



LO SUT I, Lowie

**The Impact of Celebrity Endorsement on Attitudes and
Behaviours Towards Brands**

Dissertation of Masters in Marketing, presented to the Faculty of Economics of the University of
Coimbra to obtain a Masters' degree.

Coimbra, 2018



UNIVERSIDADE DE COIMBRA

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FEUC FACULDADE DE ECONOMIA
UNIVERSIDADE DE COIMBRA

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I dedicate my work to my family.

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Abstract

Purpose: The aim of this study is to investigate and explore the relationship between celebrity endorser credibility influence consumer attitudes toward brands and reveals that the chain reaction can strongly enhances the possibility of impulsive buying behaviour, which ultimately lead to word-of-mouth communication.

Design/ Methodology Approach: A self-administered questionnaire has been adopted in this study, we used the sampling procedure to collect data from consumers and the unit of analysis is individuals. Nine key marketing concepts and nine sections of the metric has been developed and most of them were found in the literature. There would be a section to collect the demographic profile of respondents, in other sections, all the collected data would be analysed by statistical analysis software IBM SPSS 25.0

Findings: The key findings of this research indicate that the celebrity endorsement would influence on both brand attitude and consumer behaviour in consumer perception as being the dissemination tool and widely recognized by the public. In addition, the potential significant connection was found in brand attachment, impulsive buying and word-of-mouth.

Originality/value: Considering the prior study tend to investigate the influence of marketing strategy on customer's purchase intention, and lack of research on the importance of endorser credibility and brand/celebrity congruence in marketing strategy, this dissertation contributes to extend and step forward into another literature domain. Besides, discuss the influence of celebrity endorser credibility on consumer purchase intention, it reveals that adopting the celebrity endorser appropriately could lead to the considerable possibility of commercial benefit to a brand.

Practical Implications: The new findings and viewpoints of this dissertation contribute to the realm of marketing and advertising not only providing the unique and practical opinions of selecting an appropriate endorser to marketers but also provide detail explanation of the relationship between each brand evaluation with consumer's buying pattern. Meanwhile, providing the clear guidance for celebrity endorser selection.

Keywords: celebrity endorser credibility, brand/endorser congruence, word-of-mouth, impulsive buying, brand attachment.

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1. Introduction

1.1 Research Background

It has been emphasized that understanding how the global consumer responds to marketing advertising activities is a perennial concern to multinational corporations. The rapid development of mass media has led to fragmental message spread. Most of the multinational companies are facing the same challenge and panic of not reaching to the target consumers segment effectively. Traditional dissemination tool like broadcasting, newspapers and magazines has been mainly replaced by non-traditional media for information and entertainment. The economic depression which took place in 1988 had further strengthened this trend.

The phenomenon of celebrity endorsement has been seen as the most prevalent marketing technique and strategy (Adnan, Jan, and Alam, 2017; Jaffari and Hunjra, 2017). It has attracted lots of attention from scholars and marketers across the globe. In the meantime, it has been studied from different perspectives (for instance, advertiser, consumer, supplier etc). Adopting celebrity endorsement in the realm of advertising possess managerial significance, as it can be a competitive weapon for a brand to be remarkable and differentiate from the saturated market.

International advertisers and marketers are under great pressure from limited financial support and simultaneously being urged to build up a brand with specific personality and characteristics (Kang and Choi, 2016). Furthermore, adopting celebrity endorsement is a promotional tool not only contributes to maintain or generate more attention from the public but also enhancing the rate of customer recalls and brand recognition. As the rise and rapid development of the internet and mass media, adopting celebrity endorsement as an advertising strategy brings certain convenience to an enterprise to break through the encirclement.

Celebrity endorsement is described as the most effective dissemination tool in the marketing sphere. Until 2006, more than one-in-four advertisement is endorsed by celebrities in the United State (MarketWatch, 2006). According to Seno and Lukas (2007), Han and Yazdanifard (2015), celebrity operates with a brand in the form of co-brand, both parties will

avail in create and reinforce the greater equity and brand image. Other empirical evidence proves that a favourable range of brand recall and recognition would also be caused by adopting appropriate celebrity endorsement (Atkin and Block, 1983 & McCormick, 2016).

In fact, choosing an appropriate celebrity endorser equals to decide a competitive weapon to discriminate from the rest of the other competitors in this fierce market environment (Erdogan, 1999). Given the risk of investing the bunch of costs and resources into an inappropriate endorser in the endorsement, it is imperative for marketers and advertisers to view from consumer's perception and extend the most appropriate selection approach for the celebrity endorser.

Many previous advertising researches mainly focused on the effectiveness of the advertisement or the direct influence on purchase intention (Atkin and Block, 1983; Biswas, Biswas and Das, 2006; La Ferle and Choi 2005; Ohanian, 1991; Pornpitakpan, 2003), considering the lack of the empirical literature of the extension of this realm, this study extends the concept from the effectiveness of celebrity endorsement to combine celebrity endorsement, brand evaluations and consumer behaviour as a chain influence. By measuring the credibility of the endorsement, inferring the affected extent of brand evaluations, and therefore understanding the perceived evaluations would affect the final goal of the enterprise, which is consumer behaviours.

As the congruence between endorser celebrity and product has been studied in the extant literature, the main aim of this dissertation is to objectively study the brand/endorser congruence as one of the important variables to influence the effectiveness of the endorsement. Also identifying the importance of this variable and assessing several brand evaluations would be affected by the certain extent of influence from brand/celebrity endorser congruence.

1.2 Research Objectives

Celebrity endorsement is an effective advertising tool to launch a new product while creating the gimmick and spreading valuable information to the public, it creates a pivotal impression by the first glance to the consumer. The objectives of this investigation are to analyse the influence of the celebrity endorsement on attitudes and behaviours towards brands. Choosing

the appropriate celebrity with affirmative social status for endorsement is kind of a shortcut for a brand to be prominent among the rest of the competitors. However, is endorsing the brand with the "appropriate" person truly signifying a signal to consumers that the brand is dependable and proficient? Would consumers be effectively incited to purchase the product or pay for the service of this brand? In this study, consumer perceptions would be adopted and comprehend the level of impact could bring to them if the celebrity they are deeply into is endorsing a brand which they didn't notice before. What kind of consumer behaviour would be aroused during this situation? Any impulsive purchase decision will be facilitated? If yes, will they create WOM communication to share their impulsive buying experience or they would make deeper consideration before making the purchase decision?

In the consumer's perspective, a brand which is not well known as other competitors can effectively increase its reputation by endorsed by a celebrity with affirmative social status and perceived as charismatic by the public. But what if the celebrity involves in a scandal, would the loyal audience be affected?

In this context, the brand/endorser congruity is one of the key variables to discuss. Whisper endorsed by David Beckham who is having high credibility, high reputation and positive image could receive the same consequence as David Beckham endorsing Adidas, Nike, Reebok? The objective of this study is to find out the most appropriate answer for these questions and give key success elements to marketer while making marketing strategy decision.

1.3 Problem Statement

The topic of this study is the impact of celebrity endorsement on attitude and behaviour toward brands. It is aiming to explore whether the correlation exists between celebrity endorsement, evaluation of a brand and consumer behaviour. Celebrity endorser equals to be being a representative of a brand, however, choosing the "right" endorser is not an easy task, to maximize the effectiveness of the endorsement, it is indispensable to examine the endorser comprehensively. The problem statement can be divided into three categories: (1) the impact of selecting the marketing tool - celebrity endorsement as advertising technique on the evaluation of a brand; (2) the impact of affected evaluation of a brand on consumer behaviour; (3) the impact of consumer behaviour and perception on word-of-mouth communication.

1.4 Research Structure

Besides the introduction and conclusion, this dissertation totally consists of six chapters, including literature review, conceptual model and hypothesis developed, methodology and discussion.

The first chapter mainly focuses on the purpose of this study and introduce the aim of this dissertation, briefly integrate the research background and provide an overview of the study.

In the chapter on literature review, 'the explanation of endorsement', 'the role of endorser', 'the advantage and disadvantage of adopting celebrity endorsement' are presented before the literature review of each key marketing variable. Afterwards, each variable will be conceptualized, and relevant extant literature review will be presented, also, the importance and connection of each variable will be discussed.

In the next chapter, the conceptual model of this dissertation will be composed and illustrated, some of the relevant hypotheses which have confirmed by the other scholars will be presented. The other hypotheses between each variable will be developed base on the extant academic literature, whenever they are related to each other.

The fourth chapter is the section of research methodology of the dissertation, which will present the data which analysed by the statistical software SPSS and the adopted collecting and calculating method will be explained in a detailed way.

Ultimately, in the chapter of discussion and conclusion, the analysed results will be discussed, also emphasize and further extend the literature to a new realm through the new findings and viewpoint from this dissertation.

Literature Review

This chapter aims to extensively and deeply review the extant empirical literature in terms of the impact of appropriate celebrity endorsement on attitude and behaviour. The following contents begin with the explanation of endorsement, the advantages and disadvantages of celebrity endorsement and the role of endorser in the effectiveness of endorsement, followed by the literature review of each variable.

What is Endorsement?

Infomercials is a prevalent advertising technique and highly adopted and utilized by a firm which seeks to promote their new products or services. As soon as the infomercials reach the target market, it would possess a certain level of persuasive and influence in most countries. However, most of the firms are keen on partnering with a celebrity and performing in the advertisement. It is perceived as a tool which facilitates in creating an impressive connection between the celebrity and the brand through the endorsement to strengthen the quality of the advertisement such as attractiveness, amiability and dependability.

The use of endorsements in marketing is not a new phenomenon (van der Waldt et al., 2009). It is effectual in grabbing attention and achieving good recall from customers. Endorsements can either be in the form of a celebrity or a created spokesperson. As endorsement is one of the formations of brand management, it possesses the characteristics of competitive and distinguishing. In terms of the endorser, possessing personal attractiveness and charisma would be the favouritism for marketer since they have the ability to reach the customer segment more effectively while achieving and enhancing the brand recall and recognition.

However, compared to take the risk of selecting a "wrong" celebrity endorser, they would rather create an artificial one as they can comprehensively control them and they are created for a specific reason and purpose (Erdoğan, 1999). In case, a marketer can create a spokesperson which is perfectly matched with their product and the preference of target customers. A created spokesperson can be real or animation characters (van der Waldt et al., 2009).

Advantages and Disadvantages of Celebrity Endorsement

Adopting celebrity endorsement helps a brand to stand out among this saturated market and grab attention from the audience as they are perceived as more eye-catching and trustworthy. Furthermore, there is a direct significant relationship between the image of a brand and celebrity (Walker et al., 1992), which allows the marketer to reposition their brand and launch their new product (Premeaux, 2009 & Kaikati, 1987). A well-planned celebrity endorsement program can boost the diffusion of the advertisement and changes the negative perceptions of the endorsed product or services. Meanwhile, selecting the appropriate endorser facilitates in new product launching and helps to eliminate the wrong perception which was positioned wrongly before (van der Waldt et al., 2009). Empirical studies showed that many positive influences on companies and audience would be caused by the appropriate celebrity endorser, such as strengthening the economic return (Mishra, 2014), product differentiation (Premeaux, 2009) and value of the brand (Opeyemi and Olatunji, 2013). For instance, the statistical report showed that since the news of the return of Michael Jordan in Basketball Association (NBA) in 1995, the market-adjusted values increased by almost 2 per cent on average, equals to over \$1 billion in market values (Pornpitakpan, 2004). International celebrity also provided the same extent of their prestige to the launched product in the international market (van der Waldt et al., 2009).

Besides the aforementioned advantages, celebrity endorsement may also possess some disadvantages. In order to reach the ideal effectiveness of the celebrity endorsement, marketers tend to partner with a celebrity with considerable popularity, however, the cost of the endorsement fee would be up to millions of dollars (Pornpitakpan, 2004). In fact, it is not promised to say that whenever the celebrity endorser involves in the scandal, the endorsed brand image would not be negatively influenced (Till and Shimp, 1998). Public relation disaster may be caused by the celebrity when they stated that they have never been one of the users of this product (a meat product endorsed by a vegetarian) or being witnessed by the public when they overuse some harmful products (alcohol or marijuana) (van der Waldt et al., 2009). The partnership between the brand and the celebrity will be terminated when the celebrity started to endorse other unrelated brands which may affect their image harmfully (Mehulkumar, 2005).

In terms of creating spokespersons, favourable cost saving and a certain degree of control would be the biggest advantage to a company. The perfect congruence matching between the

brand and the spokesperson can be tailored as well. Van der Waladt et al (2009) also indicated that a long-term relationship between the brand and the spokesperson is the other advantage, as he/she can highly adapt to every changing circumstance.

However, creating an appropriate spokesperson required a huge amount of investment and time cost to create awareness. For these reasons, creating an endorser will only be highly recommended when the long-term endorsement partnership is confirmed (Tom et al., 1992)

The Role of Endorser

It has been emphasized that an effective celebrity endorsement can enhance the rate of product sales volume and consumer recall, the case of Samsung Galaxy Note 3 would be a good paradigm to review. Samsung Galaxy Note 3 was launched while the drama “The Heirs” released, besides the celebrity endorsement, “The Heirs” was also considered as product placements. Main characters were assigned to well-known actors who possess favourable publicity, and personal charisma. The appearance of the endorsed product (Note 3) reached at least 15 times in each 60-minutes episode, in other words, the audience of “The Heirs” was absorbing the information of the endorsed product while the drama was televising. During the first official launching month of Samsung Galaxy Note 3 (4th of Sep 2013), Samsung announced that the sales volume in Korea domestic market of Note 3 has reached 5 million units and broke 10 million units in the second month.

Not only in Korea, an estimation conducted by Shimp (2000) indicated that approximately one-fourth ratio of American marketer adopts celebrity endorsement as their advertising technique. To support this practice, research also found out that compared to non-celebrity endorsements, celebrity endorsement would evoke a more favourable rating of advertising/brand recognition and customer recall (Dean and Biswas, 2001), moreover, would also generate a substantial positive influence on bringing financial reward to the company that uses them (Erdogan, 2001).

2.1 Celebrity Endorser Credibility

Celebrity endorsements have been recognized as an effective advertising tool, previous study has found that more attention would be paid to an endorsed advertisement (Sternthal, Phillips and Dholakia 1978). Celebrity endorsement also benefits in making the advertisement become

more remarkable and impressive and contributes in creating positive responses such as enhancing consumers purchase intention (Amit Kumar, 2010), and giving the ability for consumer to create an imagination of the endorsed product through meaning transfer (Debevec and Iyer 1986; Langmeyer and Walker 1991a, b; McCracken 1989).

