisements (Yi, 1990). The second page of the booklet contained the description of the corporation either negative or positive depending on the treatment (Goldberg and Hartwick, 1990). The next page showed the ad for Pride athletic shoes that contained a picture depicting one of the four endorsers. Bi-Polar Adjective Scales assessed endorser credibility will be used to measure celebrity endorsers; perceived attractiveness, trustworthiness, and expertise which developed by Ohanian, 1990. Corporate credibility was measured via the Corporate Credibility Scale developed by Newell and Goldsmith, 2001 which four items measure corporate honesty or trustworthiness and four items measure corporate expertise. To measure attitude toward the ad, attitude toward the brand, and purchase intention, Bi-Polar Scales was

used to rate their overall impression of the advertised product (Mackenzie and Lutz, 1989).

Major Findings

A study proposes a theory of the combined influence of corporate and endorser credibility. Participants assessed the credibility of the companies and spokespersons as well as their attitudes toward the ads and brands, and their intent to purchase the advertised product. The covariance matrix was subjected to a path analysis. The model fit the data, and the findings corroborated prior research indicating that both types of source credibility have an impact on attitudes and purchase intentions albeit a differential one. The results suggest that the Dual Credibility Model partially predicts and explains advertising effectiveness for these dual sources of credibility.

The Economic Worth Of Celebrity Endorsers: An Event Study Analysis

With the reference to the journal 3: *The Economic Worth of Celebrity Endorsers: An Event Study Analysis* by Chicago, Agrawal, Jagdish, Kamakura, Wagner A., July, 1995, the purpose of this study is to measure the use of celebrity endorsements in advertising strategy can enhance the marginal value of advertisement expenditures and create brand equity by means of the “secondary association” of a celebrity with a brand (Keller, 1993).

Research Method

The rationale for applying event study methodology to celebrity endorsements is: Although it may be impossible to measure the direct impact of a celebrity endorsement on a firm’s future profits, we can investigate whether the decision to incur this advertising expenditure is viewed as wise by investors. Because of the substantial costs usually associated with celebrity endorsements, we argue that a

firm's contractual agreement with a celebrity is a major event with potential financial implications. Such contracts are formally announced by firms and usually receive wide coverage in the media. Therefore, then an announcement is made about a celebrity endorsement contract, investors make independent judgements on the future profit impact of the contract. These judgments are then immediately reflected in the firm's stock returns. Therefore, measuring the abnormal returns of firms announcing endorsement contracts enables us to examine the market's valuation of the net economic worth of celebrity endorsements.

Major Findings

Celebrity endorsement has become a prevalent form of advertising in the US. Despite intensive literature on the effects of celebrity endorsements on consumer brand attitudes and purchase intentions, little is known about the economic value of these endorsements. Research on this topic has typically focused on theories explaining how celebrity endorsements influence consumer's attitudes and intentions. The impact of celebrity endorsement contracts on the expected profitability of a firm is assessed by using event study methodology. The approach assumes that the announcement of a celebrity endorsement contract, usually widely publicized in the business press, is used as information by market analysts to evaluate the potential profitability of endorsement expenditures, thereby affecting the firm's expected return. Announcements of 110 celebrity endorsement contracts were analyzed. Results indicate that, on average, the impact of these announcements on stock returns is positive and suggest celebrity endorsement contracts are generally viewed as a worthwhile investment in advertising.

CHAPTER 3

RESEARCH FRAMEWORK

In this chapter, the researcher will briefly review and summarize all elements and components that are essential for this research. It consists of five sections, which are: the theoretical framework, definition of variables, conceptual framework, research hypothesis and operationalization of the independent and dependent variables.

3.1 Theoretical Framework

The Framework delivered by the Journal of Marketing Theory and Practice, “*The Dual Credibility Model: The Influence of Corporate and Endorser Credibility on Attitudes and Purchase Intentions*” by Barbara A Lafferty, Ronald E Goldsmith, Stephen J Newell 2002.

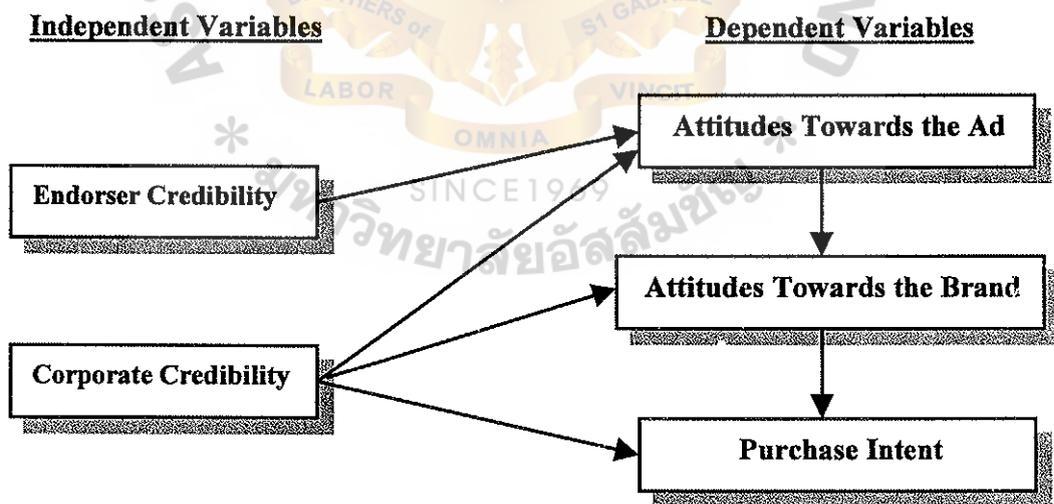


Figure 3.1: Theoretical Framework

3.2 Definition Of Variables

▪ **Credibility:** It is defined (Ohanian, 1991, P. 41) as being "...a communicator's positive characteristics that affect the receiver's acceptance of a message" and "The extent to which the celebrity is perceived on possessing expertise, trustworthiness and attractiveness." (Belch and Belch, 1998) Source credibility encompasses three distinct components, namely expertise, trustworthiness, and attractiveness which affect message believability and persuasiveness (Hovland and Weiss, 1991).

▪ **Attractiveness:** It is expected that physical attractiveness as a source attribute would affect the receptivity of the message. There is considerable research evidence, which attests to the positive consequences of employing attractive spokespersons based on the principle that receivers make more favorable evaluations of the advertisement and the product when attractive models are used in the advertisement (Joseph, 1992; Kahle and Homer, 1995; Chaiken, 1991). A further source characteristic deemed to be effective is the extent to which the presenter is perceived to be similar to the target audience. The more in common the receiver perceives he has with the source, the greater the persuasiveness of the message delivered by the source.

The Sub-Variables Under Attractiveness:

- ***Attractive:*** Charming, good-looking
- ***Classy:*** Of high quality, famous or popular
- ***Handsome:*** Physical lovely, intellectually pleasing
- ***Elegant:*** Neatly and beautifully made; fashionable and smart
- ***Sexy:*** Sexually attractiveness or stimulating; making it more attractive

- **Prestige:** Causing admiration because of being an outward sign of wealth or success
- **Similarity:** The quality of being alike or like something else.
- **Familiarity:** Refers to knowledge of the source through exposure.
- **Likability:** Is affection for the source as a result of physical appearance, behavior, or other personal traits. Even when the sources are not athletes or movie stars, consumers often admire their physical appearance, talent, and/or personality.

- **Trustworthiness:** It is supportive attribute underlying source credibility.

Without it, other attributes possessed by the communicator are unlikely to be effective in producing attitude change. Research conducted by Atkin and Block, 1993 found that celebrity characters are perceived as being significantly more trustworthy than non-celebrities in research conducted across all respondent age groups. "It refers to the consumer's confidence in the source for providing information in an objective and honest manner (Ohanian, 1991)."

The Sub-Variables Under Trustworthiness:

- **Dependable:** Reliable, trustworthy
- **Honesty:** Sincere, faithful
- **Reliable:** To depend absolutely; able to be relied on
- **Sincere:** Utterly honest and genuine
- **Trustworthy:** To believe in, to have faith in

- **Expertise:** It is defined as the perceived ability of the source to make valid assertions (Hovland and Weiss, 1991). Spokespersons are often chosen because of their knowledge, experience and expertise in a particular product or service area and research undertaken on this dimension of source effectiveness indicates that

expertise has the greatest impact on respondents' reactions to celebrity endorsements (Ohanian, 1991).

The Sub-Variables Under Expertise:

- ***Expert:*** Someone whose knowledge or skill is specialized and profound
 - ***Experienced:*** Skill or judgement gained by practice
 - ***Knowledgeable:*** Knowing a great deal, well-informed
 - ***Qualified:*** Formally entitled to do something; competent
 - ***Skilled:*** Ability to do something
-
- **Attitudes towards the Ad:** A process of relatively indirect persuasion, based on information about product benefits, which is designed to create favorable mental impressions that “turn the mind toward” purchase (Rossiter and Percy, 1987).
 - **Attitudes towards the Brand:** The congruence between consumer's self established image and brand image company (Rao and Bergen, 1992; Keller, 1998).
 - **Purchase Intentions:** In the evolution stage the consumer forms preferences among the brand in the choice set. The consumer may also form an intention to buy the most preferred brand. The consumer may form a purchase intention based on factors such as expected family income, expected price, and expected benefits from the product.

Source: Barbara A. Lafferty, Ronald E. Goldsmith, Stephen J. Newell, Summer 2002, Vol.10, Iss.3, Journal of Marketing Theory and Practice, The dual credibility model: The influence of corporate and endorser credibility on attitudes and purchase intentions.

3.3 Conceptual Framework

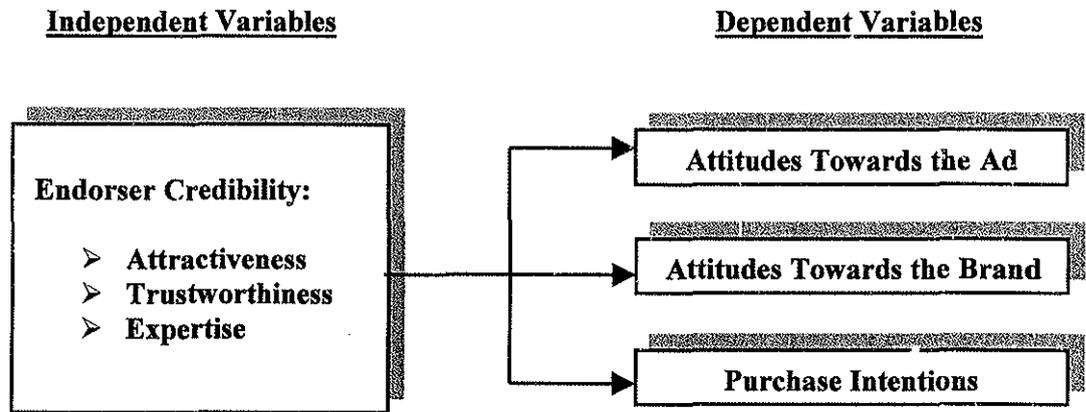


Figure 3.3: Framework of the Study

Source: Journal of Marketing "The dual credibility model: The influence of corporate and endorser credibility on attitudes and purchase intentions" (Barbara A Lafferty, Ronald E Goldsmith, Stephen J Newell, Newell) Summer 2002, Vol.10, Iss.3, pg.1-12.

