



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

**IMPACT OF CELEBRITY ENDORSEMENTS TOWARDS
SELECTED FAST FOOD CHAINS ON THE PURCHASE
ATTITUDE OF CONSUMERS IN BARANGAY
TUKTUKAN, TAGUIG CITY**

An Undergraduate Thesis Proposal
Presented to the Faculty of
Polytechnic University of the Philippines – Taguig Branch
City of Taguig, Lower Bicutan

In Partial Fulfillment of the Requirements for the Bachelor of Science in
Business Administration Major in Marketing Management

by:
Francisco, Arlyn Z.
Jesalva, Marjorie R.
Melano, Loina C.
Mingo, Eva Joy M.
San Pedro, Edgardo C.
Ustari, Melvelyn A.

MARCH 2020



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

CERTIFICATION

This thesis/dissertation, ***IMPACT OF CELEBRITY ENDORSEMENTS TOWARDS SELECTED FAST FOOD CHAINS ON THE PURCHASE ATTITUDE OF CONSUMERS IN BARANGAY TUKTUKAN, TAGUIG CITY***, prepared and submitted by Arlyn Z. Francisco, Marjorie R. Jesalva, Loina C. Melano, Eva Joy M. Mingo, Edgardo C. San Pedro Jr., and Melvelyn A. Ustari, in partial fulfillment of the requirements for the degree, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION MAJOR IN MARKETING MANAGEMENT has been examined and recommended for Oral Examination.

Evaluation Committee

Prof. Israel Ortega
Evaluator

Pro. Carmelita Gomez
Evaluator

Dr. Danilo Valenzuela
Thesis Adviser

APPROVAL

Approved by the Panel on Oral Examination on March 14, 2020 with the grade of_____.

Dr. Cecilia R. Alagon
PANEL MEMMBER

Pro. Carmelita Gomez
PANEL MEMBER

Engr. Dimna F. Varona
PANEL MEMBER

Accepted in partial fulfilment of the requirements for the degree BACHELOR IN BUSINESS ADMINISTRATION MAJOR IN MARKETING MANAGEMENT

MS. MARISSA B. FERRER, DBA
DIRECTOR, PUP TAGUIG BRANCH

Date of passing the Comprehensive Examinations:_____ (If applicable)



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

ACKNOWLEDGEMENTS

After the long run of making this study, the researchers would like to express our heartfelt gratitude to the following people who contributed to the fulfillment of our study.

To Almighty God, for being the source of all wisdom and knowledge and providing great blessings that carried us along throughout the completion of this academic undertaking.

To their dearest parents and families, who patiently endured and patiently stood by our sides during times of uncertainty. To all their substantial suggestions, untiring support and close guidance in the development of the study and continuous source of moral, emotional and financial support.

Their research adviser, Dr. Danilo A. Valenzuela, for guiding, providing continuous advices and support and helping us to make the whole study a well-done achievement.

Their statistician, Mr. Israel Ortega for sharing his knowledge and technical know-how's which contributed heavily towards the outcome of the study.

Their Friends and Classmates, for giving them moral support and backlashes that we didn't know we needed too.

Their panelists, for giving us great advices and recommendations for the improvement of our study.



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

Last but not the least, **their respondents**, for their full cooperation that made them a big part of the study.

The Researchers



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

CERTIFICATION OF ORIGINALITY

This is to certify that the research work presented in this thesis/dissertation, Impact of Celebrity Endorsements towards Selected Fast Food Chains On the Purchase Attitude of Consumers in Barangay Tuktukan, Taguig City, for the degree Bachelor of Science in Business Administration Major in Marketing Management at the Polytechnic University of the Philippines embodies the result of original and scholarly work carried out by the undersigned. This dissertation does not contain words or ideas taken from published sources or written works that have been accepted as basis for the award of a degree from any other higher education institution, except where proper referencing and acknowledgment were made.

Arlyn Z. Francisco

Marjorie R. Jesalva

Loina C. Melano

Eva Joy M. Mingo

Melvelyn A. Ustari

Edgardo C. San Pedro

Researchers

Date Signed: _____



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

ABSTRACT

Title : Impact of Celebrity Endorsements towards Selected Fast Food Chains On the Purchase Attitude of Consumers in Barangay Tuktukan, Taguig City

Researcher : Arlyn Z. Francisco, Marjorie R. Jesalva, Loina C. Melano, Eva Joy M. Mingo, Edgardo C. San Pedro, and Melvelyn A. Ustari,

Degree : Bachelor of Science in Business Administration Major in Marketing Management

Institution : Polytechnic University of the Philippines – Taguig Branch

Year : 2020

Adviser : Dr. Danilo A. Valenzuela

The study titled “Impact of Celebrity Endorsements towards Selected Fast Food Chains on the Purchase Attitude of Consumers in Barangay Tuktukan, Taguig City” sought to determine the impact of celebrity endorsements in consumer buying behaviour towards selected fast food chains in Barangay Tuktukan, Taguig City. Overall, its objective is to know the opinion and understanding of the respondents about the impact of celebrity endorsements and how does it affect their purchasing and consumption behavior to products being offered by fast food chains. The researchers identified four celebrity endorsement determinants or factors to consider in determining the best celebrity to endorse the brand which are (1) Attractiveness, (2) Credibility, (3) Expertise and (4) Celebrity Match or Good Product-Celebrity Fit. This endeavor also focused on the significant impact of celebrity endorsements to purchasing behavior of the respondents. The survey was executed at the target locations which include fast food chains such as Jollibee, Mang Inasal and McDonalds



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

in Puregold and Vista Mall which are all located within the vicinity of Barangay Tuktukan, Taguig City on times which the survey team is available.

The research design utilized in the study was Descriptive- Survey Design wherein participants were to answer questions administered through questionnaires. In identifying the sample size, the researchers utilized Cochran's formula to determine the total number of respondents needed for respondents and applied accidental sampling to survey respondents based on their availability on the time being.

For the statistical treatment of the data gathered, the researchers made use of frequency to tally the responses provided by the respondents, mean to classify the response of the respondents, Likert scale is used to identify on what rating falls the assessment of the respondents on each variable and lastly, the Spearman rank order correlation to determine whether celebrity endorsements significantly impacts the purchasing behavior of the respondents.

Keywords: Polytechnic University of the Philippines, impact, celebrity endorsements, purchase attitude, fast food chains



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

TABLE OF CONTENTS

| | Page |
|---|------|
| Title Page | i |
| Certification and Approval Sheet | ii |
| Acknowledgements..... | iii |
| Certification of Originality..... | iv |
| Abstract..... | v |
| Table of Contents | vi |
| List of Tables | vii |
| List of Figures..... | viii |
| 1 The Problem and Its Setting | |
| Introduction | 1 |
| Theoretical Framework | 4 |
| Conceptual Framework | 9 |
| Statement of the Problem | 11 |
| Hypothesis | 12 |
| Significance of the Study..... | 12 |
| Scope and Delimitation of the Study | 14 |
| Definition of Terms..... | 15 |
| 2 Review of Related Literature and Studies | |
| Background and History of Celebrity Appearances in Advertisements | 18 |
| Celebrity Endorsement and Branding..... | 21 |
| Product Fit | 24 |
| Meaning Transfer..... | 27 |
| Expertise..... | 29 |
| Attractiveness | 30 |
| Credibility | 33 |
| Synthesis of the Reviewed Related Literatures and Studies..... | 36 |
| 3 Methodology | |
| Methods of Research..... | 39 |
| Population Frame and Sampling Scheme | 39 |



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

| | | |
|----------|---|----|
| | Description of the Respondents | 40 |
| | Research Instruments | 41 |
| | Data Gathering Procedure | 43 |
| | Statistical Treatment of Data | 44 |
| 4 | RESULTS AND DISCUSSIONS | |
| | Frequency Distribution of the Respondents in terms of Sex | 45 |
| | Frequency Distribution of the Respondents in terms of Age | 46 |
| | Frequency Distribution of the Respondents in terms of Employment Status | 47 |
| | Frequency Distribution of the Respondents in terms of Family Income | 49 |
| | Frequency Distribution of the Respondents in terms of Frequency of Encounter on Celebrity Endorsed Fast Food Chains | 50 |
| | Frequency Distribution of the Respondents in terms of Type of Fast Food Chain Ads | 51 |
| | Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Attractiveness | 52 |
| | Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Credibility | 53 |
| | Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Expertise | 54 |
| | Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Celebrity Match | 55 |
| | Respondent's Assessment on the Impact of Celebrity Endorsement to Purchasing Behavior towards Selected Fast Food Chains | 56 |
| | Spearman's rho: Significant Relationship between the Celebrity Endorsement and the Purchasing Behavior of the Respondent | 58 |
| 5 | SUMMARY OF FINDINGS, CONCLUSIONS, RECOMMENDATIONS | |
| | Summary of Findings | 60 |
| | Conclusions | 64 |
| | Recommendations | 66 |
| | References | 68 |
| | Appendix 1 | 72 |
| | 2 | 82 |
| | 3 | 89 |

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

| | |
|----------------|-----------|
| 4 | 92 |
| 5 | 96 |



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

LIST OF TABLES

| Title | Page |
|--|-------------|
| Population of the Respondents..... | 40 |
| Likert Scale Legend and Verbal Interpretation for the Determinants of Celebrity Endorsements..... | 42 |
| Likert Scale Legend and Verbal Interpretation for Significance of Impact of Celebrity Endorsed Products to Purchase Attitude | 43 |
| Frequency and Percentage Distribution of the Respondents in terms of Sex..... | 46 |
| Frequency and Percentage Distribution of the Respondents in terms of Age..... | 47 |
| Frequency and Percentage Distribution of the Respondents in terms of Employment Status | 48 |
| Frequency and Percentage Distribution of the Respondents in terms of Family Income | 49 |
| Frequency and Percentage Distribution of the Respondents in terms of Frequency of Encounter on Celebrity Endorsed Fast Food Chains..... | 50 |
| Frequency and Percentage Distribution of the Respondents in terms of Type of Fast Food Chain Ads | 51 |
| Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Attractiveness..... | 52 |
| Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Credibility..... | 53 |
| Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Expertise | 54 |



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

| | |
|---|----|
| Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Celebrity Match | 55 |
| Respondent's Assessment on the Impact of Celebrity Endorsement to Purchasing Behavior towards Selected Fast Food Chains..... | 56 |
| Spearman's rho: Significant Relationship between the Celebrity Endorsement and the Purchasing Behavior of the Respondent | 56 |



LIST OF FIGURES

| Title | Page |
|---|------|
| Theoretical Research Model- Meaning Transfer Model Adapted from McCracken(1989) | 5 |
| Theoretical Research Model – Source Attractiveness Model | 7 |
| Theoretical Research Model- Source Credibility Model..... | 8 |
| Research Paradigm of Impact of Celebrity Endorsements towards Selected Fast Food Chains on the Purchase Attitude of Consumers in Barangay Tuktukan, Taguig City | 10 |
| Cochran’s Formula..... | 40 |
| Frequency Distribution of the Respondents in terms of Sex..... | 45 |
| Frequency Distribution of the Respondents in terms of Age..... | 46 |
| Frequency Distribution of the Respondents in terms of Employment Status..... | 47 |
| Frequency Distribution of the Respondents in terms of Family Income | 49 |
| Frequency Distribution of the Respondents in terms of Frequency of Encounter on Celebrity Endorsed Fast Food Chains..... | 50 |
| Frequency Distribution of the Respondents in terms of Type of Fast Food Chain Ads..... | 51 |

Chapter 1

THE PROBLEM AND ITS SETTING

Introduction

Nowadays, social media spreads instantly reflecting an illustration, an impression, a reason, or a product. The perceptions and intentions of customers to purchase a product are generally linked to its features or to imitate a private figure that uses it. However, once you rely on the traditional means of marketing, the disseminated picture will take time.

Promoting and advertising have advanced to become the cornerstones of every company. In the first twenty century, all individuals are most probably affected by promotions, especially when their favourite celebrity is involved. The latter is known as the approval of celebrities. The use of celebrities being integrated to the company's promotional tools is one of many brands "topical strategies". Marketers think that celebrity endorsements provide a greater degree of attraction, attention, and capacity to recall for customers compared to when not using this method. Such advertisements mentally affect customers and respond to their requirements. It also enhances their intent, conduct and disposition to purchase (Rai & Sharma, 2013). Requesting celebrities is a marketing and advertising instrument developed (Kaikati, 1987). It started in the eighteenth century and witnessed dramatic changes to the current day. It is now one of the main instruments for supporting multiple company areas. Depending on three variables, it can affect an individual's buying decision either favourably or negatively: credibility, appeal and power (Jatto, 2014).



Celebrities impact the credibility of product's positioning and vastly improves the message's memorabilia factor, which can generalize the brand to a favourable one. Their names are linked to the brand. By conveying the anticipated image, they contribute to transmitting the message fluidly to the group of onlookers. In this manner, the promotion and the brand name will be imparted in the psyches of people, so it turns out to be part of the process of advertising correspondence. Celebrities are icons that others perceived for because of their affluence and recognition in respect to different areas. The latter might explain why people tend to impersonate them, giving them the power to promote and advertise the world.

In the Philippines, prominent people appear in broad ranges of commercials especially in selected fast food chains through all available media channels. Filipinos are heavily inclined to advertisements that promote food. Numerous fast food chains engage with these distinct personalities to endorse their brands. Those ads subsequently succeeded in raising sales and achieving the goals of the providers to attain high revenue. In the efficacy of that advertising strategy, numerous essential factors can assume a notable portion. These can be summed up by the celebrity's correct decision and the perception of the general Filipino public.

Customer behavior can differ from individual to individual, and the product itself affects it. The behavior and intention of buying can be affected by the picture of celebrity endorsement. These also depend on inherent and extrinsic variables such as culture, psychology, society, family, background in education, economy, etc.

Several trials have shown progressive interest in the scope of this study sector, such as Erdogan (1999), Biswas, Biswas, and Das (2006), and Amos, Holmes, and



Strutton (2008). However, few studies concern on the situation of consumption and buying behaviour of selected consumers from fast food chains in accordance with celebrity endorsement have been performed.

With such remarks, this study “*Impact of Celebrity Endorsements towards Selected Fast Food Chains on the Purchase Attitude of Consumers in Barangay Tuktukan, Taguig City*”, the researchers aim to determine the impact of celebrity endorsements towards consumer buying behaviour to selected fast food chains within the Taguig City locale. The purpose of the study is to spread and educate consumers on the advantages and disadvantages of celebrity endorsements and how it directly affects them in deciding which and where to eat.

Furthermore, the study also wishes to answer how celebrity endorsement influences the purchase attitude of randomly selected local consumers of fast food chains. This paper's structure is outlined below. First, along with hypotheses, a literature review is recorded and a conceptual model is developed. Secondly, it explains the methodology used to collect and measure variables. This will be followed with statistical treatments to validate the results of data gathering techniques. Finally, a conclusion shall be derived from the findings and will be discussed thoroughly on the latter parts of the paper.



Theoretical Framework

The purpose of theoretical framework is to provide the boundaries of the study and guide the researchers in data collection. Over the years, there have been many discussions about the ideas about what constitutes the success of celebrity endorsements. Many studies were also conducted to identify all the factors that are very active to affect customer buying behaviour.

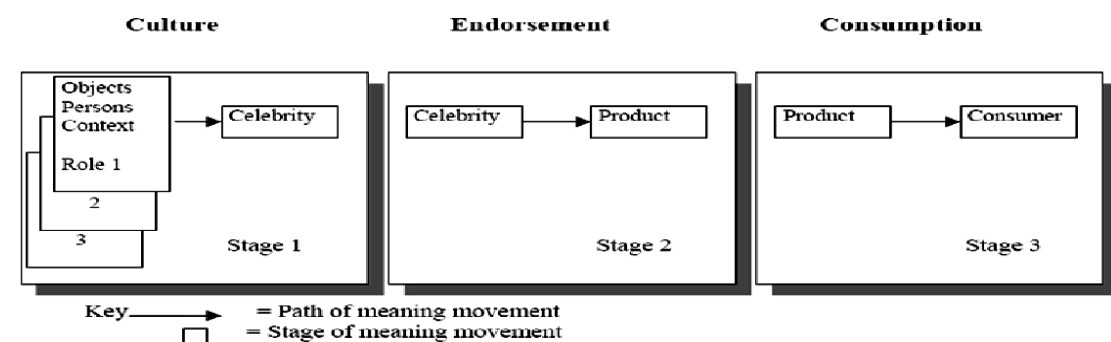
Based on these theories, there are pre-requisites that should be satisfied in able to generate purchases in utilizing celebrity endorsements as promotional tools. The study utilized the framework of McCracken which is known as the Meaning Transfer Model. McCracken (1989) clarified the efficacy of celebrity endorsers by evaluating the meanings connected with the endorser by the customer and ultimately transferring them to the brand by proposing a three-stage transfer model. First, the public forms connections when a celebrity endorses a product in an advertisement. The significance of the renowned individual shifts from the endorsement to the product or brand. The celebrity's meaning attribute becomes connected with the consumer brand. Eventually, the significance is transmitted from the product to the customers during the consumption stage. Stage three clearly demonstrated the significance of consumer choices in transmitting the significance to a brand or business. This is an interesting component because there is no automatic significant transfer or automatic self-transformation. Consumers must then work with them to assert the meanings. As the celebrity in material form gives certain meanings, customers are eager to construct a self out of them.

The issue here is the consumer or the public. Marketing communication programs' primary goal is to touch the hearts and minds of the audience while



producing an image of achievement and prosperity when using the products. The communication programs selected must therefore express the data in the form, space, and time expected by the public. And, in particular, it must make them feel great about themselves and their lives. This concept is expressed by Kambitsis, Harahousou, Theodorakis, & Chatzibeis (2002), who discovered that athletes ' personality was an significant factor in affecting particular target groups where they readily acknowledge and admire personalities.