The notion of credibility has been and will continue to gain considerable attention from scholars in the realm of marketing and advertising. Meanwhile, the importance of celebrity endorser credibility has been widely studied in the academic literature. In this context, credibility mainly representing whether the extent of the source is perceived as possessing expertise related to the theme and is trustworthy to raise an objective view on the specific theme (Blech & Blech, 1994; Ohanian 1990). However, Ohanian (1990) and Goldsmith et al (2000) has incorporated dimensions of expertise, trustworthiness and attractiveness in the celebrity endorser credibility scale. The study has been further extended by Pornpitakpan (2003), who mainly categorized several measuring metrics in these three dimensions.

The use of celebrity endorsement is the phenomenon which has been and will continue to obtain lots of attention from scholars and remain valued in the realm of marketing and advertising. Celebrity endorsement is a common marketing strategy for building brand image and prestige. “Advertisers believe that the use of a celebrity affects advertising effectiveness, brand recall and recognition, as well as purchase intentions and follow- through” (Spry et al, 2011).

The study of source credibility which developed by U.S. scholar has shown that the higher the source credibility, the stronger the influence on audience attitudes and behavioural intentions will be (Sternthal, Phillips & Dholakia, 1978). Compare to less credible sources, it has proved that sources with high credibility bring more positive influence in behavioural changes and purchase attitudes (Ohanian, 1991; & BalaKrishnan, 2011). Commercially, celebrities are thought to be a representative of an effective advertising gimmick because they are viewed by the public as amiable, professional, trustworthy and persuasive. Therefore, it is rational for an advertiser to have a greater expectation on the advertisement outcome because of their public credible image.

According to the source credibility model which was constructed by Hovland and Weiss (1951) in the 1950s, the effectiveness of a message is strongly related to and depends on the perceived extent of endorser's expertise and trustworthiness (Ohanian, 1991; Spry, Pappu, and

Cornwell, 2011). Many American scholars have adopted the source credibility model as the criterion of one's credibility, which was designed and released to evaluate the extent of expertise and trustworthiness of an endorser. The credible information source (e.g. celebrity) can directly or indirectly influence consumer's faith, attitude or purchase behaviour through internalisation process, this situation occurs when the consumer tends to accept and believe the value of the information (Erdogan, 1999; Sunder et. al, 2014, and Hassan et. al, 2014).

Credibility refers to “the extent of the source is trusted and featured as expertise trustable information to give an objective opinion on the subject” (Belch & Belch, 1994; Ohanian 1990); Trustworthiness refers to the perceptions of the target customer segment regarding the honesty and integrity of the celebrity endorser (Erdogan, 1999). According to these two dimensions were perceived by consumers and the public, the celebrity endorser selection was held by utilizing the audience perception, the celebrity who is perceived as honest and dependable by the general public is preferred (Shimp, 1997). Smith (1973) argues that consumer would be suspicious and doubt with the information when it sources from a celebrity with a low extent of trustworthiness, no matter how trustworthy the information is. Friedman, et al (1978) pointed out that trustworthiness is the crucial factor of source credibility. Thus, they have emphasized the importance of trustworthiness when the advertiser is selecting the endorser with particular personalities. However, Ohanian (1991) suggested that the dimension of trustworthiness of an endorser would not bring significant impact on consumer purchase intention to purchase the endorsed brand.

Expertise is derived from the high extent of a communicator who is perceived as a professional source of the specific subject and refers to knowledge, wisdom or experience possessed by the endorser. Ohanian (1991) emphasized that, compared to the truth of the endorser, the perceived level of endorser by the public is way more important. In the meantime, Speck et al (1988) proved that celebrities with a higher extent of expertise generated a higher rate of product information recall. The extent of source expertise and trustworthiness are described as two important dimensions to consist credibility, which also shown to be the crucial factors in persuading consumers, higher recall rate of customer and influencing purchase attitude. (e.g., Craig & McCann 1978; Mc Ginnies & Ward 1980). The professional knowledgeable accomplishments of a celebrity endorser may logically connect with the product form the specific subject, and ultimately enhance the perceived credibility of the endorsement (Till & Busler, 2000).

However, in 1990, Ohanian proposed that (1990) endorser credibility scale should not only comprise the dimensions of expertise and trustworthiness but also included attractiveness. Ohanian's decide to comprise attractiveness as one of the dimensions of source credibility was prompted by a research which suggested that physically attractive communicators are likely more and have positive impact on opinion change and product evaluations (Joseph 1982).

Notably, based on the extant academic literatures and statistical experiments, Ohanian (1990) has constructed and released the tri-component measuring scale (see Table 1), which has been "deemed the most appropriate model for determining the perceived image of celebrity endorsers" (van der Veen & Song, 2010, p. 461). The scale includes the dimension of expertise, trustworthiness and attractiveness to determine the credibility and ultimately evaluate their personal effectiveness.

More recently, through utilizing the Ohanian's (1990) endorser credibility scale in her research, Pornpitakpan (2003) concluded that the scale contributed to marketers in minimizing the possibility of any mistake causing in selecting inappropriate endorser candidates.

Table 1: Source Credibility Scale

Attractiveness	Trustworthiness	Expertise
Attractive-Unattractive	Trustworthy-Untrustworthy	Expert-Not Expert
Classy-Not Classy	Dependable-Undependable	Experience-Inexperienced
Beautiful-Ugly	Honest-Dishonest	Knowledgeable-Unknowledgeable
Elegant-Plain	Reliable-Unreliable	Qualified-Unqualified
Sexy-Not Sexy	Sincere-Insincere	Skilled-Unskilled

Source: Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorser's perceived expertise, trustworthiness and attractiveness. *Journal of advertising*, 39-52.

2.2 Brand/Endorser Congruence

While one form of source credibility is ascribed to the endorser in an ad (eg. CEOs, celebrities or experts) and the other is a property of the company identified with the advertised product, both play important roles in determining advertising effectiveness. It has been emphasized

that choosing an appropriate celebrity endorser is a great concern to advertiser since they invest such a huge amount of money for an endorser to represent the brand. To maximize the effect of the endorsed advertisement, it is essential for advertisers to figure out how consumer responses to the endorsements and develop an appropriate endorser selection approach.

When developing the Brand Concept Management model which was based on consumer needs, Park, Jaworski and MacInnis (1986) identified three brand concepts and discovered the importance to put attention in it: functional, symbolic, and experiential. Consumers with functional needs refer to “those that motivate the search for products that solve consumption-related problems”; Consumers with symbolic needs refer to who “desires for products that fulfil internally generated needs for self- enhancement, role position, group membership, or ego-identification”; Lastly, consumers with experiential needs refer to those “desires for products that provide sensory pleasure, variety and/or cognitive stimulation” (Park et al., 1986).

There is another research of celebrity endorsement focus on the fit or match between celebrity and product which named the "match-up hypothesis", which has focused on the area of fit or match between product and celebrity endorser (Kahle & Homer, 1985). This hypothesis indicates that to maximize the ideal positive effect of an advertisement on believability, attitudes and behavioural intentions, celebrity endorser and promoting products should be fit (match-up) with each other. The concept of "match-up" refers to the comprehensive congruity between celebrity endorser and the endorsed brand (Kamins, 1990). Although there is still hard to define the criterion of fit or match, the key notion of this hypothesis is pretty sure is that the good congruity between brand and celebrity is way more effective for generating a positive response from consumers than a poor match.

Till and Busler (2000) proposed that a significant positive impact toward the brand is found when the athlete endorser is a perfect match with the endorsed sport-related product.

Interestingly, Koernig and Boyd (2009) indicated that when the match between the celebrity endorser and the endorsed brand is perceived as perfect by consumers, the consumer attitude toward the advertisement, brand and purchase intention will also be positively affected. This statement is also supported by Kim and Na (2007), they suggested that celebrity endorser credibility have a significant influence on product/brand when the image of both parties was well-matched.

The study from Kahle and Homer (1985) supported the "match-up hypothesis" which proposed that attractiveness match-up refers to attractiveness related product should be endorsed by the celebrity with personal attractiveness. The attractiveness model presumes that there is a strong connection between the message effectiveness and physical attractiveness of the source self, which constitute a direct ratio connection (Chao, Wu hrer, & Werani, 2005; Till & Busler, 2000). Baker and Churchill (1977) pointed out that female endorsers without attractiveness tend to receive better effect when they endorse a non-beauty related product, like beverage or food. Conversely, the advertisement of those products like perfume or cosmetic product would receive an ideal effect when it is endorsed by attractive female endorser. Kamins (1990) has conducted an experiment and found out that celebrity with physical attractiveness can actually bring more effective influence on believability, attitude and purchase intention.

In terms of expertise match-up, it is generally referred to a celebrity who is considered as an "expert" in the particular realm and endorsing the product from the same realm (i.g, Michael Jordan endorsing Nike), which is more persuasive, and the believability is strongly enhanced. Till and Busler (2000) found out that both attractiveness and expertise are factors in "match-up hypothesis", but expertise is a stronger factor which it will be effective no matter the endorsed product is attractiveness related or not. Image match-up refers to public image congruity between celebrity endorser and endorsed brand. Misra and Beatty (1990) found out that congruity in image matching between celebrity endorser and brand usually brings positive influence on brand attitude. Lee and Thorson (2008) also indicated that endorser and endorsed brand/product image match-up yields effective influence on brand attitudes and purchase intentions.

To reach the extra effectiveness and ideal outcome for the endorsed brand, an indispensable level of alignment or matching between celebrity endorser and the endorsed brand is required. (Cooper, 1984; Sunder et. al, 2014; Bafna et. al, 2016). Some companies even opted to disband the advertising contract with the celebrity endorser when they found out the focal point of consumers were mistaken which focused on the endorser rather than the endorsement. Pepsi Cola Company terminated the cooperation relationship with their endorser Beyonce Knowles and Britney Spears separately since she was the only party benefited from the rate of recall. The same circumstance happened to American singer Celine Dion, the

cooperation with Chrysler Corporation. Some people even argued that the endorsement wasn't contributed to the sales of the automobiles but aided to promote Dion's records (Mistry 2006).

More result of studies proved that congruity between the image of celebrity endorser and the brand image is the crucial factor to be match-up (Kamins and Gupta, 1994; Till and Busler, 2000). Since remarkable and impressive impact on consumer's mindset would be caused by the presence of a celebrity in advertisement (Assael, 1984; Kamins and Gupta, 1994; Usman et. al, 2010; Sertoglu et. al, 2014 and Priyanka et. al, 2017), it is worth to mention that even though the definition of match-up is still murky, those study results provide empirical evidence to support the "match-up hypothesis" that the congruity between celebrity endorser and endorsed brand/product is a vital element of endorsement being effective. Hence, to enhance the effectiveness of an endorsement, the attentiveness of congruity between the endorser and the endorsed brand/product is necessarily needed. A phenomenon named as "Vampire Effect" raised by Evans (1988) indicates that if there is a poor and no specific connection between celebrity endorser and endorsed product, it would finally lead to the negative outcome as the consumer would only impress with the celebrity but not the product. Also, meeting the celebrity would not remind them of the product being endorsed by that celebrity. Similarly, applying Evans's statement into brand/celebrity endorser congruity, the same outcome would be found with certainty.

Kotler (1991) defines a brand as "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (p. 442). In general, a brand contains public image and credibility which has been developed and existed in minds of the public. To put it another way, celebrity endorser is actually representing a bundle of implications of the endorsed brand, in other words, celebrity endorser can be considered as part of a brand. In order to further integrate the brand image and celebrity endorser, marketers attempt to endow their brand with brand personality and some recognized characteristics. Brand personality was defined by Aaker (1997) as "the set of human characteristics associated with a brand" (p. 347). To be more effective, celebrity endorsers tend to endow their own personality and impression to the particular brand/product within the duration endorsement. In other words, celebrity endorser can also be described as the epitome of a brand personality. O'Donnell (2008) suggests that there is a standard of celebrity endorser matching with a product, pairing with Michael Jordan and Nike basketball shoes. Someone even argues that this endorsement

decision laid the success of Nike. As time flows, Nike have to switch to focus of endorsement to Michael's new myth "Become Legendary" since Michael Jordan has retired in 2003, the new generation demographic can only witness him on the internet and barely considered him as relevant (Intini, 2008).

2.3 Impacts on branding evaluation

2.3.1 Brand Credibility

To date, in order to reduce consumer suspicious or uncertainty about the quality of the product or service, utilizing brand as a signal within the marketplace with asymmetric information is a common strategy (Washburn, Till, & Priluck, 2004; Gammoh, Voss, & Chakraborty, 2006). In this context, credibility is well known as consists of two main elements: trustworthiness and expertise. (Erdem & Swait, 1998, 2004; Erdem, Swait, & Louviere, 2002; Erdem, Swait, & Valenzuela, 2006; Sweeney & Swait, 2008). "Expertise is derived from knowledge of the subject, and trustworthiness refers to the honesty and believability of the source" (McGinnies & Ward 1980). The reputation of a brand is cited as one of the important elements in a brand's success criterion (Fombrun 1996; Goldberg & Hartwick 1990). Fombrun (1996) defines brand reputation is actually a representation of an aggregation of a brand's past public behaviour and future prospects. Fombrun (1996, p. 72) explicitly express that brand credibility is a key aspect of brand reputation. Keller (1998, p. 426) defines brand credibility as "the extent to which consumers believe that a firm can design and deliver products and services that satisfy customer needs and wants." He explicitly points out that brand credibility is actually part of brand reputation and mentions the dimension of credibility – "expertise" and "trustworthiness" are crucial elements in brand credibility.

Erdem and Swait (2004) have defined brand credibility as "the believability of the product position information embedded in a brand", it is more likely depends on how a brand would be perceived by consumers, whether if it has the ability and willingness to keep and achieve the brand commitment. Due to these two main components of brand credibility is considered as the cumulative cognition from taking previous marketing strategies and behaviour of a brand, it is not surprising in saying that consistency of marketing mix strategies (such as endorsing) of a brand has implemented can reflect the extent of the brand credibility.