3.4 Research Hypothesis

A hypothesis is an assumption or guess that a researcher makes about some characteristics of the population under study (McDaniel and Roger, 1996). Hypotheses are conjectural statements of the relationship between two or more variables that carry clear implication for testing the stated relations (Davis and Cosenza, 1993). In this research, hypotheses statement consists of:

Hypothesis 1: Attractiveness

Ho₁: There is **no relationship** between Attractiveness of Endorser Credibility and the Attitudes Towards the Advertisements of the products.

Ha₁: There is **a relationship** between Attractiveness of Endorser Credibility and the Attitudes Towards the Advertisements of the products.

Ho₂: There is **no relationship** between Attractiveness of Endorser Credibility and the Attitudes Towards the Brand of the products.

Ha₂: There is **a relationship** between Attractiveness of Endorser Credibility and the Attitudes Towards the Brand of the products.

Ho₃: There is **no relationship** between Attractiveness of Endorser Credibility and the Purchase Intentions Towards the products.

Ha₃: There is **a relationship** between Attractiveness of Endorser Credibility and the Purchase Intentions Towards the products.

Hypothesis 2: Trustworthiness

Ho₄: There is **no relationship** between Trustworthiness of Endorser Credibility and the Attitudes Towards the Advertisements of the products.

Ha₄: There is **a relationship** between Trustworthiness of Endorser Credibility and the Attitudes Towards the Advertisements of the products.

Ho₅: There is **no relationship** between Trustworthiness of Endorser Credibility and the Attitudes Towards the Brand of the products.

Ha₅: There is **a relationship** between Trustworthiness of Endorser Credibility and the Attitudes Towards the Brand of the products.

Ho₆: There is **no relationship** between Trustworthiness of Endorser Credibility and the Purchase Intentions Towards the products.

Ha₆: There is **a relationship** between Trustworthiness of Endorser Credibility and the Purchase Intentions Towards the products.

Hypothesis 3: Expertise

Ho₇: There is **no relationship** between Expertise of Endorser Credibility and the Attitudes Towards the Advertisements of the products.

Ha₇: There is **a relationship** between Expertise of Endorser Credibility and the Attitudes Towards the Advertisements of the products.

Ho₈: There is **no relationship** between Expertise of Endorser Credibility and the Attitudes Towards the Brand of the products.

Ha₈: There is **a relationship** between Expertise of Endorser Credibility and the Attitudes Towards the Brand of the products.

Ho₉: There is **no relationship** between Expertise of Endorser Credibility and the Purchase Intentions Towards the products.

Ha₉: There is **a relationship** between Expertise of Endorser Credibility and the Purchase Intentions Towards the products.

3.5 Operationalization Definition Of The Independent And Dependent Variables

Table 3.5: Operationalization Definition of the Independent and Dependent Variables

Conceptual Label	Concept Definition	Operational Components	Level of Measurement	Q. No.
Attractiveness	Attractiveness concerns the receiver's perception of the prestige of the source, the degree to which the source is similar to the receiver, & the physical attractiveness.	<ul style="list-style-type: none"> - Attractive - Classy - Handsome - Elegant - Sexy - Prestige - Similarity - Familiarity - Likability 	Ordinal	4
Trustworthiness	It refers to consumer's confidence in the source for providing information in an objective and honest manner.	<ul style="list-style-type: none"> - Dependable - Honesty - Reliable - Sincere - Trustworthy 	Ordinal	5
Expertise	The perceived knowledge ability of the person regarding the product category.	<ul style="list-style-type: none"> - Expert - Experienced - Knowledgeable - Qualified - Skilled 	Ordinal	6
Purchase Intentions	The consumer's decision and efforts to purchase the particular product.	Purchase Intention	Ordinal	7
Attitudes towards the Advertisements	A process of relatively indirect persuasion, based on information about product benefits, which is designed to create favorable mental impressions that "turn the mind toward".	<ul style="list-style-type: none"> - Ability to create favorable/unfavorable attitude toward the advertisement. 	Ordinal	8
Attitudes towards the Brand	The congruence between consumers' self image and the brand image company established.	<ul style="list-style-type: none"> - Perceived Brand Image. 	Ordinal	9

CHAPTER 4

RESEARCH METHODOLOGY

A research methodology provides a step-by-step procedure in order to understand how the research can be conducted. Research design explains techniques and methods used for data collection. Sample collection describes how the target respondents are classified. Sample size, sample frame and sample unit are describing within this chapter. Furthermore, the research techniques and procedure of gathering information are to be formulated consequently.

4.1 Source Of Data

4.1.1 Research Method: Sample Survey

This study will use **sample survey method** in which information is gathered from a sample of people by use of questionnaire. This method is the most common method of generating primary data and providing the researcher with quick, inexpensive, efficient and accurate means for information assessment about the population. In this study, the researcher used a survey research by distributing questionnaires to respondents by indicating the degree of their opinions according to the Five-Point-Likert scales and Seven-Point-Bipolar Rating Scales. Before distributing the questionnaire, the researcher will do the pre-testing to find the population proportion for calculating the sample size.

Personal
Data
collected
 $\frac{11}{300} \times 100 = 3.6\%$

4.1.2 Research Instrument: Structured Questionnaire

In this research, primary data will collect by structured questionnaire (Self-Administered Questionnaire) for finding the information obtained from respondents in sampling unit. Self-Administered Questionnaire presents a challenge to the researchers because they rely on the efficiency of the written word rather than that of the interviewer. Questionnaire will be self-administered by distributing to the respondents to answers all questions without interviewing them.

4.1.3 Target Population

The population in this research is ABAC students at Huamark, Bangkok both BBA and MBA students, who have seen magazines commercial of Nike advertisements having Tiger Woods as spokesperson. These groups of people will be the respondents for this research since they are directly exposed to the products and have experienced in purchasing and familiar with the celebrity advertisements of Nike sport products in magazines. As defined by Zikmund, respondent is the person who answers an interviewer's questions or the person who provides answers to written questions in self-administered surveys (Zikmund, 1997).

4.1.4 Sampling Method: Non Probability Sampling

For this research, non-probability sampling method will be used for selecting the sample, a method that is considered to gather required information to fulfill the objectives. The convenience sampling is one of the non-probability sampling methods that are being used in this research. Convenience sampling is the sampling procedure used to obtain those units or people most conveniently available. The reason that researcher decided to use probability sample is it seems simple and meets all necessary requirements of a non-probability sample. Moreover, it is less time

consuming, and is possible to accomplish with a limited budget and time (Zikmund, 2000).

4.1.5 Sampling Unit

Sampling unit is the source of information providing in this research case is students at Huamark Campus.

4.1.6 Determining Sample Size

Sample refers to the number of elements to be included in the study. Determining the sample size is complex and involves several qualitative and quantitative considerations (Malhotra, 1999).

The nature of the research also has an impact on the sample size. For exploratory research designs, such as those using qualitative researches, the sample size is typically small. For conclusive research, such as descriptive surveys, larger samples are required. Likewise, if data are being collected on a large number of variables, larger samples are required. The cumulative effects of sampling error across variables are reduced in a large sample (Malhotra, 1999). The terms small and large can be defined in relation to the sample sizes give in Table 4.1.6A:

Table 4.1.6A: Sample size used in marketing research studies

Type of Study	Minimum Size	Typical Range
Problem identification research (e.g. market potential)	500	1,000-2,500
Problem Solving Research (e.g. Pricing)	200	300-500
Product Tests	200	300-500
Test Marketing Studies	200	300-500

Source: Naresh K. Malhotra, *Marketing Research an Applied Orientation, Third ed., (New Jersey, Prentice Hall International, Inc., 1999) P.332*

Table 4.1.6B: Number of respondents

Name of Faculty	Average No. of Students		No. of Respondents	
BBA (Day Program)	8,000	0.941176471	188.235294	188
MBA (Day Program)	500	0.005882353	11.764706	12
Total	8,500		200	200

Source: ABAC Registration Office, Number of BBA And MBA Students (Day Program). ABAC M Building 1st Fl., Huamark, Bangkok

The researcher decided to collect the data from 200 respondents according to the topic of “Problem Solving Research” from table 4.1.6A because this thesis is conducted to answer the question of factors related to endorser and consumer attitudes towards advertisements, brand and purchase intentions on sport products.

4.1.7 Pre-Testing The Questionnaire

The purpose of pre-testing the questionnaire is to examine the reliability of the instrument. Reliability refers to the degree to which measure is free from error and therefore yields consistent results (Zikmund, 2002). Vanichunchar (1996) cited that the pretest should be at least 25 respondents, thus the researcher distributed 30 copies of questionnaire.

The data were coded and processed by SPSS program to find the reliability by using Cronbach, which is Coefficient Alpha test. To determine if perceive attractiveness, trustworthiness, and expertise dimensions were equally reliable, Cronbach’s alpha was computed for the Celebrity (Cronbach and Snow, 1977). The total sample for each subscale (attractiveness, trustworthiness, and expertise) had a reliability coefficient of approximately **0.6** that is acceptable.

Group 1: Attractiveness

1. Q4_1 Attractiveness
2. Q4_2 Classy
3. Q4_3 Handsome
4. Q4_4 Elegant
5. Q4_5 Sexy
6. Q4_6 Prestige
7. Q4_7 Similarity

N of Cases = 29.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	3.7488	3.3448	4.0690	.7241	1.2165	.0863

Item Variances	Mean	Minimum	Maximum	Range	Max/Min	Variance
	.7101	.3571	1.1946	.8374	3.3448	.0820

Reliability Coefficients 7 items

Alpha = .7198 Standardized item alpha = .7334

Group 2: Trustworthiness

1. Q5_1 Dependable
2. Q5_2 Honesty
3. Q5_3 Reliable
4. Q5_4 Sincere
5. Q5_5 Trustworthy

N of Cases = 29.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	3.8069	3.5862	4.0345	.4483	1.1250	.0253

Item Variances	Mean	Minimum	Maximum	Range	Max/Min	Variance
	.6404	.4631	.8842	.4212	1.9096	.030

Reliability Coefficients 5 items

Alpha = .8511 Standardized item alpha = .8543

Group 3: Expertise

1. Q6_1 Expert
2. Q6_2 Experienced
3. Q6_3 Knowledgeable
4. Q6_4 Qualified
5. Q6_5 Skilled

N of Cases = 28.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min	Variance
	4.1214	4.0357	4.2143	.1786	1.0442	.0055

Item Variances	Mean	Minimum	Maximum	Range	Max/Min	Variance
	.6542	.6177	.7447	.1270	1.2056	.0029

Reliability Coefficients 5 items

Alpha = .8728 Standardized item alpha = .8743

Group 4: Dependent variables

1. Q7 Purchase Intention
2. Q8 Attitude towards the ad
3. Q9 Attitude towards the brand

N of Cases = 29.0 N of Items = 3

Alpha = .6797

According to the International Journal, "*The Impact of Celebrity Endorsements on Consumers*" by Dublin, Sheila O'Mahony and Tony Meenagh, 1997/1998:

- The consumer attitudes towards celebrity endorsements are:

Group 1 (Attractiveness): is positive because P-Value is less than 0.05. It represents positive relationship between consumer attitudes towards Nike advertisements in magazines and attractiveness.

