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MBA in Marketing

Consumer Attitude towards Celebrity Endorsements on Social Media

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DECLARATION

I declare that all the work in this dissertation is entirely my own unless the words have been placed in inverted commas (“…””) and subsequently referenced with the original source. A full reference section is included with this dissertation.

No part of the work has previously been submitted for assessment, in any form, either at Dublin Business School or any other college.

Signed: Oluwafunmito Jatto

Date: 22/08/2014
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Abstract
Since the inception of social media, it has been widely adopted by users of various demographics around the globe. Celebrities are among those that have adopted social media as a means of communicating and interacting with their brands (Stever and Lawson, 2013). These platforms also provide a way for celebrities to promote different products to their fans. From a review of the literature, a limited number of studies aimed to determine the factors that influence the effectiveness of celebrity endorsements on social media (Bright and Cunningham, 2012). However, these studies were focused specifically on one social media (Jin and Phua, 2014) and/or one particular group of celebrities (athletes as in Cunningham and Bright, 2012). Hence, the intent of this research is to study, using a quantitative approach, the effects of celebrity endorsements on social media on the fans of the celebrity endorsers and to identify some of the factors that are critical to a successful celebrity endorsement campaign on social media. This study employed the survey method through questionnaires to gather information from the participants. The questionnaire was designed and distributed through an online platform, SurveyGizmo. Data was collated and exported directly from SurveyGizmo to SPSS for analysis. Using descriptive and inferential statistics, findings showed that credibility and trustworthiness are important source characteristics for celebrity endorsements to be successful on social media. The results were also positive for consumer attitude towards celebrity endorsements on social media as this study concludes that following a celebrity on social media has a positive effect on brand awareness, brand image and purchase intention.
Chapter 1: Introduction

This research examines the effect that following a celebrity endorser on social media has on the attitude of the followers towards the product that the celebrity endorses. The aim of the research is to determine some of the factors that influence the success of celebrity endorsements on social media and also to determine how effective these endorsements are. This research also investigates the impact that some consumer attitudes such as scepticism have on the consumer’s attitude towards celebrity endorsement process on social media. This chapter begins by providing a brief rationale and purpose for research, it then presents the research objective and research questions followed by a brief overview of how the dissertation is structured.

1.1 Rationale and Purpose for this research

Social media has been widely adopted since its inception and include sites such as Facebook, Instagram, Pinterest and Twitter. It is used predominantly by young adults and teenagers who have migrated from traditional media (Egan 2007). Celebrities are not exempt from this wide social media adoption and are constantly seen engaging with their fans on these sites (Stever and Lawson, 2013). Due to its wider outreach, especially with a younger demographic and its low costs, social media has been adopted also by marketers as a medium for the promotion of their products and brands (Sexsmith & Angel, 2012).

Millions of dollars are spent annually by marketers on celebrity endorsements (Elberse & Verleun, 2012). Hence, the need to ensure that these endorsements are effective and provide returns on the investments made in them. This research is being undertaken to determine if some of the factors identified as crucial to the effectiveness of celebrity endorsements in traditional media are applicable to social media also. Another aim of this research is to determine if celebrity endorsements are really effective in order to determine if celebrity endorsements on social media especially is worth investing in by marketers.

From the review of the studies found in the literature, the recurring and most important factors that were identified to have an effect on consumer attitudes towards celebrity endorsements are source characteristics (i.e. the credibility of the source and attractiveness) and the congruence between the product and the celebrity (Kelman, 1961; Tripp et al., 1994, Ohanian, 1990, Subhadip and Pansari, 2014). From these factors, source credibility and trustworthiness are studied in relation to consumer attitudes towards celebrity endorsements...
on social media. The literature review identified showed that pre-existing consumer attitudes can also predict their attitudes towards advertisements. Persuasion knowledge and consumer scepticism are some of these characteristics (Friestad, 1994 and Obermiller, 2005) and therefore will be used as part of the factors chosen to predict consumer attitudes towards celebrity endorsements on social media in the proposed model.

The findings of this research will be useful to marketers as it will aid them in their selection of celebrity endorsers by stating the important characteristics that the celebrity must possess and also determine if the celebrity endorsements are worth investing in. Finally, this research will also provide a brief insight, by comparing the effectiveness of celebrity endorsements on social media on Twitter to Instagram, the better social media to use based on the marketing objectives.

1.2 Research Objectives

The research questions, sub-questions and conceptual framework are designed to meet the following research objectives:

- To conceptualise consumers’ perceptions towards celebrity endorsements on social media.
- To determine the factors that affect the effectiveness of celebrity endorsements on social media.
- To determine if and how following a celebrity on social media affects consumers’ attitude towards the product the celebrity endorses.

1.3 Research Questions

This research will aim to answer the following research questions:

- How do consumers perceive celebrity endorsements on social media?
- What factors affect the effectiveness of celebrity endorsements on social media?
- How does following a celebrity on social media affect consumers’ attitudes towards a product the celebrity endorses?
  - How does following a celebrity on social media affect the consumer’s brand awareness of the product the celebrity endorses?
o How does following a celebrity on social media affect the consumer’s brand image of the product the celebrity endorses?
o How does following a celebrity on social media affect the consumer’s purchase intention towards the product the celebrity endorses?

1.4 Overview of the Methodology

This section provides the methodologies chosen for the research philosophy, approach, design, data collection and data analyses. It explains in detail each method and provides the justification for choosing one method and rejecting another. These methods are laid out systematically following the Research Onion framework by Saunders et al. (2009). The approach chosen for this study is the quantitative approach. This is because the intention of this study is to test a theory thereby identifying the factors that are critical to the success of celebrity endorsements on social media. The hypotheses to be tested, as well as the theoretical model that proposes relationships between the variables are also presented in this section of the research. This research follows a positivist research philosophy, in accordance with the quantitative research method, in that the researcher aims to observe the phenomenon as an external entity, away from the researcher’s beliefs and influences. The research strategy is also presented explaining that the survey questionnaire was chosen as the preferred method to collate the data from the chosen sample, a subset of the general population. The samples are defined and chosen in order infer and draw generalisations from the findings observed. This section also explains how the samples are chosen through the use of a non-probability convenience sample and why this method was chosen. Finally, the methodology section concludes with the ethical considerations, personal biases and the potential limitations of the methods chosen for this study.

1.5 Overview of Data Analysis and Findings

The experiential results from the survey questionnaire are analysed using two different sets of statistics. Firstly, the descriptive statistics, presented through tables, charts and figures present the literal findings of the research and describes the results using statistics such as means and frequencies beginning with the demographic profile of the respondents to the more specific questions on attitudes. Then, the inferential statistics such as correlational analysis are carried out to test the hypothesis and the relationships between the variables
proposed in the theoretical model. The hypotheses are then used to answer the main research questions (by accepting or rejecting the hypothesis) while meeting the stated objectives laid out earlier in the thesis. Finally, this chapter concludes by comparing the effectiveness of two of the important social media platforms; Instagram and Twitter in relation to brand awareness, brand image and purchase intention.

