BAB V

PENUTUP

5.1 Kesimpulan

5.1.1 Profil Responden

Berdasarkan hasil penelitian yang telah diuraikan dapat disimpulkan bahwa sebanyak 251 responden yang terkumpul, hanya 219 responden yang mengetahui merek Dear Me Beauty dan mengetahui selebriti Tasya Farasya sebagai endorser produk Dear Me Beauty. Berdasarkan hasil penelitian, responden yang paling mendominasi adalah wanita dengan rentang usia 21-22 tahun dan berstatus mahasiswa. Penelitian ini memberikan informasi bahwa rata-rata pendapatan responden per bulan sebesar Rp 1.000.000 – Rp 2.000.000.

5.1.2 Analisis Deskriptif Statistik

Hasil analisis deskriptif pada variabel *attractiveness* menyatakan bahwa responden memiliki pandangan yang baik terhadap selebriti Tasya Farasya yang memiliki penampilan yang menarik dan memikat perhatian. Hasil analisis deskriptif pada variabel *trustworthiness* menyatakan bahwa responden memiliki pandangan yang baik terhadap selebriti Tasya Farasya yang berkata jujur dan dapat dipercaya. Hasil analisis deskriptif pada variabel *familiarity* menyatakan bahwa responden memiliki pandangan baik

terhadap selebriti Tasya Farasya yang mudah dikenali dan akrab dengan konsumen.

Hasil analisis deskriptif pada variabel persepsi kualitas menyatakan bahwa responden memiliki pandangan baik terhadap merek Dear Me Beauty yang memiliki kualitas yang sangat tinggi dan konsisten. Hasil analisis deskriptif pada variabel kredibilitas merek menyatakan bahwa responden memiliki pandangan baik terhadap merek Dear Me Beauty yang memiliki kemampuan untuk memenuhi janjinya. Hasil analisis deskriptif pada variabel loyalitas merek menyatakan bahwa responden memiliki pandangan baik terhadap merek Dear Me Beauty yang di endors oleh selebriti Tasya Farasya. Hasil analisis deskriptif pada variabel niat beli menyatakan bahwa responden memiliki padangan baik terhadap merek Dear Me Beauty yang di endors oleh selebriti Tasya Farasya.

5.1.3 Hasil Pembuktian Hipotesis

Hasil dari analisis data yang dilakukan menggunakan *structural equation modeling* (SEM) PLS menyatakan bahwa peningkatan niat beli konsumen dapat dipengaruhi oleh *celebrity endorsement,* menggunakan merek yang didukung oleh selebriti memberikan kesan yang positif bagi konsumen, konsumen akan merasa memiliki kesamaan dengan selebriti favoritnya sehingga akan mengembangkan sikap positif terhadap merek yang kemudian akan meningkatkan niat beli konsumen.

Kredibilitas merek juga akan meningkat ketika dipengaruhi *celebrity endorsement,* konsumen akan lebih tertarik melihat iklan atau promosi yang

dilakukan oleh selebriti, sehingga merek yang didukung oleh selebriti juga akan semakin kredibel. Konsumen akan lebih percaya pada merek akibat peran *celebrity endorsement.* Jika suatu merek dikatakan kredibel yang berarti mampu mewujudkan janji-janji yang sudah dipublikasikan kepada konsumen, maka merek tersebut dapat dipercaya oleh konsumen dan akan meningkatkan niat beli konsumen.

Penggunaan *celebrity endorsement* juga akan meningkatkan persepsi kualitas, persepsi yang dimaksudkan ialah persepsi konsumen tentang kualitas suatu produk yang didukung oleh selebriti endorser. Penyampaian pesan mengenai fitur atau keunggulan suatu produk yang dilakukan oleh selebriti tentu akan memunculkan persepsi pada diri konsumen. Persepsi tersebut bisa positif maupun negatif, oleh karena itu sangat penting dalam pemilihan selebriti yang akan dipilih untuk mendukung suatu merek, karena selebriti yang berhasil membuat iklan atau kampanye terhadap suatu produk atau merek akan meningkatkan persepsi kualitas. Persepsi kualitas yang positif atau baik juga dapat mempengaruhi kepuasan konsumen yang hal tersebut akan memunculkan loyalitas terhadap suatu merek. Jika konsumen sudah memiliki persepsi yang baik tentang kualitas suatu merek, maka niat beli konsumen akan muncul dibenak konsumen.

Celebrity endorsement juga dapat meningkatkan loyalitas konsumen terhadap suatu merek. Seorang selebriti endorser diyakini mampu meyakinkan kepada konsumen akan keunggulan suatu produk atau merek.

Ketika konsumen sudah mempercayai suatu merek yang didukung oleh selebriti endorser, maka konsumen akan menumbuhkan sikap setia pada merek tersebut. Selanjutnya, jika seorang konsumen sudah memiliki sikap loyal kepada suatu merek, konsumen tersebut tentunya akan memiliki niat beli terhadap merek tersebut, bahkan sikap tersebut mungkin akan meningkat menjadi sikap niat beli ulang terhadap merek tersebut.

5.2 Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan, ditemukan beberapa informasi penting yang dapat dijadikan sebagai bahan pertimbangan bagi perusahaan industri *beauty & care* khususnya Dear Me Beauty. Hasil penelitian ini menunjukkan bahwa *celebrity endorsement* memiliki pengaruh positif terhadap niat beli konsumen. Hasil ini menunjukkan kepada para manajer seberapa pentingnya menggunakan selebriti sebagai alat untuk membantu mempromosikan produk Dear Me Beauty atau mendukung Dear Me Beauty terutama untuk meningkatkan niat beli konsumen terhadap produk.

Selain itu, hasil penelitian ini dapat dijadikan sebagai pedoman untuk merekrut selebriti yang tepat untuk mendukung merek Dear Me Beauty. Misalnya dengan memilih selebriti yang menarik, selebriti yang dapat dipercaya dan selebriti yang akrab dengan konsumen. Melalui penelitian ini membuktikan juga bahwa selebriti yang dipilih oleh Dear Me Beauty untuk mendukung produknya yaitu Tasya Farasya adalah pilihan yang tepat. Oleh karena itu, jika Dear Me Beauty ingin menggunakan *celebrity endorsement*

untuk mendukung merek kembali sebaiknya merekrut selebriti yang memiliki karakteristik yang sama seperti Tasya Farasya.

Hasil penelitian ini juga menyatakan bahwa kredibilitas merek, persepsi kualitas dan loyalitas merek juga memiliki pengaruh yang positif terhadap niat beli konsumen. Oleh karena itu, manajer diharapkan dapat memperhatikan hal-hal yang dapat meningkatkan kredibilitas, persepsi kualitas dan loyalitas terhadap merek. Misalnya dengan memberikan produk-produk dengan kualitas yang terbaik dan aman untuk digunakan agar konsumen yakin dengan produk yang ditawarkan sehingga akan meningkatkan niat beli konsumen.

5.3 Kelemahan dan Saran Penelitian

Penelitian ini tidak menetapkan media sosial tertentu sehingga tidak terdeteksi media sosial apa yang digunakan oleh responden. Penelitian selanjutnya sebaiknya menetapkan media sosial tertentu agar jawaban dapat terdeteksi pada media sosial yang sama.

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LAMPIRAN

LAMPIRAN I KUESIONER PENELITIAN

Pendahuluan

Halo,

Perkenalkan saya Angelina Tasya Anjani, mahasiswi Program Studi Manajemen Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Saat ini saya sedang melakukan penelitian mengenai "Pengaruh *Celebrity Endorsement* terhadap Niat Beli Konsumen di Media Sosial" sebagai syarat kelulusan jenjang S1. Berkaitan dengan hal tersebut, saya memohon ketersediaan waktu dan bantuan Saudara/i untuk berpartisipasi menjawab pertanyaan dalam kuesioner ini. Adapun kriteria responden untuk mengisi kuesioner ini sebagai berikut:

1. Berusia 17-26 tahun
2. Mengetahui merek Dear Me Beauty
3. Mengetahui selebriti Tasya Farasya sebagai endorser merek Dear Me Beauty

Seluruh informasi dan data yang telah diberikan akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian saja. Apabila terdapat pertanyaan mengenai kuesioner ini dapat menghubungi saya melalui email:
angelinatasya14@gmail.com
Atas perhatian dan Kerjasama Saudara/i, saya ucapkan terima kasih.

Bagian II: Pertanyaan Filter

1. Apakah anda mengetahui merek Dear Me Beauty?
   a. Ya
   b. Tidak
2. Apakah anda mengetahui selebiti Tasya Farasya sebagai endorser merek Dear Me Beauty?

a. Ya

b. Tidak

Bagian III: Profil Responden

1. Jenis Kelamin

    a. Laki-laki

    b. Perempuan

2. Usia (angka saja)

3. Status

    a. Pelajar

    b. Mahasiswa

    c. Wiraswasta

    d. Pegawai negeri

    e. Pegawai swasta

    f. Lainnya

4. Rata-rata pendapatan per bulan

    a. < Rp 1.000.000

    b. Rp 1.000.000 – Rp 2.000.000

    c. Rp 2.000.000 – Rp 3.000.000

    d. > Rp 3.000.000
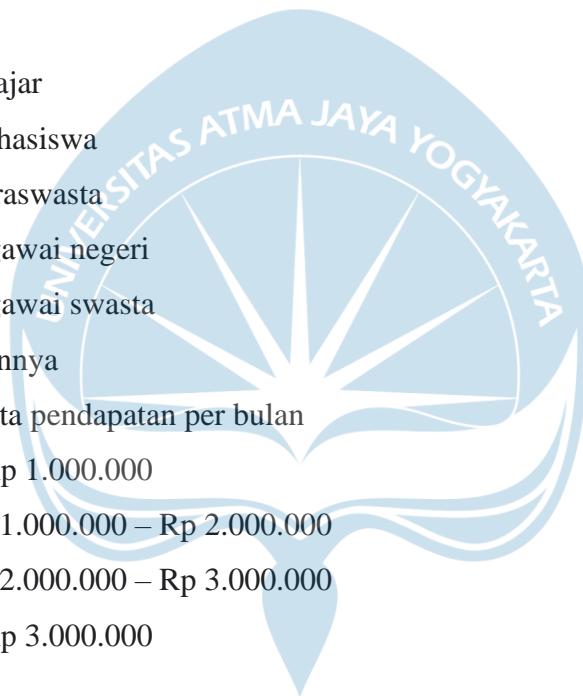
Bagian III: Kuesioner Penelitian

Instrumen penelitian dalam kuesioner ini menggunakan Skala Likert:

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

NO	ATTRACTIVENESS	STS	TS	N	S	SS
1.	Selebriti Tasya Farasya berpenampilan menarik					
2.	Selebriti Tasya Farasya berkelas					

NO	ATTRACTIVENESS	STS	TS	N	S	SS
3.	Selebriti Tasya Farasya berwajah cantik					
4.	Selebriti Tasya Farasya memiliki kesan yang elegan					
5.	Selebriti Tasya Farasya memikat perhatian					
NO	TRUSTWORTHINESS	STS	TS	N	S	SS
1.	Selebriti Tasya Farasya dapat diandalkan					
2.	Selebriti Tasya Farasya berkata jujur					
3.	Selebriti Tasya Farasya handal dalam mempromosikan produk					
4.	Selebriti Tasya Farasya berhati tulus					
5.	Selebriti Tasya Farasya dapat dipercaya					
NO	FAMILIARITY	STS	TS	N	S	SS
1.	Selebriti Tasya Farasya sangat akrab dengan konsumen					
2.	Selebriti Tasya Farasya mudah dikenali					
3.	Saya pernah mendengar selebriti Tasya Farasya sebelumnya					
NO	PERSEPSI KUALITAS	STS	TS	N	S	SS
1.	Merek Dear Me Beauty memiliki kualitas yang sangat tinggi					
2.	Merek Dear Me Beauty memiliki kualitas yang sangat konsisten					
3.	Merek Dear Me Beauty menawarkan fitur unggulan					
4.	Merek Dear Me Beauty sangat dapat diandalkan					
NO	KREDIBILITAS MEREK	STS	TS	N	S	SS
1.	Merek Dear Me Beauty mengingatkan saya pada seseorang yang ahli dalam pekerjaan mereka dan tahu apa yang mereka lakukan					
2.	Merek Dear Me Beauty memiliki kemampuan untuk memenuhi janjinya					
3.	Janji-janji merek Dear Me Beauty tampak sangat meyakinkan bagi saya					
4.	Pengalaman saya dengan merek Dear Me Beauty memberi saya harapan bahwa keinginan saya akan sepenuhnya terpenuhi					
5.	Merek Dear Me Beauty memiliki nama yang benar-benar dapat diandalkan					

NO	ATTRACTIVENESS	STS	TS	N	S	SS
6.	Merek Dear Me Beauty tidak pernah bertindak seolah-olah menjadi sesuatu yang bukan dirinya					
NO	LOYALITAS MEREK	STS	TS	N	S	SS
1.	Saya merasa loyal pada merek Dear Me Beauty yang di endors oleh Tasya Farasya					
2.	Kemungkinan merek Dear Me Beauty yang di endors oleh Tasya Farasya akan menjadi pilihan pertama saya					
3.	Saya tidak akan membeli merek lain jika merek Dear Me Beauty yang di endors oleh Tasya Farasya tersedia					
NO	NIAT BELI	STS	TS	N	S	SS
1.	Merek Dear Me Beauty yang di endors oleh Tasya Farasya menarik perhatian saya dengan mudah					
2.	Merek Dear Me Beauty yang didukung oleh Tasya Farasya dengan mudah muncul di benak saya setiap kali saya harus melakukan pembelian					
3.	Jika Tasya Farasya mengendors suatu merek, saya akan membelinya apapun yang terjadi					
4.	Saya membeli merek Dear Me Beauty karena saya suka selebriti yang mengendorsnya					
5.	Saya akan mempertimbangkan untuk membeli produk yang di endors oleh Tasya Farasya					
6.	Saya senang membeli merek Dear Me Beauty yang di endors oleh selebriti favorit saya					

