

Effectiveness of Consumer Endorser in Social Media Advertisement

Impact on consumers' attitudes and behaviors

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Abstract

Title: Effectiveness of consumer endorser in social media advertisement – Impact on consumer’s attitudes and behaviors

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Keywords: Consumer endorsement, Credibility, Attractiveness, AIDA model, Social media advertisement

Thesis purpose: This research aims to study consumers’ attitudes toward consumer endorsers in social media advertisements. It also measures how these attitudes have an impact on the effectiveness of the advertisements especially in affecting intention to buy.

Methodology: Quantitative research method was used to understand consumers’ attitudes towards the consumer endorser and to measure how these attitudes have an impact on the effectiveness of the advertisements

Theoretical perspective:

This study is based on theories of source characteristics as well as AIDA model which measures effectiveness of advertisement

Empirical data:

The research was conducted via the internet, targeting at female consumers who are the main segment for the cosmetics market. 338 valid answers were collected from the survey questionnaire.

Conclusion:

The results of this study shows that the consumer endorser has positive effects in creating effectiveness in the social media advertisement, influencing consumers' attitudes and behaviors. Some characteristics of the endorser which are trustworthiness and attractiveness can create product awareness, interest and desire in the consumers leading to intention to buy. However, expertise of the consumer endorser can only create the awareness but cannot lead to interest, desire and intention to buy.

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1. Introduction

The first chapter provides background information on consumer endorsement in advertising, definition of the terms used, and a review of literature in this area. This is followed by a discussion of the research problem, the purpose of this research and the research questions. Finally, the outline of the thesis is also presented in this chapter to give readers an overview on the scope of this research.

“If you don’t capture buyer’s mind, you won’t capture his or her money”

(Witt, 1999)

1.1 Background

Advertising is one of the elements in the marketing mix, containing a variety of methods which company could use to reach out and communicate with current and potential consumers (Forouhandeh, Nejatian, Ramanathan, & Forouhandeh, 2011). As can be seen from the above quote, effective advertising capturing the minds of the customers is crucial for the company in getting their customers to buy their products. Since advertising is the principal way the company communicates with their customers, it is, therefore, an area of importance for companies to focus on (Witt, 1999).

Given its importance, companies have invested billions of dollars in advertising, especially, in the area of advertising endorsement. Advertising endorsement has become a global phenomenon with companies using endorsers as part of their marketing communication strategy to support their corporate or brand image on different channels, both traditional media and digital marketing media.

One form of advertising endorsement which is prevalent is celebrity endorsement. Companies believe that the desirable qualities of the celebrity can operate in a transferable way to their product and brand. This is evident from OMEGA’s endorsement of Cindy Crawford as their watch ambassador for over 10 years as her fashion sense and style fits the Omega’s brand image and values of quality, reliability and a strong sense of tradition (Tiptopwatches, 2010). Recent celebrity endorsement deals inked include Maria Sharapova campaigns for digital camera manufacturer Canon to promote their PowerShot line of cameras, Iranian President Mahmoud Ahmadinejad endorsement deal with Gillette to pitch its Fusion ProGlide razor in international markets (Iranian.com, 2011).

The merits of using celebrity endorser as a brand and/or product endorser are highlighted widely in the literature. However, other type of endorsers, which is often ignored in the field of research, is consumer endorser. With the emergence of social media as another marketing communication channel, it is anticipated that there will be an increase in the numbers of consumer endorser used in the social media advertisements.

This research, therefore, seeks to discover consumers' attitudes towards consumer endorsers and to understand how these attitudes affect the effectiveness of the advertisement in the context of social media, which is, in this case, YouTube.

1.2 Definition

This section provides definition on the terms used to in this research paper to help readers have a clearer understanding of the discussion.

1.2.1 Advertising

Advertising is defined as “any paid form of non-personal presentation and promotion of ideas, goods or services through mass media by identified sponsor” (Kotler, Wong, Saunders, & Armstrong, 2005). The objectives of advertising are to provide information of the products (Informative advertising), to persuade consumers and build selective demand (Persuasive advertising), and to remind consumers to keep thinking about the product/ brand (Reminder advertising) (ibid).

Demonstration Advertising

Demonstration advertising is considered one type of rational appeal advertising, which is aimed at attracting consumers' interest by showing the benefits of the products, in term of quality, value or performance (Kotler et al., 2005). In demonstration advertisement, information on the product attributes and the benefits of the products are provided. Endorsers as spokespersons are often used to teach consumers on how to use the product through this form of advertisement (Pelsmacker, Geuens, & Bergh, 2007).

This type of advertising is used as a means to understand consumers' attitudes toward the consumer endorser in this study.

1.2.2 Endorsement

Endorsement is defined as any advertisements that feature an actual expert, celebrity, consumer, or organization expressing support for a company's products (Till & Busler, 1998). Endorsement can be the form of spokesperson, verbal statements and product demonstrations. Endorsements can also be used in any medium, from television and radio spots to direct mail business fliers and magazine/newspaper advertisements, including social media, such as blogs and social network (ibid).

In this study, consumer endorser as a spokesperson for the product is the focus. According to Friedman & Friedman (1979), there are three types of endorsers, which are celebrity endorser, expertise endorser and consumer endorser.

a) Celebrity Endorser

McCracken defined a celebrity endorser as "an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 1989). Hence, a celebrity is a well-known personality, such as television actors, movie stars, entertainers or sports personalities, who is known to the public for his or her accomplishments in areas other than the product class endorsed (Shimp, 2000).

Celebrities bring their own distinctive image to an advertisement and its associated brand and have power to create, enhance, and change brand images (Debevec, Kathleen, & Iyer, 1986; Erdogan, 1999). They have high profile with wide recognition, status and popularity.

b) Expertise Endorser

Friedman & Friedman, (1979) defined an expertise endorser as a person who is perceived professional and having superior knowledge in the area of the product class. The person obtained the knowledge from studying, training and experiences, such as dentists, doctors and athletes.

c) Consumer Endorser

Consumer endorsers are ordinary persons with no prior special knowledge of the endorsed product but acquire product knowledge through use of the products (Friedman & Friedman, 1979). Advertising, which use consumer endorser, reflects the typical experiences and feelings of consumers.

Using consumer endorsers is considered less costly than celebrity endorsers, and can avoid negative attitudes of consumers toward using “unrealistically beautiful people” in the advertisement (Belch & Belch, 2009; Shimp, 2000).

Consumer endorsers, unlike celebrities, do not enjoy wide recognition nor does the status symbol accorded to a celebrity. Consumer endorser is the subject of discussion in this study.

1.2.3 Social Media

With the development of World Wide Web in the early 1990s and the rapid expansion of Internet usage, advertising has experienced a fundamental transformation in the way companies communicate with consumers (Gordon & Turner, 1997). This a departure from the traditional forms of communication channels e.g. print and TV commercials companies used to adopt in reaching out to their consumers.

Harker (2008) described online or Internet advertising as ‘any form of commercial content available on the internet, delivered by any channel, in any form, designed to inform customers about a product or service at any degree of depth’, such as YouTube, Facebook, and MySpace.

The characteristics of internet and social media empower consumers in allowing them to express and disseminate their thoughts faster and easier, creating a free flow and information exchange channel (Forouhandeh et al., 2011; Phippen, 2004; Rowley, 2004). With the rising popularity of social media, online marketing channels are potential strategic tools in influencing people (Truong & Simmons, 2010). In addition, endorsers in social media advertising can shape consumers’ attitudes and are recognized to promote a brand or organization (Freberga, Graham, McGaughey, & Freberg, 2011).

1.3 Literature Review

The study of consumers' attitudes toward brand endorsement has been extensively researched upon in earlier studies. Most of these studies focused on brand endorsement by celebrity and their effects on consumers' attitudes and behaviors as the main research area. Developing on this research area, other studies on celebrity endorsement have researched on characteristics of the celebrity and the value of using celebrity endorsers in advertising. Most these studies on endorsement were conducted in traditional media, such as TV commercials and print advertising (Gaided & Rached, 2010; Natarajan & Chawla, 1997)

O'Mahony & Meenaghan (1998) in their study pointed out that the use of celebrity endorsers in brand endorsement is based on the belief that the profile, personality, and attributes of the celebrity draw attention to the messages they deliver and, transfer the image values into the communication messages.

Studies, which are focused on brand endorsement by celebrity and their effects on consumers' attitudes and behaviors, have shown that celebrity endorsers can create positive effects on consumers' attitudes and increase their intention to buy (Erdogan, 1999; Ranjbarian, Shekarchizade, & Momeni, 2010). These findings suggest that celebrity endorsers can increase the likelihood of consumers choosing products that are endorsed by celebrity endorsers (Ohanian, 1991).

The research on characteristics of celebrity confirmed that attractiveness and likeableness are important qualities in celebrity endorsers (Atkin & Block, 1983). Theories developed in this area include the source credibility and source attractiveness models (Erdogan, 1999).

Researchers such as Ohanian (1991), Erdogan (1999), Till et al. (2006), Petrovici & Marinov (2007) and Ranjabarian et al. (2010), studied on the value of celebrity endorsement. Results of their studies indicate that celebrity endorser has the ability to create constructive attitudes toward the advertisement. Furthermore, Ranjabarian et al. (2010) also observed that celebrity endorser has influence on the profitability of the products.

Notwithstanding that there are many benefits associated with celebrity endorsement, the use of celebrity endorsement is not without its critics. There are also extensive studies conducted to diminish the benefits of celebrity endorsement and the value of using celebrity in advertising.

Yeshin (1998) studied the effects of a celebrity who endorses in many brands in various commercials. The conclusions from his study revealed that consumers perceive the celebrity as lacking in truthfulness and trustworthiness in such a situation when too many brands are endorsed by the same celebrity. Furthermore, Yeshin's studies also suggested that consumers may have different perceptions of the various personalities of the celebrity endorser affecting their perception of the brand. For example, people who dislike certain personality traits of the celebrity endorser may associate their dislike of that celebrity with the brand that is endorsed by that celebrity (Yeshin, 1998). Tomokovick et al. (2001) pointed out that there is a potential risk of using celebrity endorsers since celebrity endorsers are fallible and may lose their popularity, affecting the brand they endorse.

A study by Mehta (1994) argued that there is no significant difference in consumers' attitudes toward the advertising and the intention to buy the product between celebrity or non-celebrity endorsement. Mehta (1994) also pointed out that in advertisement without celebrity

endorsement; consumers pay attention to the products and the brands, whereas in advertisement with celebrity endorsement, consumers' attention is focused on the celebrity.

To bring a balance view to the two opposing views concerning the use of celebrity endorsers, researchers, such as Nataraajan and Chawla (1997), Erdogan (1999), Liu et al. (2007), Ranjabarian et al., (2010), have focused on the comparison between celebrity endorser versus non-celebrity endorser. These comparative studies done on celebrity versus non-celebrity endorsement emphasize the advantages of using celebrity endorser over non-celebrity endorser. When a celebrity and non-celebrity are put together on a scale, it is obvious that celebrity has many advantages in terms of power, ability to influence people as well as level of attractiveness. Therefore, all these studies arrive at the same conclusion that celebrity endorsers are better for advertisement than non-celebrities as they possess more influential power to attract the consumers' attention and create the positive feelings in the audience (Forouhandeh et al., 2011).

Some studies have argued that, the use of non-celebrity endorser may enhance and create higher degree of credibility and sincerity towards the product (Belch & Belch, 2009; Shimp, 2000). However, this point remains ambiguous especially in the area of consumer endorser. The questions remain as to what consumers' attitudes toward consumer endorser are and how this affects the effectiveness of these advertisements, especially in social media context.

The trend of consumers portrayed as endorsers is set to rise with the development of social media such as YouTube, Facebook, and MySpace which empowers consumers in allowing them to express and disseminate their thoughts faster and easier, creating a free flow and information exchange channel (Phippen, 2004; Rowley, 2004). These are potential strategic tools in influencing people (Truong & Simmons, 2010).

In light of the above academic developments, we find that much attention has been devoted to the research on celebrity endorsers, often neglecting the other increasingly important façade of endorsement which is consumer endorsers in social media advertisement. To the best of our knowledge, there is no existing research that study consumers' attitudes and behaviors toward consumer endorser and the effectiveness of using consumer endorser in the social media advertisements. This study is therefore, designed to address these theoretical gaps.

1.4 Problem Discussion

In previous researches, celebrity endorser has shown to create positive effects consumers' attitudes and behaviors. However, using consumer endorser as a spokesperson in marketing communication strategy can be beneficial for companies. This can be seen from the highly successful advertising campaign of Unilever's Dove, which features real women rather than models or celebrities, under the concept "Real Beauty" (Dye, 2009). The use of consumer endorsers in commercials is, therefore, an interesting area of study with great potential perhaps as another effective tool in marketing communication.

Regarding the channel of advertising, the previous researches about the endorsers were conducted in the context of traditional media such as TV commercials and print ads. With the advancement of social media such as YouTube and Facebook, commercials which used to belong to the domain of celebrity have seen a shift in the nature of the endorser featured in the advertisements. Increasingly, typical and ordinary consumers are frequently employed in

video clips or advertisements as a means to make the commercials more realistic and compelling.

Currently, there is no existing research that provides deep insight into consumers' attitudes toward consumer endorser and the effectiveness of the advertisement, especially in social media advertising channel. Understanding consumers' attitude and behaviors towards consumer endorser featured in social media could be an area of great interest for both researchers and practitioners.

1.5 Purpose of the study

The purpose of this research is threefold. Firstly, the research seeks to study consumers' attitudes toward consumer endorsers in social media advertisements. Secondly, it also seeks to measure how these attitudes have an impact on the effectiveness of the advertisements and finally, the research also studies how effectiveness of the advertisement has effects on consumers' intention to buy.

1.6 Research Questions

The research questions are designed as follows:

1. What are the consumers' attitudes towards consumer endorser in social media advertisements?
2. How do these attitudes affect the effectiveness of the advertisements featuring consumer endorser?
3. How effectiveness of the advertisement has effects on intention to buy?

1.7 Outline of the paper

To address the above questions, the following chapter presents theories on source and the effectiveness of advertising. This is followed by a consideration of the research methodology, research philosophy, research strategy, and research design, reliability and validity as well as limitations of this paper in the third chapter. Chapter four presents the empirical data of the study. An analysis of the results in relation to the theories is then discussed in the following chapter. The study ends in chapter six with conclusions, contributions of the study as well as future research.

2. Theoretical Framework

This section draws the various theories related to this research, with the intention to increase understanding in this research area. Theories from source characteristics, match-up hypothesis, meaning movement and social media are applied to understand consumers' attitudes and behaviors towards consumer endorser in social media advertisement. In addition, the AIDA (Awareness, Interest, Desire and Action) model is also used to assess the effectiveness of the advertisement in the analysis of this study.

2.1 Definition of the Source

The source is defined as an organization or an individual who sends out the message. Celebrity, consumer endorser or created character is often the source that sends out messages concerning the product and brand in advertisements (Solomon, 2003).

In this study, the source is referred to consumer endorser.

2.2 Kelman's Model: Source Characteristics

Kelman (1961) has developed a simple scheme for examining the characteristics of a source. Different characteristics of the source influence the consumers' attitudinal or behavioral change through different processes (Fill, 1995).