The research found that trustworthiness and credibility, two of the source characteristics identified in the literature as critical to the effectiveness of celebrity endorsements in traditional media is also important to its effectiveness on social media. Scepticism was also found to be important because the more sceptical a consumer is; the less likely they are to respond to celebrity endorsement on social media. Additionally, the research found that following a celebrity endorser on social media actually has a positive effect on consumer attitudes towards brand awareness, brand image and to a lesser extent, purchase intention. Finally, the comparisons between Instagram and Twitter showed that Instagram was better for brand awareness while Twitter was slightly better for improving brand image and purchase intention.

1.6 Overview of Discussion and Conclusions

This chapter discusses the findings from the data analysis section and relates it to the literature review. Conclusions are drawn based on these discussions. This chapter also provides recommendations for marketing and advertising practitioners based on these conclusions. The limitations of the study are considered which provides recommendation for the academia in terms of future research that could be carried out.

1.7 Overview of Self-Reflection on Learning and Skill Development

This concluding section presents an overall insight into the researcher’s reflection of their learnings and the personal and professional skills gained and/or developed throughout the entire MBA course, including this research project. This chapter discusses the main learning experiences and the skills that the researcher has acquired in this past year, how they occurred and reflections on how they might be applicable to the researcher’s professional career.
Chapter 2: Literature Review
2.1 Introduction

The literature review chapter contains themes that provide the background for the fundamental topics of this research study. It reviews existing concepts, theories and overall conclusions in the literature. Each theme is explored with the aim that it links into the research questions and research objectives that have been outlined for this study. The first two themes cover social media adoption and engagement. It reviews the wide acceptance of social media in the context of celebrities and fans alike incorporating the exploitation by marketers to promote their brands. The next themes discuss consumer characteristics or attitudes such as persuasion knowledge and consumer scepticism and the impact that they can have on endorsement deals. The last theme ‘celebrity endorsement’ provides the background into the main factors, as per the literature, that is critical for successful endorsement campaigns. Hence, factors including source-characteristics based, congruence and McCracken’s meaning transfer are reviewed in depth with discussions on the key concepts and findings that provide a basis for the research objectives and questions. The literature review section concludes with an overview of the essential findings and provides an insight into the chosen methodology of the research.

2.2 Social Media adoption

Social media consists of the online tools that individuals use to distribute (generated) contents, ideas, thoughts, opinions and experiences that encourage conversation and interaction between diverse groups of people (Campbell et al., 2010). These tools are numerous and include but are not limited to Facebook, a social networking site, photo sharing sites like Instagram and Pinterest, Twitter for microblogging, video sharing sites such as YouTube and sites for connecting business people like LinkedIn. They are usually free to use and inexpensive if an upgrade is possible, like with Twitter (Whiting and William, 2013)

In less than a decade after its invention, social media became the most popular activity on the internet and they have been so successful that they reach more consumers than email ever did (Bright and Cunningham, 2012). Research shows that 88% of marketers incorporate social media into their marketing strategy and also that marketers and advertisers spend approximately $60 billion annually on social media marketing (Smith, 2011 cited in Whiting and William, 2013). Social media has been adopted by marketers who seek to use the medium as a means of communicating and influencing their consumers positively (Campbell
et al., 2010). One of the reasons that social media transcends other marketing tools is because of the direct access it provides fans to their favourite celebrities, it provides a platform where celebrities can communicate directly to their fans in their own way (Stever and Lawson, 2013). Thanks to social media, celebrities are humanized as their fans get to see the person behind the superstar façade and this encourages a two-way communication channel between the celebrities and their fans (Cunningham and Bright, 2012).

With the aid of “Uses and Gratification theory”, Whiting and Williams (2013) explored some of the reasons people have for using social media. They concluded that people use social media mainly for social interaction, information seeking, to pass time, as entertainment and for relaxation. This explains the need for celebrities and their fans to use social media as celebrities want to interact with their fans globally and fans want to be a part of the exclusivity that is their favourite celebrity’s world (Bright and Cunningham, 2012). Also, people use social media as an alternative to face to face communication (Whiting and Williams, 2013). It is more likely for a fan to follow their favourite celebrity on social media than for them to run into the celebrity in reality. Following their favourite celebrity on social media therefore acts as an alternative to physical communication.

Social media is regularly described as a tool that promotes interaction (Campbell, 2010 and Strauss and Frost, 2013). Interactivity is even more prominent on social media than other forms of advertising media as there is a 2-way communication channel between celebrities and their followers and celebrities are able to respond immediately to questions posed by their followers (Bright and Cunningham, 2012). Because people use social media to seek information (Whiting and William, 2013), it is understandable that fans follow their favourite celebrities on social media in order to gain information on their lives without waiting for the next edition of a magazine (Cunningham and Bright, 2012).

2.2.1 Social Media Engagement

After adopting social media, the next plausible step is for the user to engage with it (Bright and Cunningham, 2012). Researchers give different definitions for engagement depending on the subject topic that it is being studied. Engagement involves the creation of a solid and lasting bond between a brand and its consumers based on an incessant effort from the brand to stimulate the interest of its consumers through interaction, shared values, experiential contents and rewards (Gambetti et al., 2012). To put this in social media terms, a user is engaged with social media when they view the site(s) as an integral part of their daily life.
which ensures that their needs are satisfied by the social media site. The celebrity, in this instance, usually assumes the role of the brand (Bright and Cunningham, 2012) and therefore is obliged to keep their fans engaged with their social media page(s) by interacting and rewarding fans as often as possible. The relationship between celebrities and their fans are not solely for marketing reasons, hence the need for better rapport between them. The definition for engagement that will be adopted for this research captures the social media aspect of engagement and it incorporates interaction and participation of users with other users, which can be celebrities. Engagement is defined as “the act of purposefully choosing to interact with other users through a social media website and actively participating in an online community” (Bright and Cunningham, 2012 p. 418).

User generated content is a form of engagement with social media as it encourages contents such as words, pictures and videos to be created by users or consumers and added to social media properties and communities (Solis, 2011). On social media, users are encouraged to create, share and consume information created by other users about a brand (Malthouse et al., 2013). These include but are not limited to blog spots, comments, reviews, votes, videos, pictures and podcasts (Solis, 2011). Celebrities, as users, are also able to generate contents and share them to their millions of adoring fans. As it is possible for fans to be affected by these posts, these can be seen as a form of celebrity endorsement. A personal validation ensues when the celebrity is honestly reviewing a product that they have used and is not being rewarded by the brand owners for their reviews while in sponsored endorsements, the celebrity is employed by a brand to promote their product (Jin and Phua, 2014).