As mentioned in the previous context, the prestige of a corporation could be the vital element to drive the success of the corporation (Formbrun1996; Goldberg & Hartwick 1990). According to Formbrun (1996)'s definition, corporate prestige has been defined as a company's past public behaviour and future prospects which is an aggregate of public judgments about the corporate. Most companies are concerned about their corporate prestige because of its potential effects on consumer behaviour, both positive and negative (Fombrun 1996). Moreover, corporate credibility is the explicit degree for consumers, investors and other constituents to measure the degree of corporate's trustworthiness and expertise.

2.3.2 Brand Prestige

As defined earlier, "brand prestige is representing the relatively high status of product positioning associated with a brand" (Steenkamp, Batra, & Alden, 2003; Truong, McColl, & Kitchen, 2009), it has a critical impact on those consumers who have preference of brands with social status, and consumer would show relatively strong loyalty to such brands. For a brand to be judged prestigious, the key criterion covered a brand with inherent, featured with exclusive "know-how", which concerns a specific attribution or the overall quality and performance of the product (e.g., Dubois & Czellar, 2002). Comparing with luxury, prestige is representing a broader concept and the concept of prestige encompasses luxury.

Alden, Steenkamp, and Batra (1999) argue that since purchasing prestige brands is an infrequent behaviour and deemed an exclusive possession of the upper classes because of their relatively high prices (Vigneron & Johnson, 1999; Wiedmann, Hennigs, & Siebels, 2009). Consumers tend to perceive the consumption of luxury goods with prestige brands as a symbol of social status and wealth, also, they would strongly link the purchasing behaviour with self-concept and social image. "A prestigious brand image can induce the psychological experience of a feeling of belonging to the upper classes. "(Steenkamp et al, 2003). In other words, one's social value could be enhanced by purchasing and possessing a prestigious brand's product, which has been defined as "the utility derived from the product's ability to enhance social self-concept" (Sweeney & Soutar, 2001).

We can simply put two typical type of consumer in purchasing the prestigious brand, publicly self-conscious people would be more serious about their appearance to others, which make

them be more likely to purchase prestigious brands. Conversely, those privately self-conscious individuals tend to focus on their inner emotion, knowledge and feelings, would be less possibility to purchase the prestigious brand. However, prestigious brand would not affect all types of consumer. In other words, the influence of prestigious consumption on consumers may varied by the susceptibility to others (Vigneron & Johnson, 1999). According to the study of O’Cass and Frost (2002), prestigious brands stands different from non-prestigious brands in some ways, it may affect consumer’s buying motivation to improve their social status and self-expression. Prestige brands not only provide intangible benefits to consumers but also create value for the consumer through status and conspicuous consumption.

2.3.3 Brand Trust

Brand trust is defined as addressed by Delgado et al. (2003): “The confident expectations of the brand’s reliability and intentions.” There are two-dimensional ideas (reliability and intentions) of trust which are used to adopt in management and marketing literature. (Doney & Cannon, 1997; Ganesan, 1994; Morgan & Hunt, 1994). The first dimension of brand trust – reliability. It’s involving the ability and willingness of a brand to keep their promises and result in the positive promised outcome to consumers. The second dimension – intentions, it has a positive strong relation between welfare and benefits from both parties of brand and consumer. This refers to a brand would take full responsibility for the unpredictable problem arisen by the product. Consequently, a brand that has a strong willingness to consistently maintain their service aim and delivered its promised value to consumers even though some of the brand crisis has emerged, we define it as a trustworthy brand.

Both brand loyalty or brand commitment could be lead from brand trust due to trust tend to create a high-valued relationship (Morgan & Hunt 1994). Meanwhile, a commitment has been defined as "an enduring desire to maintain a valued relationship" (Moorman, Zaltman, & Deshpande 1992). Thus, loyalty or commitment are the key elements to maintain and extend the important and valued relationship which was established on trust. In other words, trust should be associated with commitment, since trust plays an important role in relational exchange, commitment will also be being valued in the exchange relationship. Within this connection, Moorman, Zaltman, & Deshpande (1992) and Morgan & Hunt (1994) find that in B2B relational exchange, trust is the crucial element leads both parties to reach commitment. Hence, it brings out that brand trust contributes to both brand loyalty and attitudinal loyalty.

Trusted brands would be purchased frequently and would evoke consumer's attitudinal commitment. In several disciplines such as psychology, sociology, humanity etc, "trust" is a term that has received a great deal of attention from scholars and also being applied in management and marketing practice. Since this multidisciplinary interest has made the construct of trust complicated, it is not easy to find the consensus of its nature and would be a difficult task to integrate the various perspective on trust.

Nevertheless, after a careful review of those extant works of literature, confident expectation and perceived risk are shown to be components of the definition of trust. Thus, trust is defined as one's confidence to acquire what is expected from other people, instead of what is scared (Deutsch, 1973). It represents the confidence of both parties involved in building an exchange relationship without exploiting another's vulnerability. Accordingly, trusting a brand implicitly means having great expectancy and the possibility that the brand would give satisfied outcomes response to consumers. Rempel et al. (1985) indicate that trust consists of past experience and prior interaction. There is some similar evidence shows support for this idea, like Ravald and GroËnroos (1996) consider that trust is developed through previous experience and indicates that trust develops over a period of time.

2.4 Impacts on customer behaviour

2.4.1 Word-Of-Mouth WOM

Word-of-mouth (WOM), an interpersonal communication modus originates from consumers' personal experience with some business behaviour, such as product review or recommendation (Richins 1984). Instead of traditional advertising way to promote a specific product, WOM has been defined that it's playing a major role for customer's buying decision (Richins & Root-Shaffer, 1988). WOM message receiver tends to believe that WOM communicators are purely sharing the true product or service review (Anderson, 1998; Harrison-Walker, 2001), which makes reasonable why most of the consumers tend to trust WOM rather than the official commercial advertisement. (Herr et al., 1991).

The influence of WOM communications always contains considerable attention from marketing scholars. It has been found that compared to printed form communication, a face-

to-face WOM communication usually brings greater influence. However, there is another result showed that no matter how great the influence can WOM communication brings out, it will be reduced or eliminated when the public impression of the brand was approximately tending to be negative. Any form of statement propose on the internet publicly is defined as eWOM or online WOM (Hennig-Thurau et al., 2004). As this study is aiming to discuss the result of WOM communication would generate by consumer's impulsive buying behaviour, figuring out the motivation for consumer generating positive WOM communication is necessarily needed.

Dichter (1966), the author of the most prominent study of WOM communication motives has identified four main categories of generating positive WOM communication, which are: product-involvement (to release the anxiety or excitement appeared after using the product), self-involvement (rise other's attention, display self-taste, seek recognition from other people), other-involvement (provide assistance), and message-in-involvement (to share unique, interesting information or selling appeals). Typically, positive WOM communication would be viewed as generated by the outcome of satisfaction, which can directly facilitate the ultimate goals of a firm - enhance the profitability of a firm (Soderlund & Rosengren, 2007).

Sweeney and Swait (2008) proposed that compared to other industries, the degree of certainty of brand credibility is way more unstable in the service industry. Most of the service industry including retailing, hotel service etc. are laid under their service commitment towards customers. Once they are failed to achieve the commitment in one side and disappoint consumer in serving or after-sales service, they would need to face the risk for customer churning since these sorts of behaviour would be labelled as untrustworthy. Dissatisfied customers would spread their cogitation by using in negative WOM communication, and most of them will never back to the company for repurchasing, and ultimately switch to other competitors for satisfied service.

2.4.2 Impulsive Buying

Impulsive buying has been defined as “making unplanned and sudden purchase decision” that is characterized by “(1) relatively rapid decision-making, and (2) a subjective bias in favor of immediate possession” (Rook & Gardner, 1993; see also Rook, 1987; Rook & Hoch, 1985), which is a behaviour arise with a power of force majeure and excitement (Rook, 1987).

However, Verplanken and Herabadi (2001) have demonstrated that impulse buying behaviour generally related to one's personality.

Through conducting the in-store interview and shopping experiment, Herabadi, Verplanken and van Knippenberg (2004) found out that the purchasing habit is actually quite different between impulsive buyers and non-impulsive buyers. Compared to non-impulsive buyers, impulsive buyers tend to make their purchase decision based on the feeling of hedonic, their purchase experience usually happens with hyper emotion such as excitement. For non-impulsive buyers, compared with the emotional sensitivity, utilitarian consideration usually rank top in their priority. According to the assumption raised by Schiffman and Kanuk (2007), the theory of impulsive buying indicated that consumers with impulsive purchase intention are strongly related to personal emotional perception, they emphasized that the positive, strong feelings from purchase procession are the crucial factor to impulsive buyer, even, part of impulsive buyer would be addict to the excitement brings from purchase on a whim and became a shopaholic, because they are emotionally driven (Schiffman and Kanuk, 2007).

Park et al. (2005) had pointed out that not only implementing pricing strategy or launching new products could stand a brand out from fierce competition. Marketers can distinguish their store by establishing in-store atmosphere and ideal shopping environment, which can be uplifting the emotion of every consumer once they step into the store and stimulate their shopping desire. Marketing activities can be viewed from the macro level to the micro level, including advertising on mass media, promotion efforts, even in-store display visual design and shopping environments. The most ideal effect of marketing strategy could increase sales volume by stimulating impulsive buying behaviour. Park et al. (2005) acknowledged the importance of stimulating impulsive buying behaviour as a result of the advertising effort.

As positive emotion such as enjoyment, excitement etc. has been emphasized to be the vital reason to stimulate the impulsive buying behaviour, Mohan et al, (2013) & Saad and Metawie, (2015) indicated that the higher the degree of feeling of hedonic feeling in shopping, the higher the degree of positive influence will be caused. Besides traditional advertising, WOM has been described as the most persuasive dissemination since the WOM communicators would not involve any commercial purpose and disseminate their message with a credible attitude. It is not surprising to say that shopping enjoyment can bring different influence on consumer shopping behaviour. Hart et al. (2007) pointed out that the inclination

of an individual to give suggestion to others is truly based on self-specific experience which is a variable with great potential in academic research, meanwhile, also representing a crucial factor of Word-of-Mouth communication.

2.4.3 Brand Attachment

Park et al. (2010) have developed a pioneer study about attachment in the domain of parent-infant relationship. He pointed out that attachment is a unique and emotional bond between an individual (mainly a baby) and a specific subject (parent or caregiver). Attachment to parents established in infancy will continue in one's lifelong growth process and will reflect in intimacy, friendship and other adult relationship. Attachment research in psychology realm tends to study one's attachments to a specific individual, such as infants, parents, soulmate.

More recently, academic scholars and marketing practitioners have shown their great interest in studying the consumer attachment toward brands (Schouten and McAlexander, 1995; Chaplin and John, 2005; Thomson, 2006; Park and MacInnis, 2006; Fedorikhin, Park, and Thomson, 2008; Park et al, 2009;).

Other scholars (Belk, 1988; Kleine et al., 1993 & Mehta and Belk, 1991) extended attachment research in the marketing realm, indicated that attachment can occur in other relationship but not just person to person. The result from this investigation shows that consumers can extend attachment to product (Mick & DeMoss, 1990), brands (Schouten & and McAlexander, 1995), collectibles (Slater, 2001), regions (Hill and Stamey, 1990), and other types of preference object (Ball & Tasaki, 1992; Kleine et al, 1995; Richins, 1994; Wallendorf and Arnould, 1988). For instance, it has been known that sports fanatics prefer to bet against all odds on their favourite teams, and it would be considered as being irrational (Babad, 1987).

According to some prior study, brand attachment is characterized by a strong connection or linkage between the brand and self (Kleine et al, 1993; Schultz et al, 1989). The evidence of the connection is proved by revealing brand personalization and affect-based representations as being the part of consumer's self-cognition. According to Tsai (2001), the concept of brand attachments is rooted and developed in the interpersonal attachment theory, which was developed by Bowlby (1979) and further studied by Simpson, Collins, Tran, and Haydon (2007), Gillath Shaver, Baek, and Chun (2008) & Bell, (2010). In extant literature, it is argued

that consumers develop their preference, love to certain brands would eventually lead to generate brand attachment (Fedorikhin, Park, and Thomson, 2008; Park, Macinnis and Priester, 2009). Four indicators that can eventually develop brand attachment are 1). an appropriate chemical reaction between the brand and the consumer. 2). the meaning between brand and consumer. 3). congruity between brand image and consumer self-cognition. 4). the importance of the brand to the consumer (Tsai, 2011).

Three-factor model proposed by Thomson, MacInnis, and Park's (2005) has characterized brand attachment by describing it in three emotional elements: affection (featured with terms of "affectionate", "loved", "friendly", and "peaceful"), passion (featured with terms of "passionate", "delighted", and "captivated") and connection (featured with terms of "connected", "bonded", and "attached"). However, feelings of attachment have been found in the core of all brand connections or relationships (Fournier, 1998, p. 363). More importantly, brand attachments can powerfully affect and related to the behaviour of cross-time, sustained consumer (Thomson et al, 2005).

2. Conceptual Model and Hypotheses

In this chapter, the conceptual model will be shown and the hypotheses between each variable will be introduced, whenever they are relevant.

3.1 Conceptual Model

Before conducting the model, it is necessary to define the main research problem. Since the reason of celebrity endorsement has been widely studied by scholars and utilize as an advertising tool, numerous extant studies have indicated that the impact of celebrity endorsement on brand evaluation and attitudes is considerable and significant, this study mainly focuses on the new affected realm. As brand attachment, impulsive buying and WOM communication are considered as vital factors to create brand/consumer long-term relationship, it is selected to be the possible outcomes of utilized celebrity endorsement as a marketing advertising tool.

In this case, the main research problem is: **what is the impact of celebrity endorsement on attitudes and behaviours toward brands?**

After defining the main research problem of this dissertation, all the variables are identified, which including key variables and variables which is relevant. Totally eight variables are studied including celebrity endorser credibility, congruence, brand credibility, brand prestige, brand trust, brand attachment, impulsive buying and word-of-mouth.

According to the extant academic literature, expertise, trustworthiness and attractiveness are three crucial dimensions to evaluate credibility (Ohanian 1990). These three dimensions are commonly perceived by consumer perspective, it contributes to comprehensively measure the extent of the reliability in each dimension. In this context, credibility is adopted in celebrity endorser credibility and brand credibility which is an Indispensable content for advertiser and marketer to take deep consideration.