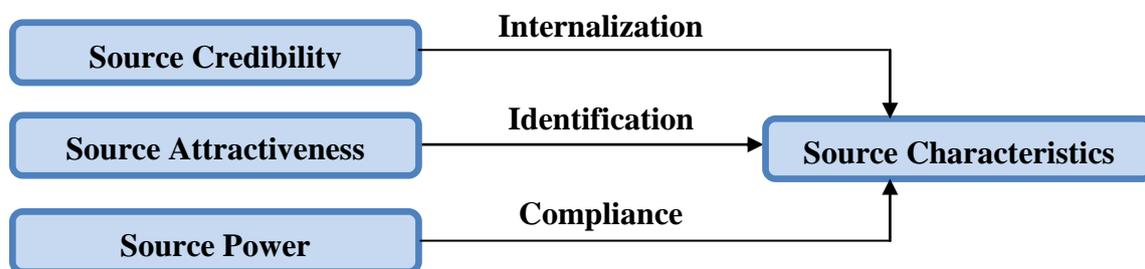


Figure 1: Kelman's model of Source Characteristics (Source: Kelman, 1961)

In Figure 1, the impact of the message conveyed to consumers is affected by the way consumers view the source. Therefore, credibility and the attractiveness which are characteristics of the source need to be considered (Erdogan, 1999; Kotler et al., 2005). The source power, which is dependent on the perceived control the source has over the consumers, does not seem to be relevant here as this research is focused on consumer endorser, which presumably does not have influence or control over the consumers.

2.2.1 Source Credibility

“Source credibility” is defined as communicator’s positive characteristics, which influence the consumer’s acceptance of a message (Ohanian, 1991; Solomon, 2002). Source credibility

is based on the assumption that the effectiveness of a message depends on specific characteristics of the source, which enhances the persuasiveness of the message when the source is credible (Erdogan, 1999).

Credibility is the degree that the consumers see and trust the source as having relevant knowledge, expertise, or experience about the products as well as giving unbiased information to consumers (Forouhandeh et al., 2011). According to Solomon (2002), it is related to consumers' perceived that the source can provide the accurate and necessary information about the featured products. This source characteristic might be effectively persuasive when consumers have not got much information or experienced and formed their belief in the products.

If the source's characteristic is perceived to be relevant or similar to the endorsed product image, perceived credibility by consumers can be increased. This belief can overcome other doubts that consumers may have toward the endorser or the featured products (Solomon, 2002).

Moreover, the extent to which the endorsement process takes place depends on the quality and personality of the endorser and the process of meaning movement from the endorser to the consumers (Erdogan, 1999).

Dimensions of credibility are classified as trustworthiness and expertise (Lafferty, Goldsmith, & Newell, 2002).

- Trustworthiness is one facet of source credibility. The characteristics associated with a trustworthy source are honesty, ethicalness, sincerity, faithfulness, and reliability (Khatri, 2006). Trustworthiness of the endorser is largely dependent on consumers' perception (Shimp, 2000) with a tendency to trust a source who shares some similarities as them (Erdogan, 1999). The influence of a source can be weakened or rejected if consumers think that the endorser is biased or has underlying motives for endorsing a product or brand in presenting the information, such as being paid (Belch & Belch, 2009). Solomon (2002) mentioned that the bias can occur due to an inaccurate information from the source.
- Expertise is the extent that a source is perceived as "a source of valid assertion" (Forouhandeh et al., 2011). An endorser, who is viewed as knowledgeable and an expert, is more persuasive than one with less expertise. An expert endorser can influence the product perception (Erdogan, 1999).

Information from a credible source shapes consumers' beliefs, opinions, attitudes, and behaviors through an "internalization" process. Internalization process occurs when consumers adopt opinions of the communicator since they believe in the accuracy of information from the source and think that the communicator is able to solve their problems (Erdogan, 1999). When the consumers internalize an opinion or attitude, the message will be integrated into their belief system and the message stays with the consumers even though the source of the message has been forgotten.

Source credibility can help to increase the efficiency of advertisement since it can influence consumers' attitudes and their behavior (Forouhandeh et al., 2011). Belch & Belch (2009) observed that trustworthy and expert sources are more persuasive than sources that are perceived as having less trustworthiness and expertise. Thus, endorsers who display

trustworthiness and expertise may to some extent influence consumers in their thinking and subsequently their actions. However, some studies observed that there is no relationship between the trustworthiness or the expertise, and the effectiveness of the advertisement (Ohanian, 1991).

2.2.2 Source Attractiveness

Source attractiveness refers to perceived social value. Physical attractiveness, familiarity, likeability and similarity of an endorser are characteristics related to the attractiveness of a source which affects the effectiveness of a message (Solomon, 2002).

Physical attractiveness has some outstanding characteristics, such as having a charming and elegant appearance (Ranjbarian et al., 2010). Physical attractiveness is important for the source because of the social value. Consumers tend to be easily persuaded from beautiful people, as a “halo effect” assumption (Solomon, 2002). This effect assumes that people, who are perceived to be good in one aspect, are assumed to be good in other aspects as well (Solomon, 2002).

Source attractiveness is likely to “facilitate changes in consumers’ attitudes” (Solomon, 2002). However, Belch & Belch (2009) study indicates that if the perceived source attractiveness change, the consumers’ attitude towards the source may change as well.

According to Forouhandeh (2011), source attractiveness leads to persuasion through an “identification” process. The consumers are motivated to search for some type of relationship with the source, and adopt similar beliefs, attitudes, preferences, or behaviors as the source. Based on the identification process, consumers willingly accept information from the attractive celebrity endorser since they want to be identified with the celebrity endorser.

Source attractiveness can influence positive consumer’s reaction in attitude and behavior (Ohanian, 1991). The attractiveness of the endorser can be more effective when the product or the brand is relevant to attractiveness (Solomon, 2002), such as perfume and cosmetics. The higher degree of perceived source attractiveness can convince and persuade consumers more. Moreover, Kahle & Homer (1985) studied on the relationship between source attractiveness, and consumer’s attitude and intention to buy. They found that an attractive celebrity can create higher intention to buy than an unattractive celebrity.

On the other hand, Till and Busier (1998) studied whether attractiveness of an endorser has a positive effect on product. They found that there is some positive impact on brand attitude, but not for purchasing intention. In addition, according to Erdogan (1999), the attractive endorser can enhance consumers’ attitudes toward advertising and brands, but this condition as a motivation for consumers to purchase the products is still vague.

2.3 Match-up Hypothesis

From the study of Kahle and Homer (1985), the persuasiveness of celebrity endorsement is defined as a function of how well the endorser’s image fits with the product’s image, which is known as the "match-up hypothesis".

With the concept of match-up hypothesis, the image of a celebrity endorser and the image of the brand and product should be congruent for an effective advertising. Therefore, there are two schemas to be considered, which are schema congruity and schema incongruity.

2.3.1 Schema congruity

From Mandler's study (1982), schema congruity is defined as the level of new information which conforms to the consumers' expectations, based on previous information in the consumers' memory.

From the study of Meyers-Levy and Tybout (1989), schema congruity occurs when there is a perceived relevance between an endorser's image and a product's image, which can be established through the endorser and/or a product. Schema congruity can generate more favorable responses to advertisements than schema incongruity since the congruity advertisement match with consumers' expectation and allow the consumer to predict future outcomes.

2.3.2 Schema incongruity

On the other hand, schema incongruity is referred to any stimulus information that is not consistent with receivers' prior expectations (Desai & Gencturk, 1995).

In the context of celebrity endorsement, schema incongruity occurs when the celebrity's image does not match with the product's image (Lee, 2004), which leads to cognitive efforts to resolve the incongruity. In TV commercial advertisement, Lee (2004) mentioned that the pro of schema incongruent is that it may induce consumers to focus more on the advertisement, such as having longer viewing time than congruent advertisement. However, the encoding process becomes more difficult and requires more extensive processing once the consumers find that the information and the existing schema are not match (ibid).

To sum up, according to Kamins & Gupta (1994); Kotler et al. (2005) and Amos (2008), a high congruent between the product's image and the brand leads to greater level of believability and effectiveness than when there is low congruence. However, Till and Busier (2000) said that the positive match-up effect can have some impact on brand attitude, but cannot lead to consumers' intention to buy. This means that the match-up effect does not imply the same findings for brand attitude and intention to buy.

2.4 Meaning Movement Model

According to McCracken (1989), Meaning Movement model begins as something in the culturally constituted world then moves to products and to the consumer's life. The movement of meanings transferred from the culture to products is accomplished by advertising, and the process of transfer in meanings from products to individual consumer is accomplished through consumers' efforts. The meaning, thus, circulates in the society.

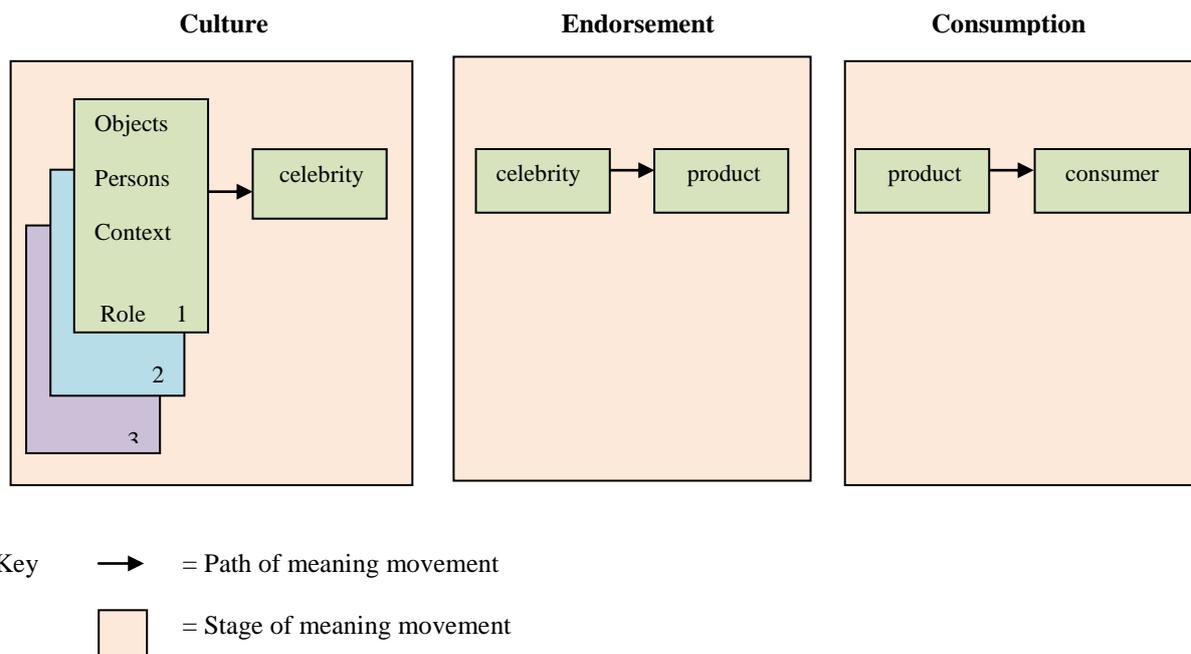


Figure 2 Meaning Movement & Endorsement Process (Source: McCracken, 1989)

From McCracken’s model in Figure 2, an endorser’s effectiveness depends on the cultural meanings that the endorser brings to the endorsement process. These meanings are status, class, gender, age, personality and lifestyle.

In the first stage of the meaning transfer process, endorser represents these powerful meanings from the roles they play in their career or the society, such as roles in the movies or TV series for actors, athletes. The endorser’s role is associated with various objects, people as well as contexts, and the meaning in an endorser can transfer through these objects, people, and contexts. McCracken mentioned that in the second stage, endorsers bring their meanings and image into the advertisement and transfer them to the product they are endorsing. In the final stage, the meanings that the endorser has provided to the product are transferred to consumers. This final stage is complicated and difficult to achieve. Celebrity endorsement particularly contributes to each of these three stages. The way consumers take ownership of the meaning, which the celebrity has transferred to a product, is probably considered the least part of the process (Belch & Belch, 2009).

2.5 Effectiveness of Advertisement

To measure the effectiveness of advertisement, it is essential to study the consumers’ attitudes and behaviors toward the advertisement. In this study, theory on general attitude towards advertisement and AIDA model are used as tools to understand consumers’ attitudes and behaviors in this area.

2.5.1 General Attitudes towards Advertisement

According to Derbaix (1995), attitude toward advertisement is defined as a consumer’s response in a favorable or unfavorable manner to a particular advertising. The attitude toward

advertising generally links to brand choice and finally influence the intention to buy. It can be determined by various variables, such as consumer's mood, attitudes toward endorser, and advertising's message perceived.

From the previous study, consumer's positive feeling toward advertising and products may not necessarily cause consumer's intention to buy. The reason is that celebrity endorser seems to have an impact on cognitive and affective attitudes of consumers rather than behavior (Till & Busler, 1998).

2.5.2 AIDA Model

AIDA Model is developed from DAGMAR (Defining Advertising Goals for Measured Results by Colley (1984) (Forouhandeh et al., 2011).

This model explains the way advertisements attract the consumers' attention from the first stage (awareness) to the last stage (intention to buy).

AIDA model in Figure 3 consists of four stages that consumers pass through in making a purchase. The purpose of marketing communication is to move consumers through these stages and to achieve the final goal. According to Kotler et al. (2005), these four stages, which are Awareness, Interest, Desire and Intention to buy, can be explained as below:

Awareness is the initial level of attention that customer gain from the advertisement. In this stage, it can be started from the name recognition of the brand and products. Consumers notice of the advertisement and then they are aware of the availability of existing products. They also have some knowledge about the informed products and brands.

Interest is the second step that consumers create in the products. Consumers, in this stage, are assumed that they are aware of the available products. Then, they develop favorable feeling or emotion about the products that they perceive existing.

Desire is the stage that consumers generate their wish for the products. Consumers prefer the products more than other competitive or substituted products. At this stage, consumers are aware of and have their favorable feeling towards the products. They also have some knowledge about the products quality and benefits. Then, they develop their preference in the products.

Intention to buy is the final stage that consumer develop their conviction about purchasing the products, and finally lead to purchasing decision making. In this stage, consumers may hesitate to make a decision and wait or seek for more information which can help them in decision making process.

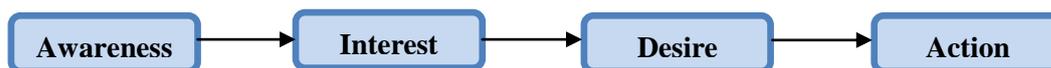


Figure 3: AIDA model (Source: Glowa, 2002 as cited by Forouhandeh et al., 2011)

Kotler (2005) mentioned that AIDA model is based on the attitude models, which means the consumers think about the products (cognitive stage), then expand their feeling or emotional toward the products (affective stage) and finally take some actions or some form of behavior (conative or behavioral stage). These three stages can be seen as learn-feel-do sequence. Consumers' behavior appropriately follows these sequences when they have to make a decision for some products. In some case, consumers often follow other sequences, such as do-feel-learn or learn-do-feel, which are depends on nature of the products.

2.6 Consumers' Perspective on Decision Making

Traditionally the decision making process arises from rational perspective, which consumer carefully integrate information as much as possible before arrive at the satisfactory decision. The decision making process shows "how information is obtained, how beliefs are formed and what product choice criteria are specified" (Solomon, 2002). The constructive processing in Figure 4 explains that consumers evaluate the effort required to make a decision by searching for information, evaluating the available alternatives, then coming up with the choice and the decision making.



Figure 4: Consumer's perspective on decision making (Source: Solomon, 2002)

However, consumers simply do not go through this sequence in every decision. The amount of effort that goes into the process of decision making depends on types of consumer decisions; which are classified into (1) extend problem solving and (2) limited problem solving. The extended problem solving is more closely to traditional decision making process. The information are collected and used for the decision making as much as possible from both memories (internal) and external sources in order to reduce possible risk. On the other hand, the limited problem solving is less complicated. Consumers put less effort information seeking and use simple decision rules in making decision. Both types of consumers involve some degree of information search, though they vary in the level of the undertaken activities according to Table 1 (Solomon, 2002).