Advertising regulatory bodies such as the Federal Trade Commission (FTC) in America and the Advertising Standards Authority (ASA) in the UK are responsible for governing advertisements including celebrity endorsements on social media (McKelvey and Masteralexis, 2013). In 2009, the FTC established new guidelines for advertisements on social media. The summary of the guidelines with regards to endorsements on social media is that endorsers “must disclose any contractual relationship, or otherwise material connection, that they have with a company in any situations where the audience would not otherwise "reasonably expect" that a material connection exists” (McKelvey and Masteralexis, 2013 p.60-61). This ensures that celebrities are open and honest about endorsements that are paid or sponsored.
Research suggests that for a social media marketing strategy to be successful, the brand needs to be able to gain access to dialogues that their (target) customers engage in (Castronovo and Huang, 2010). When they locate the site of these conversations, the brands must be able to affect social media in order to obtain the right to participate in these conversations and thereby effectively manage the relationship and content generated (Castronovo and Huang, 2012). Once again, if a celebrity assumes the role of a brand, by giving their multiple followers access to follow them, they gain direct entry into the conversations their fans engage in and are able to participate in these discussions without having to influence social media.

Marketing on social media focuses on promoting communication among consumers instead of partial push of a message generated by the brand (Castronovo and Huang, 2012). It is even more important to communicate with fans on social media because “communication, not persuasion is the foundation of consumer-marketer relationships in the online context” (Cunningham and Bright, 2012 p.73). Therefore, strategies employed on social media must include encouraging users to share and contribute to promoted contents (Castronovo and Huang, 2012). Celebrities on social media encourage their fans to communicate about them by offering prizes and other forms of compensation (such as tickets to their shows) thereby promoting interaction, engagement and positive WOM (Solis, 2011).

Engagement on social media is an effective tool for brands to retain and sustain relationships with their customers and is also a successful tool for attracting new fans and customers (Jahn and Kunz, 2012). A successful and well managed engagement between a celebrity and their fans will further strengthen the two-way communication medium and information shared between the two would no longer seem obtrusive and rather deemed to be “reasonable conversations among friends” (Jahn and Kunz, 2012). If this kind relationship is built between celebrities and their fans, and maintained, then it is possible that they are able to successfully influence their fans, especially by endorsing a product.

2.2.2 Instagram

Instagram is a growing photo and video-sharing application that is owned by Facebook. It was launched in 2010 and since then has around 150 million users. Instagram is particularly appealing to marketers because of its young demographics as over 90% of its users are under the age of 35 making it the ideal social media site for advertisers with a target market of 18 to 34 (Smith, 2014). Like other social networking sites, Instagram is significantly skewed...
towards women with a reported 68% of users being female (Herman, 2014). Instagram is reported to be the best social media site for engagement as it is 58 times better than Facebook and 120 times better than Twitter (Elliot, 2014). Beauty brands are the fastest growing industry on Instagram and also receive the highest level of engagement because they mainly use high visual content and target females (Herman, 2014). Recently, celebrities have been seen endorsing products on Instagram (Alford, 2013). Beyoncé endorses Pepsi products, Kim Kardashian endorses her own tanning line and Nicole Richie endorses Suave, a Unilever haircare product. The effectiveness of celebrity endorsements on Instagram is however being questioned by marketers because of the clumsiness and unoriginality that is being used to promote the products (Alford, 2013). Emphasis is placed on Instagram in this study because it has the highest engagement rate of any social media and it is a growing application ranking as the most popular social media used by the respondents in this study.

2.2.3 Twitter

Celebrity endorsements on twitter have been studied sparsely in the literature (Jin and Phua, 2014; Bright and Cunningham, 2012). Since its launch in 2006, Twitter has over 645 million active users and 57% of these users are female (Statistics Brain, 2014). As reported earlier, twitter has low consumer engagement rates when compared to Instagram and even Facebook. However, a large number of celebrities have twitter accounts and engage with their fans using this platform (Social Bakers, 2014). Celebrities are paid, either monetarily or through free products to promote brands in their tweets (Cunningham and Bright, 2012). However, it is a requirement for sponsored or paid ads to be notified as such when published on twitter (McKelvey and Masteralexis, 2013). This is important in maintaining the credibility of tweets and noticing the difference between a sponsored ad and a personal testimonial. Bright and Cunningham (2012) concluded their study by stating that twitter was not very effective for celebrity endorsements. This research will study the effectiveness of celebrity endorsements on social media, in general, and compare their effectiveness on Twitter and Instagram.

2.3 Persuasion Knowledge

Research shows that individuals approach information through experience i.e. by applying knowledge gained from one medium to information in another and therefore developing knowledge and attitudes based on this experience (Moore and Roger, 2005). Persuasion knowledge, defined as what the consumer knows about advertisers and advertiser’s tactics (Friestad and Wright, 1994), disturbs the flow of advertising information from one stage to
the next (Moore and Roger, 2005). This knowledge is obtained through the perceptions of the advertisers’ intention created through experiences that consumers have had with different persuasive messages (Friestad and Wright, 1994). Persuasion knowledge can therefore be seen as one of the reasons for the continuing shrinkage of the effectiveness of advertisements (Bright and Cunningham, 2012). According to the persuasion knowledge model (PKM), consumers learn about persuasion through different means; either through their own experiences, by interacting with family and friends or by engaging in discussions on how best to influence consumers’ thoughts and behaviour (Friestad and Wright, 1994). It is the possession of this knowledge that changes the behaviour and attitude of consumers to persuasion.

Guang and Boerstler (2007) found that when consumers possess deception knowledge, they are more sceptical towards advertisements although the situation moderates the effect of perceived deception on attitude. They also found that the strength of the negative attitude depends on the perceived consequences i.e. the more serious the possible consequence, the stronger the negative attitude towards an ad. Although Friestad and Wright (1994) claim that a “consumer’s persuasion knowledge enables them to recognise, analyse, interpret, evaluate and remember persuasion attempts in order to cope” (p. 3) with the next episode, Guang and Boerstler (2007) found that the more a consumer wants to believe an ad and the greater the desire to trust the ad claims, the lesser the negative attitude they hold towards the ad. In this case, although persuasion knowledge is present, the consumers that want to believe an ad and its claims would have a positive attitude towards the ad even when they should not.

The PKM will help to determine if fans of celebrities on social media are susceptible to their persuasion attempts because they intentionally ‘like’ or ‘follow’ the celebrity.

2.3.1 Consumer Scepticism
Consumers often cope with persuasion attempts by being sceptical (Friestad and Wright, 1994). Studies show that consumers can sometimes be wary of celebrity endorsements and consumers often claim that they do not think that they or other consumers buy products just because a celebrity told them to (Bailey, 2007). The motives of celebrities in endorsements have always been questioned by consumers as some believe that celebrities only endorse products because they are paid to and not because they actually use or like the product (Tripp, Jensen and Carlson, 1994). The negative attitude that consumers’ exhibit towards the motives and claims made by advertisers is usually what is referred to as scepticism and is the disbelief
towards advertisement claims (Obermiller et al., 2005). Because consumers are aware that messages from advertisements are mainly for persuasion, they do not always regard them to be completely truthful or bias-free (Bailey, 2007). Obermiller et al., (2005 p.15) found that sceptics are usually less positive in responding to advertisement claims - “they like it less; believe it less and believe it is less influential”. It can therefore be inferred that the more sceptical a consumer is, the less likely they are to be affected by an advertisement. A sceptical fan will be less inclined to have a positive attitude towards a celebrity endorsement on social media unless it is a product they are highly involved with as established by Obermiller et al., (2005).