Group 2 (Trustworthiness): is positive because P-Value is less than 0.05. It represents positive relationship between consumer attitudes towards Nike advertisements in magazines and trustworthiness.

Group 3 (Expertise): is positive because P-Value is less than 0.05. It represents positive relationship between consumer attitudes towards Nike advertisements in magazines and expertise.

- The source characteristics that have the greatest impact on consumer intention to purchase products endorsed by celebrities are **trustworthiness**. (see Appendix B)

4.2 Collection Of Data / Gathering Procedures

The survey of this research is conducted during September 2003, to ensure the accurate data. All data will be collected at ABAC Huamark, Bangkok. The respondents are both undergraduate and graduate students. Self-administered questionnaire will be used for this research by distributing to the respondents at their classes and/or places around ABAC. The questionnaire will be distributed to the respondents data will be collected only from the samples that the samples are familiar with Nike sport product advertisements through magazines. **Primary data** of this research has been collected by survey method with a self-administered questionnaire. As for the **Secondary data**, it has been gathered from varieties of sources such as Journals Marketing Theory and Practice, Journal of Product and Brand Management, International Journals, Journal of Professional Service Marketing, Journal of Marketing, Journal of Advertising; websites as well as textbooks involving Advertising and Promotion, Principle of Marketing, Consumer Behavior. Thus, the secondary data will help the researcher to understand concepts and related theories clearly within the scope of the study.

4.3 Data Measurement

4.3.1 Questionnaire

Table 4.3.1: Measurement of Each Variable

Conceptual Label	Operational Components	Question Number
Attractiveness	<ul style="list-style-type: none">- Attractive- Classy- Handsome- Elegant- Sexy- Prestige- Similarity- Familiarity- Likability	5
Trustworthiness	<ul style="list-style-type: none">- Dependable- Honesty- Reliable- Sincere- Trustworthy	6
Expertise	<ul style="list-style-type: none">- Expert- Experienced- Knowledgeable- Qualified- Skilled	7
Attitudes towards the Advertisements	<ul style="list-style-type: none">- Generating the feeling- Ability to create favorable/unfavorable attitude toward the advertisement.	8
Attitudes towards the Brand	<ul style="list-style-type: none">- Perceived Brand Image Difference- Perceived Brand Benefits- Image Congruence	9
Purchase Intentions	<ul style="list-style-type: none">- Purchase Intentions	10

4.4 Data Analysis

After the completion of Data Collection, the data will be interpreted by statistical package for Social Sciences, or SPSS. The SPSS program is used is statistical testing. The form of data presentation from these procedures is presented in easily interpretable formats.

4.4.1 Statistical Used For Data Analysis

Descriptive Statistics

Descriptive Statistics is used to describe or summarize information about a population or sample. Describing responses or observations is typically the first form of analysis. The calculation of averages, frequency distributions and percentage distributions is the most common form of summarizing data (Zikmund, 2000).

The percentage and frequency distribution will be used to classify the demographic profile of the respondents such as gender, age, marital status, education and family income.

4.4.2 Hypothesis Testing

These tests are based on *Bivariate data analysis*, data analysis and hypothesis testing when the investigation concerns simultaneous investigation of two variables using test of differences or measures of association between two variables at a time.

It is appropriate to use the *Non parametric statistics* since; the statistical procedures used are ordinal-scaled data and make no assumptions about the distribution of the population. The **Spearman rank-order correlation coefficient** (*Nonparametric measures of association*) would be used to test the relationships between independent variables and dependent variables (Zikmund, 2000).

Table 4.4.2: Summary of Statistical Treatment of Pre-Test

Hypotheses	Description	Statistical Treatment
Hypothesis 1	There is a relationship between Attractiveness of Endorser Credibility and the Attitudes Towards the Advertisements Of the Products.	Spearman rank-order correlation coefficient
Hypothesis 2	There is a relationship between Attractiveness of Endorser Credibility and the Attitudes Towards the Brand of the Products.	Spearman rank-order correlation coefficient
Hypothesis 3	There is a relationship between Attractiveness of Endorser Credibility and the Purchase Intentions Towards the Products.	Spearman rank-order correlation coefficient
Hypothesis 4	There is no relationship between Trustworthiness of Endorser Credibility and the Attitudes Towards the Advertisements of the Products.	Spearman rank-order correlation coefficient
Hypothesis 5	There is no relationship between Trustworthiness of Endorser Credibility and the Attitudes Towards the Brand of the Products.	Spearman rank-order correlation coefficient
Hypothesis 6	There is a relationship between Trustworthiness of Endorser Credibility and the Purchase Intentions Towards the Products.	Spearman rank-order correlation coefficient
Hypothesis 7	There is a relationship between Expertise of Endorser Credibility and the Attitudes Towards the Advertisements of the Products.	Spearman rank-order correlation coefficient
Hypothesis 8	There is a relationship between Expertise of Endorser Credibility and the Attitudes Towards the Brand of the Products.	Spearman rank-order correlation coefficient
Hypothesis 9	There is no relationship between Expertise of Endorser Credibility and the Purchase Intentions Towards the Products.	Spearman rank-order correlation coefficient

CHAPTER 5

DATA ANALYSIS AND FINDINGS

In this chapter, the researcher will discuss about the data analysis and findings by dividing into three sections 1) Descriptive Statistics, 2) Reliability Test and 3) Hypothesis Testing. All of the research result will be concluded and summarized based on the total number of the respondents.

5.1 Descriptive Statistics

As discussed in chapter 4, the researcher has employed descriptive statistics to describe the screening questions, demographic characteristics and respondents' opinion on attitudes towards advertisements, attitudes towards brand and purchase intentions. The descriptive statistics has been performed on the basis of responses received from 200 respondents.

5.1.1 Descriptive Statistics Of Screening Questions Of The Respondents

The following table shows the frequency and percentage distribution of the respondents' screening questions.

Table 5.1.1: Summary of Frequency and Percentage of Screening Questions of the Respondents

Screening Questions	Frequency	Percentage (%)
Which faculty are you studying at Abac?		
BBA	56	28.0
MBA	144	72.0
Total	200	100.0
Have you seen the advertisements of Nike sport products in magazines?		
Yes	194	97.0
No (Please discontinue)	6	3.0
Total	200	100.0
Do you recall any Nike commercials where a Celebrity (famous person Male / Female) is used in the advertisements?		
Yes	190	97.9
No (Please discontinue)	4	2.1
Total	194	100.0
Have you ever seen the Nike advertisements using Tiger Woods as a Celebrity spokesperson?		
Yes	187	98.4
No (Please discontinue)	3	1.6
Total	190	100.0

5.1.2 Descriptive Statistics Of Personal Profile Of The Respondents

The following table shows the frequency and percentage distribution of the respondents' gender, age, marital status, education, and family income (per month).

Table 5.1.2: Summary of Personal Profile of the Respondents

Personal Profile	Frequency	Percentage (%)
Gender		
Male	101	54.0
Female	86	46.0
Total	187	100.0
Age		
Less than 25 years old	87	46.5
26 - 35 years old	94	50.3
36 - 45 years old	4	2.1
Over 45 years old	2	1.1
Total	187	100.0
Marital Status		
Single	169	90.4
Married	17	9.1
Divorced	1	0.5
Total	187	100.0
Education		
High School or Below	0	0.0
Bachelor Degree	56	29.9
Master Degree or Above	31	70.1
Total	187	100.0
Family Income per Month		
Less than 15,000 Baht	96	51.3
15,001 – 25,000 Baht	49	26.2
25,001 – 35,000 Baht	27	14.4
Higher than 35,000 Baht	15	8.0
Total	187	100.0

From table 5.1.2, it shows that most of the respondents are male equals to 101 or 54.0 percents and female equals to 86 or 46.0 percents.

For age levels, a highest frequency is 94 of the age between 26–35 and the percentage equals to 50.3. For age less than 25 years old, 36- 45 and over 45 years old, the frequencies are 87, 4 and 2; the percentages are 46.5, 2.1 and 1.1 respectively.

For marital status, a highest frequency is 169 of single and the percentage equals to 90.4. For married and divorced, the frequencies are 17 and 1; the percentages are 9.1 and 0.5 respectively.

For education levels, a highest frequency is 131 of Master Degree and the percentage equals to 70.1. For Bachelor Degree the frequency is 56; the percentage is 29.9.

For family income per month, a highest frequency is 96 of income less than 15,000 Baht and the percentage is 51.3. For income between 15,001–25,000, 25,001–35,000 and higher than 35,000 the frequencies are 49, 27 and 15; the percentages are 26.2, 14.4 and 8.0 respectively.

5.1.3 Descriptive Statistics Of Independent And Dependent Variables

In this section, the researcher will summarized the mean and ranking of attitudes towards the advertisements, attitudes towards brand and purchase intentions.

Table 5.1.3: Summary of the Mean and Ranking along the Dimensions of Attractiveness of Celebrity

Attractiveness of Celebrity	Mean	Ranking
Attractiveness related to products advertising in magazines	3.9519	1
Classy related to products advertising in magazines	3.8503	5
Handsome related to products advertising in magazines	3.4278	8
Elegant related to products advertising in magazines	3.7166	6
Sexy related to products advertising in magazines	3.0588	9
Prestige related to products advertising in magazines	3.8503	4
Similarity related to products advertising in magazines	3.7166	7
Familiarity related to products advertising in magazines	3.9144	2
Likability related to products advertising in magazines	3.9037	3
Total	3.7100	-

From table 5.1.3, the highest mean of consumers' opinion on attractiveness of celebrity dimension is attractiveness related to products advertising in magazines which, is followed by familiarity related to products advertising in magazines, likability related to products advertising in magazines, prestige related to products advertising in magazines, classy related to products advertising in magazines, elegant related to products advertising in magazines, similarity related to products advertising

in magazines, handsome related to products advertising in magazines and sexy related to products advertising in magazines, with the mean 3.9519, 3.9144, 3.9037, 3.8503, 3.8503, 3.7166, 3.7166, 3.4278 and 3.0588 respectively.

Table 5.1.4: Summary of the Mean and Ranking along the Dimensions of Trustworthiness of Celebrity

Trustworthiness of Celebrity	Mean	Ranking
Dependable related to products advertising in magazines	3.9037	3
Honesty related to products advertising in magazines	4.0535	1
Reliable related to products advertising in magazines	3.9786	4
Sincere related to products advertising in magazines	3.8717	5
Trustworthy related to products advertising in magazines	4.0321	2
Total	3.9679	-

From table 5.1.4, the highest mean of consumers' opinion on Trustworthiness of celebrity dimension is honesty related to products advertising in magazines which, is followed by trustworthy related to products advertising in magazines, dependable related to products advertising in magazines, reliable related to products advertising in magazines and sincere related to products advertising in magazines, with the mean 4.0535, 4.0321, 3.9037, 3.9786 and 3.8717 respectively.