Routine response decision behavior	Limited Problem Solving	Extended Problem Solving
Cost of Products	Low-cost product	More expensive
Frequency of purchasing	Frequent	Infrequent
Level of consumer involvement	Low	High
Familiarity of product class and brands	Familiar	Unfamiliar
Thought, search, or time given to purchase	Little	Extensive

Table 1: Characteristics of Limited vs. Extended Problem Solving

(Source: Solomon, 2002)

2.6.1 Level of Perceived Risk

Perceived risk is the uncertainty that customers face when they cannot predict the outcomes of their purchasing decision. The degree of risk that consumers perceived and their tolerance of risk taking influence their purchase strategies (Schiffman & Kanuk, 2000). Information search is one of the strategies that consumers develop to handle risk. Consumers seek for information through word of mouth, reference groups and general media since the consumers can use the information to predict the outcomes of the purchasing decision and reduce the perceived risk.

2.7 Social media

Mangold and Faulds (2009) pointed out that the emergence of social media has made it possible for one person to communicate with thousands people on products and brands. Social media has significantly impacted companies' communication strategies with consumers (ibid).

2.7.1 Consumer behavior is affected by social media

Social media consists of many platforms such as social networking sites (MySpace, Facebook, Faceparty), video sharing sites (YouTube), photo sharing sites (Flickr) and company-sponsored websites/blogs (Apple.com, Dove's Campaign for Real Beauty), just to name a few, according to Mangold and Faulds (2009). Consumers use social media frequently to search for information when make their purchasing decisions (Lempert, 2006; Vollmer and Precourt, 2008). Messages transmitted via social media can influence consumers in various ways which includes creating awareness, helping in information acquisition, shaping opinions, attitudes and purchase behavior (Mangold and Faulds, 2009).

Social media enables consumers to communicate with others. It also provides a channel for companies to communicate with consumers. Companies, thus, can use this channel as an "extension of traditional word-of-mouth communication" (ibid)

2.7.2 Video sharing website as one of strategic marketing tools

It is apparent that photo and video sharing websites like YouTube, Photobucket, Flickr and similar Web sites have become very popular in social media (Evans, 2008). Companies could leverage on this trend to develop and upload videos and photos to cater to consumers who are tuned in to social media and who are constantly seeking for information concerning the ways to use the products on the internet.

2.7.3 Social media marketing as a compliment to marketing mix

Evans (2008) observed that social media marketing should “compliment, not replace the traditional marketing mix”. Thus, social media marketing should be integrated into overall marketing communication strategies to create holistic positive experiences about the products and company as well as increase their intention to buy (ibid).

2.8 Conceptual Framework

Keeping in mind that the purpose of this research is to study consumers’ attitudes toward consumer endorsers in social media advertisements, to measure how these attitudes have an impact on the effectiveness of the advertisements and especially in the area of consumers’ intention to buy, the theoretical framework presented in the earlier section will be used as the basis for conducting primary research and in the analysis and discussion.

Hypotheses and conceptual framework about consumer endorser in social media is formed as following. These hypotheses, as in Figure 5, are tested based on consumers’ responses received from the survey questionnaire.

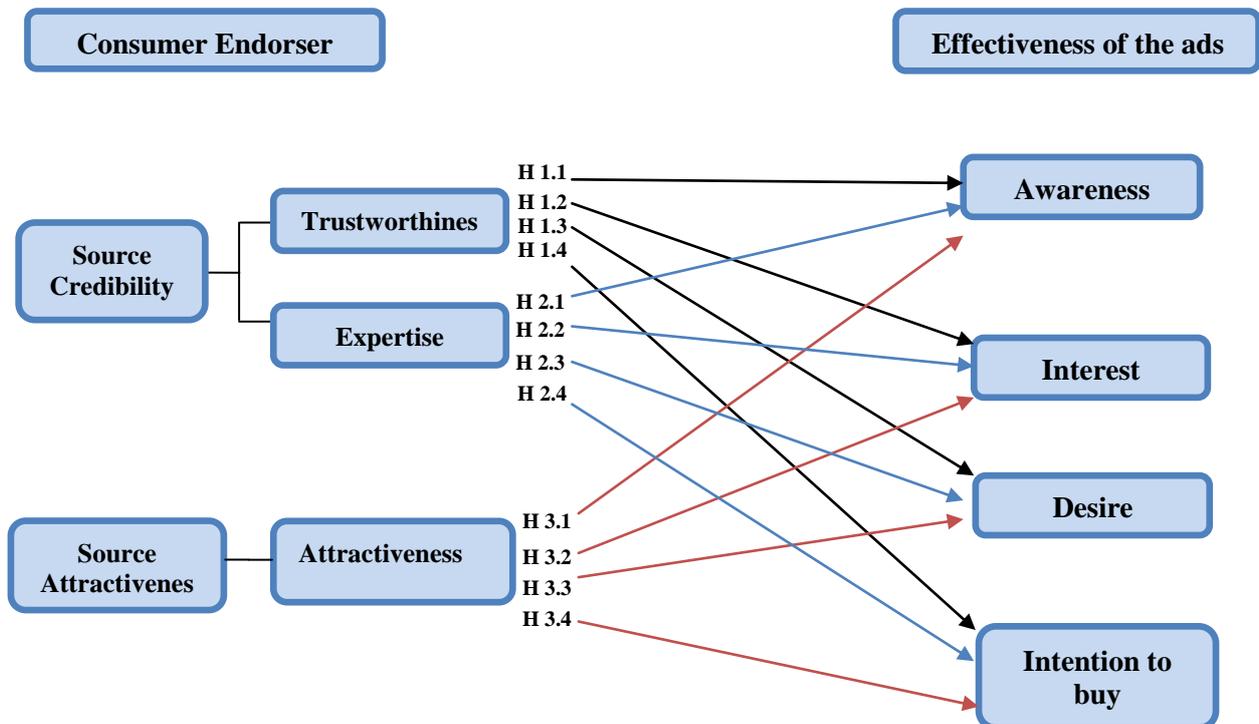


Figure 5: Conceptual Framework

Hypotheses:

H1: Perceived endorser's trustworthiness has a positive significant effect on:

- H1.1 awareness of the product
- H1.2 interest in the product
- H1.3 desire for the product
- H1.4 intention to buy the product

H2: Perceived endorser's expertise has a positive significant effect on:

- H2.1 awareness of the product
- H2.2 interest in the product
- H2.3 desire for the product
- H2.4 intention to buy the product

H3: Perceived endorser's attractiveness has a positive significant effect on:

- H3.1 awareness of the product
- H3.2 interest in the product
- H3.3 desire for the product
- H3.4 intention to buy the product

The questionnaire, developed with the above conceptual framework in mind, aims to measure the consumer endorser's characteristics such as trustworthiness, expertise and attractiveness and the four stages (awareness, interest, desire and intention to buy) in accordance with AIDA model.

Table 2 shows the statement in the questionnaires and the corresponding variables. . Respondents were asked to rate each statement in the questionnaire with Likert scale from 1 representing "strongly disagree" to 5 representing "strongly agree"

Question No.	Statement	Variables
4	She looks trustworthy.	To measure trustworthiness of the endorser.
5	She has expertise in using the products.	To measure expertise of the endorser.
6	She is attractive.	To measure attractiveness of the endorser.
7	I like to watch this advertisement.	This statement measures consumers' general attitude towards the advertisement. It is excluded from the conceptual framework, which only use AIDA model to formulate the hypotheses.
8	The advertisement increases my awareness of Lancome products.	To measure product awareness after watching the advertisement
9	I find the products in the advertisement interesting.	To measure interest in the product after watching the advertisement
10	I desire to use the products.	To measure desire for the product after watching the advertisement
11	I will buy the products featured in the advertisement.	To measure consumers' intention to buy the product after watching the advertisement

Table 2: Statements in the questionnaires and the corresponding variables

3. Research Methodology

This chapter explains the underlying research philosophy for this study and presents the chosen research strategy. This is followed by a discussion on the research design, data collection, issues of reliability and validity and limitations.

3.1 Research Philosophy

Ontology and epistemology are key philosophical issues underlying the choice of research method in business research. These philosophical factors influence the overall arrangement of the research, shape the way for research activities and have an effect on the results of the research (Easterby-Smith et al, 2008). Ontology refers to “philosophical assumptions about the nature of reality” (Easterby-Smith et al, 2008), whereas epistemology comprises “general set of assumptions about the best ways of inquiring into the nature of the world” (ibid).

The epistemology approach reflects a researcher’s belief and drives the research (Crotty, 2003). A positivist position is assumed in this research since this research is quantitative in nature, emphasizing on quantification in collection and analysis of data. This represents a deductive approach in which hypothesis are deduced from theoretical considerations and subjected to empirical testing (Bryman and Bell, 2007). The confirmation or rejection of the hypothesis will lead to revision of theory. The positivist approach assumes the nature of reality can be observed, represented and quantified in measurable units (Easterby-Smith et al, 2008). In our study, hypotheses formulated are based on a consideration of the theoretical framework of current theories on source characteristics, match-up hypothesis, AIDA model, and etc. These hypotheses empirically tested on consumers either confirms or rejects existing theories based on the results generated.

The ontological position of research philosophy is concerned with objectivism and constructionism. Objectivism, which asserts the world exists as it is and the actors don’t influence the nature of things (Bryman & Bell, 2003) implies that social phenomena are external, beyond reach or influence of the actors. This is an inappropriate ontological position for this study since consumers’ attitudes and behaviors are ever changing, depending on their interaction with the social environment. A constructionism ontological position is more relevant for the purpose and nature of this study. Constructionism views the world as created by and dependent on those within the system and is in a “constant state of revision” (Bryman and Bell, 2007). Since consumers’ views, attitudes and behaviors are constantly shaped by their experiences in the past and present and by their interactions with friends and friends, the “reality is not objective and exterior, but is socially constructed and given meaning by people” (Easterby-Smith, 2008).

In summary, positive epistemological and constructionism ontological are the positions in this study. It is positivist in the way that this study is using the quantitative method of questionnaire in measuring attitudes and behaviors with statistical probability targeting a large sample. Since this research focuses on studying consumers’ attitudes and behaviors, it is logical to adopt social constructionism since attitudes and behaviors are socially constructed phenomena.

3.2 Research Strategy

Research strategy deals with the choice of research method, namely qualitative or/and quantitative method after an appropriate research philosophical standpoint has been framed.

A quantitative approach emphasizes on the quantification in the collection and analysis of data whereas a qualitative approach emphasizes words in the collection and analysis of data. It is generally understood that a qualitative strategy is more suited for research which seeks to examine and understand the participants' interpretation of the social world as this research method gives insight to the way participant think and behave (Bryman and Bell, 2007). Since the purpose of this research is to measure consumer attitudes and behavior against a set of indicators of concepts, a quantitative approach is the preferred method of choice.

Quantitative strategy, based on deductive theory starts with theoretical background, deduces a hypothesis and subsequently tests these hypotheses with empirical findings (Bryman and Bell, 2007). The notion of social reality is perceived as external and the quantitative outcomes, which can be measured, detect clear distinction between categories and provides a "more precise estimates of the degree of relationship between concepts" (Bryman and Bell, 2007). A quantitative research approach can reach a large number of samples within the constraint of time and money and provides hard, reliable data to explore behavior of social phenomena (Bryman & Bell, 2007).

Our research questions aim to understand the attitudes of consumers towards a consumer endorser in an online advertisement, effectiveness of these online advertisements as perceived by consumers and the impact of consumer endorser in influencing the purchasing intentions of consumers, the use of criterion identified in previous studies to measure the level of these attitudes and behaviors seems to be reasonable and acceptable.

In using a quantitative approach, there are some limitations to this study. Critics of quantitative research method argue that quantitative methods originate from natural science with numbers and statistical analysis, which is inappropriate for studying the social world (Bryman & Bell, 2007). The reliance on fixed indicators and procedures hinders the exploration and understanding of human behavior and the underlying reasons governing such behavior. In quantitative research, humans appear as static beings, only reacting based on a fixed set of criteria (ibid).

Three open-ended questions were initially included in the questionnaire with the aim of gaining some insights into consumers' thinking which is a qualitative research method. The first open-ended question asks respondents how they recognize the consumer endorser. The second question gives respondents the opportunity to indicate the reasons in the event that the advertising did not create in the respondents the intention to buy. The last question encourages the respondents to give comments on ways to improve the advertisement.

3.3 Research Design

With a clear philosophical direction, research design is the next step in conducting a research. The methods of data collection are presented as follows.

3.3.1 Primary Data

Primary data is collected by researchers for the first time through observation, experimentation and questionnaires (Chrisnall, 2001). Primary data can provide a valuable source in new insights and “greater confidence in the outcomes of the research” (Easterby-Smith et al, 2008). To understand consumers’ attitude towards consumer endorser in social networking websites, an area yet to be studied academically, the use of primary data in drawing conclusions is important. The methods of collecting primary data are defined by the aims, philosophical and strategy of the research.

Quantitative Design – Survey Research

Survey research is considered one of the methods in primary data collection. Measurement of multiple variables through the use of survey research and helps to explore the relationships among the variables (Easterby-Smith et al, 2008). The use of survey research is a common instrument in marketing research as it measures relationships between variables and concepts often with some prior assumed hypothesis (ibid).

The options of survey method include web-based survey and/or face-to-face, telephone and postal questionnaire survey. With the emergence of internet technology, the choice for web-based survey is apparent as it is faster, has a wider reach on the number of respondents within a shorter time frame and with limited cost incurred. The issue of unanswered questions is also eliminated in using online surveys since respondents would be prompted to answer all the questions indicated as compulsory before they are allowed to exit from the survey. Furthermore, there is no manual processing of the data since responses are automatically stored in an online database for statistical processing (Easterby-Smith et al, 2008).

3.3.2 Secondary Data

The secondary data source for this research paper includes textbooks, peer review articles in scholar journals such as Journal of Marketing, Journal of Advertising, Journal of Advertising Research, Journal of Consumer Research and etc. These literatures, published by experienced researchers, discuss consumer attitudes towards product endorsement, effectiveness of advertising and consumer intentions to purchase, form the basis and foundation of this study. Through an in-depth study of previous literature in these areas, an overview on the current studies can be obtained, thus, giving an insight to the theoretical gaps and serving as the basis in formulating the theoretical framework, research concepts and research designs in this study. Apart from academic literature, online publications are also source of reference in providing up-to-date information on the market growth and trend.

3.4 Method of Data Collection

The method of data collection used in this study is online survey which is an effective and efficient way to collect data from consumers to gain an insight to their attitudes and behaviors.

3.4.1 Online Survey Questionnaire

The development of modern technology such as the internet has brought about many advantages to conducting research, fastening the process of data collection and lowering the cost of business research (Easterby-Smith et al., 2008). Leveraging on modern technology, the survey is administered via the internet in which the respondents are directed to a website to complete an online questionnaire. Respondents were asked to watch a short YouTube advertisement featuring a consumer endorser demonstrating the use of make-up products. The respondents are guided through a step-by-step process on the way to apply make-up products. The clip is attached as a link in the online questionnaire.

Figure 6 shows that the survey questionnaire is divided into three parts consisting of general information on the general information, perception toward the consumer endorser, and the effectiveness of the advertisement (demonstration advertisement). Appendix A provides a sample of the questionnaire.