The PKM model will also help to determine the likelihood with which a consumer would respond to a sponsored or personal message. Consumers will act depending on their persuasion knowledge as some are able to deal with persuasive attempts much better than others and therefore, this will show in the way they react to sponsored messages. However, the effect of a personal message might be entirely different.

2.4 Celebrity Endorsement

In the last decade, there has been a significant increase in the amount of celebrity endorsements (Boyd and Shank, 2004). Celebrities around the globe i.e. movie and television stars, politicians, athletes, businesses, arts and the military have been used by marketers to promote their products (McCracken, 1989). Studies have shown that the primary reason brands endorse celebrities is mainly to stand out from the clutter of advertisements that are aired nowadays (Bhatt, Jayswal and Patel, 2013; Subhadip, Gammoh and Koh, 2012). The other probable benefits of celebrity endorsements to brands include the ability of celebrities to gain and hold customer attention either due to familiarity or because they are admired; celebrities are also able, due to their credibility, to provide professional testimonials on products that can be perceived to have contributed to their successful career (Boyd and Shank, 2004).

Although the literature has provided the many potential benefits of celebrity endorsements, researches have also suggested that there may also be probable disadvantages which can negate the benefits. Subhadip (2012) proposed that some of the possible demerits include, but are not limited to, celebrities overshadowing the brands and damaging brand image and reputation due to scandals, failures (especially in the case of athletes) and controversies. Other writers suggest that the high costs of endorsing a celebrity and the potential risk that an
investment in the endorsement deal might not necessarily turn into profits are other negative aspects of endorsement deals (Subhadip, Gammoh and Koh, 2012).

2.4.1 Source Characteristics Based Studies
There have been a lot of studies carried out in the literature that have aimed to identify the most important factors that are crucial to the success of any celebrity endorsement. These studies can largely be divided into two main groups (McCracken, 1989). The first category are the researches carried out on source characteristics while the second group are made up of studies on the congruence or match-up (fit) categories. Source characteristics based studies emphasise the importance of identifying the characteristics of a (celebrity) source that influence the target audience in the communication process (Subhadip, Gammoh and Koh, 2012) and the effects that these characteristics have on potential consumers (Egan, 2007). Most of the researches on celebrity endorsements refer to the celebrity as the source of the message(s) that is being sent to the receivers, the consumers. Therefore source characteristics refer to the characteristics that a celebrity possesses that influence the target audience the most (Subhadip, 2012).

Kelman (1961) identified the three most important dimensions of source characteristics as source credibility, source attractiveness (also known as source likeability) and source power. Most researches focus on source attractiveness and source credibility as the two most important source characteristics for a successful endorsement deal (Subhadip, 2012; Yilmaz et al., 2011; Choi and Rifon, 2012). Source credibility is referred to as the “perceived trustworthiness and expertise of the communicator by the individual receiving the message” (Kelman, 1961) while source likability refers to the ability of the communicator to generate a positive effect from the target audience (Yilmaz et al., 2011). Yilmaz et al. (2011) also stated that celebrities with high likability and credibility are more effective in gaining target’s attention and affecting their attitude towards the brand and advertisement positively compared to those with low credibility and likability.

Research has shown that consumers perceive source credibility to be a very important factor in celebrity endorsement (Bhatt, Jayswal and Patel, 2013; Ohanian, 1990) because it has been proved that as the credibility of a source increases, the more likely it is for the target audience to be influenced (Yilmaz et al., 2011). The credibility of a source depends on the “communicator’s positive characteristics that affect the receiver’s acceptance of the message” (Ohanian, 1990 p.41). The most important factors that determine how credible a source is are trust and expertise (Choi and Rifon, 2012; Egan, 2007; Ohanian, 1990). Expertise is the
“extent to which a communication is perceived to be a source of valid assertions” (Hovland, Janis and Kelly (1953) cited in Choi and Rifon, 2012 p.640). Source expertise is specific to each celebrity and product and requires training, aptitude and knowledge in a particular field (Egan, 2007). Consumers do not believe celebrity messages when they do not perceive that they know what they are talking about i.e. that they are experts in the related area of the message that they are passing (Karmarkar and Tormala, 2010). Research is inconsistent in showing a correlation between source expertise and consumer persuasion, however, there are articles that show a positive relationship between the source expertise and positive change in consumer attitude (Choi & Rifon, 2012).

Trustworthiness is another important dimension of source credibility. It refers to the “audience’s confidence in the source to provide information in an honest and objective manner” (Choi & Rifon, 2012 p.640). It is the (target) consumer’s level of confidence in the source and their degree of acceptance of the message that is being sent to them (Ohanian, 1990). Egan (2007) explains that there are different types of trust. These are institutional, character-based and process-based trust. He described institutional trust as the kind of trust that is based on the rule of law and stated, for example, dentists endorsing toothpaste because they are deemed credible to do so. Egan stated that character-based trust involves consumers trusting the source as individuals (this kind of trust is important in personal selling and therefore is not fully applicable to celebrity endorsements) and finally, he described process-based trust as the trust that is built over time (reputation). Lots of studies support the effect of trustworthiness on attitudinal change. The opinion of a highly trustworthy source is considered to be more effective than a non-opinionated message and also message from a non-trustworthy source (Ohanian, 1990). Ohanian (1990) also stated that when a source is both trustworthy and expert, the effect on consumer attitude is greater.

Source attractiveness refers to how likeable or physically attractive the audience finds the source (Choi & Rifon, 2012). It usually stems from a consumer identifying with a celebrity or a relationship seeking behaviour which might occur in an aspiring situation (Egan, 2007). Based on the McGuire source valence model in 1985, source attractiveness is usually studied from three different dimensions - familiarity, similarity and liking (Ohanian, 1990). Egan (2007) explained that consumers might be attracted to products that celebrities make use of in everyday instances or aspirational conditions which are situations in which consumers wish to partake in but cannot in their daily life. While the importance of source attractiveness (physical attractiveness) has been stressed in the literature, one study found that this is only truly important when the product is actually related to attractiveness e.g. perfume (Choi and
However, attractiveness is not exclusively physical attractiveness but also incorporates all the characteristics that consumers might perceive in a celebrity endorser such as lifestyle and skills (Patra and Datta, 2012).

### 2.4.2 Congruence in Celebrity Endorsements

There are many inconsistencies in the literature about the most important dimensions for an effective celebrity endorsement (McCracken, 1989; Subhadip, 2012). Some studies claim that trustworthiness is more important, some claim expertise is more important and others claim that the attractiveness of the source is the most important factor. This has led to the development of other models for determining the selection of celebrities for endorsement purposes. One other model that is not based on source characteristics is the congruence/match-up model.

