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# The role of celebrity endorsement and its effect on Purchase Intention

Ana Carolina Marques

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## **ABSTRACT**

**Author:** Ana Carolina Marques

**Dissertation Topic:** The role of celebrity endorsement and its effect on Purchase Intention

Through the years, it has become clear that celebrity endorsement is an essential part of any effective marketing plan for a company. Subsequently, one of the most crucial techniques to reach the target audience and differentiate the business from the competition is certainly creating successful communication strategies. As a result, the main goal of this dissertation is to understand how the use of celebrities in advertisements—or the lack thereof—can affect consumers' intentions to buy a brand's product.

In this way, celebrity endorsement will be treated as an independent variable, while purchase intention will be handled as a dependent variable. Additionally, brand equity will be included in the conceptual framework as a mediator between the two previously mentioned variables.

Later, through a survey in which participants faced one of six stimuli, quantitative data was gathered and, posteriorly, analyzed through IBM SPSS.

This way, respondents were prompted to respond to some questions concerning celebrity selection, rate twenty-three brand equity statements, and indicate on a five-point Likert scale whether they intended to purchase the brand that was being promoted.

Contrary to what was concluded by the literature, using celebrities in advertisements does not appear to boost brand equity or purchase intention. This was confirmed by the completion of independent samples T-Tests, which demonstrated that there was no significant relationship between the variables.

Additionally, it doesn't seem that brand equity significantly mediates celebrity endorsement and purchase intention.

**Key Words:** Celebrity Endorsement, Celebrity Selection, Brand Equity, Purchase Intentions

## SUMÁRIO

**Autora:** Ana Carolina Marques

**Tópico de Dissertação:** The role of celebrity endorsement and its effect on Purchase Intention

Ao longo dos anos, tornou-se claro que o recurso a *celebrity endorsement* é uma parte essencial de qualquer plano de marketing eficaz para uma empresa. Subsequentemente, uma das técnicas cruciais para chegar ao público-alvo desejado e para diferenciar uma empresa da sua concorrência é criar estratégias de comunicação bem sucedidas. Deste modo, o principal objectivo desta dissertação é compreender como é que a utilização de celebridades em *advertisements* - ou a sua falta - pode afetar as *purchase intentions* de um consumidor perante os produtos de uma marca

Desta forma, *celebrity endorsement* será considerado variável independente, enquanto a que a *purchase intention* será analisada como uma variável dependente. Ademais, a variável *brand equity* será incluída no *conceptual framework* como um mediador entre as duas variáveis anteriormente mencionadas.

Posteriormente, através da realização de um inquérito em que os participantes foram confrontados com um dos seis estímulos desenvolvidos, foram recolhidos dados quantitativos que, em seguida, foram analisados com recurso ao programa IBM SPSS.

Desta forma, os inquiridos foram convidados a responder a algumas questões relativamente a *celebrity selection*, avaliar vinte e três afirmações no que concerne ao *brand equity*, e indicar, numa escala de concordância de cinco níveis, se estariam dispostos a comprar a marca que estava a ser promovida.

Ao contrário do que foi concluído através da revisão literária, o uso de celebridades em anúncios publicitários não parece aumentar o *brand equity* e *purchase intention* de uma marca. Estas conclusões foram comprovadas através da realização de *independent samples T-Test*, que demonstraram que não havia uma relação significativa entre as variáveis.

Além disso, não foi possível concluir que o *brand equity* media significativamente as variáveis *celebrity endorsement* e *purchase intention*.

**Palavras-chave:** Celebrity Endorsement, Celebrity Selection, Brand Equity, Purchase Intentions

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## **CHAPTER 1: INTRODUCTION**

### **1.1 Background**

Celebrity endorsement has established itself as a crucial component of any successful marketing communication plan for a business. Although it carries significant hazards, it has been employed nowadays in order for businesses to obtain a competitive edge.

Then, developing effective communication strategies is unquestionably one of the most important factors in attracting the target audience and setting the brand distinct from the competition. As a result of the market for business and companies becoming increasingly saturated and competitive, enterprises must stand out, using celebrity endorsement strategies, for example.

Consequently, this subject sparked in me a deep curiosity about how celebrity endorsement might either positively or negatively affect purchase intentions. The importance of celebrities in this dissertation topic, along with the fact that I am passionate about brand management, makes the study of celebrity endorsement a topic that I am eager to deepen and explore in more depth.

Therefore, the major goal of the ensuing exhibition is to grasp how the implementation of an endorsement between a brand and a celebrity might influence a customer's consumer behavior, resulting in a higher or fewer desire to consume a good or service.

To sum up, prominent corporations frequently employ celebrities as part of their marketing communications strategies to reinforce their brand imagery. Businesses spend a lot of money trying to align brands and organizations with endorser traits like attractiveness, expertise, and trustworthiness. They believe that these characteristics have transferrable effects and will produce favorable campaign results (Erdogan, 1999).

### **1.2 Relevance**

The advertising business is using celebrities more and more frequently as spokespersons, endorsers, actors, and testimonials. For instance, it was predicted that one in every six advertisements would include a celebrity sponsor in 1979 (Howard, 1979). According to estimates, the ratio in 1988 was one to five advertisements (Motavalli, 1988). In 1997, 25% of all television commercials had one or more celebrities (Shimp, 2000). Likewise, this marketing communication strategy has the propensity to expand through the years.

Furthermore, consumers truly believe that the lifestyle experienced by celebrities is a crucial component and key to their success, and as a result, they try to emulate their actions and consumption patterns in an effort to boost their self-esteem and feel more similar to their celebrity role model by using the same products (Moraes et al., 2019).

Additionally, since people are more likely to pay attention to advertisements featuring a recognized face, marketers may utilize celebrity endorsements to help customers better store information in their minds and successfully communicate their message. Given that consumers are exposed to so many commercials every day, this is a crucial consideration. This way, being capable of producing a different and impacting advertisement must be the focus of any communication team in order to retain consumers' evoked set (Erdogan, 1999).

Through my thesis, I intend to answer several research questions, such as the value of celebrity endorsement and hazards associated with it, how celebrity endorsement affects purchase intentions, how to correctly select the right celebrity to endorse, if brand equity mediates celebrity endorsement and purchase intentions, and whether or when celebrity endorsement is a viable brand communication strategy to deploy.

### **1.3 Problem Statement**

The following research questions were developed in order to go deeper into the subject and come to some findings on how celebrity endorsement affects consumers' propensity to buy.

#### ***RQ1: What is the effect of celebrity endorsement on the purchase intention of a brand?***

The significance of celebrity endorsement must first be clarified through existing literature in order to get pertinent insights into the suggested issue statement.

#### ***RQ2: Does celebrities and non-celebrities have the same impact on purchase intentions?***

The purpose of this study topic is to determine whether a brand's purchase intentions vary depending on the sort of endorser chosen, celebrity or non-celebrity, and if so, how.

The literature research indicates that many authors' perspectives on this matter differ. Our major objective is to determine the conclusion to this study issue using our sample and investigation.

#### ***RQ3: What is the effect does celebrity endorsement have on brand equity?***

Next, it is important to perceive if celebrity endorsement impacts brand equity and, if so, how.

#### **1.4 Research Methods**

In order to answer the research questions presented above, descriptive and exploratory research will be developed.

Firstly, a focus group was performed in order to validate the stimuli and perceive if the manipulation question was valid. Through this focus group, which counted nine participants, the stimuli were created and approved in order to perform a survey. Secondly, a survey will be conducted in order to confirm or not the insights collected through the literature review chapter and, posteriorly, conclusions and solutions for improvement can be drawn.

In the methodology chapter, the reasoning behind selecting these research techniques will be covered in more detail. The adoption of a focus group is related to the collection of valid and important insights in a faster and more convenient way. Regarding the survey, the primary reason is the fact that it enables not only the confirmation or not of the initial perceptions, but also the collection of organized data from a larger population in a shorter amount of time, for further analysis.

In order to understand how celebrity endorsement influences purchase intentions, the survey sample that will be considered valid will include both males and females between the ages of 18 and 60.

This way, each one of the participants will answer a survey where they face different stimuli and need to answer according to their preferences and perceptions.

Finally, tests of hypotheses will be conducted to respond to the hypotheses developed by selecting viable data and analyzing it using the IBM SPSS system.

#### **1.5 Timeline of Activities**

There are five chapters in this dissertation. The first chapter deals with the introduction of the topic that will be investigated.

After a study of the relevant literature, a theoretical framework for the key issues generated by the research questions will be discussed, and potential hypotheses will be examined. The third chapter will discuss the methodology applied to this project, enabling us to choose the primary qualitative and quantitative research techniques that will be employed to address the research

questions and validate the hypothesis. In the following chapter the data collected will be analyzed in order to arrive at the main results.

Finally, the main conclusion and limitations will be outlined, as well as recommendations regarding celebrity endorsement and purchase intentions for future research in the marketing communication area.

## **CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

The following chapter will focus on extensive theoretical research regarding the study variables, in order to cover literary support for the formulation of research questions and consequent hypotheses.

The initial phase's emphasis will be on purchase intentions and the guiding concepts of importance, impacts, and emerging trends. Next, a thorough investigation of celebrity endorsement will be conducted with a focus on celebrity vs non-celebrity advantages. The impact of the level of expertise, trustworthiness, attractiveness, product match-up, and meaning transfer model on the selection of the celebrity will also be analyzed. Finally, brand equity and its numerous components will be discussed and investigated.

It should be noted that all the research carried out below was based on literary articles, and propensities in the area of marketing communication.

### **2.1 Purchase Intention**

According to Morrison, “purchase intentions continue to be an important concept in marketing” (Morrison, 1979).

Despite the fact that the term purchase intention is frequently used to forecast sales and evaluate a company's performance, little has been done to formalize the mathematical relationships between declared buy intentions and actual purchasing behavior. In this approach, Morrison (1979) created a paper with the ultimate purpose of resolving the issue of how individuals prefer to expose their ideal self-concept rather than their real self-concept when they express their desire to buy.

So, through the development of this thesis, I will assume that the actual purchase behavior is a proxy of a purchase intention.

Moreover, consumers' purchase intentions are influenced by the degree of enjoyment that they anticipate achieving after purchasing a product, by “physiological and/or social-psychological” needs (Kakkos et al., 2015).

Furthermore, the choice to buy can either be an instant response to the stimulus of buying or it might be a consequence of a planned and thought consumption journey.

## **2.2 Celebrity Endorsement**

Celebrity Endorsement uses celebrities as a strategy for marketing communications. This way, firms invest their money in endorsers personalities based on their “attractiveness, likeability, and trustworthiness”, to align the brand with the consumers (Erdogan, 1999).

According to several authors, celebrities help to obtain high remember rates for marketing communications in today's increasingly congested surroundings, by drawing attention to themselves and by maintaining it.

Estimates of the use of celebrity endorsers in marketing communication initiatives have significantly increased. This strategy first appears to be a no-risk situation, however there are possible risks as with any dynamic marketing communication plan, which will be more explored in this chapter.

Moreover, in a way, celebrity endorsement strategies may be a double-edged sword, which makes it extremely difficult to choose a celebrity endorser from a vast array of options in the face of possible problems.

Now, it's important to notice that according to Erdogan, celebrities can be used in marketing communication activities with the following papers: be a brand spokesperson, appear as an actor in an advertisement, give an endorsement, or give a testimonial (Erdogan, 1999).

According to Pujari (2021), a spokesperson is often a person who embodies the brand or the company for a long-lasting period of time, frequently in print and television advertisements as well as in person. Testimonial occurs when the advertisement states the advantages of a product or service due to the fact that the character has personally used it and is qualified to witness its excellence (Kaikati, 1987; Pujari, 2021).

Moreover, it can assume the paper of an actor if he offers a product or service as a character-based endorsement as opposed to a personal testimony or recommendation. To finalize, they can be endorsers which occurs when famous people frequently use their names in advertisements for goods or services for which they may or may not be experts (Kaikati, 1987; Pujari, 2021).



### 2.2.1. Celebrity vs. Non-Celebrity Endorsement

Concerning celebrity endorsement, companies were given new possibilities to expose or reactivate themselves, as well as develop the Consumer-Based Relationship, using this style of marketing communication.

When it comes to the spokesperson created by the company, the control is higher due to the fact that they may create characters that align with their brand and target consumers and make sure that these characters are exclusively endorsing a single product (Erdogan, 1999; Tom et al., 1992). Alternatively, the power that brands have regarding celebrities is lower since they created this persona over several years without the influence of any brand.

In fact, the findings of Tom et al. (1992) demonstrated that created endorsers were more successful in forging a connection to the product than celebrity endorsers due to the fact that these personas were created only for a single utilization and are not related to multiple advertisements and brands.

Mehta (1994) also discovered that there were changes in cognitive reactions produced by receivers but no statistically significant differences in attitudes about advertising, brand, and intentions to purchase between celebrity and non-celebrity endorsement circumstances. Receivers paid more attention to the brand and its qualities under non-celebrity circumstances than they did under celebrity conditions. This is due to the fact that when brands use celebrities in advertisements, consumers focus more on the celebrity instead of the product that is being endorsed, which is not the goal of the campaign (Mehta, 1994).

However, famous persons get more attention and memory compared to non-famous endorsers because celebrities make consumers feel good about brands. They raise awareness of a company's advertising, they are seen as more entertaining by customers, and most importantly, consumers directly link themselves with having a happy and satisfactory experience by being on par with celebrities they admire in terms of consumption (Clark & Horstmann, 2003).

Celebrity endorsers can have tremendous potential advantages, but there are also major expenses and hazards involved. The advantages are related to the increase and maintenance of attention to the advertisements; the brand introduction in new markets with the usage of celebrities from different cultures which is a key strategy in order to surpass cultural roadblocks; helps with the image polishing after a non-successful marketing campaign or even helps with brand reposition (Erdogan, 1999).

Nevertheless, these advantages bring potential hazards that cannot be ignored. For example, the usage of celebrities can overshadow the message that the brand is trying to convey or the actual products; sometimes the image of the celebrities can be damaged which can automatically affect the image of the brand, to conclude, this marketing communication can lead the brand to the loss of credibility (Erdogan, 1999).

### 2.2.2. Impact of Celebrity Endorsement on Purchase Intentions

In research published in the Journal of Marketing Theory and Practice, Osei-Frimpong et al. (2019) focused on the influence of celebrity endorsement on customer purchase intention.