Table 5.1.5: Summary of the Mean and Ranking along the Dimensions of Expertise of Celebrity

Expertise of Celebrity	Mean	Ranking
Expert related to products advertising in magazines	4.0053	3
Experienced related to products advertising in magazines	3.9679	4
Knowledgeable related to products advertising in magazines	3.9679	5
Qualified related to products advertising in magazines	4.1123	1
Skilled related to products advertising in magazines	4.0856	2
Total	4.0278	-

From table 5.1.5, the highest mean of consumers' opinion on expertise of celebrity dimension is qualified related to products advertising in magazines which, is followed by skilled related to products advertising in magazines, expert related to products advertising in magazines, experienced related to products advertising in

magazines, knowledgeable related to products advertising in magazines, with the mean 4.1123, 4.0856, 4.0053, 3.9679 and 3.9679 respectively.

Table 5.1.6: Summary of the Maximum, Minimum, Mean and Standard Deviation of Attitudes Towards Nike Advertisements in Magazines

	N	Minimum	Maximum	Mean	Std. Deviation
What is your attitudes towards Nike Advertisements in magazines?	186	2.00	7.00	5.4032	1.09731
Valid N (listwise)	186				

Table 5.1.7: Summary of the Frequency and Percentage Distribution of Attitudes Towards Nike Advertisements in Magazines

What is your attitudes towards Nike Advertisements in magazines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unfavorable	1	.5	.5	.5
	Unfavorable	7	3.5	3.8	4.3
	Neutral	29	14.5	15.6	19.9
	Favorable	61	30.5	32.8	52.7
	Very Favorable	55	27.5	29.6	82.3
	Extremely Very Favorable	33	16.5	17.7	100.0
	Total	186	93.0	100.0	
Missing	System	14	7.0		
Total		200	100.0		

From table 5.1.6 and 5.1.7, the highest frequency is 61 of consumer attitudes towards Nike advertisements in magazines is favorable, which is followed by very favorable, extremely very favorable, neutral, unfavorable and very unfavorable, with the frequency 55, 35, 29, 7 and 1 respectively. The mean of attitudes towards Nike advertisements in magazines is 5.4032.

Table 5.1.8: Summary of the Maximum, Minimum, Mean and Standard Deviation of Attitudes Towards Nike Brand

	N	Minimum	Maximum	Mean	Std. Deviation
What is your opinion about towards Nike Brand?	186	1.00	7.00	5.6559	1.11010
Valid N (listwise)	186				

Table 5.1.9: Summary of the Frequency and Percentage Distribution of Attitudes towards Nike Brand

What is your opinion about towards Nike Brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Very Unfavorable	1	.5	.5	.5
	Very Unfavorable	1	.5	.5	1.1
	Unfavorable	2	1.0	1.1	2.2
	Neutral	23	11.5	12.4	14.5
	Favorable	51	25.5	27.4	41.9
	Very Favorable	60	30.0	32.3	74.2
	Extremely Very Favorable	48	24.0	25.8	100.0
	Total	186	93.0	100.0	.
Missing	System	14	7.0		
Total		200	100.0		

From table 5.1.8 and 5.1.9 the highest frequency is 60 of consumer attitudes towards Nike brand is very favorable, which is followed by favorable, extremely very favorable, neutral, unfavorable and very unfavorable and extremely very unfavorable, with the frequency 51, 48, 23, 2, 1 and 1 respectively. The mean of attitudes towards Nike brand is 5.6559.

Table 5.1.10: Summary of the Maximum, Minimum, Mean and Standard Deviation of Intentions to Purchase Nike Sport Products

	N	Minimum	Maximum	Mean	Std. Deviation
Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	186	1.00	5.00	3.5161	.83327
Valid N (listwise)	186				

Table 5.1.11: Summary of the Frequency and Percentage Distribution of Intentions to Purchase Nike Sport Products

Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certainly Not Buy	3	1.5	1.6	1.6
	Not Buy	12	6.0	6.5	8.1
	Not Sure	77	38.5	41.4	49.5
	Buy	74	37.0	39.8	89.2
	Certainly Buy	20	10.0	10.8	100.0
	Total	186	93.0	100.0	
Missing	System	14	7.0		
Total		200	100.0		

From table 5.1.10 and 5.1.11 the highest frequency is 77 of consumers who intend to buy the products because of the celebrity advertisements of Tiger Woods is neutral, which is followed by agree, strongly agree, disagree and strongly disagree, with the frequency 74, 20, 12 and 3 respectively. The mean of consumers who intend to buy the products because of the celebrity advertisements of Tiger Woods is 3.5161.

5.2 Reliability Test

From Chapter 4, the researcher conducted the pre-test yielded the alpha result 0.9033 that was more than 0.6. However, the result of pre-test was based on 30 respondents to assure the reliability of the instrument, the researcher also test the reliability again based on 200 respondents is showed in the table 5.2.

Table 5.2: Reliability Analysis – Scale (Cronbach’s Coefficient Alpha)

Operational Dimensions	Cronbach’s Alpha (α)
Endorsers Credibility	
- Attractiveness	0.8383
- Trustworthiness	0.6328
- Expertise	0.8755
Total	0.8663

To determine if perceive expertise, trustworthiness, and attractiveness dimensions were equally reliable, Cronbach’s alpha was computed for the celebrity (Cronbach and Snow, 1977). The total sample for each subscale (attractiveness, trustworthiness, and expertise) had a reliability coefficient of approximately **0.6** that is acceptable.

5.3 Hypothesis Testing

As discussed in chapter 4, the researcher uses hypothesis testing to test whether the relationships that have been theorized do in fact hold true. Zikmund (1997) said that hypothesis testing is a procedure based on sample evidence and probability theory to determine whether the hypothesis is a reasonable statement. In this study, there are nine hypotheses testing.

Table 5.3.1: The Analysis of Relationship between Attractiveness of Endorser Credibility and the Attitudes Towards the Advertisements of the Products Using Spearman's Rank-Order Correlation

Ho₁: There is **no relationship** between Attractiveness of Endorser Credibility and the Attitudes Towards the Advertisements of the Products.

Ha₁: There is **a relationship** between Attractiveness of Endorser Credibility and the Attitudes Towards the Advertisements of the Products.

Correlations

		What is your attitudes towards Nike Advertisements in magazines?	
			Attractive Ness
Spearman's rho	What is your attitudes towards Nike Advertisements in magazines?	Correlation Coefficient	.052
		Sig. (2-tailed)	.478
		N	186
Attractiveness		Correlation Coefficient	1.000
		Sig. (2-tailed)	.478
		N	187

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

Significant level (2 tailed test): The bivariate test shows the significant value of 0.478, which is less than 0.05, it means that the null hypothesis Ho₁ is failed to reject and the alternative hypothesis Ha₁ is rejected.

Correlation Coefficient value equates to 0.052, which means that there is no relationship between attractiveness of endorser credibility and the attitudes towards the advertisements of the products.

The result from the test confirms that the null hypothesis H_{01} that there is no relationship between attractiveness of endorser credibility and the attitudes towards the advertisements of the products.

Table 5.3.2: The Analysis of Relationship between Attractiveness of Endorser Credibility and the Attitudes Towards the Brand of the Products Using Spearman's Rank-Order Correlation

H₀₂: There is **no relationship** between Attractiveness of Endorser Credibility and the Attitudes Towards the Brand of the Products.

H_{a2}: There is **a relationship** between Attractiveness of Endorser Credibility and the Attitudes Towards the Brand of the Products.

Correlations

		What is your opinion about towards Nike Brand?	
			Attractiveness
Spearman's rho	What is your opinion about towards Nike Brand?	Correlation Coefficient	1.000
		Sig. (2-tailed)	.895
		N	186
	Attractiveness	Correlation Coefficient	-.010
		Sig. (2-tailed)	.895
		N	187

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

Significant level (2 tailed test): The bivariate test shows the significant value of 0.895, which is less than 0.05, it means that the null hypothesis H_{02} is failed to reject and the alternative hypothesis H_{a2} is rejected.

Correlation Coefficient value equates to -0.010, which means that there is no relationship between attractiveness of endorser credibility and the attitudes towards the brand of the products.

The result from the test confirms that the null hypothesis H_0_2 that there is no relationship between attractiveness of endorser credibility and the attitudes towards the brand of the products.

Table 5.3.3: The Analysis of Relationship between Attractiveness of Endorser Credibility and the Attitudes towards the Purchase Intentions towards the Products Using Spearman's Rank-Order Correlation

H₀₃: There is **no relationship** between Attractiveness of Endorser Credibility and the Purchase Intentions Towards the Products.

H_{a3}: There is **a relationship** between Attractiveness of Endorser Credibility and the Purchase Intentions Towards the Products.

Correlations

		Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	Attractiveness
Spearman's rho	Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	Correlation Coefficient	.120
		Sig. (2-tailed)	.102
		N	186
	Attractiveness	Correlation Coefficient	1.000
		Sig. (2-tailed)	.102
		N	187

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

Significant level (2 tailed test): The bivariate test shows the significant value of 0.102, which is less than 0.05, it means that the null hypothesis H_0_3 is failed to reject and the alternative hypothesis H_a_3 is rejected.

Correlation Coefficient value equates to 0.120, which means that there is no relationship between attractiveness of endorser credibility and the purchase intentions towards the products.

The result from the test confirms that the null hypothesis H_0_3 that there is no relationship between attractiveness of endorser credibility and the purchase intentions towards the products.

Table 5.3.4: The Analysis of Relationship between Trustworthiness of Endorser Credibility and the Attitudes Towards the Advertisements of the Products Using Spearman's Rank-Order Correlation

H_0_4 : There is **no relationship** between Trustworthiness of Endorser Credibility and the Attitudes Towards the Advertisements of the Products.

H_a_4 : There is **a relationship** between Trustworthiness of Endorser Credibility and the Attitudes Towards the Advertisements of the Products.

Correlations

			What is your attitudes towards Nike Advertisements in magazines?	Trust worthiness
Spearman's rho	What is your attitudes towards Nike Advertisements in magazines?	Correlation Coefficient	1.000	.128
		Sig. (2-tailed)	.	.082
		N	186	186
	Trustworthiness	Correlation Coefficient	.128	1.000
		Sig. (2-tailed)	.082	.
		N	186	187

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

Significant level (2 tailed test): The bivariate test shows the significant value of 0.082, which is less than 0.05, it means that the null hypothesis H_{04} is failed to reject and the alternative hypothesis H_{a4} is rejected.

Correlation Coefficient value equates to 0.128, which means that there is no relationship between trustworthiness of endorser credibility and the attitudes towards the advertisements of the products.

The result from the test confirms that the null hypothesis H_{04} that there is no relationship between trustworthiness of endorser credibility and the attitudes towards the advertisements of the products.

Table 5.3.5: The Analysis of Relationship between Trustworthiness of Endorser Credibility and the Attitude Towards the Brand of the Products Using Spearman's Rank-Order Correlation

Ho₅: There is **no relationship** between Trustworthiness of Endorser Credibility and the Attitudes Towards the Brand of the Products.

Ha₅: There is **a relationship** between Trustworthiness of Endorser Credibility and the Attitudes Towards the Brand of the Products.

Correlations

			What is your opinion about towards Nike Brand?	Trustworthiness
Spearman's rho	What is your opinion about towards Nike Brand?	Correlation Coefficient	1.000	-.015
		Sig. (2-tailed)	.	.842
		N	186	186
	Trustworthiness	Correlation Coefficient	-.015	1.000
		Sig. (2-tailed)	.842	.
		N	186	187

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

Significant level (2 tailed test): The bivariate test shows the significant value of 0.842, which is less than 0.05, it means that the null hypothesis Ho₅ is failed to reject and the alternative hypothesis Ha₅ is rejected.