The other key variable in this study is brand/endorser congruence. According to Hwang et al. (2016), the perceived fit of brand/endorser may consist impact on consumer's perception including responding to the endorsed advertising. Hence, brand/endorser congruence has been

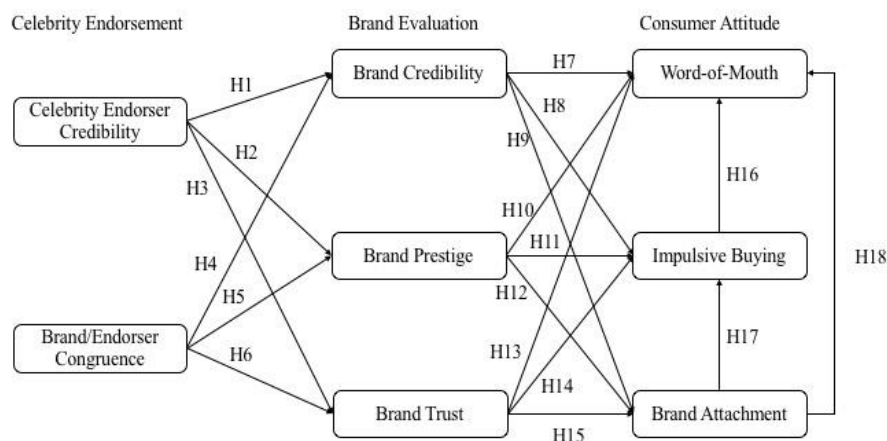
added as key variables which may constitute an impact on attitudes and behaviours toward brands.

The second research objectives are defined as:

- Illustrating the conceptual model and understand the impact of celebrity endorsement on attitudes and behaviours toward brands.
- Verifying whether celebrity endorser credibility can positively affect brand credibility, brand prestige and brand trust.
- Verifying whether brand/endorser congruence can positively affect brand credibility, brand prestige and brand trust.
- Verifying whether brand credibility can positively affect WOM, impulsive buying and brand attachment.
- Verifying whether brand prestige can positively affect WOM, impulsive buying and brand attachment.
- Verifying whether brand trust can positively affect WOM, impulsive buying and brand attachment.
- Verifying whether impulsive buying can positively affect WOM.
- Verifying whether brand attachment can positively affect impulsive buying.

After identifying the main and second research objectives, the conceptual model is constructed by all mentioned variables and the relationships between them, ultimately, the graphic is illustrated and presented as followed:

Figure 1: Proposed Model



3.2 Hypotheses

Lafferty and Goldsmith (1999) showed an experimental design with both corporate and endorser credibility, to evaluate how can this two credibility affect customer purchasing behaviour. This finding shows that endorser and corporate credibility would independently persuade consumer or their purchase intention. The study also indicated that endorser credibility seems to have a greater effect on how consumers view ads itself, while corporate credibility tends to influence customer's purchase intention and brand attitude as well. The hypothesis developed is shown below:

H1: There is positive relationship between Celebrity Endorser Credibility and Brand Credibility.

Scholars have argued that negative celebrity endorser credibility could damage the brand image by involving the brand into the scandals or other types of public relation disaster (White, Goddard, and Wilbur, 2009; Till and Shimp, 1998) Whenever there is a strong association between the celebrity endorser and the brand or the brand is newly released, the unpredictable extent of damage would be more serious. Base on the positive relationship between the celebrity endorser credibility and brand image, develop the following hypothesis is rational:

H2: There is positive relationship between Celebrity Endorser Credibility and Brand Prestige.

Through using the reciprocal action theory (Li and Dant, 1997), the hidden influence brings from endorser credibility to the trust-commitment framework is able to comprehended. Specifically, the trust-commitment framework is examined as a mediator of the effect of endorser credibility on consumer perceived brand equity as well as consumer expectations of relationship continuity. The core principle of the theory is that consumers tend to develop a commitment to a brand by paying effort in relationship building. The reciprocal action theory can also be adopted in celebrity endorsements.

The existing celebrity endorsement provides consumers symbolic benefit to develop their self-identity (Escalas and Bettman, 2003; McCracken, 1989). If adopting the reciprocal action theory in celebrity endorsement, consumer tends to reciprocate by establishing a long-term relationship with a brand which endorsed by a credible endorser. Consumers tend to continue

this behaviour to get such benefit to help them reinforce their self-identification (Dolich, 1969), which in turn is likely to enhance the importance and quality of the relationship for the consumer. Thus, we developed the hypothesis as follows:

H3: There is positive relationship between Celebrity Endorser Credibility and Brand Trust.

Some extant researches confirmed the importance of the role of corporate credibility matching with a particular in the corporate social activities including the advertisement (Hillenbrand et al. 2013; Hur et al. 2014; Rifon et al. 2004; Walker and Kent 2013). To determine if the celebrity endorsement is effective or not, the congruence between endorser and product is one of the crucial factors to do the evaluation. It is known that the importance of attractiveness or expertise possessed by the celebrity has emphasized to be the vital factor of match-up theory (Kahle and Homer 1985), trustworthiness is also concluded as the other crucial factor in consumer's assessment of brand/endorser congruence. As matter of fact, results of the previous study have proved that general notion of the brand/endorser congruence can significantly affect the effectiveness of the advertisement and brand evaluation; the higher the congruence of celebrity/brand, the higher the evaluations produced. The following hypothesis has summarized the aforementioned effects:

H4: There is the positive relationship between Congruence (Brand and celebrity endorser and Brand Credibility.

H5: There is the positive relationship between Congruence (Brand and celebrity endorser and Brand Prestige.

H6: There is the positive relationship between Congruence (Brand and celebrity endorser and Brand Trust.

In this context, brand credibility refers to the extent of a brand's expertise and trustworthiness perceived by consumers. When one of the aspects has disappointed the consumer, consumers would probably express their sentiment through spreading negative WOM communication. To prevent the emergence of negative WOM communication, it is persuaded to be aware of the comprehensive performance of a brand and reinforce the credibility of a corporate. According to Alam and Yasin (2010), trust confirmed as one of the elements for consumer to stimulate WOM communication, since credibility is one of the element to constitute trust and the lack of study between these two realms, it is rational to assume that the significant relationship exists between brand credibility and WOM, thus, the hypothesis is developed:

H7: There is the positive relationship between Brand Credibility and Word-of-Mouth.

According to Baker et al (2002) and Eroglu et al (2001, 2003), consumer cognitive states which comprise the elements of trust and loyal will stimulate customer's behaviour. Brand credibility has been described by marketing experts as a major factor triggering one's impulsive buying behaviour. The ideal extent of credibility of a corporation can fluctuate and transform customer's buying pattern, such as evoke the motivation of consumer's impulsive buying. Comprehensive credibility would stimulate the curiosity of a customer to know more about the corporation and lead to the most ideal decision - impulsive buying. Thus, the hypothesis is developed:

H8: There is the positive relationship between Brand Credibility and Impulsive Buying.

Erdem and Swait (2004) have pointed out that credibility is the most representative characteristic to indicate the market positioning of a brand. Moreover, Wemerfeit (1988) suggested that the greater the credibility of the brand, the higher the consumer's evaluation of quality would come out which can directly lead to emotional brand attachment. Thus, the following hypothesis has been developed:

H9: There is a positive relationship between Brand Credibility and Brand Attachment.

Baker et al (2002) and Eroglu et al (2001, 2003) indicated that WOM communication caused by the positive stimulus which related to the attribution such as brand reputation/prestige, promotion, services etc. Positive WOM communication would constitute encouragements to consumers, which also facilitate in brand prestige building, in contrary, negative WOM communication would destroy the reputation that a brand has built and discouraged consumer to choose. Base on this literature, the hypothesis is developed:

H10: There is a positive relationship between Brand Prestige and Wrd-of-Mouth.

The study conducted by Cobb and Hoyer (1986) suggested that impulsive buyers slightly focus on the in-store information procedure, however, they valued the quality of product or service and in-store display design are the key factors to be prominent to attract their attention. They also identified that advertisement of a product is the most effective way to build up a brand image which is strongly correlated to brand reputation, and it is one of the main factors to stimulate the impulsive buying behaviour of a consumer. Thus, the hypothesis developed as:

H11: There is a positive relationship between Brand Prestige and Impulsive Buying.

In general, brand prestige always considered as an extrinsic cue of a brand, it evolves all the time and embodies brand's impression and the estimations which perceived by external witnesses, public, competitors or supplies (Fombrun and Shanley, 1990). According to Amis (2003), reputation can be considered as the general emotional response generated by an individual's attitude toward the organization in a long period of time. Hence, brand reputation has been seen as a crucial factor to drive an individual to brand attachment. Since the positive relationship between brand reputation and brand attachment has been determined, it is not surprising to establish the hypothesis between brand prestige and brand attachment, thus, the developed hypothesis is presented:

H12: There is a positive relationship between Brand Prestige and Brand Attachment.

Brand trust is the most important marketing concepts which have been discussed by both academicians and practitioners over the past decades. When the customers focus on the positive aspects of a company, they usually express it by using the positive words of mouth communication, which in turns to considered as the ultimate goal of any company.

Alam and Yasin (2010)' s investigation mainly focused how can brand trust affect Malaysian consumers in online ticket purchasing and found out that brand trust takes a pivotal role in both virtual environment and reality. They also emphasized that trust brings motivation to a consumer to build up a long-term relationship with a particular brand and it also facilitates in consumer repurchasing behaviour. Furthermore, Alam and Yasin (2010) found out that trust in a brand would motivate consumers to diffuse what they believe by WOM communication, which shows support for the strong connection between brand trust and WOM. Base on the literature, we can develop these following hypothesis:

H13: There is the positive relationship between Brand Trust and Word-of-Mouth.

Wirtz and Mattila (2004) pointed out that compared with maintaining the existing customer stream, it actually costs more to attract a new customer. To attract impulsive buying customers, concentrate on achieving the brand commitment and deliver the aim service is considered as the most effective strategy. Meanwhile, marketers should also be able to aware the point of preventing to cause any negative impression from impulsive buyers, focus on implementing the strategy to reinforce the brand trust and prestige, such as pay more attention in after-sales service, first in-store impression and be aware of the brand evaluations.

H14: There is the positive relationship between Brand Trust and Impulsive Buying.

Chiu, Huang and Yen (2010) has developed a study which shows that consumer with high shopping satisfaction tends to deliver their brand attachment by using some related symbols and behaviour. The same situation occurs when consumers possess a high degree of trust to the brand, they are willing to build up or sustain the relationship with the brand which they are truly proud of, satisfaction and security (emotionally) would be generated by such behaviours, and eventually, lead to brand attachment. The positive relationship between brand trust and brand attachment have been found in prior studies (Büschken, 2004; Keh, Nguyen and Ng, 2007). Thus, the following hypothesis is developed:

H15: There is the positive relationship between Brand Trust and Brand Attachment.

Mowne, Park and Zablah (2007) supported the idea of a relationship between shopping enjoyment, impulsive buying behaviour and WOM communication even if empirical testing is needed. More recently, Jin et al. (2013) conducted an investigation regarding the influence of positive/negative eWOM on impulsive buying behaviour and found out that the credibility of eWOM can significantly affect consumer's buying orientation and physical shopping pattern. Both Chen (2013) and Ho (2013) obtained the similar findings in their study of eWOM and impulsive buying behaviour. Based on the similarity of eWOM and traditional WOM, it is possible to argue that the same relationship can be found between impulsive buying and traditional WOM communication. Consequently, the following hypothesis is developed:

H16: There is the positive relationship between Impulsive Buying and Word-of-Mouth.

Thomson, MacInnis, and Park (2005) believed that brand attachment is relevant to the connection between hedonism and self-enjoyment. Valette-Florence (2008) extended the study and captured 11 dimensions of brand attachment: namely, passion, duration, self-congruity, dreams, memories, pleasure, attraction, uniqueness, beauty, trust, and declaration of affection. Moreover, Park, MacInnis, Priester, Eisingerich and Lacobucci (2010) pointed out that, a brand with high ranking of reputation, performance, trust, commitment, sensuality, intimacy, passion, and mystery will be ranked as a love-marks brand and enhance the degree of brand attachment, regardless of the brand classification. In prior literature, such degree of hedonism and self-expressiveness are the crucial factor in stimulating consumers to impulsive buying behaviour, consequently, the following hypothesis is proposed:

H17: There is the positive relationship between Brand Attachment and Impulsive Buying.

Thomson, MacInnis, and Whan Park (2005) has examined the degree of individual's emotional attachments toward brand and concluded that there are three key driven factors: affection (affectionate, friendly, loved, peaceful), passion (passionate, delighted, captivated), and connection (connected, bonded, attached). Park et al. (2010) indicated that compared with brand satisfaction, engagement and brand preference, brand attachment contained obvious conceptualize differences. However, self-importance is also a key-driven factor in emotional attachment toward brands (Mikulincer and Shaver 2005). Within this research paper, we argued that brand attachment is a powerful psychological mechanism that drives consumers to generate positive WOM communication. Berger and Schwartz (2011) suggested WOM is easily influenced by accessibility. Since emotional attachment comprises a bunch of schemas and overloaded memories (Berman and Sperling 1994; Fedorikhin, Park, and Thomson 2008; Holmes 2000; Mikulincer and Shaver 2005), it's rationable to say that a brand would be easily extract from one's mind, and lead to positive WOM communications. Thus, the following hypothesis is proposed:

H18: There is the positive relationship between Brand Attachment and Word-of-Mouth.

3. Methodology

In this chapter, the methodology and every procedure or instrument which is utilized and selected in this dissertation is going to be presented and explained.

The first chapter will present the selection process of population and sample, also will introduce the modus which utilized to collect data and construct metrics for the questionnaire.

In the next chapter, it will move on to the next stage which is detailing all the methodological components of this study and introduce every stage which leads to the final results, including the method of processing and analysing the collected data.

4.1 Questionnaire Elaboration

The population and sample orientation of this study was mainly covered in Macau, the questionnaire is translated from English to Chinese and presented by bilingual. Since the rapid grows of mass media, collecting data via online platform is a collecting method which is widely adopted by researchers, due to the convenience and efficiencies of it. Hence, in this research, google forms is utilized as the questionnaire tool which totally collected 238 completed questionnaires within two months (from June and July of 2018) by delivering the related link through social media and mobile communicative application software.