Part 1: General Information about the respondents

- *Respondents' profile*

Part one gives an introduction and background on the purpose of the questionnaire. Personal information on the gender, age, occupation and educational level of the respondent are also elicited. Information regarding the respondent demographics may be used to understand the reasons for the difference in response among the respondents. The gender question is of particular importance since only responses from female respondents are considered to be valid for data processing as they are the main target market segment for cosmetic and make-up products.

- *Frequency of usage and purchasing consideration*

Moreover, there are two questions asking about the frequency of product usage and level of purchasing consideration. The first question seeks to establish the frequency in the use of make-up products among the respondents and the second question, aims to find out the mode of thinking process adopted by consumers when they are making decisions on make-up products. These two questions may be used to understand the difference in results among the respondents.

Part 2: Attitudes toward consumer endorser

The second part of the questionnaire is on the respondent's perspectives toward the consumer endorser. This yes-no question asks if the respondents recognize the consumer endorser. If respondents answer yes, the respondents are asked to fill out a text box indicating how they recognize the consumer endorser. This open-ended question helps to assess the respondents' knowledge of the consumer endorser.

The next series of questions require the respondents to rate the consumer endorser with a 1-5 Likert scales (1 is strongly disagree and 5 is strongly agree). The questions are aimed at understanding the respondents' perceptions towards the consumer endorser using indicators from the concepts of source credibility and source attractiveness. As discussed in the theoretical framework, the indicators which evaluate credibility of the consumer endorser are trustworthiness, expertise and attractiveness.

Part 3: Effectiveness of Advertisement

The last part, consisting of five questions, tests the effectiveness of the advertisement. The first question measures the respondents' general attitude towards the advertisement as in whether they like to watch the advertisement. Subsequently, the respondents are asked to evaluate the effectiveness of the advertisement with a set of indicators from the AIDA model. The questions are focused on the awareness of the brand and the products, the interest and desire to use the products endorsed in the advertisement, and the intention to buy the product.

The two open-ended questions in this part hope to gain some consumers' insight. The first open-ended question seeks to find the underlying reasons in the event that the advertising did not create in the respondents the intention to buy. The other gives respondents the opportunity to give comments on ways to improve the advertisement.

In conclusion, the questionnaire was designed to be simple and easy for the respondents to understand. This approach is in harmony with Easterby-Smith et al. (2008) who recommends that, "the shorter the questionnaire, and the simpler the questions, the more likely that people will reply". Moreover, the design of the questionnaire is in accordance with the five principles of a questionnaire design. The five principles applied in this questionnaire are firstly, each question expresses only one aspect of the theory, jargons and colloquialism, use of negatives and leading questions are avoided. Finally, simple expressions are used throughout the questionnaire (Easterby-Smith et al., 2000).

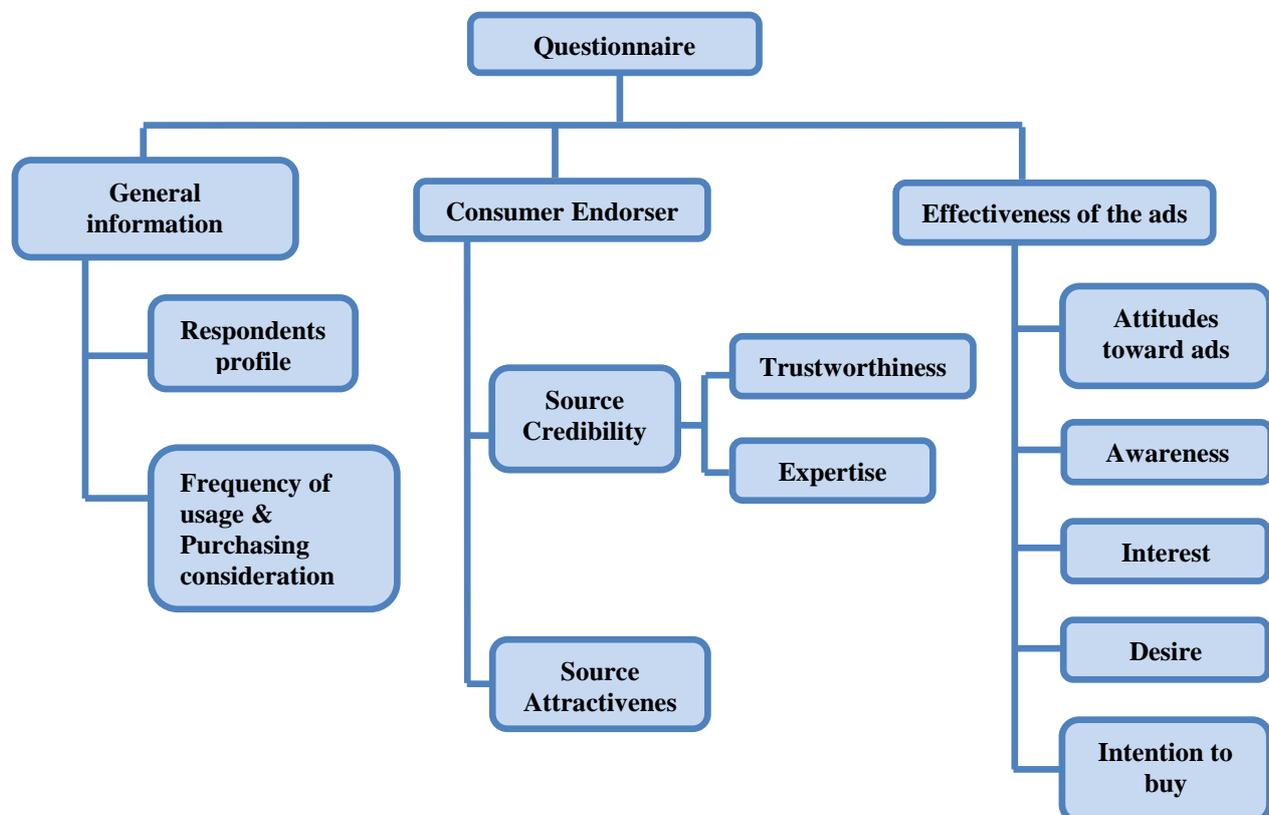


Figure 6: Structure of the questionnaire

3.4.2 Sampling

a) Target Sample Group

The target sample group for this study is female consumers they are recognized as the main buyers of cosmetic products. The target sample group is, therefore, female regardless of the respondent age, educational level and occupation.

b) Sample Design

For the findings in the study to be projectable to the whole population, a probability based sampling should be taken. A probability based sampling is considered as the best form of sampling as “each unit in the population has an equal chance of being selected” (Bryman and Bell, 2007). However, the sheer size in the number of female consumers makes such an approach unviable. Instead, convenience sampling and more specifically snowball sampling, a form of non-probability based sampling, is used. Convenience sampling draws upon sample from part of a population which is readily accessible and available (Bryman and Bell, 2007). Snowball sampling or chain referral sampling relies on referrals from the initial respondents contacted to generate additional respondents (Bryman and Bell, 2007).

In our study, social networking website such as Facebook, instant message (MSN, YM, Skype) and e-mail was used as the platform to create the sample frame since friends were asked to invite their friends to participate in the survey. The snowball sampling method lowers search cost and is an efficient tool to collect responses from a large number of people within a short time frame.

However, there is bias introduced since the sample does not represent a good cross section of female consumers as the respondents are referrals from friends and friends of friends. The downside of this approach is that the results of the study cannot be generalized as the sample obtained is not representative of the population.

c) Sampling Size

The sample size in this study was set at 300 and snowball sampling was conducted until the sample size of 300 was reached. The sample size is appropriate given the constraint in resources in terms of time and money.

3.5 Reliability and Validity

The use of quantitative research raises the key issues of reliability and validity.

3.5.1 Reliability

Reliability refers “to the consistency of a measure of a concept” (Bryman and Bell, 2007). One measure of reliability is stability. The stability of the research considers whether a measure is stable over time, so that the results relating to that measure for a sample of respondents do not fluctuate (Bryman and Bell, 2007). Testing of stability involves asking respondents to do the survey at a time and then conducting another re-test on the same sample of respondents on another occasion.

Recognizing that the cosmetic industry is in a state of constant change with new technologies and a large number of innovation each year (Kumar, 2005), conducting the re-test method to test stability is not necessary since the wide selection of new product choices will affect the results of the study. Bryman and Bell (2007) recognize that there is no obvious solution to this problem and most research, therefore do not carry out tests of stability.

3.5.2 Validity

Validity is associated with the integrity of the conclusions generated from the study (Easterby-Smith et al, 2008). In quantitative research, researcher should consider the issue whether “the instruments and questionnaire items used to measure variables are sufficiently accurate and stable” (Easterby-Smith et al, 2008).

In this study, the criteria in the questionnaire are developed from theories and models in previous studies. It could, therefore, be concluded that these criteria are adequately accurate. The main concern of internal validity is whether the conclusion should incorporate “actual causal relationship between variables” investigated (Bryman and Bell, 2007). Respondents were asked to fill in the questionnaire immediately after watching the advertisement. It is expected that the responses they provide will match their attitudes and behavior.

3.6 Limitations

3.6.1 Sampling error

Snowball sampling, as explained in the method part, is a form of convenience sampling. It can produce varied and inaccurate results at some level. Since there is no sample frame for the population, there is no way to know the precise extent of the population from which the sample was drawn (Bryman & Bell, 2007). It might not be an accurate reading of the target population (Bryman & Bell, 2007). To mitigate these risks of snowball sampling, it is important to improve the method of data collection in future study and to use probability sampling to reduce sampling bias. The sample size can also be extended to a larger number for the results to be more valid and able to generalize.

3.6.2 Type 1 and Type 2 error

This paper considers the statistical significance of variables at 95, 99 and 99.9% confidence level. However, in quantitative research method, which is mainly based on statistical technique in order to reject or accept a hypothesis, type 1 and type 2 errors are inevitable. Type 1 error occurs when statistical tests call for the rejection of a hypothesis which is actually true. On the other hands, Type 2 error occurs when statistic tests do not give enough evidence to reject a hypothesis even when that hypothesis should factually be rejected. The likelihood of these two types of error can be limited by increasing the sample size or using probability method.

3.6.3 Selection of appropriate advertisement

As the sample distribution is not limited by races or nationalities. There might exist some difficulties in choosing the most appropriate advertisement for everyone. Future research can focus on a specific race or country and find a suitable advertisement accordingly.

3.6.4 Time and budget constraint

This study is limited by a strict time frame and budget. More time could be spent in each step. However, researchers believe that the methodology, data collection and analysis were conducted by an accurate manner. Considerations of many methods were taken and the statistical significance ensures the validity and reliability of the results.

3.6.5 Causation and Correlation

This cross-sectional quantitative design can clearly show the correlation between variables. Researchers fully understand that correlation does not mean causation. Causation can be explored in further studies by using case study and qualitative research designs.

4. Empirical Analysis

This chapter provides the empirical findings from quantitative data research. The statistical data is illustrated and explained. Then, this chapter ends with the notable overall result.

4.1 Data Processing

The online questionnaires are designed and developed using a Google web-based form. This is a convenient tool as it allows the users to input questions and to select the question type, i.e. multiple choice or scale. Respondents are also allowed to provide answers to open-ended questions in text box. The web-based online questionnaires were circulated via Facebook, internet emails and Instant Message (MSN, YM, Skype) to the respondents. All responses were collated within one week of sending out the online questionnaires. The replies received are automatically populated in the spreadsheet.

MS Office Excel 2007 and SPSS application are the main programs used in the processing of the data. Data are processed in Excel before coding into SPSS. The statistical figures generated from these programs such as the number count of respondents, percentages, mean values and standard deviation are used as the basis for preliminary data analysis in this study.

For questions using Likert scales, the higher the score, the higher level of agreement rated by respondents. Correspondingly, the lower the score is, the higher the level of disagreement. The importance of each criterion as perceived by the respondents is interpreted from the mean value (the average score of all the respondents) as well as the mode (the most frequent answer among respondents). Standard Deviation (S.D.) is used to understand how much variation or dispersion the data is from the mean value. The lower S.D. means the lower variation in respondents' answer, and vice versa. The detail of statistical results is found in Appendix B.

In addition, bivariate correlations (Pearson's correlations) and linear regression models are used to analyze the relationship between characteristics of the consumer endorser and advertisement effectiveness.

4.1.1 Invalid data

Out of the 356 responses received, 18 of the respondents accounting for 0.5% of the total respondents indicated their gender as male. Their responses are considered as invalid data since this study is only concerned with responses from the 338 female respondents who are the main target market segment for cosmetic and make-up products.

4.1.2 Missing data

There is no missing data in the questionnaires submitted by all the respondents. All data received is complete as the web-based online questionnaires require the respondents to reply to all compulsory questions. Respondents are unable to submit results unless they complete all the questions.

4.1.3 Qualitative Data

Some qualitative data are generated from the open-ended questions in the questionnaire. These qualitative data are responses from the consumers on ways of improving the

advertisements, comments about the consumer endorser and their reasons for not purchasing the products. The qualitative responses are not analyzed as they are beyond the scope of this study. Furthermore, the responses generated do not serve the purpose of this study.

Nonetheless, these interesting insights from consumers in Appendix C could be used to further understand the underlying reasons of consumers' attitude and serve as a point of interest for future research in this area.

4.2 General Information

This section provides a general data of the respondents and the level of product usage and consideration before making product purchase.

4.2.1 Respondents' profile

This part provides an overview on the profile of the 338 female respondents.

Age

The data collected indicates that majority of the respondents are *young, educated* female. Almost 90% (303) of respondents are below 34 years old (63% or 213 of the respondents in the age of 25-34 and 26.6% or 90 of the respondents below 25 years old). A small number of respondents are in the ages of 35-44, 45-54 and above 55 years old, which accounts for 6.2%, 2.4% and 1.8% of the respondents respectively.

Education

52.7% or 178 of the respondents have graduate degrees, and 37.9% or 128 of the respondents have undergraduate degrees. 6.5% (22) of the respondents have education at the diploma level and 3% (10) at high-school level or below.

Occupation

A very high percentage (90.8%) of respondents is students and employees, accounting for 50.3% (170) and 40.5% (137) of the respondents respectively. 3.3% (11) of the respondents are housewives and another 3.3% (11) are self-employed. Only 2.7% (9) of the respondents are unemployed.

4.2.2 Frequency of usage & Purchasing consideration

Frequency of Usage

Frequency of usage refers to respondents who use make-up more than once a week. Table 3 shows that 73.6% (249) of the respondents use make-up product frequently with 25.7% (87) using make-up 1 to 4 times per week and 47.9% (162) using make up more than 4 times per week. The rest of the respondents rarely put on make-up or only about once a month.

	Frequency	Percent	Valid Percent	Cumulative Percent
Rarely	55	16.3	16.3	16.3
About once a month	34	10.1	10.1	26.3
About 1-4 times a week	87	25.7	25.7	52.1
More than 4 times a week	162	47.9	47.9	100
Total	338	100	100	

Table 3: Frequency in Using Make-Up Product

Purchasing considerations

For this measurement on purchasing intention, the mean is high at 4.1 out of 5, and standard deviation is low at 0.897 as in Table 4: **“I consider many factors before buying make-up products”**. It implies that most of the respondents consider many factors before purchasing make-up products.

Mean	4.1
Std. Error of Mean	0.049
Mode	5
Std. Deviation	0.897

Table 4: “I consider many factors before buying make-up products”

4.3 Respondents’ attitudes toward consumer endorser

It is noteworthy that among 338 respondents, 84% of the respondents do not recognize the consumer endorser featured in the advertisement.

The respondents' attitudes towards the consumer endorser in the advertisement can be measured in terms of credibility of the consumer endorser (trustworthiness and expertise), and the endorser's attractiveness, as seen in Table 5.