That way, the authors developed the following hypothesis in order to perceive the relationship between the two variables.

**H1:** Celebrity endorsement influenced by the endorser's attractiveness, trustworthiness, and familiarity is likely to positively influence consumer's purchase intentions.

Findings show that a celebrity endorser who possesses qualities like attractiveness, trustworthiness, and familiarity has a favorable impact on consumers' purchase intentions (Osei-Frimpong et al., 2019).

This occurs as a result of brands hiring celebrities to promote their goods in an effort to encourage consumers to buy their products. By using celebrities, brands are able to attract a larger audience and increase the likelihood that their messages will be remembered by consumers more than with non-celebrity-driven advertisements.

The usage of celebrities is crucial today because of the fierce rivalry in the market, which suggests that brands must design marketing communication techniques that capture consumers' attention.

In this approach, purchase intentions rise when companies choose celebrities who are viewed favorably by the public as attractive, trustworthy, familiar, and likable.

### 2.2.3. Impact of Celebrity Endorsement on Brand Equity

The article by Spry et al. was examined in relation to the effect of celebrity endorsement on brand equity (Spry et al., 2011).

According to the same, many authors adopt a position of support for the idea that celebrity endorsements actually have a positive effect on brand equity.

**H1:** The celebrity endorser will positively impact the consumer-based brand equity of the endorsed brand.

The research that is conducted, later in this article, has as its conclusion the authors' point of view, which will allow us to conclude the positive relationship between the two variables, so the hypothesis is confirmed. The conclusions of the research will be explained in more detail shortly.

Having regard to the authors, celebrity endorsers, according to McCracken (1989) and Till (1998), can increase brand equity by developing secondary linkages (McCracken, 1989; Till, 1998).

Additionally, Seno and Lukas (2007) stated that a celebrity endorser functions as a "co-brand for the endorsed brand", which results in the creation of equity not only for the endorsed brand but also for the endorser celebrity (Seno & Lukas, 2007).

Furthermore, celebrity endorsement can affect how consumers perceive a product's quality and uniqueness, all of which contribute to increased brand equity (Dean, 1999).

As said before and taking into consideration the empirical evidence proven by the previous authors, research was developed by Spry et al..

This study found a direct and favorable correlation between endorser credibility and consumer-based brand equity. Participants in this study after seeing an advertisement, were obliged to judge the brand equity of that exposure. In this approach, the main conclusion is that brands potentially benefit from celebrity's positive connections.

Finally, some academic research contends that brand equity is impacted by celebrity endorsement over time and that this relationship gets stronger and stronger over time (Till, 1998).

#### 2.2.4. Hypotheses

All the previous theoretical framework research allows us to come up with the subsequent hypotheses:

**H1:** Celebrity endorsement positively impacts the purchase intentions of a brand.

**H1a:** Celebrity endorsement impact on purchase intentions is stronger than non-celebrity impact.

**H2:** Celebrity endorsement positively impacts the brand equity of a brand.

**H2a:** Celebrity endorsement impact on brand equity is stronger than non-celebrity impact.

### **2.3 Models on celebrity endorsement strategy**

The celebrity selected to symbolize the communication marketing plan must be carefully and thoughtfully chosen. As a result, numerous writers concurred that exist several essential factors to consider while selecting a match-up. These essential factors belong to the models on celebrity endorsement strategy, which are The Source Credibility Model (includes the level of expertise and trustworthiness), The Source Attractiveness Model, The Product Match-Up Hypothesis, and the Meaningful Transfer Model.

From now on, the Models in the celebrity endorsement strategy will be named as celebrity selection.

#### **2.3.1. Level of Expertise**

The degree to which a communicator is regarded as a source of reliable claims is known as the level of expertise. It reflects the proficiency, experience, or talents that an endorser possesses. It doesn't really matter if an endorser is an expert; what counts is how the target audience perceives the endorser (Ohanian, 1991).

This way, if a celebrity is considered a product expert, it will influence the consumers' perception of the products' quality in a more persuasive way when compared to a non-expert celebrity.

#### **2.3.2. Trustworthiness**

“Honesty, integrity, and believability” are correlated when describing an endorser's trustworthiness. This way, the perceptions of the intended audience are key. By choosing endorsers who are perceived as trustworthy, credible, and honest by the public audience, advertisers benefit from this marketing communication strategy.

Consumers trust people who are similar to them and that follow the same core values. Taking this into account, brands need to look after celebrities that guide themselves through the same values that the brand defends.

### 2.3.3. Attractiveness

Customers often have favorable stereotypes of attractive individuals, and research has shown that physically attractive speakers are more successful than their less attractive counterparts at influencing beliefs and generating purchase intentions (Baker & Churchill, 1977; Friedman et al., 1976).

In conclusion, there is no question that attractive celebrity endorsers improve attitudes toward advertising and brands, but it is unclear whether they can inspire consumers to make purchases. The majority of studies developed by Baker, Churchill, and Friedman, for example, have found that attractive celebrity endorsers cannot inspire consumers to initiate behavioral intent, but other studies have found that celebrities can inspire consumers to make purchases.

### 2.3.4. Product Match-Up

The celebrity image and the product message that the brand is trying to convey must be harmonious in order for the marketing campaign to succeed. So, it's imperative that the brand name and attributes fit the celebrity image (Forkan, 1980).

Alternatively, customers may assume that a celebrity has been highly paid, to support a product or service where there is no relationship between the endorser and the product, which will badly impact the brand image.

### 2.3.5. Meaning Transfer Model

The models mentioned above have come under fire for failing to include all the factors that affect communication efficiency (McCracken, 1989).

According to McCracken (1989), both Source Models and Product Match-Up Hypothesis are not useful ways to comprehend the endorsement process. First off, the success of a certain endorser for a specific product cannot be explained using these models. Therefore, it is hard to determine why a celebrity successfully endorses some products but not others. Furthermore, the models don't offer practical means to distinguish between celebrities.

McCracken (1989) argues as an alternative that celebrity endorsements need to be viewed as a part of a three-step Meaning Transfer Model.

In the initial stage, the celebrities themselves serve as the source and defining elements of the meanings of the characters. All of these things combined suggest that celebrities have unique meaning combinations that are derived from the roles they play in television, films, or other

industries. Due to their passionate and consistent performances, they have constructed these meanings on the public stage, and as such, they own them. The origins of these meanings, according to McCracken (1989), are found in the objects, people, and context that make up the world as it is culturally formed.

In the second stage, some, but frequently not all, of the celebrity's meanings are transferred to the product as a result of celebrity endorsement. As a result, in the minds of the target customers, the brand is connected with the set of meanings inherent and assigned to the celebrity. In this phase, the advertising firm must first decide the symbolic qualities desired for the product and then select a celebrity that closely resembles or symbolizes those values.

Finally, these meanings are communicated, frequently insufficiently, from the product to the consumer. Due to their creation of the self, celebrities have an influence on the last phase of the Meaning Transfer Model.

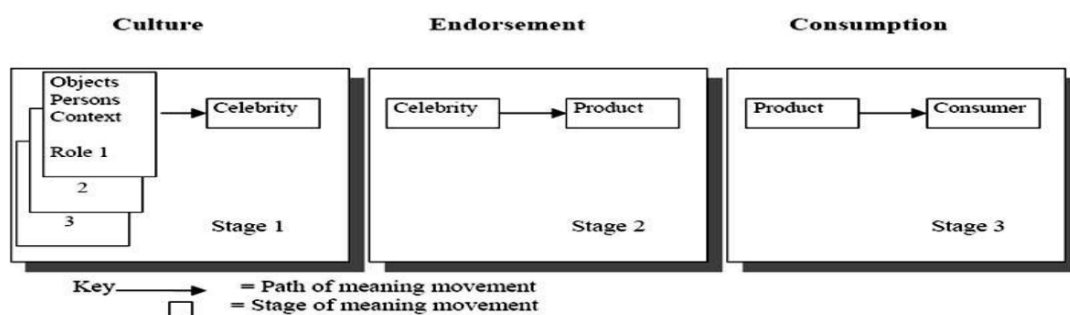


Figure 2. 1: Meaning Transfer Model (McCracken, 1989)

To conclude, in the development of the methodology of this dissertation, the models that will be considered for the development of the research will only be the Source Credibility Model and the Source Attractiveness Model, as they are the criteria for selecting celebrities most referred by several authors.

### 2.3.6. Impact of Celebrity Selection on Purchase Intentions

According to Agrawal and Kamakura (1995), there was a favorable impact on the estimated future profit following the announcement of contracts with celebrity endorsers (Agrawal & Kamakura, 1995).

However, in accordance with the Meaning Transfer Model, advertisers must make sure that the celebrity-selected image, message, and values align with those of the advertised product, brand, and target market.

Using two exploratory and two confirmatory American samples, Ohanian (1990) created a measure of the credibility of celebrity endorsers, that rated each one of the following celebrities: Madonna, John McEnroe, Linda Evans, or Tom Selleck. The scale took expertise, trustworthiness, and attractiveness into account, which are attributes that agree with the literature review of celebrity selection (Ohanian, 1990).

Even in a similar research report, Ohanian (1991) found that only the perceived expertise of celebrities was significantly associated with purchasing intention out of the three credibility dimensions (Ohanian, 1991).

Evidently, these findings did not support the majority of empirical research, which demonstrates that attractiveness (Chaiken, 1979) and trustworthiness (Deshpandé & Stayman, 1994) have a beneficial impact on consumers' propensity to make purchases.

Taking this into account, Pornpitakpan (2004) made an investigation utilizing Singaporean respondents to gauge the effects of trustworthiness, attractiveness, and expertise on a brand's purchase intentions (Pornpitakpan, 2004). This study examines how celebrity credibility factors affect consumers' propensity to buy using four Asian celebrities and 880 Singaporeans as respondents.

The following hypotheses were then established.

**H1:** The celebrity endorser's perceived trustworthiness will positively influence purchase intention for Singaporeans.

**H2:** The celebrity endorser's perceived attractiveness will positively influence purchase intention for Singaporeans.

**H3:** The celebrity endorser's perceived expertise will positively influence purchase intention for Singaporeans.

As hypothesized, all of the coefficients from attractiveness, trustworthiness, and expertise have a significant impact on the purchase intentions, which contrasts with the results presented by Ohanian (Ohanian, 1991).

### 2.3.7. Impact of Celebrity Selection on Brand Equity

Even though there hasn't been much literary analysis of this subject, many researchers believe that there is a connection between celebrity selection and brand equity.

Thus, according to Erdem and Swait (1998), a wise and accurate celebrity selection may have an impact on the endorsed brand equity. As a result, a celebrity with credibility and attractiveness should be chosen in the belief that it will indirectly increase brand value for consumers, helping to develop brand equity (Erdem & Swait, 1998).

Additionally, by impacting customers' psychophysical perceptions, a high brand reputation might raise consumer perceptions of product quality. This way, consumers transfer the perceived and subjective quality levels of the brand to the product that the celebrity is endorsing (Erdem et al., 2002).

The research developed by Spry et al., which was mentioned before, leans over this topic too (Spry et al., 2011). The author developed the following hypotheses, which were the main focus of the investigation development.

**H1:** The credibility of a celebrity endorser will positively impact the credibility of the endorsed brand.

**H2:** The credibility of a brand will positively impact the consumer-based equity of the endorsed brand.

**H3.** The credibility of a celebrity endorser will positively impact the consumer-based equity of the endorsed brand.

According to the same, the associative network memory model can be used to explain the direct relationship between endorser credibility selection and consumer-based brand equity. Agreeing with this model, celebrity endorsement may help in brand recall and recognition since it adds another node to the brand's network in the consumers' memory (Spry et al., 2011).

Therefore, the study's findings are that endorser credibility has a substantial impact on brand credibility, and brand credibility also has a significant impact on brand equity. This way, all the previously mentioned hypotheses were confirmed.

Last but not least, if a highly credible endorser increases brand equity, we can expect that it will also increase brand loyalty (Spry et al., 2011).



### 2.3.8. Conclusion

In conclusion, if the "right" celebrity can be found, celebrity endorsement strategies can be an effective competitive weapon in mature and saturated markets to set products apart from those of rivals.

Therefore, celebrity selection will be used as a complement to the variable celebrity endorsement in order to go deep into the hypotheses analysis and conclusions. This way, will then be applied in the following phase of data collection and analysis to determine whether attributes such as expertise, trustworthiness, and attractiveness have an impact on purchase intentions, as predicted in the literary review.

## 2.4 Brand Equity

It has been demonstrated that establishing a powerful brand may provide businesses with several financial benefits. According to Keller, this approach is thought to offer a company a variety of potential advantages, including increased customer loyalty, reduced vulnerability to saturated markets and marketing crises, customers less price sensitive, increased effectiveness of marketing communications, and opportunities for licensing and brand extension (Keller, 2001).

Brand equity is defined by many writers using various viewpoints. The first definition of brand equity appeared with Leuthesser (1988), who defines brand equity as a “set of associations and behaviors on the part of the brand’s consumers, channel members, and parent corporation that permits the brand to earn greater volume or greater margins than it would otherwise the brand name and that gives the brand a strong, sustainable, and differentiated advantage over competitors” (Leuthesser, 1988).

As the primary means of product recognition and distinction, Kapferer established the brand identity idea in 1992, which consists of six components: physique, personality, culture, self-image, reflection, and relationship (Kapferer, 1992).

Lately in 1993, Keller introduced the concept of customer-based brand equity (CBBE). He defined brand equity as “the differential effect of brand knowledge on consumer response to the marketing of the brand.” This way, CBBE happens when a consumer is aware of a brand and has favorable, strong, and unique brand associations in their memory (Keller, 1993; Lakishyk, 2022).

The concept of Brand Equity has two dimensions: financial brand equity and consumer-based brand equity. The financial dimension is related to the disparity effect of a brand on the balance sheet. The consumer-based is related to the differential effect of a brand on potential purchaser, so it's the "differential effect that brand knowledge has on consumer response to the marketing of a brand" (Lakishyk, 2022).

Through the evolution of the brand equity conception, several dimensions have appeared and have been analyzed. In this thesis, the focus will be on the five major components, which are Brand Awareness, Brand Associations, Brand Attitudes, Brand Attachments and Brand Activities.