**Congruence/Match-up/Fit hypothesis** is a model of celebrity endorsement that has been extensively studied in the literature (Choi & Rifon, 2012). These studies argue that celebrity endorsement deals are more effective when the celebrity fits the product compared to instances where the celebrity and product are unrelated (Subhadip, 2012). Congruence can be described as a situation where the “highly relevant characteristics of the spokesperson are consistent with the highly relevant attributes of the brand” (Fleck, Korchia and Le Roy, 2012). There has to be a fit between the celebrity being endorsed, the message that is being sent to the audience, the product and the audience receiving the message (Subhadip, Gammoh and Koh, 2012). It is important for the message sent by the celebrity (and their image) and the product message must be congruent for effective endorsement campaigns (Patra and Datta, 2012).

Congruence between the audience and the celebrity can be in form of likability, therefore the importance for the target audience to like the celebrity that is selected to endorse the product/brand (Subhadip, Gammoh and Koh, 2012). Research has shown that the more suited, relevant or matched a celebrity/brand pair is, the more effective the advertisement is in terms of attitude and even purchase intention (Fleck, Korchia and Le Roy, 2012).

There are studies that have shown that a moderate level of incongruence can exert a positive attitude towards an advertisement (Subhadip, 2012; Fleck, Korchia and Le Roy, 2012). For this to happen however, the pair has to be perceived as interesting and positive. Congruence studies like the source characteristics models, are also inconsistent in the literature and do not fully explain the failure of some endorsement deals even though there is congruence/fit between the products and the celebrity (McCracken, 1989). Some studies state that
consumers recall advertisements at the same rate for congruent and incongruent endorsements whilst others conclude that consumer attitudes are more favourable towards celebrity-product similarities (Subhadip, Gammoh and Koh, 2012). Fleck, Korchia and Le Roy (2012) also stated that in the case of sponsorship, there is a higher rate of recall when there is a slight mismatch between the sponsor and the product.

2.4.3 McCracken’s Meaning Transfer Model

The inconsistencies on the source characteristics- and congruence-based studies led McCracken to develop another model for the celebrity endorsement selection process. McCracken’s meaning transfer model (1989) explains that along with consuming a product or service, consumers also consume the meanings of the product or service.

**Figure 1: McCracken's Meaning Movement and the Endorsement Process (McCracken, 1989)**

The figure above summarises the three stages involved in the Meaning Transfer Process model. McCracken (1989) explains that the success of a celebrity/product endorsement pair depends on the meaning that the celebrity brings to the endorsement process. From Figure 1 above, in the first stage, the meanings are obtained from the roles celebrities play or the meanings reside in them. This leads to the second stage in which the meaning is transferred to the product as soon as the celebrity enters the endorsement process. In this stage, some of the meanings that the celebrity possesses are attributed to the product. In the third and last stage, the meaning makes the final move from the product to the consumer (upon consuming the product) so that some of the celebrity’s meanings are then attributed to the consumer.
McCracken (1989) uses this model to explain why celebrity endorsements are more effective than anonymous models. He explained that celebrities offer a range of meaning and lifestyle that anonymous models cannot possess and that they possess and offer some kinds of meanings that models cannot. Based on this model, it is necessary for marketers to endorse celebrities that possess the meanings that they want transferred to and/or associated with their brand or products.

Because celebrities can also be considered as brands, Halonen-Knight and Hurmerinta (2010) suggested that brands should manage the celebrity endorsement process as a brand alliance or an association of equals. They claim that meaning transfer will not be one-way in this instance because there will be an opportunity for meaning to also be transferred from the product to the celebrity. It is therefore important for the celebrity to consider the effects that endorsing a particular product will have on their (brand) image. Charbonneau and Garland (2010) also agreed with Halonen-Knight and Hurmerinta (2010) and established that it is possible for the meaning of a product to be transferred to the celebrity or endorser.

In conclusion, the congruence or fit theory states that a high similarity between the celebrity and the product will make the endorsement deal more favourable in terms of consumer perception.

2.5 Attitude as Measurement of Celebrity Endorsement Effectiveness

To measure the effectiveness of the celebrity endorsements, based on academic reviews, the consumer attitude was chosen. Consumer attitude has been chosen as the means of measuring effectiveness of celebrity endorsement in many previous studies (Subhadip, 2012; Bright and Cunningham, 2012; Bhatt, Jayswal and Patel, 2013; Tripp, Jensen and Carlson, 1994). Attitude is a vital notion that researchers frequently employ to understand and predict the reaction that people will have to an object or change and how this can influence their behaviour (Alsmadi, 2006). Consumer attitudes have been studied towards different aspects of celebrity endorsements. Carrillat et al. (2013) studied the effects of celebrity scandals on consumer attitudes towards the celebrity’s endorsements; Subhadip (2012) studied the effects of consumer attitudes on celebrities with multiple endorsements while Fleck, Korchia and le Roy (2012) studied the effects of celebrity-product congruence on consumer attitudes towards celebrity endorsement. Bright and Cunningham (2012) broke into new grounds when
they studied the factors that effectively influence consumer attitudes towards athlete endorsements on twitter.

One of the main concerns of advertisers who endorse celebrities to promote their brand is the creation of effective interactions between consumers and the celebrity endorsers (Subhadip and Pansari, 2014). In order to create effective interactions between consumers and the celebrity endorsers, especially on social media, it is important to understand consumers’ attitudes and the factors that affect and influence their behaviours and intentions (Solis, 2011). Due to the development of social media, consumers are able to interact with celebrities in countless ways. Therefore, the perceptions of the users will differ due to these different interactions and also because of the difference in their characters (Bright and Cunningham, 2012).

Attitudes are relatively constant response to the same form of stimulus (Pickton and Broderick, 2005 p.94). Attitudes are the best way of predicting behaviour to measure an individual’s intention to purchase a product because attitudes impact on a consumer’s decision-making (Fill, 2009). However, Pickton and Broderick (2005) state that attitudes are more influential in predicting behaviours when the purchase is important and do not necessarily have an influence when the product is low involvement. Celebrity endorsements are sometimes incorporated into marketing campaigns in order to create a positive attitude towards a product or change existing attitudes consumers have towards the product (Fill, 2009). Therefore, for advertising to work, the effect it will have on attitudes has to be considered and properly monitored.

Using the Hierarchy of Effects model, consumers go through three different stages in responding to marketing communications (De Pelsmacker et al., 2004). These three stages are the cognitive, affective and conative component. The cognitive component, also referred to as the ‘think’ refers to the beliefs held by individuals about a product (Fill, 2009). This usually leads to awareness and knowledge of the brand communicated. The affective component, referred to as the ‘feel’ component continues on from the cognitive component and refers to the feelings that consumers hold about a product (pleasant or unpleasant); in this component, an evaluation is made on the object (De Pelsmacker et al., 2004). The conative component refers to the consumer’s disposition or intention to behave in a certain way and it involves the consumers undertaking actions with respect to the advertised brand (Broderick and Pickton, 2005).
2.6 Literature Conclusion