Attitudes towards the endorser			
	Trustworthiness	Expertise	Attractiveness
Mean	3.53	3.78	4.01
Median	4	4	4
Mode	4	4	4
Std. Deviation	0.801	1.001	0.9

Table 5: Attitudes towards the endorser

4.3.1 Credibility of consumer endorser

- *Trustworthiness*

The results of the respondents' attitude toward the endorser show that the endorser has a certain degree of trustworthiness, with the mean of 3.53 (out of 5). 4 is the most frequent answer and the standard deviation is 0.801. This score indicates that the consumer endorser in the advertisement is consistently viewed as honest, and reliable.

- *Expertise*

66.2% of the respondents (40.8% agree and 25.4% strongly agree) showed in the appendix B (Table 10) share similar attitude that the endorser possesses knowledge and expertise in this area. This can be explained by the average score of 3.78 and the results among the respondents are not much deviated.

4.3.2 Attractiveness of consumer endorser

The mean value of the attractiveness of the consumer endorser is 4.01, which implies that most of the respondents agree that the endorser is attractive. This characteristic of the endorser has the highest score among the other characteristics of expertise and trustworthiness. The standard deviation of less than 1 indicates that the endorser's attractiveness is widely agreed from the respondents' point of view.

4.4 Effectiveness of the Advertisement

The effectiveness of the advertisement can be evaluated against five factors as presented in Table 6. The first factor, examines whether the advertisement can bring a general positive attitude among the respondents (*General attitudes toward the advertisement*). The next four factors measures the four stages of effectiveness of the advertisement based on the AIDA model (*Awareness, Interest, Desire and Intention to buy*).

	General attitude	Awareness	Interest	Desire	Intention to buy
Mean	3.85	3.63	3.57	3.18	2.85
Median	4	4	4	3	3
Mode	4	4	4	3	3
Standard deviation	0.914	0.994	1.032	1.105	1.131

Table 6: Effectiveness of the advertisement

General attitudes towards advertisement

The advertisement produced an overall favorable general attitude among the respondents, with the mean value of 3.85 which is the highest score among the other factors when measuring the effectiveness of the advertisement. Table 12 in Appendix B shows that 71.3% of the respondents like to watch the advertisement

Awareness

According to the AIDA model, consumers' awareness is the first level in creating advertisement effectiveness. Statistical results show that the endorser can mostly create awareness to the products endorsed (mean value = 3.63). This means that the advertisement can capture the respondents' attention in the first stage and make them aware of the products in the advertisement.

Interest

The advertisement can also arouse some interests in the products but not as much as the awareness stage. Since the mean value is 3.57 out of 5, it is possible to say that this advertisement can create positive feelings toward the products.

Desire

The advertisement can create the consumer's desire for the products. However, with the mean value at 3.18, the effectiveness of the advertisement in this area is lower than the first two stages (awareness and interest). It also has a higher standard deviation than the first two

stages, which means that responses to the question, on the “desire for the products”, have greater variation across the respondents.

Intention to buy

Lastly, the respondents’ intention to buy the products after watching the advertisement has the lowest score. The mean value of 2.85 which is below the average implies that the advertisement cannot effectively create intention to buy among the respondents. The highest standard deviation relative to the other stages of advertisement effectiveness means that the responses to the question, on the “intention to buy”, have the greatest variation among the respondents.

4.4.1 Summary and notable results

It can be observed from the statistical results that the respondents share quite similar attitudes towards the endorser’s trustworthiness, expertise and attractiveness. On how these attitudes affect the effectiveness of the advertisement especially in influencing the intention to buy, the respondents also share similar attitudes. This is evident from the answers of the respondents which do not vary much in each of the question. This is supported by the calculation of standard deviation. As presented in Table 5 and Table 6, the standard deviation for each of the answer from the respondents is just around 1.

Characteristics of consumer endorser

In terms of consumers’ attitude towards the trustworthiness, expertise and attractiveness of the endorser, the results suggest that the respondents have positive evaluations on these characteristics of hers. This is evident from the mean value of trustworthiness, expertise and attractiveness of above 3.5, which is a significantly level which indicates that the respondents are more inclined to agree that the consumer endorser has these three characteristics. The mode, which is the most frequent Likert scale rating given by the respondents is 4, i.e. most respondents agree with the statements that the endorser is trustworthy, has expertise and is attractive.

Among the characteristics of the endorser, attractiveness of the endorser has the highest mean score of 4.01, followed by expertise at 3.78 and lastly trustworthiness at 3.53. The results show that the respondents are drawn to the attractiveness, expertise and trustworthiness of the endorser in that order accordingly.

Effectiveness of the Advertisement

The results, measuring the effectiveness of the advertisement in terms of the respondents’ general attitudes towards the advertisement and four stages of AIDA model, indicate that the respondents find the advertisement to be effective.

The general attitude of the respondents towards the overall advertisement at a mean score of 3.85 is the highest indicating the respondents have positive, favorable attitude towards the advertisement and enjoy watching the advertisement.

However, when the four stages of AIDA model are applied to measure the effectiveness of the advertisement in greater detail, the results offer a different perspective. Awareness of the products has a mean score of 3.63, interest, desire and intention to buy the products with means values of 3.57, 3.18 and 2.85 respectively. The standard deviation increases from

0.994 at the awareness stage to 1.032, 1.105 and 1.131 at the stage of interest, desire and intention to buy the products respectively. The results, with the mean value gradually decreasing from the stage of awareness, interest, desire and finally intention to buy and the corresponding higher standard deviations indicate that it is harder to influence respondents at different stages of AIDA.

While general attitudes toward the advertisement, awareness and interest in the products have a significantly higher score above the mean value of 3, desire for and intention to buy the products have scores of 3.18 and 2.85 respectively. The results show that desire for and intention to buy the products cannot be simply created by advertisement with an appealing endorser. .

From the notable results, further analysis is conducted using Pearson's correlation to explore the relationships between the attitudes towards the endorser and the four stages of the effectiveness of advertisement in AIDA model.

4.5 Analysis of relationships between consumers' attitudes toward endorser and effectiveness of the advertisement

This section explores the relationship between consumers' attitudes toward endorser and the advertisement effectiveness based on the four stages of AIDA model (Awareness, Interest, Desire and Intention to buy) using Pearson correlation analysis. The purpose is to answer the hypotheses presented in the conceptual framework.

4.5.1 Pearson Correlations Analysis

Bivariate analysis is an appropriate approach as it allows investigation into the nature of relationship between the two variables (correlation) (Bryman & Bell, 2007). In this method, patterns of corresponding responses are studied to show correlation between the two variables (one is the attitude towards endorser and the other is the effectiveness of advertisement).

Pearson's Correlation, is a simple but yet useful bivariate analysis method to test whether there is correlation between two variables and to which extent this relationship is (positively or negatively related). It helps to accept or reject the hypotheses accordingly. The hypothesis is accepted when the correlation coefficient is not 0 and statistically significant.

Hypothesis 1

The first hypothesis investigates whether the endorser's *trustworthiness* correlates with the four stages of the advertisement effectiveness, which are awareness, interest, desire and intention to buy.

H1: Perceived endorser’s trustworthiness has a positive correlation with:

H1.1 awareness of the products

H1.2 interest in the products

H1.3 desire for the products

H1.4 intention to buy the products

	Awareness	Interest	Desire	Intention to buy
Pearson Correlation	0.283**	0.339**	0.273**	0.232**
Sig. (2-tailed)	.000	.000	.000	.000
N (Sample size)	338	338	338	338

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

Table 7: Correlation results - endorser’s trustworthiness and advertisement effectiveness

From this result, we are able to accept or reject the hypotheses accordingly.

Hypothesis	Relationship hypothesis	Pearson Correlation Analysis Results
H 1.1	Endorser's trustworthiness and awareness of the products- positive	r = 0.283, p < 0.01
H 1.2	Endorser's trustworthiness and interest in the products – positive	r = 0.339, p < 0.01
H 1.3	Endorser's trustworthiness and desire for the products – positive	r = 0.273, p < 0.01
H 1.4	Endorser's trustworthiness and intention to buy– positive	r = 0.232, p < 0.01

Table 8: Hypothesis Results - endorser’s trustworthiness and advertisement effectiveness

The results support the hypotheses H1.1 to H1.4 on the positive relationship between perceived endorser trustworthiness and the four stages of advertisement effectiveness. In other words, the endorser’s trustworthiness perceived by consumers tends to increase or decrease together with the effectiveness of the advertisement at all levels.

Hypothesis 2

The second hypothesis investigates whether the endorser’s *expertise* correlates with the four stages of the advertisement effectiveness, which are awareness, interest, desire and intention to buy.

H2: Perceived endorser’s expertise has a positive correlation with:

- H2.1 awareness of the products
- H2.2 interest in the products
- H2.3 desire for the products
- H2.4 intention to buy the products

	Awareness	Interest	Desire	Intention to buy
Pearson Correlation	0.175**	0.103	0.006	0.039
Sig. (2-tailed)	.001	.059	.916	.476
N (Sample size)	338	338	338	338

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

Table 9: Correlation results - endorser’s expertise and advertisement effectiveness

From this result, we are able to accept or reject the hypotheses accordingly.

Hypothesis	Relationship hypothesis	Pearson Correlation Analysis Results
H 2.1	Endorser's expertise and awareness of the products- positive	$r = 0.175, p < 0.01$
H 2.2	Endorser's expertise and interest in the products - positive	$r = 0.103, p > 0.01$
H 2.3	Endorser's expertise and desire for the products – positive	$r = 0.006, p > 0.01$
H 2.4	Endorser's expertise and intention to buy– positive	$r = 0.039, p > 0.01$

Table 10: Hypotheses Result - endorser’s expertise and advertisement effectiveness

The results support the hypothesis H2.1 in which there is a positive correlation between endorser’s expertise and awareness of the products. The greater degree of endorser’s expertise, the higher is the level of awareness of the products. However, there is no significant correlation between endorser’s expertise and the level of interest, desire and intention to purchase. Therefore, hypotheses H2.2 to H2.4 are rejected.

Hypothesis 3

The third hypothesis investigates whether the endorser’s *attractiveness* correlates with the four stages of the advertisement effectiveness, which are awareness, interest, desire and intention to buy.

H3: Perceived endorser’s attractiveness has a positive correlation with:

H3.1 awareness of the products

H3.2 interest in the products

H3.3 desire for the products

H3.4 intention to buy the products

	Awareness	Interest	Desire	Intention to buy
Pearson Correlation	0.259**	0.308**	0.321**	0.226**
Sig. (2-tailed)	.000	.000	.000	.000
N (Sample size)	338	338	338	338

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

Table 11: Correlation results - endorser’s attractiveness and advertisement effectiveness

From this result, we are able to accept or reject the hypotheses accordingly.

Hypothesis	Relationship hypothesis	Pearson Correlation Analysis Results
H 3.1	Endorser's attractiveness and awareness of the products- positive	r = 0.259, p < 0.01
H 3.2	Endorser's attractiveness and interest in the products - positive	r = 0.308, p < 0.01
H 3.3	Endorser's attractiveness and desire for the products – positive	r = 0.321, p < 0.01
H 3.4	Endorser's attractiveness and intention to buy the products– positive	r = 0.226, p < 0.01

Table 12: Hypotheses Result - Endorser’s Attractiveness and Advertisement Effectiveness

The results support hypotheses H3.1 to H3.4 on the positive relationship between endorser’s attractiveness and four levels of effectiveness of advertisement. In other words, the increase in endorser’s attractiveness tends to increase the effectiveness of advertisement in all the levels.

4.5.2 Summary on the correlations between attitudes toward endorser and effectiveness of the advertisement

The results of Pearson Correlations analysis show that endorser's trustworthiness, expertise and attractiveness have positive relationships with some stages of advertisement effectiveness. All the hypotheses are accepted except H 2.2, H 2.3 and H 2.4. The correlations are significant at 99% confidence level even though the correlations between them are not very strong. The highest correlation is found in the relationship of endorser's trustworthiness and consumer's interest in products (Hypothesis 1.2, $r = 0.339$). In other words, trustworthiness can increase or decrease interest in products by 11%. This is the most significant correlation among others. On the other hand, the lowest correlation is found in the relationship of endorser's expertise and consumer's awareness in the products (Hypothesis 2.1, $r = 0.175$) In this case, endorser's expertise can increase or decrease awareness in the products by 3%.

However, the correlation analysis fails to find a relationship between endorser's expertise and interest in products, desire for the products and intention to buy. The endorser's expertise only correlates with awareness in the products.

At this point, the conclusion is made that endorser's trustworthiness, and attractiveness have correlation with awareness, interest, desire and intention to buy which are variables in measuring effectiveness of the advertisement.

4.6 Regression Model Analysis for Intention to buy

Out of four levels of effectiveness of advertisement identified in AIDA model, intention to buy is the final stage of advertisement effectiveness.. Therefore, consumers' behavior at this stage needs to be further analyzed to find out their intention to buy.

This section explores how consumers' intention to buy is affected by endorser's characteristics. As expertise was found not to have any correlations with intention to buy in the preceding section, this part examines the existence of relationships between

(1) Trustworthiness and Intention to buy

(2) Attractiveness and Intention to buy

Linear Regression Model, which is a statistical approach to model the relationships between variables, is used in this section..

(1) Regression Model for Trustworthiness and intention to buy

Dependent variable	Intention to buy
Independent variable	Endorser's trustworthiness

- Scatterplots of Endorser's trustworthiness against intention to buy*

The purpose of this step is to observe the distribution of independent variable versus the dependent variable. Using SPSS, the scatter plots help to visually detect a relationship between those variables. It also serves as the preliminary investigation before running regression model (Field, 2008).

As can be seen from the scatter plot below, a fit line between variables are drawn, which anticipates that a linear formula can be established.



- Result of the regression model*

In this section, regression model is run to establish the linear relationship between endorser's trustworthiness and purchase intention, and to understand how endorser's trustworthiness can influence consumers' intention to buy.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.232 ^a	.054	.051	1.102

a. Predictors: (Constant), Trustworthiness

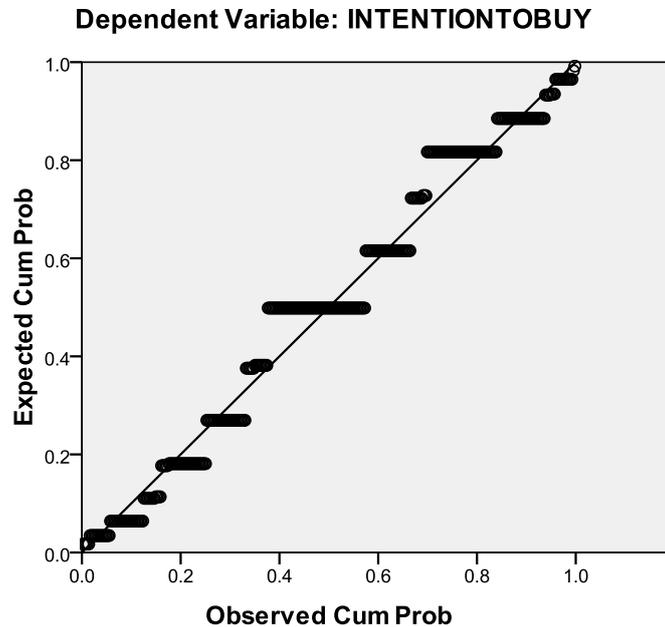
b. Dependent Variable: Intention to buy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.694	.271	-	6.249	.000
	Trustworthiness	.328	.075	.232	4.372	.000

a. Dependent Variable: Intention to buy

Normal P-P Plot of Regression Standardized Residual



The result shows that there is a statistically significant linear relationship between endorser's trustworthiness and intention to buy. The confidence level is high (99%), however, the coefficient of determinant is rather small (R Square is equal to 5.1%), which means only 5.1% variance in intention to buy is explained by this single linear model in terms of endorser's trustworthiness. In other word, this model can only explain 5.1% of consumers' intention to buy since this model focuses only on the relationship between endorser's trustworthiness and intention to buy, without taking any other factors into consideration.