Correlation Coefficient value equates to -0.015, which means that there is no relationship between trustworthiness of endorser credibility and the attitudes towards the brand of the products.

The result from the test confirms that the null hypothesis Ho₅ that there is no relationship between trustworthiness of endorser credibility and the attitudes towards the brand of the products.

Table 5.3.6: The Analysis of Relationship between Trustworthiness of Endorser Credibility and the Attitude Towards the Purchase Intentions Towards of the Products Using Spearman's Rank-Order Correlation

Ho₆: There is **no relationship** between Trustworthiness of Endorser Credibility and the Purchase Intentions Towards the Products.

Ha₆: There is **a relationship** between Trustworthiness of Endorser Credibility and the Purchase Intentions Towards the Products.

Correlations

		Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	Trust Worthiness
Spearman's rho	Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	1.000	.235(**)
	Correlation Coefficient		
	Sig. (2-tailed)		.001
Trustworthiness		186	186
	Correlation Coefficient	.235(**)	1.000
	Sig. (2-tailed)	.001	
	N	186	187

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

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

Significant level (2 tailed test): The bivariate test shows the significant value of 0.001, which is less than 0.05, it means that the null hypothesis Ho₆ is rejected and the alternative hypothesis Ha₆ is failed to reject.

Correlation Coefficient value equates to 0.235, which means that there is a relationship between trustworthiness of endorser credibility and the purchase intentions towards the products.

The result from the test confirms that the null hypothesis H_{06} that there is a relationship between trustworthiness of endorser credibility and towards the purchase intentions towards the products.

The sign “***” shows that the correlation is significant at 0.01 level under 2 tailed test, which means the result will be, by chance, create 1 percent error

Table 5.3.7: The Analysis of Relationship between Expertise of Endorser Credibility and the Attitudes Towards the Advertisements of the Products Using Spearman’s Rank-Order Correlation

H₀₇: There is **no relationship** between Expertise of Endorser Credibility and the Attitudes Towards the Advertisements of the Products.

H_{a7}: There is **a relationship** between Expertise of Endorser Credibility and the Attitudes Towards the Advertisements of the Products.

Correlations

		What is your attitudes towards Nike Advertisements in magazines?	Expertise
Spearman's rho	What is your attitudes towards Nike Advertisements in magazines?	1.000	.132
	Correlation Coefficient		.072
	Sig. (2-tailed)		.186
	Expertise	.132	1.000
	Correlation Coefficient	.072	
	Sig. (2-tailed)		.186
	N	186	187

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

Significant level (2 tailed test): The bivariate test shows the significant value of 0.072, which is less than 0.05, it means that the null hypothesis H_{07} is failed to reject and the alternative hypothesis H_{a7} is rejected.

Correlation Coefficient value equates to 0.132, which means that there is no relationship between expertise of endorser credibility and the attitudes towards the advertisements of the products.

The result from the test confirms that the null hypothesis H_0 that there is no relationship between expertise of endorser credibility and the attitudes towards the advertisements of the products.

Table 5.3.8: The Analysis of Relationship between Expertise of Endorser Credibility and the Attitudes Towards the Brand of the Products Using Spearman's Rank-Order Correlation

H₀: There is **no relationship** between Expertise of Endorser Credibility and the Attitudes Towards the Brand of the Products.

H_a: There is **a relationship** between Expertise of Endorser Credibility and the Attitudes Towards the Brand of the Products.

Correlations

		What is your opinion about towards Nike Brand		Expertise
Spearman's rho	What is your opinion about towards Nike Brand?	Correlation Coefficient	1.000	.037
		Sig. (2-tailed)	.	.618
		N	186	186
Expertise		Correlation Coefficient	.037	1.000
		Sig. (2-tailed)	.618	.
		N	186	187

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

Significant level (2 tailed test): The bivariate test shows the significant value of 0.618, which is less than 0.05, it means that the null hypothesis H_{08} is failed to reject and the alternative hypothesis H_{a8} is rejected.

Correlation Coefficient value equates to 0.037, which means that there is no relationship between expertise of endorser credibility and the attitudes towards the brand of the products.

The result from the test confirms that the null hypothesis H_{07} that there is no relationship between expertise of endorser credibility and the attitudes towards the brand of the products.

Table 5.3.9: The Analysis of Relationship between Expertise of Endorser Credibility and the Attitudes Towards the Purchase Intentions of the Products Using Spearman's Rank-Order Correlation

H_{09} : There is **no relationship** between Expertise of Endorser Credibility and the Purchase Intentions Towards the Products.

H_{a9} : There is **a relationship** between Expertise of Endorser Credibility and the Purchase Intentions Towards the Products.

Correlations

		Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	Expertise
Spearman's rho	Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	1.000	.317(**)
			.000
		N	186
Expertise	Expertise	.317(**)	1.000
		.000	.
		N	186

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

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

Significant level (2 tailed test): The bivariate test shows the significant value of 0.000, which is less than 0.01, it means that the null hypothesis H_{09} is rejected and the alternative hypothesis H_{a9} is failed to reject.

Correlation Coefficient value equates to 0.317, which means that there is a relationship between expertise of endorser credibility and the purchase intentions towards the products.

The result from the test confirms that the null hypothesis H_{09} that there is a relationship between expertise of endorser credibility and towards the purchase intentions towards the products.

The sign “***” shows that the correlation is significant at 0.01 level under 2 tailed test, which means the result will be, by chance, create 1 percent error.

Summary of Result from Hypothesis Testing

In this section, the researcher summarizes the result of hypothesis testing into table 5.3.10. There are nine hypotheses including H_{06} and H_{09} which are tested under 0.01 significance level (2-tailed test) and H_{01} - H_{05} and H_{07} - H_{08} are tested under 0.05 significance level (2-tailed test).

Table 5.3.10: The Summary of Hypotheses Testing

H₀	Description	Significance Value (2-tailed test)	Spearman's Rank-Order Correlation Coefficient	Results
H ₀₁	There is no relationship between Attractiveness of Endorser Credibility and the Attitudes Towards the Advertisements Of the Products.	0.05	0.052	Accept H ₀₁
H ₀₂	There is no relationship between Attractiveness of Endorser Credibility and the Attitudes Towards the Brand of the Products.	0.05	-0.010	Accept H ₀₂
H ₀₃	There is no relationship between Attractiveness of Endorser Credibility and the Purchase Intentions Towards the Products.	0.05	0.120	Accept H ₀₃
H ₀₄	There is no relationship between Trustworthiness of Endorser Credibility and the Attitudes Towards the Advertisements Of the Products.	0.05	0.128	Accept H ₀₄
H ₀₅	There is no relationship between Trustworthiness of Endorser Credibility and the Attitudes Towards the Brand of the Products.	0.05	-0.015	Accept H ₀₅
H ₀₆	There is a relationship between Trustworthiness of Endorser Credibility and the Purchase Intentions Towards the Products.	0.01	0.235	Reject H ₀₆
H ₀₇	There is no relationship between Expertise of Endorser Credibility and the Attitudes Towards the Advertisements of the Products.	0.05	0.132	Accept H ₀₇
H ₀₈	There is no relationship between Expertise of Endorser Credibility and the Attitudes Towards the Brand of the Products.	0.05	0.037	Accept H ₀₈
H ₀₉	There is a relationship between Expertise of Endorser Credibility and the Purchase Intentions Towards the Products.	0.01	0.317	Reject H ₀₉

CHAPTER 6

CONCLUSION AND RECOMMENDATION

In this chapter, the researcher will make the conclusion of the research results. The first section, the conclusion of personal profile will be discussed. The second section, the conclusion of hypothesis testing will be discussed. The third section, the researcher will give some recommendations for all the research results. The fourth section, the researcher will be discussed about the further research.

6.1 Summary Of Descriptive Statistics

6.1.1 Summary Of Personal Profile

Table 6.1.1: Summary of Characteristics of Nike customers

Personal Profile	Majority in Percent
Gender	Male – 54%
Age	26 – 35 years old – 50.3%
Marital Status	Single – 90.4%
Education	MBA – 70.1%
Family Income (Per Month)	Less than 15,000 Baht – 51.3%

The result from table 5.1.2, it is shown the portion of male is more than female, male is 54 % and female is 46 %. For marital status, single is 90.4%. The highest portions of respondents who intend to purchase Nike sport products are age between 26 – 35 years old is 50.3%, education is Master Degree 70.1%, and family income (per month) less than 15,000 baht is 51.3%.

6.1.2 Summary Of Descriptive Statistics Of Independent And Dependent Variables

From table 5.1.3 – 5.1.6, it shows the top three attractiveness of celebrity dimensions are *attractiveness* related to products advertising in magazines which is followed by *familiarity* related to products advertising in magazines and *likability* related to products advertising in magazines. For trustworthiness of celebrity dimensions are *honesty* related to products advertising in magazines, which is followed by *trustworthy* related to products advertising in magazines and *dependable* related to products advertising in magazines. For expertise of celebrity dimensions are *qualified* related to products advertising in magazines, which is followed by *skilled* related to products advertising in magazines, and *expert* related to products advertising in magazines.

6.2 Conclusion And Implication

The objective of this research is to identify the relationship of various independent variables and dependent variables, which are:

Independent Variables of Endorser Creditability are:

Attractiveness to Celebrity:

- Attractiveness related to products advertising in magazines
- Classy related to products advertising in magazines
- Handsome related to products advertising in magazines
- Elegant related to products advertising in magazines
- Sexy related to products advertising in magazines
- Prestige related to product advertising in magazines
- Similarity related to products advertising in magazines
- Familiarity related to products advertising in magazines
- Likability related to products advertising in magazines

Trustworthiness

- Dependable related to products advertising in magazines
- Honesty related to products advertising in magazines
- Reliable related to products advertising in magazines
- Sincere related to products advertising in magazines
- Trustworthy related to products advertising in magazines

Expertise

- Expert related to products advertising in magazines
- Experienced related to products advertising in magazines
- Knowledgeable related to products advertising in magazines
- Qualified related to products advertising in magazines
- Skilled related to products advertising in magazines

Dependent Variables are:

- Attitudes Towards the Advertisements
- Attitudes Towards the Brand
- Purchase Intentions

Thus, there are nine hypothesis testing:

Hypothesis 1: There is no relationship between attractiveness of endorser credibility and the attitudes towards the advertisements of the products at 0.05 significant level. The correlation between two variables is between 0.052 or 5.2% (Table 5.3.1); it means that attractiveness of endorser credibility and the attitudes towards the advertisements of the products have no relationship.

Hypothesis 2: There is no relationship between attractiveness of endorser credibility and the attitudes towards brand of the products at 0.05 significant level. The correlation between two variables is between -0.010 or -1% (Table 5.3.2), it means that attractiveness of endorser credibility and the attitudes towards brand of the products have no relationship.

Hypothesis 3: There is no relationship between attractiveness of endorser credibility and the purchase intentions towards the products at 0.05 significant level. The correlation between two variables is between 0.120 or 12% (Table 5.3.3); it means that attractiveness of endorser credibility and the purchase intentions towards the products have no relationship.