LAMPIRAN II DATA JAWABAN RESPONDEN

Pertanyaan Filter

Apakah anda mengetahui merek Dear Me Beauty?	Apakah anda mengetahui selebriti Tasya Farasya sebagai endorser merek Dear Me Beauty?
Ya	Ya
Ya	Ya
Ya	Ya
Ya	Ya
Ya	Ya
Ya	Ya

Apakah anda mengetahui merek Dear Me Beauty?	Apakah anda mengetahui selebriti Tasya Farasya sebagai endorser merek Dear Me Beauty?
Ya	Ya
Ya	Ya
Ya	Ya
Ya	Ya
Ya	Ya
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Ya	Ya

Apakah anda mengetahui merek Dear Me Beauty?	Apakah anda mengetahui selebriti Tasya Farasya sebagai endorser merek Dear Me Beauty?
Ya	Ya
Ya	Ya
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Apakah anda mengetahui merek Dear Me Beauty?	Apakah anda mengetahui selebriti Tasya Farasya sebagai endorser merek Dear Me Beauty?
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Apakah anda mengetahui merek Dear Me Beauty?	Apakah anda mengetahui selebriti Tasya Farasya sebagai endorser merek Dear Me Beauty?
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Apakah anda mengetahui merek Dear Me Beauty?	Apakah anda mengetahui selebriti Tasya Farasya sebagai endorser merek Dear Me Beauty?
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Profil Responden

Jenis Kelamin	Usia (angka saja)	Status	Rata-rata pendapatan per bulan
Perempuan1	20	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	> Rp 3.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	20	Pegawai Swasta	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Mahasiswa	< Rp 1.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan10	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Mahasiswa	> Rp 3.000.000
Perempuan	25	Pegawai Swasta	> Rp 3.000.000
Perempuan	22	Lainnya	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Pegawai Negeri	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Mahasiswa	< Rp 1.000.000
Perempuan	22	Mahasiswa	< Rp 1.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan20	24	Lainnya	Rp 1.000.000 - Rp 2.000.000
Perempuan	17	Pelajar	< Rp 1.000.000
Laki-laki	23	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan	22	Mahasiswa	> Rp 3.000.000
Perempuan	21	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	20	Mahasiswa	< Rp 1.000.000
Perempuan	22	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan	20	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan30	20	Mahasiswa	< Rp 1.000.000

Jenis Kelamin	Usia (angka saja)	Status	Rata-rata pendapatan per bulan
Perempuan	23	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Pegawai Swasta	> Rp 3.000.000
Perempuan	22	Mahasiswa	< Rp 1.000.000
Perempuan	22	Mahasiswa	< Rp 1.000.000
Perempuan	22	Mahasiswa	< Rp 1.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	25	Wiraswasta	> Rp 3.000.000
Perempuan	21	Mahasiswa	< Rp 1.000.000
Perempuan40	17	Pelajar	< Rp 1.000.000
Perempuan	21	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan	24	Lainnya	Rp 2.000.000 - Rp 3.000.000
Perempuan	20	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Lainnya	< Rp 1.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	20	Mahasiswa	< Rp 1.000.000
Perempuan	24	Lainnya	Rp 2.000.000 - Rp 3.000.000
Perempuan	23	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan50	19	Pelajar	< Rp 1.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	24	Pegawai Negeri	Rp 2.000.000 - Rp 3.000.000
Perempuan	25	Pegawai Swasta	Rp 1.000.000 - Rp 2.000.000
Perempuan	25	Wiraswasta	Rp 2.000.000 - Rp 3.000.000
Perempuan	22	Pegawai Swasta	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Wiraswasta	Rp 1.000.000 - Rp 2.000.000
Laki-Laki	22	Mahasiswa	> Rp 3.000.000
Perempuan60	23	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	19	Mahasiswa	< Rp 1.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	23	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	< Rp 1.000.000
Perempuan	26	Pegawai Negeri	Rp 2.000.000 - Rp 3.000.000
Perempuan70	23	Pegawai Swasta	> Rp 3.000.000
Perempuan	22	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan	18	Pelajar	< Rp 1.000.000
Perempuan	20	Mahasiswa	< Rp 1.000.000
Laki-Laki	23	Pegawai Swasta	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Laki-Laki	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan80	23	Lainnya	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000

Jenis Kelamin	Usia (angka saja)	Status	Rata-rata pendapatan per bulan
Perempuan	18	Pelajar	< Rp 1.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Laki-Laki	19	Mahasiswa	< Rp 1.000.000
Perempuan	21	Mahasiswa	< Rp 1.000.000
Laki-Laki	24	Pegawai Swasta	Rp 2.000.000 - Rp 3.000.000
Laki-Laki	25	Pegawai Swasta	> Rp 3.000.000
Perempuan	19	Mahasiswa	< Rp 1.000.000
Laki-Laki	21	Mahasiswa	< Rp 1.000.000
Perempuan90	20	Mahasiswa	< Rp 1.000.000
Laki-laki	23	Mahasiswa	< Rp 1.000.000
Perempuan	23	Pegawai Swasta	Rp 2.000.000 - Rp 3.000.000
Laki-Laki	26	Pegawai Swasta	> Rp 3.000.000
Perempuan	21	Pegawai Swasta	> Rp 3.000.000
Laki-Laki	23	Mahasiswa	< Rp 1.000.000
Laki-Laki	20	Pegawai Swasta	Rp 2.000.000 - Rp 3.000.000
Laki-Laki	19	Mahasiswa	< Rp 1.000.000
Perempuan	20	Mahasiswa	< Rp 1.000.000
Perempuan	23	Mahasiswa	< Rp 1.000.000
Perempuan100	24	Pegawai Swasta	> Rp 3.000.000
Laki-Laki	26	Pegawai Swasta	> Rp 3.000.000
Laki-Laki	17	Pelajar	< Rp 1.000.000
Laki-Laki	17	Pelajar	< Rp 1.000.000
Perempuan	19	Mahasiswa	< Rp 1.000.000
Perempuan	20	Mahasiswa	< Rp 1.000.000
Laki-Laki	24	Wiraswasta	Rp 2.000.000 - Rp 3.000.000
Laki-Laki	22	Wiraswasta	Rp 1.000.000 - Rp 2.000.000
Laki-Laki	17	Mahasiswa	< Rp 1.000.000
Perempuan	20	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Laki-Laki110	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Laki-Laki	19	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Laki-Laki	20	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	24	Pegawai Swasta	Rp 2.000.000 - Rp 3.000.000
Perempuan	19	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	24	Pegawai Negeri	> Rp 3.000.000
Perempuan	19	Mahasiswa	< Rp 1.000.000
Perempuan	17	Pelajar	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan120	20	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	25	Pegawai Negeri	> Rp 3.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	17	Pelajar	< Rp 1.000.000
Perempuan	18	Mahasiswa	< Rp 1.000.000
Perempuan	19	Mahasiswa	< Rp 1.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Laki-Laki	20	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	19	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan	26	Pegawai Swasta	> Rp 3.000.000
Laki-Laki130	23	Wiraswasta	> Rp 3.000.000
Perempuan	17	Pelajar	Rp 1.000.000 - Rp 2.000.000
Laki-Laki	18	Mahasiswa	Rp 1.000.000 - Rp 2.000.000

Jenis Kelamin	Usia (angka saja)	Status	Rata-rata pendapatan per bulan
Perempuan	22	Lainnya	Rp 2.000.000 - Rp 3.000.000
Perempuan	21	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan	17	Pelajar	< Rp 1.000.000
Perempuan	24	Pegawai Swasta	Rp 2.000.000 - Rp 3.000.000
Perempuan	19	Mahasiswa	< Rp 1.000.000
Perempuan	17	Pelajar	Rp 1.000.000 - Rp 2.000.000
Perempuan	18	Pelajar	Rp 1.000.000 - Rp 2.000.000
Laki-Laki140	19	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan	23	Pegawai Negeri	> Rp 3.000.000
Perempuan	17	Pelajar	Rp 1.000.000 - Rp 2.000.000
Perempuan	23	Wiraswasta	> Rp 3.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Pegawai Swasta	Rp 1.000.000 - Rp 2.000.000
Perempuan	23	Lainnya	> Rp 3.000.000
Laki-Laki	23	Pegawai Swasta	> Rp 3.000.000
Perempuan	20	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan150	23	Pegawai Negeri	> Rp 3.000.000
Perempuan	19	Lainnya	> Rp 3.000.000
Laki-Laki	18	Pelajar	Rp 1.000.000 - Rp 2.000.000
Perempuan	23	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan	18	Pelajar	< Rp 1.000.000
Perempuan	20	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan	22	Mahasiswa	> Rp 3.000.000
Perempuan	20	Pegawai Swasta	Rp 1.000.000 - Rp 2.000.000
Perempuan	25	Pegawai Swasta	Rp 2.000.000 - Rp 3.000.000
Perempuan	23	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan160	17	Pelajar	< Rp 1.000.000
Perempuan	17	Pelajar	Rp 2.000.000 - Rp 3.000.000
Perempuan	24	Lainnya	> Rp 3.000.000
Perempuan	22	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan	23	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan	19	Pelajar	> Rp 3.000.000
Perempuan	21	Lainnya	Rp 2.000.000 - Rp 3.000.000
Perempuan	17	Pelajar	Rp 1.000.000 - Rp 2.000.000
Perempuan	18	Pelajar	Rp 2.000.000 - Rp 3.000.000
Perempuan	18	Pelajar	Rp 1.000.000 - Rp 2.000.000
Perempuan170	17	Pelajar	Rp 2.000.000 - Rp 3.000.000
Perempuan	20	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	18	Pelajar	Rp 2.000.000 - Rp 3.000.000
Perempuan	17	Pelajar	< Rp 1.000.000
Perempuan	18	Pelajar	< Rp 1.000.000
Perempuan	19	Mahasiswa	< Rp 1.000.000
Perempuan	20	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	22	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Perempuan	23	Mahasiswa	Rp 2.000.000 - Rp 3.000.000
Perempuan180	23	Pegawai Swasta	> Rp 3.000.000
Perempuan	24	Pegawai Negeri	> Rp 3.000.000
Perempuan	24	Pegawai Swasta	> Rp 3.000.000
Perempuan	25	Pegawai Negeri	> Rp 3.000.000

Jenis Kelamin	Usia (angka saja)	Status	Rata-rata pendapatan per bulan
Perempuan	25	Pegawai Swasta	> Rp 3.000.000
Perempuan	26	Wiraswasta	> Rp 3.000.000
Perempuan	26	Pegawai Negeri	> Rp 3.000.000
Perempuan	26	Pegawai Swasta	> Rp 3.000.000
Perempuan	17	Pelajar	< Rp 1.000.000
Perempuan	18	Pelajar	< Rp 1.000.000
Perempuan190	19	Mahasiswa	< Rp 1.000.000
Perempuan	24	Pegawai Negeri	> Rp 3.000.000
Perempuan	25	Pegawai Swasta	> Rp 3.000.000
Perempuan	26	Wiraswasta	> Rp 3.000.000
Perempuan	21	Mahasiswa	Rp 1.000.000 - Rp 2.000.000
Laki-Laki	17	Pelajar	< Rp 1.000.000
Perempuan	23	Mahasiswa	< Rp 1.000.000
Perempuan	24	Pegawai Negeri	> Rp 3.000.000
Laki-Laki	19	Pelajar	< Rp 1.000.000
Perempuan	22	Wiraswasta	Rp 2.000.000 - Rp 3.000.000
Perempuan200	26	Pegawai Swasta	Rp 2.000.000 - Rp 3.000.000
Perempuan	26	Pegawai Negeri	> Rp 3.000.000
Laki-Laki	21	Mahasiswa	< Rp 1.000.000
Laki-Laki	25	Wiraswasta	Rp 2.000.000 - Rp 3.000.000
Perempuan	26	Pegawai Swasta	> Rp 3.000.000
Laki-Laki	26	Pegawai Negeri	> Rp 3.000.000
Perempuan	25	Wiraswasta	Rp 2.000.000 - Rp 3.000.000
Perempuan	25	Wiraswasta	Rp 2.000.000 - Rp 3.000.000
Perempuan	26	Pegawai Negeri	> Rp 3.000.000
Laki-Laki	17	Pelajar	< Rp 1.000.000
Perempuan210	26	Wiraswasta	Rp 2.000.000 - Rp 3.000.000
Laki-Laki	26	Pegawai Swasta	> Rp 3.000.000
Perempuan	19	Pegawai Negeri	> Rp 3.000.000
Perempuan	18	Mahasiswa	< Rp 1.000.000
Perempuan	25	Pegawai Negeri	Rp 2.000.000 - Rp 3.000.000
Perempuan	25	Pegawai Swasta	Rp 2.000.000 - Rp 3.000.000
Laki-Laki	25	Pegawai Negeri	> Rp 3.000.000
Laki-Laki	17	Mahasiswa	< Rp 1.000.000
Perempuan	24	Wiraswasta	Rp 2.000.000 - Rp 3.000.000
Perempuan219	22	Mahasiswa	< Rp 1.000.000