Celebrity spokespeople are helpful in marketing because they provide a set of features that support customers in assessing the brand submitted (Martin, 1996). Therefore, selecting the celebrity that has the appropriate response from consumers is important for the company. In the event of high-involvement situations, celebrities were discovered to be suitable, particularly when considered to be high social and psychological dangers (Atkins & Block, 1983; H. H. Friedman & Friedman, 1978).



Source : McCracken (1989)

Figure 1- Theoretical Research Model

Meaning Transfer Model Adapted from McCracken (1989)

Thus, the research paradigm has been derived from the framework stated above, to wit Figure 1.



To further support the framework stated above, the researchers considered Source Attractiveness Model. Source Attractiveness Model emphasizes the value of expertise and trustworthiness of celebrities that is involved in the identification process. It displays the positive insight of advertisements done by celebrities when knowledge and dependability towards it is high.

Source Attractiveness Model as a component of the "source valance" model (McGuire, 1985) is based primarily on four dimensions: "familiarity" (source knowledge through exposure), "likelihood" (source affection based on physical appearance or behavior), "similarity" (source / audience resemblance), and "attractiveness" (McCracken, 1989: 311; Mehulkumar, 2005: 6). Consequently, the message's efficacy is based on those dimensions. The more appealing and convincing are popular, likeable and/or similar sources (Ohanian 1990). Such individuals elicit positive stereotypes, and thus physically attractive storytellers are more successful in modifying beliefs (Baker and Churchill, 1977; Chaiken, 1979), attitudes (Baker and Churchill, 1977; Caballero and Pride, 1984; Chaiken, 1979) and purchasing motivations (Friedman et al., 1977; Petty and Cacioppo, 1980; Till and Busler, 2000).

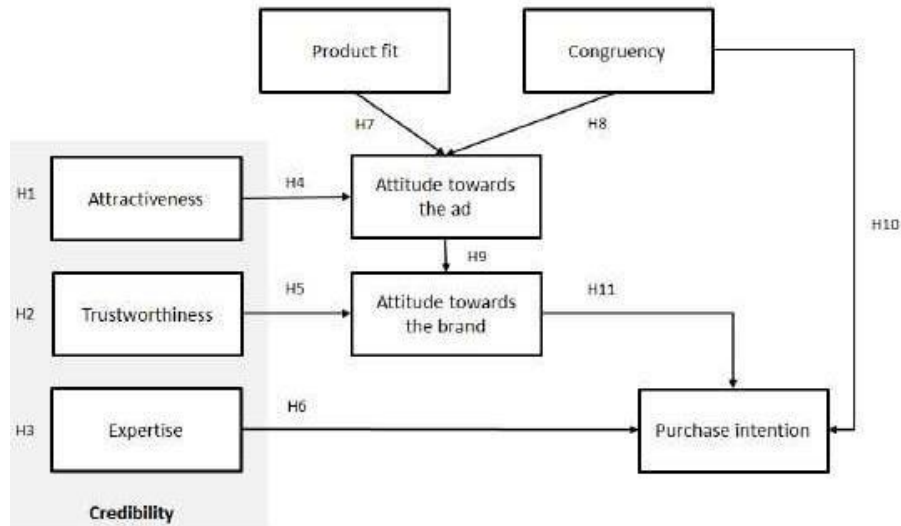


Figure 2- Theoretical Research Model Source Attractiveness Model

Another model that the researchers included to be a basis of the study is the source credibility model. The Source Credibility Model basically says that a message's efficacy depends upon an endorser's perceived level of expertise and trust (Hovland et al., 1953; Hovland and Weiss, 1951; Ohanian, 1991). Data from a credible source can affect views, perceptions, attitudes and/or actions through a process called "internalization," which occurs when recipients accept the power of the source in terms of their personal attitude and value systems (Erdoğan, 1999: 297). Ohanian (1990) stated that "source credibility" is frequently used to heed the positive attributes of the communicator that affect the acceptance of a message by the receiver. Because the principal source of information is the celebrity endorser, his credibility is an important factor for the content provider (Friedman et al., 1978). In related literature the definition and content of credibility varies. For example, credibility consists, according to Hovland et al. (1953, p. 21), of two components called perceived expertise and trustworthiness. In many studies, trust is an important component (Bowers and Phillips, 1967;



Whitehead, 1968; Applbaum and Anatol, 1972; 1973). Smith (1973, p. 309) acknowledged the negative side of trustworthiness as the major component of reputation since "The untrustworthy speaker, regardless of his other attributes, is seen as a questionable source of message." In addition to trust, knowledge (and/or competence) is also listed as a crucial factor in the credibility of the source (e.g. Applbaum and Anatol, 1972; DeSarbo and Harshman, 1985). Attractiveness of the source is also acknowledged as a factor of legitimacy in recent studies (Ohanian, 1990; 1991; Goldsmith et al., 2000).

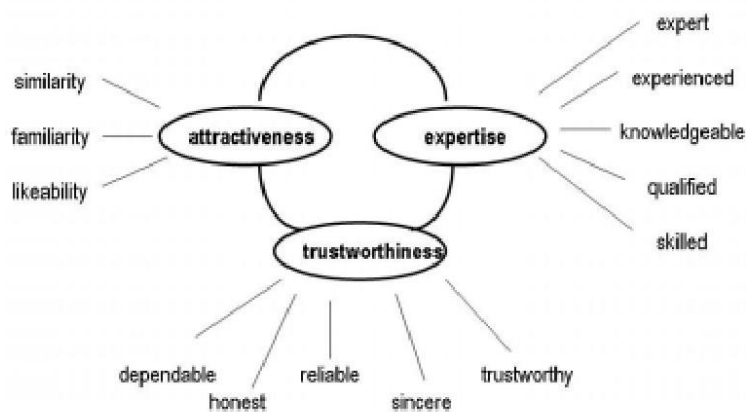


Figure 3- Theoretical Research
Model Source Credibility
Model



Conceptual Framework

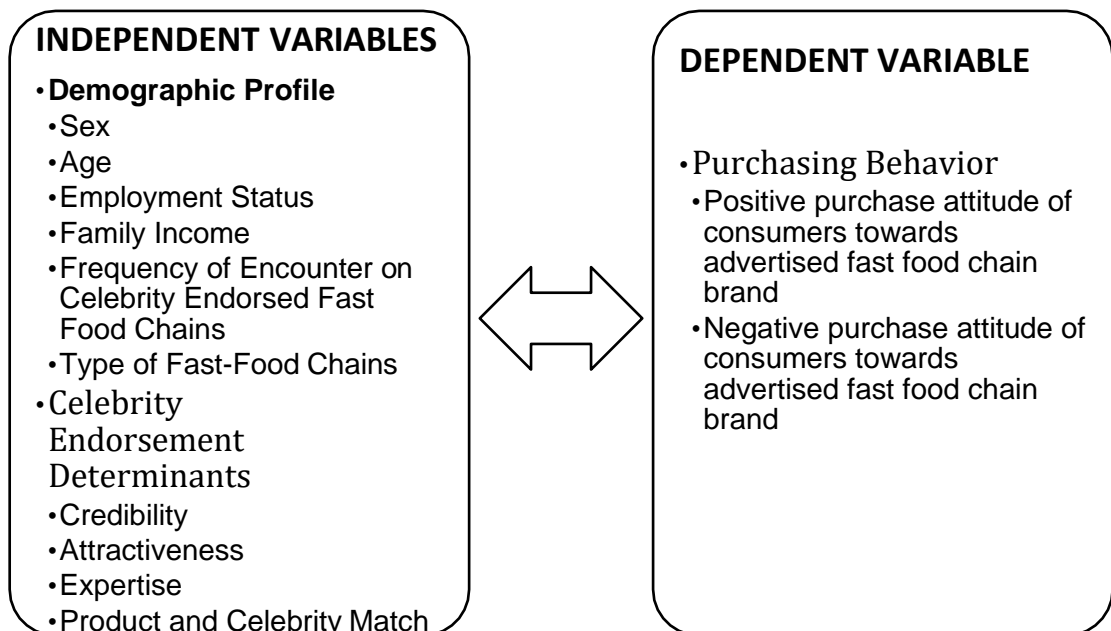
On the basis of the foregoing models culled from Meaning Transfer Model and Source Attractiveness and Source Credibility Model, the research paradigm that serves as guide to the study is devised by the researchers and proposes that there are information that the researchers need to gather to be able to determine the impact of celebrity endorsements on the consumer buying behavior of selected respondents towards selected fast food chains within the City of Taguig.

The research paradigm shows the interrelatedness of variables in the study. This utilized the Meaning Transfer Model Source Credibility and Source Attractiveness Models, in determining the how celebrity endorsements affect consumer buying behavior towards selected fast food chains. The paradigm shows the significance of determining the different factors determining celebrity endorsers. Meanwhile, the process revolves on how would the researchers gather, tabulate and interpret the data supplied by the respondents in the study which will be further discussed on Chapter 3 of the study. Lastly, for the output, this will heavily consider the results such as the assessment of the influence of celebrity endorsements which will preview the data gathered from the said study.

The dependent variables of the study include understanding and preferences of the consumers about celebrity endorsements which varied depending on the perception of the respondent thus the independent variable are the celebrity endorsements as mentioned.



Figure 4- Research Paradigm of Impact of Celebrity Endorsements towards Selected Fast Food Chains on the Purchase Attitude of Consumers in Barangay Tuktukan, Taguig City





Statement of the Problem

The main objective of the study is to determine the impact of celebrity endorsements in consumer buying behaviour towards selected fast food chains in the City of Taguig. Specifically, the study endeavoured to find answers to the following questions:

1. What is the demographic profile of the respondents in terms of:
 - a. Sex
 - b. Age
 - c. Employment Status
 - d. Family Income
 - e. Frequency of Encounter on Celebrity Endorsed Fast Food Chains
 - f. Type of Fast Food Chain Ads
2. How do respondents assess the celebrity endorsement determinants in terms of:
 - a. Attractiveness
 - b. Credibility
 - c. Expertise
 - d. Celebrity Match
3. What is the level of impact of celebrity endorsements towards purchasing behavior of the respondents?
4. Does celebrity endorsement significantly impacts the purchasing behavior of the respondents?



Hypothesis

Celebrity endorsement does not significantly impact the purchasing behavior of the respondents.

Significance of the Study

This study is expected to impart knowledge and awareness to numerous groups to aide their understanding how consumers react to celebrity endorsements as reference in their purchasing decision. Gaining-in-depth and analyses the said influences will provide contributions to the companies to raise better insights into customer's mind and possibility to evaluate their sales strategies, also the findings will help to provide suggestions for product and service development opportunities. This study, moreover, is significant for a number of reasons to the following sectors of the society to wit:

General Public. This study may raise their awareness and provide fresh information the effects of celebrity endorsements towards their buying behavior

Business Establishments. This study can provide academically robust and practically relevant investigation and incorporate business models to organizations to implement analytics and other business metrics concerned in efficiency of promotions to make the operations of their business more efficient.

Marketers. This may encourage them to further study what encourages consumers to purchase, build relationship and stay loyal to brands.

Future Researchers and the Academe. This study may provide numerous significant data which will be useful for future resources.



Government and other regulating bodies. This study can provide additional information that will help the government regulate specific rules in using celebrities to advertise products. This will help in maintaining ethical standards in any form of advertisements in any media used to do so.



Scope and Limitation of the Study

The research study entitled “*Impact of Celebrity Endorsements towards Selected Fast Food Chains on the Purchase Attitude of Consumers in Barangay Tuktukan, Taguig City*” covered the research study on how celebrity endorsements affect purchase attitudes of consumers towards fast food chains. The study conducted extensive research within fast food chains residing within the Taguig locale. As the research will be conducted within Taguig, the perspective of consumers outside Taguig will be left unnoticed.

The researchers did not include other industries such as clothing, transport et cetera because it was unnecessary to discuss since it is not the scope of the study.

There were no limitations about the demography of the respondents for the study. The questioning focused on the factors given on the conceptual framework of the study. The researchers made sure that the questioning was done ethically and will be avoiding bias for the reliability of the study.

Lastly, the results of the study cannot represent buying behavior of the whole country.



Definition of Terms

The following terms are hereby conceptualize and operationally defined:

Advertising. Defined as an audio or visual form of marketing communication that employs an openly sponsored, non-personal to promote or sell a product, service or idea. According to Harding (1991), it is the sharing of information about a specific product in the most dramatic, compelling, persuasive, and memorable fashion possible.

Attitude. According to Mitchell & Olson (1981), it is an individual's internal evaluation of an object. In the study, it is the one being correlated to celebrity advertisements

Attractiveness. It is a quality that causes an interest, desire in, or gravitation to something. It encompasses within similarity, familiarity and likeability (Triandis, 1971 as cited in Byrne et al., 2003).

Brand. Is a name, term, design symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer.

Brand Awareness. Refers to the extent to which customers can recall or recognize a brand.

Brand equity. A set of assets such as name awareness, loyal customers, perceived quality, and associations that are linked to the brand (its name and (symbol) and add (or subtract) value to the product or service being offered. Aaker (1991)

Brand Perception. Is a special result of a consumers experience with a brand.



Celebrity. An individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed. (Friedman & Friedman, 1979)

Compliance. When an individual accepts influence from another person or from a group because he hopes to achieve a favorable reaction from the other, either approval or disapproval from the influencing agent. Kelman (1996)

Consumer. A person or organization that use economic services or commodities.

Credibility. This connotes the perceived level of expertise and trustworthiness of the endorser. In this study, credibility is one of the 4 celebrity endorsement determinants that will help determine the impact of celebrity advertisements to purchasing behaviour of Barangay Tuktukan, Taguig City.

Consumer Buying Behaviour. Is the sum of a consumer attitude, preferences, intention and decisions regarding the consumer's behaviours in the market place when purchasing a product or services.

Expertise. The extent to which a communicator is perceived to be a source of valid assertions (Erdogan, Baker & Tagg, 2001). In this study, expertise is one of the 4 celebrity endorsement determinants that will help determine the impact of celebrity advertisements to purchasing behaviour of Barangay Tuktukan, Taguig City.

Fit. It is used to determine whether the traits of the celebrity matches with the traits being exhibited by the product. There should be a sense of compatibility, suitability and relevance between the product and the celebrity. In this study, celebrity-to-product fit is one of the 4 celebrity endorsement determinants that will help



determine the impact of celebrity advertisements to purchasing behaviour of Barangay Tuktukan, Taguig City.

Human Behavior. The responses of individuals or groups of humans to internal and external stimuli.

Identification. When an individual adopts behavior derived from another person or group because this behavior is associated with satisfying self- defining relationship to this person or group. Kelman (1961)

Intention. According to Biehal et al (1992), it is a type of judgment about how in the present context, a consumer will behave towards a particular brand.

Judgments. An explicit evaluation of each alternative typically using a continuous or multilevel scale (Biehal et al., 1992)

Product. Anything that can be offered to a market that might satisfy a want or a need.

Trustworthiness. The honesty, integrity and believability of an endorser as perceived by the target audience (Erdogan, 2001). In this study, trustworthiness is one of the 4 celebrity endorsement determinants that will help determine the impact of celebrity advertisements to purchasing behaviour of Barangay Tuktukan, Taguig City.

Chapter 2

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter presents foreign and local related review of literature and studies from books, published and unpublished materials, electronic line reference and other sources.

Background and History of Celebrity Appearances in Advertisements

In advertising, the use of advertising campaigns featuring celebrities has become a norm and a perceived winning formula for constructing corporate images and marketing products. With the increasing cluttering of current media, the need to stand out has become essential, and celebrities have proven to be the perfect way to guarantee brand eminence.

Marketing campaigns for celebrity endorsement go way back to the notion of public figures. Mark Twain co-branded pens in the early 1900s, with Ty Cobb having his own tobacco. At that time, the appeal of a product endorsed by a renowned individual was strong, and that appeal remains today.

To both the brand and the celebrity, the advantage of a celebrity featuring in an advertisement or print ad has evolved over the years. Doris Day aggressively pushed for Harvester road rolling machinery in the 1950s ("a name she's known and trusted for years!"), hardly expecting a match between brand and celebrity. The 1990s and 2000s marked the beginning of the age of mutually advantageous collective marketing deals, marketing and product development and co-ownership, with these renowned individuals at the helm of these marketing choices. The latest release of several new Nespresso advertisements featuring George Clooney, who had earlier



maintained his connection mainly abroad with the coffee business, may show that celebrity endorsements have entered another era. The visibility of celebrities through social networking sites, the emergence of branded philanthropy, and the dynamic structure of broadcasting, film, and streaming have altered the perception of celebrity endorsements.

The 1950s saw endorsement deals from enormous stars of every kind of product. Figureheads as well-known as Humphrey Bogart, Elizabeth Taylor and John Wayne are recruited by the chocolate brand Whitman's to participate in advertisements for their renowned Whitman's Sampler. The stars were compensated with free chocolates and an arrangement in the advertisements to mention their recent movies. It's difficult to imagine a Hollywood actor doing the same today, when a few years ago Brad Pitt allegedly won \$4 million for a Super Bowl trading. But endorsements were an efficient approach in the 1950s to reach extra markets while expanding the profiles of celebrities. Stars had to choose alternative ways to promote their products without social media and a proliferation of celebrity news.

The endorsements of the 1950s often had little link with the celebrities' real character or concerns, and advertisements were often accompanied by uncomfortable taglines that attempted to integrate the products and stars somewhat painfully. For instance, there was no "mystery" promised by Alfred Hitchcock to send a Western Union telegram. However, in relation to notoriety, extra revenue or fresh niches from endorsements given to stars, the brands gained connections related to the trust and integrity of the stars.



The spread of television sets resulted in a huge 1960 rise in advertising spending. Agency for advertising J.Walter Thompson Co. experienced an improvement in revenues from \$78 million in 1945 to \$172 million in 1955 and \$250 million in 1960. The 1960s are regarded the period when the era of television arrived and the masses were advertised. In the advertising and marketing globe, it was also a time of excellent creativity and creative expression.