Hypothesis 4: There is no relationship between trustworthiness of endorser credibility and the attitudes towards the advertisements of the products at 0.05 significant level. The correlation between two variables is between 0.128 or 12.8%

(Table 5.3.4); it means that trustworthiness of endorser credibility and the attitudes towards the advertisements of the products have no relationship.

Hypothesis 5: There is no relationship between trustworthiness of endorser credibility and the attitudes towards brand of the products at 0.05 significant level. The correlation between two variables is between -0.015 or -1.5% (Table 5.3.5), it means that trustworthiness of endorser credibility and the attitudes towards brand of the products have no relationship.

Hypothesis 6: There is a relationship between trustworthiness of endorser credibility and the purchase intentions towards the products at 0.01 significant level. The correlation between two variables is between 0.235 or 23.5% (Table 5.3.6); it means that trustworthiness of endorser credibility and the purchase intentions towards the products have a relationship.

Hypothesis 7: There is no relationship between expertise of endorser credibility and the attitudes towards the advertisements of the products at 0.05 significant level. The correlation between two variables is between 0.132 or 13.2% (Table 5.3.7); it means that expertise of endorser credibility and the attitudes towards the advertisements of the products have no relationship.

Hypothesis 8: There is no relationship between expertise of endorser credibility and the attitudes towards brand of the products at 0.05 significant level. The correlation between two variables is between 0.037 or 3.7% (Table 5.3.8); it means that expertise of endorser credibility and the attitudes towards brand of the products have no relationship.

Hypothesis 9: There is a relationship between expertise of endorser credibility and the purchase intentions towards the products at 0.01 significant level. The correlation between two variables is between 0.317 or 31.7% (Table 5.3.9); it means

that expertise of endorser credibility and the purchase intentions towards the products have a relationship.

From Ho₁-Ho₅ and Ho₇-Ho₈, it shows that the attractiveness towards advertisements, brand and purchase intentions, trustworthiness towards advertisements and brand, and expertise towards advertisements and brand cannot influence respondents to purchase Nike golf accessories. However, Ho₆ and Ho₉, the trustworthiness towards purchase intentions and expertise towards purchase intentions can influence respondents to purchase Nike golf accessories. Ohanian (1991) found that the only perceived expertise of the celebrities was a significant factor explaining the respondents' intention to purchase and had the most significant impact on consumers. The results of the study showed that trustworthiness and physical attraction had little effect on the purchase intention. Kamins (1990) added that the use of an attractive celebrity spokesperson appears to be effective for a particular category of product, those that are attractiveness related. Furthermore, Till and Shimp (1998) cited that when knowledge structures for a brand and/or celebrity are more fully developed, a brand may be somewhat insulated from negative press about endorsing celebrities that the negative information which related to a brand and/or an endorser could adversely effect the consumers' evaluation of their particular brand and/or endorser.

6.3 Recommendations

Hypothesis 1 – Relationship between Attractiveness and Attitudes towards Advertisements

The findings of hypothesis 1 show that there is a no relationship between attractiveness and attitudes towards advertisements. Hence, when Nike executive decide to hire someone to promote their products/services in Thai advertisements, they should consider the celebrity having the attractiveness characteristic, that is having traits under attractiveness, which are, being attractive, classy, handsome, elegant, sexy, prestige, similarity, familiarity and likeability. Therefore, there is no relationship between attractiveness and attitudes towards advertisements in magazines because Thai people do not consider Nike advertisements in magazines, having Tiger Woods as an endorser is attractive.

Kamins 1990 suggested that the use of an attractive celebrity spokesperson appeared to be effective for a particular category of product, those that were attractiveness related. This could also be linked to how related the endorser was to the product endorsed.

Pre-testing the advertisement would be essential.

Hypothesis 2 – Relationship between Attractiveness and Attitudes towards Brand

The findings of hypothesis 2 show that there is a no relationship between attractiveness and attitudes towards Nike brand. Hence, when Nike executive decide to hire someone to promote their products/services in Thai advertisements, they should consider the celebrity having the attractiveness characteristic, that is having traits under attractiveness, which are, being attractive, classy, handsome, elegant, sexy, prestige, similarity, familiarity and likeability. Therefore, there is no

relationship between attractiveness and attitudes towards brand because Thai people do not consider Nike brand, having Tiger Woods as an endorser is attractive.

Kamins 1990 suggested that the use of an attractive celebrity spokesperson appeared to be effective for a particular category of product, those that were attractiveness related. This could also be linked to how related the endorser was to the product endorsed.

Pre-testing the advertisement would be essential.

Hypothesis 3 - Relationship between Attractiveness and Purchase Intentions

The findings of hypothesis 3 show that there is no relationship between attractiveness and purchase intentions. Hence, when Nike executives decide to hire someone to promote their products/services in Thai advertisements, they should consider the celebrity having the attractiveness characteristic, that is having traits under attractiveness, which are, being attractive, classy, handsome, elegant, sexy, prestige, similarity, familiarity and likeability. Therefore, there is no relationship between attractiveness and purchase intentions because the attractiveness of Tiger Woods, as an endorser of Nike cannot influence their intentions to purchase Nike golf accessories.

Ohanian 1991 found that physical attraction had little effect on the purchase intention of the sample and it was the perceived expertise, which had the most significant impact on consumers. He also added that the use of a physically attractive endorser did not have its place.

Pre-testing the advertisement would be essential.

Hypothesis 4 – Relationship between Trustworthiness and Attitudes towards Advertisements

The findings of hypothesis 4 show that there is a no relationship between trustworthiness and attitudes towards advertisements. Hence, when Nike executive decide to hire someone to promote their products/services in Thai advertisements, they should consider the celebrity having the trustworthiness characteristic, that is having traits under trustworthiness, which are, being dependable, honesty, reliable, sincere and trustworthy. Therefore, there is no relationship between trustworthiness and attitudes towards advertisements in magazines because Thai people do not consider Nike advertisements in magazines, having Tiger Woods as an endorser is trustworthy.

Advertising agencies should do a survey of target customers about the celebrity chosen.

Pre-testing the advertisement would be essential.

Hypothesis 5 – Relationship between Trustworthiness and Attitudes towards Brand

The findings of hypothesis 5 show that there is a no relationship between trustworthiness and attitudes towards Nike brand. Hence, when Nike executive decide to hire someone to promote their products/services in Thai advertisements, they should consider the celebrity having the trustworthiness characteristic, that is having traits under trustworthiness, which are, being dependable, honesty, reliable, sincere and trustworthy. Therefore, there is no relationship between trustworthiness and attitudes towards Nike brand because Thai people do not consider Nike brand, having Tiger Woods as an endorser is trustworthy.

Advertising agencies should do a survey of target customers about the celebrity chosen.

Pre-testing the advertisement would be essential.

Hypothesis 6 - Relationship between Trustworthiness and Purchase Intentions

The findings of hypothesis 6 show that there is a relationship between trustworthiness and purchase intentions. Hence, when Nike executives decide to hire someone to promote their products/services in Thai advertisements, they should consider the celebrity having the trustworthiness characteristic, specifically having traits under trustworthiness, which are, being dependable, honesty, reliable, sincere and trustworthy. Therefore, there is a relationship between trustworthiness and purchase intentions because the trustworthiness of Tiger Woods, as an endorser of Nike can influence their intentions to purchase Nike golf accessories.

Ohanian 1991 analyzed that although trustworthiness had little effect on the purchase intention, the most of the research on source credibility had focused on the trustworthiness of the communicator.

Pre-testing the advertisement would be essential.

Hypothesis 7 - Relationship between Expertise and Attitudes towards Advertisements

The findings of hypothesis 7 show that there is no relationship between expertise and attitudes towards advertisements. Hence, when Nike executives decide to hire someone to promote their products/services in Thai advertisements, they should consider the celebrity having the expertise characteristic, explicitly having traits under expertise, which are, being an expert, experienced, knowledgeable, qualified and skilled. Therefore, there is no relationship between expertise and

attitude towards advertisements in magazines because Thai people do not consider Nike advertisements in magazines, having Tiger Woods as an endorser is expertise.

McCracken 1999 suggested about the expertise criteria that if a person had no experience with a product or it was not related to them in any way then they would not make an effective source.

Pre-testing the advertisement would be essential.

Hypothesis 8 - Relationship between Expertise and Attitudes Towards Brand

The findings of hypothesis 8 show that there is no relationship between expertise and attitudes towards Nike brand. Hence, when Nike executives decide to hire someone to promote their products/services in Thai advertisements, they should consider the celebrity having the expertise characteristic, explicitly having traits under expertise, which are, being an expert, experienced, knowledgeable, qualified and skilled. Therefore, there is no relationship between expertise and attitudes towards Nike brand because Thai people do not consider Nike brand, having Tiger Woods as an endorser is expertise.

McCracken 1999 suggested about the expertise criteria that if a person had no experience with a product or it was not related to them in any way then they would not make an effective source.

Pre-testing the advertisement would be essential.

Hypothesis 9 - Relationship between Expertise and Purchase Intentions

The findings of hypothesis 9 show that there is a relationship between expertise and purchase intentions. Hence, when Nike Executives decide to hire someone to promote their products/services in Thai advertisements, they should consider the celebrity having the expertise characteristic, explicitly having traits under expertise, which are, being an expert, experienced, knowledgeable, qualified and

skilled. Therefore, there is a relationship between expertise and purchase intentions because the expertise of Tiger Woods, as an endorser of Nike can influence their intentions to purchase Nike golf accessories.

Ohanian 1991 found that only the perceived expertise of the celebrities was a significant factor explaining the respondents' intention to purchase.

Pre-testing the advertisement would be essential.

6.4 Elaboration Of The Recommendations For Celebrity Advertising

Advertising agencies should survey target customers about the celebrity chosen for their advertisements, in order to be acquainted with their opinions about celebrity's credibility (attractiveness, trustworthiness and expertise). Because it is important to associate a product with the right endorser in order to enhance the positive image of the product and brand. Thus, more careful consideration must be made in selecting the right endorser for the right brand. The fit between the endorser and the product that is being endorsed must be made prior to making the final advertisement. If there is a fit between the brand and the endorser, brand recall and recognition could be enhanced. It is also necessary to find the association between the product and the endorser, in order to influence the consumers to purchase the endorsed brand. If the consumers did not find any association between the celebrity and the product, they may not like the advertisement and the effectiveness of the advertisement is constrained. Therefore, it is advisable for companies to consider using a well-known celebrity as an endorser rather than nameless spokesperson. The advertising strategies must be made carefully to determine the potential effectiveness of the advertisement and selected the appropriate celebrity is important to enhance the credibility of the advertisement and brand.

6.5 Suggestions For Further Research

Although, the correlation analysis conducted in this research shows seven variables were negatively related and two variables were positively related, further research should have been carried out on different aspects to achieve efficacy.

Hovland and Weiss (1991) found that highly credible endorsers such as actors and sports figures were more persuasive than a low credibility endorser when involvement was low, but found no systematically consistent credibility effect when involvement was high. They reported that a highly credible endorser was more persuasive than a less credible communicator. This suggested the importance of a credible endorser in advertising. The reasons why Nike company decided to use Tiger Woods as an endorser because Tiger Woods could influence the Thai consumers' feelings, attitudes, and purchase behavior because they believed that Tiger Woods was like a hero in the eyes of the community that could enhance their perceptions of the products in terms of image or performance. As a result, people were prepared to consume products associated with sport heroes because they seemed to believe that through their consumption their own performance would be enhanced. As we have seen from sales of golf accessories which the growth rate increased every year approximately by 15% - 20%. During 2002 - 2003, the growth rate was 22%.