Jawaban responden untuk variabel attractiveness

A1	A2	A3	A4	A5
5	5	5	5	5
3	4	3	3	4
4	4	4	5	5
5	5	5	4	4
5	5	4	5	4
2	2	2	1	1
5	5	5	5	5
5	5	5	5	5
5	5	5	5	5

A1	A2	A3	A4	A5
4	4	4	4	4
5	5	5	5	5
1	1	1	2	2
5	4	5	4	4
5	5	5	5	5
4	5	5	4	5
5	5	4	5	5
5	5	5	5	5
5	5	5	5	5
5	5	5	5	5
5	5	5	4	5
5	5	5	5	5
5	5	5	5	5
5	5	5	5	5
4	5	5	5	5
5	5	5	5	5
1	2	2	2	1
4	4	4	4	4
5	5	5	5	5
4	4	4	4	4
2	1	1	1	2
5	4	5	4	5
4	4	4	4	4
3	3	4	4	3
4	4	4	4	4
4	3	4	3	4
5	5	5	5	5
4	4	4	4	4
5	5	5	5	5
5	4	5	5	5
4	5	4	4	4
4	5	5	4	5
4	4	4	4	4
5	4	4	4	5
4	4	4	4	4
5	5	5	5	5
5	5	5	5	5
5	5	5	5	4
5	4	5	5	5
5	5	5	5	5
4	4	4	4	5
5	5	5	5	5
5	5	5	5	5
5	5	5	5	5
5	5	5	5	5
5	5	5	5	5
3	4	5	5	4
1	2	1	2	1
4	4	4	4	4
2	1	2	1	2
5	5	5	5	5
5	5	5	5	5

A1	A2	A3	A4	A5
5	4	5	5	5
5	5	5	4	5
2	2	2	1	1
5	5	5	5	5
2	2	1	2	2
4	4	4	4	4
2	2	2	1	1
4	3	4	4	4
2	1	1	2	2
5	5	5	5	5
5	5	5	5	5
5	5	5	5	5
4	4	4	5	5
5	5	5	5	4
4	5	5	5	5
5	5	5	5	5
5	4	4	4	4
2	2	1	2	2
1	2	2	2	1
1	2	1	1	1
5	4	4	5	5
5	5	5	5	5
4	5	4	5	4
5	4	5	5	5
5	5	4	5	5
4	4	4	5	4
5	4	5	4	5
5	4	5	5	4
5	4	4	5	4
5	4	5	4	4
5	4	5	4	5
4	5	4	4	5
2	1	1	1	2
4	5	5	4	4
4	4	4	5	4
5	5	5	5	4
5	5	4	4	5
5	4	5	4	5
5	4	5	4	4
4	5	4	5	4
2	2	1	2	1
4	5	4	4	4
5	5	4	5	4
5	4	5	5	4
5	4	5	5	4
4	5	4	5	4
5	4	4	5	4
5	4	4	5	4
4	5	4	5	5
5	4	5	5	4
5	4	5	5	4
5	4	5	4	5

A1	A2	A3	A4	A5
5	4	4	5	4
5	4	4	5	4
5	4	4	5	4
5	4	3	5	4
5	4	4	5	4
5	4	4	5	4
5	4	4	5	4
5	4	5	5	4
4	5	4	4	5
5	4	5	5	5
4	5	4	4	5
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Jawaban responden untuk variabel trustworthiness

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Jawaban responden untuk variabel familiarity

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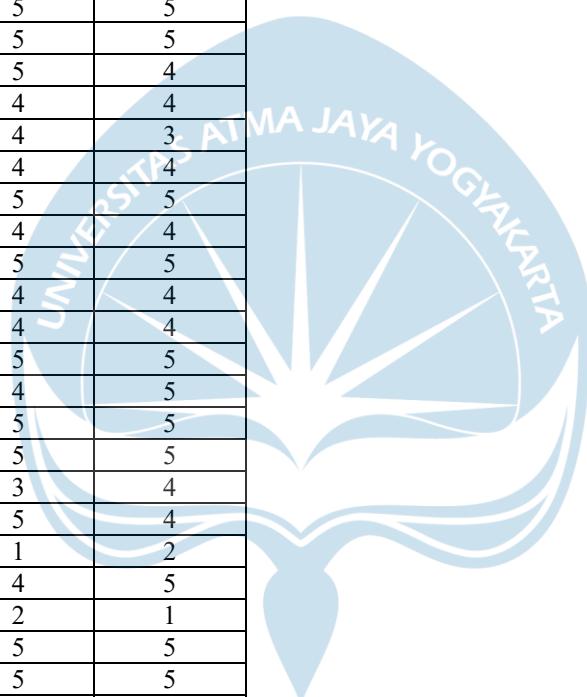
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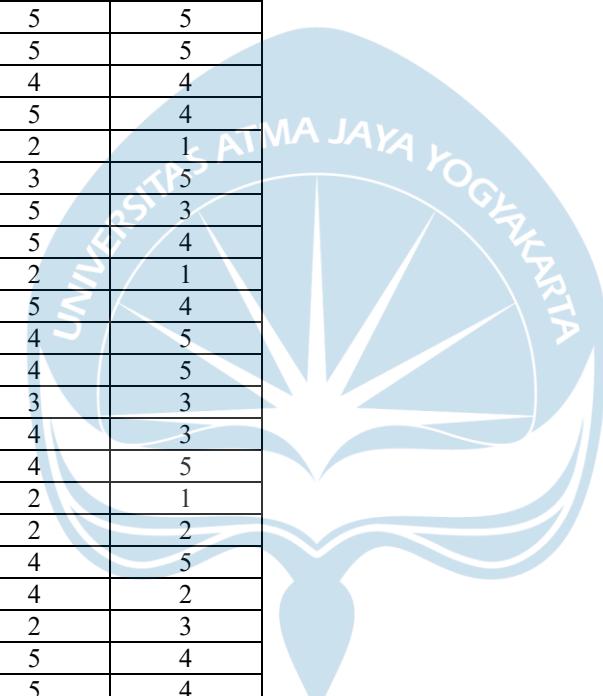
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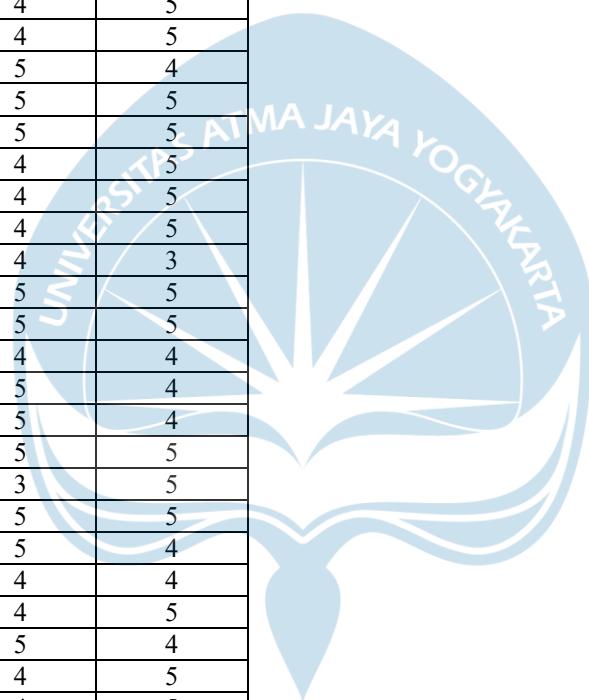
Jawaban responden untuk variabel kredibilitas merek

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KM1	KM2	KM3	KM4	KM5	KM6
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4	5	5	4	4	4
4	5	4	4	5	4
3	4	5	5	4	4
4	5	4	4	4	5
4	5	4	5	5	4
5	5	4	4	4	5
5	4	4	5	5	4
4	5	4	4	5	4
3	4	5	4	4	5
4	5	4	4	5	5
5	4	5	5	4	4
4	4	5	4	4	5
4	5	4	4	4	5
5	5	4	5	4	4

KM1	KM2	KM3	KM4	KM5	KM6
4	5	5	4	4	5

Jawaban responden untuk variabel persepsi kualitas

PK1	PK2	PK3	PK4
5	5	5	5
3	4	4	3
5	4	5	4
5	4	4	5
4	4	4	4
2	2	1	1
5	5	5	5
5	5	5	5
5	5	5	5
4	4	4	4
5	5	5	5
1	2	2	1
4	4	3	3
5	5	5	5
5	5	5	5
5	5	5	5
4	4	4	4
4	5	4	5
4	5	4	4
4	5	5	4
5	5	5	5
5	5	5	5
5	5	5	5
4	5	4	4
5	5	5	5
1	2	1	1
4	3	4	3
5	5	4	5
4	4	4	4
2	2	2	2
5	4	5	4
4	4	4	4
4	2	3	5
4	4	4	4
3	3	4	4
4	4	4	4
4	3	4	5
4	4	4	4
4	5	4	4
5	5	5	5
5	4	4	5
4	4	4	4
4	4	4	5
4	3	3	4
4	4	4	5

PK1	PK2	PK3	PK4
5	5	5	5
4	4	4	4
4	4	4	4
4	4	4	4
4	4	5	4
4	4	4	4
4	4	5	4
5	5	4	4
4	4	4	4
3	4	3	3
4	3	4	3
1	2	2	2
5	5	3	4
2	2	3	2
4	4	4	4
5	5	5	5
4	4	4	4
4	4	4	4
2	1	2	2
5	5	5	5
2	2	2	2
4	4	3	4
2	2	4	4
4	5	5	5
1	2	1	2
5	5	5	5
5	4	4	5
5	5	5	4
4	3	3	4
4	5	5	5
5	5	5	5
3	5	4	4
4	4	4	4
2	2	2	2
2	2	1	1
2	1	1	2
4	4	2	3
5	5	5	5
5	5	4	5
5	5	4	5
5	5	4	5
3	5	5	4
5	4	5	5
4	4	5	5
4	4	4	5
4	5	4	5
4	5	4	5
5	4	5	4
2	1	2	1
5	4	5	4
4	5	4	4
4	5	4	5

PK1	PK2	PK3	PK4
5	4	4	5
4	5	4	5
4	5	5	4
5	4	4	5
2	1	2	2
4	4	5	4
5	5	5	5
5	5	4	4
4	5	4	4
4	4	5	4
4	5	5	4
4	4	5	4
5	4	5	5
4	4	5	4
4	5	5	4
4	4	5	4
4	4	5	4
4	4	5	4
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4	5	4	4
4	5	3	5
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4	5	4	4
4	4	5	4
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4	5	3	4
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5	5	4	5
5	3	5	3
4	4	5	4
4	5	5	4
5	3	5	4
5	4	5	4
1	2	2	2
3	5	4	5

PK1	PK2	PK3	PK4
5	4	4	4
4	3	5	3
2	1	1	2
5	3	5	5
4	5	5	4
4	4	4	5
3	2	4	5
4	3	2	2
3	4	5	3
1	2	1	1
1	2	1	2
4	4	5	4
4	2	2	4
5	2	3	3
4	3	5	4
5	4	5	5
5	4	5	5
5	4	5	4
4	5	5	5
4	5	5	5
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4	4	4	4
4	4	4	4
4	5	5	5
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4	5	5	5
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5	5	5	4
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4	5	5	5
4	5	4	4
4	4	5	5
4	4	5	5
4	5	5	4
4	5	4	4
4	4	5	5
4	4	5	5

PK1	PK2	PK3	PK4
5	4	5	5
5	4	4	5
4	4	5	4
4	4	5	4
4	4	4	5
4	5	4	4
4	4	5	3
4	5	4	4
5	4	4	4
5	5	4	4
5	4	5	5
4	5	4	4
4	5	5	4
4	4	3	4
4	4	5	4
5	4	5	5
4	4	5	4
4	4	5	4

Jawaban responden untuk variabel loyalitas merek

LM1	LM2	LM3
5	5	5
3	4	2
4	4	3
4	5	5
4	4	4
2	1	1
5	5	5
5	5	5
5	4	4
4	4	4
5	5	5
1	1	2
4	4	4
5	5	4
5	5	4
4	5	4
4	4	4
5	5	2
4	4	4
4	4	4
5	5	5
5	5	5
5	5	5
4	5	4
5	5	5
2	1	1
4	4	4
4	4	5