"Advertising supplied data and motivation to maintain [consumer] usage to an all-time high, but it was maybe even better recognized in this period for its ' creative revolution'—in which conventional styles and formats were rejected in favor of ' fresh publicity, ' described as irreverent, humorous, ego-deprecating, ironic and resonant," according to Ad Age's assessment of this time. Young buyers ' appeal was a main element of this creative strategy to marketing.

Despite the increase in advertisements, in the 1960s, most prominent endorsements were still only in print advertisements. Integrated advertisements were a popular exception, facilitated by TV shows ' brand sponsorship deals and often starring character actors such as with Andy Griffith and Ron Howard.



Celebrity Endorsement and Branding

Previous research by presenting deferential interpretations and model structures has explored the scope and significance of celebrity endorsements. The paper has started to examine some of the key problems that early studies focused on. According to Kelman's views, (1961, ac cited in Byrne, Sri Lanka Marketing Journal Vol. 01, Issue 02 (July–December 2015) 28 Whitehead, & Breen, 2003) identified three main qualities that are central to an effective transfer: reputation, attractiveness and strength. Credibility is the degree to which the receiver sees the source as having intelligence, capacity or experience and trusts the source to provide accurate, impartial facts. Accordingly, two important aspects of reputation have been highlighted as competence and reliability. Adding to that, it has been said that the efficacy of a message depends on an endorser's perceived level of expertise and trust (Byrne et al., 2003). This also pointed out that attractiveness requires resemblance, familiarity, and likeability (Triandis, 1971), as quoted in Byrne et al., 2003). As disclosing another aspect, called "Source Power," it has been said that it happens when a source is capable of administering rewards or punishments. An endorser may be able to compel another person to respond to the request or the stance supported by the source as a result of that power. Nevertheless, it has said that power is very difficult to use in ads, presenting a constraint in application (Byrne et al., 2003).

As Ashikali and Dittmar (2012) argue, celebrity endorsement not only strengthens promotional messages but also promotes brand awareness and generates optimistic brand attitudes. In competition Martin and Bush (2000) claim that celebrity endorsement produces a reputation for the branded product or service. Another argument put forward by Sharabi (2012) is that celebrities can favorably affect



the emotions, perceptions and purchasing actions of customers. Roy et al. (2013) are also of the opinion that celebrity endorsements lead to improved market recognition and favorable reviews of products. This is also corroborated by Zafar and Rafique (2012) who argue that repeated association of a brand with a celebrity may eventually lead consumers to think about the attractive qualities similar to those of the celebrities. Shimp and Andrews (2013), however, warn that celebrity endorsement is only successful when there are positive relations between the brand and the celebrity. Manjusha and Segar (2013) and Pedhiwal (2011) say that a celebrity and brand identity of the product / service should be congruent in this respect.

Seno & Lukas (2007) reported that the efficacy of celebrity endorsement has five factors to affect. The factor can be divided into two categories which are factor based on the source and factor based on the management. Source-based influences contribute to the celebrities' identity that the celebrity manages. Management-based consideration relates to how celebrities are treated by advertisers and may be regulated by management. Celebrity Reputation (Spry et al., 2011) and Celebrity Attractiveness (Till & Busler, 2000) were found as "Source-Based Factors," while Celebrity-Product Congruency / Match-up Hypothesis (Kamins, 1990, McCracken, 1989), Celebrity Multiplicity (Hsu & McDonald, 2002) and Celebrity Activation (Till & Shimp, 1998) were found in previous studies as "Management-Based Factors."

For Prieler et al., (2010), celebrity endorsement is a form of brand communication channel through which a celebrity serves as the spokesman for the brand and certifies the argument and role of the brand by extending its personality. Similarly, by appearing with it in an advertisement, Said and Todorov (2011) define



celebrity endorsement as individuals who enjoy public recognition and use that recognition on behalf of a consumer good.



Product Fit

The use of endorsers is an important question in advertising strategy and a considerable literature on this topic exists. The need for endorsers has been described in various ways. Over the years, researchers and clinicians have tried to define effective strategies for choosing appropriate celebrities for product endorsements.

According to Mishra (2015) on the study “*Brand-Celebrity Match and Its Impact on Advertising Effectiveness*”, congruence has been a very significant factor towards success of product endorsements with product category, compared to congruence with a specific brand. But when each product type is then overloaded with many brands, it is crucial to examine the role of the personality-celebrity congruence of specific brand and its role in developing successful celebrity endorsements. On the basis of source characteristics such as beauty and experience, the congruence in celebrity endorsement literature was also seen. It would be interesting to see the congruence of the celebrity-brand based on stimuli beyond the features of the origin.

According to a study conducted by media agency Mediaedge: cia (MEC), consumers age 18-34 are more likely to purchase a product or service based on a celebrity endorsement than older consumers (“Celebrity Endorsers Have More Impact on Young Consumers”). The 2009 study, which surveyed over 24,000 consumers in 25 countries, found that 30% of respondents age 18-34 said they would try a product promoted by an admired celebrity, which was considerably higher than the percentage of older respondents that answered similarly. Fourteen percent of respondents age 35-54 said they would try a product promoted by an admired celebrity; among respondents age 55 and older, 11% said they would. Based on these figures, the study concludes



that interest in celebrities declines significantly as consumers get older. When the results from each age group were combined, the study shows that 25% of all respondents would try a product promoted by an admired celebrity. The study also found that 35% of respondents believe celebrity endorsements improve a brand's awareness, help define its personality, and generate interest. However, 53% said they have trouble remembering which celebrities are endorsing which brands and only notice a brand if it is in a product category that they are interested in. The study showed that fashion, beauty products, luxury goods and sporting equipment benefit the most from celebrity endorsements. For most categories, celebrity endorsers ranked low among 23 other purchase influencers, losing out to other factors like pricing, TV ads and product reviews. When viewed against fashion, beauty products, 12 luxury goods and sporting equipment, celebrity endorsements ranked in the top 10 among purchase-influencing factors.

In the study made by Matenga (2019), *"The Rise of Virtual Athletes: The influence of uses & gratification and para-social interaction on consumers' attitudes towards high-involvement products endorsed by micro-celebrities"*, the study examined the uses and gratification needs that drive consumers to watch, and form para-social interaction with video gaming celebrities. Furthermore, this study examined the effects that para-social interaction has on perceived social, functional and financial risks that consumers associate with high-involvement products. Moreover, the research examined the influence of these perceived risks on purchase intentions. Additionally, the study examines if video gaming influencers are as influential on non- gaming products as they are on video gaming products. Social integrative needs, cognitive needs, affective needs and tension release needs had a positive influence



on para-social interaction. However, para-social interaction only influenced consumers who had prior experience of purchasing endorsed video gaming products. For example, the findings from this research suggested that para-social interaction influenced this group of experienced customers to perceive high risks for products that were a poor fit with the celebrity's image. Low social, functional, and financial risks led to high purchase intentions for video gaming products that were endorsed by good fit video gaming influencers. Interestingly, tension release needs mitigated functional risks associated with video gaming products. Cognitive needs mitigated functional risks associated with video gaming products only for consumers that had previous experience of purchasing endorsed video gaming products. Social integrative needs influenced consumers to buy non-gaming products that were endorsed by a video gaming influencer.

Video gaming influencers were more effective in influencing perceived risks and buying behaviour when they endorsed video gaming products than non-gaming products. When the influencer was a good fit, consumers perceived lower social, functional and financial risks than when they were a poor fit. Furthermore, consumers had higher purchase intentions towards a good fit product than a poor fit product. The research discusses the implications of the findings.



Meaning Transfer

According to Rodriguez (2008) on the study “*Apparel Brand Endorsers and their Effects on Purchase Intentions: A Study of Philippine Consumers*”, research data reveal that the higher the endorsers ' celebrity status displayed in an advertisement, the higher the consumer's purchasing intentions. For legitimacy of the spokesperson, the only attributes that have a considerable influence on buying decisions are: Experienced, Knowledgeable, Qualified, and Trustworthy. Therefore, power distance and collectivism tend to have a major stabilizing impact on the relationship between style and reputation of the spokesperson and attitude towards commercials.

On the paper of Chan, Leung and Luk (2013), a focus group study was conducted among 76 Chinese teenagers aged 13 to 19 and interviewees were asked to identify the unique marketing features that were most important to them using celebrity endorsement. Results found that it was possible for interviewees to recall celebrity endorsers whom they considered attractive, humorous and articulate. They described success, a good image, and congruence between the image of the celebrity and that of the brand as significant factors that should be considered by marketers when choosing celebrity endorsers. A number of the participants believed that using a celebrity in an ad would raise awareness of the brand, attract fans of the celebrity, promote testing, and increase confidence in buying.

Marketing has changed immensely over the past couple of decades, and in the advertising and promotion campaigns of many organizations, electronic media became the most prevalent form of media. For their commercials, marketers have used a



combination of items, ranging from animals to cartoon characters, to get their messages conveyed.

According to Kanungo and Phang (1973), it is important to use people in ads because it can trigger psychological and behavioural responses. Advertisers particularly use people who are good-looking, charismatic and appealing as endorsers (Tellis, 1998). Celebrities typically fall into that group of individuals.

As stated by McCracken (1989, p. 310), a celebrity endorser is described as 'any person enjoying publicity and public respect and notoriety and using this publicity in the name of a consumer product by participating with it in an advertisement. 'Additionally, ' a talented athlete or coach who uses mainstream media attention to promote or co-present a brand in a commercial ' is known as a sport celebrity endorser (Stafford et al, 2003, p. 13). Throughout the past couple of years, the use of celebrity endorsement as an item in the marketing mix has greatly increased.

Pringle (2004) states how efforts to support the personalities include marketing, advertising, product placement, and testimonials. From the point of view of strategic interaction, companies need to learn how to build competitive advantage through their celebrity aid programs (Erdogan, 1999). Therefore, marketing interaction activities 'celebrity endorsement strategies need to be combined with other marketing mix components such as delivery and pricing decisions. The eventual result of a successful campaign for celebrity endorsement is to produce consumer-friendly responses.



Expertise

Expertise is the subsequent dimension of source credibility (McCracken, 1989). According to Erdogan (1999), expertise in source credibility refers to the skills, knowledge or experience possessed by an endorser. Accordingly, celebrity endorsers are considered to be experts in their respective fields (Biswas et al, 2006). Silvera and Austad (2004) noticed that an endorser's experience contributes to the authenticity of product statements and is thus considered to be a significant factor in improving marketing messages ' persuasiveness. More importantly, a celebrity's experience gives more detailed knowledge to customers about the product offering, which leads to a favorable attitude towards the brand (Magnini et al, 2008).

As Atkin and Block (1983) have noted, having an expert spokesperson as an endorser is critical for products and services with higher physical, financial, or performance risk. Customer testimonials are considered appropriate to establish beneficial behavioral reactions for low-risk and non-financial goods and services.

In addition, Tan (2011) states that customers are generally convinced to buy branded brands that are endorsed by experienced celebrities or whose occupation is closely linked to the functions of the brand. La Eerie and Sejung (2005) also affirm that an endorser's perceived competence is seen as the most important component for successful endorsement. The endorser's expert opinion also matters in this respect when persuading and manipulating customers (Kanibir and Nart, 2009). A research by Akturan (2011) found that celebrity ability was a momentous factor describing customer buying intentions. Banyté et al. (2011) confirms these results, which found that experience had the greatest impact on the consumer's intention to buy.



Attractiveness

The other aspect of celebrity endorsement is physical beauty and other manifestations of beauty, such as sportsmanship, elegance, grace and intellect (Nelson, 2010). Hakimi et al. (2011) define physical beauty as universal knowledge signals; inescapable, subtle, and in turn transcend culture.

According to Fleck et al. (2012), the physical attractiveness of the celebrity endorsement can be a tool for attracting public interest in both print and electronic media. Meta-analysis study on Razor, for example, showed that celebrity beauty yields significant results as individuals are themselves aware of their own good looks (Hakimi et al., 2011). Another similar study on Malaysian commercial banks by Jain (2011) also revealed a positive association between celebrity physical attractions and the likeability of a given brand. Additionally, findings from Indonesian hotels by Yusoff and Khan (2013) concluded that an attractive celebrity does have a positive effect on consumer attitudes towards a brand.

Organizations are investing heavily in aligning their brand qualities with the attributes of the endorsers (McCracken, 1989; Walker et al, 1992). In addition, marketing communications efficiency is improved, thereby improving contact ability (Ohanian, 1991; O'Mahony and Meenaghan, 1997). Similarly, Till (1998) discovered that using celebrity endorsers can lead to better attitudes towards the brand than using testimonials from ordinary citizens. Therefore, a celebrity could focus onto customers' positive perception of the brand (Kamins, 1990; Atkin and Block, 1983). Other studies indicated that advertising campaigns spearheaded by celebrities paves a successful way to increase the probability of buying (Friedman and Friedman, 1979), attract



attention (Atkin and Block, 1983) and generate significant word-of-mouth which fosters customer loyalty (Bush et al, 2004).

According to Kamins (1990), due to his physical attributes, personality or status, a famous celebrity is expected to generate positive brand image. Source attractiveness can be characteristically characterized as the desirable characteristics of the influencer – such as physical attractiveness, attitude, familiarity and customer friendliness (McCracken, 1989; Seno and Lukas, 2007). Familiarity emerges through the perception of the source by means of ads (Biswas et al, 2006), whereas likeability derives from a fondness of the source due to its actions, physical appearance or other characteristics (Bryne et al, 2003).

Therefore, all these emotions occur due to the love and relation between customers and supporters of celebrities. However, Langmeyer and Shank (1994) suggest that this concept includes not only physical appeal but also other intrinsic qualities referred to by consumers, such as lifestyle, intelligence and physical ability. Researchers have reported that attractive characteristic celebrities are successful in promoting attractive products (Carroll, 2008; Chen and Huddleston, 2009). For example, due to its exceptional beauty and status in the modeling industry, the brand Omega is synonymous with supermodel Cindy Crawford (Seno and Lukas, 2007). Even though the source attractiveness literature has been accepted, some research studies have suggested that physical attractiveness has an effect far significantly larger than the causal inference indicate (Bower and Landreth, 2001). Bryne et al. (2003), for example, notes that although charismatic celebrity endorsers improve mindset towards advertisements and products, their effect on repeated buying intentions is unclear. In fact, there is a possibility of the stars overshadowing the labels (Anon, 2006).



Nevertheless, glamorous celebrities still have 'stop energy' and appeal to audiences, even in a cramped media landscape (Chen and Huddleston, 2009). Consumers' views of the brand identity are therefore strengthened. Therefore, the beauty of a celebrity can also increase the brand awareness and the positive attitude towards the customer (Kahle and Homer, 1985).



Credibility

Nonetheless, there are some elements of risk as with any complex brand interaction effort. Relationships of approval can turn sour and expectations can shift. One of the biggest challenges to hire celebrities, for instance, is the risk of bad advertising (Till and Shimp, 1995). Several common incidents included the prison sentence for Mike Tyson, O.J. Murder case for Simpson and sex scandal for Tiger Woods. When a celebrity's negative image is revealed, the brand image of the company will be tarnished, causing consumer confidence and morale to degrade (Nelson, 2010). In addition, famous endorsements are vulnerable to risks such as a drop in popularity or a sudden change in personality and appearance, downplaying the fundamental values of promoted goods (Cooper, 1984; Kaikati, 1987). A genuine concern is that customers would focus not on selling a particular brand but on the celebrity (Erdogan, 1999). As a consequence, efforts to support celebrities could operate against an organization if not properly managed.

According to Amos et.al (2015) in their study, *"Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size"*, results suggest negative celebrity information can be extremely detrimental to an advertising campaign. The source credibility model composed of celebrity trustworthiness, celebrity expertise, and celebrity attractiveness appears to capture the three most influential source effects on purchase intentions, brand attitudes and attitudes towards the advertisement.

Within the literature of mass communication, social psychology and advertising theories, the idea of celebrity endorsement arises (Meenaghan, 1988). Celebrity



endorsement studies refer to the construction of the 'source effect' on different source characteristics. The methodological rigor of the message communicated to the target audience is informed by these sources. The theory of 'source effect' has two base models: the model of source appeal (McGuire, 1985) and the model of source reputation (Hovland and Weiss, 1951). Both models collectively analyze the various origin attributes. In addition, Silvera and Austad (2004) propose that the efficacy of celebrity endorsements may vary on the basis of factors such as ' fit ' between the celebrity and the brand marketed (Toncar et al, 2007). The hypotheses linked to celebrity endorsement and behavioral intention were explored to further explain the causal effect between the efficacy of celebrity endorsements and customer behavioral intentions.

Furthermore, it was stated in his study that measures of marketing effectiveness such as advertisement reputation and advertising attitude were significantly different; while metrics such as brand attitude and purchasing intention were almost identical between upper and lower correlated pairs of celebrity endorsers and products.

Mackenzie (1989) describes credibility in advertising as the degree to which the customer perceives statements made about the target in the advertisement as being factual and credible. Stewart and Pavlou (2002) define advertising credibility as the consumer's perception of advertising's truthfulness and credibility in general, referring to the predictability and fulfillment of its implicit and explicit requirements. Smith and Quelch (1996) also say that the authenticity of the company's advertising is determined by that company's reputation, as well as the message's conveyor which are usually celebrity endorsers.



For Temperley and Tangen (2006), trustworthiness can be captured by customers in the form of celebrity endorsement such as reliability, credibility and the celebrity's believability. Choi et al. (2005) also postulate that the reputation of celebrity endorsers will have both cognitive and positive effects on the desire of consumers to buy.