Future research should examine the impact of consumer's involvement and confidence in the product. For example, how does source credibility influence purchase intentions with high involvement products, as opposed to low involvement products? Should celebrities and other credible sources be used with high involvement or low involvement products? And how does the level of consumer's confidence and knowledge about the product mediate the impact of source credibility on intentions to purchase the product?

Further research studies may consider the use of Thai male or female sources/celebrities to compare whether or not the results will be the same or different from findings of this study and colored TV ads, and print media such as outdoor billboard ads in their studies to increase its effectiveness.

Further research should also investigate the use of celebrity spokespersons with products where respondents have varying levels of involvement. Featuring other types of endorsers, such as experts or corporate executives, would be essential for further research. However, further research studies can consider different facets in effectiveness of source credibility such as in the automobile industry, food industry, etc. Celebrity endorsers are also used to advertise for cars, food products etc.

From this research, it was apparent that celebrity endorsement of a product has an impact on the advertisement. It may be related to the fact that the consumers may be aware of the product, link the celebrity with the product, have positive attitudes towards the advertisements, perceived credibility, brand recall, intentions to purchase, and positive image of the brand.

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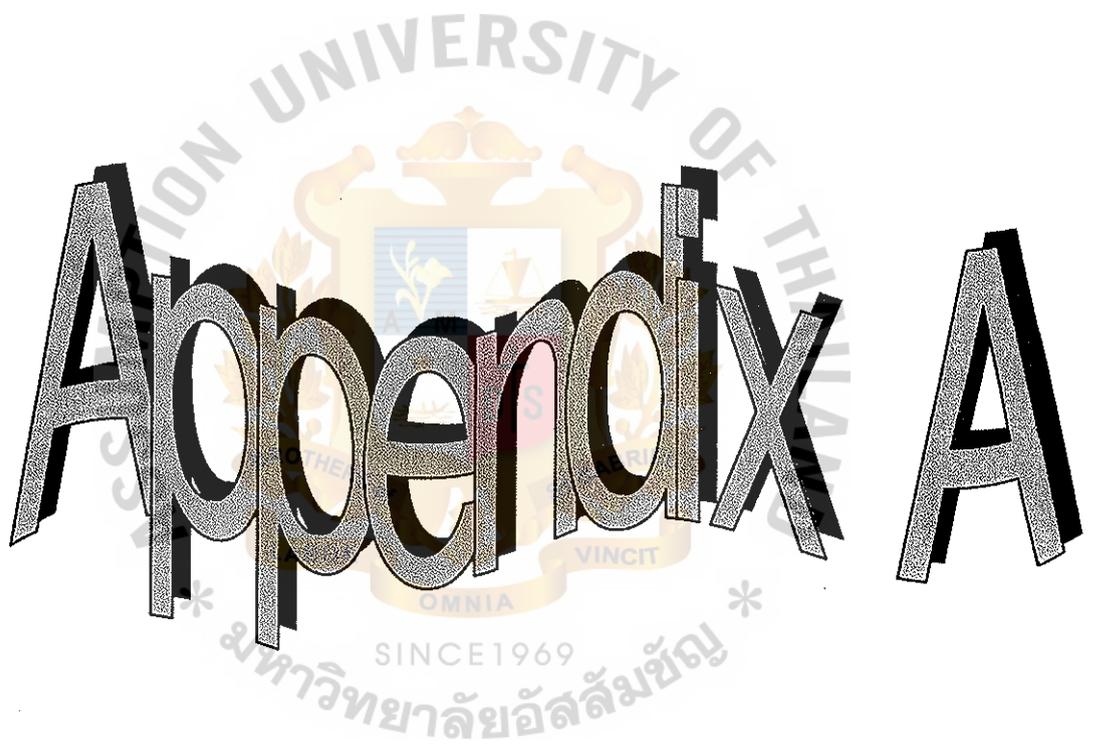
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Appendices



ASSUMPTION UNIVERSITY OF THAILAND
LABOR OMNIA VINCIT
SINCE 1969
มหาวิทยาลัยอัสสัมชัญ



ASSUMPTION UNIVERSITY OF THAILAND
* มหาวิทยาลัยอัสสัมชัญ *
SINCE 1969
OMNIA VINCIT

Appendix A



Questionnaire

Dear Madam/Sir,

I am Miss Ausanee Titicharoenrak, MBA student of Assumption University, Bangkok. I am doing this research because is a part of my management program. The following questionnaire was design to obtain the information on **“The factors related to endorser and consumer attitudes towards advertisements, brand and purchase intentions on sport products”**. This questionnaire, was developed to collect the information to prove the hypothesis of the research study, I request you to extend your full cooperation in responding to all items in this questionnaire.

Thank you very much.

SCREENING QUESTIONS

Q.1 Which faculty are you studying at ABAC?

BBA

MBA

Q.2 Have you seen the advertisements of Nike sport products in magazines?

Yes

No (Please discontinue)

Q.3 Do you recall any Nike commercial where a Celebrity (famous person male/female) is used in the advertisements?

Yes

No (Please discontinue)

Q.4 Have you ever seen the Nike advertisements using Tiger Woods as a Celebrity spokesperson?

Yes

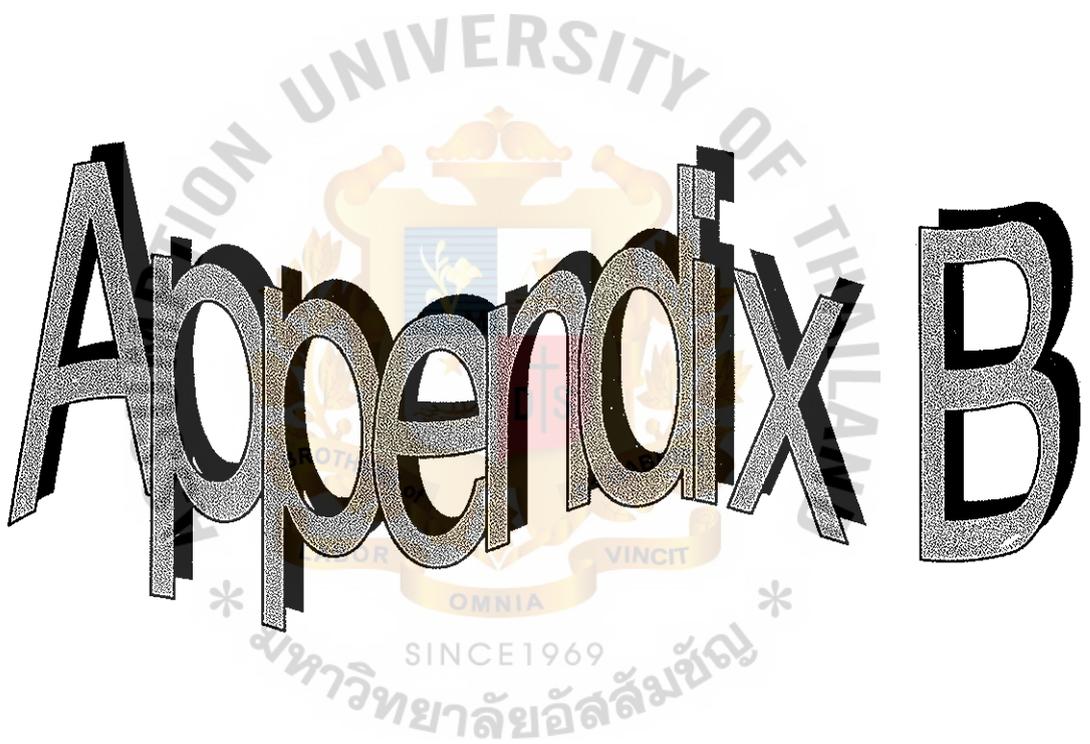
No (Please discontinue)

Following statements relates to the Professional Golfer: Mr. Tiger Woods who is celebrity spokesperson in advertisements of Nike sport products. Please indicate your opinion about the celebrity. There is no right or wrong answer; the researcher is only interested in what truly reflects your feeling regarding the celebrity Mr. Tiger Woods in advertisements of Nike sport products.

Give your opinion on the following characteristics of Tiger Woods, he is.....

MAIN QUESTIONS

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Q. 5 ATTRACTIVENESS OF CELEBRITY					
• Attractiveness related to products advertising in magazines					
• Classy related to products advertising in magazines					
• Handsome related to products advertising in magazines					
• Elegant related to products advertising in magazines					
• Sexy related to products advertising in magazines					
• Prestige related to products advertising in magazines					
• Similarity related to products advertising in magazines					
• Familiarity related to products advertising in magazines					
• Likability related to products advertising in magazines					
Q.6 TRUSTWORTHINESS OF CELEBRITY					
• Dependable related to products advertising in magazines					
• Honesty related to products advertising in magazines					
• Reliable related to products advertising in magazines					
• Sincere related to products advertising in magazines					
• Trustworthy related to products advertising in magazines					



Appendix B

The image features the text "Appendix B" in a large, bold, 3D-style font with a metallic, textured appearance. The text is centered and overlaid on a faint, circular watermark of the Assumption University of Thailand. The watermark includes the university's crest, the motto "OMNIA VINCIT", the text "ASSUMPTION UNIVERSITY OF THAILAND", and the Thai name "มหาวิทยาลัยอัสสัมชัญ" along with "SINCE 1969".

NONPARAMETRIC CORRELATIONS (HYPOTHESIS TESTING OF PRE-TESTING)

Correlations

			ATTRACT	What is your attitudes towards Nike Advertisements in magazines?
Spearman's rho	ATTRACT	Correlation Coefficient	1.000	.504(**)
		Sig. (2-tailed)	.	.005
		N	30	30
What is your attitudes towards Nike Advertisements in magazines?	ATTRACT	Correlation Coefficient	.504(**)	1.000
		Sig. (2-tailed)	.005	.
		N	30	30

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

Correlations

			ATTRACT	What is your attitudes towards Nike Brand?
Spearman's rho	ATTRACT	Correlation Coefficient	1.000	.422(*)
		Sig. (2-tailed)	.	.020
		N	30	30
What is your attitudes towards Nike Brand?	ATTRACT	Correlation Coefficient	.422(*)	1.000
		Sig. (2-tailed)	.020	.
		N	30	30

* Correlation is significant at the 0.05 level (2-tailed).