LM1	LM2	LM3
4	4	4
1	2	2
4	4	5
5	4	4
2	1	4
4	4	3
3	3	3
4	4	2
4	4	3
4	4	4
2	4	2
5	5	5
3	4	3
4	4	4
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5	5	5
4	4	4
5	5	4
5	4	4
5	5	5
3	4	5
4	4	3
2	1	2
3	5	5
2	2	2
5	5	4
5	5	5
4	4	4
4	3	3
2	2	2
4	4	4
2	2	2
4	2	4
3	3	4
5	5	5
1	2	2
5	5	5
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4	3	4
4	4	4
1	2	2
1	2	2
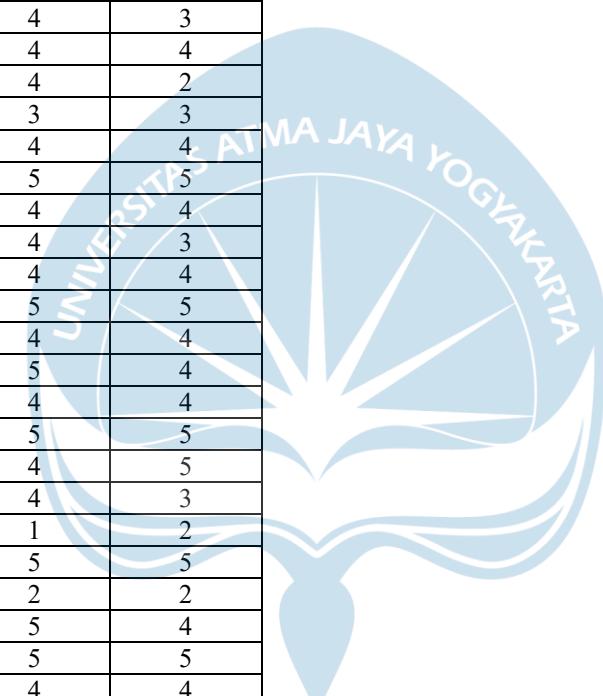
LM1	LM2	LM3
1	2	2
4	2	3
4	4	4
5	5	4
4	4	5
4	5	5
5	5	4
5	4	4
4	4	5
4	5	4
4	5	4
5	4	5
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5	4	5
5	4	5
1	1	2
4	5	5
5	4	4
4	5	4
5	4	4
4	5	5
4	5	5
5	4	4
4	5	5
3	5	4
4	5	4
5	5	4
4	5	5
5	5	5
4	4	5
4	4	5
4	4	5
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4	4	5
5	5	4
5	5	4
4	5	5
5	5	4
4	5	4
2	2	1
5	4	4
3	5	4
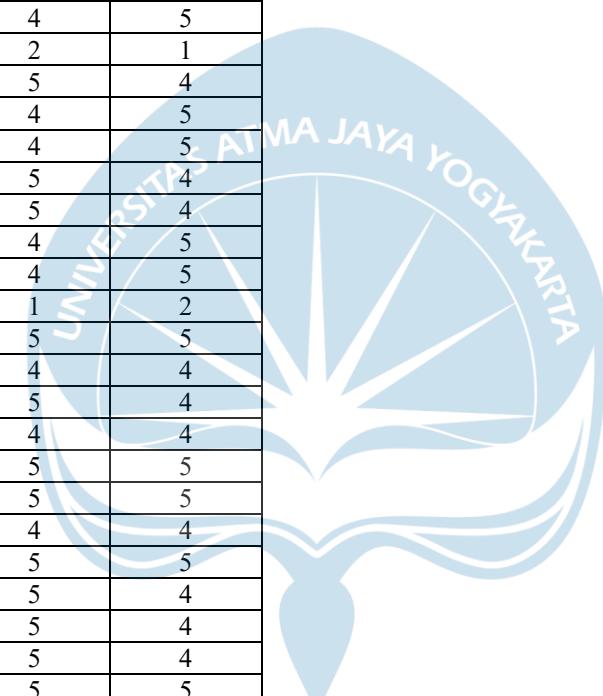
LM1	LM2	LM3
5	5	4
5	4	4
5	5	4
4	5	4
4	5	4
5	5	4
5	4	5
4	2	5
4	5	5
4	4	5
5	4	5
4	5	4
5	5	4
5	4	5
4	5	3
2	1	2
5	4	5
4	4	5
5	4	5
2	1	2
5	4	4
4	4	4
4	5	4
2	2	1
4	3	3
4	3	4
2	1	1
2	2	2
5	4	4
4	4	4
4	2	1
4	2	3
4	4	4
5	5	5
5	4	5
4	5	5
4	4	5
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4	4	4
5	5	4
4	5	5
4	5	5
4	4	4
2	4	2
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4	5	5
5	5	5
5	5	4
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5	5	5
4	5	5
5	4	5
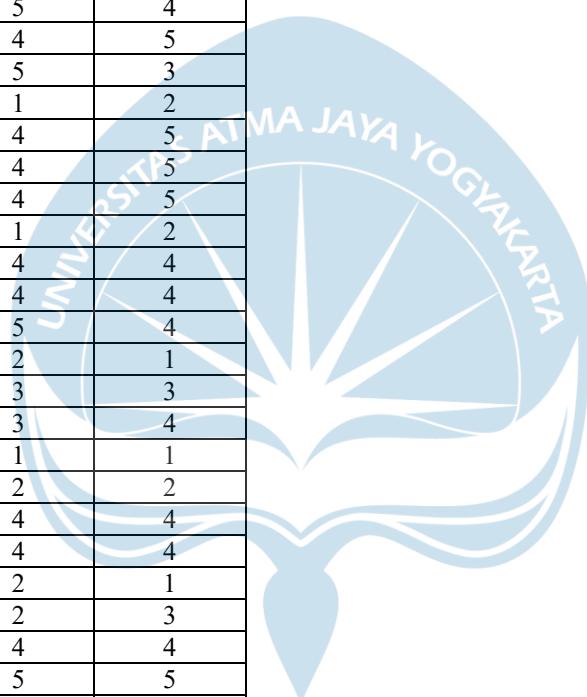
LM1	LM2	LM3
5	5	5
5	5	5
5	5	4
4	4	4
5	5	5
4	4	5
4	5	4
4	5	4
4	5	5
4	4	4
4	5	5
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4	4	5
4	5	5
4	4	5
4	5	4
4	4	5
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4	5	5
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4	4	5
4	5	5
4	5	4
4	5	4
4	4	5
4	5	5
5	5	4
4	4	5
4	4	5
5	5	4
4	4	5
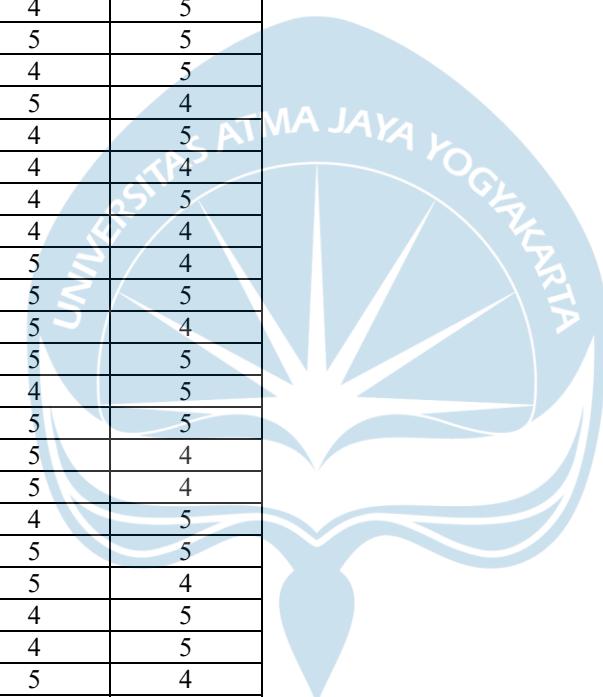
Jawaban responden untuk variabel niat beli

NB1	NB2	NB3	NB4	NB5	NB6
5	5	5	5	5	5
4	3	3	3	4	4
4	4	4	5	4	4
5	4	4	4	5	5
4	4	4	4	4	4
2	1	1	2	1	1
5	5	5	5	5	5
5	5	5	5	5	5
5	5	5	5	5	5
4	4	4	4	4	4
5	5	5	5	5	5

NB1	NB2	NB3	NB4	NB5	NB6
1	2	1	1	1	1
4	4	3	4	4	4
4	4	4	4	5	4
5	4	4	5	5	5
5	4	5	5	5	5
4	4	4	4	4	4
5	4	1	3	5	4
5	4	4	4	4	4
5	5	3	4	4	5
5	5	5	5	5	5
5	5	5	5	5	5
5	5	5	5	5	5
5	4	5	4	5	5
5	5	5	5	5	5
1	2	2	1	2	2
4	4	4	3	3	3
4	5	5	5	4	4
4	4	4	4	4	4
1	2	2	1	2	1
4	5	4	5	5	5
4	4	4	4	4	4
5	4	2	1	4	4
4	4	4	4	4	4
3	3	3	3	3	3
4	4	4	4	4	4
4	3	3	5	3	4
4	4	4	4	4	4
4	4	4	4	4	4
5	5	4	5	5	5
5	4	5	4	4	5
4	5	4	4	5	4
4	4	4	4	4	5
4	3	3	3	3	3
4	4	4	4	4	4
5	5	5	5	5	5
4	4	4	4	4	4
4	4	4	4	4	4
4	5	4	4	4	4
5	4	4	4	4	5
4	4	4	4	4	4
4	4	4	4	4	4
4	4	4	4	4	4
4	4	5	5	5	5
4	5	5	4	4	4
4	4	4	5	4	3
2	1	1	2	2	1
5	5	3	4	5	3
2	2	2	3	3	4
4	5	5	5	4	5
5	5	5	5	5	5
4	4	4	5	4	5
4	4	4	4	4	4

NB1	NB2	NB3	NB4	NB5	NB6
2	2	2	2	1	2
4	4	4	5	4	5
2	2	2	2	2	1
4	4	4	4	4	4
4	4	2	2	3	2
4	4	4	4	4	4
2	2	2	1	1	1
5	5	5	5	5	5
5	4	5	5	5	5
4	5	5	5	3	5
5	3	4	5	5	4
4	4	4	5	5	5
5	5	5	5	5	5
4	5	5	5	4	5
4	4	4	4	4	4
2	2	2	1	2	1
2	1	1	2	2	1
1	1	2	2	1	2
4	3	2	4	4	4
5	3	4	3	5	4
4	5	5	4	5	5
4	4	5	4	4	5
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4	5	5	4	5	4
4	4	5	4	5	4
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4	4	4	5	4	5
2	2	2	1	1	2
4	4	5	5	4	4
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5	4	5	5	5	4
5	4	4	5	4	3
1	1	2	2	1	2
5	5	5	4	5	4
5	5	5	5	5	5
5	4	5	5	5	4
5	5	4	5	4	5
4	4	4	5	5	4
4	4	5	4	5	5
5	4	5	5	4	3
4	5	4	4	5	4
4	4	5	4	4	5
5	5	4	4	5	4
4	5	5	4	5	5
4	4	5	4	4	5
4	5	4	5	5	4

NB1	NB2	NB3	NB4	NB5	NB6
4	5	5	4	4	5
5	4	4	5	4	5
4	5	5	4	4	5
4	4	5	4	5	5
5	4	4	5	4	5
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4	5	4	5	4	5
5	4	5	5	3	5
2	2	2	1	1	2
5	5	4	5	4	4
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3	5	4	4	5	5
4	5	5	5	4	5
4	5	5	3	4	4
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5	4	5	5	3	5
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5	4	4	5	4	5
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2	3	4	4	3	3
3	4	5	4	4	5
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4	5	5	4	5	4
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4	4	5	5	4	5
4	4	4	4	4	5

NB1	NB2	NB3	NB4	NB5	NB6
4	4	5	5	4	5
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4	5	5	4	4	4
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5	4	4	5	4	4
4	5	5	4	4	5
5	4	5	4	4	5

LAMPIRAN III UJI VALIDITAS DAN RELIABILITAS

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.834	6

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.881	4

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.854	5

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.823	7

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.874	4

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.820	7

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.836	6

LAMPIRAN IV ANALISIS DESKRIPTIF

	No	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
A1	1	0.000	4.324	5.000	1.000	5.000	1.002	2.278	-1.701
A2	2	0.000	4.201	4.000	1.000	5.000	1.023	2.503	-1.675
A3	3	0.000	4.196	4.000	1.000	5.000	1.099	2.477	-1.747
A4	4	0.000	4.260	5.000	1.000	5.000	1.073	2.593	-1.785
A5	5	0.000	4.196	4.000	1.000	5.000	1.039	2.238	-1.630
T1	6	0.000	4.146	4.000	1.000	5.000	1.058	1.949	-1.552
T2	7	0.000	4.128	4.000	1.000	5.000	1.048	1.909	-1.506
T3	8	0.000	4.087	4.000	1.000	5.000	1.014	1.638	-1.417
T4	9	0.000	4.073	4.000	1.000	5.000	1.096	2.073	-1.594
T5	10	0.000	4.119	4.000	1.000	5.000	1.083	1.511	-1.454
F1	11	0.000	4.100	4.000	1.000	5.000	0.993	2.003	-1.444
F2	12	0.000	4.242	5.000	1.000	5.000	1.025	2.398	-1.678
F3	13	0.000	4.242	5.000	1.000	5.000	1.082	2.263	-1.694
PK1	14	0.000	4.091	4.000	1.000	5.000	0.961	2.568	-1.553
PK2	15	0.000	4.096	4.000	1.000	5.000	1.014	1.279	-1.307
PK3	16	0.000	4.205	4.000	1.000	5.000	1.033	1.963	-1.547
PK4	17	0.000	4.151	4.000	1.000	5.000	0.984	2.115	-1.494
KM1	18	0.000	4.055	4.000	1.000	5.000	1.076	1.516	-1.418
KM2	19	0.000	4.210	4.000	1.000	5.000	1.003	1.849	-1.498
KM3	20	0.000	4.114	4.000	1.000	5.000	1.021	1.496	-1.373
KM4	21	0.000	4.082	4.000	1.000	5.000	1.013	2.443	-1.575
KM5	22	0.000	4.123	4.000	1.000	5.000	1.046	2.390	-1.623
KM6	23	0.000	4.119	4.000	1.000	5.000	1.000	1.979	-1.455

	No	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
LM1	24	0.000	4.064	4.000	1.000	5.000	0.996	1.940	-1.443
LM2	25	0.000	4.146	4.000	1.000	5.000	1.071	1.597	-1.484
LM3	26	0.000	4.073	4.000	1.000	5.000	1.057	0.986	-1.267
NB1	27	0.000	4.169	4.000	1.000	5.000	0.928	2.523	-1.550
NB2	28	0.000	4.114	4.000	1.000	5.000	0.975	2.070	-1.452
NB3	29	0.000	4.105	4.000	1.000	5.000	1.061	1.089	-1.320
NB4	30	0.000	4.155	4.000	1.000	5.000	1.040	2.432	-1.641
NB5	31	0.000	4.137	4.000	1.000	5.000	0.974	2.499	-1.561
NB6	32	0.000	4.251	5.000	1.000	5.000	1.005	2.607	-1.690

LAMPIRAN V ANALISIS *STRUCTURAL EQUATION MODELING* (SEM)

Outer Loadings

	Celebrity Endorsement	Kredibilitas Merek	Loyalitas Merek	Niat Beli	Persepsi Kualitas
A1	0,884				
A2	0,878				
A3	0,888				
A4	0,892				
A5	0,873				
F1	0,852				
F2	0,867				
F3	0,879				
KM1		0,871			
KM2		0,885			
KM3		0,833			
KM4		0,883			
KM5		0,889			
KM6		0,873			
LM1			0,896		
LM2			0,905		
LM3			0,875		
NB1				0,855	
NB2				0,860	
NB3				0,842	
NB4				0,868	
NB5				0,878	
NB6				0,874	
PK1					0,892
PK2					0,865
PK3					0,877
PK4					0,901
T1	0,886				
T2	0,835				
T3	0,884				
T4	0,885				
T5	0,886				