Synthesis of Related Literature

The study traverses to the validity of the studies gathered and compiled to be able to provide sufficient information for this study. It also interprets the assessment of benefits of celebrity backed endorsements through a thorough analysis of the views, opinions, and understanding of the consumers that is the main target of these actions. As noted above the studies and literatures gathered, each study has related one another since there is the anticipation with regards to the research conducted. The foreign literatures of the study mainly deal on the major variables that should be considered in planning and executing a celebrity backed endorsements as stated by the media agency Mediaedge. It discussed how age has been a crucial factor in determining how enticing celebrity backed product endorsements can be. They have declared that it has an inversely proportional relationship towards its effect. The related foreign and local literatures outline that celebrity-backed endorsements usually favors industries such as fashion, beauty products, luxury goods and sporting equipments. A whopping 25% only considers celebrities in buying products on other categories. The foreign studies although different in nature; also discusses the importance of finding a good fit between the product being endorsed and the celebrity endorsing it to better the chances of converting prospects to actual consumers. Such aspects can also recall of consumers to these brands. It also discussed how celebrity endorsers considered as attractive, humorous, articulate, portrays positive images, success and congruence helps a lot in terms of consumer recall of these products as it triggers psychological and behavioral responses.



Celebrity endorsements and its positive effects toward branding and purchasing behavior has been identified in the numerous studies and literature mentioned in this chapter. Some of which are from Said and Todorov (2011) which defined celebrity endorsement as individuals who enjoy public recognition and use that recognition on behalf of a consumer good. Celebrity endorsement not only strengthens promotional messages but also promotes brand awareness and generates optimistic brand attitudes. In competition Martin and Bush (2000) claim that celebrity endorsement produces a reputation for the branded product or service. Another argument put forward by Sharabi (2012) is that celebrities can favorably affect the emotions, perceptions and purchasing actions of customers. Roy et al. (2013) are also of the opinion that celebrity endorsements lead to improved market recognition and favorable reviews of products. This is also corroborated by Zafar and Rafique (2012) who argue that repeated association of a brand with a celebrity may eventually lead consumers to think about the attractive qualities similar to those of the celebrities.

Additionally, there are risks associated in using celebrities as product endorsers as these public figures are prone to any issues that may affect their publicity. Furthermore, in a study made by Rodriguez, he stated that the higher the endorser's status displayed in an advertisement, the stronger the influence to consumer's purchasing intentions.

To wrap up, all the literature and studies gathered in the study focuses on four attributes that can be engaged with the celebrity endorsers which are Experienced, Knowledgeable, Qualified and Trustworthy.

Chapter 3

METHODOLOGY

Methods of Research

The study "*Impact of Celebrity Endorsements towards Selected Fast Food Chains on the Purchase Attitude of Consumers in Barangay Tuktukan, Taguig City*", is a descriptive research study. It highlights the unbiased measurements and the statistical analysis of data accrued through survey questionnaire using computational methods. The study is considered as a Survey Method type of research. The researchers' will gather data using survey questionnaires prepared by the researchers and will interpret the assessment of consumers about the impact of celebrity endorsementstowards selected fast food chainson their buying behavior through numerical or percentage values that will be used on data interpretation and analysis of the study. The study also considers the results coming from the survey questionnaires that will be dispersed to Barangay Tuktukan, Taguig City.

Population Frame and Sampling Scheme

The study will be conducted within the bounds of Barangay Tuktukan, Taguig City. The target respondents will be the consumers or customers of fast food chains. The researchers utilized accidental sampling for commuters. This is a non-probability sample that is selected based on availability of a population and the objective of the study. Accidental sampling is also known as convenience sampling. As for the benefit of the study, the researchers will use the said sampling technique by looking and interviewing available respondents in the area to minimize the time spent and maximizes convenience in the part of our respondents. The researchers believe that



as the respondents answer the research instrument, they were fulfilling the researchers' research objectives. To determine the number of respondents needed to maintain the reliability of the survey, researchers were advised to use the Cochran's formula and garnered a sample size of 384.

Figure 5- Cochran's Formula

$$n_0 = \frac{z^2 pq}{e^2}$$

**Table 1
Population of the Respondents**

| RESPONDENTS | SAMPLE SIZE |
|---------------------------|-------------|
| Fast Food Chain Customers | 384 |

Description of the Respondents

The study "*Impact of Celebrity Endorsements towards Selected Fast Food Chains on the Purchase Attitude of Consumers in Barangay Tuktukan, Taguig City*" respondents included profiling such as age, for consumers as long as they are currently within the vicinity of fast food chains on target strategic locations will be recognized automatically as respondents.

The respondents gathered and surveyed in establishments wherein these fast food chains operate which includes malls in Taguig City in different times of the day. Respondents were gathered and surveyed based on their availability on the time being.



Research Instrument

The study entitled “*Impact of Celebrity Endorsements towards Selected Fast Food Chains on the Purchase Attitude of Consumers in Barangay Tuktukan, Taguig City*” was distributed to the respondents due to their classification as consumers of food offered inside fast food chains.

The research instrument for the respondents is comprised by 3 parts, with the first part being the demographic profile of the respondents, second part being a scale to measure determinants of celebrity endorsements and the third part which evaluates the effect of the attitude of respondents about their intrinsic motivation based on the celebrity endorsed products with statements of 6, 19, and 9 respectively.

Determinants of celebrity endorsements is to be assessed by rating the statements with a use of a scale starting with the rate of 1 as Strongly Disagree, 2 as Disagree, 3 as Agree and 4 as Strongly Agree. These determinants are based from McCracken’s Meaning Transfer Model where he stated that for celebrities to be able to successfully entice customers to purchase products that they endorse, they must be able to share 3 characteristics in a process which are Trustworthiness, Expertise, and Attractiveness. Meanwhile the third part is derived from a survey questionnaire of a study entitled, “The Impact of Celebrity Endorsement in Creating Awareness and Motivating Consumers Towards Buying Bank Service; In the Case of Ethiopian Banking Industry” written by Ruta Mekonen where it mainly discusses on the evaluation of the motivating factors for consumers to be encouraged to purchase celebrity-backed products.



The researchers used each of the important variables although it came from different references, because it gives out the main objective of the study and that is to conduct an assessment about celebrity endorsements and how much does it affect consumer buying behavior. All variables of the study are reviewed and approved by professionals to be used as part of the survey questionnaires. The interpretation of quantitative data shall be based on the tables below:

Table 2.1

Likert Scale Legend and Verbal Interpretation for the Determinants of Celebrity Endorsements

| LIKERT SCALE | |
|---------------------|------------------------------|
| MEAN SCORE | VERBAL INTERPRETATION |
| 3.25 – 4.00 | Strongly Agree |
| 2.50 – 3.24 | Agree |
| 1.75 – 2.49 | Disagree |
| 1.00-1.74 | Strongly Disagree |



Table 2.2

Likert Scale Legend and Verbal Interpretation for Significance of Impact of Celebrity Endorsed Products to Purchase Attitude

| LIKERT SCALE | |
|--------------|-----------------------|
| MEAN SCORE | VERBAL INTERPRETATION |
| 3.25 – 4.00 | Strongly Agree |
| 2.50 – 3.24 | Agree |
| 1.75 – 2.49 | Disagree |
| 1.00-1.74 | Strongly Disagree |

Data Gathering Procedure

After the researchers prepared survey questionnaires that answered the main objective of the study, the questionnaires were distributed to the target respondents of the study. Surveys are to be administered at various times of the day until the required number of respondents is reached. Surveys are to be carried out on designated places such as schools and other institutions. To be able to consider their answers as legitimate, the number one prerequisite for respondents is to be present inside fast food chains within the target locale while either eating or purchasing items inside the store.

Statistical analysis shall be applied and interpreted in the latter chapters after the findings have been carefully reported and tabulated.



Statistical Treatment of Data

The study used several types of statistical treatment of data.

Researchers utilized frequency and percentage to deal with the number of occurrences and allow the researchers to analyze measures of central tendency that is vital for the accuracy of the study.

Mean, which is the portion of a whole which is calculated by dividing the sum of the values in the set by their number.

Likert scale is the measurement used to measure the results or the assessment of consumers.

Spearman rho (Spearman Rank Order Correlation) which is a non-parametric test that will measure the strength of association between two variables. In this study, Spearman Rank Order Correlation is used to identify whether celebrity endorsements have a significant impact towards the purchasing behavior of the respondents.



Chapter 4

RESULTS AND DISCUSSIONS

The study entitled “*Impact of Celebrity Endorsements towards Selected Fast Food Chains on the Purchase Attitude of Consumers in Barangay Tuktukan, Taguig City*” purports to determine the impact of celebrity endorsements towards selected fast food chains on the purchase attitude of consumers in Barangay Tuktukan, Taguig City. After performing the necessary processes and procedures to gather the data needed, the researchers discovered the following results:

1. What is the demographic profile of the respondents in terms of:

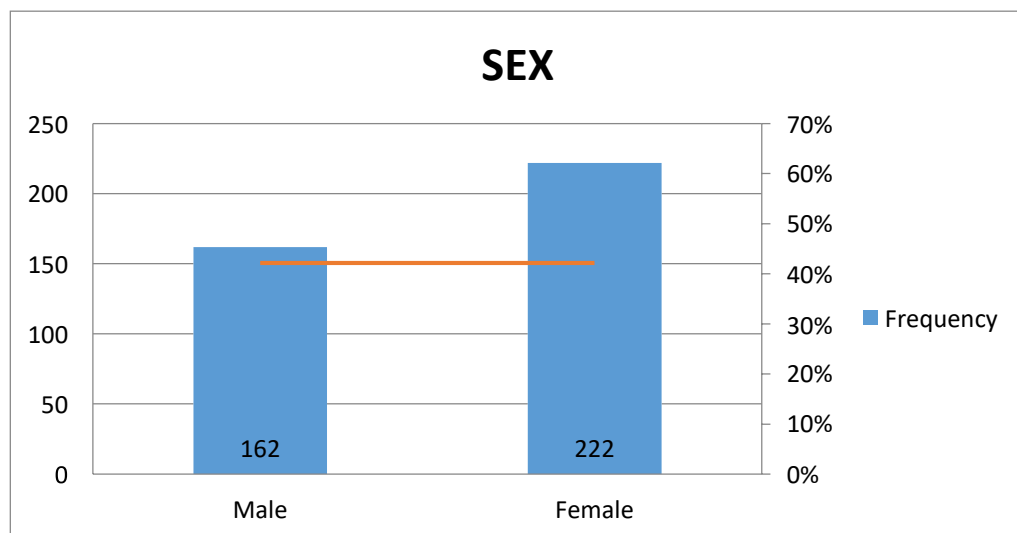


Figure 6-Frequency Distribution of the Respondents in terms of Sex



| SEX | | |
|--------|-----------|------------|
| Sex | Frequency | Percentage |
| Male | 162 | 42.2% |
| Female | 222 | 57.8% |
| Total | 384 | 100% |

Table 3- Frequency and Percentage Distribution of the Respondents in terms of Sex

Table 3.1 shows the frequency and percentage distribution of the respondents in terms of sex. It shows that 162 or 42.2% of the respondents are male and 222 or 57.8% of the respondents are female.

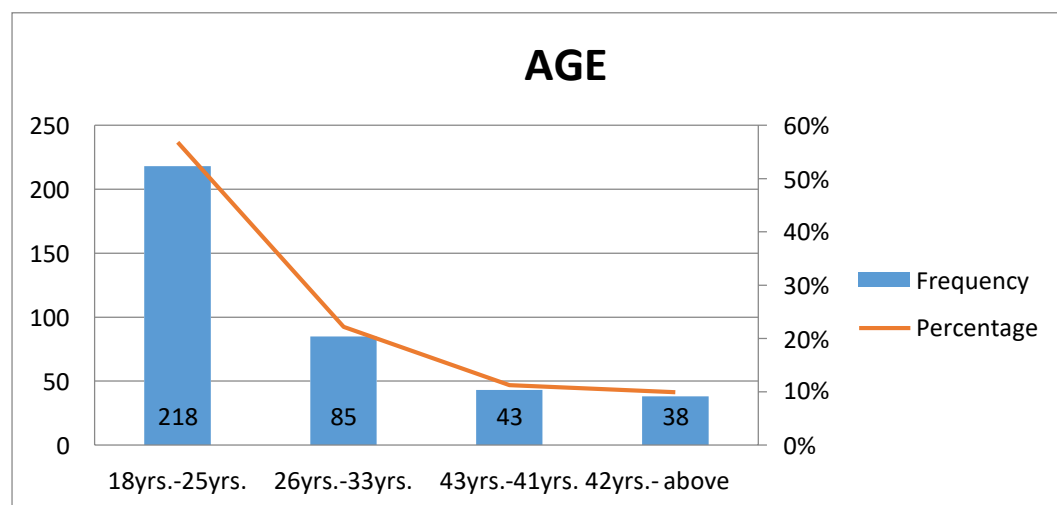


Figure 7- Frequency Distribution of the Respondents in terms of Age



| AGE | | |
|---------------|-----------|------------|
| Age | Frequency | Percentage |
| 18yrs.-25yrs. | 218 | 56.8% |
| 26yrs.-33yrs. | 85 | 22.1% |
| 43yrs.-41yrs. | 43 | 11.2% |
| 42yrs.- above | 38 | 9.9% |
| Total | 384 | 100% |

Table 3.2- Frequency and Percentage Distribution of the Respondents in terms of Age

The table reflected the frequency and percentage distribution of the respondents in terms of their age. The said table reveals that 218 respondents (56.8%) has ages ranging from 18-25 years old. Meanwhile, 26-33 years old is has a total 85 (22.1%), 34-41 years old with a total of 43 (11.2%) and 42 and above with the least number of 38 (9.9%).

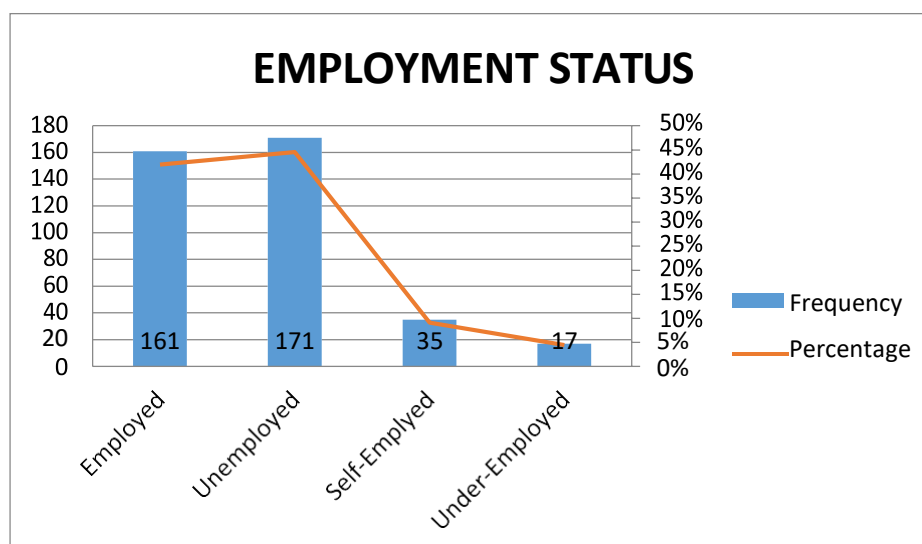


Figure 8- Frequency Distribution of the Respondents in terms of Employment Status



| EMPLOYMENT STATUS | | |
|-------------------|-----------|------------|
| Employment Status | Frequency | Percentage |
| Employed | 161 | 42% |
| Unemployed | 171 | 45% |
| Self-Employed | 35 | 9% |
| Under-Employed | 17 | 4% |
| Total | 384 | 100% |

Table 3.3- Frequency and Percentage Distribution of the Respondents in terms of Employment Status

The table reflected the frequency and percentage distribution of the respondents in terms of their employment. The said table reveals that 44.5% of the respondents were unemployed at the time of the survey with a frequency of 171 followed by respondents with employed status with a frequency of 161 of (41.9%). Meanwhile, other categories such as underemployed and self-employed garnered 4.4% and 9.1% respectively.

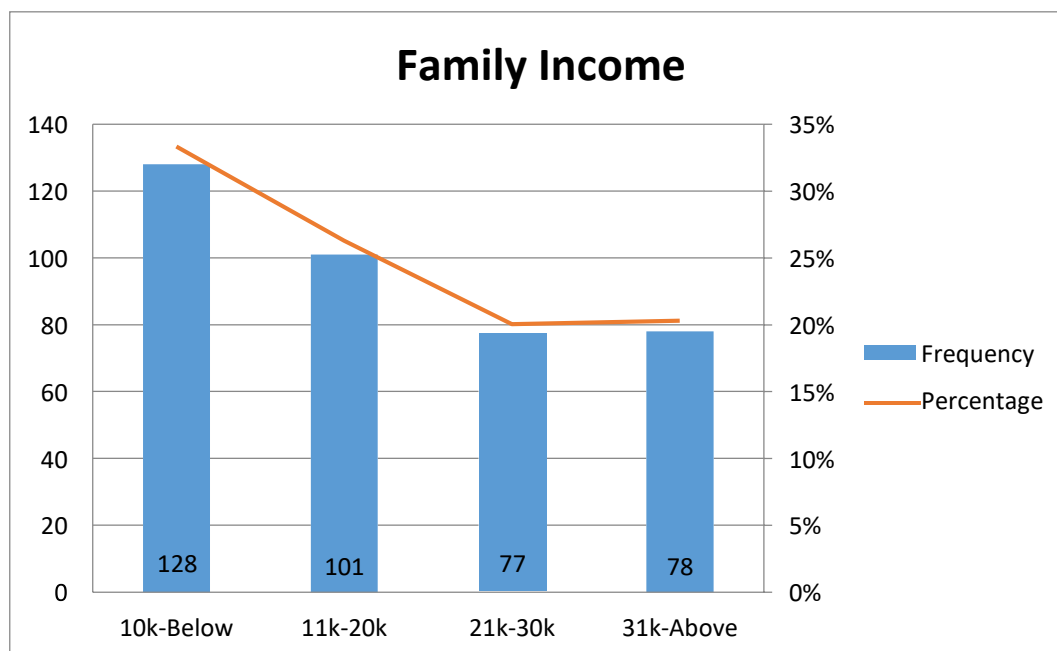


Figure 9- Frequency Distribution of the Respondents in terms of Family Income

| Family Income | | |
|---------------|-----------|------------|
| Survey | Frequency | Percentage |
| 10k-Below | 128 | 33.3% |
| 11k-20k | 101 | 26.3% |
| 21k-30k | 77 | 20.3% |
| 31k-Above | 78 | 20.3% |
| Total | 384 | 100% |

Table 3.4- Frequency and Percentage Distribution of the Respondents in terms of Family Income

The table reflected the frequency and percentage distribution of the respondents in terms of family income. The said table reveals that 128 (33.3 %) of the respondents have monthly income of 10,000 pesos and below. Meanwhile, 101 (26.3%) declared that their monthly family income ranges from 10,000 to 20,000 and 77 (20.3%) of the respondents have 21,000 to 30,000 family income. And lastly, the 78 (20.3%) of the respondents have 31,000 and above.