The quantitative data collection method was selected and utilized for this study, and a structured, self-administered questionnaire was designed for data gathering. Such collection method is suitable for this study due to the extant literature provides sufficient metrics to measure and verify each variable and hypotheses which illustrated in the conceptual model. Marconi and Lakatos (2003) proposed that a questionnaire is a sufficient technique to acquire responses including explicit actions or opinions.

The questionnaire consisted of nine sections. Section one to eight comprised the items which was related to each variable and presented in the conceptual model (celebrity endorser credibility, brand/endorser congruence, brand evaluations and customer buying pattern). In the last section, section nine, which was mainly focused on collecting the demographic data of the respondent such as gender, age group, qualification, working experience, and other personal backgrounds. Items in the first eight sections were measured by the seven-point Likert scale with 1 representing 'strongly disagree' and 7 representing 'strongly agree'.

4.2 Pre-test

In order to minimize the possibility of emerging any errors and inconsistency among the questionnaire, a pre-test is suggested to be conducted before applying it to a wider sample range. Around 20 completed questionnaires were gathered by delivering via social platforms, the first completed 20 questionnaires were applied to SPSS 25.0 for the pre-testing. The result showed that besides some metrics need to be redesigned and modify the typesetting, most of the outcomes has reached the expectation.

4.3 Sample Characterization

This section is here to distinguish the socio-demographic feature of the sample, based on the demographic information provided by the respondents, the frequency of gender, age, marriage status, qualification, income, the participation of industry and position. Totally 238 completed answers were collected and found valid for the research.

Figure 2: Gender Distribution

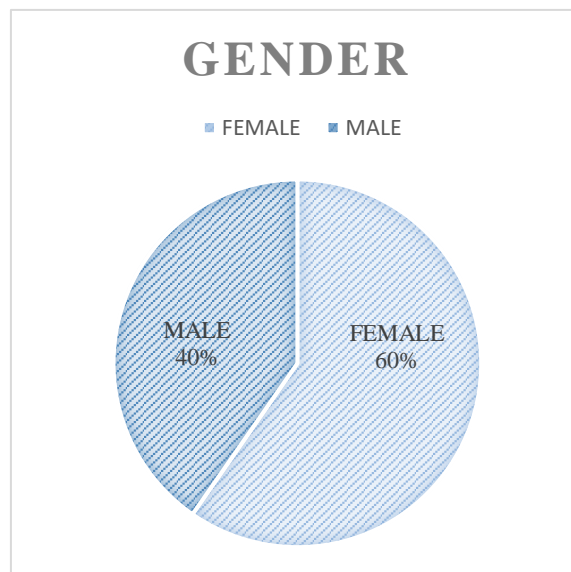


Table 2: Gender Distribution

Gender	Frequency	%
Female	142	60%
Male	96	40%
Total	238	100%

In gender classification, the actual numbers of female respondents were 142 out of 238 and male respondents were 96 out of 238. As showing the above graphic, 60% of gender proportion is occupied by female respondents, male respondents merely take 40% of the total.

Figure 3: Age Distribution

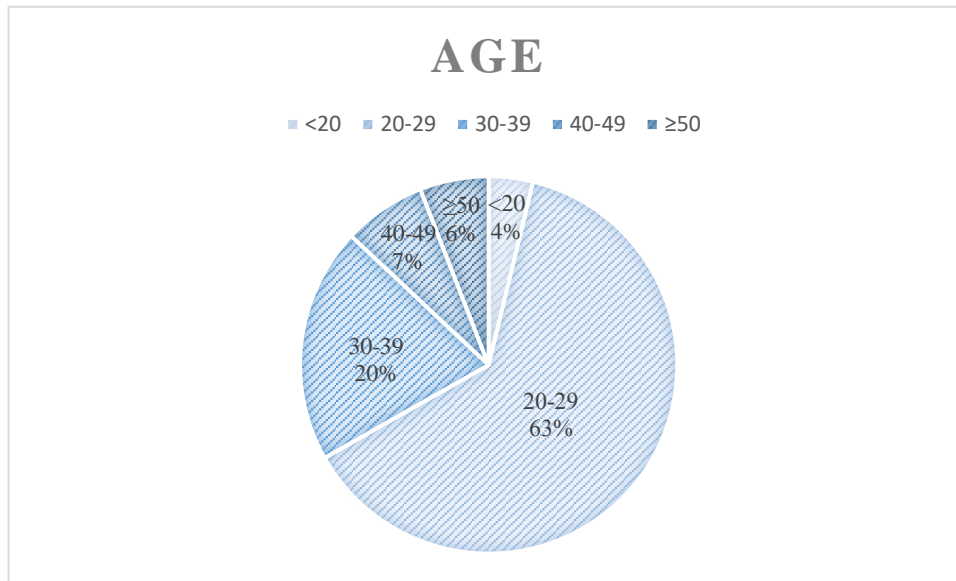


Table 3: Age Distribution

Age	Frequency	%
<20	9	3.8%
20-29	150	63%
30-39	48	20.2%
40-49	17	7.1%
≥50	14	5.9%
Total	238	100%

In age classification, there were five age tiers classified in the questionnaire. The graphic showed that most of the age tier of respondents were mainly laid in the range between 20 to 29, which occupied 63% of the entire group of respondents, followed by those in the age tier of 30 to 39 which took 20.5% out of all the respondents. This result meets expectation as according to the statement by Lee and Watkins (2006), teenager among this age would be the trendiest to receive the newest information. People age lay between 40 to 49 and above 50 have occupied 7.1% and 3.8% of the total answers. The least participation group was teenager younger than 20 which only took 3.8% out of the total answers.

Figure 4: Marital Status Distribution

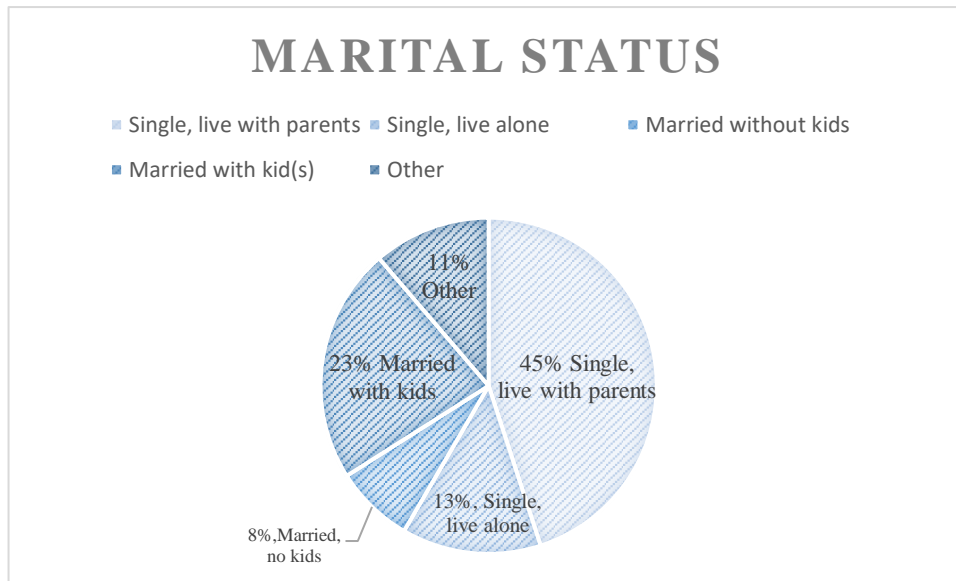


Table 4: Marital Status Distribution

Marital Status	Frequency	%
Single, live with parents	107	45%
Single, live alone	32	13.4%
Married, no kids	18	7.6%
married, with kids	54	22.7%
other	27	11.3%
Total	238	100%

The following section was analysing the marital status of respondents, respondents who were single, lived with parents occupied the highest proportion among the entire group of interviewers, which was 45%. Followed by the group of respondents who were married with kids, 22.7%; single, live alone, 13.4%; others, 11.3% and married without kids, 7.6%.

Figure 5: Qualification Distribution

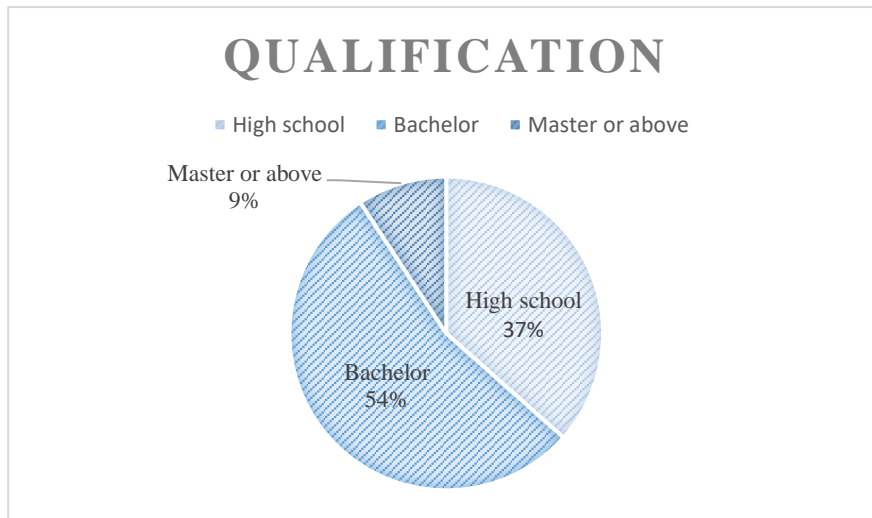


Table 5: Qualification Distribution

Qualification	Frequency	%
High school	87	36.6%
bachelor	129	54.2%
Master or above	22	9.2%
Total	238	100%

Extending from the finding of the age classification, 54.2% of respondents graduated from bachelor's degree which is the highest proportion of the total participants, followed by the respondents with a high school degree, took 36.6% of the total. Only 9.2% of respondents possessing a higher qualification of a master's degree or above.

Figure 6: Position/Title Distribution

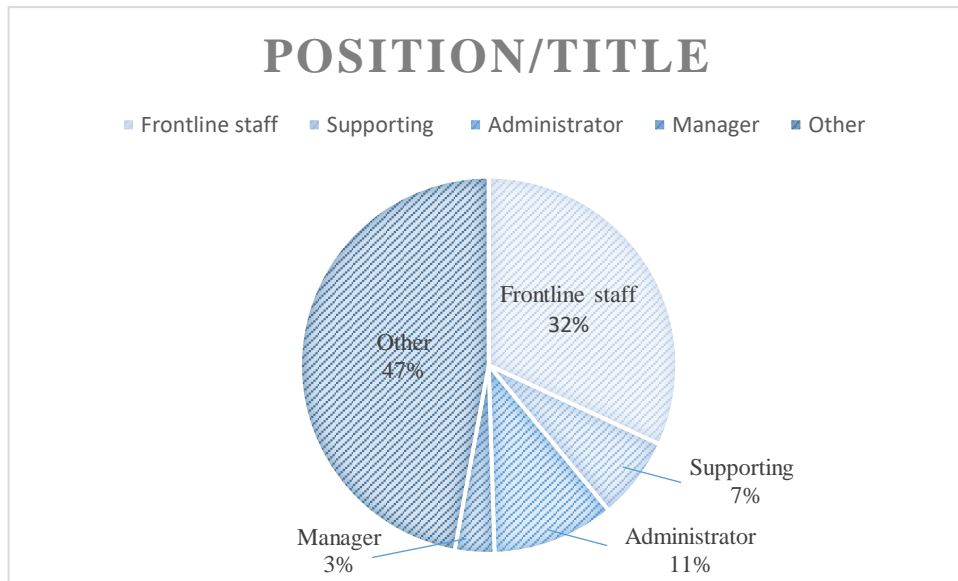


Table 6: Position/Title Distribution

Position/Title	Frequency	%
Frontline staff	76	31.9%
Support	17	7.1%
Administrator	25	10.5%
Manager	8	3.4%
Other	112	47.1%
Total	238	100%

The classification of position/title comprised five position categories in the questionnaire, among these five categories, the highest proportion was taken by the choice of the others, 47.1% out of the total answers, followed by the choice of frontline staff, with 31.9%; administrator, with 10.5%; supporting (back office), with 7.1%; manager, with 3.4%.

Figure 7: Industry Distribution

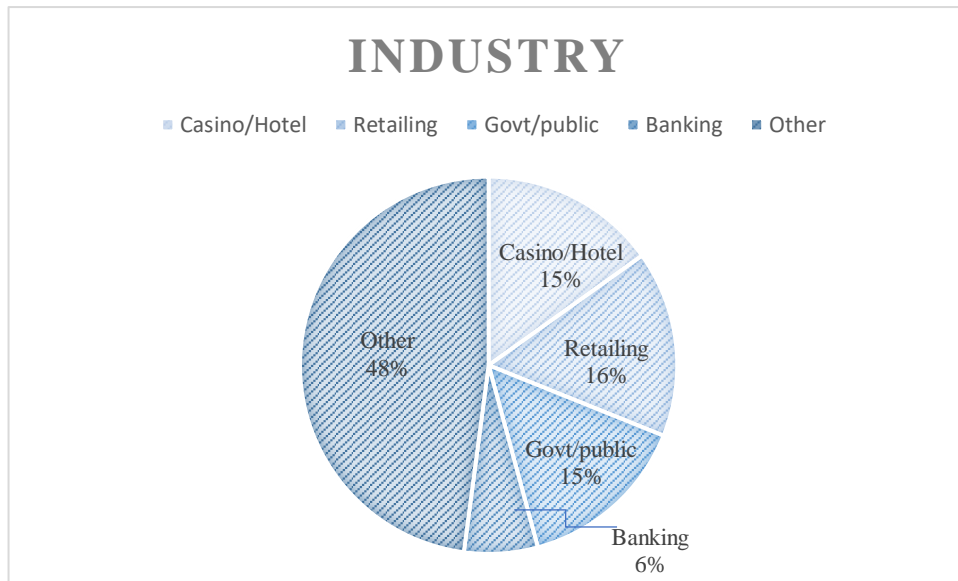


Table 7: Industry Distribution

Industry	Frequency	%
Casino/Hotel	36	15.1%
Retailing	38	16%
Govt/Public	35	14.7%
Banking	15	6.3%
Other	114	47.9%
Total	238	100%

Extending from the finding of the position/title classification, it was found that most of the respondents were employed by other industry besides the industry of casino/hotel, retailing, government/public or banking which occupied 47.9% of total respondents. The rest of proportions was divided mostly fair: respondents who employed by the retailing industry, with 16%; the casino/hotel industry, with 15.1%; the government/public industry, with 14.7% and the banking industry, with 6.3%.