Cross Loadings

	Celebrity Endorsement	Kredibilitas Merek	Loyalitas Merek	Niat Beli	Persepsi Kualitas
A1	**0,884**	0,826	0,770	0,825	0,801
A2	**0,878**	0,827	0,789	0,819	0,817
A3	**0,888**	0,825	0,771	0,814	0,800
A4	**0,892**	0,821	0,759	0,821	0,792
A5	**0,873**	0,812	0,732	0,816	0,800
F1	**0,852**	0,814	0,777	0,831	0,813
F2	**0,867**	0,816	0,801	0,827	0,815
F3	**0,879**	0,853	0,814	0,857	0,841
T1	**0,886**	0,817	0,797	0,807	0,798
T2	**0,835**	0,774	0,776	0,758	0,759
T3	**0,884**	0,824	0,799	0,819	0,811
T4	**0,885**	0,815	0,814	0,820	0,799
T5	**0,886**	0,820	0,787	0,812	0,804
KM1	0,803	**0,871**	0,800	0,802	0,797
KM2	0,841	**0,885**	0,822	0,840	0,826
KM3	0,781	**0,833**	0,692	0,776	0,777
KM4	0,816	**0,883**	0,787	0,848	0,823
KM5	0,839	**0,889**	0,812	0,824	0,799
KM6	0,811	**0,873**	0,798	0,825	0,813
LM1	0,804	0,803	**0,896**	0,814	0,773
LM2	0,839	0,843	**0,905**	0,826	0,813
LM3	0,749	0,762	**0,875**	0,763	0,744
NB1	0,788	0,815	0,735	**0,855**	0,819
NB2	0,824	0,823	0,807	**0,860**	0,798
NB3	0,810	0,776	0,808	**0,842**	0,773
NB4	0,806	0,799	0,774	**0,868**	0,816
NB5	0,819	0,836	0,788	**0,878**	0,835
NB6	0,785	0,811	0,742	**0,874**	0,819
PK1	0,820	0,819	0,779	0,831	**0,892**
PK2	0,843	0,813	0,766	0,837	**0,865**
PK3	0,796	0,814	0,785	0,832	**0,877**
PK4	0,786	0,818	0,748	0,819	**0,901**

Construct Reliability and Validity

	Cronbach's Alpha	rho A	Composite Reliability	Average Variance Extracted (AVE)
CE	0,975	0,975	0,977	0,768
KM	0,937	0,938	0,950	0,762
PK	0,907	0,907	0,935	0,781
LM	0,872	0,874	0,921	0,796
NB	0,931	0,932	0,946	0,745

R-Square

	R Square	R Square Adjusted
Kredibilitas Merek	0,873	0,873
Loyalitas Merek	0,816	0,814
Niat Membeli	0,928	0,927
Persepsi Kualitas	0,843	0,842

Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CE -> KM	0,935	0,933	0,016	58,579	**0,000**
CE -> LM	0,604	0,603	0,090	6,746	**0,000**
CE-> NB	0,221	0,231	0,102	2,166	**0,031**
CE -> PK	0,918	0,916	0,018	51,345	**0,000**
KM -> NB	0,265	0,263	0,096	2,749	**0,006**
LM -> NB	0,142	0,145	0,058	2,443	**0,015**
PK -> LM	0,316	0,316	0,090	3,521	**0,000**
PK -> NB	0,368	0,356	0,082	4,473	**0,000**

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THE IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMER PURCHASE INTENTION: AN EMERGING MARKET PERSPECTIVE

Kofi Osei-Frimpong, Georgina Donkor, and Nana Owusu-Frimpong

This study investigates the impact of celebrity endorsement and the moderating effect of negative publicity on consumer purchase intention or attitudes in an emerging market. Employing a quantitative research design, 500 respondents were surveyed using a structured questionnaire. The findings indicate that a celebrity endorser who has attributes such as attractiveness, trustworthiness, and familiarity has a positive influence on consumer's perception of quality, purchase intentions, and brand loyalty. However, celebrity endorser's negative publicity had no moderation effect on consumer purchase intention. This article provides key theoretical and practical implications for researchers and practitioners on the use of celebrity endorsers.

In the advent of intense competition, firms adopt creative strategies to survive and claim a significant share of the market (Keller, 2016) by striving to attract consumers' attention to marketing communications (Nichols & Schumann, 2012). In the midst of the changing nature of competition, consumers also become complex, sophisticated, and demand more from the firm's products or services (Brodie, Hollebeek, Juric, & Ilic, 2011; Seno & Lukas, 2007). To this end, it has become a norm to see firms engaging celebrities to endorse their brands in an attempt to stimulate customers to patronize their offerings. For instance, in the telecommunication industry in Ghana, competing firms (e.g., Vodafone, MTN, Globacom, Airtel, and Tigo) engage celebrities ranging from comedians, musicians, film actors and actresses, footballers, among others, to endorse their brands (both voice and data). This practice is not only limited to the telecommunication industry, but other industries as well. For instance, Nestlé Ghana engaged Didier Drogba in 2016 to promote Milo (a chocolate beverage) in an attempt to associate the brand with champions (Nestlé Ghana Limited, 2016). This is not surprising given the assertion that a celebrity endorsement effectively promotes products by influencing the effectiveness of an advertisement (Goldsmith, Lafferty, & Newell, 2000; Hung, 2014; Spry, Pappu, & Bettina Cornwell, 2011). Further, Branchik and Chowdhury (2017) note that celebrity endorsers influence the endorsed products and services with their "talent, attractiveness, trustworthiness, and success."

McCracken (1989, p. 310) defines a celebrity endorser as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement." Effectively, celebrities are mostly used to endorse brands with the increased likelihood to draw audience attention and influence consumer attitudes and purchase intentions (Munnukka, Uusitalo, & Toivonen, 2016; Pradhan, Duraipandian, & Sethi, 2016; Zhou & Whitla, 2013). As such, the benefits of celebrity endorsement practices by firms are well documented in the literature (Choi & Rifon, 2012; Keel & Nataraajan, 2012). However, the impact of these celebrity endorsement practices on consumer purchase behaviors have not been thoroughly examined in a distinct emerging market such as Ghana, a sub-Saharan African country (Agyepong, 2017).

Does celebrity endorsement really work, especially in a developing country, taking into account the overarching cultural and socioeconomic dimensions of such countries? An instance is the case of Globacom (a multinational telecommunication company operating in

Kofi Osei-Frimpong (Ph.D., University of Strathclyde), Senior Lecturer in Marketing, GIMPA Business School, Ghana Institute of Management and Public Administration, Accra, kosei-frimpong@gimpa.edu.gh

Georgina Donkor (MSc., Ghana Institute of Management and Public Administration), Graduate Teaching Assistant, GIMPA Business School, Ghana Institute of Management and Public Administration, Accra, geodonkor@gmail.com

Nana Owusu-Frimpong (Ph.D, University of Durham), Professor of Marketing, GIMPA Business School, Ghana Institute of Management and Public Administration, Accra, nowusu-frimpong@gimpa.edu.gh

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Ghana), who engaged in an aggressive celebrity endorsement program by bringing on board most of the popular celebrities in Ghana to endorse their products and services. However, market share statistics provided by the National Communications Authority (NCA) for September 2017 suggests that Globacom has been experiencing a dwindling subscriber base of 3.92 percent of their products and services resulting in a market share of 2.09 percent (National Communication Authority [NCA], 2017) of which the cause is unknown. The negative results experienced by Globacom coupled with the inconsistencies in the effects of celebrity endorsement on consumer attitudes in the extant literature (e.g., Ilicic, Baxter, & Kulczynski, 2015; Liu & Brock, 2011; Sääksjärvi, Hellén, & Balabanis, 2016; Tripp, Jensen, & Carlson, 1994; Zahaf & Anderson, 2008) triggered a need for this research to further our understanding of the potential effects of celebrity endorsement and its dynamics from the developing economy perspective.

Previous research has emphasized celebrity endorsement as a multibillion enterprise, and firms are optimistic that using celebrities can accomplish a unique and relevant position in the minds of consumers (Kambitsis, Harahousou, Theodorakis, & Chatzibeis, 2002; Temperley & Tangen, 2006; Wei & Lu, 2013). Generally, the consensus among marketers is that advertising messages that are celebrity-driven engender a higher audience attention, appeal, and the possibility of recall of advert message than those noncelebrity-driven (Sääksjärvi et al., 2016; Spry et al., 2011). Similarly, Biswas, Hussain, and O'Donnell (2009) assert that marketers invest significant amount of money to align their products with celebrities with a firm belief that such celebrities will draw attention to the endorsed brand and influence consumers positively. However, it has become a challenge for some companies to actually determine the meaning consumers associate with these celebrity endorsers and how these affect their attitudes. Given the distinctiveness of an emerging market like Ghana, where there is a huge mass market of subsistence consumers (Dadzie, Amponsah, Dadzie, & Winston, 2017), coupled with the collectivistic cultural values (Adu-Febiri, 1995), it is imperative to examine the impact of celebrity endorsement on consumers' purchase behaviors. Further, the emergence of negative publicity on the part of the endorser and its impact on the endorsed brand is not clear in the extant literature (Zhou & Whitla, 2013).

Thus, in contributing to the literature, this study seeks to investigate the impact of celebrity endorsement on consumer attitudes in an emerging market context. Given the exploratory nature of the research in such distinct context, this work takes a broad approach to examine the phenomenon under consideration. Hence, the objectives of this study are three fold. First, we explore the relationship between celebrity endorsement and consumer purchase intentions. Second, the study examines the concept of celebrity endorsement and its effects on consumers' perception of quality and loyalty. Third, we seek to establish the moderating effects of negative publicity of the celebrity endorser on purchase intentions.

The remainder of the article is structured as follows. First, an overview of the study context is provided. Second, the literature on celebrity endorsement is discussed, followed by the model development and the formulation of hypotheses, and then, the methodological approach employed in this study. The subsequent sections report on the data analytical techniques and findings of the study, followed by the implications for researchers and practitioners. The article concludes by outlining the limitations and suggestions for future research.

THE STUDY CONTEXT

Regarded as a major contributor to the growth of the Ghanaian economy (Mahmoud & Hinson, 2012), the telecommunication industry in Ghana is a very competitive market with six major international players (Narteh, Mahmoud, & Amoh, 2017). Accordingly, mobile voice subscription as of September 2017 stood at 37,445,048, representing a 130.91 percent penetration rate (NCA 2017) given that some customers subscribe to more than one network. The intense competition in the industry underscores a need for the operators to devise innovative ways to win customers' attention, which is evident in their use of all kinds of marketing strategies to attract and retain customers. This level of competitiveness could also be attributed to the low switching cost and importantly, the introduction of the mobile number portability. The mobile number portability allows subscribers to move from one mobile network to the other and still

retain their existing telephone number at no cost. The NCA reports that there has been two million successful porting requests processed for Ghanaian consumers since its inception. Given the competitiveness of the industry and the low switching cost on the part of customers, telecom operators seek for the least opportunity to woo subscribers to their brands. As a result, celebrity endorsement has been a strategy that is used by all the six operators in the industry.

Agyepong (2017) notes that while celebrity endorsement has not been thoroughly examined in the Ghanaian context, there are a growing number of celebrity-focused media outlets in Ghana. For instance, there have been recent introduction of tabloid-like media outlets (including Graphic Showbiz Magazine, ghanacelebrities.com, omgghana.com, and ameyawdebrah.com), radio and television programmes that provide news on these local celebrities. These celebrities include those in areas such as entertainment (movies, music, comedy), sports (particularly football and athletics), media practitioners (especially hosts of popular TV and radio programmes), religion, and politics among others. Agyepong (2017, p. 174) further observes that celebrity conveys a "universal generic term that does not provide sufficient cultural, regional or demographic contextualization."

Drawing on Hofstede's (1984b) cultural dimensions, it will be interesting to understand how Ghanaian consumers with collectivistic cultural values (Adu-Febiri, 1995) perceive celebrity endorsements as employed by telecommunication operators in Ghana. Cultures with collectivistic values demonstrate a well-integrated social framework with a significant level of interdependence among in-group members compared to the individualistic values exhibited in most Western countries (Hofstede, 1984a). In a developing country like Ghana, a sub-Saharan African country, the collectivistic cultural orientation projects certain values such as harmony, belongingness, and respect for social hierarchies (Hofstede, 1984b). In this instance, consumers are more likely to incline toward celebrities with shared societal values. This also suggests that consumers are likely to assess these celebrities taking into account how others in the social hierarchy view these personalities. Hence, consumers' perceptions of attractiveness, familiarity, and trustworthiness of celebrities in Ghana are likely to be influenced or shaped by in-group persons in the social hierarchy. While there is lack of research on

celebrity culture in Ghana (Agyepong, 2017), the low socioeconomic status of most Ghanaians, the huge mass market of subsistence consumers, and the collectivistic cultural values among consumers, make it worthwhile to examine the influence of the increasing adoption of celebrity endorsement in this emerging market in recent years on purchase behaviors.

THEORETICAL FRAMEWORK

Celebrity Endorsement

Celebrities are accomplished individuals in respective disciplines who enjoy public recognition by a large share of a certain group of people (Spry et al., 2011). A celebrity may be an entertainer (comedian), sports person, actor/actress, and among others, known to the public for her achievements in areas other than the product or service she sought to endorse or promote. Endorsement of products can be done by lay endorsers, experts, and celebrities (Erdogan, 1999; Wei & Lu, 2013), which projects an image of the endorsed brand that matches with the personality of the endorser (Erdogan, Baker, & Tagg, 2001; Keller, 2013). Brand endorsement is a conduit of brand communication, which empowers the celebrity to act as the brand's spokesperson in various forms to convey the needed information to project the brand (Patra & Datta, 2010). Further, celebrity endorsement influences advertising effectiveness, brand recognition, brand recall, purchase intention, and even purchase behavior of consumers (Hollensen & Schimmelpfennig, 2013; Spry et al., 2011). This suggests that consumers easily associate themselves with products or service advertisement with celebrities and thus, help them in remembering the message being communicated which influence them on their purchase intention either in the short or long run.