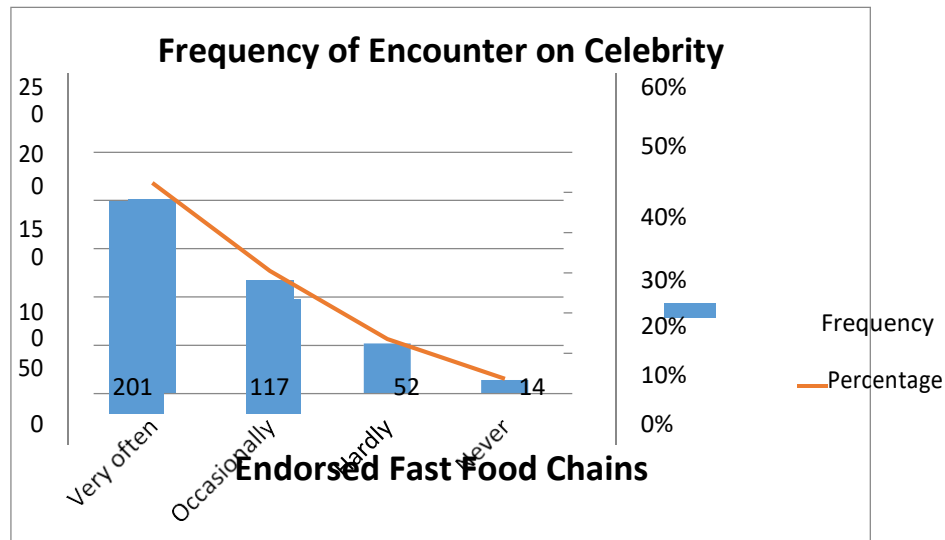


Figure 10- Frequency Distribution of the Respondents in terms of Frequency of Encounter on Celebrity Endorsed Fast Food Chains

| Frequency of Encounter on Celebrity Endorsed Fast Food Chains | | |
|---|-----------|------------|
| Survey | Frequency | Percentage |
| Very often | 201 | 52% |
| Occasionally | 117 | 30% |
| Hardly | 52 | 14% |
| Never | 14 | 4% |
| Total | 384 | 100% |

Table 3.5-Frequency and Percentage Distribution of the Respondents in terms of Frequency of Encounter on Celebrity Endorsed Fast Food Chains

The table reflected the frequency and percentage distribution of the respondents in terms of frequency of encounter on celebrity endorsed fast food chains. The said table reveals that 201 (52.3 %) of the respondents encountered these types of advertisements very often. Meanwhile, 30% declared that occasionally encounters



celebrity endorsed fast food chains. Other responses such as “hardly” and “never” garnered 13.5% and 3.6% respectively.

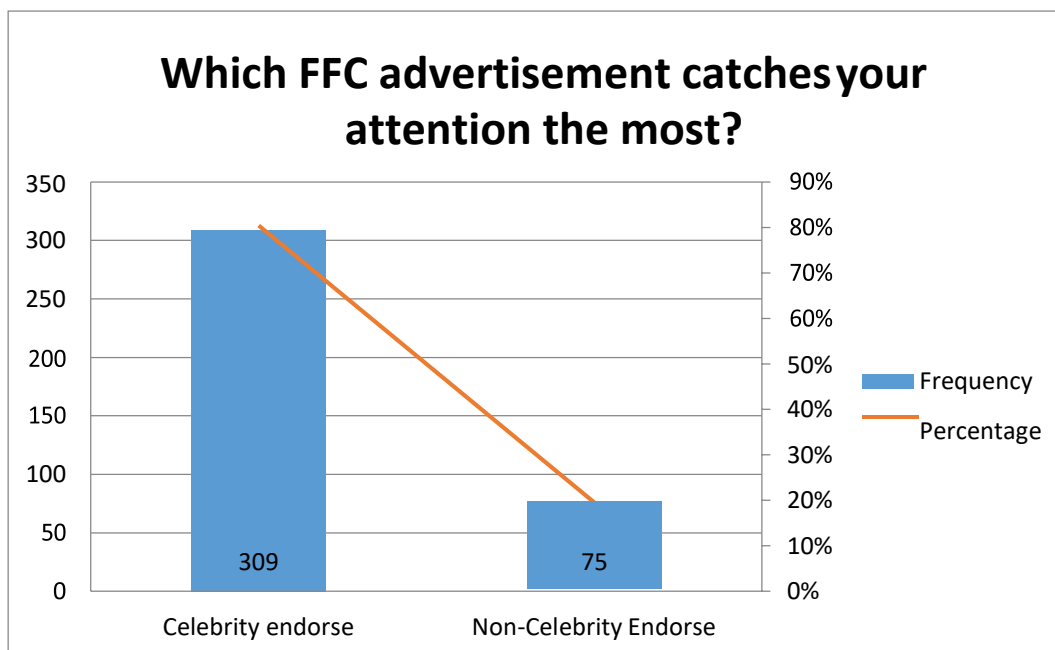


Figure 11- Frequency Distribution of the Respondents in terms of Type of Fast Food Chain Ads

| Which FFC advertisement catches your attention the most? | | |
|--|-----------|------------|
| Survey | Frequency | Percentage |
| Celebrity endorse | 309 | 80.5% |
| Non-Celebrity Endorse | 75 | 19.5% |
| Total | 384 | 100% |

Table 3.6- Frequency and Percentage Distribution of the Respondents in terms of Type of Fast Food Chain Ads

The table reflected the frequency and percentage distribution of the respondents in terms type of fast food chain ads. The said table reveals that 309 (80.5 %) of the respondents favors celebrity endorsed fast food chain ads. Meanwhile, 19% declared that they don't favor non-celebrity fast food chain ads.



2. How do respondents assess the celebrity endorsement determinants in terms of:

Table 4.1

Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Attractiveness

| Attractiveness | Mean | Verbal Interpretation |
|---|-------------|------------------------------|
| 1. ATTRACTIVE- I became interested in buying the product because of the charm of the celebrity endorser. | 2.99 | Moderately Influential |
| 2. CLASSY- The celebrity endorser encourages me to be of high standard. | 2.94 | Moderately Influential |
| 3. BEAUTY- The celebrity endorser fits my views of aesthetics. | 2.98 | Moderately Influential |
| 4. ELEGANT- The celebrity endorser is pleasingly graceful and stylish in appearance or manner. | 3.09 | Moderately Influential |
| 5. SEXY- The celebrity endorser is physically beautiful and appealing. | 2.95 | Moderately Influential |
| Grand Mean: | 2.99 | Moderately Influential |

Legend: "Not Influential (1.00 – 1.74)", "Influential (1.75 – 2.49)", "Moderately Influential (2.50 – 3.24)", "Extremely Influential (3.25 – 4.00)"

Table shows the respondents' assessment on the celebrity endorsement determinants in terms of attractiveness. Results show that the being attractive is moderately influential to the respondents (mean=2.99). Moreover, being classy (mean=2.94), beauty (mean=2.98), elegant (mean=3.09), and sexy (mean=2.95) are also moderately influential for the respondents. Overall results show that attractiveness is moderately influential to the respondents with a Grand Mean of 2.99.



Table 4.2

Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Credibility

| Credibility | Mean | Verbal Interpretation |
|---|-------------|------------------------------|
| 1. DEPENDABLE- The celebrity seems someone who I can count on. | 2.97 | Moderately Influential |
| 2. HONEST- The celebrity endorser seems free of deceit. | 2.96 | Moderately Influential |
| 3. RELIABLE- The celebrity endorser is consistently good in qualities and performance. | 3.10 | Moderately Influential |
| 4. SINCERE- The celebrity endorser is genuine and straightforward. | 3.07 | Moderately Influential |
| 5. CREDIBLE- The celebrity endorser is convincing and easy to believe in. | 3.04 | Moderately Influential |
| Grand Mean: | 3.03 | Moderately Influential |

Legend: "Not Influential (1.00 – 1.74)", "Influential (1.75 – 2.49)", "Moderately Influential (2.50 – 3.24)", "Extremely Influential (3.25 – 4.00)"

Table shows the respondents' assessment on the celebrity endorsement determinants in terms of credibility. Results show that the being credible is moderately influential to the respondents (mean=3.04). Moreover, being dependable (mean=2.97), honest (mean=2.96), reliable (mean=3.10), and sincere (mean=3.07) are also moderately influential for the respondents. Overall results show that credibility is moderately influential to the respondents with a Grand Mean of 3.03.



Table 4.3

Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Expertise

| Expertise | Mean | Verbal Interpretation |
|---|-------------|------------------------------|
| 1. EXPERT- The celebrity endorser has authoritative knowledge and skill in terms of the brand he/she is endorsing. | 3.22 | Moderately Influential |
| 2. EXPERIENCED- The celebrity endorser spent enough time to be skilful in a particular field. | 3.12 | Moderately Influential |
| 3. KNOWLEDGEABLE- The celebrity endorser is intelligent and well informed. | 3.18 | Moderately Influential |
| 4. QUALIFIED- The celebrity endorser is duly recognized and renowned. | 3.22 | Moderately Influential |
| 5. SKILLED- The celebrity endorser shows expertise and performs activities well. | 3.21 | Moderately Influential |
| Grand Mean: | 3.19 | Moderately Influential |

Legend: "Not Influential (1.00 – 1.74)", "Influential (1.75 – 2.49)", "Moderately Influential (2.50 – 3.24)", "Extremely Influential (3.25 – 4.00)"

Table shows the respondents' assessment on the celebrity endorsement determinants in terms of expertise. Results show that the being an expert is moderately influential to the respondents (mean=3.22). Moreover, being experienced (mean=3.12), knowledgeable (mean=3.18), qualified (mean=3.22), and skilled (mean=3.21) are also moderately influential for the respondents. Overall results show that credibility is moderately influential to the respondents with a Grand Mean of 3.19.



Table 4.4

Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Celebrity Match

| Celebrity Match | Mean | Verbal Interpretation |
|---|-------------|------------------------------|
| 1. COMPATIBLE- The celebrity endorser and product being endorsed can coexist. | 3.08 | Moderately Influential |
| 2. GOOD FIT- The celebrity endorser and product being endorsed fits perfectly with each other. | 3.16 | Moderately Influential |
| 3. RELEVANT- The celebrity endorser is an appropriate and connected to the brand being endorsed. | 3.10 | Moderately Influential |
| 4. SUITABLE- The celebrity choice is justifiable based on the product being endorsed. | 3.10 | Moderately Influential |
| 5. GOOD MATCH- Both the product and the celebrity endorser is well suited to each other | 3.10 | Moderately Influential |
| Grand Mean: | 3.11 | Moderately Influential |

Legend: "Not Influential (1.00 – 1.74)", "Influential (1.75 – 2.49)", "Moderately Influential (2.50 – 3.24)", "Extremely Influential (3.25 – 4.00)"

Table shows the respondents' assessment on the celebrity endorsement determinants in terms of product and celebrity match. Results show that the being compatible is moderately influential to the respondents (mean=3.08). Moreover, having a good product to celebrity fit (mean=3.16), being relevant (mean=3.10), suitable (mean=3.10), and a good match (mean=3.10) are also moderately influential for the respondents. Overall results show that credibility is moderately influential to the respondents with a Grand Mean of 3.11.



Table 5

Respondent's Assessment on the Impact of Celebrity Endorsement to Purchasing Behavior towards Selected Fast Food Chains

| Social Impact | Mean | Verbal Interpretation |
|--|-------------|------------------------------|
| 1. Celebrities in ads help me recall products more promptly. | 3.31 | Strongly Agree |
| 2. Purchase intention will be negative to fast food chain products which have bad side effects even endorsed by a celebrity. | 2.99 | Agree |
| 3. Expertise of the celebrity influence my purchase decision | 3.04 | Agree |
| 4. Trustworthiness of celebrity influences my purchase decision. | 3.10 | Agree |
| 5. Likeability of the celebrity influences my purchase decision. | 3.03 | Agree |
| 6. Product and celebrity match influence my purchase decision | 2.98 | Agree |
| 7. Sense of similarity influence my purchase decision | 2.99 | Agree |
| 8. Celebrities can provide or transfer meaning to the product and this influences my purchase decision | 3.02 | Agree |
| 9. Negative publicity of the celebrity also impacts my purchase decision. | 2.98 | Agree |
| 10. Celebrity endorsed product are more classy, desirable and a symbol of status | 3.00 | Agree |
| 11. Buying celebrity endorsed product makes me feel more connected to the celebrity endorser | 2.83 | Agree |
| 12. I also recommend my friends to purchase and patronize fast food chain celebrity endorsed products | 2.86 | Agree |
| 13. Familiarity of the celebrity influence my purchase decision | 3.01 | Agree |
| 14. The more the celebrity is physically attractive, the more I am enticed to purchase the product he/she endorses | 2.89 | Agree |
| 15. I purchase fast food chain products based on celebrity endorsed advertisements. | 2.82 | Agree |
| Grand Mean: | 2.99 | Agree |

Legend: "Strongly Disagree (1.00 – 1.74)", "Disagree (1.75 – 2.49)", "Agree (2.50 – 3.24)", "Strongly



Agree (3.25 – 4.00)”

The Table shows the respondent’s assessment on the impact of celebrity endorsement to purchasing behavior towards selected fast food chains.

Using the Likert scale legend in indicated below the table, respondents have appraised the impact of celebrity endorsements to purchasing behavior by giving it a score of 3.31, 2.99, 3.04, 3.10, 3.03, 2.98, 2.99, 3.02, 2.98, 3.00, 2.83, 2.86, 3.01, 2.89, 2.82 respectively to the 15 items stated above.

Generally, the responses summarize a grand mean of 2.99 that can be verbally interpreted as “Agree”. In this section, the item “Celebrities in ads help me recall products more promptly.” got the highest score garnering a mean score of 3.31 that can be verbally interpreted as Strongly Agree.



Table 6

Spearman's rho: Significant Relationship between the Celebrity Endorsement and the Purchasing Behavior of the Respondent

| Purchasing Behavior | | | | | |
|---|-------------------------|----------------------|---------|-----------|-------------|
| Celebrity Endorsement Determinants | Correlation Coefficient | Interpretation | p-value | Decision | Remarks |
| Attractiveness and Purchasing Behavior | .649 | Moderate Correlation | .000 | Reject Ho | Significant |
| Credibility and Purchasing Behavior | .607 | Moderate Correlation | .000 | Reject Ho | Significant |
| Expertise and Purchasing Behavior | .560 | Moderate Correlation | .000 | Reject Ho | Significant |
| Celebrity Match and Purchasing Behavior | .610 | Moderate Correlation | .000 | Reject Ho | Significant |

Note: "If p value is less than or equal to the level of significance (0.05) reject Ho, otherwise failed to reject Ho."

Spearman's rho was conducted to determine the significant relationship between the celebrity endorsement and the purchasing behavior of the respondents. The computed p-values = .000 (statistics is significant at $p < .05$). Thus, there is a significant relationship between the celebrity endorsement and the purchasing behavior of the respondents. Moreover, the correlation coefficients are in moderate correlation for all the celebrity endorsement determinants. In addition, the adjusted r-square for attractiveness is 0.4212 which means that 42.12% of purchasing behavior of the respondents is attributed to (or affected by) attractiveness. In Credibility, the



adjusted r-square is 0.3684 which means that 36.84% of credibility impacts the purchasing behavior. Expertise has an adjusted r-square of 0.3136 which means that 31.36% of expertise impacts the purchasing behavior. Celebrity match has an adjusted r-square of 0.3721 which means that 37.21% of celebrity match impacts the purchasing behavior of the respondents.

Chapter 5

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

Summary of Findings

The study titled “Impact of Celebrity Endorsements towards Selected Fast Food Chains on the Purchase Attitude of Consumers in Barangay Tuktukan, Taguig City” sought to determine the impact of celebrity endorsements in consumer buying behaviour towards selected fast food chains in Barangay Tuktukan, Taguig City. Overall, its objective is to know the opinion and understanding of the respondents about the impact of celebrity endorsements and how does it affect their purchasing and consumption behavior to products being offered by fast food chains. The researchers identified four celebrity endorsement determinants or factors to consider in determining the best celebrity to endorse the brand which are (1) Attractiveness, (2) Credibility, (3) Expertise and (4) Celebrity Match or Good Product-Celebrity Fit. This endeavor also focused on the significant impact of celebrity endorsements to purchasing behavior of the respondents. The survey was executed at the target locations which include fast food chains such as Jollibee, Mang Inasal and McDonalds in Puregold and Vista Mall which are all located within the vicinity of Barangay Tuktukan, Taguig City on times which the survey team is available.

The research design utilized in the study was Descriptive- Survey Design wherein participants were to answer questions administered through questionnaires. In identifying the sample size, the researchers utilized Cochran's formula to determine the total number of respondents needed for respondents and applied accidental sampling to survey respondents based on their availability on the time being.



Data was gathered for respondents when they were available on certain time periods. A questionnaire was distributed to each individual available to be able to provide their answers on the said data gathering tool. Some respondents were not able to answer directly which is why the researchers needed to read the assessment for the commuters and then ask for their ratings. The respondents were chosen by their current availability at that time.