The coefficient of endorser's trustworthiness is 0.328. This implies that one unit increase in the consumers' rating of the endorser's trustworthiness can bring about 32.8% increases in consumers' purchasing intention.

The model can be written as:

$$\text{Purchase intention} = 1.694 + 0.328 \text{ Endorser's trustworthiness} + \text{Residuals.}$$

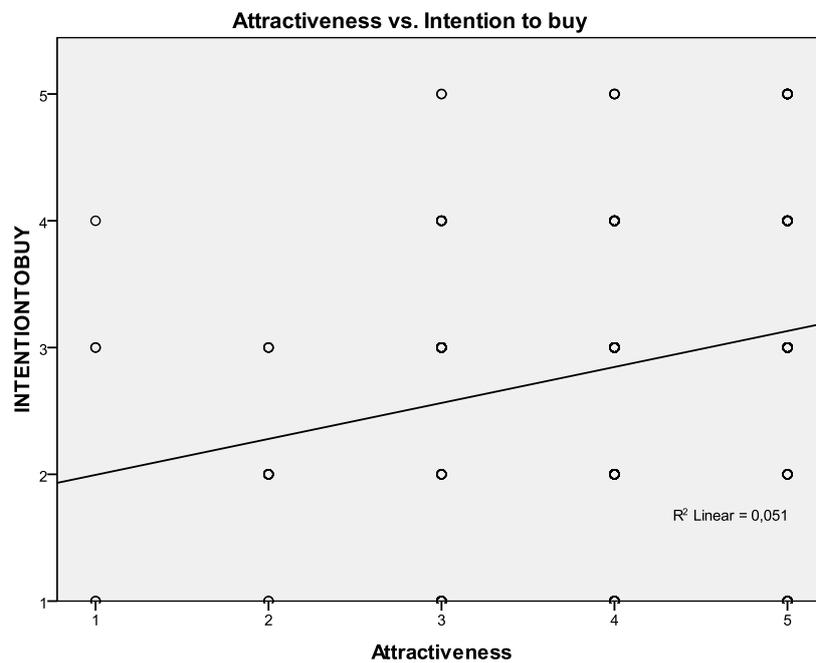
Therefore, trustworthiness is considered as an important criterion for selecting the consumer endorser.

(2) Regression Model for Attractiveness and intention to buy

Similarly, the regression is used to understand the statistical linear relationship between endorser’s attractiveness and consumers’ intention to buy.

Dependent variable	Intention to buy
Independent variable	Endorser’s Attractiveness

- *Scatterplots of Endorser’s attractiveness against intention to buy*



- *Regression model result*

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.226a	.051	.048	1.104

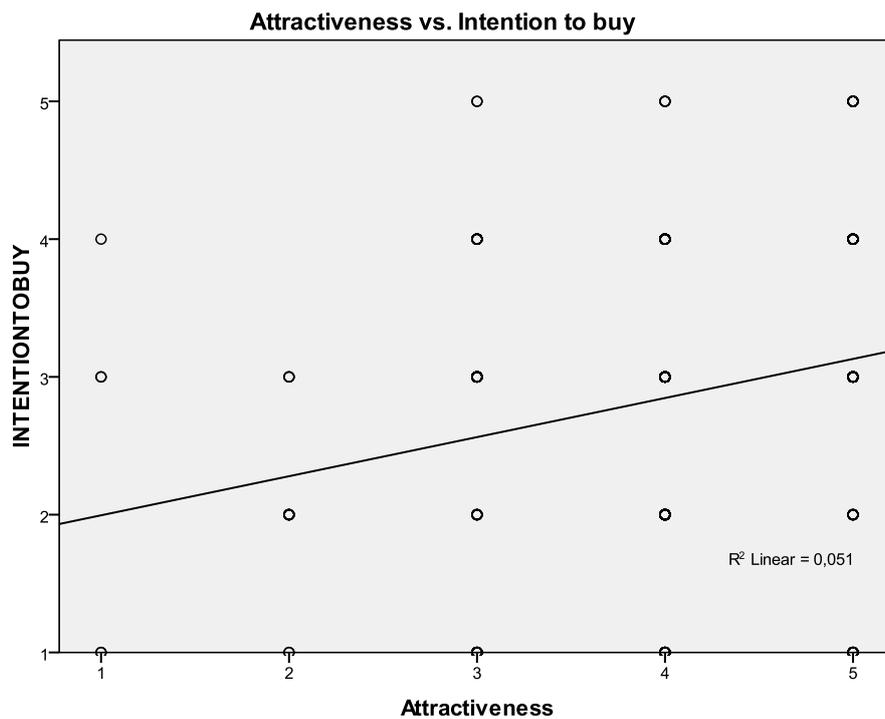
a. Predictors: (Constant), Attractiveness

b. Dependent Variable: Intention to buy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.712	.274	-	6.236	.000
	Attractiveness	.284	.067	.226	4.247	.000

a. Dependent Variable: Intention to buy



The result shows that there is a statistically significant linear relationship between endorser's attractiveness and intention to buy. The confidence level is high (99%), however, the coefficient of determinant is rather small (R Square is equal to 4.8%), which means only 4.8% variance in intention to buy is explained by this single linear model in terms of endorser's attractiveness. In other word, this model can only explain 4.8% of consumers' intention to buy since this model focuses only on the relationship between endorser's attractiveness and intention to buy, without taking any other factors into consideration.

The coefficient of attractiveness is 0.284. This implies that one unit increase in the consumers' rating of the endorser's attractiveness can bring about 28.4% increases in consumers' purchasing intention.

The model can be written as:

$$\text{Intention to buy} = 1.712 + 0.284 \text{ Endorser's trustworthiness} + \text{Residuals.}$$

Therefore, attractiveness is another criterion for selecting the consumer endorser as well.

Summary of the relationship between endorser's trustworthiness and attractiveness, and intention to buy

Results from the two regression models suggest that the increase in consumer endorser's trustworthiness and attractiveness can slightly lead to the increase in consumer's intention to buy. However, the extent that these two characteristics of consumer endorser affect intention to buy is not extensive. Each model only explains about 5% of the intention to buy.

This study did not develop the statistical method further apart from establishing two simple linear regression models. Multiple regressions is not used as it has to face the issue of multicollinearity and partial correlation between independent variables. In this study, it is found that the correlation between trustworthiness and attractiveness ($r = 0.331$) is greater than correlations between trustworthiness and intention to buy ($r = 0.232$) as well as attractiveness and intention to buy ($r = 0.226$) – Appendix B (Table 23) . This means that attractiveness and trustworthiness are not totally independent. Thus, it is impossible to include these two variables to measure the intention to buy in the same multiple regressions. It appears to be a better and clearer strategy to use only simple regression models to conduct the analysis separately the impact of trustworthiness and attractiveness on consumers' intention to buy

5. Analysis and Discussion

In this section, results of the study are analyzed using related theories, which are presented in the theoretical framework in chapter 2.

5.1 Consumer Endorser

In this study, attitudes toward the consumer endorser are focused on his or her characteristics. Consumer endorser in social media is measured by the source credibility and source attractiveness model since these characteristics of the endorser directly affect consumers' attitudes and behaviors toward the advertisement.

5.1.1 Consumer endorser in the social media context

From the finding of this study, the consumer endorser featured in the YouTube clip is recognized by 84% of the respondents. These respondents recognized the consumer endorser prior to this study might be explained by the power of social media which allows for the rapid dissemination of electronic word-of-mouth within a short period of time to a vast number of consumers (Mangold & Faulds, 2009).

Moreover, from the study of Lempert, 2006; Vollmer & Precourt, 2008, consumers seek for information via social media more frequently. This fact could be explained the reason why some respondents recognized the consumer endorser in the social media advertisement.

5.1.2 Consumer endorser's credibility

In terms of credibility of the consumer endorser, this study shows that consumers perceive the endorser as having a high degree of trustworthiness and expertise.

Trustworthiness

From this study, consumers view the consumer endorser featured in the demonstration advertisement as trustworthy. Consumers trust the endorser is honest, sincere, and reliable. The consumer endorser is also perceived as having knowledge and experience in the products as well as providing accurate information on the featured products. This positive attitude of consumers towards the endorser can enhance the consumers' acceptance of the message of the advertisement.

Consumers have some degree of trust in the consumer endorser since the endorser featured in the demonstration advertisement is perceived as an ordinary and typical user of the products. This finding is consistent with Erdogan (1999)'s study which focused on the characteristics of celebrity endorser. In his study, consumers tend to trust the endorser who is viewed as similar to them.

However, the findings from this study also found some different responses in which there are a small group of consumers who perceive the consumer endorser as having a low level of trustworthiness. This might be explained by Belch & Belch (2009)'s study. The authors indicated that consumer endorser could be perceived that she is giving biased information since she is paid to appear in the advertisement, presenting the use of the products. The

conflicting roles of the consumer endorser can decrease the trustworthiness of the consumer endorser. .

Expertise

According to Erdogan (1999), an endorser who is “viewed as knowledgeable and an expert is more persuasive than one with less expertise”.

The results from this study indicate that consumers view consumer endorser as having expertise and would be persuaded by the consumer endorser to some extent. In fact, the very nature of demonstration advertising, in this case, demands the endorser to have some degree of good knowledge on the product attributes and skills in demonstrating how to use the products in the advertisement.

When consumers view the endorser as trustworthy and having expertise, there is credibility in the endorser. The credibility in the endorser will shape the way the information is received by the consumers. Once the credibility of an endorser is established, “internalization” process occurs when the consumers adopt opinions of the endorser as they believe in the accuracy information from the endorser (Erdogan, 1999). The message from the credible endorser is integrated into the consumers’ belief system and their thinking and actions may be influenced to some extent by the endorser (Forouhandeh et al., 2011).

The results from the study show that the consumer who perceive a consumer endorser who is trustworthy and an expert believe the endorser is credible. As to whether the belief in the credibility of the endorser will influence their attitude and behavior, this is discussed in 5.3.2.

5.1.3 Consumer endorser’s attractiveness

From the results of this study, consumer endorser in the advertisement is perceived as having a very high level of attractiveness by the consumers. The attractiveness of consumer endorser creates in the consumer a favorable feeling towards the consumer endorser.

This might be further explained by Solomon (2002) which the attractiveness of the consumer endorser can increase the persuasiveness and acceptance of the message. The author assumed that once a person is ranked high in one aspect, they are normally perceived as good in other aspects as well. It can be inferred from this study that the attractiveness of the consumer endorser will increase the persuasiveness of the consumer endorser.

In summary, the consumer endorser in the social media advertisement is perceived as having trustworthiness, expertise and attractiveness. These three characteristics of the endorser might be transferred from the consumer endorser to the featured products as explained in McCracken’s (1989) Meaning Movement model in which the meanings (trustworthiness, expertise and attractiveness) invested in the consumer endorser is transferred through the products to the consumers. Then, consumers may perceive positive meaning through the conveyed message and bring about the positive attitudes towards the products as well.

5.2 Effectiveness of the advertisement

General Attitude toward Advertisement

From this study, most of the consumers have favorable attitude towards the advertisement and the consumer endorser. This results could be linked to the positive attitudes towards the

featured products. This is supported by Deirbaix (1995)'s study on consumers' attitudes towards advertisement that the positive attitude towards advertisement can lead to positive attitude of the products.

In this study, the consumer endorser is perceived as having trustworthiness, expertise and attractiveness; therefore, it is possible that there is a match in the image of the consumer endorser with the image of the products leading to an increased persuasiveness of the consumer endorser in accordance with the study of Kahle and Homer (1985).

Awareness

Once the effectiveness of the advertisement using consumer endorser is measured by using the AIDA model as a tool, it is found from the study that the consumer endorser in the advertisement can effectively create consumers' awareness of the products and the brands.

Interest

The demonstration advertisement can provoke some interest in the products but to a lesser extent than the awareness stage. Consumers have some favorable feeling towards the endorsed products after watching the advertisement.

Desire

This study shows that the social media advertisement can create consumers' desire for the products. However, the desire for the products is lower than the awareness and interest in the products.

Intention to buy

This study shows that the advertisement cannot effectively stimulate consumer's intention to buy the products featured in the advertisement.

In short, it is found from this study that consumers have positive general attitudes toward the social media advertisement using consumer endorser. Moreover, messages transmitted via social media can influence consumers' attitudes and behaviors (Mangold and Faulds, 2009). A closer look at different stages of advertisement effectiveness reveals that social media is the most effective in consumers' cognitive stage (Awareness). Consumer endorser in the advertisement can attract consumer's attention, and create awareness of the products. They also have some knowledge about the products. The advertisement can also arouse consumers in the second and the third stage in the AIDA model, which is interest in and desire for the products. However, in this affective stage, the degree of effectiveness gradually declines.

This study indicates that the social media advertisement using consumer endorser has the least effect in consumer's conative or behavioral stage. It can hardly influence consumers' intention to buy the products.

Solomon (2002) in his study mentioned that the process of consumers' making a decision in buying arises from consumers' rational perspective. Consumers require more information and seek out for some more alternatives before making a buying decision, which is also dependent on the type of consumers they are. Additionally, according to Schiffman and Kanuk (2000), the consumers' uncertain perceived risk is another aspect that consumers take into account since they cannot predict the outcomes of their buying decision. These might be the reasons to support our findings that the social media advertisement using consumer endorser cannot effectively lead to intention to buy.

5.3 Relationship between consumer endorser's characteristics and four stages of AIDA model

5.3.1 Endorser's trustworthiness and its relationship with advertisement's effectiveness

Consumer endorser's trustworthiness is found to have positive correlations with all four stages of AIDA model (awareness, interest, desire and intention to buy) in this study.

An understanding of consumer behavior towards "perceived risk" can help to explain the importance of consumer endorser's trustworthiness in advertisement. "Perceived risk", defined by Schiffman and Kanuk (2000), is the uncertainty that customers face when they cannot predict the outcomes of their purchasing decision. The role of the consumer endorser, thus, other than serving as the spokesperson for the product, should also inform and guide consumers to help them gain an awareness and knowledge about the products. With more knowledge, there is decreased risk as perceived by the consumers. Hence, the trustworthiness of endorser plays a crucial role in creating an awareness of the products which is the first stage of an effective advertisement according to the AIDA model.

Results from this study show that consumer endorser in social media is perceived as trustworthy and it positively correlates with awareness, interest, desire and buying intention. This result supports the knowledge that when consumers have a tendency to trust an endorser, the message conveyed to consumers will be more effective (Erdogan, 1999). Consumer endorser in the study is successful as she is a trustworthy source of information. This helps to improve the effectiveness of advertisement in terms of increasing consumers' awareness, make them interested in the product, desire for and have intention to buy the products.

5.3.2 Consumer endorser's expertise and its relationship with advertisement's effectiveness

An endorser, who is viewed as knowledgeable and is an expert, is more persuasive than one with less expertise. An expert endorser can influence the product perception (Erdogan, 1999). Findings of this study support this theory since there is a positive correlation between the consumer endorser's expertise and the product awareness. An increase in consumer's perception towards the expertise of the consumer endorser tends to increase consumers' awareness of the products in the advertisement.