The concept of celebrity endorsement could be well explained using the social influence theory (SIT). Social influence theory takes into account how individuals within a certain social network are influenced by others to exhibit certain behavior patterns (Li, 2013; Venkatesh & Brown, 2001). Venkatesh and Brown (2001) note that social influence is seen as a perceived pressure to conform to certain behaviors through messages and signals that help form these perceptions. Social influence could be categorized as informational and normative (Deutsch & Gerard, 1955). While the informational social influence persuades individuals to accept information

obtained from other sources as evidence about reality, the normative social influence relates to the influence of members to conform to the expectations of another person in a group (Li, 2013). This suggests that celebrity endorsements sends messages or information about brands that are considered to be credible and real, which could change the individual's perception about the brand resulting from some form of social identification (Hsu & Lin, 2008). This also implies that source credibility, attractiveness, trustworthiness, familiarity, and objectivity are critical in evaluating the kind of information put out to the public domain (Ilicic & Webster, 2015; Munnukka et al., 2016; Samu & Wymer, 2014).

In addition, drawing on persuasion theory (Lafferty, Goldsmith, & Flynn, 2005; Ohanian, 1990), source credibility and attractiveness are considered critical as these attributes in communication could persuade consumers and have a beneficial effect on message receptivity. Thus, Solomon (2014) emphasizes on the persuasiveness of communication or messages from celebrities as product and service endorsers since the use of celebrity endorsers is an attempt to change or modify consumers' attitudes and perceptions toward the brand. Further, Temperley and Tangen (2006) affirm this assertion by revealing that a company's commitment to signing celebrities is in the hope of achieving certain specific objectives of the company through the celebrity. This level of perceived influence could explain the assertion that one-quarter of all advertisements use celebrity endorsements as a promotional tool (Biswas et al., 2009).

As already noted, it could be argued that the source theory propounds that the effectiveness of a message depends on the perceived level of expertise, attractiveness, familiarity, and trustworthiness of an endorser (Arai, Ko, & Ross, 2014; Erdogan, 1999; La-Ferle & Choi, 2005; Solomon, 2014). Trustworthiness refers to the honesty, integrity, and believability of an endorser depending on the perceptions of the target audience, which implies a brand is likely to deliver as promised (Arai et al., 2014; Jin & Phua, 2014). Trustworthiness is a major determinant of source credibility with likability as its attribute, which can influence belief, opinions, attitudes, and behavior (Liu & Brock, 2011; Ohanian, 1990; Tzoumaka, Tsiotsou, & Siomkos, 2016). This occurs when receivers accept a source influence in terms of their personal attitude and value structures

(Solomon, 2014). Shalev and Morwitz (2012) and also that consumers accept influence from sources they can identify with and reject influence when they wish to disassociate from a source. Hence, celebrities have a high tendency of influencing consumers to accept product messages and to act on it by purchasing the product because they are seen as aspirational leaders (Jin & Phua, 2014; Liu & Brock, 2011).

Further, celebrity endorsers have always been chosen on the basis of their attractiveness to gain from a dual effect of both celebrity status and physical appeal (Erdogan, 1999; Ohanian, 1990). The source attractiveness model (McCracken, 1989) highlights that the effectiveness of a message is dependent on the "source familiarity, likeability, similarity, and physical attractiveness to the respondents" (Liu, Huang, & Minghua, 2007, p. 359). Familiarity is knowledge of the source through the exposure of the source's physical appearance and behavior (Spry et al., 2011). On a whole, attractiveness does not mean physical attractiveness but includes any number of virtuous characteristics that consumers might perceive in a celebrity endorser like intellectual skills, personality properties, lifestyles, or athletic prowess (Erdogan, 1999; Liu et al., 2007).

It could be argued that the primary goal for using celebrities as endorsers of products and services is to increase attention to the brand and to persuade consumers to have a favorable attitude toward the brand (Erdogan et al., 2001; Liu et al., 2007; Spry et al., 2011). Thus, the source models could play an important role in convincing consumers of the attractiveness or credibility of the brand. This could also infer that, to be able to organize persuasive campaigns, firms should use celebrities who are perceived by a target market to be credible and attractive.

Model Development and Hypotheses

A number of factors influence the purchase decision or intention of customers. The extant literature suggests that the consumer's intention to purchase is mostly reinforced by celebrity endorsement (Arai et al., 2014; Hollensen & Schimmelpfennig, 2013; Sääksjärvi et al., 2016). Liu et al. (2007) found that the attractiveness of the celebrity endorser is more likely to influence the consumer's purchase intentions. In this vein, White, Goddard, and Wilbur (2009) point out that the

celebrity endorser's actions and inactions depending on how the "society" perceives it may or may not affect the consumer's purchase intention. This brings into prominence the critical importance of the source credibility including the endorser's attractiveness, familiarity, and trustworthiness.

In a related study, Yilmaz, Eser Telci, Bodur, and Iscioglu (2011) posit that likable and source credibility increase attention and positive feeling to the advertising message which ultimately leads to purchase intentions. It is preferable that customers get emotionally attached to products and purchase them whenever they decide to buy. Biehal, Stephens, and Curio (1992) assert that the intentions depend on the consumer processing all available information. However, all available information is not processed at all times. Similarly, consumers easily identify with celebrities because people would want to be like them, wear what they wear, do what they do and by so doing maintain a relationship with them.

Further, there have been contrasting debates in the literature as to whether or not celebrity endorsements positively influence consumer purchase intentions. For instance, Zahaf and Anderson (2008) found out that the celebrity factor in itself does not have any real effect on consumers' purchase intentions even though the willingness to buy can be complemented by a celebrity endorser. Thus, in cases where the factors that influence the willingness to buy are absent, the celebrity endorser would not have any impact on purchase intentions. In a similar vein, Tripp et al. (1994) assert that the effectiveness of celebrity endorsers decreases by overendorsement, hence, affecting purchase intention. Taking into account the divergent views concerning how celebrity endorsement affects the buying decisions of consumers, these inconsistencies could account for why Globacom's relentless use of celebrity endorsement have been unsuccessful. On the basis of these discussions, we hypothesize:

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

Consumer perception encompasses customer impression, awareness, or consciousness about the existence of an organization and its associated products and services (Kotler & Keller, 2016). Typically, perceptions are affected by personal experiences, public relations, social media, advertising, and so on (Solomon, 2014). These are unique and have influence on the decision the individual takes at every point in time (Fill, 2002; Rashid, Abdul, Nallamuthu, & Sidin, 2002). Erdogan (1999) notes that celebrity endorsers drawing on their likeability, familiarity, attractiveness, and trustworthiness attract or bring attention of consumers to advertisement. Aside from the popularity of the celebrity endorser, consumers pay attention to an endorsed brand or product depending on the stimulus, consumer interest, and product need (Munnukka et al., 2016). The credibility of the individuals used for the endorsement influences the perception of the consumer. Thus, consumers evaluate the persona of the celebrity, and a brand is therefore likely to outperform the competition if the celebrity signed to act as the spokesperson for them is perceived to be credible by consumers (Erdogan et al., 2001). This suggests that the credibility of the brand endorser could have a positive impact on the consumer's perception of quality of the brand.

Choi and Rifon (2007) indicate that consumers consider celebrities as referents; thus, having significant impact on the consumer's evaluations, aspirations, and behavior even though the celebrity may be either physically or socially distant from the average consumer. Consumer's perception of quality is a subjective evaluations of the brand (Wilson, Zeithaml, Bitner, & Gremler, 2016), and Tsiotsou (2006) notes that this is influenced by internal and external product attributes, which is an evaluation basis for the consumer. In this vein, celebrity endorsement with reference to their familiarity, attractiveness, and trustworthiness is likely to influence consumer's perceived quality of the brand endorsed. Thus, we hypothesize:

> H2: Celebrity endorsement with reference to their attractiveness, trustworthiness, and familiarity is likely to positively influence the consumer's perception of quality of the endorsed brand.

Celebrity endorsement could also be argued to influence consumer's emotional attachment to a brand leading to a possible brand loyalty. Brand loyalty refers to brand preferences and the emotional attachment to a brand so that consumers will not consider other brands when they buy a product (Cavero & Cebollada, 1998). Pappu, Quester, and Cooksey (2006) note that

consumer's association with a brand coupled with their level of brand awareness could lead to developing loyalty to a particular brand. In a similar vein, Spry et al. (2011) highlight that consumer brand loyalty is related or influenced by their perceptions rather than actual behavior. As a marketing strategy to enforce brand loyalty, celebrity endorsement is likely to achieve a higher degree of attention and recall, increase brand awareness, and create positive feelings toward brands (Solomon, 2014). This suggests that the use of celebrities in advertisements to convey the brand message and subsequent endorsement of the brand is likely to influence consumer brand loyalty. Thus, we hypothesize:

> H3: Celebrity endorsement with reference to their attractiveness, trustworthiness, and familiarity is likely to positively influence the consumer's brand loyalty.

When a credible source endorses the brand, consumers perceive the brand as having superior quality. Tsiotsou (2006) indicates that perceived quality has attracted the interest of many marketing practitioners and researchers because of its belief to have a beneficial effect on marketing performance. Aaker (1996) identifies perceived quality as one of the dimensions of brand equity. This is an attribute of a brand that could influence consumer purchase intentions and brand loyalty (Olsen, 2002). According to Olsen (2002), perceptions of quality lead to satisfaction which in turn influences purchasing behaviors. Perception of quality is a basic driver of buyer intentions across a wide range of categories in both goods and services markets (Brady & Cronin, 2001). Among other things, consumers may prefer to purchase a particular brand due to its perceived quality and that they are normally committed to purchase; they may also refer it to other people. Network quality indicators including network access, service access, service integrity, coverage, and no drop calls are important aspects that affect customers' perception of cell phone service quality (Sutherland, 2007). This over time leads to brand loyalty as their occasional purchase increases in frequency. Olsen (2002) further notes that if perceived quality evaluation can lead to satisfaction, which reflects on consumer's feeling state, quality can predict a customer's state of feeling and purchase behaviors. This suggests that perceived quality of a brand is likely to influence brand loyalty and

purchase intentions on the part of the customer. Thus, we hypothesize the following:

> H4: Consumer's perception of quality of a brand is likely to positively influence the consumer's brand loyalty.

> H5: Consumer's perception of quality of a brand is likely to positively influence the consumer's purchase intention.

Brand loyalty influenced by the credibility and perceived quality of the brands promoted using celebrity endorsement (Kim, Wang, & Ahn, 2013) is argued to influence consumers' intentions to purchase or repurchase, recommendation to others, willingness to pay more, and a reduction in complaints (Kim & Kim, 2004). Consumers generally have a higher purchase intention with a familiar brand. Macdonald and Sharp (2000) contend that brands with high awareness and good image can promote brand loyalty, which in turn could lead to increased purchase intentions of consumers (Lord & Putrevu, 2009; Yoo & Donthu, 2001). Aaker (1996) asserts that brand equity is likely to influence consumers' purchase behaviors. The author however, defines brand loyalty as one of the dimensions of brand equity, suggesting brand loyalty is likely to influence consumers' purchase intentions. Thus, we hypothesize:

> H5: Consumer's loyalty to a brand is likely to positively influence his/her purchase intention.

The Moderating Effect of Negative Publicity of Celebrity Endorsers

The endorsement of product and services by celebrities can be very costly for companies. This cost comes not only in terms of the money involved in paying them, but also how his/her image can affect the consumers either positively or negatively. Thus, Kowalczyk and Royne (2013) note that while celebrity endorsements have largely been successful, it could at the same time be risky. Negative publicity can occur before, during, or after an endorsement and it can come in different forms (Zhou & Whitla, 2013); however, this study does not test a specific type or form of negative publicity. In this study, we define negative publicity as emerging controversies that surrounds a celebrity endorser and

questions his/her credibility and trustworthiness. There have been instances in Ghana whereby celebrity endorsers have been in the news for negative publicity. For instance, Globacom signed a Ghanaian international footballer as a brand ambassador in 2012 who was later arrested in 2013 for beating up his wife. Upon the intervention by mediators, the charges were later dropped and he was released; however, his face was still splashed on billboards for his sponsor following the incident, and the company did not part ways with the football star (Bizz101, 2013). There have been other instances where some of these endorsers (of telecom products and other brands) were involved in sex scandals, some of which were peacefully resolved in the courts. In another instance, a very popular Ghanaian actor was arrested and arraigned before the court for defrauding some people by false pretenses. He was accused of extorting monies from the affected persons with the pretense of helping to secure visas for them to travel abroad but could not deliver on this. Upon further interrogations, the local movie star later admitted the offense and refunded the money to the victims. However, after the scandal, he continued his partnership with "House Party Computers" and "Cho Cho Cream" as the brands' ambassador. His adverts continued to run on TV as though nothing happened, and the companies never issued any statement to that effect (Bizz101, 2013).

The question thus remains: does negative publicity affect the relationship between celebrity endorsement and consumers' purchase intention in any way? Knott and St James (2004) assert that using celebrities involved in controversies and scandals ranging from sex issues, murder charges, and drug abuse, among others, could have dire consequences on the brand performance or acceptance. Similarly, Silvera and Austad (2004) emphasise that celebrities who are blamed for negative events can have detrimental effects on the products/brands they endorse, which is also in consonance with Thwaites et al.'s (2012) finding thatbad publicity affects attractiveness and credibility of celebrity endorsers negatively. Further, the extent to which the moral reputation of the celebrity is hit by negative publicity could have an effect on the products they endorse (Zhou & Whitla, 2013). Given the collectivistic nature of the Ghanaian society, it is expected that consumers will be more sensitive to negative publicity of the celebrity endorser with a possibility of declining to associate with the endorsed product or brand. Although the interaction effect of negative publicity on the relationship between celebrity endorsement and purchase intention has not been established, this study proposes a significant interaction effect. Thus, we hypothesize that:

> H6: Negative publicity of celebrity endorsers weakens the effects of celebrity endorsement on consumer's purchase intentions.