#### 2.4.1. Brand Awareness

According to Farquhar, Brand Awareness was defined as the consumer's fast remembering of product specifications (Farquhar, 1990).

Brand Awareness is related to the strength of the brand in the target evoked set, so it is reflected by consumers' capacity to recognize a brand under a variety of circumstances, such as by connecting it to a product category and associated purchase or consumption occasions. So automatically, Brand Awareness is related to creating salience (Ahirrao & Patil, 2017).

In particular, Brand Awareness relates to the likelihood that a brand name will come to mind and the ease with which it does so. This way, Keller et al. defend that Brand Awareness can be divided in depth and breadth (Keller et al., 2015). Deep Brand Awareness occurs when a brand element is easily remembered by a customer and broad Brand Awareness is related to the range of purchase or consumption cases for which the brand is recalled (Lakishyk, 2022).

To conclude, Brand awareness consists of brand recognition and brand recall performance. Because customers are more likely to acquire recognizable and well-known goods, Brand Awareness has a significant impact on purchase intentions. As a result, companies that wish to outperform their rivals must convince customers to be loyal to their products and brands (Ahirrao & Patil, 2017).

#### 2.4.2. Brand Associations

"The power of a brand is what resides in the minds of consumers." This way, brands daily face the challenge of developing modes of associations in consumers' memory through verbal descriptions and visual, sensorial, and emotional impressions (Lakishyk, 2022).

Creating brand equity implies that consumers develop strong, unique and favorable Brand Associations in their minds. The more carefully someone considers product information and connects it to prior brand knowledge, the more powerful the ensuing Brand Association. A favorable Brand Association occurs when the brand offer possesses attributes that can satisfy consumers' needs and wants. Finally, Brand Associations are unique when they provide sustainable competitive advantages (Lakishyk, 2022).

Associations can be functional or emotional. The first is related to physical attributes that are essential in the product in order to meet consumers' needs. The later association is about mental and intangible aspects that are crucial to a brand in order for a customer to consider the brand, such as user profiles, purchase, and usage situations, personality, values, and history (Lakishyk, 2022).

#### 2.4.3. Brand Attitudes

Farquhar infers that Brand Attitude is a consumer' belief that a brand offers a higher performance when compared to its competitors (Farquhar, 1990).

Keller et al. describe Brand Attitudes as “overall evaluations of the brand in terms of its quality and the satisfaction it generates” (Keller et al., 2015).

Moreover, Keller et al. defend that brand judgments and feelings are two components of Brand Attitude. Thus, the rational side is related to consumers' judgments of the brand's quality, credibility, consideration, and superiority. On the other hand, the emotion side is about the consumers' feelings on the subject of a brand (Keller et al., 2015).

#### 2.4.4. Brand Attachments

According to Keller and Lehmann, Brand Attachment leads consumer loyalty to addiction (Keller & Lehmann, 2006).

Brand attachment is essential to create strong connections, acting as the cornerstone of both present and future purchases, also resulting in higher levels of engagement. Additionally, consumers, as brand attachment increases, so do their investments and recommendations.

#### 2.4.5. Brand Activity

Brand Activity is the last dimension of brand equity defended by Kevin Lane Keller. It includes not only the purchase and consumption frequency, but also the involvement with the marketing strategy developed by the brand (Keller & Lehmann, 2006).

Additionally, it is the extent to which customers interact with the brand, talk to others about the brand (word-of-mouth), and seek out brand information, promotions, and events (Keller et al., 2015).

#### 2.4.6. The relationship between Brand Equity and Purchase Intentions

Numerous research has been conducted and has shown that brand equity and purchase intention have a beneficial impact on one another when analyzing the link between the two.

More specifically, the investigations conducted by Aaker in 1991 and 1996 lend credence to the conceptual framework that is assumed in this dissertation. By considering Brand Equity as the independent variable and Purchase Intention as the dependent variable, this study has demonstrated the existence of a connection between Brand Equity and Purchase Intentions (Aaker, 1991, 1996).

Taking this into account, the previous research leads to the development of the assumption that brand equity positively impacts the purchase intentions of a brand. This way, brands must work daily to develop a strong brand that differs from their competitors in order to survive in such a competitive market.

In addition to this study, research conducted by Moradi and Zarei (2011) that examined the influence of brand equity on consumers' purchase intentions and brand preferences was also examined. However, the focus will be placed just on the impact on the purchasers' intentions, since it is the only variable of interest for the purpose of carrying out this dissertation. The authors then arrived at the formulation of the next hypothesis (Moradi & Zarei, 2011).

**H1:** Consumer-based brand equity has a direct and positive influence on consumer's purchase intention.

The analysis carried out allowed for the conclusion that brand equity has a positive impact on the dependent variable of purchase intention with a p-value of 0.63, supporting the hypothesis put forth.

#### 2.4.7. Hypothesis

**H3:** Brand Equity mediates the relationship between celebrity endorsement and purchase intentions.

## 2.5 Conceptual Framework

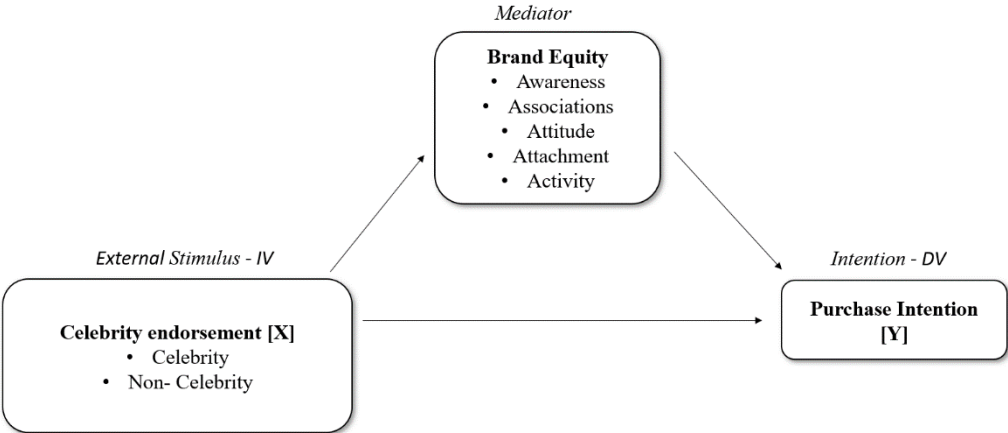


Figure 2. 2: Conceptual Framework

## **CHAPTER 3: METHODOLOGY**

The objective of this chapter is to present the methodology that will be used to develop research techniques in order to understand the impact of celebrity endorsement on purchase intentions. Thus, in the initial phase, the employed methodology will be introduced, followed by an explanation of secondary data and primary data.

Finally, the questionnaire design will be clarified as well as the measurements and analysis that data will face.

### **3.1 Research Approach**

According to Wiid & Diggines (2010), Marketing Research is a “scientific process of gathering and processing information to help marketing management make decisions” (Wiid & Diggines, 2010). Moreover, two crucial goals are served by marketing research. First off, it informs the company about the level of demand for its goods and services from customers. Finally, it allows customers the chance to voice their opinions and desires, influencing decision-making and ensuring that they receive the goods and services they desire.

Descriptive and exploratory research is the most suitable style of research to analyze the specific research topic, despite the frequent use of other types of research, such as causal. Exploratory research is an excellent method to gain a deeper understanding of a problem before attempting to convert the responses of the majority into quantifiable facts. Descriptive research delivers an “accurate snapshot of some aspects of the market environment”, and we can do it through online surveys (Machado, 2022).

In addition to the survey, a small focus group was developed to aid in the development of the survey' stimuli. The approach used to develop the same will then be presented in greater detail.

It is crucial to understand that the quantitative methodology, the survey, will be employed in the development of the thesis in order to provide responses to the hypotheses established in the second chapter. Therefore, it makes sense to be aware of both the benefits and drawbacks of it.

An online survey will be carried out in order to explore, confirm, and draw conclusions regarding the previously collected insights in the literature review chapter. Selecting this technique brings many advantages due to the fact that it allows marketers to quantify the data and generalize the results from the samples to the population of interest (Moreira, 2022).

Moreover, seems an adequate method to address the objectives of the study because a wide range of data and information can be collected, including attitudes and preferences, valued features of an advertisement, perceived the levels of satisfaction, and demographic characterization. Likewise, being an online survey, it lowers the costs, allows to reach some target participants is a higher speed, authorizes the download of results more easily, and allows a more accurate data collection and analysis (Wiid & Diggines, 2010) (Malhotra, 2010).

### 3.2 Secondary Data

The top five celebrities in the world who are considered the most trustworthy and attractive were determined using secondary data. This information was gathered in order to choose the stimuli that would be presented in the survey. Moreover, in order to create a consistent and non-biased stimulus, only men celebrities were selected.

In addition, all the created stimuli were manipulated so that the slogan and logo were always placed on the same side, in this case, the right side, and in the same position so that the participant's reading comprehension was not affected.

In conclusion, the celebrity selection variable will be created through marketing campaigns, that will be manipulated and that leverage the celebrities that are included in this list.

According to the surgeon Julian De Silva, from the Advanced Facial Cosmetic and Plastic Surgery clinic in the United Kingdom, Robert Pattinson is considered the most attractive man in the world due to his facial features at an aesthetic level (A Plastic Surgeon Uses the Golden Ratio to Find 10 of the Most Handsome Men in the World, n.d.).

The study's foundation is a piece of computer software that combines an algorithm with an irrational number to demonstrate mathematical perfection. Although no celebrity reaches 100% perfection in this method, the top 5 celebrities listed below have exceptionally high percentage values.

Top 5 Attractive Celebrities	
Robert Pattinson	92,15%
Henry Cavil	91,64%
Bradley Cooper	91,08%
Brad Pitt	90,51%
George Clooney	89,91%

*Table 3. 1: Top 5 Attractive Celebrities*

The American magazine Forbes has compiled a ranking of the most trusted celebrities in the world according to their readers. The list released considers psychological characteristics such as trustworthiness and the power of attraction, sensibilization and appeal of celebrities (The Most Trustworthy Celebrities 2014, n.d.).

Top 5 Trustworthy Celebrities	
Tom Hanks	1°
Michael J. Fox	2°
Bill Cosby	3°
Ron Howard	4°
Morgan Freeman	5°

*Table 3. 2: Top 5 Trustworthy Celebrities*

**3.3 Primary Data**

Data had to be gathered and analyzed utilizing various authors' viewpoints and studies in order to address the study issues.

**3.3.1 Data Collection**

Over the course of this research, the main aim is to understand how celebrity endorsement has changed consumers' purchase intentions. Consequently, the goal of this research is to analyze and develop appropriate recommendations that can lead to better solutions for companies and their relationship with marketing communication strategies.

As previously mentioned, a survey allows us to reach a larger target audience directly and more easily, as there are no time restrictions since the participants can respond to it when it suits them best (Moreira, 2022). This way, the survey will be distributed mainly through social media and a word-of-mouth system. Additionally, the convenience sampling methodology will be used because it is the quickest and least expensive type of sampling (Machado, 2022).

It was defined that the sample of the survey would consist of males and females between 18 and 60 years old in order to perceive not only how celebrity endorsement impact purchase intentions but also how they perceive these marketing campaigns and the importance or not of the celebrity selection. Having a wide range of ages will help us to conclude if age can be a driver of the research problem.



Furthermore, as was already indicated, secondary data were used to establish the stimuli pertaining to trustworthy and attractive celebrities. The remaining stimuli, however, were not accessible. In this manner, a focus group, exploratory research with nine participants, was conducted.

Each participant may see among ten images of attractive, expert, and trustworthy masculine non-celebrities, with the photo that best represented each category having been selected by the majority. The same nine participants were shown five images of the top chief executive officers of global coffee companies, and they were asked to choose the image of the persona that, in their opinion, looked to be the most knowledgeable.

To conclude, it should be highlighted that the survey adhered to all privacy laws for processing respondents' data, with the data only being used for the purposes of this market and consumer study. The collected data and information will all then be examined in light of the various survey themes.

3.3.2 Stimuli Development

A model of three (expert, attractive, trustworthy) times two (celebrity, non-celebrity) was developed and tested using the coffee industry as the motto in order to study the impact of celebrity endorsement on purchase intention.

This way, a fictitious coffee brand will be created, and some marketing campaigns will be manipulated in order to perceive the impact on consumers' opinion of the celebrity selection and purchase intentions.

	Celebrity	Non-Celebrity
Expertise	50	50
Trustworthiness	50	50
Attractiveness	50	50

Table 3. 3: Stimuli

Each participant will next be presented with one of the six different stimuli, and they must respond appropriately. The participant is required to answer whether or not the celebrity or non-celebrity makes him feel that he is attractive, expert, or trustworthy. The usage of only one stimulus with each participant is to make sure that the responses are independent, and biases are avoided.

Then, respondents must conclude if the usage of a celebrity in the endorsement makes them want to purchase more of the product compared to the usage of a non-celebrity.

Thus, the objective is to collect more than 300 responses, with each stimulus being answered at least 50 times. According to the Central Limit Theorem, this allows the conclusion that the dependent variable is a proxy of a normal distribution of each group of the independent variable (Fischer, 2011).

### 3.3.3 Measurement

As mentioned before, and in agreement with Ohanian (1990), each participant will evaluate the stimulus according to one of the three attributes of the celebrity selection using a 5 Semantical-differential Scale (Ohanian, 1990).

Given that celebrity selection is not a variable in the model, its use in the study only seeks to complement the variable of celebrity endorsement. Or to put it another way, perceive if consumers' intentions to buy increase when they are aware of whether the three attributes work in tandem with the fact that companies are using a celebrity or not in their advertisements.

In this way, the constructs proposed by Ohanian (1990) will be taken into consideration but will not form a part of the operational model.

The objective is then for each participant to analyze the marketing campaign of a fictitious coffee company and evaluate, according to a semantic-differential scale, their agreement with the attributes presented, attributes that are the opposite of each other.

The evaluation of each stimulus is presented in more detail in the following table.