Correlations

			ATTRACT	Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?
Spearman's rho	ATTRACT	Correlation Coefficient	1.000	.518(**)
		Sig. (2-tailed)	.	.003
		N	30	30
Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	ATTRACT	Correlation Coefficient	.518(**)	1.000
		Sig. (2-tailed)	.003	.
		N	30	30

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

Correlations

			TRUST	What is your attitudes towards Nike Advertisements in magazines?
Spearman's rho	TRUST	Correlation Coefficient	1.000	.343
		Sig. (2-tailed)	.	.064
		N	30	30
What is your attitudes towards Nike Advertisements in magazines?		Correlation Coefficient	.343	1.000
		Sig. (2-tailed)	.064	.
		N	30	30

Correlations

			TRUST	What is your attitudes towards Nike Brand?
Spearman's rho	TRUST	Correlation Coefficient	1.000	.248
		Sig. (2-tailed)	.	.186
		N	30	30
What is your attitudes towards Nike Brand?		Correlation Coefficient	.248	1.000
		Sig. (2-tailed)	.186	.
		N	30	30

Correlations

			TRUST	Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?
Spearman's rho	TRUST	Correlation Coefficient	1.000	.546(**)
		Sig. (2-tailed)	.	.002
		N	30	30
Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?		Correlation Coefficient	.546(**)	1.000
		Sig. (2-tailed)	.002	.
		N	30	30

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

Correlations

			EXPERT	What is your attitudes towards Nike Advertisements in magazines?
Spearman's rho	EXPERT	Correlation Coefficient	1.000	.672(**)
		Sig. (2-tailed)	.	.000
		N	29	29
What is your attitudes towards Nike Advertisements in magazines?		Correlation Coefficient	.672(**)	1.000
		Sig. (2-tailed)	.000	.
		N	29	30

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

Correlations

			EXPERT	What is your attitudes towards Nike Brand?
Spearman's rho	EXPERT	Correlation Coefficient	1.000	.376(*)
		Sig. (2-tailed)	.	.045
		N	29	29
What is your attitudes towards Nike Brand?		Correlation Coefficient	.376(*)	1.000
		Sig. (2-tailed)	.045	.
		N	29	30

** Correlation is significant at the 0.05 level (2-tailed)

Correlations

			EXPERT	Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?
Spearman's rho	EXPERT	Correlation Coefficient	1.000	.263
		Sig. (2-tailed)	.	.168
		N	29	29
Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?		Correlation Coefficient	.263	1.000
		Sig. (2-tailed)	.168	.
		N	29	30

DESCRIPTIVE

Descriptive Statistics

Screening Questions	N	Range	Minimum	Maximum	Mean	Std. Deviation
Which faculty are you studying at ABAC?	200	1.00	1.00	2.00	1.7200	.45013
Do you recall any Nike commercial where a Celebrity (famous person male/female) is used in the advertisements?	194	1.00	1.00	2.00	1.0206	.14247
Have you seen the advertisements of Nike sport products in magazines?	200	1.00	1.00	2.00	1.0300	.17102
Have you ever seen the Nike advertisements using Tiger Woods as a Celebrity spokesperson?	190	1.00	1.00	2.00	1.0158	.12499
Valid N (listwise)	190					

Descriptive Statistics

Personal Profiles	N	Range	Minimum	Maximum	Mean	Std. Deviation
Gender	200	1.00	1.00	2.00	1.4650	.50003
Age	200	3.00	1.00	4.00	1.5700	.58893
Marital Status	200	2.00	1.00	3.00	1.0950	.31058
Education	200	1.00	2.00	3.00	2.7150	.45255
Family Income (per month in baht)	200	3.00	1.00	4.00	1.7900	.94890
Valid N (listwise)	200					

Descriptive Statistics

Attractiveness	N	Range	Minimum	Maximum	Mean	Std. Deviation
Attractiveness related to products advertising in magazines	187	3.00	2.00	5.00	3.9519	.73531
Classy related to products advertising in magazines	187	3.00	2.00	5.00	3.8503	.69486
Handsome related to products advertising in magazines	187	4.00	1.00	5.00	3.4278	.93836
Elegant related to products advertising in magazines	187	4.00	1.00	5.00	3.7166	.72579
Sexy related to products advertising in magazines	187	4.00	1.00	5.00	3.0588	.94571
Prestige related to products advertising in magazines	187	3.00	2.00	5.00	3.8503	.76132
Similarity related to products advertising in magazines	187	3.00	2.00	5.00	3.7166	.86129
Familiarity related to products advertising in magazines	187	3.00	2.00	5.00	3.9144	.77123
Likeability related to products advertising in magazines	187	3.00	2.00	5.00	3.9037	.72686
Valid N (listwise)	187					

Descriptive Statistics

Trustworthiness	N	Range	Minimum	Maximum	Mean	Std. Deviation
Dependable related to products advertising in magazines	187	3.00	2.00	5.00	3.9037	.74872
Honesty related to products advertising in magazines	187	32.00	1.00	33.00	4.0535	2.27358
Reliable related to products advertising in magazines	187	3.00	2.00	5.00	3.9786	.80960
Sincere related to products advertising in magazines	187	3.00	2.00	5.00	3.8717	.81293
Trustworthy related to products advertising in magazines	187	4.00	1.00	5.00	4.0321	.89745
Valid N (listwise)	187					

Descriptive Statistics

Expertise	N	Range	Minimum	Maximum	Mean	Std. Deviation
Expert related to products advertising in magazines	187	4.00	1.00	5.00	4.0053	.77249
Experienced related to products advertising in magazines	187	4.00	1.00	5.00	3.9679	.80925
Knowledgeable related to products advertising in magazines	187	4.00	1.00	5.00	3.9679	.86698
Qualified related to products advertising in magazines	187	4.00	1.00	5.00	4.1123	.83808
Skilled related to products advertising in magazines	187	3.00	2.00	5.00	4.0856	.78505
Valid N (listwise)	187					

Descriptive Statistics

Attitudes Towards Ads	N	Range	Minimum	Maximum	Mean	Std. Deviation
What is your attitudes towards Nike Advertisements in magazines?	186	5.00	2.00	7.00	5.4032	1.09731
Valid N (listwise)	186					

Descriptive Statistics

Attitudes Towards Brand	N	Range	Minimum	Maximum	Mean	Std. Deviation
What is your opinion about towards Nike Brand?	186	6.00	1.00	7.00	5.6559	1.11010
Valid N (listwise)	186					

Descriptive Statistics

Purchase Intentions	N	Range	Minimum	Maximum	Mean	Std. Deviation
Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	186	4.00	1.00	5.00	3.5161	.83327
Valid N (listwise)	186					

FREQUENCIES

Statistics
What is your attitudes towards Nike Advertisements in magazines?

N	Valid	186
	Missing	14

What is your attitudes towards Nike Advertisements in magazines?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unfavorable	1	.5	.5	.5
	Unfavorable	7	3.5	3.8	4.3
	Neutral	29	14.5	15.6	19.9
	Favorable	61	30.5	32.8	52.7
	Very Favorable	55	27.5	29.6	82.3
	Extremely Very Favorable	33	16.5	17.7	100.0
	Total		186	93.0	100.0
Missing	System	14	7.0		
Total		200	100.0		

Statistics
What is your opinion about towards Nike Brand?

N	Valid	186
	Missing	14

What is your opinion about towards Nike Brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Very Unfavorable	1	.5	.5	.5
	Very Unfavorable	1	.5	.5	1.1
	Unfavorable	2	1.0	1.1	2.2
	Neutral	23	11.5	12.4	14.5
	Favorable	51	25.5	27.4	41.9
	Very Favorable	60	30.0	32.3	74.2
	Extremely Very Favorable	48	24.0	25.8	100.0
	Total		186	93.0	100.0
Missing	System	14	7.0		
Total		200	100.0		

Statistics

Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?

N	Valid	186
	Missing	14

Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certainly Not Buy	3	1.5	1.6	1.6
	Not Buy	12	6.0	6.5	8.1
	Not Sure	77	38.5	41.4	49.5
	Buy	74	37.0	39.8	89.2
	Certainly Buy	20	10.0	10.8	100.0
	Total	186	93.0	100.0	
Missing	System	14	7.0		
Total		200	100.0		

NONPARAMETRIC CORRELATIONS (HYPOTHESIS TESTING)

Correlations

		What is your attitudes towards Nike Advertisements in magazines?	Attractiveness
Spearman's rho	What is your attitudes towards Nike Advertisements in magazines?	Correlation Coefficient	.052
		Sig. (2-tailed)	.478
		N	186
	Attractiveness	Correlation Coefficient	1.000
		Sig. (2-tailed)	.478
		N	186

Correlations

			What is your opinion about towards Nike Brand	Attractiveness
Spearman's rho	What is your opinion about towards Nike Brand?	Correlation Coefficient	1.000	-.010
		Sig. (2-tailed)	.	.895
		N	186	186
	Attractiveness	Correlation Coefficient	-.010	1.000
		Sig. (2-tailed)	.895	.
		N	186	187

Correlations

			Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	Attractiveness
Spearman's rho	Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	Correlation Coefficient	1.000	.120
		Sig. (2-tailed)	.	.102
		N	186	186
	Attractiveness	Correlation Coefficient	.120	1.000
		Sig. (2-tailed)	.102	.
		N	186	187

Correlations

			What is your attitudes towards Nike Advertisements in magazines?	Trustworthiness
Spearman's rho	What is your attitudes towards Nike Advertisements in magazines?	Correlation Coefficient	1.000	.128
		Sig. (2-tailed)	.	.082
		N	186	186
	Trustworthiness	Correlation Coefficient	.128	1.000
		Sig. (2-tailed)	.082	.
		N	186	187

Correlations

			What is your opinion about towards Nike Brand	Trustworthiness
Spearman's rho	What is your opinion about towards Nike Brand?	Correlation Coefficient	<i>1.000</i>	<i>-.015</i>
		Sig. (2-tailed)	.	<i>.842</i>
		N	<i>186</i>	<i>186</i>
	Trustworthiness	Correlation Coefficient	<i>-.015</i>	<i>1.000</i>
		Sig. (2-tailed)	<i>.842</i>	.
		N	<i>186</i>	<i>187</i>

Correlations

			Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	Trustworthiness
Spearman's rho	Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	Correlation Coefficient	<i>1.000</i>	<i>.235(**)</i>
		Sig. (2-tailed)	.	<i>.001</i>
		N	<i>186</i>	<i>186</i>
	Trustworthiness	Correlation Coefficient	<i>.235(**)</i>	<i>1.000</i>
		Sig. (2-tailed)	<i>.001</i>	.
		N	<i>186</i>	<i>187</i>

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

Correlations

			What is your attitudes towards Nike Advertisements in magazines?	Expertise
Spearman's rho	What is your attitudes towards Nike Advertisements in magazines?	Correlation Coefficient	1.000	.132
		Sig. (2-tailed)	.	.072
		N	186	186
	Expertise	Correlation Coefficient	.132	1.000
		Sig. (2-tailed)	.072	.
		N	186	187

Correlations

			What is your opinion about towards Nike Brand	Expertise
Spearman's rho	What is your opinion about towards Nike Brand?	Correlation Coefficient	1.000	.037
		Sig. (2-tailed)	.	.618
		N	186	186
	Expertise	Correlation Coefficient	.037	1.000
		Sig. (2-tailed)	.618	.
		N	186	187

Correlations

			Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	Expertise
Spearman's rho	Do you intend to buy the products because of the Celebrity advertisements of Tiger Woods?	Correlation Coefficient	1.000	.317(**)
		Sig. (2-tailed)	.	.000
		N	186	186
	Expertise	Correlation Coefficient	.317(**)	1.000
		Sig. (2-tailed)	.000	.
		N	186	187

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

RELIABILITY

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 187.0 N of Items = 9

Alpha = .8383

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 187.0 N of Items = 5

Alpha = .6328

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 187.0 N of Items = 5

Alpha = .8755

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 187.0 N of Items = 19

Alpha = .8663