Following the previous discussions, a hypothesized model is presented in Figure 1. The model shows the various path relationships as explained in the model development.

METHODOLOGY

To achieve our research objectives, we employed a quantitative survey design using a structured questionnaire. This approach was employed to obtain measurable and objective data from respondents (Osei-Frimpong, 2017) who have seen adverts from telecom companies using celebrity endorsement to better understand the phenomenon. We surveyed university students (both undergraduates and postgraduates) because most of them are familiar with celebrity trends and therefore, would be in a position to give candid views on celebrity endorsements (Till & Shimp, 1998). Employing a stratified random sampling technique (Black, 1999), 500 respondents were interviewed from three universities in Accra, Ghana. The questionnaires had inclusive and exclusive criteria; hence, respondents who have not seen or followed adverts from the telecom operators in Ghana using celebrity endorsement were excluded from the study.

Prior to the main study, the research instrument was pretested with 20 respondents from the population of interest (Wilson, 2011). Sampling procedures and questionnaire administration in the pilot study followed the approach employed in the main study. A preliminary analysis of the pretest indicated all scales satisfied the internal consistency recording Cronbach alpha $\alpha > 0.7$ with correlation significance at the level of $\rho < 0.05$, suggesting the robustness of the scales (Bagozzi & Yi, 2012). Scale items that measured a corrected item-total correlation of > 0.3 were retained in the final version of the questionnaire (Osei-Frimpong, 2016). Following the feedback received

Figure 1
Hypothesized Model
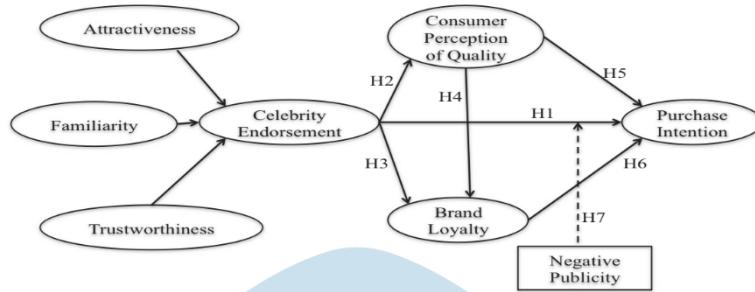
from the respondents, several minor changes in wording were made before the questionnaire could be used in the main study.

Measures

Scale items used to measure the various constructs in Figure 1, were drawn from the extant literature. These validated scales were slightly modified with caution and did not change the original meaning. All scales were measured on a five-point Likert scale that ranged from 1 (*strongly disagree*) to 5 (*strongly agree*) unless otherwise specified. Celebrity endorsement (CE) was treated as a higher order construct, which was measured using the following constructs: attractiveness, trustworthiness, and familiarity following the source theory (La-Ferle & Choi, 2005; Ohanian, 1990). While other works have measured CE using attractiveness, expertise, and trustworthiness, we focused on "familiarity" in place of "expertise" given the nature of the industry under consideration. In addition, the popularity and familiarity of the endorser is of paramount importance in the Ghanaian society. Attractiveness (ATTR) was measured on a seven-point semantic differential scale using a five-item scale adapted from Ohanian (1990) and Spry et al. (2011). Similarly, trustworthiness (TRUST) was measured on a seven-point semantic differential scale using a five-item scale also adapted from Ohanian (1990) and Spry et al. (2011). Familiarity (FAMI) was also measured on a seven-point

semantic differential scale using a three-item scale adapted from Spry et al. (2011). In these instances, respondents were limited to celebrity endorsers in the telecom industry in Ghana and sample names were provided to serve as a guide in completing the questionnaire particularly in relation to endorser's attractiveness, trustworthiness, and familiarity. For example, respondents were asked to indicate how familiar they are with celebrities (sample names provided) used in adverts by telecom players in Ghana.

Consumer perception of quality (CPQ) was measured using a four-item scale adapted from Spry et al. (2011). We measured purchase intentions (PI) using a six-item scale adapted from Liu and Brock (2011), whereas brand loyalty (BL) was also measured using a three-item scale adapted from Yoo and Donthu (2001). Negative publicity (NP) of celebrity endorsers was measured using a three-item scale adapted from Zhou and Whitla (2013). Following Money, Shimp, and Sakano (2006), an instance was provided on the questionnaire to allow respondents to imagine what they would do in situations where a celebrity endorser is engrossed in negative publicity. "Suppose, for the purpose of these questions, you learn that a celebrity who endorses one of your favorite networks is a drug abuser (e.g., longtime user of cocaine, marijuana), attempted to defraud people, accused of assault (e.g., arrested for beating his wife), involved in sex scandals, among other scenarios." All measures with their factor loadings are presented in Appendix 1.

Data Collection Procedure

The main study involved recruiting 800 respondents from three universities in Accra following a stratified random sampling technique. The questionnaire had an inclusive and exclusive question that excluded some recruited respondents. As a result, only respondents who have followed adverts from the telecom companies using celebrity endorsers for a minimum of five months were included in the study. In all, 546 qualified respondents completed the questionnaire. Following Hartline, Maxham, and McKee (2000) and Karikari, Osei-Frimpong, and Owusu-Frimpong (2017), responses with missing values of three or more were discarded after an initial screening of the completed questionnaires, resulting in 500 useable questionnaires representing a valid response rate of 62.5 percent.

The respondent demographic profile is presented in Table 1. Of the respondents surveyed, 97.2 percent were aware that their network operators employ the services of celebrity endorsers, and 2.8 percent were not aware of their operators using celebrity endorsers but knew some network operators engage in these practices. Exactly 54.2 percent of the respondents got this information through TV advertisement, 24.4 percent via the Internet, 9.8 percent through newspaper advert, and the remaining 11.4 percent through billboards and magazines.

Data Analysis

Prior to the analysis, all negatively worded items were recoded to account for direction of wording. A normality test using SPSS 22 showed marginal levels of skewness (> 2) and kurtosis (> 7) (West, Finch, & Curran, 1996) were associated with some constructs (familiarity and attractiveness) but did not warrant data transformations (Ranaweera & Jayawardhena, 2014). The remaining constructs were well within acceptable levels. All scales recorded Cronbach alpha of $\alpha > 0.7$ with correlation significance at the level of $p < 0.05$. As a result of the presence of non-normal data, we used PLS-SEM for the model evaluation.

PLS-SEM was used for model evaluation considering the nature of the data and measures (Hair, Sarstedt, Ringle, & Mena, 2012; Reinartz, Haenlein, & Henseler, 2009). The data consists of both formative and reflective indicators of the constructs, which is well handled by PLS compared to other methods (e.g., AMOS, LISREL)

Table 1
Demographic Profile of Respondents

Profile	Number	Percentage (%)
Gender		
Male	251	50.2
Female	249	49.8
Age (in Years)		
18–28	427	85.4
29–39	68	13.6
40–50	3	0.6
51–60	2	0.4
Educational Level		
Undergraduate	375	75
Postgraduate	116	23.2
Diploma	9	1.8
Network Usage		
MTN	151	30.2
Vodafone	122	24.4
Tigo	107	21.4
Airtel	94	18.8
Glo	23	4.6
Expresso	3	0.6
Number of Years on a Particular Network		
0–3	176	35.2
4–7	245	49.0
8–10	63	12.6
> 10	16	3.2

(Dellande, Gilly, & Graham, 2004; Diamantopoulos & Winklhofer, 2001). Effectively, all the variables measuring the second-order construct (celebrity endorsement) were treated as formative measures, as shown in Figure 1. These variables (attractiveness, familiarity, and trustworthiness) are distinct theoretically and are essential for capturing the essence of this second-order construct (celebrity endorsement) to understand the relative effects or consequences. Hence, these are considered as causal indicators (Ranaweera & Jayawardhena, 2014).

A complete bootstrapping procedure with 500 bootstrap subsamples was performed, and the significance level was assessed with a two-tailed distribution. We also checked for multicollinearity using variance inflation factors (VIF) of all variables (Hair et al., 2012; Osei-Frimpong, Wilson, & Lemke, 2018). Following the recommended cut-off point of 10.0 (Hair et al., 2012), we found no evidence of high multicollinearity in our data. The highest value recorded in the VIF test among the variables was 1.567. The indicator outer weights of the formative constructs are presented in Table 2 with their level of significance. All indicators

Table 2
Weight of Indicators and Their significance

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
AT1 <- ATTR	0.355	0.356	0.019	18.584	0.000
AT2 <- ATTR	0.397	0.396	0.016	24.666	0.000
AT3 <- ATTR	0.429	0.429	0.018	23.566	0.000
FA1 <- FAMI	0.336	0.334	0.024	13.969	0.000
FA2 <- FAMI	0.350	0.350	0.025	13.890	0.000
FA3 <- FAMI	0.302	0.302	0.021	14.448	0.000
FA4 <- FAMI	0.341	0.342	0.022	15.235	0.000
TR1 <- TRUST	0.233	0.233	0.012	20.004	0.000
TR2 <- TRUST	0.248	0.248	0.007	33.749	0.000
TR3 <- TRUST	0.244	0.244	0.008	31.286	0.000
TR4 <- TRUST	0.246	0.246	0.008	32.617	0.000
TR5 <- TRUST	0.260	0.260	0.008	31.717	0.000
CE <- TRUST	0.701	0.700	0.040	17.506	0.000
CE <- ATTR	0.330	0.330	0.024	13.542	0.000
CE <- FAMI	0.315	0.314	0.032	9.921	0.000

Note: ATTR – Attractiveness; FAMI – Familiarity; TRUST – Trustworthiness; CE – Celebrity Endorsement.

were significant which suggest their relative importance to be retained in the model (Hair et al., 2012). In addition, all factor loadings of items were above 0.6 and there was no evidence of cross loadings, which suggests items loaded on constructs they were intended to measure as presented in Appendix 1.

PLS Structural Model Results

Following the full structural formative model evaluation using Smart PLS (v.3.2.3), the results suggest an acceptable model fit to the data. A detailed list of the path coefficients with their respective t-values, R^2, Q^2, and f^2 are presented in Table 3. The *coefficient of determination* (R^2), *cross-validated redundancy* (Q^2), and *effect size* (f^2) are reported to assess the predictive power of the model evaluation. While R^2 measures the model's predictive accuracy, Q^2 assesses the inner-model's predictive relevance (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014; Osei-Frimpong, 2017). In addition, f^2 calculates each effect in the path model and measure whether a predictor latent variable has a weak, medium, or large effect at the structural level. To assess the predictive power of the model evaluation, coefficient of determination (R^2) and cross-validated redundancy (Q^2) of the model estimation are reported. To assess Q^2, blindfolding which is a PLS resampling procedure, was performed (Osei-Frimpong, 2017).

From Table 3, all hypotheses were supported (thus, H1–H6). The results suggest the positive effects of celebrity endorsement in brand promotions on consumers' purchase intentions. Supporting hypothesis H1 ($\gamma = 0.224$, $p < 0.001$, $R^2 = 0.481$) implies that celebrity endorsements taking into account the endorser's level of familiarity, attractiveness, and trustworthiness have a positive influence on consumer behavior toward the brand. Similarly, hypothesis H2 ($\gamma = 0.524$, $p < 0.001$, $R^2 = 0.275$) was supported suggesting that celebrity endorsement influence consumer behavior and attitudes toward endorsed brands. This implies that the credibility of the celebrity directly influence consumers' perception of the brand quality. Also, we checked the direct and indirect effects of celebrity endorsement on brand loyalty and both hypotheses H3 ($\gamma = 0.337$, $p < 0.001$, $R^2 = 0.332$) and H4 ($\gamma = 0.323$, $p < 0.001$, $R^2 = 0.332$) were supported. This suggests that the continuous endorsement by credible celebrities influences consumer perceived quality, which also drives the possibility of developing brand loyalty. Finally, hypotheses H5 ($\gamma = 0.256$, $p < 0.001$, $R^2 = 0.481$) and H6 ($\gamma = 0.371$, $p < 0.001$, $R^2 = 0.481$) were all supported suggesting that consumers' perception of brand quality and their level of loyalty toward the brand increases their purchase intentions. The results generally suggest the importance of celebrity endorsement by firms to promote

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Table 3
Path Estimates for Proposed Model

Path	Original Sample (γ)	Sample Mean	SD	t-value	R^2	Q^2	f^2
Celebrity Endorsement -> Purchase Intention (H1)	0.224***	0.226	0.045	4.96	0.481	0.256	0.066
Celebrity Endorsement -> Consumer Perception of Quality (H2)	0.524***	0.527	0.035	14.95	0.275	0.187	0.392
Celebrity Endorsement -> Brand Loyalty (H3)	0.337***	0.338	0.042	7.93	0.332	0.198	0.129
Consumer Perception of Quality -> Brand Loyalty (H4)	0.323***	0.324	0.048	6.79			0.117
Consumer Perception of Quality -> Purchase Intention (H5)	0.256***	0.252	0.048	5.35			0.082
Brand Loyalty -> Purchase Intention (H6)	0.371***	0.372	0.045	8.28			0.178

*Notes: Original sample implies the original data; sample mean implies the 500 bootstrapped samples. ***ρ < .001; SD – Standard Deviation.*

their brands to consumers. We tested the predictive power of the model using the *coefficient of determination* (R^2), *cross-validated redundancy* (Q^2), and *effect size* (f^2). The measures reported in Table 3 suggest moderate effects, which contributes to the robustness of the model. Although, the f^2 on the paths Celebrity Endorsement -> Purchase Intention and Consumer Perception of Quality -> Purchase Intention were weak (0.066 and 0.082, respectively), it is imperative to note that celebrity endorsement influenced by the endorser's level of familiarity, attractiveness, and trustworthiness significantly and positively drives consumers' purchase behaviors.