<b>Celebrity Selection</b>		
<b>Level of Expertise</b>	<b>Trustworthiness</b>	<b>Attractiveness</b>
0,885 / 0,892	0,895 / 0,896	0,904 / 0,893
5 Semantical-differential Scale	5 Semantical-differential Scale	5 Semantical-differential Scale
Expert - Not an expert Experienced - Inexperienced Knowledgeable - Unknowledgeable Qualified - Unqualified Skilled – Unskilled  (Ohanian, 1990)	Dependable - Undependable  Honest - Dishonest Reliable - Unreliable Sincere - Insincere Trustworthy - Untrustworthy  (Ohanian, 1990)	Attractive - Unattractive  Classy - Not Classy Beautiful - Ugly Elegant - Plain Sexy - Not sexy  (Ohanian, 1990)

*Table 3. 4: Celebrity Selection Construct Measurement*

Then, in order to combine celebrity selection and celebrity endorsement variables and perceive if it has any impact on purchase intention, the previous constructs will be used (1-Strongly Disagree; 2-Disagree; 3-Neither Disagree nor Agree; 4-Agree; 5-Strongly Agree) (Yoo et al., 2000).

These claims enable an evaluation of the five dimensions of Brand Equity (Brand Awareness, Brand Association, Brand Attitude, Brand Attachment, and Brand Activity), which were noted in the literature review's chapter.

In addition, it should be noted that according to Lassar et al. (1995) and Netemeyer et al. (2004), the evaluation should be conducted using a 7-point Likert scale, but in order to make this measurement more consistent, the scale was modified to a 5-point Likert scale by superiority numerical taking other variables into account (Lassar et al., 1995; Netemeyer et al., 2004).

Brand Equity				
Awareness	Association	Attitude	Attachment	Activity
0,70		0,70	0,83	0,75
5 points likert scale		5 points likert scale	5 points likert scale*	5 points likert scale*
1. X is of high quality. 2. The likely quality of X is extremely high. 3. The likelihood that X would be functional is very high. 4. The likelihood that X is reliable is very high. 5. X must be of very good quality. 6. X appears to be of very poor quality. (reversed) 7. I know what X looks like. 8. I can recognize X among other competing brands. 9. I am aware of X. 10. Some characteristics of X come to my mind quickly. 11. I can quickly recall the symbol or logo of X. 12. I have difficulty imagining X in my mind.  (Yoo et al., 2000)		13. I consider myself to be loyal to X. 14. X would be my first choice. 15. I will not buy other brands if X is available at the store.  (Yoo et al., 2000)	16. After watching this brand, I am very likely to grow fond of it. 17. For this brand, I have positive personal feelings. 18. With time, I will develop a warm feeling toward this brand.  (Lassar et al., 1995)	19. The next time I buy (product category), I intend to buy a (brand name) brand.  (Netemeyer et al., 2004)
<b>Overall Brand Equity:</b>  20. It makes sense to buy X instead of any other brand, even if they are the same. 21. Even if another brand has same features as X, I would prefer to buy X. 22. If there is another brand as good as X, I prefer to buy X. 23. If another brand is not different from X in any way, it seems smarter to purchase X.  (Yoo et al., 2000)				

*\*The scale was adapted from the original scale of a 7-point Likert scale*

*Table 3. 5: Brand Equity Construct Measurement*

Finally, and in order to reach the core of the problem statement, the goal is to determine how celebrity endorsement and brand equity affect the consumer's purchase intentions.

According to Spears et al. (2004), this variable is measured using a 7 Semantical-differential Scale, which will be changed to a 5 Semantical-differential Scale, which is similar to the measurement of the variable celebrity selection (Spears & Singh, 2004)

<b>Purchase Intention</b>
0,97
5 Semantical-differential Scale*
Purchase Intentions: 1. Never - Definitely 2. Definitely do not intend to buy - Definitely intend 3. Very low - High purchase interest 4. Definitely not buy it - Definitely buy it 5. Probably not - Probably buy it  (Spears et al., 2004)

*\*The scale was adapted from a 7 Semantical-differential Scale)*

*Table 3. 6: Purchase Intention Construct Measurement*

In sum, the operational model presented below through several tables can be combined in the following one.

<b>Framework</b>	<b>Measure</b>	<b>Items</b>	<b>Scale</b>	<b>Reference</b>	<b>Cronbach <math>\alpha</math></b>
IV	Celebrity Endorsement	Stimuli	na	na	na
Mediator	Brand Equity – Brand Awareness and Brand Association	12	5 points likert scale	(Yoo et al., 2000)	0,70
	Brand Equity – Brand Attitude	3	5 points likert scale	(Yoo et al., 2000)	0,70
	Brand Equity – Brand Attachment	3	5 points likert scale*	(Lassar et al., 1995)	0,83
	Brand Equity – Brand Activity	1	5 points likert scale*	(Netemeyer et al., 2004)	0,75
DV	Purchase Intentions	1	5 Semantical-differential Scale	(Spears et al., 2004)	0,97

*Table 3. 7: Operational Model (\*This scale was adapted from the original scale)*

Finally, and according to George and Mallery (2003), Cronbach's alpha consists of a coefficient of reliability, which presents how close the set of items is as a group (George & Mallery, 2003). Moreover, they defend that Cronbach's alpha values quality can be analyzed based on the following ranking.

<b>Unacceptable</b>	<b>Poor</b>	<b>Questionable</b>	<b>Acceptable</b>	<b>Good</b>	<b>Excellent</b>
Below 0,50	Between 0,50 and 0,59	Between 0,60 and 0,69	Between 0,70 and 0,79	Between 0,80 and 0,89	Above 0,90

*Table 3. 8: George and Mallery (2003)*

The Cronbach's alpha of the authors' literature constructions is all equal to or higher than 0,70, which qualifies them as acceptable and dependable based on the prior table.

### **3.4 Data Analysis**

The IBM SPSS program will be used as a work tool with an eye on the execution of the investigation into the confirmation or denial of previously proffered hypotheses.

In order to carry out the tests of hypotheses that are most appropriate to the hypothesis in analysis, this advanced statistical analysis platform enables the export of data that was collected through the survey conducted in Qualtrics.

In a manner analogous to IBM SPSS, a similar extension called PROCESS Macro will also be installed with the goal of proceeding with the hypothesis test required by Hypothesis 3, a mediation test, and an evaluation of its effects on the dependent variable (Haynes, 2013).

Later, a demographic characterization of the survey sample will be carried out. As a result, the sample will be examined based on its age, gender, educational level, and nationality.

Following that, and before the hypothesis tests are completed, a number of assumptions need to be verified. Thus, brand equity and purchase intention reliability will be examined using Cronbach's alpha calculation.

In addition, manipulation questions, Malahanobis Distance analysis, and multicollinearity will be scrutinized.

After every press release has been examined and verified, the execution of the hypothesis tests can start. Note that a 95% confidence interval will be used for the tests that will be run. Hence, if the p-value was less than 0.05, the hypothesis was disproved.

In order to corroborate the hypotheses, the Independent Sample T-Test will be conducted for Hypothesis 1 and Hypothesis 2, using the dummy celebrity endorsement as an independent variable and purchase intentions and brand equity as dependent variables, respectively.

Finally, and as previously mentioned, a mediation test will be conducted in Hypothesis 3 in order to understand the indirect effect that brand equity has on the relationship between celebrity endorsement and purchase intention.

## CHAPTER 4: RESULTS AND DISCUSSION

The next chapter's goal is to display the data that was obtained through the executed survey.

Later, based on the hypothesis tests that will be conducted, the aim shifts to determining whether the research analysis that was conducted agrees with the literature review and whether we can affirm the hypotheses that were previously defined or not.

### 4.1 Sample Characterization

The poll received a total of 694 complete responses from participants. However, only 361 of these responses are deemed to be valid.

This number results from the fact that some participants did not meet the demographic criteria required to carry out this study, which called for participants with estimated ages between 18 and 60 years old.

On the other hand, an examination of the response IP addresses was carried out in an effort to ensure that the data gathered were as accurate as possible. Thus, responses with identical IP addresses were disregarded.

As a result, and as previously mentioned, a cap of 50 responses was established for each stimulus. The number of responses received for each inducement is then shown in the following table.

	Celebrity	Non-Celebrity
Expertise	58	67
Trustworthiness	63	52
Attractiveness	55	66

*Table 4. 1: Survey Respondents per Stimuli*

Later, tests of descriptive statistics will be conducted so that it can be possible to characterize the sample.

Through this, we can infer that around 64% of the sample is female, with 99% of the respondents being Portuguese.



Posteriorly, 23% of respondents had completed high school, the majority (52%) had a bachelor's as their highest level of education, and 22% had achieved a master's degree. The remaining participants have other levels of education, therefore.

The following graphics contains more details about the sample demographics.

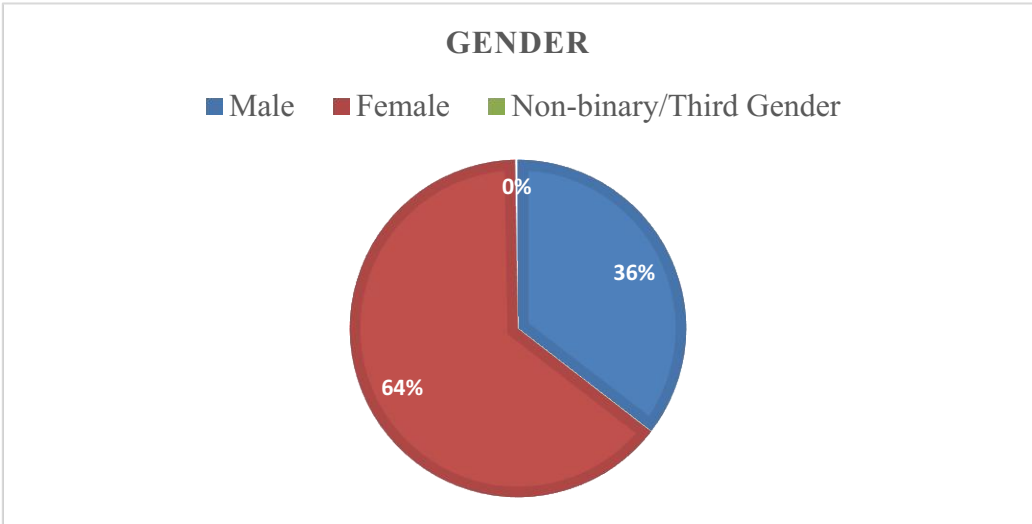


Figure 4. 1: Gender Characterization

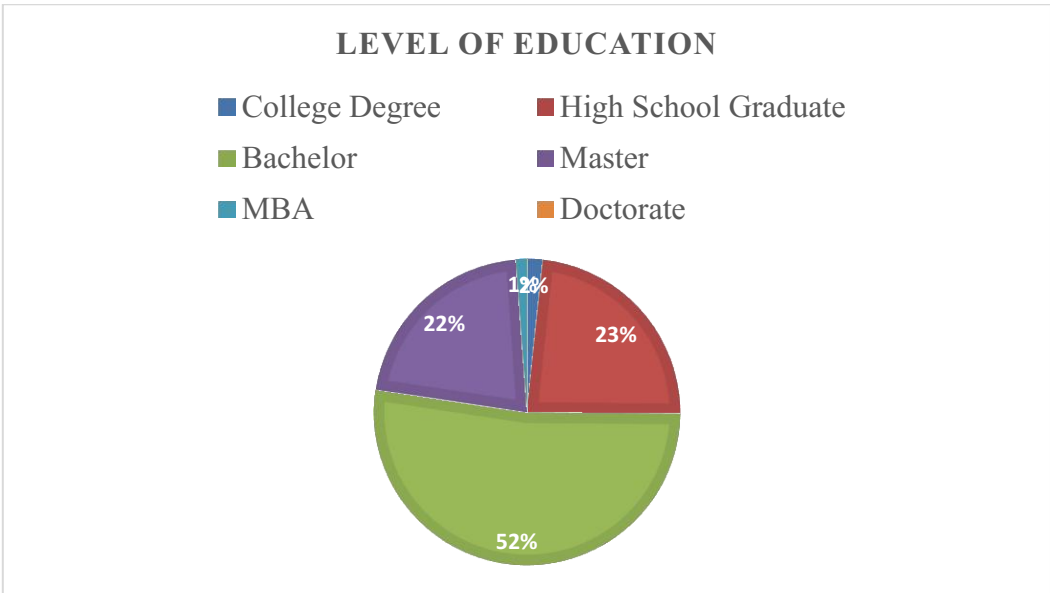


Figure 4. 2: Level of Education Characterization

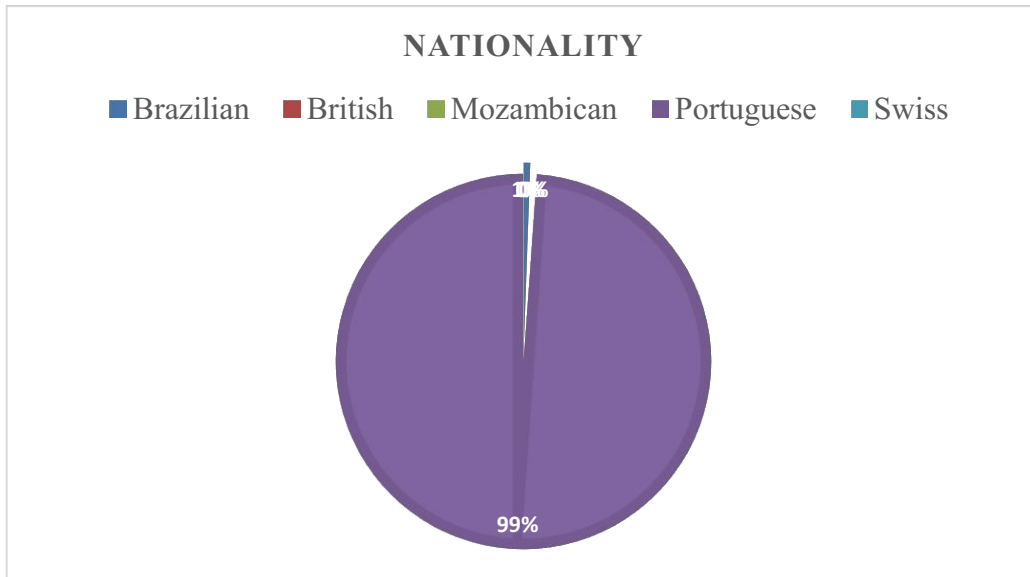


Figure 4. 3: Nationality Characterization

In conclusion, due to the imbalanced percentages for gender, education level, and geography, the sample cannot be regarded as representative of the population. This is due to the convenience sampling used and adopted in the distribution of the survey through a social media and a word-of-mouth system.