This section presented the basic models and theories in the literature about celebrity endorsements. It also provided a background into social media adoption and engagement. Consumer characteristics that can impact on celebrity endorsements were also reviewed and mentioned. Even though many studies have been conducted to study the factors that affect celebrity endorsements on traditional media, there are limited studies to show if the same factors are applicable to the success of celebrity endorsements on social media. Studies such as Bright and Cunningham (2012) and Jin and Phua (2014) have studied athlete endorsements on twitter but studies that examine the critical factors for successful celebrity endorsements on social media, as a whole, were not found at the time of this study. The literature review also presents attitude as the measurement for determining the effectiveness of celebrity endorsements on social media. This therefore provided the basis for the research questions and objectives that will be discussed in the methodology section that follows. The literature review section was influential in building the theoretical model that will be used for examining the relationships between the variable understudy and also in generating the hypotheses that are to be confirmed or refuted for determining the essential factors for the success of celebrity endorsements on social media. The next section will present the chosen methods for the research process, data collation and data analyses and will also justify the reasons for choosing the preferred methodology for this study.
Chapter 3: Methodology
3.1 Introduction

This chapter, based on the conclusions of the literature review, presents the research methodology that has been chosen to answer the research questions for this study based on the set research objectives. According to Brannick and Roche (1997 p. 8), different factors influence the method that a researcher chooses for their study. These include the researcher’s belief, the nature of the research problem, the status of scientific research and the theories, if there are any relevant to the problem. When the purpose of a research is to test a theory, or to identify or predict factors that would influence an outcome, then it is usually better to use a quantitative approach (Creswell, 1994, p. 23). Based on these findings, the quantitative approach was chosen as the preferred methodology for this study. This study is intended to test a model that can be used to predict the effectiveness of celebrity endorsements on social media towards consumer attitudes. In order to have a defined structure so that more valid results can be ensured, this methodology is organised using the research onion framework designed by Saunders, Lewis and Thornhill (2009, p.138) (See Figure 2 below). The chosen methods are highlighted in red in the figure below.
3.2 Research Design

The research design contains the plan for the “collection, measurement and analysis of data” that will enable the researcher to answer their research questions and meet the research objectives (Blumberg et al., 2008). It is usually objective as each researcher is different and therefore preferred research methods vary from one researcher to another.

3.2.1 Research Philosophy

Quantitative research is “empirical research where the data is usually in form of numbers”, it tends to involve large scale and representative sets of data which is often thought to be a gathering of facts (Baxter et al., 2010). Quantitative researches can be used to measure and examine the relationships among various factors in a model or frame-work (Sale et al., 2002). This study is intended to study how some factors that affect celebrity endorsement in traditional media will affect celebrity endorsements on social media and more importantly, how this will go on to affect the attitude of the consumer towards the products endorsed by celebrities on social media.
From the epistemological research philosophies available in Figure 2 (i.e. interpretivism, realism and positivism), the preferred philosophy for this study is positivism. As a positivist, the research strategy is aimed at developing hypotheses based on the secondary data critically reviewed before commencing the research (Saunders and Lewis, 2009). Hypotheses are “testable proposition about the relationship between two or more events or concepts” (Saunders et al., 2009 p.593). The data collected during the research is then used to either support or refute the generated hypotheses (Morris, 2008).

With regards to the ontological philosophies of objectivism, subjectivism and pragmatism options in the research onion, the philosophy style best suited to this research study is objectivism. Interpretivism can affect the interpretation of situations, in that; the researcher can influence the research (Blumberg et al., 2008) therefore, this philosophy is rejected. In objectivism, it is assumed that the researcher is independent i.e. they neither affect nor are affected by the subject of the research; their values, interests and beliefs will not impact on the study (Holden and Lynch, 2004). This ensures that the research is free of bias and that the results presented reflect as fair a view as possible of the sample population. As this research is solely based on the extensive literature review and the findings from the study ensuring that the researcher is neutral, the ontological philosophy approach chosen for this study is objectivism. Subjectivism is rejected because the researcher, throughout this study, does not get involved with the participants of the study and therefore cannot draw conclusions on their perceptions of the participants’ realities (Saunders et al., 2009).

3.2.2 Research Approach

Because a proposed model is generated based on the findings in the literature, and hypotheses are developed based on this model, the research approach that best suits this study is deduction (Saunders and Lewis, 2012). The deduction approach is the most appropriate when there are comprehensive findings in the literature from which a model and hypotheses can be formed while the inductive approach is more situations where there are no existing findings in the literature and the researchers works from their findings to build a theory (Blumberg et al., 2008). The deduction approach suits this research as there has been extensive work done in the literature with regards to celebrity endorsements in traditional media. According to Saunders et al., (2009), quantitative studies use theories inferentially, usually at the beginning of the study as the literature review, and then follow up by testing this theory with the findings from the data which either confirm or reject it. The same is true for the research process in this study as the cumulative findings of the literature review was presented in an
early section, the research questions and objectives were drawn from these findings, a model was developed to answer these questions based on the hypotheses that were generated using the factors influencing attitudes of consumers towards celebrity endorsements in traditional media. As there is a lot of work done in the literature on celebrity endorsements and due to time constraints for the completion of the thesis, the inductive approach was rejected.

### 3.2.3 Research Objectives

The research questions, sub-questions and conceptual framework are designed to meet the following research objectives:

- To conceptualise consumers’ perceptions towards celebrity endorsements on social media.
- To determine the factors that impact on the effectiveness of celebrity endorsements on social media.
- To determine if and how following a celebrity on social media affects consumers’ attitude towards the product the celebrity endorses.

### 3.2.4 Research Questions

This research will aim to answer the following research questions:

- How do consumers perceive celebrity endorsements on social media?
- What factors affect the effectiveness of celebrity endorsements on social media?
- How does following a celebrity on social media affect consumers’ attitudes towards a product the celebrity endorses?
  - How does following a celebrity on social media affect the consumer’s brand awareness of the product the celebrity endorses?
  - How does following a celebrity on social media affect the consumer’s brand image of the product the celebrity endorses?
  - How does following a celebrity on social media affect the consumer’s purchase intention towards the product the celebrity endorses?

### 3.2.5 Hypotheses

Hypotheses are “testable propositions about the relationship between two or more events or concepts” (Saunders et al., 2009 p.593). The findings from the data will cause the researcher to refute or accept the following hypotheses drawn from the review of the literature.

H1: High credibility has a positive effect on consumer attitude towards celebrity endorsement on social media.
H1n: High credibility has no effect on consumer attitude towards celebrity endorsement on social media.

H2: High trust has a positive effect on consumer attitude towards celebrity endorsement on social media.

H2n: High trust has no effect on consumer attitude towards celebrity endorsement on social media.

H3: High consumer scepticism has a negative effect on consumer attitude towards celebrity endorsement on social media.

H3n: High consumer scepticism has no effect on consumer attitude towards celebrity endorsement on social media.

H4: High persuasion knowledge has a negative effect on consumer attitude towards celebrity endorsement on social media.

H4n: High persuasion knowledge has no effect on consumer attitude towards celebrity endorsement on social media.

H5: Following a celebrity endorser on social media has a positive effect on consumer’s brand awareness.

H5n: Following a celebrity endorser on social media has no effect on consumer’s brand awareness.

H6: Following a celebrity endorser on social media has a positive effect on the consumer’s image of the brand.

H6n: Following a celebrity endorser on social media has no effect on the consumer’s image of the brand.