Figure 8: Income per Month Distribution

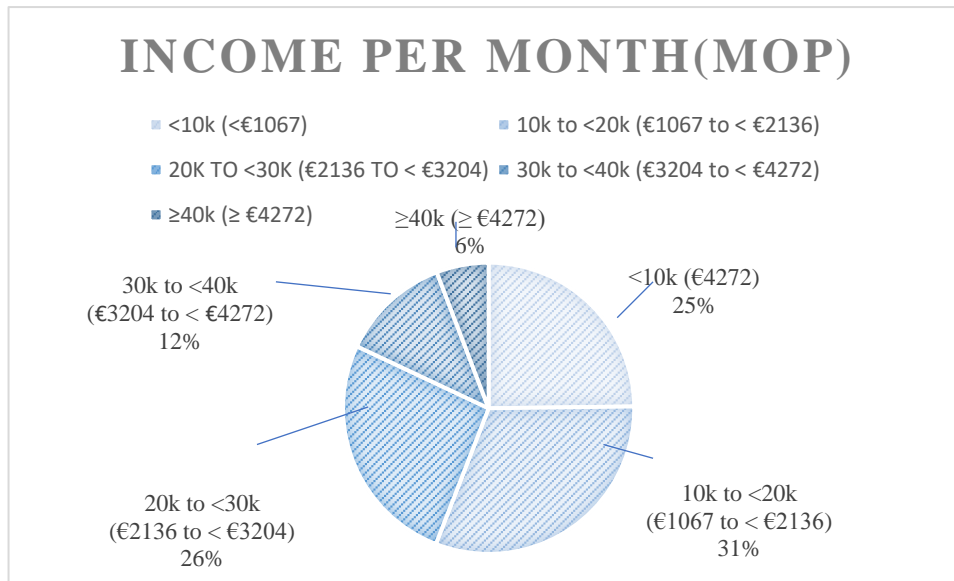


Table 8: Income per Month Distribution

Income	Frequency	%
<10k (€4272)	59	24.8%
10k to <20k (€1067 to < €2136)	74	31.1%
20k to <30k (€2136 to < €3204)	62	26.1%
30k to <40k (€3204 to < €4272)	29	12.2%
≥40k (≥ €4272)	14	5.8%
Total	238	100%

Income classification was consisting of five tiers, the proportion was equally distributed. The first tier comprised of respondents were classified as medium revenue ranges, €1067 to €2136 per month, which occupied 31.1% of the entire, followed by respondents with €2136 to €3204 per month, which occupied 26.1% of the total proportion; respondents with €3204 to €4272 per month, which occupied 12.2% of the total. Lastly, respondents with an earning which more than €4272 per month occupied 5.8% of all respondent.

4.4 Metrics

The metrics have been utilized in this study will be presented in this section, which was revised from the original authors by following the instructions of advisors. As the population of this study was mainly layover in Macau, translation from English to Chinese was inevitable obliged and presented bilingually.

The metrics shown below are the modified version and utilized in this research:

Table 9: Celebrity Endorser Credibility

Celebrity Endorser Credibility	1. I'm easily influenced by the celebrity endorser when I purchase a celebrity endorsed brand.	Malik & Guptha (2014)
	2. I have considered to purchase a new product just because of the presence of a celebrity I'm familiar with.	
	3. I have considered to purchase a new product just because of the presence of a celebrity I liked (physically or behavioural).	
	4. I have considered to purchase a new product just because of the presence of a celebrity I find attractive.	

Table 10: Brand/Endorser Congruence

Brand/Endorser Congruence	1. Do you think the product is perfectly matched with the celebrity?	Rifon, Choi, Trimble and Li, 2004
	2. Do you think the celebrity in the advertisement is attractive?	
	3. Do you think the celebrity in the advertisement is expert?	
	4. Do you think the celebrity in the advertisement is trustworthy?	

Table 11: Brand Credibility

Brand Credibility	1. This brand has the ability to deliver what it promises.	Newell and Goldsmith (2001); Ohanian (1990)
	2. This brand delivers what it promises.	
	3. Product/service from this brand claims are believable.	

Table 12: Brand Prestige

Brand Prestige	1. This brand is very prestigious prestige	Steenkamp et al., (2003)
	2. This brand has high status	
	3. This brand is very upscale.	

Table 13: Brand Trust

Brand Trust	1. This brand meets my expectations.	Delgado, Munuera, & Yagié (2003)
	2. I have confidence in my brand.	
	3. This brand will never disappoint me.	

Table 14: Word-of-mouth

Word-of-Mouth	1. I spoke of this brand much more frequently than about any other similar brand.	Anonymous
	2. I spoke of this brand much more frequently than about brand of any other type.	
	3. I am proud to say to others that I am the customer of this brand.	
	4. I have spoken favourably of this brand to others.	

Table 15: Impulsive Buying

Impulsive Buying	1. As I saw the presence of my favorite celebrity on the product, I had the urge to purchase items other than or in addition to my specific shopping goal.	Parboteeah et al., (2009)
	2. As I saw the presence of my favorite celebrity on the product, I had desire to buy item that did not pertain to my specific shopping goal.	
	3. As I saw the presence of my favorite celebrity on the product, I had the inclination to purchase items outside my specific shopping goal.	

Table 16: Brand Attachment

Brand Attachment	1. I feel that my thoughts and feelings toward the brand often automatic, coming to mind seemingly on their own.	Park et al., (2010)
	2. I feel that my thoughts and feelings toward the brand come to mind naturally and instantly.	
	3. I feel that I'm part of the brand and I can find myself with the brand	
	4. I feel that my personality is connected to the brand.	

4.5 Data Insertion in Statistical Software

For statistic software installation and data insertion, legal license of IBM SPSS (Statistical Package for Social Science) 25.0 was provided by The Faculty of Economics of the University of Coimbra which was used to insert and analyse all the valid data by creating the database.

4.6 Exploratory Factor Analysis

Factor analysis refers to a linear modelling technique adopted to describe the variability between variables, to look for the most important factor which expressed as functions and reveal the factors among the unobserved variable with lower potential. It is a multivariate

extraction and classification statistical tool, which is divided into two categories: the first category is named exploratory factor analysis (EFA), the purpose is to extract constructs or latent factors for constructing scales; the second category is confirmatory factor analysis (CFA), which is a method of testing "factor validity" or "factor combination" - confirming the existence of constructs and applying construct development theory. There were two statistical methods being implemented to examine whether the gathered data is valid to undergo the factor analysis (Damásio, 2012), which is: the Keyser-Meyer-Olkin (KMO) index and Bartlett's test of sphericity (Dziuban and Shirkey, 1974).

When the correlation of the variables which is bipolar, the factor would be considered as inappropriate for factor analysing. In general, KMO and Bartlett's test of sphericity is applied to determine whether the factor is qualified for the factor analyses. The purpose of using KOM is to calculate the value of the total correlation and the partial correlations of the variables. The KMO value of the statistical outcome is ranging from 0 to 1. The testing result will be considered as poor whenever the value of partial correlations is greater than the value of total correlation, and the value amount would be close to 0. Nonetheless, when the value of both parties is resembling, the factor would be deemed reliable and the amount of value would be next to 1. According to Field (2005), the criteria of KMO values is interpreted as:

Table 17: KOM Value and Interpretation

KOM Value	Interpretation
0.00 to 0.49	Unacceptable Values
0.5 to 0.69	Mediocre Values
0.70 to 0.79	Middling Values
0.8 to 0.9	meritorious Values
0.90 to 1.00	Excellent Values

FIELD (2005).

Besides KOM and Bartlett's test of sphericity, it is indispensable to estimate the internal factor consistency by using Cronbach's Alpha. This statistical method is especially for measuring the reliability of each variable and the correlation between the gathered data, such correlation reveals the internal consistency of each used variable (Pestana and Gageiro, 2014).

Furthermore, the measured value lay between 0 to 1, according to George and Mallery (2003), the table is shown as below:

Table 18: Cronbach's Alpha and Internal Consistency

Cronbach's Alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

George e Mallery (2003)

4.6.1 Exploratory Factor Analysis Results

The final measured value of EFA is shown below (see table 19):

Table 19: Exploratory Factor Analysis

Variables	Items	KMO	Alpha	Bartlett's Test	Percentage of variance explained	Numbers of dimensions
Celebrity Endorser Credibility	CEC1	.839	.907	.000	78.224%	1
	CEC2					
	CEC3					
	CEC4					
Congruence	C1	.807	.840	.000	67.926%	1
	C2					
	C3					
	C4					
Brand Credibility	BC1	.737	.908	.000	84.436%	1
	BC2					
	BC3					
Brand Prestige	BP1	.730	.906	.000	84.263%	1
	BP2					
	BP3					
Brand Trust	BT1	.706	.806	.000	78.828%	1
	BT2					
	BT3					
	BA1	.827	.899	.000	77.095%	1
	BA2					

Brand Attachment	BA3					
	BA4					
Impulsive Buying	IB1					
	IB2	.732	.894	.000	82.476%	1
	IB3					
WOM	WOM1					
	WOM2	.735	.821	.000	65.567%	1
	WOM3					
	WOM4					

Notably, all factors are considered acceptable for factor analysis. The result of KOM index showed that all values were greater than 0.7, meanwhile, the value of each variable in Bartlett's test of sphericity remain at .000, which representing that the correlation exists among each variable. Table 19 also showed that Cronbach's Alpha for each variable is greater than 0.8, in other words, the internal consistency of variables is affirmative.

4.7 Statistical Modelling

In statistical modelling, the multiple linear regression analysis is adopted to examine whether the relationships between each key marketing concept is significant. It is a set of statistical estimation for examining the relationships among each variable. Whenever it is measuring the relationship between a dependent variable and one or more than one independent variables (or predictors), it comprises several modelling techniques and analysing multi-variables. The regression analysis facilitates in understanding the changing value of the dependent variable when any independent variables are varied, meanwhile, the other independent variables remain stabilized.

4. Results

In the following chapter, results and findings obtained through the gathered questionnaire and statistical analysis are presented, all the result will be divided into several sub-chapters to present. The descriptive analysis will be presented, followed by the multiple linear regression and overall discussion of results.

5.1 Descriptive Analysis

Table 20: Descriptive Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Celebrity Endorser Credibility	238	1	7	4.1324	1.51585
Congruence	238	1	7	4.2878	1.18230
Brand Credibility	238	1	7	4.6709	1.15408
Brand Prestige	238	1	7	4.8557	1.12476
Brand Trust	238	1	7	4.6849	1.10157
WOM	238	1	7	4.6691	1.15197
Impulsive Buying	238	1	7	4.2143	1.48609
Brand Attachment	238	1	7	4.4559	1.19495

A seven-point Likert scale was adopted with 1 representing 'strongly disagree' and 7 representing 'strongly agree'. Among the test, the highest mean value and the lowest standard deviation value were found in the variable of brand prestige and brand trust, which is 4.8557 and 1.10157 respectively.

In terms of celebrity endorsement, the mean value of the variable of celebrity endorser credibility and brand/celebrity congruence was above the average 4, which is 4.1324 and 4.2878 respectively. In this case, respondents take two variables into consideration when they realized the brand. Besides, the standard deviation of celebrity endorser credibility was the highest among the variables which are 1.51585, meanwhile, representing that the level of variability is high.

In the aspect of evaluations of a brand, the mean value of brand credibility, brand prestige and brand trust are above 4, which is 4.6709, 4.8557 and 4.6849 respectively. But three of them presented lower level in standard deviation, the value of them were 1.15408, 1.12476 and

1.10157 respectively. The scores reflected that the responses possess a lower level of variability.

In the aspect of consumer behaviour, the mean value of WOM, impulsive buying and brand attachment were found in slightly above the average, among these three, WOM presents the highest mean value which was: 4.6691, 4.2143 and 4.4559 respectively. However, the highest standard deviation among the eight variables was found in impulsive buying, which was 1.48609, the other two were WOM 1.15197 and brand attachment 1.19495. Results showed that respondents feel positive about these three variables while the variability of impulsive buying pretty high.

5.2 Independent T-test

An independent t-test allows researchers to inspect whether the significant difference exists between two groups of samples because of random sample selection. A significant difference turns more reliable and meaningful when several condition matches: (1) the difference between two mean value is high; (2) the scale of sample size is enormous; (3) value of the standard deviation is low.

5.2.1 Independent T-test (Gender Category)

Table 21: Gender Category

Variables	Gender	N	Mean	Std. deviation	T-Test	
					T.	P.
Celebrity Endorser Credibility	M	96	3.9974	1.60160	-1.130	.260
	F	142	4.2236	1.45369		
Congruence	M	96	4.1719	1.25725	-1.245	.214
	F	142	4.3662	1.12659		
Brand Credibility	M	96	4.7222	1.19028	.564	.574
	F	142	4.6362	1.13189		
Brand Prestige	M	96	4.8021	1.14614	-.604	.546
	F	142	4.8920	1.11268		
Brand Trust	M	96	4.7014	1.08523	.190	.850
	F	142	4.6737	1.11616		
WOM	M	96	4.6432	1.20402	-.285	.776
	F	142	4.6866	1.11940		

Impulsive Buying	M	96	4.1042	1.59994	-.940	.348
	F	142	4.2887	1.40484		
Brand Attachment	M	96	4.5156	1.14122	.633	.527
	F	142	4.4155	1.23228		

Regarding the gender of respondents (Table 21), the obtained mean value through independent T-test, male respondents' mean value of the variable of brand credibility, brand trust and brand attachment is presented as higher than female respondents; conversely, female respondents' mean value of celebrity endorser credibility, congruence, brand prestige, WOM, impulsive buying is higher than male respondents, however, there is no significant difference was observed in both group of males or females (p-value of all variable was >0.05).