For the statistical treatment of the data gathered, the researchers made use of frequency to tally the responses provided by the respondents, mean to classify the response of the respondents, Likert scale is used to identify on what rating falls the assessment of the respondents on each variable and lastly, the Spearman rank order correlation to determine whether celebrity endorsements significantly impacts the purchasing behavior of the respondents.

The following are the results of the research based on our findings on the assessment of respondents towards celebrity endorsements to fast food chains:

1. Based on the profiling done by the researchers, they found at that in terms of sex, 57.8% (222) of the respondents are female while 42.2% (162) of the respondents are male. In terms of age, 218 (56.85%) had ages ranging from 18-25 years old. Also, 44.5% (171) out of 384 respondents were unemployed. Meanwhile, 33.3% (128) out of 384 respondents earned PHP 10,000 and below. Majority of our respondents had frequently come across with fast food chains' celebrity endorsed advertisements with a tally of 201 (52.3%) out of 384. Lastly, 80.5% (309) out of 384 stated that celebrity endorsed fast food chains catches their attention the most.



2. The attractiveness determinant of celebrity endorsements resulted to “Elegant” as the highlight of their assessment which received the highest mean score of 3.09 and is labelled as “Moderately Influential” which depicts that in terms of attractiveness, celebrity endorsers which embodies elegance or appears pleasingly graceful and stylish in appearance influences the most in this celebrity endorsement determinants. Overall, the attractiveness determinant garnered a grand mean of 2.99 which can be verbally interpreted as Moderately Influential.
3. Founded on the assessment of credibility determinant of celebrity endorsements gives ‘Reliable’ with the highest importance on the credibility determinant of celebrity endorsements with the highest mean score of 3.10 and can be verbally interpreted as Moderately Influential which means that in the aspect of credibility, celebrity endorsers who appear to have good qualities and/or performance are considered the most credible. Overall, credibility determinant had a grand mean of 3.03 that can be verbally interpreted as Moderately Influential.
4. In terms of the Expertise Determinant, ‘expert’ and ‘qualified’ garnered the highest mean score of 3.22 which can be verbally interpreted to Moderately Influential. This means that if the celebrity endorsing the product exhibits authoritative knowledge and skill in terms of the brand he/she is endorsing and is duly recognized and renowned, they appeal better to certain consumers.
5. For the Celebrity- Product Match determinant, the aspect ‘Good Fit’ had the highest mean score of 3.16 which can be verbally interpreted Moderately Influential which technically means that the celebrity endorser and product



being endorsed must fit perfectly with each other to make it more appealing to the consumers. Overall, celebrity-product match determinant had a grand mean of 3.11 which can be verbally interpreted as Moderately Influential.

6. In terms of respondent's assessment on the impact of celebrity endorsement to purchasing behavior towards selected fast food chains, they believed that celebrities in ads helped them recall products associated with the brand more promptly and made it the item with the highest mean score of 3.31 which can be verbally interpreted as Strongly Agree. Overall, the respondents agree that celebrity endorsements affect their purchasing behavior since they gave a grand mean score of 2.99 that is verbally interpreted as agreeing to its impact and significance.
7. Spearman's rho was conducted to determine the significant relationship between the celebrity endorsement and the purchasing behavior of the respondents. The computed p-values = .000 (statistics is significant at $p < .05$). Considering that if p values is less than 0.05 then reject H_0 . Given that the computed value is $p = .000$ is less than the 0.05, the research hypothesis is rejected. Thus, it is interpreted as there is a significant relationship between the celebrity endorsement and the purchasing behavior of the respondents. Moreover, the correlation coefficients are in moderate correlation for all the celebrity endorsement determinants. In addition, the adjusted r-square for attractiveness is 0.4212 which means that 42.12% of purchasing behavior of the respondents is attributed to (or affected by) attractiveness. In Credibility, the adjusted r-square is 0.3684 which means that 36.84% of credibility impacts the purchasing behavior. Expertise has an adjusted r-square of 0.3136 which



means that 31.36% of expertise impacts the purchasing behavior. Celebrity match has an adjusted r-square of 3721 which means that 37.21% of celebrity match impacts the purchasing behavior of the respondents.

Conclusions

Based on the findings as reflected from the data gathered for the study:

1. The attractiveness determinant of celebrity endorsements resulted to “Elegant” as the highlight of their assessment which received the highest mean score of 3.09 and is labelled as “Moderately Influential” which depicts that in terms of attractiveness, celebrity endorsers which embodies elegance or appears pleasingly graceful and stylish in appearance influences the most in this celebrity endorsement determinants. Overall, the attractiveness determinant garnered a grand mean of 2.99 which can be verbally interpreted as Moderately Influential.
2. Founded on the assessment of credibility determinant of celebrity endorsements gives ‘Reliable’ with the highest importance on the credibility determinant of celebrity endorsements with the highest mean score of 3.10 and can be verbally interpreted as Moderately Influential which means that in the aspect of credibility, celebrity endorsers who appear to have good qualities and/or performance are considered the most credible. Overall, credibility determinant had a grand mean of 3.03 that can be verbally interpreted as Moderately Influential.
3. In terms of the Expertise Determinant, ‘expert’ and ‘qualified’ garnered the highest mean score of 3.22 which can be verbally interpreted to Moderately Influential. This means that if the celebrity endorsing the product exhibits



authoritative knowledge and skill in terms of the brand he/she is endorsing and is duly recognized and renowned, they appeal better to certain consumers.

4. For the Celebrity- Product Match determinant, the aspect 'Good Fit' had the highest mean score of 3.16 which can be verbally interpreted Moderately Influential which technically means that the celebrity endorser and product being endorsed must fit perfectly with each other to make it more appealing to the consumers. Overall, celebrity-product match determinant had a grand mean of 3.11 which can be verbally interpreted as Moderately Influential.
5. Overall, the respondents agrees that celebrity endorsements affect their purchasing behavior since they gave a grand mean score of 2.99 that is verbally interpreted as agreeing to its impact and significance.
6. Celebrity endorsements have a significant impact towards customer purchasing behavior. Overall, it is determined that attractiveness constitutes the most impact followed by celebrity match, then credibility. Lastly, expertise has the least influence out of four celebrity determinants.



Recommendations

Based on the findings and conclusions presented, the following recommendations are suggested:

1. Future research must vary the profile of the celebrity endorser and aspiring new celebrities. The profile should be tested in other substantive areas, such as new media and social media (Facebook, Instagram, Twitter, YouTube, etc.), reality shows and new entertainment programming formats. Moreover, it would be important for other researchers to work with different kinds of brands and categories of products and services.
2. Further research to investigate the relationship between celebrity/brand matching and attitude toward the brand may yield interesting findings. Additional research in this area may include the long-term effects of celebrity exposure on consumer recall of celebrity/brand matching, free recall by consumers of celebrity/brand matching.
3. Select appropriate approaches for advertising appeal. First, the company has to determine the type and attributes of a product instead of immediately emphasizing consumers' dependence on emotions. Companies need to make good judgments on consumers' needs and interests for a specific product. The practical functions and benefits of a product should be presented in related advertisements.
4. Research is surely needed on celebrities who portray the 'bad boy' or 'bad girl' image and their effectiveness as celebrity endorsers. These sorts of anti-celebrities may transfer a certain image of danger, risk, or toughness that may appeal to some consumers or alienate others. The prospect of either outcome



should be more thoroughly examined. While this research examined the effectiveness of attraction and expertise as match-up factors, there may be other ways in which products and endorsers can be matched. We speculate that image could also be a relevant match-up factor. Potential endorsers could reflect a range of images.

5. The use of a combination of media vehicles may result in different findings. Subsequent research is also warranted using known versus unknown brands. When exposed to unknown brands, multiple product endorsement effects should be observed and should possibly be stronger than found in the present study since subjects could rely only on peripheral cues in order to report attitude toward the brand and purchase intention.

APPENDIX 1



Table 1
Population of the Respondents

| RESPONDENTS | SAMPLE SIZE |
|---------------------------|-------------|
| Fast Food Chain Customers | 384 |

Table 2.1

Likert Scale Legend and Verbal Interpretation for the Determinants of Celebrity Endorsements

| LIKERT SCALE | |
|--------------|-----------------------|
| MEAN SCORE | VERBAL INTERPRETATION |
| 3.25 – 4.00 | Strongly Agree |
| 2.50 – 3.24 | Agree |
| 1.75 – 2.49 | Disagree |
| 1.00-1.74 | Strongly Disagree |

Table 2.2

Likert Scale Legend and Verbal Interpretation for Significance of Impact of Celebrity Endorsed Products to Purchase Attitude

| LIKERT SCALE | |
|--------------|-----------------------|
| MEAN SCORE | VERBAL INTERPRETATION |
| 3.25 – 4.00 | Strongly Agree |
| 2.50 – 3.24 | Agree |
| 1.75 – 2.49 | Disagree |
| 1.00-1.74 | Strongly Disagree |



Table 3.1
Frequency and Percentage Distribution of the Respondents in terms of Sex

| SEX | | |
|--------|-----------|------------|
| Sex | Frequency | Percentage |
| Male | 162 | 42.2% |
| Female | 222 | 57.8% |
| Total | 384 | 100% |

Table 3.2
Frequency and Percentage Distribution of the Respondents in terms of Age

| AGE | | |
|---------------|-----------|------------|
| Age | Frequency | Percentage |
| 18yrs.-25yrs. | 218 | 56.8% |
| 26yrs.-33yrs. | 85 | 22.1% |
| 43yrs.-41yrs. | 43 | 11.2% |
| 42yrs.- above | 38 | 9.9% |
| Total | 384 | 100% |

Table 3.3
Frequency and Percentage Distribution of the Respondents in terms of
Employment Status

| EMPLOYMENT STATUS | | |
|-------------------|-----------|------------|
| Employment Status | Frequency | Percentage |
| Employed | 161 | 42% |
| Unemployed | 171 | 45% |
| Self-Employed | 35 | 9% |
| Under-Employed | 17 | 4% |
| Total | 384 | 100% |



Table 3.4
Frequency and Percentage Distribution of the Respondents in terms of Family Income

| Family Income | | |
|---------------|-----------|------------|
| Survey | Frequency | Percentage |
| 10k-Below | 128 | 33.3% |
| 11k-20k | 101 | 26.3% |
| 21k-30k | 77 | 20.3% |
| 31k-Above | 78 | 20.3% |
| Total | 384 | 100% |

Table 3.5.
Frequency and Percentage Distribution of the Respondents in terms of Frequency of Encounter on Celebrity Endorsed Fast Food Chains

| Frequency of Encounter on Celebrity Endorsed Fast Food Chains | | |
|---|-----------|------------|
| Survey | Frequency | Percentage |
| Very often | 201 | 52% |
| Occasionally | 117 | 30% |
| Hardly | 52 | 14% |
| Never | 14 | 4% |
| Total | 384 | 100% |

Table 3.6- Frequency and Percentage Distribution of the Respondents in terms of Type of Fast Food Chain Ads

| Which FFC advertisement catches your attention the most? | | |
|--|-----------|------------|
| Survey | Frequency | Percentage |
| Celebrity endorse | 309 | 80.5% |
| Non-Celebrity Endorse | 75 | 19.5% |
| Total | 384 | 100% |



Table 4.1

Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Attractiveness

| Attractiveness | Mean | Verbal Interpretation |
|---|-------------|------------------------|
| 1. ATTRACTIVE- I became interested in buying the product because of the charm of the celebrity endorser. | 2.99 | Moderately Influential |
| 2. CLASSY- The celebrity endorser encourages me to be of high standard. | 2.94 | Moderately Influential |
| 3. BEAUTY- The celebrity endorser fits my views of aesthetics. | 2.98 | Moderately Influential |
| 4. ELEGANT- The celebrity endorser is pleasingly graceful and stylish in appearance or manner. | 3.09 | Moderately Influential |
| 5. SEXY- The celebrity endorser is physically beautiful and appealing. | 2.95 | Moderately Influential |
| Grand Mean: | 2.99 | Moderately Influential |

Legend: "Not Influential (1.00 – 1.74)", "Influential (1.75 – 2.49)", "Moderately Influential (2.50 – 3.24)", "Extremely Influential (3.25 – 4.00)"



Table 4.2

Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Credibility

| Credibility | Mean | Verbal Interpretation |
|---|-------------|------------------------|
| 1. DEPENDABLE- The celebrity seems someone who I can count on. | 2.97 | Moderately Influential |
| 2. HONEST- The celebrity endorser seems free of deceit. | 2.96 | Moderately Influential |
| 3. RELIABLE- The celebrity endorser is consistently good in qualities and performance. | 3.10 | Moderately Influential |
| 4. SINCERE- The celebrity endorser is genuine and straightforward. | 3.07 | Moderately Influential |
| 5. CREDIBLE- The celebrity endorser is convincing and easy to believe in. | 3.04 | Moderately Influential |
| Grand Mean: | 3.03 | Moderately Influential |

Legend: "Not Influential (1.00 – 1.74)", "Influential (1.75 – 2.49)", "Moderately Influential (2.50 – 3.24)", "Extremely Influential (3.25 – 4.00)"



Table 4.3

Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Expertise

| Expertise | Mean | Verbal Interpretation |
|---|-------------|------------------------|
| 1. EXPERT- The celebrity endorser has authoritative knowledge and skill in terms of the brand he/she is endorsing. | 3.22 | Moderately Influential |
| 2. EXPERIENCED- The celebrity endorser spent enough time to be skilful in a particular field. | 3.12 | Moderately Influential |
| 3. KNOWLEDGEABLE- The celebrity endorser is intelligent and well informed. | 3.18 | Moderately Influential |
| 4. QUALIFIED- The celebrity endorser is duly recognized and renowned. | 3.22 | Moderately Influential |
| 5. SKILLED- The celebrity endorser shows expertise and performs activities well. | 3.21 | Moderately Influential |
| Grand Mean: | 3.19 | Moderately Influential |

Legend: "Not Influential (1.00 – 1.74)", "Influential (1.75 – 2.49)", "Moderately Influential (2.50 – 3.24)", "Extremely Influential (3.25 – 4.00)"



Table 4.4

Respondent's Assessment on the Celebrity Endorsement Determinants in terms of Celebrity Match

| Celebrity Match | Mean | Verbal Interpretation |
|---|-------------|------------------------|
| 1. COMPATIBLE- The celebrity endorser and product being endorsed can coexist. | 3.08 | Moderately Influential |
| 2. GOOD FIT- The celebrity endorser and product being endorsed fits perfectly with each other. | 3.16 | Moderately Influential |
| 3. RELEVANT- The celebrity endorser is an appropriate and connected to the brand being endorsed. | 3.10 | Moderately Influential |
| 4. SUITABLE- The celebrity choice is justifiable based on the product being endorsed. | 3.10 | Moderately Influential |
| 5. GOOD MATCH- Both the product and the celebrity endorser is well suited to each other | 3.10 | Moderately Influential |
| Grand Mean: | 3.11 | Moderately Influential |

Legend: "Not Influential (1.00 – 1.74)", "Influential (1.75 – 2.49)", "Moderately Influential (2.50 – 3.24)", "Extremely Influential (3.25 – 4.00)"



Table 5

Respondent's Assessment on the Impact of Celebrity Endorsement to Purchasing Behavior towards Selected Fast Food Chains

| Social Impact | Mean | Verbal Interpretation |
|--|-------------|-----------------------|
| 1. Celebrities in ads help me recall products more promptly. | 3.31 | Strongly Agree |
| 2. Purchase intention will be negative to fast food chain products which have bad side effects even endorsed by a celebrity. | 2.99 | Agree |
| 3. Expertise of the celebrity influence my purchase decision | 3.04 | Agree |
| 4. Trustworthiness of celebrity influences my purchase decision. | 3.10 | Agree |
| 5. Likeability of the celebrity influences my purchase decision. | 3.03 | Agree |
| 6. Product and celebrity match influence my purchase decision | 2.98 | Agree |
| 7. Sense of similarity influence my purchase decision | 2.99 | Agree |
| 8. Celebrities can provide or transfer meaning to the product and this influences my purchase decision | 3.02 | Agree |
| 9. Negative publicity of the celebrity also impacts my purchase decision. | 2.98 | Agree |
| 10. Celebrity endorsed product are more classy, desirable and a symbol of status | 3.00 | Agree |
| 11. Buying celebrity endorsed product makes me feel more connected to the celebrity endorser | 2.83 | Agree |
| 12. I also recommend my friends to purchase and patronize fast food chain celebrity endorsed products | 2.86 | Agree |
| 13. Familiarity of the celebrity influence my purchase decision | 3.01 | Agree |
| 14. The more the celebrity is physically attractive, the more I am enticed to purchase the product he/she endorses | 2.89 | Agree |
| 15. I purchase fast food chain products based on celebrity endorsed advertisements. | 2.82 | Agree |
| Grand Mean: | 2.99 | Agree |

Legend: "Strongly Disagree (1.00 – 1.74)", "Disagree (1.75 – 2.49)", "Agree (2.50 – 3.24)", "Strongly Agree (3.25 – 4.00)"



Table 6

Spearman's rho: Significant Relationship between the Celebrity Endorsement and the Purchasing Behavior of the Respondent

| Purchasing Behavior | | | | | |
|---|-------------------------|----------------------|---------|-----------|-------------|
| Celebrity Endorsement Determinants | Correlation Coefficient | Interpretation | p-value | Decision | Remarks |
| Attractiveness and Purchasing Behavior | .649 | Moderate Correlation | .000 | Reject Ho | Significant |
| Credibility and Purchasing Behavior | .607 | Moderate Correlation | .000 | Reject Ho | Significant |
| Expertise and Purchasing Behavior | .560 | Moderate Correlation | .000 | Reject Ho | Significant |
| Celebrity Match and Purchasing Behavior | .610 | Moderate Correlation | .000 | Reject Ho | Significant |

Note: "If p value is less than or equal to the level of significance (0.05) reject Ho, otherwise failed to reject Ho."