H7: Following a celebrity endorser on social media has a positive effect on the consumer’s purchasing intention.

H7n: Following a celebrity endorser on social media has no effect on the consumer’s purchasing intention.

The theoretical model proposed below is therefore presented with the intention of assisting with the testing of the hypotheses.
Figure 3: Theoretical Model of Consumers’ Attitudes towards Celebrity Endorsement on Social Media

The model uses the source and consumer characteristics identified in the literature to determine the effectiveness of celebrity endorsements on social media on consumer attitudes and consequentially, their effects on consumer awareness, brand image and purchasing intention of the consumers (fans). It is based partially on the model proposed by Bright and Cunningham (2012) on their study of consumer attitudes towards athlete endorsement on twitter. The model, like the hypotheses are designed to answer the research question and sub-questions and in order to meet the research objectives.

3.2.6 Research Choice

From the research choice options available in the research onion (in Figure 1) i.e. mono method, mixed method and multi method, this research follows the mono method as the quantitative approach is the only method used to gather data for this study. Quantitative data, defined by Saunders et al. (2009) as “numerical data or data that can be quantified” is chosen because it allows for the verification of relationships among the variables of a theoretical model. This means that quantitative data will be useful in determining if the various factors in the theoretical model of this research e.g. consumer characteristics such as scepticism are truly related to consumer attitudes towards celebrity endorsement in social media.

Quantitative approach also provides the researcher with the ability to study a large number of consumer attitudes towards celebrity endorsements through the use of surveys and therefore
ensures that the researcher is objective and doesn’t interfere with the data collected unlike the qualitative approach where the data can be translated wrongly based on the opinion of the researcher. This fits in well with the positivism and objectivity philosophical approaches that have already been chosen and still ensures that the researcher neither influences, nor is influenced by the subject of the research. Qualitative method is not entirely suitable for this study because an in-depth understanding of the consumer attitudes is not being explored rather the aim is to determine what factors affect consumer attitudes towards celebrity on social media which means that a large number of data is required for the results to be valid.

Even though mixed and multi-methods can be used to increase the reliability and credibility of the findings (Blumberg et al., 2008), they are both rejected for this research due to time constraints. There is also the possibility that by mixing different research methods, the value in each method is diminished (Sale et al., 2002). For this research, the researcher does not see the need to use two different research approaches as the findings from the quantitative approach are deemed to be more than enough.

3.2.7 Research Strategy

In order to answer the research questions and meet the objectives set for this study, the strategy chosen for this study was the survey strategy. Survey is a “research strategy which involves the structured collection of a data from a sizeable population” (Saunders and Lewis, 2009). This strategy is evident from the administered self-completed questionnaire that was designed based on the research philosophies and approach that were chosen earlier.

Questionnaires are common means of data collection because they are inexpensive and can be administered to a large number of people using various media (Blumberg et al., 2008) and the data generated can be analysed using descriptive and inferential statistics (Saunders et al., 2009) from statistical packages.

Surveys are designed to provide a numerical description of attitudes or opinions of a selected population and the aim is to draw generalisations from the data provided by the sample population (Saunders and Lewis, 2009). Because the aim of this study is to draw generalisations from a selected portion of the population on consumer attitudes towards celebrity endorsements on social media, and to determine, in general, if these factors affect the purchase intention of the consumers towards the brands that celebrities endorse on social media, questionnaires are perfect for obtaining the needed data. The drawbacks of using this
strategy method however lies in the possibility that the questionnaires might be completed partially or inappropriately, the response rate might be really low and there is the inability to gain an in-depth and vast array of information from the responses.

The questionnaire administered to the participants was designed using an internet platform, Survey Gizmo. It was distributed to participants through Facebook and email to a diverse group of people living in Ireland. Survey Gizmo was chosen ahead of all the other internet platforms because it offers a large range of analysis for the data generated, it is able to export the data to statistical packages such as SPSS, the preferred statistical package and it also offered student rates.

To enable the participants to fully understand the context of the survey and in order to define technical terms, an introductory brief was attached to the first page of the questionnaire. The introductory brief was short and had clear sentences; it was polite and aimed at explaining the overall situation to the participants. The brief also contained contact information for participants to reach the researcher in case there were misunderstandings and also emphasized the anonymity of all the data that are gathered.

In order to ensure that the questionnaire was clear, concise and that the results were valid and reliable, the questionnaire was sent to 10 people for testing before the mass distribution occurred. This was to ensure that the questions were clear and simple enough for the participants. The pre-testing was also useful in gauging the time required to complete the survey as one of the reasons for a low response rate is the amount of time it takes to complete the questionnaire (Blumberg et al., 2008). Based on the feedback from the first draft of questionnaire, modifications were made to further simplify or clarify the terms that were not clear.

The survey was designed based on the research questions that were set to be answered. The questionnaire started with a set of demographic questions (age and gender) to determine a rough profile of the participant. The next section of the questionnaire was to determine the eligibility of the participant in partaking in the survey. Questions such as “do you have a social media account?” “do you follow a celebrity on your social media account(s)” and “does the celebrity endorse or promote any brands on their social media page?” were asked in this section and if the participant answered no, they were forwarded to the “thank you” page and the survey ended there for them. The section after this included questions to determine the participant’s attitude towards celebrity endorsement on social media. Questions asked in
this section encouraged the participant to rate how well they agree with statements like “I find celebrity endorsements on social media good” and “I find celebrity endorsements on social media trustworthy” based on a Likert scale. After this, the following questions determined the participant’s self-efficacy on their preferred social media and their scepticism. Finally, the last set of questions asked how celebrity endorsement influences the participants with regards to attitude towards the brand and purchase intention.

Most of the questions were asked in a closed format using multiple choices, radio buttons and Likert-style rating to gather information from the participants. By using closed questions, the participants are forced to answer the questions asked based on the given choices ensuring that highly structured data is gathered so that the researcher can process the data efficiently and examine the relationship between the proposed variables (Saunders et al., 2009). The demerits of closed questions are however that the participant is forced to answer within the options given by the researcher even though their answers might have been different.

3.2.8 Time Horizon
The time horizon for this survey is cross-sectional. A cross-sectional study is one that studies a particular situation(s) or experience(s) at a specific time (Saunders et al., 2009). As this study measures the attitude and purchasing intention of many consumers towards celebrity endorsement on social media at a particular point in time, it fits the characteristics of a cross-sectional time horizon. This is usually the time frame suited to most academic researches due to the time constraints on the research projects. Longitudinal element is not introduced in this survey because this research is not an update on consumer attitudes towards celebrity endorsement on social media from previous researches but rather aims to determine the factors that are most influential to the success of celebrity endorsements on social media. Longitudinal surveys are the studies of a “particular topic over an extended period of time” (Saunders and Lewis, 2012 p.124). As the data for this survey was collated between the 17th and 28th of July, this is not the case for the study.