Interaction Effect

Following the model evaluation to test the various hypotheses (H1–H6), moderating effects were examined hierarchically using moderated SEM with PLS (Ranaweera & Jayawardhena, 2014). Following Ranaweera and Jayawardhena (2014) and McLean and Osei-Frimpong (2017), an additional variable was created to test the interactive effects. First we created an interactive term by multiplying all the indicators on the independent variable (Celebrity Endorsement) and the moderating variable (Negative Publicity). This resulted in creating the interactive term "Celebrity Endorsement × Negative Publicity." The dependent variable (Purchase Intention) was regressed on the independent variable (Celebrity Endorsement), the moderator (Negative Publicity), and the interactive term. There was no statistically significant moderating (interaction) effect of negative publicity on consumers' purchase intentions as the path between them was not significant, thus hypothesis H7 (γ = 0.01, p < 0.694) was not supported. While the interaction term had

a nonsignificant effect on the path "CE -> PI," Negative Publicity also did not have any significant effect on consumers' purchase intentions (γ = –0.018, p < 0.624). The plot in Figure 2 illustrates the nonsignificant effects of the interaction on the path "Celebrity Endorsement -> Purchase Intention" as presented. The results suggest that negative publicity of the endorser does not in any way affect consumers' purchase behaviors.

DISCUSSION AND RESEARCH IMPLICATIONS

This research provides empirical evidence in support of understanding celebrity endorsement on consumer perception and purchase behaviors in an emerging market. The study reveals a significant effect of celebrity endorsement on consumer purchase behaviors. While most studies on celebrity endorsement has mainly been carried out in the United States and European countries, the African context and particularly the Ghanaian market has been neglected (Agyepong, 2017). This emerging market (the Ghana context) presents consumers with collectivistic cultural values with the majority considered in the low socioeconomic bracket. Hence, this emerging market is distinct with a huge mass market of subsistence consumers (Dadzie et al., 2017). This study has established the impact of celebrity endorsement on consumer perceptions and purchase behaviors in a distinct emerging market, and contends that negative publicity of celebrity endorsers does not significantly moderate the association between celebrity endorsement and consumers' purchase intentions. Our findings suggest that the endorser's pertinent characteristics including the level of familiarity, attractiveness, and trustworthiness (Ohanian, 1990) influence consumer's perception of

Figure 2
Moderation Effect of Negative Publicity on Purchase Intention
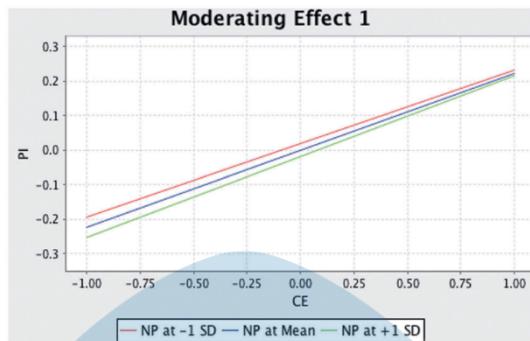
quality of the brand, increase brand loyalty and more importantly, influence their purchase intentions. Hence, the results support previous studies (e.g., Arai et al., 2014; Hollensen & Schimmelpfennig, 2013; La-Ferle & Choi, 2005; Spry et al., 2011) suggesting that the source model plays an important role in celebrity endorsement promotional activities on the part of the firm.

Our conceptualization also suggests that it is easy for consumers to recall an advert by celebrities due to their attractiveness, familiarity, and trustworthiness, which increases their purchase intentions. In a related study, Spry et al. (2011) reveal that celebrity endorsement has immense influence on advertising effectiveness, brand recognition, brand recall, purchase intention, and even purchase behavior of consumers. They argue that consumers easily associate themselves with product advertisements with celebrities and thus, this helps them remember the message being communicated, which may influence their purchase intention either in the short or long run. However, their study came up with a conceptual framework that focused on creating equity for the endorser. This study focuses on the effectiveness of this equity of the celebrity endorser in pushing the consumer to purchase the product. Thus, this study suggests

that a celebrity endorser who is seen by consumers' as being familiar, attractive, and trustworthy is effective in driving purchase intentions from consumers in this distinct emerging market. Similarly, our study extends on Munnukka et al.'s (2016) conceptualization of the source model that focus on consumers' attitudes toward the brand in a broader perspective. For instance, it is not clear what brand attitude suggests or means; however, our conceptualization presents specific effects (e.g., purchase intentions) of celebrity endorsement taking into account the source credibility model.

Further, the findings suggest that celebrity endorsement influence consumer's perception of brand quality and as well drives brand loyalty. In support of Erdogan et al. (2001) and Choi and Rifon (2007), we argue that consumers' consideration of celebrities as referents influence their evaluation of the brand quality endorsed by them in such emerging markets. Effectively, the information passed on by a celebrity endorser becomes more credible and more relevant and it results in a perception of a higher quality for the advertised product and thus endorsement becomes one of the indicators of quality. This perception leads to the belief that products are differentiated based on quality and will perform better than other products. In

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addition, the direct and indirect (mediated by consumer perception of quality) effects of celebrity endorsement on brand loyalty suggest that the brand awareness created by the endorser is critical in shaping consumer attitudes toward brands. The finding corroborates Macdonald and Sharp's (2000) assertion that brands with high awareness and good image can promote brand loyalty, and the higher brand awareness and trust, the higher the purchase intentions of consumers.

We also found positive and significant effects of "consumer perception of quality" and "brand loyalty" on consumer purchase intentions. Though not a surprising result, this also confirms the general assertion that perceived quality leads to increase purchase intentions (Olsen, 2002). In a similar vein, Lord and Putrevu (2009) argue that consumers who are brand loyal do not evaluate the brand, they just purchase confidently on the basis of their experience. This is established in our findings suggesting a positive and significant relationship between brand loyalty and purchase intention. The findings also support the works of Munnukka et al. (2016) and Carlson and Donavan (2008) by establishing that effective celebrity endorsement create a positive brand attitude such as purchase intention and brand loyalty. Hence, the findings suggest that, celebrity endorsement in emerging markets also create high awareness for the product, enhances consumer perception of quality, and also brand loyalty resulting in increased consumer purchase intentions.

In advancing our knowledge of celebrity endorsement literature, we examined the moderating effects of negative publicity on consumer purchase behaviors. In a context that has a well integrated social framework and respect for social hierarchies (Adu-Febiri, 1995), it is expected that consumers will be more sensitive to a negative publicity of the celebrity endorser with a possibility of declining to associate with the product or brand the affected celebrity endorses. However, our findings suggest negative publicity of the endorser does not have any significant interaction effect on the association between celebrity endorser and consumer purchase intentions. While Money et al. (2006) did not find any direct significant association between negative information about a celebrity endorser and consumers' judgment of the endorsed brand, this study took a different approach by investigating the interaction

effects of negative publicity on such association. This finding is quite surprising given the cultural values of consumers in such an emerging market. The nonsignificant interaction effect challenges the findings of Knott and St James (2004) and Silvera and Austad (2004) who found that when celebrities engulf themselves in negative publicity, they become less appealing. While a negative publicity should in a way negatively affect consumers' purchase behaviors (Zhou & Whitla, 2013), our finding suggest customers are likely to consider other factors to inform their purchase behaviors. This could also be explained from a cultural perspective where consumers tend to empathize with such endorsers as explained in selective distortion. In selective distortion, Kotler and Keller (2016) explain that negative information is interpreted in a way that fits the consumers' preconceptions and therefore are likely to distort the information to align with their brand beliefs and expectations, which could also be influenced by their emotional attachment toward the endorser (Kowalczyk & Royne, 2013). Hence, in contributing to the extant literature, we argue from the emerging market perspective that celebrity's negative publicity might not have any negative or significant effects on brand performance in relation to consumer purchase intentions. While we did not test specific negative publicity, we assert that some instances of negative publicity (e.g., endorser committing murder) would be perceived worse than others (e.g., endorser who is addicted to alcohol abuse), which calls for further investigation.

Managerial Implications

The findings of this study present some implications for business managers. We have established the importance of celebrity endorsement in an emerging market as an effective tool in building the firm's brands. Our findings suggest celebrity endorsement as a strategic tool to increase brand awareness and the attention of consumers, influencing their perception of quality, purchase intentions, and brand loyalty.

The study findings suggest that managers must select and use celebrities who are perceived by the target market to be attractive, trustworthy, and also familiar in order to be able to organize persuasive campaigns. Telecom operators should decide on the strategic goals of their product and also know how the attributes of the selected celebrity align with

these goals. Taking into account consumers' emotional attachment to celebrities who are familiar, attractive, and trustworthy to them, advertising effectiveness could be enhanced if firms would invest in attracting such credible endorsers. Managers should employ creative strategies that will also complement the influence of the celebrity endorser to achieve a greater effect of the promotion activity on existing and prospective customers.

Also, in addition to using celebrity endorsement to promote brands, firms must also improve on their product quality as the consume's' perceptions of quality greatly influences their purchase intentions. This suggests that the product's quality should be commensurate with the trustworthiness of the celebrity endorser. For instance, Sutherland (2007) notes that network and service access, service integrity, coverage, and no drop calls are some important qualities that also affect consumers' overall perception of the service quality. Hence, when these are not well addressed, the use of celebrity endorsers might not be successful as in the case of Globacom in Ghana. Telecom operators are encouraged to improve on their quality of voice and data services to clients. Once the perceived quality is good, customers are more likely to develop loyalty toward the brand as established in our findings, which is an asset to the firm.

It is imperative for managers to match celebrity endorser's qualities with that of the product features. Our findings suggest no significant effect of the endorser's negative publicity on the brand performance; hence, firms are encouraged not to rush in changing their celebrity endorsers should they be embroiled with such situations. Managers should carefully assess the nature of the negative publicity and weigh available options before making certain decisions.

Limitation and Suggestions for Future Research

The findings and implications of this study are somewhat constrained by a number of limitations, some of which provide avenues for future research. The study focused on the influence of some of the characteristics of the source model on the part of the celebrity endorser to influence consumer purchase behaviors; however, we did not study the direct or moderating effects of the consumers' emotions that could play a critical role in their behaviors. Future research should test the relative effects of other factors such as emotions and socio-economic factors as moderators using our proposed model.

This study also employed a cross-sectional nonexperimental research design to understand the influence of celebrity endorsement on consumer purchase intention, which could pose limitations with regard to claims of causality as tested in the measurement model. Future research may include experiments and longitudinal models to confirm the results achieved in this study. Essentially, considering the results presented in this study concerning the nonsignificant effect of celebrity endorser's negative publicity on consumer purchase intentions, it is imperative that future research examines this in depth employing longitudinal research design. Also, given the collectivistic nature of the study context, there is potential for future research to examine cultural influences on the effects of negative publicity on consumer purchase behaviors. In addition, future studies can look at personality traits that are more influenced by celebrity endorsement and negative publicity. In addition, while this article did not study specific types or forms of negative publicity, future works could consider some specific types (e.g., drug abuse, murder, alcohol abuse, assault, fraud, and sex scandals, among others). It will also be interesting to know the difference in comparative effects of some of these specific types of negative publicity.

Further, this study did not examine the influence of the "firm-endorser fit" on purchase intention behaviors. Also, the indirect information passed by a properly matched endorser becomes more credible and more relevant (Liu et al., 2007), which is likely to result in a perception of a higher quality for the advertised product. Future research on celebrity endorsement should carefully examine this fit to establish how it adds to the effects. As a practice in recent times, firms tend to employ celebrity endorsements before and after the launch of new brands. Further research should examine the cumulative effects of these practices and why it is particularly important to use a celebrity endorser prior to the launch of the brand.

ORCID

Kofi Osei-Frimpong 🄳 http://orcid.org/0000-0002-3956-2495

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APPENDIX 1

Table A1
Measures and Factor Loadings

Item	Factor loading	CR
Endorser's Attractiveness (Ohanian, 1990; Spry et al., 2011)		**0.800**
Attractive – Unattractive	0.802	
Classy – not classy	0.863	
Beautiful – ugly	0.869	
Elegant – plain	0.810	
Sexy – not sexy	0.890	
Endorser's Trustworthiness (Ohanian, 1990; Spry et al., 2011)		**0.869**
Dependable – undependable	0.736	
Honest –dishonest	0.838	
Reliable – unreliable	0.808	
Sincere – insincere	0.835	
Trustworthy – untrustworthy	0.835	
Endorser's Familiarity (Spry et al., 2011)		**0.743**
Not familiar – very familiar	0.736	
Do not recognize – do recognize	0.733	
Have not heard of before – have heard of before	0.776	
Consumer Perception of Quality (Spry et al., 2011)		**0.848**
Brands endorsed by celebrities are of very high quality	0.737	
Brands endorsed by celebrities are of very consistent quality	0.755	
Brands endorsed by celebrities offer excellent features	0.747	
Brands endorsed by celebrities are very reliable	0.666	
Purchase Intention (Liu & Brock, 2011)		**0.831**
Brands endorsed by celebrities draw my attention easily	0.663	
Brands endorsed by celebrities easily come to mind whenever I have to make a purchase	0.669	
If my favorite celebrity endorses a brand, I will buy it no matter what	0.786	
I buy a brand because I like the celebrity endorsing it	0.709	
I will consider buying a product endorsed by my favorite celebrity	0.803	
I am happy to buy a brand endorsed by my favorite celebrity	0.780	
Brand Loyalty (Yoo & Donthu, 2001)		**0.870**
I feel loyal to brands endorsed by my favorite celebrity	0.806	
It is likely that brands endorsed by my favorite celebrity will be my first choice	0.811	
I will not buy another brand if a brand endorsed by my favorite celebrity is available	0.761	
Negative Publicity (Zhou & Whitla, 2013)		**0.884**
Celebrities who fall into negative publicity are not credible	0.874	
Celebrities who fall into negative publicity are not dependable	0.869	
Celebrities who fall into negative publicity are not reliable	0.835	

Note: p < 0.001.

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