Although the expertise of the consumer endorser has a positive correlation with the consumer's awareness of the product, expertise of the consumer endorser cannot affect interest in the product, desire to use and intention to buy the products under the affective stage or the behavioral stage in consumer behavior. Based on AIDA model, interest, desire and action are the next level after the awareness stage. From this study, expertise of the consumer endorser may be successful in building product awareness but to convince consumers to choose and buy the products is a far more difficult and challenging task. This finding supports some of Ohanian (1991)'s study, which said that there is no relationship between the expertise of celebrity endorser and the intention to buy.

The correlation results on the trustworthiness and expertise of the consumer endorser with the different levels of advertisement effectiveness show that the credibility of the consumer endorser is important in increasing consumer's awareness of the products. This supports the

studies of Ohanian (1991) and Solomon (2002) which states that credibility is positive characteristics of the consumer endorser, which influences the consumer's acceptance of a message. In other words, the persuasiveness of the message is enhanced when the consumer endorser is credible (Erdogan, 1999). This effectiveness is most evident in the awareness stage, when the message is first delivered to consumer by the consumer endorser. At higher stages of effectiveness of advertisement which are interest in, desire for and intention to buy, consumer's behavior is less affected by consumer endorser's credibility.

5.3.3 Consumer endorser's attractiveness and its relationship with advertisement's effectiveness

In this study, the findings show that the attractiveness of the consumer endorser leads to positive effects on all four stages of the AIDA model. The attractiveness of the consumer endorser can influence consumer's awareness of the products, interest in products, desire to use as well as intention to buy the products. This result is consistent with Ohanian (1991)'s study on celebrity endorser which states that the attractiveness of celebrity endorsers can positively influence consumers' attitudes and behaviors.

Regarding the correlations between endorser's attractiveness and intention to buy, Kahle & Homer (1985) found that an attractive celebrity can create higher purchasing intention than an unattractive celebrity. When consumer endorser is studied in the context of this research, the findings from previous findings on celebrity endorser is also applicable in that the more attractive the endorser is, the more effective the advertisement is in creating buying intention among the consumers.

Given that an attractive consumer endorser can influence the effectiveness of the advertisement, the case for using consumer endorser in social media advertisement is valid. Belch & Belch (2009) and Shimp (2000) argued that using consumer endorsers is considered less costly than celebrity endorsers, and can avoid negative attitudes of consumers toward using "unrealistically beautiful people" in the advertisement. Although consumer endorsers do not enjoy wide recognition as a celebrity, their attractiveness still has positive outcome when they are featured in the demonstration advertising.

Summary

In summary, trustworthiness, expertise and attractiveness of consumer endorser have impact on the effectiveness in social media advertisement. The consumer endorser in the advertisement must be perceived by the consumers as trustworthy in order to convince consumers that the products are beneficial and, help them reduce the perceived risk of the products.

Despite the fact that consumer endorsers are ordinary persons, they should still possess a certain level of attractiveness in order to create awareness, interest and lead to consumer desire and intention to buy the products. Employing consumer endorsers, who are primarily attractive remains as a very important factor for demonstration advertisement in social media.

Expertise has a more limited correlation to the advertisement effectiveness than trustworthiness and attractiveness. Consumer endorser's expertise can only create awareness and do not affect consumers in their interest, desire and intention to buy the products. Creating awareness in the products, nonetheless, is an important objective when marketers

design social media advertisement. Thus, consumer endorser's expertise still has its value and validity.

This study present a way to predict consumers' buying intention after watching the demonstration advertisement based on the consumer endorser's trustworthiness and attractiveness. However, their relationship is not strong (5.1% for trustworthiness model and 4.9% for attractiveness model).

Strategies in social media marketing also indicate that online marketing should complement the traditional marketing communication channel (Evans, 2008). Companies should link online marketing to operations and other promotional activities in order to create holistic positive experiences about the products and company to increase intention to buy (ibid).

The findings from this study on the relationship between characteristics of consumer endorser and their buying intention suggest that more knowledge need to be explored to understand consumer's intention to buy after watching demonstration advertisements in social media.

6. Conclusion

In this last chapter, the conclusion of the study is presented. The findings and analysis are discussed in relation with the research questions raised in the beginning of this study. The practical implications as well as theoretical contributions are included in this chapter. Finally, suggestions for future research in this area are also presented at the end of this chapter.

6.1 Conclusion

With rapid expansion of the internet, social media is considered as another channel of digital marketing communication and strategic advertising tool for brands and products. Boudreau and Watson (2006) pointed out that marketing strategies need to integrate digital technology and its features to increase the effectiveness of consumer-directed communications approach.

This study shows that advertisement in social media using consumer endorsers can be an effective channel in reaching out to inform and educate consumers on a product or service. Theories on attitudes towards consumer endorser and the effectiveness of advertisement in influencing consumers' behavior are used as the conceptual framework in this study to understand the relationship between characteristics of the consumer endorser against a set of criteria measuring the effectiveness of the advertisement, with the aim of answering the research questions raised in the beginning of the study.

Concerning the first research question, "What are the consumers' attitudes towards consumer endorser in social media advertisements?" The results show that consumers have a positive view of the consumer endorser who is perceived as having trustworthiness, expertise and attractiveness.

Trustworthiness and attractiveness of the consumer endorser can create product awareness, interest and desire in the consumers leading to purchasing intention. However, expertise of the consumer endorser can only create the awareness of the featured brands and products in the advertisement but cannot lead to interest, desire and purchase intention.

Regarding the second and last research questions of "How these attitudes affect the effectiveness of the advertisements featuring consumer endorser?" and "How these attitudes influence the consumers' buying intention?", the findings reveal that the consumer endorser enjoy favorable attitudes from the consumers and that the consumer endorser can do a good job in bringing about awareness, interest, and desire to use the products and brands. The results in the study indicate that these attitudes can lead to positive buying behavior but the magnitude of this effect is rather limited.

Nevertheless, the effectiveness and success of using consumer endorser in the advertisement is evident from the greater awareness of the product and brand it has created in consumers. Interests and desires for the products are also aroused among the consumers. However, this study shows that using a consumer endorser who is trustworthy, an expert and attractive in social media advertisement is not enough to provide the motivations for consumers to buy the products. Other aspects of the marketing mix have to be aligned to achieve the desired outcomes.

6.2 Managerial Implication

6.2.1 Consumer Endorser

In this study, the findings and insights on consumers' attitudes regarding the consumer endorser in social media advertisement provide a number of practical suggestions for practitioners to consider when enhancing their marketing communication strategies.

Understanding consumer's attitudes and behaviors toward the endorser in the advertisement is crucial for marketers to select the most suitable endorser to feature their brands or products in advertisement. Consumers are more likely to pay attention and believe in the endorser that they find credible, expert and attractive to themselves. Therefore, characteristics of consumer endorser, which are trustworthiness, expert and attractiveness, play significant roles in the effectiveness of the advertisement. Consumers' positive attitudes toward endorser's characteristics can persuade, and instill trust and belief in the message conveyed by the endorser, and finally result in the effectiveness of the advertisement.

Trustworthiness and attractiveness of the consumer endorser in the advertisement indicates that these characteristics of endorser can increase consumers' awareness, interest and desire to use the endorsed brands and products, leading to intention to buy. In the meanwhile, endorser's expertise is found to create only awareness of the featured brands and products in the advertisement but cannot link to consumers' attitudes and behaviors in affective and conative stages, which are interest, desire, and purchase intention.

To increase consumers' buying intention, which is usually the crucial goal of marketing strategies, using an appealing consumer endorser in the advertisement alone is not sufficient since advertisement is only one sub-element in an integrated marketing communication. Marketers need to complement this aspect of promotional advertising with other marketing strategies.

6.2.2 Social Media Advertisement

The choice to use a consumer endorser featured in social media channel, in this case YouTube, to conduct this study stems from the recognition that social media is a powerful advertising channel. The results show that consumers perceived the image of the consumer endorser positively and generally like the advertisement. Advertisement using consumer endorser in social media can, therefore, be another effective channel for advertising especially in contemporary society whereby "push advertising" (such as pop-ups, banner, emails) have been negatively perceived by consumers as distracting; disturbing; forced; interfering; intrusive; and obtrusive which result in brand avoidance (Li et. al, 2002).

Instead of "push advertising", companies need to capitalize on the benefits social media provide by leveraging on "pull advertising". Demonstration advertisement using consumer endorser in social media channel is deemed to be a pull strategy and helps to increase consumers' positive attitudes and behaviors towards the featured brands and products. It is found in this study that advertisement of this nature can be easily accessed by a large number of consumers since there are some consumers who recognized the endorser prior to this study. With the widespread internet usage and social media networks, consumer endorser provides the way for the future in advertising.

6.3 Theoretical Contribution

This study has provided an insight to the understanding of consumers' attitudes and behaviors towards consumer endorser in the context of social media advertising which is currently lacking in the existing literature. It further contributes to existing theories about brand and product endorsement by focusing on consumers' attitudes and behaviors toward consumer endorser in the demonstration advertisement. The models developed in this study to measure the intention to buy in relation to trustworthiness and attractiveness is proposed. This model could be tested with a larger population in order to validate, generalize, or modified the result.

Comparing to the previous studies on celebrity endorser and comparisons between celebrity endorser and non-celebrity endorser, this study brings new findings particularly related to consumer endorser and the effect of using consumer endorser in the advertisement on consumers' attitudes and behaviors.

The results from this study also provide the fundamental background for further studies focusing on other aspects of consumer endorser in advertisement through social media platform. This will help to understand the effects of this marketing communication strategy to a larger extent.

6.4 Future Research

This research studied consumers' attitudes towards consumer endorsers in social media advertisement and using AIDA model measures how these attitudes have an impact on the effectiveness of the advertisements especially, on consumers' buying intention. Since this research is primarily focused on using the AIDA model as a tool to test the effectiveness of advertisement featuring consumer endorser, future research could be conducted to extend the study to include celebrity endorser and to draw the comparison on the results.

The research method used in this study is quantitative (survey questionnaire) in nature, which is only a useful tool in understanding consumers' attitudes and behaviors at some level. The limitations of quantitative research are that it does not provide an insightful understanding of consumers' behaviors and the underlying reasons governing such behaviors. Future qualitative research could be conducted to complement this study with more in-depth qualitative methods, such as interviews and focus group discussions to gather deeper consumers' insights.

Finally, other variables, such as gender, culture and level of product involvement should be taken into consideration. The purpose is to see the different effects between variables so as to identify which type of product or brand endorser is most suitable for the target consumers. Understanding target consumer's perception and behavior pattern, after all, is still the main point for any marketing strategy method.

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Appendix

A. Survey Questionnaire

Dear female respondents,

This survey aims to find out consumer attitudes towards an endorser of make-up products and how this affects the effectiveness of online advertisement. Furthermore, we hope to understand the factors influencing the purchase decision of make-up products among the respondents. Information gathered from this survey is for the sole purpose of our Master thesis in International Marketing and Brand Management course in Lund University, Sweden. Please follow the link to watch a short advertisement on YouTube before answering the questions below. Thank you very much!

<http://www.youtube.com/watch?v=1hvg80fTQ54>

Part 1: General Information

Respondents' Profiles

Please provide your personal information. All information provided will be treated as confidential.

Gender *

Male Female

Age *

Below 25
 25-34
 35-44
 45-54
 Above 55

Education level *

Ph.D./Master degree
 Bachelor degree
 Diploma
 High school or below

Occupation *

Student
 Housewife
 Employee
 Self-employed
 Unemployed

Frequency of usage and purchasing consideration

1. How often do you use make-up products? *

- Rarely
- About once a month
- About 1-4 times a week
- More than 4 times a week

2. I consider many factors before buying make-up products. *

Strongly disagree

1	2	3	4	5
---	---	---	---	---

 Strongly agree

Part 2: Attitudes towards the Endorser of the Products in the Advertisement

3. Do you recognize the girl in the advertisement? *

- Yes
- No

If the answer for above question is yes, please specify how you knew about her.

Please rank the following questions using the scale of 1 to 5

1: Strongly disagree 2: Disagree 3: Neither agree nor disagree 4: Agree 5: Strongly agree

4. She looks trustworthy. *

Strongly disagree

1	2	3	4	5
---	---	---	---	---

 Strongly agree

5. She has expertise in using the products. *

Strongly disagree

1	2	3	4	5
---	---	---	---	---

 Strongly agree

6. She looks attractive. *

Strongly disagree

1	2	3	4	5
---	---	---	---	---

 Strongly agree

Part 3: Effectiveness of the advertisement

7. I like to watch this advertisement *

Strongly disagree

1	2	3	4	5
---	---	---	---	---

 Strongly agree

8. The advertisement increases my awareness of Lancome products. *

Strongly disagree

1	2	3	4	5
---	---	---	---	---

 Strongly agree

9. I find the products in the advertisement interesting. *

Strongly disagree

1	2	3	4	5
---	---	---	---	---

 Strongly agree

10. I desire to use the products. *

Strongly disagree

1	2	3	4	5
---	---	---	---	---

 Strongly agree

11. I will buy the products featured in the advertisement. *

Strongly disagree

1	2	3	4	5
---	---	---	---	---

 Strongly agree

If the answer for above question is NO, please specify the reason for not buying

12. What do you want to add (or change) in this advertisement to make it more effective?

B. Statistical Results

	Frequency	Percent	Cumulative Percent
Below 25	90	26.6	26.6
25-34	213	63	89.6
35-44	21	6.2	95.9
45-54	8	2.4	98.2
Above 55	6	1.8	100
Total	338	100	

Table 1: Respondents' age

	Frequency	Percent	Cumulative Percent
Highschool or below	10	3	3
Diploma	22	6.5	9.5
Bachelor degree	128	37.9	47.3
Ph.D./Master degree	178	52.7	100
Total	338	100	

Table 2: Respondents' education

	Frequency	Percent	Cumulative Percent
Student	170	50.3	50.3
Housewife	11	3.3	53.6
Employee	137	40.5	94.1
Self-employed	11	3.3	97.3
Unemployed	9	2.7	100
Total	338	100	

Table 3: Respondents' occupation

	Frequency	Percent	Cumulative Percent
YES	54	16	16
NO	284	84	100
Total	338	100	

Table 4: Recognize the endorser

	Frequency	Percent	Cumulative Percent
Rarely	55	16.3	16.3
About once a month	34	10.1	26.3
About 1-4 times a week	87	25.7	52.1
More than 4 times a week	162	47.9	100
Total	338	100	

Table 5: Frequency of Usage

	Frequency	Percent	Cumulative Percent
Strongly disagree	4	1.2	1.2
Disagree	9	2.7	3.8
Neither agree nor disagree	69	20.4	24.3
Agree	122	36.1	60.4
Strongly agree	134	39.6	100
Total	338	100	

Table 6: Level of Considerations before buying

		Trust	Expertise	Attractiveness
Sample size	Valid	338	338	338
	Missing	0	0	0
Mean		3.53	3.78	4.01
Median		4	4	4
Mode		4	4	4
Std. Deviation		0.801	1.001	0.9
Minimum		1	1	1
Maximum		5	5	5

Table 7: Endorser's characteristics

		General Attitude	Awareness of products	Interest in products	Desire for products	Intention to buy
Sample size	Valid	338	338	338	338	338
	Missing	0	0	0	0	0
Mean		3.85	3.63	3.57	3.18	2.85
Median		4	4	4	3	3
Mode		4	4	4	3	3
Std. Deviation		0.914	0.994	1.032	1.105	1.131
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5

Table 8: Effectiveness of the advertisement

	Frequency	Percent	Cumulative Percent
Strongly disagree	5	1.5	1.5
Disagree	27	8	9.5
Neither disagree nor agree	115	34	43.5
Agree	167	49.4	92.9
Strongly agree	24	7.1	100
Total	338	100	