5.2.2. The Independent T-test (Age Category)

Table 22: Age Category

Variables	Age	N	Mean	Std. deviation	T-Test	
					T.	P.
Endorser Credibility	<30	159	4.1447	1.51271	.177	.859
	≥30	79	4.1076	1.53155		
Congruence	<30	159	4.2830	1.19965	-.089	.929
	≥30	79	4.2975	1.15406		
Brand Credibility	<30	159	4.7945	1.17988	2.368	.019
	≥30	79	4.4219	1.06446		
Brand Prestige	<30	159	4.9099	1.10279	1.053	.293
	≥30	79	4.7468	1.16723		
Brand Trust	<30	159	4.7275	1.10609	.846	.399
	≥30	79	4.5992	1.09438		
WOM	<30	159	4.7075	1.20659	.729	.466
	≥30	79	4.5918	1.03634		
Impulsive Buying	<30	159	4.2914	1.48492	1.136	.257
	≥30	79	4.0591	1.48570		
Brand Attachment	<30	159	4.4371	1.22312	-.343	.732
	≥30	79	4.4937	1.14283		

To determine the impact of age on analysis variables (Table 22), a cut-off point was made by dividing the gathered into two groups: younger than 30 and 30 or above, it is obvious that the respondents less than 30 years old obviously tend to occupy a bigger proportion than older 30 years old.

Besides the mean value of congruence and brand attachment, the rest of the other variables' mean value was found higher in the age group of younger than 30 years old. Notably, the statistically significant difference ($p < 0.05$) was merely found in the variable of brand credibility which is possible to say that respondents under 30 will take more consideration on brand credibility than the respondents over or equal 30 years old.

5.2.3 The Independent T-test (Qualification Category)

Table 23: Qualification Category

Variables	Qualification	N	Mean	Std. deviation	T-Test	
					T.	P.
Endorser Credibility	High school	87	4.1667	1.54800	.265	.792
	College or above	151	4.1126	1.50186		
Congruence	High school	87	4.2644	1.26178	-.232	.817
	College or above	151	4.3013	1.13810		
Brand Credibility	High school	87	4.4943	1.23144	-1.801	.073
	College or above	151	4.7726	1.09840		
Brand Prestige	High school	87	4.9338	1.23459	-1.413	.159
	College or above	151	4.5594	1.05270		
Brand Trust	High school	87	4.5594	1.18615	-1.336	.183
	College or above	151	4.7572	1.04699		
WOM	High school	87	4.5460	1.20049	-1.253	.211
	College or above	151	4.7401	1.12097		
Impulsive Buying	High school	87	4.2337	1.46635	.153	.879
	College or above	151	4.2031	1.50208		
Brand Attachment	High school	87	4.3190	1.25040	-1.344	.180-
	College or above	151	4.5348	1.15868		

For the aspect of the impact of qualification on analysis variables, the cut-off point was determined by qualified with high school or qualified with college or above. In this way, it is possible to explore if there is any different vision between respondents with different level of qualification.

According to table 23, the statistical significant difference ($p < 0.05$) was exclusively found in the variable of brand credibility, $p = .073$, while the mean of the respondents with high school qualification is 4.4943 and the other group is 4.7726, it is possible to say that respondents from group of high school qualification will take more consideration on brand credibility.

5.3 Multiple Linear Regression

In the multivariate data analysis, the most conventional prediction method is the regression analysis method. Regression analysis can be classified into two types: simple regression analysis and multiple regression analysis. Simple regression analysis method will be adopted when there is a dependent term with only one independent variable, conversely, multiple regression analysis is a method is used to predict a dependent variable with more than one independent variables. In the following context, based on the developed conceptual model, multiple regression analysis is adopted for statistical prediction

Table 24: Multiple Linear Regression of Brand Credibility

	Coef. B	T-test	Sig.
Celebrity Endorser Credibility	.196	4.020	.000
Congruence	.277	4.423	.000
Constant	2.674	10.023	.000
R²	.209		
R² Adjusted	.202		
F test	30.967		.000 ^c
Note: Dependent Variable: Brand Credibility			

The results obtained from multiple regression analysis are shown in Table 24. Owing to each significance values associated with ANOVA F test was presented is .000 (less than 0.05) and test value was 30.067, it is possible to consider the model is a reliable indicator of the association of all variables and rejected the null hypothesis.

The t-value and p-value of celebrity endorser credibility and brand/endorser congruence presented as 4.020, 4.423 and .000 respectively. The coefficient beta of celebrity endorser credibility and brand/endorser congruence was .196 and .277. In terms of R², the value was presented as .202, which means 20.2% of brand credibility will be affected by celebrity endorser credibility and brand/endorser congruence.

As the result, when celebrity endorser credibility and brand/endorser congruence were considered as independent variables while brand credibility was considered as the dependent variable, celebrity endorser credibility and brand/endorser congruence can slightly, significantly affect brand credibility.

Table 25: Multiple Linear Regression of Brand Prestige

	Coef. B	T-test	Sig.
Celebrity Endorser Credibility	.303	6.690	.000
Congruence	.197	3.394	.001
Constant	2.758	11.132	.000
R²	.282		
R² Adjusted	.275		
F test	46.045		.000 ^c
Note: Dependent Variable: Brand Prestige			

Table 25 showed the statistical analysis result of brand prestige as the dependent variable. The ANOVA F test was showing the result as .000 except the result of brand/endorser congruence was .001, however, all values were less than .005, which represent the regression model is reliable. Hence, the null hypothesis is rejected.

The value obtained from the T-test of celebrity endorser credibility and congruence was 6.690 and 3.394 respectively. The coefficient beta of these two variables were .303 and .197 which has shown the influence to brand prestige is moderately and slightly. The value of adjusted R² shows presented as .275 which indicated that 27.5% of brand prestige will be affected by these two variables.

The result of multiple linear regression showed that when celebrity endorser credibility and brand/endorser congruence were considered as independent variables while brand prestige was considered as the dependent variable, celebrity endorser credibility generates moderately,

significantly influence on brand prestige; brand/endorser congruence brings slightly but significantly influence on brand prestige.

Table 26: Multiple Linear Regression of Brand Trust

	Coef. B	T-test	Sig.
Celebrity Endorser Credibility	.199	4.289	.000
Congruence	.261	4.396	.000
Constant	2.746	10.846	.000
R²	.218		
R² Adjusted	.211		
F test	32.734		.000 ^c
Note: Dependent Variable: Brand Trust			

Table 26 showed above presented the result of brand trust as the dependent variable. The computed result of ANOVA test has shown that the significant of each variable was .000 which has rejected the null hypothesis and proved the regression model is suitable.

The unstandardized coefficient beta of celebrity endorser credibility and brand/endorser congruence was .199 and .261 and considered as significant but slightly affect brand trust. The t-test on celebrity endorser credibility and brands/endorser congruence were 4.289 and 4.396. The value of adjusted R2 shows presented as .211 which indicated that 21.1% of brand trust will be affected by these two variables.

The result of multiple linear regression showed that when celebrity endorser credibility and brand/endorser congruence were considered as independent variables while brand trust was considered as the dependent variable, brand trust will weakly but significantly be affected by celebrity endorser credibility and brand/endorser congruence.

Table 27: Multiple Linear Regression of WOM

	Coef. B	T-test	Sig.
Brand Credibility	NS	NS	NS
Brand Prestige	NS	NS	NS
Brand Trust	.523	8.757	.000
Impulsive Buying	NS	NS	NS
Brand Attachment	.289	5.254	.000

Constant	.931	3.917	.000
R²	.525		
R² Adjusted	.521		
F test	129.710		.000 ^c

Note: Dependent Variable: WOM

The result of multiple linear regression showed that when brand credibility, brand prestige, brand trust, impulsive buying and brand attachment were considered as independent variables while WOM was considered as the dependent variable, brand credibility, brand prestige and impulsive buying were shown as no significant influence on WOM.

The computed result of ANOVA test showed that the significant of valid variables was .000 and rejected the null hypothesis while proved the regression model is reliable. The t-test on these two variables were 8.757 and 5.254, respectively. The value of adjusted R2 shows presented as .521 which indicated that 52.1% of WOM communication will be varied by these two variables.

The unstandardized coefficient beta of brand trust was .523 which considered as strongly, significantly affect WOM; the beta of brand attachment was .289 which can moderately, significantly affect WOM.

Table 28: Multiple Linear Regression of Impulsive Buying

	Coef. B	T-test	Sig.
Brand Credibility	NS	NS	NS
Brand Prestige	.297	3.560	.000
Brand Trust	NS	NS	NS
Brand Attachment	.573	7.291	.000
Constant	.215	.606	.545
R²	.385		
R² Adjusted	.380		
F test	73.659		.000 ^c

Note: Dependent Variable: Impulsive Buying

The result of multiple linear regression showed that when brand credibility, brand prestige, brand trust and brand attachment were considered as independent variables while impulsive

buying was considered as the dependent variable, brand credibility, brand trust was shown as no significant influence on impulsive buying.

The computed result of ANOVA test has shown that the significant value of valid variables was .000 and rejected the null hypothesis while proved the regression model is reliable. The T-test of these two variables were 3.560 and 7.291, respectively. The value of R² adjusted was .380, means 38% of impulsive will be affected by these two variables.

The unstandardized coefficient beta of brand prestige was .297 which considered as weakly but significantly affect impulsive buying; the beta of brand attachment was .573 which is considered as strongly, significantly affect impulsive buying.

Table 29: Multiple Linear Regression of Brand Attachment

	Coef. B	T-test	Sig.
Brand Credibility	NS	NS	NS
Brand Prestige	.330	4.545	.000
Brand Trust	.435	5.878	.000
Constant	.215	2.909	.004
R²	.430		
R² Adjusted	.425		
F test	88.517		.000 ^c

Note: Dependent Variable: Brand Attachment

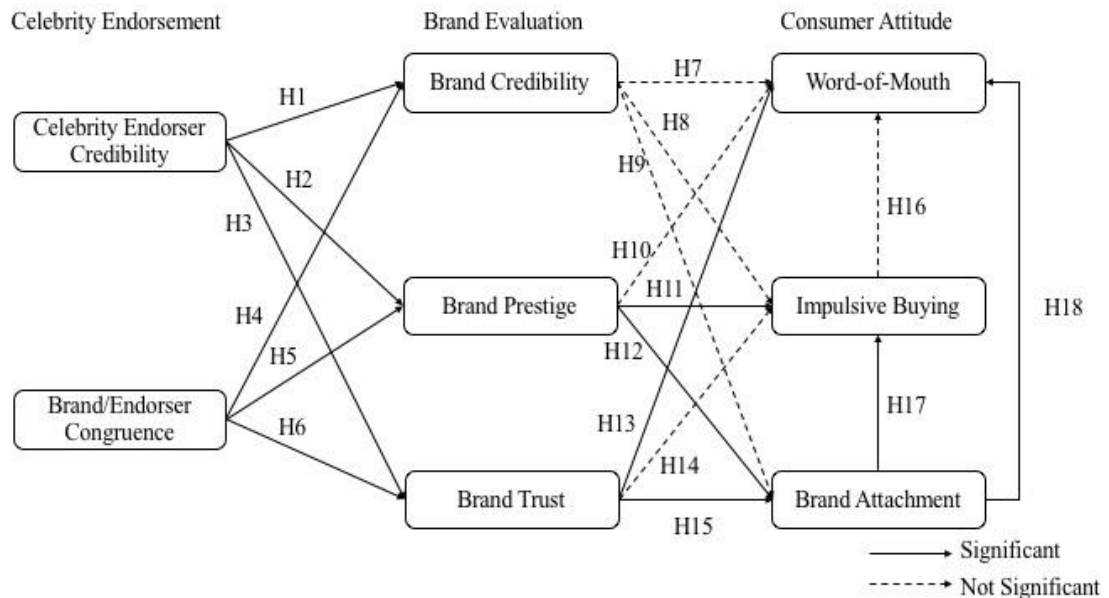
The result of multiple linear regression showed that when brand credibility, brand prestige, and brand trust were considered as independent variables while brand attachment was considered as the dependent variable, brand credibility was shown as no significant influence on brand attachment.

The computed result of ANOVA test showed that the significant of valid variables was .000 and rejected the null hypothesis while proved the regression model is reliable. The T-test of these two variables were 4.545 and 5.878, respectively. The value of R² adjusted was .425, means 42.5% of impulsive will be affected by these two variables.

The unstandardized coefficient beta of brand prestige was .330 which considered as moderately but significantly affect impulsive buying; the beta of brand trust was .435 which

was considered as strongly, significantly affect brand attachment. The final modified model is illustrated based on the result of linear regression and presented as below:

Figure 9: Modified Model



5.4 Outcomes

Eventually, the modified illustration presented the last set of hypotheses which pertained the significant influences on key marketing concepts. According to the modified model, there were six relationships were found no significant influence and lack of statistical support. Among them, three of them (no statistical supported hypotheses) were found in brand credibility. Based on studied results from Alam and Yasin (2010), trust was found out as one of the motivations for consumers to generate WOM communications, meanwhile, indicated that trust is one of the crucial stimuli for WOM communications, therefore, based on this statement, the hypothesis (H7) were inferred and developed. However, the relationship between brand credibility and word-of-mouth were found no statistical support. Likewise, according to the study from the similar realm by scholars Baker (2002), Eroglu et al (2001,2003), Erdem and Swait (2004) & Wemerfeit (1988), brand credibility towards impulsive buying (H8) nor brand attachment (H9) were found no significant influence. Thus,

based on the result of this study, it is possible to say that there was no any significant influence on consumer behaviour from brand credibility.

Contrarily to the research result from Baker et al (2002) and Eroglu et al (2001, 2003), the other hypothesis without statistical support was found in the relationship between brand prestige and word-of-mouth (H10).

There was no confirmed relationship between brand trust and impulsive buying in the extant literature, the assumption (H14) were developed based on the statement proposed by Wirtz and Mattila (2004). However, the result showed that the hypothesis has no statistical support.

The last hypothesis found no significant influence on key marketing concepts was the relationship between impulsive buying and word-of-mouth (H16). Contrarily to Mowne, Park and Zablah (2007), the result shown negatively in this research.

However, the significant relationship was found in the key marketing concept of celebrity endorsement and brand evaluations. Three of the developed hypotheses regarding celebrity endorser credibility and brand credibility, brand prestige and brand trust (H1, H2 & H3) were found statistical supported, which supports the findings of Lafferty & Goldsmith (1999); White, Goddard, and Wilbur, 2009; Till and Shimp (1998); Escalas and Bettman, (2003) & McCracken, (1989). Similarly, the result showed that the relevant relationship between brand/endorser congruence and brand evaluations (H4, H5 & H6) were confirmed by the statistical analysis, theoretically supporting the findings of Hillenbrand et al. (2013); Hur et al. (2014); Rifon et al. (2004); Walker and Kent (2013), who have proposed and emphasized the importance of corporate credibility in advertisement. This study has also confirmed the relevant significant relationship between brand/celebrity congruence, brand prestige and brand trust.