#### 4.2 Measures Development

Prior to carrying out the hypothesis tests, the constructs' reliability will be assessed, and it will be determined whether the stimulus passes the manipulation check or not. Additionally, a Mahalanobis distance analysis and a multicollinearity analysis of the variables will be conducted.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,418	1,336		2,558	,011		
	Brand Awareness and Association	,112	,048	,138	2,349	,019	,567	1,764
	Brand Attitude	-,207	,109	-,124	-1,902	,058	,458	2,184
	Brand Attachment	,411	,114	,223	3,611	<,001	,512	1,954
	Brand Activity	,835	,311	,182	2,687	,008	,427	2,344
	Overall Brand Equity	,305	,088	,227	3,461	<,001	,452	2,213
	CelEnd	,061	,388	,007	,158	,874	,983	1,017

a. Dependent Variable: Purchase Intention

Table 4. 2: Coefficients

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions						
				(Constant)	Brand Awareness and Association	Brand Attitude	Brand Attachment	Brand Activity	Overall Brand Equity	CelEnd
1	1	6,279	1,000	,00	,00	,00	,00	,00	,00	,01
	2	,497	3,554	,00	,00	,00	,00	,00	,00	,91
	3	,094	8,195	,08	,02	,26	,01	,07	,01	,07
	4	,056	10,554	,01	,01	,57	,03	,33	,06	,00
	5	,035	13,338	,01	,00	,01	,00	,45	,85	,01
	6	,030	14,518	,05	,01	,00	,95	,15	,08	,00
	7	,009	26,878	,85	,96	,15	,01	,00	,00	,00

a. Dependent Variable: Purchase Intention

*Table 4. 3: Collinearity Diagnostics*

Starting with Mahalanobis' analysis and collinearity diagnostics, as we can observe in the previous tables, the tolerance value for all the variables is above 0,40, which allows the inference that there is no collinearity between the variables. Moreover, VIF is also below 10. However, we can perceive in Table 4.3 that the variable Celebrity Endorsement presents a Condition Index above 15, which may raise some concerns.

Considering all of the above-mentioned factors, it is possible to draw the conclusion that there is an absence of collinearity among the various variables.

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7,9993	22,5067	14,6111	2,43387	360
Std. Predicted Value	-2,717	3,244	,000	1,000	360
Standard Error of Predicted Value	,297	1,016	,493	,126	360
Adjusted Predicted Value	8,1496	22,9131	14,6070	2,43903	360
Residual	-10,43811	11,38226	,00000	3,61787	360
Std. Residual	-2,861	3,120	,000	,992	360
Stud. Residual	-2,875	3,143	,001	1,003	360
Deleted Residual	-10,54103	11,55448	,00409	3,69835	360
Stud. Deleted Residual	-2,905	3,184	,001	1,006	360
Mahal. Distance	1,374	26,825	5,983	3,843	360
Cook's Distance	,000	,061	,003	,006	360
Centered Leverage Value	,004	,075	,017	,011	360

a. Dependent Variable: Purchase Intention

*Table 4. 4: Residuals Statistics*

Concerning the Mahalanobis distance, as we can confirm in Table 4.4, the value is around 5,98. This analysis allows for the detection of any cases in the sample, including outliers, that may be having an excessive impact on the model's results. This means, that the mean distance between a point and a distribution is 5,98.

In addition, after creating a Mahalanobis variable in SPSS and then a new variable that gives us the probability of the same, we were able to see that there are 3 values below 0,001, which indicates that these 3 responses are outliers.

Then, the following tables show Cronbach's alpha obtained in several constructs, such as brand equity and purchase intentions.

		# of items	Cronbach $\alpha$
<b>Brand Equity Components</b>	Awareness / Association	12	0,743
	Attitude	3	0,898
	Attachment	3	0,857
	Overall Brand Equity	4	0,911
<b>Total Brand Equity</b>		23	0,909
<b>Purchase Intentions</b>		5	0,901

*Table 4. 5: Cronbach's Alpha of Brand Equity and Purchase Intentions*

As seen in the aforementioned tables, all Cronbach's alpha has a reliability value above 0.70. On the premise of George and Mallery's (2003) assessment, it is possible to state that all constructs have an acceptable level of reliability (George & Mallery, 2003).

In addition to this, it is also possible to see that a significant number of constructions have values higher than 0,90, which shows that the reliability is indeed excellent.

Following, in order to determine if participants perceive, understand, and respond as expected to the variation of the independent variable, or, more specifically, whether the consumers respond differently in case of the character used in the advertising is a famous person or not, an analysis of the manipulation questions will be conducted.

In this manner, descriptive statistics will be used as the test in order to compare the means of the several manipulation questions, considering that there are more than two stimuli.

	<b>Stimuli</b>	<b>Means</b>
<b>The person presented in the advertisement is a celebrity.</b>	Celebrity Expert	3,74
	Celebrity Trustworthy	4,43
	Celebrity Attractive	4,05
	Non-Celebrity Expert	2,27
	Non-Celebrity Trustworthy	2,98
	Non-Celebrity Attractive	2,82

*Table 4. 6: Celebrity Manipulation Check*

	<b>Stimuli</b>	<b>Means</b>
<b>The person presented in the advertisement is an expert in the coffee industry.</b>	Celebrity Expert	4,21
	Celebrity Trustworthy	2,56
	Celebrity Attractive	2,38
	Non-Celebrity Expert	3,52
	Non-Celebrity Trustworthy	2,85
	Non-Celebrity Attractive	2,48

*Table 4. 7: Expertise Manipulation Check*

	<b>Stimuli</b>	<b>Means</b>
<b>The person presented in the advertisement is trustworthy.</b>	Celebrity Expert	3,98
	Celebrity Trustworthy	3,70
	Celebrity Attractive	3,15
	Non-Celebrity Expert	3,67
	Non-Celebrity Trustworthy	3,35
	Non-Celebrity Attractive	2,83

*Table 4. 8: Trustworthiness Manipulation Check*

	<b>Stimuli</b>	<b>Means</b>
<b>The person presented in the advertisement is attractive.</b>	Celebrity Expert	2,67
	Celebrity Trustworthy	3,06
	Celebrity Attractive	3,67
	Non-Celebrity Expert	2,55
	Non-Celebrity Trustworthy	3,69
	Non-Celebrity Attractive	3,85

*Table 4. 9: Trustworthiness Manipulation Check*

As we can see from the previous tables, all of the manipulation questions were verified, which makes it possible to keep analyzing the hypothesis tests.

According to the table in Figure 18, we can see that the means results of the celebrity expert, celebrity trustworthy, and attractive celebrity stimuli are higher compared with the other stimuli, proving that people who responded to these stimuli perceived the character in the advertisements as celebrities.

Then, and in accordance with the table in Figure 19, we can confirm that the celebrity expert and non-celebrity expert mean values are superior to those of the other stimuli.

Now, having a closer look at Figure 20, we can also see that both celebrity trustworthy and non-celebrity trustworthy stimuli scored highly on the manipulation question related to trustworthiness. However, we can observe that those stimuli were not the ones with the higher mean.

Finally, and in accordance with Figure 21, we can see that the manipulation question of the character being attractive is also confirmed.

Once the Mahalanobis distance, manipulation check, reliability measure, and multicollinearity analysis have been completed, the prerequisites for moving on to the hypothesis tests are now gathered.

### 4.3 Results of the Hypotheses Tests

#### 4.3.1 Hypothesis 1 – Linear Regression and Independent Sample T-Test

**H1:** Celebrity endorsement positively impacts the purchase intentions of a brand.

Regarding the initial hypothesis, a linear regression was chosen as the hypothesis test for the clarification of the same.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,016 <sup>a</sup>	,000	-,003	4,35987

a. Predictors: (Constant), CelEnd  
b. Dependent Variable: Purchase Intention

*Table 4. 10: Model Summary [H1]*

As shown in the outputs, the R-square has a value of 0.00. Considering that this measurement shows the proportion of the variance in the dependent variable that the independent variables collectively account for, one may claim that celebrity endorsement accounts for 0% of the variance in purchase intentions.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,665	1	1,665	,088	,767 <sup>b</sup>
	Residual	6824,041	359	19,008		
	Total	6825,706	360			

a. Dependent Variable: Purchase Intention  
b. Predictors: (Constant), CelEnd

*Table 4. 11: ANOVA [H1]*

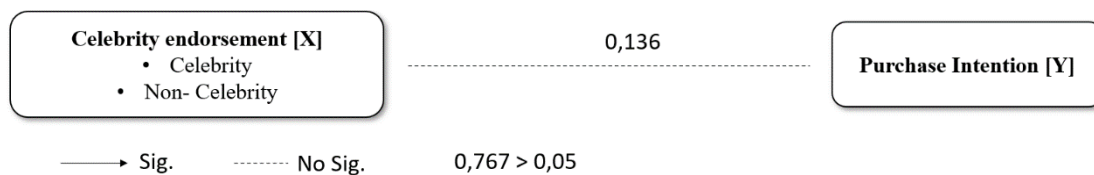
### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,546	,321		45,379	<,001
	CelEnd	,136	,459	,016	,296	,767

a. Dependent Variable: Purchase Intention

*Table 4. 12: Coefficients [H1]*

Then, we can see that the Sig. has a value of 0,767, which means that the dependent variable's beta value is equal to zero, or that there is no statistically significant effect on the dependent variable.



*Figure 4. 4: Visual Representation [H1]*

**H1a:** Celebrity endorsement impact on purchase intentions is stronger than non-celebrity impact.

An Independent Sample T-Test will be the next step in order to analyze the previously presented hypothesis. Therefore, a number of assumptions need to be first confirmed before the test can be run.

First of all, the dependent variable should be measured on a continuous scale, which means that it should be a metric variable, and the independent variable should be non-metric. This assumption is then respected due to the fact that the dependent variable is purchase intentions, measured in an agreement scale, and the independent variable is celebrity endorsement, which is a dummy variable.

Then, the sample must demonstrate independence of observations, which means that neither the observations within nor between groups are related. Once again, this assumption is acknowledged since participants responded to different stimuli.



Later, there should be no significant outliers and the dependent variable should be approximately normally distributed for each group of the independent variable. The distribution of variable purchase intentions will then be evaluated.

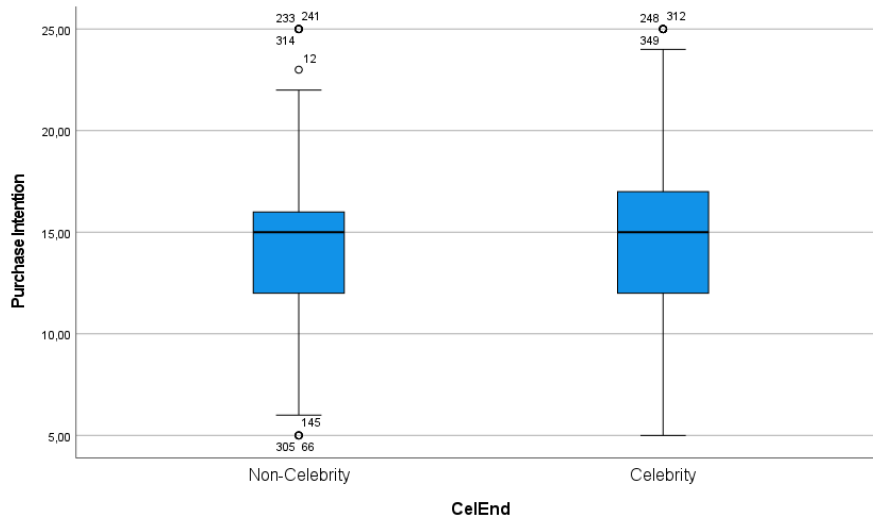


Figure 4. 5: Observed Value [H1]

Descriptives						
CelEnd		Statistic	Std. Error			
Purchase Intention	Non-Celebrity	Mean	14,5459	,29884		
		95% Confidence Interval for Mean	Lower Bound	13,9564		
			Upper Bound	15,1355		
		5% Trimmed Mean	14,4955			
		Median	15,0000			
		Variance	16,521			
		Std. Deviation	4,06460			
		Minimum	5,00			
		Maximum	25,00			
		Range	20,00			
		Interquartile Range	4,50			
		Skewness	,169	,179		
		Kurtosis	,528	,355		
		Purchase Intention	Celebrity	Mean	14,6818	,35052
				95% Confidence Interval for Mean	Lower Bound	13,9900
Upper Bound	15,3736					
5% Trimmed Mean	14,6465					
Median	15,0000					
Variance	21,624					
Std. Deviation	4,65015					
Minimum	5,00					
Maximum	25,00					
Range	20,00					
Interquartile Range	5,00					
Skewness	,197			,183		
Kurtosis	-,045			,364		

Table 4. 13: Descriptives [H1]

As can be seen from the previous table, using the purchase intentions of a non-celebrity as an example, we can see that the statistic skewness value is 0,169 and the standard error skewness value is 0,179. Dividing the first value by the second, the output is around 0,94. This way, the distribution of this variable can therefore be inferred to be normal because this value falls between -2 and 2.

Using the same approach for the Kurtosis analysis of the same variable, we can see that the value of the division is 1,49, which is also found in the range of values indicative of a normal distribution.

By conducting this analysis on a celebrity's purchase intentions as well, it is possible to confirm that the conclusions are similar.

Last but not least, considering Figure 4.4, we can see that the same implied the presence of normality in the distribution of the dependent variable. As well as the absence of extreme outliers given that no outlier exhibits an asterisk.

The Levene test will then be conducted after taking the last assumption into consideration, which asserts that there must be homogeneity in the variances.

Independent Samples Test											
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
Purchase Intention	Equal variances assumed	3,590	,059	-,296	359	,384	,767	-,13587	,45908	-1,03869	,76694
	Equal variances not assumed			-,295	347,329	,384	,768	-,13587	,46061	-1,04182	,77007

Table 4. 14: Independent Samples Test [H1]

Being the Sig. of Levene's Test of Equality of Variances above 0,05, the null hypothesis is confirmed, which affirms that the variances of the groups are equal.

Having met all of the prerequisites, the Independent Sample T-Test can now be carried out.