Table 9: Endorser's trustworthiness

	Frequency	Percent	Cumulative Percent
Strongly disagree	8	2.4	2.4
Disagree	30	8.9	11.2
Neither disagree nor agree	76	22.5	33.7
Agree	138	40.8	74.6
Strongly agree	86	25.4	100
Total	338	100	

Table 10: Endorser's expertise

	Frequency	Percent	Cumulative Percent
Strongly disagree	5	1.5	1.5
Disagree	14	4.1	5.6
Neither disagree nor agree	63	18.6	24.3
Agree	147	43.5	67.8
Strongly agree	109	32.2	100
Total	338	100	

Table 11: Endorser's attractiveness

	Frequency	Percent	Cumulative Percent
Strongly disagree	7	2.1	2.1
Disagree	19	5.6	7.7
Neither disagree nor agree	71	21	28.7
Agree	162	47.9	76.6
Strongly agree	79	23.4	100
Total	338	100	

Table 12: General Attitudes toward Advertisement

	Frequency	Percent	Cumulative Percent
Strongly disagree	14	4.1	4.1
Disagree	27	8	12.1
Neither disagree nor agree	87	25.7	37.9
Agree	152	45	82.8
Strongly agree	58	17.2	100
Total	338	100	

Table 13: Awareness of the Products

	Frequency	Percent	Cumulative Percent
Strongly disagree	10	3	3
Disagree	49	14.5	17.5
Neither disagree nor agree	78	23.1	40.5
Agree	142	42	82.5
Strongly agree	59	17.5	100
Total	338	100	

Table 14: Interest in the Products

	Frequency	Percent	Cumulative Percent
Strongly disagree	31	9.2	9.2
Disagree	50	14.8	24
Neither disagree nor agree	123	36.4	60.4
Agree	96	28.4	88.8
Strongly agree	38	11.2	100
Total	338	100	

Table 15: Desire for the Products

	Frequency	Percent	Cumulative Percent
Strongly disagree	55	16.3	16.3
Disagree	63	18.6	34.9
Neither disagree nor agree	115	34	68.9
Agree	88	26	95
Strongly agree	17	5	100
Total	338	100	

Table 16: Intention to buy the Products

		Awareness of the Products
Awareness of the Products	Pearson Correlation	1
	Sig. (2-tailed)	
	N	338
Trustworthiness	Pearson Correlation	.283**
	Sig. (2-tailed)	0
	N	338
Expertise	Pearson Correlation	.175**
	Sig. (2-tailed)	0.001
	N	338
Attractiveness	Pearson Correlation	.259**
	Sig. (2-tailed)	0
	N	338

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

Table 17: Correlations– Endorser’s characteristics and Product Awareness

		Interest in the products
Interest in the products	Pearson Correlation	1
	Sig. (2-tailed)	
	N	338
Trustworthiness	Pearson Correlation	.339**
	Sig. (2-tailed)	.000
	N	338
Expertise	Pearson Correlation	.103
	Sig. (2-tailed)	.059
	N	338
Attractiveness	Pearson Correlation	.308**
	Sig. (2-tailed)	.000
	N	338

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

Table 18: Correlations matrix – Endorser’s characteristics and Product Interest

		Desire for the Products
Desire for the Products	Pearson Correlation	1
	Sig. (2-tailed)	
	N	338
Trustworthiness	Pearson Correlation	.273**
	Sig. (2-tailed)	0
	N	338
Expertise	Pearson Correlation	0.006
	Sig. (2-tailed)	0.916
	N	338
Attractiveness	Pearson Correlation	.321**
	Sig. (2-tailed)	0
	N	338
**. Correlation is significant at the 0.01 level (2-tailed).		

Table 19: Correlations matrix – Endorser’s characteristics and Product Desire

		Intention to buy the Products
Intention to buy the Products	Pearson Correlation	1
	Sig. (2-tailed)	
	N	338
Trustworthiness	Pearson Correlation	.232**
	Sig. (2-tailed)	.000
	N	338
Expertise	Pearson Correlation	.039
	Sig. (2-tailed)	.476
	N	338
Attractiveness	Pearson Correlation	.226**
	Sig. (2-tailed)	.000
	N	338

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

Table 20: Correlations matrix – Endorser’s characteristics and Intention to buy

Regression Model 1: Endorser's trustworthiness and Intention to buy

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Trustworthiness ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Intention to buy

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.232 ^a	.054	.051	1.102

a. Predictors: (Constant). Trustworthiness

b. Dependent Variable: Intention to buy

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.217	1	23.217	19.116	.000 ^a
	Residual	408.088	336	1.215		
	Total	431.305	337			

a. Predictors: (Constant). Trustworthiness

b. Dependent Variable: Intention to buy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.694	.271		6.249	.000
	Trustworthiness	.328	.075	.232	4.372	.000

a. Dependent Variable: Intention to buy

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Trustworthiness
1	1	1.975	1.000	.01	.01
	2	.025	8.930	.99	.99

a. Dependent Variable: Intention to buy

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.02	3.33	2.85	.262	338
Residual	-2.332	2.651	.000	1.100	338
Std. Predicted Value	-3.154	1.839	.000	1.000	338
Std. Residual	-2.116	2.406	.000	.999	338

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.694	.271		6.249	.000
	Trustworthiness	.328	.075	.232	4.372	.000

a. Dependent Variable: Intention to buy

Normal P-P Plot of Regression Standardized Residual

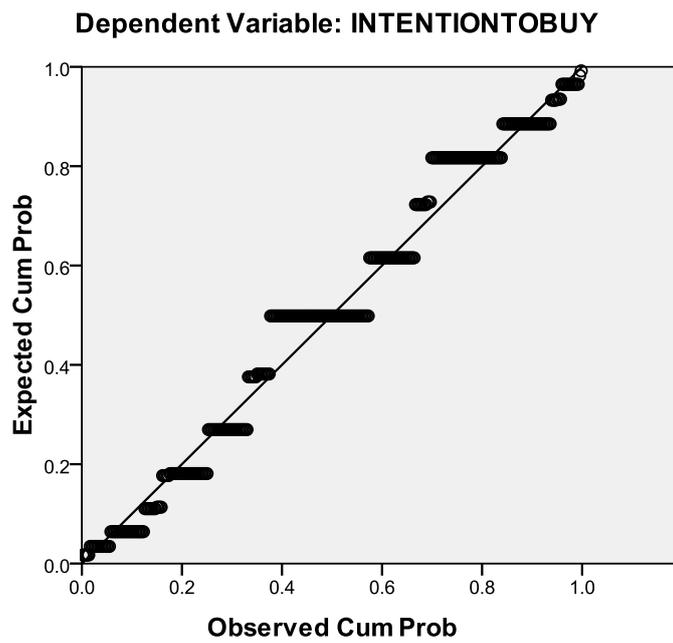


Table 21: Relationship between Trustworthiness and Purchase intention

Regression Model 2: Endorser's attractiveness and Intention to buy

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Attractiveness ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Intention to buy

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.226 ^a	.051	.048	1.104

a. Predictors: (Constant). Attractiveness

b. Dependent Variable: Intention to buy

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.976	1	21.976	18.039	.000 ^a
	Residual	409.329	336	1.218		
	Total	431.305	337			

a. Predictors: (Constant). Attractiveness

b. Dependent Variable: Intention to buy

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.712	.274		6.236	.000
	Attractiveness	.284	.067	.226	4.247	.000

a. Dependent Variable: Intention to buy

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Attractiveness
1	1	1.976	1.000	.01	.01
	2	.024	9.032	.99	.99

a. Dependent Variable: Intention to buy

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.00	3.13	2.85	.255	338
Residual	-2.130	2.437	.000	1.102	338
Std. Predicted Value	-3.343	1.101	.000	1.000	338
Std. Residual	-1.930	2.208	.000	.999	338

Normal P-P Plot of Regression Standardized Residual

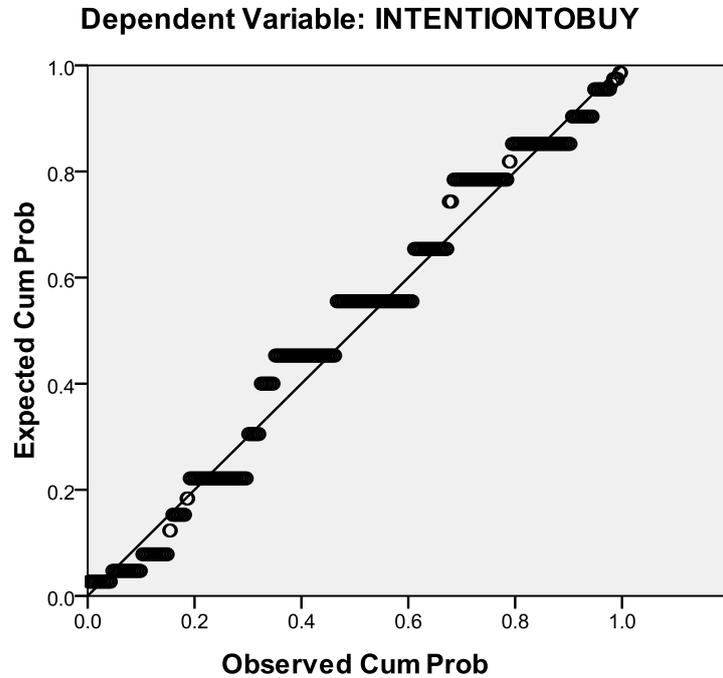


Table 22: Relationship between Attractiveness and Intention to buy

	Intention to buy	Trustworthiness	Attractiveness
Intention to buy	1	0.232	0.226
Trustworthiness	0.232	1	0.331
Attractiveness	0.226	0.331	1

Table 23: Correlations matrix - Trustworthiness, Attractiveness and Intention to buy

C. Qualitative Insights from the Respondents

In the questionnaire administered to the respondents, three open-ended questions were included to understand the reasons for consumers' favorable attitudes towards the endorser and the reasons as to why consumers' positive attitude towards the advertisement cannot create intention to buy.

Consumer endorser

In this study, the consumer endorser featured in the YouTube clip is recognized by 84% of the respondents. These respondents recognized the consumer endorser as having appeared in make-up tutorials in other websites or blogs or that the respondents have received internet links from friends and relatives recommending them to watch the consumer endorser's video clips.

Suggestions from Consumers

Comments on improving the effectiveness of the advertisement

- (a) The advertisement is neither differentiated nor unique from other the demonstration advertisement of other brands. This observation is supported by a 25-34 year old graduate student, who commented, *"The advertisement looks similar to other ads from other brands that sell on the image of natural beauty"*. Another respondent added that *"There is nothing special about the advertisement. It looks like a normal girl uploads her own video about how she does make-up."* *"This ad doesn't look professional so it might not make viewers believe in the products. It seems to be just a how-to clip, not focus on products at all"* (25-34 year-old employee who usually wears make-up).
- (b) The advertisement should include more information about products such as skin type, price and the place to buy the products. The comments received include: *"I don't know if the products are suitable with my skin"*, *"I don't know if the products are within my budget"* or *"where I can get the products? They should include this information"*
- (c) The advertisement should clearly show the effects of the products after each step of the make-up. It will be more convincing by doing so, like in the way a 25-34 student put it: *"There are too many steps in her make-up process but I don't know if they are really necessary or how these products will contribute to the final outcome"*. Another 35-44 years old also mentioned: *"I don't know why we need to have so many steps. She should explain more on why we need to use those products"*

Comments about the endorser

- (a) A few respondents show that they prefer to see celebrities demonstrating these products. Criticisms are directed at the typical look of this endorser, such as *"I prefer watching beautiful actresses in advertisements so I can imagine myself becoming as pretty as them after using products"*, said a 25-34 housewife.

- (b) Lancome is a prestigious brand but the endorser does not really match with the brand image. This is pointed out by some respondents like *“I normally use Lancome and I think its presenter must be somehow look high class”*
- (c) For some respondents, the trustworthiness of the endorser is rather limited due to the fact that she is paid by the company to make this advertisement. A 25-34 year old graduate student commented, *“...it is quite obvious in this video that she get paid from Lancome. We all know that money can change opinions”*.

In short, most of the suggestions are to make the advertisement more professional and should change from typical to celebrity endorser to make the advertisement more attractive and able to convince the respondents.

Reasons for not buying

Realizing that consumers' intention to buy is rather low among respondents, the concern is to explore the underlying reasons why the advertisement alone cannot lead to consumers' purchasing stage. It reveals a variety of reasons, which can be grouped as follows.

Price

Most of the respondents concern about the price. They said the products/ brands are expensive. *“Lancome products are very expensive, I don't invest that kind of money on make-up”*, said by 25-34 year old graduate student.

A lot of respondents said that they can find some other product which is similar but less expensive than the endorsed products in the advertisement. *“The price of these products is pretty high and I believe that other brands can do the same way too”*, said by a 25-34 year old employee.

Another graduate student also commented that *“Personally, I rarely put on make-up. However, if I usually put on make-up, I might not buy products in the advertisement because I consider about the cost of the products. Moreover, there are a lot of make-up products have the same quality as Lancome but cheaper than Lancome.”*

Seek for more information before purchase/ Compare to other brands or products

Seeking for more information is one of the actions that the respondents take, so they can compare with other available brands/ products before purchasing. An employee in 25-34 range of age stated *“Well, I'm not kind of the person who can jump on buying any product that Guru (on YouTube) recommended. I have to do my study on the product; reading the reviews and the information to support me to buy the product. Only one recommender cannot motivate me to go out and buy it. One good product may not suit with everyone's face.”* Another one added: *“I would do more research about the quality, price of the product and may make comparisons. However, this advert does help to make me aware of the brand”*

Seek for other's advice before purchasing

Family members and friends provide a source of advice before consumers make purchasing decision. *“I need to really test the products and ask friends for more opinions before buying”* said by 25-34 year old employee who usually wears make-up.

Shopping experience and product experience

Shopping experience is considered another important factor for some respondents. As mentioned by a 25-34 year old employee “...when I go shopping in department stores and the sales person attracts me to try the products, and then I buy them.” Make-up consumers also have a strong need to try the products before buying, as it provides them product experience. “I am interested in the products but I need to try them, to know if it smells good or suit my skin”, above 55 years old housewife.

Brand loyalty

Brand loyalty is one reason that strong affects respondents’ purchase intention. They prefer to use the same products and brands that they are using and know that they are good for their skin. “I always use the same products and I am happy with them, so I enjoy watching the girl but don’t have intention to switch the brand” said by a below 25-34 year old employee.

Another respondent, who is an unemployed, below 24 years old commented that “I think this is more useful for technique...but I can buy similar products from my preferred brand”.

Some other personal matters

Some personal factors are given as the reasons for not buying such as allergies, sensitive skin problem. Here are some comments from the respondents. “My skin is sensitive so I won’t risk trying new products” said by a 25-34 year old graduate student. “I tried Lancome before but I don’t continue using it since it irritated my skin” or “I have sensitive skin. I’m now using other brand that fits to my skin” are mentioned by some respondents who are employees in 25-34 and 35-44 years old.

Additionally, some of the respondents have their own purchasing habit. One 25-34 graduate student, who often wears make-up said “I usually buy make-up stuffs when there is real needs rather than by trend or by advertisement. I believe it’s not necessary to buy all advertised products to keep a healthy skin. Cleaning and sleeping well is more important”.

To sum up, there are various reasons why the advertisement alone cannot create the respondents’ purchasing intention. Apart from the respondents’ attitudes toward the advertisement and the endorser, there are some other factors that consumers take into consideration, such as price, product information, others’ advices, as well as comparing with competitive or substitute products and brands. These factors all play a part in influencing consumer’s purchasing behavior.