When brand prestige considered as a dependent variable, there were two relationships showed statistical supported, which were brand prestige toward impulsive buying (H11) and brand attachment (H12), which has partially supported the findings regarding the influence of prestige on consumer behaviour by Aim (2013). Meanwhile, the same finding as Cobb and Hoyer (1986) were found in this study.

Brand trust was found to have significant relevant relationship with word-of-mouth (H13) and brand attachment (H15), the result of this study showed supporting to the findings of Alam and Yasin (2010), who has conducted an investigation regarding the influence of brand trust on consumer buying behaviour, and further support the findings of Büschken, (2004); Keh, Nguyen and Ng, (2007).

Lastly, two more significant relationships with brand impulsive buying (H17) and word-of-mouth(H18) were found when brand attachment considered as the dependent variable, which theoretically supports the findings of Thomson, MacInnis, and Park (2005), whose proposed the statement regarding the impact of consumer emotional perception on consumer purchasing pattern and consumer attitude.

5. Conclusion

The aim of this research was to investigate the impact of most prevalent advertising tool namely celebrity endorsement on attitude and behaviour toward a brand. In terms of brand attitude, three variables were selected to considered to studied: brand credibility, brand prestige and brand trust, also brand attachment, impulsive buying and WOM were added as variables of consumer behaviour to comprehend consumer's perception.

Refer to the research objectives which presented at the beginning, is to comprehend and find out the importance of selecting a right endorser to a brand, the overall analysis result has shown that celebrity endorser credibility and brand/endorser congruence has significant relationship with each evaluation of brand including brand credibility, brand prestige and brand trust, it has verified the statement which has been emphasized from the beginning: selecting an appropriate endorser can significantly affect brand attitude. The statistical analysis of celebrity endorser credibility was done by three dimensions including trustworthiness, expertise and attractiveness of the endorser. This analysis result has indicated that the celebrity endorser credibility and brand/endorser matching up are vital factors to determine the effectiveness of the endorsement

However, in terms of consumer behaviour, statistical analysis results showed that brand credibility did not have any significant relationship with consumer behaviour while brand prestige had a significant relationship with impulsive buying and brand attachment, and

brand trust possessed significant influence on word-of-mouth and brand attachment. A correlation between brand prestige, brand attachment and impulsive buying was found in a triangle relationship, it is possible to interpret the final analysis result as a brand with favourable reputation and being trustworthiness can strengthen the extent of brand attachment and stimulate consumer impulsive buying behaviour simultaneously. In addition, brand trust was found as having a significant relationship with word-of-mouth and brand attachment except impulsive buying, which entailing that “trust” is the element to contain consumers and stimulate them to create WOM communication but not enough to consist impulsive buying behaviour.

In terms of consumer behaviour as consumer perception, it has been emphasized in previous literature that, an emotionally satisfied customer would be stimulated to constitute impulsive buying and assumed they would be keen on sharing their impulsive buying experience through creating WOM communication (Schiffman and Kanuk, 2007). Yet, final statistical analysis result has confirmed the statement from Schiffman and Kanuk (2007), which revealed that brand attachment possessed a significant relationship with impulsive buying and word-of-mouth creating, which can be interpreted as consumers’ impulsive buying behaviour can be evoked by the preference for a brand, meanwhile, brand attachment contributed in the creation of WOM communication. However, analysis result also proved that behaviour of impulsive buying would not be contributed in generating WOM communication.

Consequently, even though the final analysis result showed that not all the hypotheses were corroborated, it has reconfirmed some statement which raised by scholars and analysed through collecting dependable data. Afterwards, the contribution of this study to the specific domain will be discussed in the next section.

6.1 Contributions of the Study

Even though celebrity endorsement has been widely studied, given the newness of the study combination of celebrity endorsement, brand attitude and consumer behaviour, extant literature scarcely study these three realms as one, existing literature for reference is limited. This study has reaffirmed the importance of the celebrity endorsement in

marketing and advertising domain, meanwhile, put forward the crucial factors to determine the effectiveness of the endorsement.

In order to extend the extant literature to a new realm, this study aimed to study the positive impact of celebrity endorsement on key marketing concepts. In terms of celebrity endorsement, it was mainly focused on the credibility of the endorser, discussed and investigated it through three dimensions: trustworthiness, expertise and attractiveness. Meanwhile, assuming the existence of the significant relationship between brand credibility, brand prestige and brand trust. Within this model, all relationship was considered significant and valid.

Furthermore, the results pointed out that the other key variable brand/endorser congruence possessed significant relationships with each brand evaluation. This is an important cue to marketing practitioners, in order to enhance overall evaluation of a company, before making any decision, it is indispensable to comprehensively estimate the credibility and personality of an endorser, furthermore, appropriate endorser selection approach for endorsement is essential.

This research also contributes to studying the impact of brand attitudes toward consumer behaviour. To comprehend the importance of the evaluation of a brand in consumer perception and ultimately drive the consuming behaviour. The chain influence would become a reference for companies to make the marketing strategy.

Furthermore, this research has revealed that enhancing the consumer's preference for a brand can effectively increase the possibility of diffusivity of positive word-of-mouth and occurrence of impulsive buying. This is one of the focal points to marketers, which has emphasized to emotionally satisfy consumers by taking care of them and reach their needs in order to ultimately lead to the occurrence of impulsive buying or indirectly disseminate a brand via positive WOM communication.

This study provided academic and practical contributions to the realm of practical marketing, the literature of marketing and advertising. In terms of academic literature, it has reaffirmed some statement which proposed by the scholars and combined three important aspects of marketing. it offers the objective, comprehensive review of celebrity

endorsement evaluation, showing the importance of endorser selection to an enterprise, also understanding the consumer perception on celebrity endorsement. By reviewing this study, marketers will be inspired and formulate the appropriate endorser selection approach.

6.2 Limitations and Recommendations of the study

Due to the shortage of time, resources and relationship, the main limitation of this study was sampling limitation, which the collected data was mainly sourced from Macau, due to the deficiency social network, we were not able to expand the sampling in Portugal. It may lead to the study was not globalize as expected, hence, it is suggested to extend the sample coverage to a larger scope, in order to make the study become more representative. Moreover, Cross-sectional studies make it difficult to establish a causality and limited the exactness of the study.

As there was no specific endorsement was stated in the questionnaire, it may affect the answer of respondents while they were required to answer the questionnaire base on their own preference endorser and endorsement. In future studies, in order to collect answer with higher accuracy, it is suggested to provide a specific instance and guideline for participants.

For future study from the same realm, it is possible for researchers to combine the current literature of celebrity endorser and further extend the study realm to be trendier like e-advertising. Understanding the trend of transformation in marketing and proposing arguments base on the current marketing tendency. The existing literature will be enriched and provide practical intimation for marketers to take the challenge.

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Appendixes

13/08/2018

名人代言效应以致即兴购买的意向

名人代言效应以致即兴购买的意向

简介 - 本问卷旨在收集名人代言效应在即兴购物上对你的影响，非常感谢你的时间。
本问卷总共八个部分。

* Required

Part A: Celebrity Endorser Credibility 第一部分: 名人代言人可信度

Please indicate your level of agreement to the following statements. 请说明您对以下声明的同意程度。

Progress: 1/8

进展: 1/8

1. **1. I'm easily influenced by the celebrity endorser when I purchase a celebrity endorsed brand.** 当我购买由名人代言的品牌时，我很容易受该名人影响。 *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

2. **2. I have considered to purchase a new product just because of the presence of a celebrity I'm familiar with.** 我曾因熟悉的名人代言而考虑过购买该产品。 *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

3. **3. I have considered to purchase a new product just because of the presence of a celebrity I liked (physically or behavioural).** 我曾因喜欢的名人代言而考虑过购买该产品。(实际上或行为上) *

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

4. **I have considered to purchahse a new product just because of the presence of a celebrity I find attractive.** 我曾因认为代言的名人很吸引而考虑过购买该产品。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

Part B: Congruence 第二部分：一致性

Please indicate your level of agreement to the following statements.

请说明您对以下声明的同意程度。

Progress: 2/8

进展：2/8

5. **1.Do you think the product is perfectly matched with the celebrity? 你认为该产品跟名人形象相付吗？***

Mark only one oval.

	1	2	3	4	5	6	7	
Disagree 不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agree 同意

6. **2. The celebrity in the advertisement is : 你认为广告中的名人：***

Mark only one oval.

	1	2	3	4	5	6	7	
Unattractive 不吸引	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Attractive 吸引

7. **3. The celebrity in the advertisement is : 你认为广告中的名人：***

Mark only one oval.

	1	2	3	4	5	6	7	
Not an Expert 非专业的	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Expert 专业的

8. **4. The celebrity in the advertisement is : 你认为广告中的名人：***

Mark only one oval.

	1	2	3	4	5	6	7	
Untrustworthy 不值得信赖的	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trustworthy 值得信赖的

Part C: Brand Credibility 第三部分：品牌可信度

Please indicate your level of agreement to the following statements.

请说明您对以下声明的同意程度。

Progress: 3/8

进展：3/8

9.

1. This brand has the ability to deliver what it promises. 这个品牌有能力实践它的承诺。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

10.

2. This brand delivers what it promises. 这个品牌实践了它的承诺。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

11.

3. Product/service from this brand claims are believable. 这个品牌声称值得信任。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

Part D: Brand Prestige 第四部分：品牌声望

Please indicate your level of agreement to the following statements.

请说明您对以下声明的同意程度。

Progress: 4/8

进展：4/8

12.

1. This brand is very prestigious prestige 这是个很有声望的品牌。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

13. **2. This brand has high status 这个品牌有很高的地位。***

Mark only one oval.

	1	2	3	4	5	6	7		
	Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

14. **3. This brand is very upscale. 这个品牌很高档次。***

Mark only one oval.

	1	2	3	4	5	6	7		
	Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

Part E: Brand Trust 第五部分：品牌信任

Please indicate your level of agreement to the following statements.

请说明您对以下声明的同意程度。

Progress: 5/8

进展：5/8

15. **1. This brand meets my expectations. 这个品牌能符合我所期望的。***

Mark only one oval.

	1	2	3	4	5	6	7		
	Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

16. **2. I have confidence in my brand. 我对我的品牌很有信心。***

Mark only one oval.

	1	2	3	4	5	6	7		
	Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

17. **3. This brand will never disappoint me. 这个品牌永远不会叫我失望。***

Mark only one oval.

	1	2	3	4	5	6	7		
	Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

Part F: WOM第六部分：口碑行销

Please indicate your level of agreement to the following statements.

请说明您对以下声明的同意程度。

Progress: 6/8

进展：6/8

18.

1. I spoke of this brand much more frequently than about any other similar brand. 相比其他相似的品牌，我言语上提起这个品牌更为频繁。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

19.

2. I spoke of this brand much more frequently than about brand of any other type. 相比其他种类的品牌，我言语上提起这个品牌更为频繁。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

20.

3. I am proud to say to others that I am the customer of this brand. 对于能告诉别人我是这个品牌的使用者，我感到骄傲。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

21.

4. I have spoken favourably of this brand to others. 我曾亲切地告诉过他人关于这个品牌。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

Part G: Impulsive Buying第七部分：即兴购买

Please indicate your level of agreement to the following statements.

请说明您对以下声明的同意程度。

Progress: 7/8

进展：7/8

22.

1. As I saw the presence of my favourite celebrity on the product, I had the urge to purchase items other than or in addition to my specific shopping goal. 当我看到我最喜欢的名人出现在产品上时，我有购买除了我的特定购物目标之外的物品的冲动。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

23.

2. As I saw the presence of my favourite celebrity on the product, I had desire to buy item that did not pertain to my specific shopping goal. 当我看到我最喜欢的名人出现在产品上时，我渴望购买与我的具体购物目标无关的物品。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

24.

3. As I saw the presence of my favourite celebrity on the product, I had the inclination to purchase items outside my specific shopping goal. 当我看到我最喜欢的名人出现在产品上时，我有意购买超出我的具体购物目标的物品。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

Part H: Brand Attachment 第八部分: 品牌依恋

Please indicate your level of agreement to the following statements.

请说明您对以下声明的同意程度。

Progress: 8/8

进展：8/8

25.

1. I feel that my thoughts and feelings toward the brand often automatic, coming to mind seemingly on their own. 我觉得我对品牌的思考和感觉往往是自动的，似乎是靠自己的脑海浮现。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

26. **2. I feel that my thoughts and feelings toward the brand come to mind naturally and instantly.** 我觉得，我对品牌的想法和感觉是自然而然地想到的。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

27. **3. I feel that I'm part of the brand and I can find my self with the brand.** 我觉得我是品牌的一部分，我可以用品牌找到自我。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

28. **4. I feel that my personality is connected to the brand.** 我觉得我的个性与品牌有关。*

Mark only one oval.

	1	2	3	4	5	6	7	
Strongly disagree 非常不同意	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree 非常同意

Part H: Personal Profile H部分：个人资料

Please give us some general information about you.
请给我们一些关于你的一般信息。

29. **1. Gender 性别***

Mark only one oval.

- Male 男性
 Female 女性

30. **2. Age 年龄***

Mark only one oval.

- <20
 20-29
 30-39
 40-49
 50 and above 50或以上

31. **3. Status 状况 ***

Mark only one oval.

- Single, live with parents 单身，和父母同住
- Single, live alone 单身，独居
- Married without kids 已婚，没有孩子
- Married with kid(s) 已婚，有孩子
- Other 其他

32.

4. Qualifications 学历 *

Mark only one oval.

- High school 高中毕业
- Bachelor 学士
- Master or above 硕士或以上

33.

5. Position/Title 职务/职称 *

Mark only one oval.

- Frontline staff 前线人员
- Supporting 后劝人员
- Administrator 行政人员
- Manager 经理
- Other 其他

34.

6. Industry 行业 *

Mark only one oval.

- Casino/hotel 赌场/酒店
- Retailing 零售业
- Govt/public 政府/公共
- Banking/finan 银行/金融
- Other 其他

35.

7. Personal income (MOP per month)每月收入 *

Mark only one oval.

- < 10k
- 10k to <20k, 1万至2万
- 20k to <30k, 2万至3万
- 30k to <40k, 3万至4万
- 40k & above, 4万或以上

THE END, THANK YOU!!