Group Statistics						
		CelEnd	N	Mean	Std. Deviation	Std. Error Mean
Purchase Intention	Non-Celebrity		185	14,5459	4,06460	,29884
	Celebrity		176	14,6818	4,65015	,35052

Table 4. 15: Group Statistics [H1]

According to the previous tables, we can see that the group's mean scores for non-celebrity and celebrity are 14,55 and 14,68, respectively.

Additionally, by seeing the Sig. One-Sided p-value of 0,384, which is higher than 0,05, we can conclude that the means of the two groups are equal.

Thus, considering all of the previous tests, it is possible to say that **the hypothesis that celebrity endorsement impact on purchase intentions is stronger than non-celebrity impact has not been proven.**

As a result, the conclusion of the hypothesis test differs from what has been seen and inferred by Osei-Frimpong et al. (2029), which may indicate that the sample used is not representative (Osei-Frimpong et al., 2019).

4.3.2 Hypothesis 2 - Linear Regression and Independent Sample T-Test

**H2:** Celebrity endorsement positively impacts the brand equity of a brand.

To clarify the second hypothesis, a linear regression was used as the hypothesis test.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,005 <sup>a</sup>	,000	-,003	12,00301

a. Predictors: (Constant), CelEnd  
 b. Dependent Variable: Brand Equity

*Table 4. 16: Model Summary [H2]*

Then, we can see that the Sig. has a value of 0,767, which means that the dependent variable's beta value is equal to zero, or that there is no statistically significant effect on the dependent variable.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,561	1	1,561	,011	,917 <sup>b</sup>
	Residual	51721,901	359	144,072		
	Total	51723,463	360			

a. Dependent Variable: Brand Equity

b. Predictors: (Constant), CelEnd

Table 4. 17: ANOVA [H2]

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	61,573	,882		69,773	<,001
	CelEnd	,132	1,264	,005	,104	,917

a. Dependent Variable: Brand Equity

Table 4. 18: Coefficients [H2]

Finally, we can observe that the Sig. has a value of 0,917, indicating that there is no statistically significant effect on the dependent variable and that the beta value of the dependent variable is equal to zero.

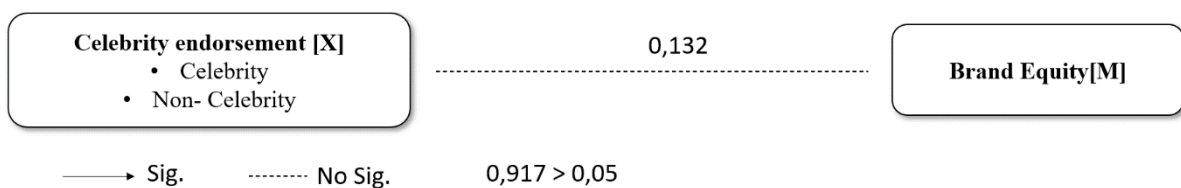


Figure 4. 6: Visual Representation [H2]

**H2a:** Celebrity endorsement impact on brand equity is stronger than non-celebrity impact.

Once again, an Independent Sample T-Test will be carried out in order to solve the previous hypothesis.

First off, brand equity, a metric variable that is also measured on an agreement scale, serves as the dependent variable, while celebrity endorsement, a dummy variable, as was the case previously, serves as the independent variable.

The sample must then show that there is no correlation between the observations made inside a group and those made between groups. Again, this premise is accepted because individuals' responses varied in response to various stimuli.

The dependent variable should therefore be normally distributed for each group of the independent variable, with no noticeable outliers.

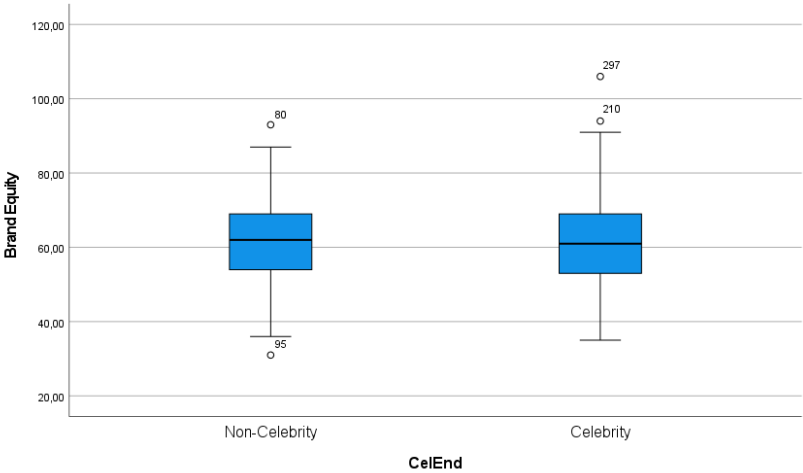


Figure 4. 7: Observed Value [H2]

### Descriptives

CelEnd		Statistic	Std. Error	
Brand Equity	Non-Celebrity	Mean	61,5730	,84680
	95% Confidence Interval for Mean	Lower Bound	59,9023	
		Upper Bound	63,2437	
	5% Trimmed Mean	61,4715		
	Median	62,0000		
	Variance	132,659		
	Std. Deviation	11,51777		
	Minimum	31,00		
	Maximum	93,00		
	Range	62,00		
	Interquartile Range	15,50		
	Skewness	-,002	,179	
	Kurtosis	-,246	,355	
	Celebrity	Mean	61,7045	,94169
		95% Confidence Interval for Mean	Lower Bound	59,8460
Upper Bound			63,5631	
5% Trimmed Mean		61,2677		
Median		61,0000		
Variance		156,072		
Std. Deviation		12,49289		
Minimum		35,00		
Maximum		106,00		
Range		71,00		
Interquartile Range		16,00		
Skewness		,554	,183	
Kurtosis		,434	,364	

*Table 4. 19: Descriptives [H2]*

Using the brand equity of a non-celebrity as an example, it is evident from the previous table that the statistic skewness value is -0,002 and the standard error skewness value is 0,179. The result of dividing the first value by the second is roughly -0,01. Due to the fact that this number lies between -2 and 2, it is possible to conclude that the distribution of this variable is normal in this manner.

We can see that the division value is -0,69, which is likewise found in the range of values suggestive of a normal distribution, using the same method for the Kurtosis analysis of the same variable.

By conducting this analysis on a celebrity's purchase intentions as well, it is possible to confirm that the brand equity of a celebrity, using the Kurtosis values, presents a coefficient of 3,02, which infers the absence of a normal distribution of this variable. This way, the analysis needs to be carried out with extra attention.

The presence of normalcy in the distribution of the dependent variable was inferred by the image above, which brings us to our final point. Furthermore, since no outlier displays an asterisk, there are no extreme outliers. Apart from that, the image makes it possible to see that the quadrants are centered.

After considering the final assumption, which states that the variances must be homogeneous, the Levene test will be carried out.

Independent Samples Test											
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
Brand Equity	Equal variances assumed	,167	,683	-,104	359	,459	,917	-,13157	1,26387	-2,61709	2,35394
	Equal variances not assumed			-,104	352,951	,459	,917	-,13157	1,26643	-2,62227	2,35913

Table 4. 20: Independent Samples Test [H2]

Being the Sig. of Levene's Test of Equality of Variances above 0,05, it can be affirmed that the variances of the groups are equal.

After fulfilling all requirements, the Independent Sample T-Test can now be performed.

Group Statistics					
	CelEnd	N	Mean	Std. Deviation	Std. Error Mean
Brand Equity	Non-Celebrity	185	61,5730	11,51777	,84680
	Celebrity	176	61,7045	12,49289	,94169

Table 4. 21: Group Statistics [H2]

The previous tables show that the group's mean celebrity and non-celebrity scores are 61,57 and 61,70, respectively. Further evidence that the means of the two groups are equal comes from the fact that the Sig. One-Sided p-value is higher than 0,05, by presenting a value of 0,459.

**The premise that celebrity endorsement influence on brand equity is stronger than non-celebrity impact has not been demonstrated**, according to all of the prior tests. Once again, the results do not go in accordance with the literature review (Spry et al., 2011).

A more thorough analysis was conducted to determine whether there was any dimension of brand equity that stood out by not presenting a similar mean on the categories of celebrity endorsement, celebrity, and non-celebrity.

	CelEnd	N	Mean	Std. Deviation	Std. Error Mean
Brand Awareness and Association	Non-Celebrity	185	34,5730	5,18739	,38138
	Celebrity	176	34,6818	5,60213	,42228
Brand Attitude	Non-Celebrity	185	6,2000	2,58087	,18975
	Celebrity	176	6,0341	2,68306	,20224
Brand Attachment	Non-Celebrity	185	8,4486	2,24790	,16527
	Celebrity	176	8,5511	2,49518	,18808
Brand Activity	Non-Celebrity	185	2,5135	,88532	,06509
	Celebrity	176	2,3977	1,01463	,07648
Overall Brand Equity	Non-Celebrity	185	9,8378	3,20422	,23558
	Celebrity	176	10,0398	3,33357	,25128

*Table 4. 22: Group Statistics [H2]*

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
Brand Awareness and Association	Equal variances assumed	,859	,355	-,192	359	,424	,848	-,10885	,56792	-1,22571	1,00802
	Equal variances not assumed			-,191	353,336	,424	,848	-,10885	,56901	-1,22792	1,01023
Brand Attitude	Equal variances assumed	,016	,900	,599	359	,275	,550	,16591	,27705	-,37894	,71076
	Equal variances not assumed			,598	356,192	,275	,550	,16591	,27732	-,37948	,71130
Brand Attachment	Equal variances assumed	2,879	,091	-,410	359	,341	,682	-,10249	,24973	-,59360	,38862
	Equal variances not assumed			-,409	350,714	,341	,683	-,10249	,25038	-,59492	,38994
Brand Activity	Equal variances assumed	4,876	,028	1,157	359	,124	,248	,11579	,10009	-,08105	,31262
	Equal variances not assumed			1,153	347,118	,125	,250	,11579	,10043	-,08174	,31331
Overall Brand Equity	Equal variances assumed	,000	,997	-,587	359	,279	,558	-,20193	,34410	-,87864	,47477
	Equal variances not assumed			-,586	356,146	,279	,558	-,20193	,34444	-,87932	,47545

*Table 4. 23: Independent Samples Test [H2]*

However, as can be seen in the above tables, all brand equity dimensions have Sig. One-Sided p values over 0,05, which proves that the mean for the various groups is equal.

#### 4.3.3 Hypothesis 3 – Mediation Test – Model 4a Process v4.4 by Andrew F. Hayes

**H3:** Brand Equity mediates the relationship between celebrity endorsement and purchase



intentions.

To carry out this hypothesis test, we will refer to Andrew F. Hayes' PROCESS Procedure for SPSS Version 4.2 1.

In this way, it will be consider the application of model 4a in the context of celebrity endorsement as an independent variable (X), purchase intentions as a dependent variable (Y), and brand equity as a mediator variable (M).

OUTCOME VARIABLE:  
BE

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,0055	,0000	144,0721	,0108	1,0000	359,0000	,9171

Model							
	coeff	se	t	p	LLCI	ULCI	
constant	61,5730	,8825	69,7728	,0000	59,8375	63,3085	
CelEnd	,1316	1,2639	,1041	,9171	-2,3539	2,6171	

Table 4. 24: Outcome of Brand Equity Variable [H3]

OUTCOME VARIABLE:  
PI

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,5053	,2553	14,1982	61,3722	2,0000	358,0000	,0000

Model							
	coeff	se	t	p	LLCI	ULCI	
constant	3,2490	1,0571	3,0734	,0023	1,1700	5,3279	
CelEnd	,1117	,3968	,2816	,7784	-,6686	,8920	
BE	,1835	,0166	11,0737	,0000	,1509	,2161	

Table 4. 25: Outcome of Purchase Intention Variable [H3]

Observing the above tables, we can arrive at the following formula to represent this model.

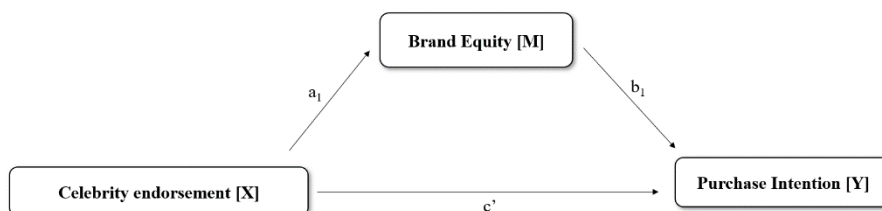


Figure 4. 8: Statistical Diagram of Model 4a [H3]

$$Y = b_0 + b_1M + c'X$$

$$\Leftrightarrow \text{Purchase Intention} = 3,2490 + 0,1835 \text{ Brand Equity} + 0,1117 \text{ Celebrity Endorsement}$$

$$M = a_0 + a_1X$$

$$\Leftrightarrow \text{Brand Equity} = 61,5730 + 0,1316 \text{ Celebrity Endorsement}$$

```

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****
Total effect of X on Y
  Effect      se      t      p      LLCI      ULCI      c'_ps
  ,1359      ,4591      ,2960      ,7674      -,7669      1,0387      ,0312

Direct effect of X on Y
  Effect      se      t      p      LLCI      ULCI      c'_ps
  ,1117      ,3968      ,2816      ,7784      -,6686      ,8920      ,0257

Indirect effect(s) of X on Y:
  Effect      BootSE      BootLLCI      BootULCI
  BE      ,0241      ,2339      -,4489      ,4797

```

Table 4. 26: Total, Direct and Indirect Effects of X on Y [H3]

Now that we have examined the indirect impact of celebrity endorsement on purchase intention through brand equity, we can see that it has a value of 0,0241 and is therefore not statistically significant.

The indirect effect is the mediating effect, which occurs when the confidence interval (the values of BootLLCI and BootULCI) does not pass through zero, or when both values are positive or negative. In this case, since we have -.4321 and .4725, they contain zero, hence there is no effect of mediation.

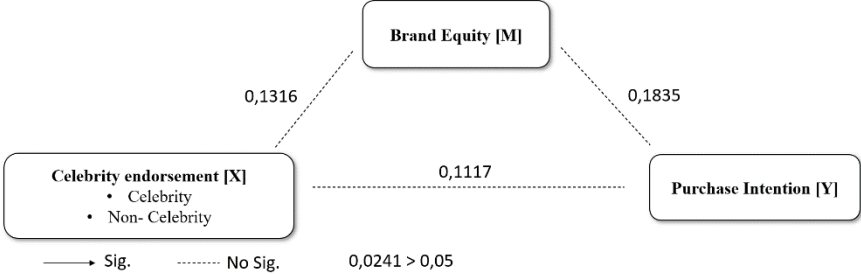
Furthermore, the direct effect of X on Y is the direct result of celebrity endorsement on purchase intention.