APPENDIX 2

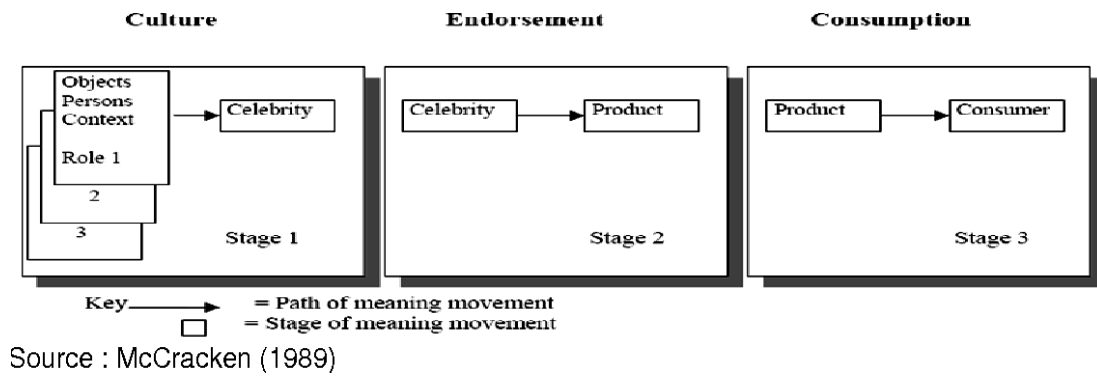


Figure 1- Theoretical Research Model
 Meaning Transfer Model Adapted from McCracken (1989)

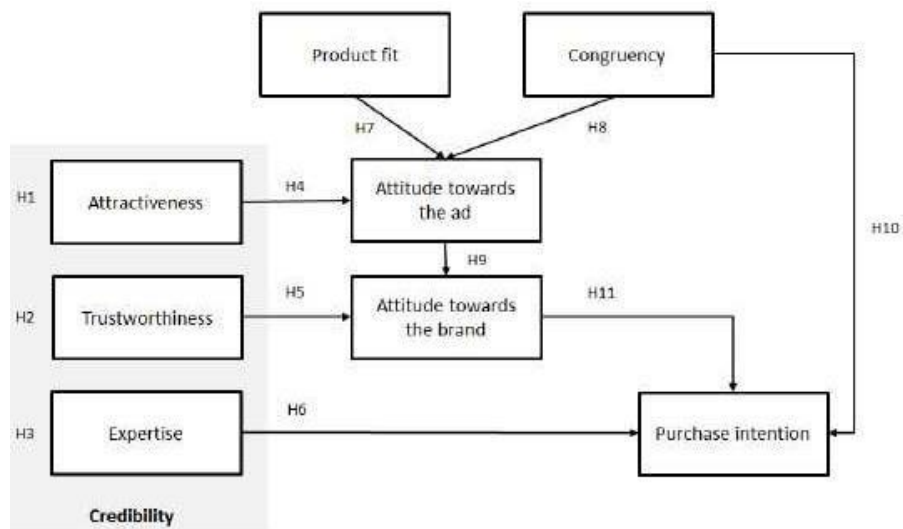


Figure 2- Theoretical Research Model
 Source Attractiveness Model

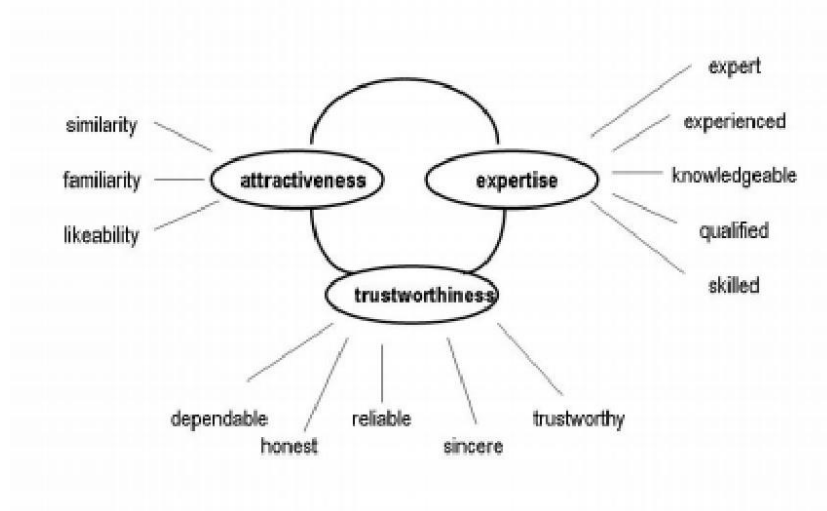


Figure 3- Theoretical Research Model
Source Credibility Model



Figure 4- Research Paradigm of Impact of Celebrity Endorsements towards Selected Fast Food Chains on the Purchase Attitude of Consumers in Barangay Tuktukan, Taguig City

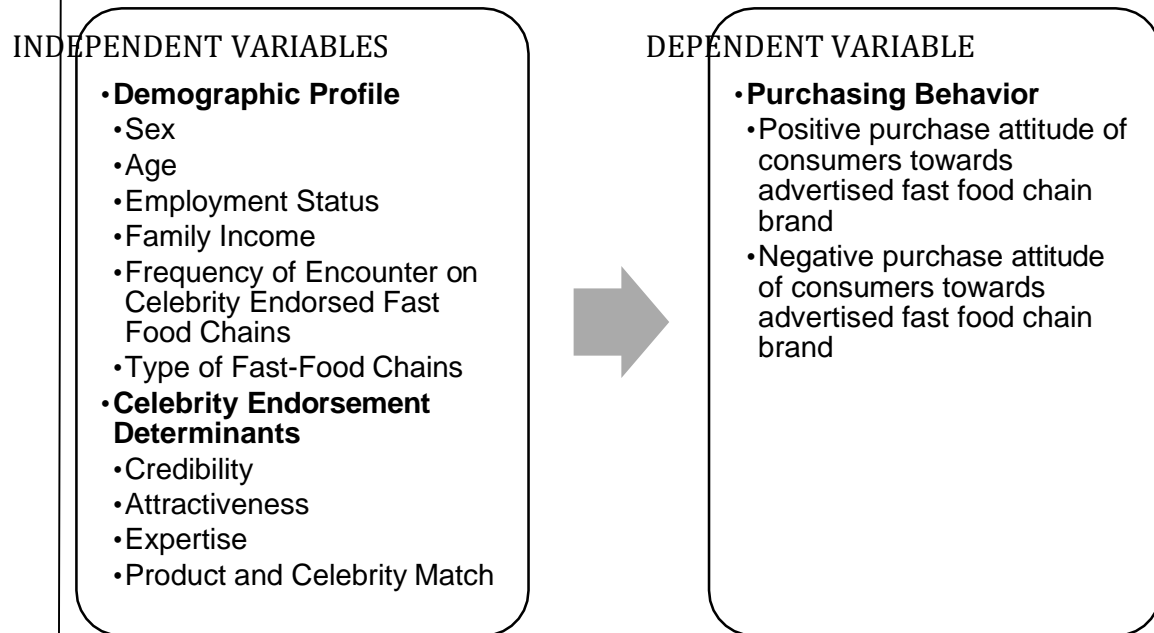


Figure 5- Cochran's Formula

$$n_0 = \frac{z^2 pq}{e^2}$$



Figure 6- Frequency Distribution of the Respondents in terms of Sex

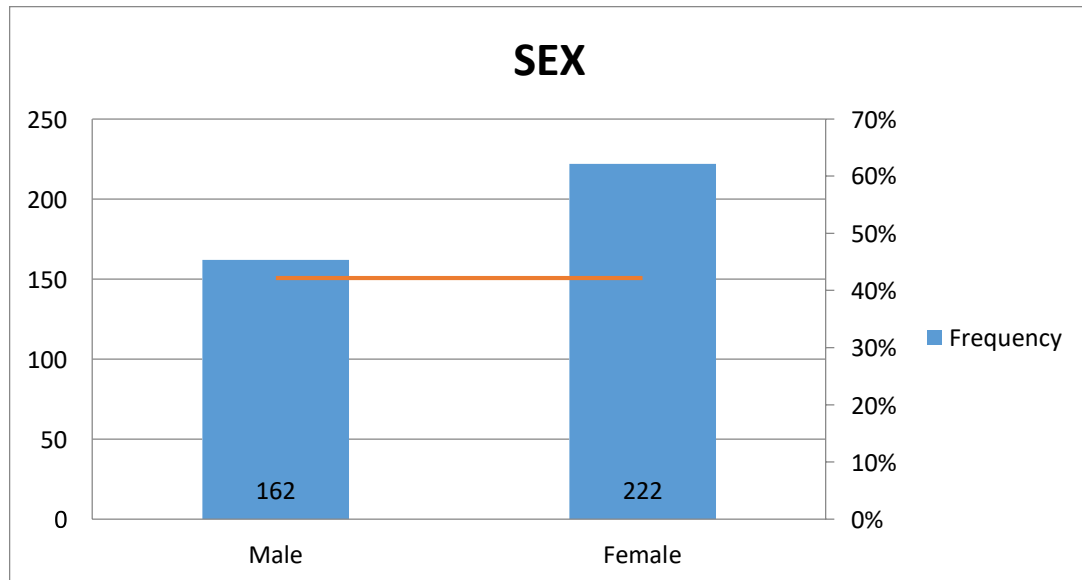


Figure 7- Frequency Distribution of the Respondents in terms of Age

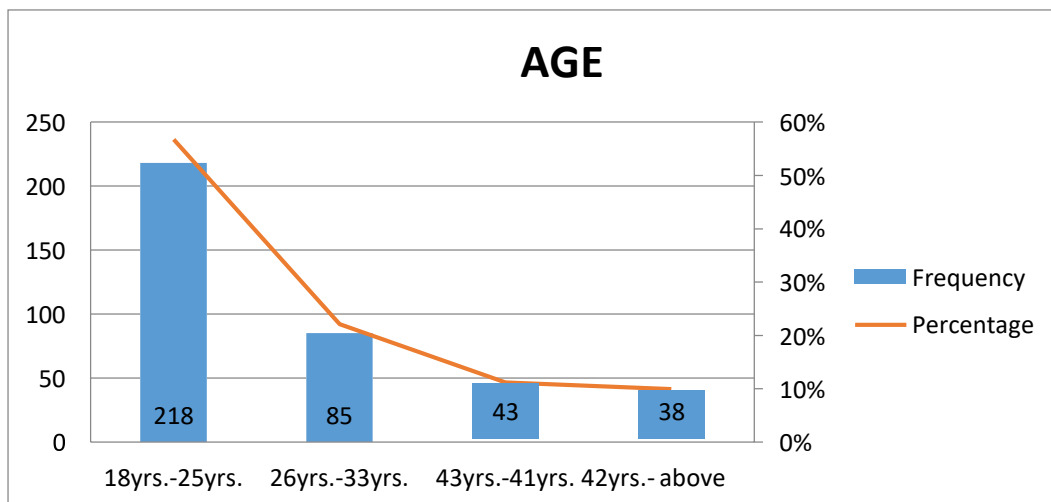




Figure 8- Frequency Distribution of the Respondents in terms of Employment Status

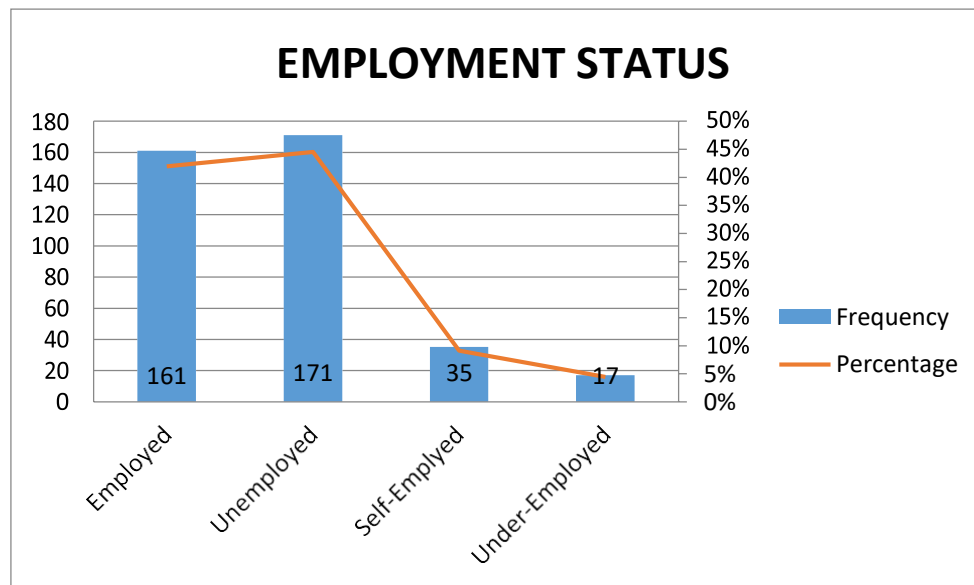
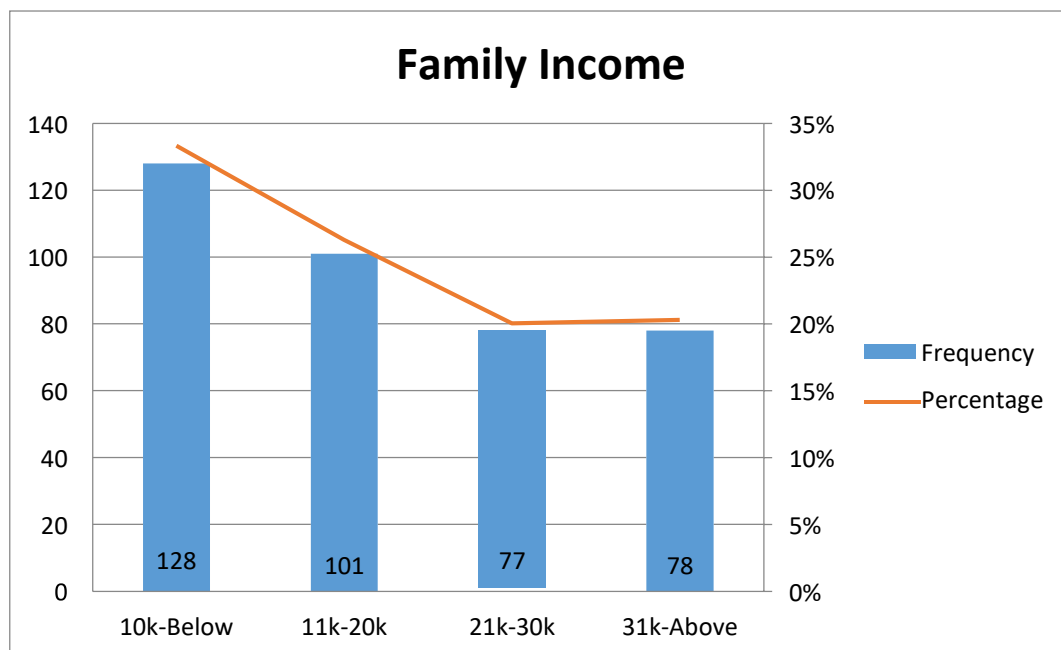
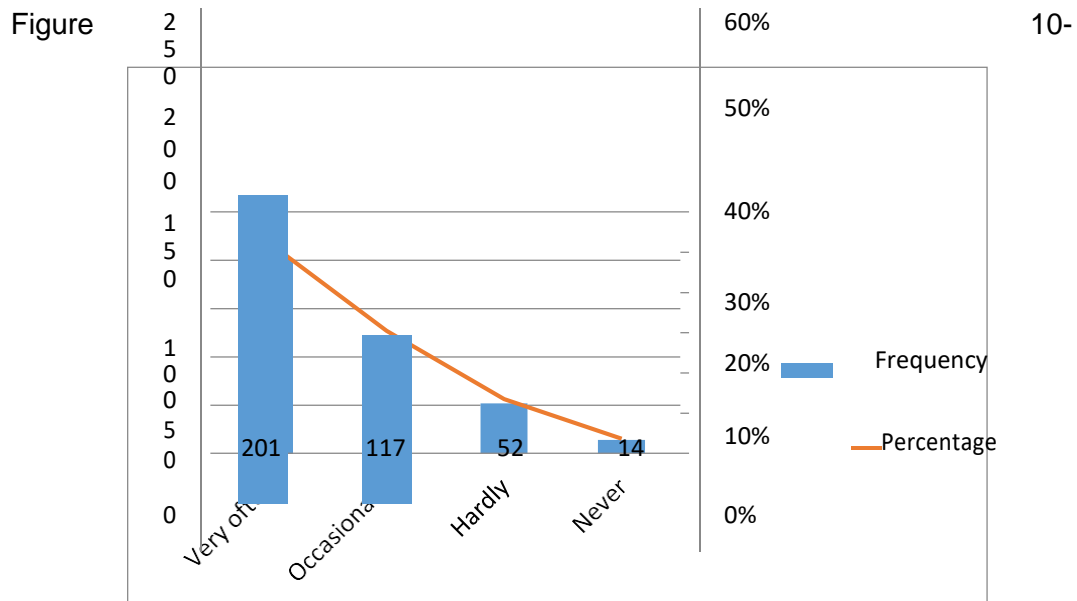


Figure 9- Frequency Distribution of the Respondents in terms of Family Income





Frequency Distribution of the Respondents in terms of Frequency of Encounter on Celebrity Endorsed Fast Food Chains

Frequency of Encounter on Celebrity Endorsed Fast Food Chains

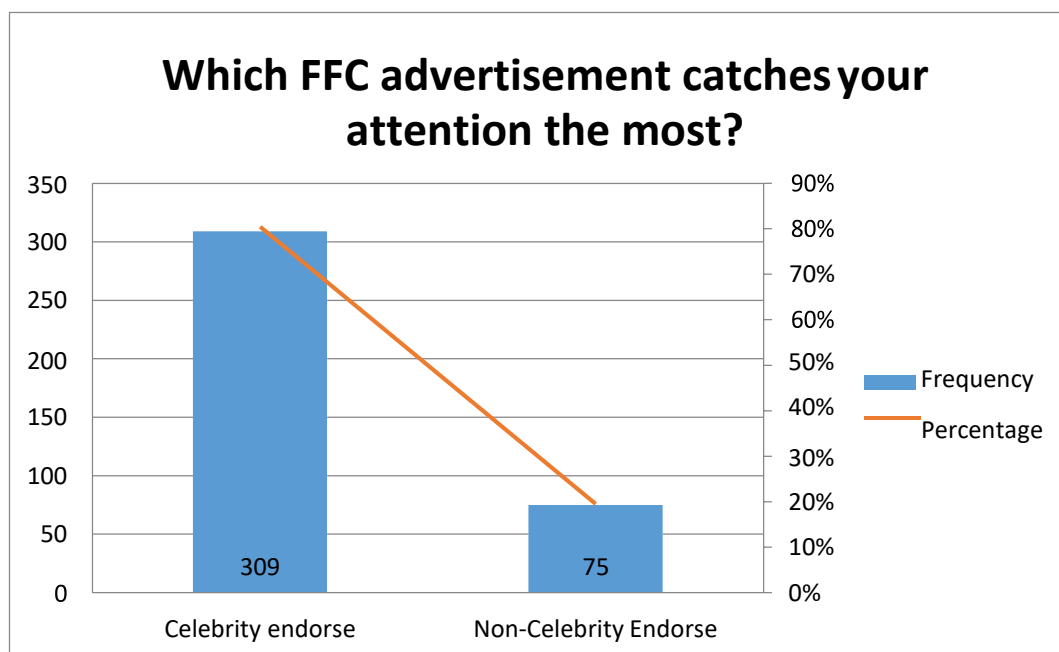


Figure 11- Frequency Distribution of the Respondents in terms of Type of Fast Food Chain Ads



APPENDIX 3



Republic of the Philippines
POLYTECHNIC UNIVERSITY OF THE PHILIPPINES
TAGUIG BRANCH
City of Taguig

CERTIFICATION

This is to certify that the research study entitled “**IMPACT OF CELEBRITY ENDORSEMENTS TOWARDS SELECTED FAST-FOOD CHAINS ON THE PURCHASE**

ATTITUDE OF CONSUMERS IN BARANGAY TUKTUKAN, TAGUIG CITY,” has been reviewed and edited by the undersigned.