Additionally, the direct effect is not significant ( $p > 0.05$ ). As variable X is not directly connected to variable Y immediately before the analysis, a meaningful mediation was not anticipated.

Being even more detailed in our analysis, we can see that the total effect of X on Y is 0.1359.

As a result, when the indirect effect is divided by the entire effect value, or in other words, when 0,0241 is divided by 0,1349, we arrive at a percentage of 17,73%.

We can therefore conclude that only 17,73% of the overall effect of celebrity endorsement on purchase intention operates indirectly. In this method, brand equity simply controls 17,73% of the link between celebrity endorsement and purchase intention.



**4.4 Discussion**

In this section, three Independent Sample T-tests were carried out to determine whether the various attributes affect purchase intentions in different ways. In these tests, attributes such as expertise, trustworthiness, and attractiveness were contrasted based on whether respondents had seen a celebrity or not.

As a result, three variables—expert, trustworthy, and attractiveness—were developed, each of which was divided into celebrity and non-celebrity categories.

The outcomes of the performed hypothesis tests are shown in the following tables.

**Group Statistics**

	DummyExpert	N	Mean	Std. Deviation	Std. Error Mean
Purchase Intention	celebrity expert	58	14,7931	4,86217	,63843
	celebrity non expert	67	15,1940	3,98573	,48693

Table 4. 27: Group Statistics - Expert Discussion

		Independent Samples Test									
		Levene's Test for Equality of Variances				t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	Lower	Upper
						One-Sided p	Two-Sided p				
Purchase Intention	Equal variances assumed	2,518	,115	-,506	123	,307	,613	-,40093	,79158	-,196781	1,16595
	Equal variances not assumed			-,499	110,353	,309	,619	-,40093	,80293	-,199210	1,19024

Table 4. 28: Independent Samples Test – Expert Discussion

It is confirmed that the variances of the groups are equal because Levene's Test of Equality of Variances has a Sig. value above 0,05.

Moreover, tables show that the group's mean celebrity and non-celebrity scores are 14,79 and 15,19, respectively.

Furthermore, we can infer that the means of the two groups are equal based on the fact that the Sig. Two-Sided p-value is 0,613.

As a result, according to attribute **expertise**, **consumers' intent to make purchases are unaffected by the use of celebrities or non-celebrities in advertisements.**

Group Statistics					
	DummyTrust	N	Mean	Std. Deviation	Std. Error Mean
Purchase Intention	celebrity trustworthy	63	14,7778	4,67472	,58896
	non celebrity trustworthy	52	13,7692	4,06137	,56321

Table 4. 29: Group Statistics - Trustworthy Discussion

		Independent Samples Test									
		Levene's Test for Equality of Variances				t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	Lower	Upper
						One-Sided p	Two-Sided p				
Purchase Intention	Equal variances assumed	,465	,497	1,221	113	,112	,225	1,00855	,82597	-,62785	2,64495
	Equal variances not assumed			1,238	112,684	,109	,218	1,00855	,81491	-,60599	2,62308

Table 4. 30: Independent Samples Test – Trustworthy Discussion

Because Levene's Test of Equality of Variances has a Sig. value of 0,497, which is above 0,05, the variances of the groups are confirmed to be equal.

Later, the means of celebrity trustworthy and non-celebrity trustworthy are 14,78 and 13,77. Additionally, since the Sig. Two-Sided p-value is greater than 0,05 and equal to 0,225, we can deduce that the means of the two groups are equal, which goes in accordance with the descriptive statistics presented before.

As a result, **the usage of celebrities or non-celebrities in advertisements has no bearing on customers' intentions to make purchases, according to the attribute trustworthiness.**

**Group Statistics**

	DummyAttrac	N	Mean	Std. Deviation	Std. Error Mean
Purchase Intention	celebrity attractive	55	14,4545	4,46724	,60236
	non celebrity attractive	66	14,5000	4,09596	,50418

*Table 4. 31: Group Statistics - Attractive Discussion*

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
Purchase Intention	Equal variances assumed	,739	,392	-,058	119	,477	,954	-,04545	,77931	-1,58866	1,49765
	Equal variances not assumed			-,058	110,933	,477	,954	-,04545	,78552	-1,60202	1,51111

*Table 4. 32: Independent Samples Test – Attractive Discussion*

Lastly, once again, it is confirmed that the variances of the groups are equal because the Levene's Test of Equality of Variances has a Sig. value of 0,392.

Additionally, tables demonstrate that the group's mean celebrity and non-celebrity values are 14,45 and 14,50, respectively, showing that these numbers are highly comparable to one another.

The value of the Sig. Two-Sided p-value will be examined in order to determine whether the Independent Sample T-Test confirms this equality of the means.

According to the previously presented tables, this exhibits a value of 0,954, which supports the hypothesis that the means of the two groups are equal.

Once more, it can be inferred that selecting **attractive celebrities instead of attractive non-celebrities, has no impact on the purchase intention of consumers.**

## **CHAPTER 5: CONCLUSIONS AND LIMITATIONS**

The main goal of this dissertation's execution is to determine whether the use of celebrity endorsements in marketing campaigns can affect brand equity and whether they can increase consumer purchase intentions ahead of the products and services those companies are putting on the market.

At the end of this dissertation, after conducting a thorough review of the literature on the central themes of this investigation, after conducting a quantitative study based on the results of a survey, and after conducting an analysis of the data gathered in our sample, it will then be possible to develop a conclusion that is well-supported, grounded, and based both in theory and in practice.

### **5.1 Main Findings & Conclusions**

As noted in the literature study, each author presents and defends a variety of points of view.

According to Tom (1992), when it comes to the influence of celebrity endorsement on consumers' purchase intentions, the author believed that using a non-celebrity, or, more specifically, creating a new persona for a specific marketing campaign was more effective in the sense that it allowed consumers to develop a deeper relationship with the product because the persona was created specifically for that product and was only used once (Tom et al., 1992).

In line with this point of view, Mehta (1994) found that although there were differences in the cognitive reactions created by receivers, there were no statistically significant differences in attitudes regarding purchase intentions and brand equity between celebrity and non-celebrity endorsement scenarios. This is a result of the fact that in non-celebrity circumstances, consumers pay more attention to the brand and its qualities than they do under celebrity situations (Mehta, 1994).

But according to a study by Osei-Frimpong et al. (2019), there is a correlation between the variable celebrity endorsement and purchase intentions and that correlation is positive. That is, the independent variable positively affects the dependent variable. This is explained by the argument that brands may reach a wider audience and boost the likelihood that their messages will stick in consumers' minds by employing celebrities in their commercials (Osei-Frimpong et al., 2019).

Along with the previously mentioned author, Spry et al. (2011) also argue that celebrity endorsement actually boosts brand equity. This claim is based on the observation that

consumers are able to develop secondary connections with a brand when celebrities are used, leading to an increase in brand equity. Additionally, the use of celebrities changes how consumers view the value and distinctiveness of the product that is being advertised (Spry et al., 2011).

Starting with the two initial hypotheses, a linear regression was developed and led to the conclusion that celebrity endorsement not only has no statistical significance in purchase intention but also in brand equity.

Later, regarding the hypotheses "Celebrity endorsement impact on purchase intentions is stronger than non-celebrity impact" and "Celebrity endorsement impact on brand equity is stronger than non-celebrity impact", a preliminary analysis of the Independent Sample T-test assumptions was carried out.

The normality of the distribution of the dependent variables, purchase intention and brand equity, for each group of the independent variable, celebrity endorsement, was then examined. Later, the presence or absence of outliers in the sample was investigated.

After both of the hypothesis tests for the two variables have been successfully run, it is possible to draw the conclusion that the results show that none of the hypotheses can be confirmed.

The first hypothesis argues that the mean of celebrities' purchase intentions and the mean of non-celebrities purchasing intentions are equal. Moreover, the significance value of the one-sided p (p-value) has a value of 0,767, above the level of significance.

The second hypothesis holds that the mean of celebrity brand equity and the mean of non-celebrity brand equity are equal. In a similar vein, the significance value of the one-sided p (p-value) displays a value of 0,917, again above the level of significance.

In this way, the draw conclusions run counter to the research conducted by Osei-Frimpong et al. (2019) and Spry et al. (2011). On the contrary, according to Tom's (1992) and Mehta's articles (1994).

Later, it was decided to conduct a hypothesis test using PROCESS Macro with regard to the third hypothesis "Brand Equity mediates the relationship between celebrity endorsement and purchase intentions".

With literary criticism taken into account, a study conducted by Moradi and Zarei (2011) confirmed that brand equity has a favorable effect on the dependent variable of purchase intention. However, instead of treating brand equity as a mediator, just like the conceptual framework of this dissertation use, this study views it as an independent variable (Moradi & Zarei, 2011).

Following the completion of the hypothesis test, it is possible to see that the p-value displayed a value of 0,0241, demonstrating that the relationship between the variables is not statistically significant, so there is no effect of mediation.

### **5.2 Managerial / Academic Implications**

There is still very little research and analysis regarding the influence of celebrity endorsement on consumers' purchasing intentions in the most recent academic studies. As a result, this research makes significant contributions to the understanding of this topic and the interaction between the variables.

Given that celebrities typically forge greater connections with their audience, this dissertation has management significance for brands and businesses operating in the current competitive and saturated market. The use of celebrities enables consumers to remember promotions more quickly and to establish secondary connections with the company and its goods. However, as previously stated, the use of celebrities does not significantly change brand equity and customer buy intentions.

In this way, the brand manager can choose the endorsement strategy that best fits their goal based on the brand's objectives.

### **5.3 Limitations and Further Research**

This topic should be enhanced by additional research, but more importantly, remedy some of this dissertation's shortcomings.

First off, a number of respondents began the survey but did not finish it, resulting in inaccurate responses and a non-random sample.

Additionally, unbalanced quotas were created by the convenience sampling technique used. This way, the sample used for the study cannot be regarded as representative of the market due to the respondents' nationality, gender, and age.



As only respondents between the ages of 18 and 60 made up this sample, 64% of whom were women, and 99% of whom were Portuguese, it would be crucial for future studies to focus on gathering additional data from a sample that included more men and respondents who were not Portuguese.

Then, because brand equity typically takes time to develop, it may be thought of as a long-term construct. According to Till (1998), celebrity endorsement affects brand equity over time, and this relationship only grows stronger over time (Till, 1998).

As a result, the use of a brand created just for the purpose of carrying out this dissertation rather than one that already existed and was well-known to the respondents made it possible for the answers to the survey's brand equity questions to be a little more challenging.

Thus, it was difficult to evaluate Brand Awareness, Association, Attitude, Attachment, and Activity based on the constructs developed by Lassar et al. (1995), Netemeyer et al. (2004) and Yoo et al. (2000) because consumers lacked any prior or explicit brand knowledge (Lassar et al., 1995; Netemeyer et al., 2004; Yoo et al., 2000).

Later, potential customers of a brand are conquered over time rather than just by exposing them to a single advertisement. As a result of the survey's execution, respondents were only exposed to the marketing campaign once, which may have prevented the influence of celebrity endorsement on purchase intentions from being as significant.

Finally, further study on the influence of celebrity endorsement on other dependent variables, such as level of attachment or perceived quality of the brand, may be warranted. Moreover, other moderator or mediator variables, besides brand equity can be included. For example, use the variable celebrity selection as a mediator.

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## APPENDICES

### Appendix 1: Focus Group

Welcome and thank you for participating in this focus group. I've invited you to join because I think your point of view is crucial. I hereby express my gratitude for your attendance at this meet.

This conversation is intended to gauge your existing viewpoints on a variety of photographs, and you will be asked what you think about three different attributes.

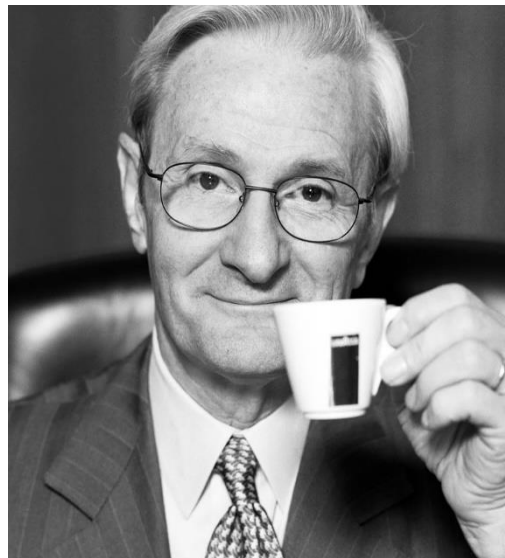
The conversation will be handled informally and each one of you should make an effort to provide the most accurate and sincere responses to questions.

The focus group conversation is expected to run 15 minutes and there are no right or wrong responses in this discussion, so keep that in mind.

**Q1: Analyzing the following 5 pictures, do you all agree that they represent expert celebrities regarding the coffee industry?**



*Image 1: Celebrity Expert 1*



*Image 2: Celebrity Expert 2*



*Image 3: Celebrity Expert 3*



*Image 4: Celebrity Expert 4*



*Image 5: Celebrity Expert 5*

They all agreed that all the celebrities presented are experts in the coffee industry.