This certification is issued upon the request of the researchers. Given this March 2019 for whatever legal purpose it may serve.

MR. ISRAEL G. ORTEGA

STATISTICIAN



Republic of the Philippines
POLYTECHNIC UNIVERSITY OF THE PHILIPPINES
TAGUIG BRANCH
City of Taguig

CERTIFICATION

This is to certify that the research study entitled “**IMPACT OF CELEBRITY ENDORSEMENTS TOWARDS SELECTED FAST-FOOD CHAINS ON THE PURCHASE**

ATTITUDE OF CONSUMERS IN BARANGAY TUKTUKAN, TAGUIG CITY,” has been reviewed and edited by the undersigned.

This certification is issued upon the request of the researchers. Given this March 2019 for whatever legal purpose it may serve.

MR. ISRAEL G. ORTEGA

GRAMMARIAN



APPENDIX 4



Impact of Celebrity Endorsements towards Selected Fast Food Chains On
the Purchase Attitude of Consumers in
Barangay Tuktukan, Taguig City" SURVEY

QUESTIONNAIRE

PART I: DEMOGRAPHIC PROFILE

Sex

- ☐ Male
☐ Female

Age

- ☐ 18-25
☐ 26-33
☐ 34-41
☐ 42 and above

Employment Status

- ☐ Employed
☐ Unemployed
☐ Self -Employed
☐ Under Employed

**How frequently do you
encounter celebrity
endorsed fast food chain
advertisements?**

- ☐ Very often
☐ Occasionally
☐ Hardly
☐ Never

**Which fast food chain
advertisement catches
your attention the most?**

- ☐ Celebrity endorsed
advertisement
☐ Non celebrity endorsed
advertisement

Family Income

- ☐ 10,000- below
☐ 11,000-20,000
☐ 21,000-30,000
☐ 31, 000-Above

PART 2: DETERMINANTS OF CELEBRITY PROFILE

DIRECTION: Below are the possible assessments of impact of celebrity endorsements to purchasing behaviour towards selected fast food chains. Please use the scale indicated below. Put a check on the box of your answers.

Rating:

- 4- Extremely Influential
3- Moderately Influential
2- Influential
1- Not Influential



| ATTRACTIVENESS | 4 | 3 | 2 | 1 |
|--|---|---|---|---|
| 1. ATTRACTIVE - I became interested in buying the product because of the charm of the celebrity endorser. | | | | |
| 2. CLASSY -The celebrity endorser encourages me to be of high standard. | | | | |
| 3. BEAUTY - The celebrity endorser fits my views of aesthetics. | | | | |
| 4. ELEGANT - The celebrity endorser is pleasingly graceful and stylish in appearance or manner. | | | | |
| 5. SEXY - The celebrity endorser is physically beautiful and appealing. | | | | |
| CREDIBILITY | 4 | 3 | 2 | 1 |
| 1. DEPENDABLE - The celebrity seems someone who I can count on. | | | | |
| 2. HONEST - The celebrity endorser seems free of deceit. | | | | |
| 3. RELIABLE - The celebrity endorser is consistently good in qualities and performance. | | | | |
| 4. SINCERE - The celebrity endorser is genuine and straightforward. | | | | |
| 5. CREDIBLE - The celebrity endorser is convincing and easy to believe in. | | | | |
| EXPERTISE | 4 | 3 | 2 | 1 |
| 1. EXPERT - The celebrity endorser has authoritative knowledge and skill in terms of the brand he/she is endorsing. | | | | |
| 2. EXPERIENCED - The celebrity endorser spent enough time to be skilful in a particular field. | | | | |
| 3. KNOWLEDGEABLE - The celebrity endorser is intelligent and well informed. | | | | |
| 4. QUALIFIED - The celebrity endorser is duly recognized and renowned. | | | | |
| 5. SKILLED - The celebrity endorser shows expertise and performs activities well. | | | | |
| CELEBRITY MATCH | 4 | 3 | 2 | 1 |
| 1. COMPATIBLE - The celebrity endorser and product being endorsed can coexist. | | | | |
| 2. GOOD FIT - The celebrity endorser and product being endorsed fits perfectly with each other. | | | | |
| 3. RELEVANT - The celebrity endorser is an appropriate and connected to the brand being endorsed. | | | | |
| 4. SUITABLE - The celebrity choice is justifiable based on the product being endorsed. | | | | |
| 5. GOOD MATCH - Both the product and the celebrity endorser is well suited to each other | | | | |



DIRECTION: Below are the possible assessments of impact of celebrity endorsements to purchasing behaviour towards selected fast food chains. Please use the scale indicated below. Put a check on the box of your answers.

Rating:

- 4 – Strongly Agree
- 3 – Agree
- 2 – Disagree
- 1 – Strongly Disagree

| SOCIAL IMPACT | 4 | 3 | 2 | 1 |
|--|----------|----------|----------|----------|
| 1. Celebrities in ads help me recall products more promptly. | | | | |
| 2. Purchase intention will be negative to fast food chain products which have bad side effects even endorsed by a celebrity. | | | | |
| 3. Expertise of the celebrity influence my purchase decision | | | | |
| 4. Trustworthiness of celebrity influences my purchase decision. | | | | |
| 5. Likeability of the celebrity influences my purchase decision. | | | | |
| 6. Product and celebrity match influence my purchase decision | | | | |
| 7. Sense of similarity influence my purchase decision | | | | |
| 8. Celebrities can provide or transfer meaning to the product and this influences my purchase decision | | | | |
| 9. Negative publicity of the celebrity also impacts my purchase decision. | | | | |
| 10. Celebrity endorsed product are more classy, desirable and a symbol of status | | | | |
| 11. Buying celebrity endorsed product makes me feel more connected to the celebrity endorser | | | | |
| 12. I also recommend my friends to purchase and patronize fast food chain celebrity endorsed products | | | | |
| 13. Familiarity of the celebrity influence my purchase decision | | | | |
| 14. The more the celebrity is physically attractive, the more I am enticed to purchase the product he/she endorses | | | | |
| 15. I purchase fast food chain products based on celebrity endorsed advertisements. | | | | |



APPENDIX 5



CURRICULUM VITAE



Francisco, Arlyn Z.
93 Hawaii St., Hawaii Circle, Brgy. Don Bosco, Better Living,
Parañaque City
franciscoarlyn118@gmail.com

EDUCATIONAL BACKGROUND

- ❖ Polytechnic University of the Philippines - Taguig Campus
- ❖ 2016-present

AFFILIATIONS

- ❖ Member, Junior Marketing Association (JMA) of Polytechnic University of the Philippines, Taguig Campus
- ❖ Member, Philippine Junior Marketing Association (PJMA)

PERSONAL BACKGROUND

Age : 22 years old
Birthdate : May 06, 1997
Birthplace : Bicol Medical Center, Naga City
Nationality : Filipino
Status : Single



CURRICULUM VITAE



Jesalva,, Marjorie R.
07 Sampaguita Hills UPS-4 Parañaque City_
marjoriejes3@gmail.com

EDUCATIONAL BACKGROUND

- ❖ Polytechnic University of the Philippines - Taguig Campus
- ❖ 2017-present

AFFILIATIONS

- ❖ Member, Junior Marketing Association (JMA) of Polytechnic University of the Philippines, Taguig Campus
- ❖ Member, Philippine Junior Marketing Association (PJMA)

PERSONAL BACKGROUND

Age : 22 years old
Birthdate : December 06,1997
Birthplace : San Juan, Kalayaan, Laguna
Nationality : Filipino
Status : Single



CURRICULUM VITAE

Melano, Loina C.
#36 Camatchile St. Purok 4 Lower Bicutan, Taguig City.
melanoloina11@gmail.com

EDUCATIONAL BACKGROUND

- ❖ Polytechnic University of the Philippines - Taguig Campus
- ❖ 2017-present

AFFILIATIONS

- ❖ Member, Junior Marketing Association (JMA) of Polytechnic University of the Philippines, Taguig Campus
- ❖ Member, Philippine Junior Marketing Association (PJMA)

PERSONAL BACKGROUND

Age : 30 years old
Birthdate : September 11, 1989
Birthplace : General Nakar Quezon
Nationality : Filipino
Status : Single



CURRICULUM VITAE



Mingo, Eva Joy
Blk. 15 Lot 38 Manalili St. Central Bicutan, Taguig City
evajoymingo@gmail.com

EDUCATIONAL BACKGROUND

- ❖ Polytechnic University of the Philippines - Taguig Campus
- ❖ 2017-present

AFFILIATIONS

- ❖ Member, Junior Marketing Association (JMA) of Polytechnic University of the Philippines, Taguig Campus
- ❖ Member, Philippine Junior Marketing Association (PJMA)

PERSONAL BACKGROUND

Age : 29 years old
Birthdate : December 16, 1990
Birthplace : Pakyas, Victoria Oriental Mindoro
Nationality : Filipino
Status : Married



CURRICULUM VITAE



San Pedro, Edgardo C. Jr.
#94 Balagtas St. Chrysanthemum Vill., San Pedro, Laguna
edgardo.sanpedro13@gmail.com

EDUCATIONAL BACKGROUND

- ❖ Polytechnic University of the Philippines - Taguig Campus
- ❖ 2017-present

AFFILIATIONS

- ❖ Member, Junior Marketing Association (JMA) of Polytechnic University of the Philippines, Taguig Campus
- ❖ Member, Philippine Junior Marketing Association (PJMA)

PERSONAL BACKGROUND

Age : 29 years old
Birthdate : October 13, 1990
Birthplace : San Pedro, Laguna
Nationality : Filipino
Status : Married



CURRICULUM VITAE



Ustari, Melvelyn A.

240 Josepio Drive, Severina 18 Subdivision, Brgy. Marcelo Green, Parañaque City
ustarimelvelyn20@gmail.com

EDUCATIONAL BACKGROUND

- ❖ Polytechnic University of the Philippines - Taguig Campus
- ❖ 2017-present

AFFILIATIONS

- ❖ Member, Junior Marketing Association (JMA) of Polytechnic University of the Philippines, Taguig Campus
- ❖ Member, Philippine Junior Marketing Association (PJMA)

PERSONAL BACKGROUND

Age : 25 years old
Birthdate : January 20, 1995
Birthplace : Allasitan, Pamplona, Cagayan Valley
Nationality : Filipino
Status : Single



References

- Alsmadi, S. (2006). *EBSCOhost | 23274904 | The Power of Celebrity Endorsement in Brand Choice Behavior: An Empirical Study of Consumer Attitudes...* [Online] Web.a.ebscohost.com. Available at: <https://web.a.ebscohost.com/abstract?direct=true&profile=ehost&scope=site&authtype=crawler&jrnl=0216423X&AN=23274904&h=fLEpSxSSI4rddJcR%2fHz98S1ixRSCtt9oX7d4FDrQMAiJGOURJDxshnVUloxxmHPNwjIK43s1PBNxuS4z4vd8Bg%3d%3d&crl=c&resultNs=AdminWebAuth&resultLocal=ErrCrlNotAuth&crlhashurl=login.aspx%3fdirect%3dtrue%26profile%3dehost%26scope%3dsite%26authtype%3dcrawler%26jrnl%3d0216423X%26AN%3d23274904> [Accessed 8 Mar. 2020].
- Amos, C., Holmes, G., & Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness. *International Journal of Advertising*, 27(2), 209-234.
- Byrne, A., Whitehead, M. and Breen, S. (2003), "The naked truth of celebrity endorsement", *British Food Journal*, Vol. 105 No. 4/5, pp. 288-296.
- Clark and Horstman(2003) "Celebrity endorsents"
- Clinton Amos, Gary Holmes & David Strutton (2008) Exploring the relationship between celebrity endorser effects and advertising effectiveness, *International Journal of Advertising*, 27:2, 209-234, DOI: [10.1080/02650487.2008.11073052](https://doi.org/10.1080/02650487.2008.11073052)
- Cooper, (1984), "Can celebrities really sell products marketing and media decision"
- Debiprasad Mukerjee, (2009) "Impact of celebrity endorsement on brand image"
- Erdogan and kitchen (1998) "How to get most out of celebrity endorser"
- Erdogan, (1999). "Celebrity endorsement: advertising agency managers' perspective"
- Farrell, (2000), "Celebrity performance and endorsement value: the case of Tiger Woods" Goldsmith,
- Lafferty and Newell, (2000), "The impact of corporate credibility and celebrity credibility on consumer's reaction to advertisement and brands.
- Garima Malik & Abhinav Guptha (2014) Impact of Celebrity Endorsements and Brand Mascots on Consumer Buying Behavior, *Journal of Global Marketing*, 27:2, 128-143, DOI: [10.1080/08911762.2013.864374](https://doi.org/10.1080/08911762.2013.864374)



- Hani, S., Marwan, A. and Andre, A. (2018). The effect of celebrity endorsement on consumer behavior: Case of the Lebanese jewelry industry. *Arab Economic and Business Journal*, 13(2), pp.190-196.
- Kumar, S. and Kumar, V. (2015). Celebrity Endorser & Attitude towards Celebrity results in Purchase Intention – A study with reference to Chennai City. *Scholedge International Journal of Management & Development* ISSN 2394-3378, 2(10), p.1.
- Martin roll (2006), “The impact of celebrity endorsement on the buying behavior”
- McCracken, (1989) “Who is the celebrity endorser? Cultural Foundations of the Endorsement process.”
- McCracken (2003) “Impact of celebrity endorsement on consumers buying behavior”
- Nam-Hyun Um (2018) What affects the effectiveness of celebrity endorsement? Impact of interplay among congruence, identification, and attribution, *Journal of Marketing Communications*, 24:7, 746- 759, DOI: [10.1080/13527266.2017.1367955](https://doi.org/10.1080/13527266.2017.1367955)
- Ofori-Okyere, I. and Asamoah, E. (2015). Celebrity Endorser Selection Strategies as Effective Marketing Communications Tool in the Automobile Industry – A Review Paper on Related Literature. *International Journal of Business and Marketing Management*. [online] Available at: https://pdfs.semanticscholar.org/290c/87b71372df7559fc5c8af7aee97f6cd14366.pdf?_ga=2.138066608.1631267115.1565521984-770203275.1565521984 [Accessed 8 Mar. 2020].
- Pradhan, D., Duraipandian, I. and Sethi, D. (2014). Celebrity endorsement: How celebrity–brand–user personality congruence affects brand attitude and purchase intention. *Journal of Marketing Communications*, 22(5), pp.456-473.
- Priyankara, Roshan & Weerasiri, Sudath & Dissanayake, Ravindra & Jinadasa, Manoj. (2017). Celebrity Endorsement and Consumer Buying Intention With Relation to the Television Advertisement for Perfumes. *Management Studies*. 5. 128-148. 10.17265/2328-2185/2017.02.005.
- Qureshi, M. And Malik, H. (2017). The Impact of Celebrity Endorsement On Consumer Buying Behavior. *Advances in Social Sciences Research Journal*, 4(3).
- Schect (2003) “Impact of celebrity endorsement on consumers buying behavior”



Sliburyte, L. (2020). How celebrities can be used in advertising to the best advantage? *World Academy of Science*, [online] Engineering and Technology 34 2009. Available at: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.309.142&rep=rep1&type=pdf> [Accessed 8 Mar. 2020].

Systemsinfluenza.Org. (2020). *The Meaning Transfer Model* - *Systemsinfluenza.Org*. [Online] Available at: <https://systemsinfluenza.org/the-meaning-transfer-model/> [Accessed 8 Mar. 2020].

zoovu Blog. (2020). *Impact of Celebrity Endorsement on Consumer Buying Behavior*. [Online] Available at: <https://zoovu.com/blog/impact-of-celebrity-endorsement-on-consumer-buying-behavior/> [Accessed 8 Mar. 2020].