**Q1A: Please select, between the photographs, the one that makes you feel that he is the most expert in the coffee industry.**

- A: Image 3
- B: Image 5
- C: Image 3
- D: Image 3
- E: Image 5
- F: Image 5
- G: Image 3
- H: Image 3



I: Image 3

**Q2: Analyzing the following 10 pictures, do you all agree that they represent expert characters regarding the coffee industry?**



*Image 6: Non-Celebrity expert 1*



*Image 1: Non-Celebrity expert 2*



*Image 2: Non-Celebrity expert 3*



*Image. 3: Non-Celebrity expert 4*





*Image 4: Non-Celebrity expert 5*



*Image 5: Non-Celebrity expert 6*



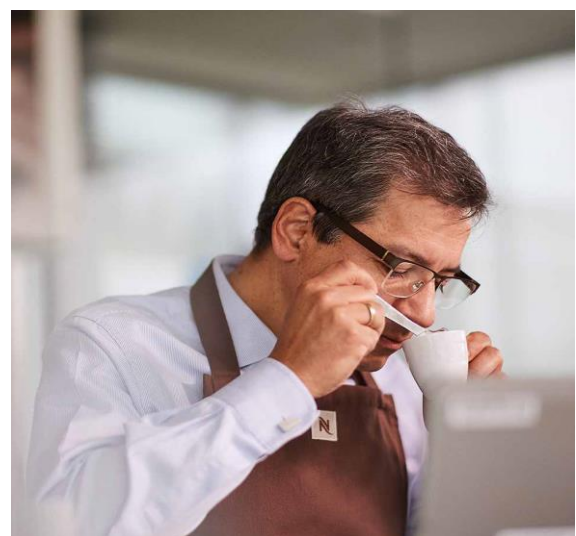
*Image 6: Non-Celebrity expert 7*



*Image 7: Non-Celebrity expert 8*



*Image 8: Non-Celebrity expert 9*



*Image 9: Non-Celebrity expert 10*

They all agreed that all the characters presented are experts in the coffee industry.

**Q2A: Please select, between the photographs, the one that makes you feel that he is the most expert in the coffee industry.**

A: Image 10

B: Image 8

C: Image 10

D: Image 10

E: Image 2

F: Image 10

G: Image 10

H: Image 5

I: Image 10

**Q3: Analyzing the following 10 pictures, do you all agree that they represent trustworthy characters?**



*Image 10: Non-Celebrity trustworthy 1*



*Image 11: Non-Celebrity trustworthy 2*



*Image 12: Non-Celebrity trustworthy 3*



*Image 13: Non-Celebrity trustworthy 4*



*Image 14: Non-Celebrity trustworthy 5*



*Image 15: Non-Celebrity trustworthy 6*





*Image 16: Non-Celebrity trustworthy 7*



*Image 17: Non-Celebrity trustworthy 8*



*Image 18: Non-Celebrity trustworthy 9*



*Image 19: Non-Celebrity trustworthy 10*

They all agreed that all the characters presented seem trustworthy.

**Q3A: Please select, between the photographs, the one that makes you feel that he is the most trustworthy.**

- A: Image 6
- B: Image 6
- C: Image 6
- D: Image 3

E: Image 6

F: Image 6

G: Image 6

H: Image 6

I: Image 8

**Q4: Analyzing the following 10 pictures, do you all agree that they represent attractive characters?**



*Image 20: Non-Celebrity attractive 1*



*Image 21: Non-Celebrity attractive 2*



*Image 22: Non-Celebrity attractive 3*



*Image 23: Non-Celebrity attractive 4*



*Image 24: Non-Celebrity attractive 5*



*Image 25: Non-Celebrity attractive 6*



*Image 26: Non-Celebrity attractive 7*



*Image 27: Non-Celebrity attractive 8*



*Image 28: Non-Celebrity attractive 9*



*Image 29: Non-Celebrity attractive 10*

They all agreed that all the characters presented are attractive.

**Q3A: Please select, between the photographs, the one that makes you feel that he is the most attractive.**

A: Image 8

B: Image 4

C: Image 8

D: Image 4

E: Image 4

F: Image 4

G: Image 4

H: Image 5

I: Image 4

## **Appendix 2: Survey (English Version)**

Thank you for agreeing to take this survey. It won't take you more than 3 minutes!

This research is being conducted by a Strategic Marketing student of Católica Lisbon School of Business and Economics. It should be highlighted that the survey adhered to all privacy laws for processing respondents' data, with the data only being used for the purposes of this market and consumer study.

If you are willing to fill in this survey, please click on the “Next” button.

**Q1: How old are you?**

- Under 18
- Between 18-60 years
- Above 60

**Q2: Gender**

- Male
- Female
- Non-binary/third gender
- Prefer not to say

**Q3: Please specify your level of education**

- College Degree
- High School Graduate
- Bachelor
- Master
- MBA
- Doctorate

**Q4:** Please select your nationality

**Q43:** The image presented below represents a marketing campaign of Perfelto, an Italian coffee brand.



*Figure Appendix. 1: Celebrity expert*

**Q12:** Using the advertisement as reference, please indicate your feelings towards the character chosen.

Non Expert \_\_\_\_\_ Expert

Inexperienced \_\_\_\_\_ Experienced

Unknowledgeable \_\_\_\_\_ Knowledgeable

Unqualified \_\_\_\_\_ Qualified

Unskilled \_\_\_\_\_ Skilled



**Q47:** Using the advertisement as reference, please indicate your feelings towards the following statements. (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree)

1. The person presented in the advertisement is a celebrity.
2. The person presented in the advertisement is an expert in the coffee industry.
3. The person presented in the advertisement is trustworthy.
4. The person presented in the advertisement is attractive.

**Q16:** Using the previous advertisement as reference again, please answer the following questions using a 5 points likert scale (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree)

1. The usage of a famous celebrity plays an important role in this advertisement.
2. The usage of a famous celebrity makes me feel more interested in the product.
3. The usage of a famous celebrity changes my evaluation about the product.
4. The usage of a famous celebrity gets my attention more than the advertisement with a non-celebrity.
5. My ratings about the product are higher when they use a celebrity instead of a non-celebrity.
6. The usage of a famous celebrity makes me want to purchase the product.

**Q23:** Please answer the following questions concerning the brand, using a 5 points likert scale (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree). Please take into consideration the advertisement shown before.

1. Perfetto is a high quality brand.
2. The likely quality of Perfetto is extremely high.
3. The likelihood that Perfetto would be functional is very high.
4. The likelihood that Perfetto is reliable is very high.
5. Perfetto must be of a very good quality.
6. Perfetto appears to be of very poor quality.
7. I know what Perfetto looks like.
8. I can recognize Perfetto among other competing brands.
9. I am aware of Perfetto.

10. Some characteristics of Perfetto come to my mind quickly.

11. I can quickly recall the symbol or logo of Perfetto.

12. I have difficulty in imagining Perfetto in my mind.

**Q24:** Please answer the following questions concerning the brand, using a 5 points likert scale (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree). Please take into consideration the advertisement shown before.

1. I consider myself to be loyal to Perfetto.

2. Perfetto would be my first choice.

3. I will not buy other brands if Perfetto is available at the store.

**Q25:** Please answer the following questions concerning the brand, using a 5 points likert scale (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree). Please take into consideration the advertisement shown before.

1. After watching this brand, I am very likely to grow fond of it.

2. For this brand, I have positive personal feelings.

3. With time, I will develop a warm feeling toward this brand.

**Q26:** Please answer the following questions concerning the brand, using a 5 points likert scale (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree). Please take into consideration the advertisement shown before.

1. Next time I buy coffee, I intend to buy Perfetto brand.

**Q44:** Please answer the following questions concerning the brand, using a 5 points likert scale (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree). Please take into consideration the advertisement shown before.

1. It makes sense to buy Perfetto instead of any other brand, even if they are the same.

2. Even if another brand has same features as Perfetto, I would prefer to buy Perfetto.

3. If there is another brand as good as Perfetto, I prefer to buy Perfetto.

4. If another brand is not different from Perfetto in any way, it seems smarter to purchase Perfetto.

**Q41:** Imagine that you are in a supermarket looking for a coffee brand, and you saw the previous advertisement. How likely is it that you would consider purchasing the product. Indicate your feelings towards the following statements.

Never \_\_\_\_\_ Definitely

Definitely do not intend to buy \_\_\_\_\_ Definitely intend

Very low purchase interest \_\_\_\_\_ Very high purchase intention

Definitely not buy it \_\_\_\_\_ Definitely buy it

Probably not buy it \_\_\_\_\_ Probably buy it

**Q29:** The image presented below represents a marketing campaign of Peretto, an Italian coffee brand.



*Figure Appendix. 2: Celebrity trustworthy*

**Q6:** Using the advertisement as reference, please indicate your feelings towards the character chosen.

Undependable \_\_\_\_\_ Dependable

Dishonest \_\_\_\_\_ Honest

Unreliable \_\_\_\_\_ Reliable

Insincere \_\_\_\_\_ Sincere

Untrustworthy \_\_\_\_\_ Trustworthy

**Q49:** Using the advertisement as reference, please indicate your feelings towards the following statements. (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree)

1. The person presented in the advertisement is a celebrity.
2. The person presented in the advertisement is an expert in the coffee industry.
3. The person presented in the advertisement is trustworthy.
4. The person presented in the advertisement is attractive.

**Q22:** Using the previous advertisement as reference again, please answer the following questions using a 5 points likert scale (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree)

1. The usage of a famous celebrity plays an important role in this advertisement.
2. The usage of a famous celebrity makes me feel more interested in the product.
3. The usage of a famous celebrity changes my evaluation about the product.
4. The usage of a famous celebrity gets my attention more than the advertisement with a non-celebrity.
5. My ratings about the product are higher when they use a celebrity instead of a non-celebrity.
6. The usage of a famous celebrity makes me want to purchase the product.

**Q30:** The image presented below represents a marketing campaign of Perfetto, an italian coffee brand.



*Figure Appendix. 3: Celebrity attractive*

**Q7:** Using the advertisement as reference, please indicate your feelings towards the character chosen.

Unattractive \_\_\_\_\_ Attractive

Not Classy \_\_\_\_\_ Classy

Ugly \_\_\_\_\_ Beautiful

Plain \_\_\_\_\_ Elegant

Not Sexy \_\_\_\_\_ Sexy

**Q48:** Using the advertisement as reference, please indicate your feelings towards the following statements. (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree)

1. The person presented in the advertisement is a celebrity.
2. The person presented in the advertisement is an expert in the coffee industry.
3. The person presented in the advertisement is trustworthy.
4. The person presented in the advertisement is attractive.

**Q21:** Using the previous advertisement as reference again, please answer the following questions using a 5 points likert scale (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree)

1. The usage of a famous celebrity plays an important role in this advertisement.
2. The usage of a famous celebrity makes me feel more interested in the product.
3. The usage of a famous celebrity changes my evaluation about the product.
4. The usage of a famous celebrity gets my attention more than the advertisement with a non-celebrity.
5. My ratings about the product are higher when they use a celebrity instead of a non-celebrity.
6. The usage of a famous celebrity makes me want to purchase the product.

**Q31:** The image presented below represents a marketing campaign of Perfetto, an italian coffee brand.



*Figure Appendix. 4: Non-Celebrity expert*

**Q15:** Using the advertisement as reference, please indicate your feelings towards the character chosen.

Non Expert \_\_\_\_\_ Expert

Inexperienced \_\_\_\_\_ Experienced

Unknowledgeable \_\_\_\_\_ Knowledgeable

Unqualified \_\_\_\_\_ Qualified

Unskilled \_ \_ \_ \_ \_ Skilled

**Q50:** Using the advertisement as reference, please indicate your feelings towards the following statements. (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree)

1. The person presented in the advertisement is a celebrity.
2. The person presented in the advertisement is an expert in the coffee industry.
3. The person presented in the advertisement is trustworthy.
4. The person presented in the advertisement is attractive.

**Q17:** Using the previous advertisement as reference again, please answer the following questions using a 5 points likert scale (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree)

1. The usage of a non celebrity plays an important role in this advertisement.
2. The usage of a non celebrity makes me feel more interested in the product.
3. The usage of a non celebrity changes my evaluation about the product.
4. The usage of a non celebrity gets my attention more than the advertisement with a famous celebrity.
5. My ratings about the product are higher when they use a non celebrity instead of a celebrity.
6. The usage of a non celebrity makes me want to purchase the product.

**Q32:** The image presented below represents a marketing campaign of Perpetto, an Italian coffee brand.



*Figure Appendix. 5: Non-Celebrity trustworthy*

**Q13:** Using the advertisement as reference, please indicate your feelings towards the character chosen.

Undependable \_\_\_\_\_ Dependable

Dishonest \_\_\_\_\_ Honest

Unreliable \_\_\_\_\_ Reliable

Insincere \_\_\_\_\_ Sincere

Untrustworthy \_\_\_\_\_ Trustworthy

**Q51:** Using the advertisement as reference, please indicate your feelings towards the following statements. (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree)

1. The person presented in the advertisement is a celebrity.
2. The person presented in the advertisement is an expert in the coffee industry.
3. The person presented in the advertisement is trustworthy.
4. The person presented in the advertisement is attractive.



**Q20:** Using the previous advertisement as reference again, please answer the following questions using a 5 points likert scale (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree)

1. The usage of a non celebrity plays an important role in this advertisement.
2. The usage of a non celebrity makes me feel more interested in the product.
3. The usage of a non celebrity changes my evaluation about the product.
4. The usage of a non celebrity gets my attention more than the advertisement with a famous celebrity.
5. My ratings about the product are higher when they use a non celebrity instead of a celebrity.
6. The usage of a non celebrity makes me want to purchase the product.

**Q33:** The image presented below represents a marketing campaign of Perfetto, an italian coffee brand.



*Figure Appendix. 6: Non-Celebrity attractive*

**Q14:** Using the advertisement as reference, please indicate your feelings towards the character chosen.

Unattractive \_\_\_\_\_ Attractive

Not Classy \_\_\_\_\_ Classy

Ugly \_\_\_\_\_ Beautiful

Plain \_\_\_\_\_ Elegant

Not Sexy \_\_\_\_\_ Sexy

**Q53:** Using the advertisement as reference, please indicate your feelings towards the following statements. (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree)

1. The person presented in the advertisement is a celebrity.
2. The person presented in the advertisement is an expert in the coffee industry.
3. The person presented in the advertisement is trustworthy.
4. The person presented in the advertisement is attractive.

**Q19:** Using the previous advertisement as reference again, please answer the following questions using a 5 points likert scale (1-Strongly disagree; 2-Disagree; 3-Undecided; 4-Agree; 5-Strongly agree)

1. The usage of a non celebrity plays an important role in this advertisement.
2. The usage of a non celebrity makes me feel more interested in the product.
3. The usage of a non celebrity changes my evaluation about the product.
4. The usage of a non celebrity gets my attention more than the advertisement with a famous celebrity.
5. My ratings about the product are higher when they use a non celebrity instead of a celebrity.
6. The usage of a non celebrity makes me want to purchase the product.