3.2.9 Techniques and Procedures
As mentioned earlier, the data for this survey was collated through Survey Gizmo. In order to analyse the data, the data was transferred to SPSS in an excel file format. Statistical Packages for Social Sciences (SPSS) is a software package that aids the analysis of quantitative data obtained through the use of questionnaires (Fisher, 2004). SPSS is able to perform descriptive statistics which are mainly statistics that describe the data that has been cumulated such as
frequencies and also, it can carry out inferential statistics which give a deeper insight into the data by explaining the relationships between the variables that have been collated. Descriptive and Inferential statistics such as the chi-square tests and the spearman’s correlation coefficient were carried out in order to provide the findings from collated data. This, in turn, helped to answer the research questions whilst meeting the research objectives of this study. The chi-squared and Spearman’s correlation were used to determine the relationship between the variables involved in the research model and also how statistically significant these variables were with each other.

Spearman’s rank correlation coefficient is used to determine the “strength of the relationship of two variables in a categorical ranked data” (Saunders and Lewis, 2012 p. 180) and also determines the probability of this relationship occurring by chance. Spearman’s correlation coefficient is used because the variables being studied are non-parametric and were categorized as ordinal variables in SPSS. A correlation coefficient is a number between the range of -1 and +1 that indicates the strength of a relationship between two variables (Saunders et al., 2009 p. 185). When the correlation coefficient is a positive number, this means that as one variable increases, so does the other whilst a negative number means that as one variable increases, the other decreases (Saunders and Lewis, 2012). A high correlative coefficient figure (negative or positive) means that there is a strong relationship between the two variables being tested. Correlation coefficients of 0 or close to 0 mean that the two variables are independent of or unrelated to each other.

Chi-squared tests inform us as to “whether the collected data are close to the value considered to be typical or expected and whether the two variables are related with each other” (Fisher, 2004 p. 187). When the significance level is 0.05 percent or less, this indicates that the researcher can be 95% sure (at least) that there is an association between the two variables being tested (Saunders and Lewis, 2012 p.182). Therefore, the chi-square test provides a degree of confidence for the researcher that there is or isn’t an association between the two variables that are under study.

3.3 Selecting Respondents

In order to generate accurate data, it is important to select respondents that are genuine representatives of the population being studied. This is why sampling is a very important part of the research process. The assumption that is fundamental to all sampling theories is that a
subdivision of the “elements” in a population is able to provide useful information which would define the entire population (Brannick and Roche, 1994 p.62). Elements in this instance, refers to the subjects that the research is interested in.

In order to obtain the required data for this study, the questionnaire was distributed through e-mail and Facebook to approximately 180 people. The respondents were urged to forward the surveys to people that they think might be suitable and interested in completing the survey. Hence, the snowball sampling method was used to increase the collated data. The sample comprised of the 2014 MBA students on the group page on Facebook and their correspondents as well as the researcher’s friends on Facebook. The questionnaire was sent to people resident in Ireland and consisted of people with different age brackets.

The overall sampling technique was non-probability convenience sampling. This method was chosen for time and practical reasons as it involves the people that the researcher had direct access to. The sampling is non-probability because the whole population cannot be named. Although random sampling would have been more advantageous and more representative, the convenience sampling was the method that could deliver data due to the time constraints. Although because the sample was enlarged using the snowball sampling method, it can be argued that a level of randomisation was added to the survey.

Over the course of two weeks, the survey was completed by 160 respondents who use various social media. 55% of the respondents were female and 45% male. The most popular age brackets of the respondents are the 18-24 and 25-34 age groups.

3.4 Research Ethics

It is important in all research projects not to harm people or use the findings of the research to harm them (Fisher, 2004). It is for this reason that the data collated in this research is confidential and anonymous ensuring that the data is private. Even though the nature of this research does not require in-depth information on the participants, it was still important that the names of the participants and any other form of identification were not required for the completion of the questionnaire. The age and gender of the participants was only included in other to be able to build a quick profile for the participant and the ages were limited to age brackets.
In the introductory section of the questionnaire, the participants briefed on the scope and nature of this research so that they were aware of the objectives and consented to the research before partaking. The researcher’s contact was also included in the brief so that they could verify the nature of the research and ask any questions if they had any. Also, the researcher was very objective in the interpretation of the data and mainly based the findings of the research on the statistical information that was collated.

3.5 Research Limitations

USC Libraries (2014) defined a research limitation as any characteristic of a research design or methodology that has an effect on the use or analysis of the results in a study. It is always useful to acknowledge the limitations of a study in a research as it provides an opportunity to acknowledge that the researcher is aware of the things that are amiss or unreliable in the research and these could have impacted the results of the research (USC, 2014). Therefore, the following are the limitations that are particular to this research.

Firstly, due to time constraints, the sample size may not be large enough to draw conclusive generalisations for all social media users which would mean that the findings of this research may not be applicable to the whole population being studied. Also, the questionnaire was distributed mainly through Facebook and it can be argued that had the focus of the distribution been on Twitter or any other social media site, then the response might have been different. The researcher therefore advises that should another person want to replicate or further study this research, it would be beneficial to obtain proportionate data from all the social media that is being studied.

3.6 Personal Biases

Researches should be completed in a way that the researchers are independent of what is being observed so that the findings of the result can be accurate and bias-free (Saunders et al., 2009). In order to prevent bias, the researcher has chosen the methodology carefully to ensure that they do not, in any way, influence the results and interpretations of the findings of the research. This research was carried out with the observer being external to the whole process and not interfering with the data gathering. To the best of the researcher’s knowledge, there has been no personal bias introduced throughout this research and great care has been taken to ensure that the results are valid, reliable and credible.
3.7 Conclusion

This chapter has presented, analysed and justified the key methods used for the main parts of this dissertation. It also includes the research hypotheses generated from the literature review, as well as the theoretical model that will be used to answer the research questions and to meet the research objectives. The model shows the proposed relationships between the key variables involved in consumer attitudes towards celebrity endorsement on social media and how these variables relate with each other. This chapter concludes with the research ethics, limitations and personal biases encountered throughout the completion of this dissertation. The next section is the discussion and conclusion chapter where the analysis of the data is presented as findings, the hypotheses are tested and either accepted or rejected and conclusions are made based on the overall findings of the research which would lead to conclusions and recommendations.
Chapter 4: Data Analysis and Findings
4.1 Introduction

This research presents the findings from the study and the analysis of the data collated from the questionnaires. Survey Gizmo and SPSS statistical packages were used to analyse the data explain the results with different statistical tests, charts and graphs to present the findings in a simple and efficient manner. To start with, descriptive statistics were used to present the demographic profile of the participants as well as the popularity of the social media. Descriptive statistics were also used to present the results of the data collected and inferential statistics were used to determine the relationships between the variables and also to determine if the hypotheses being tested are to be accepted or refuted. These findings, in all, are used to answer the research questions while meeting the research objectives. These findings precede the final conclusions of the study which leads to the limitations and future recommendations for the research.

4.2 Sample Demographics and Characteristics

4.2.1: Age of Participants

In order to obtain general information about the ages of the respondents, they were asked to choose the age bracket that they belonged. Age was categorized into brackets as presented in the figure below.

Figure 4: Age of Respondents

A large percentage of the respondents were in the 18-24 and the 25-34 age brackets. Cumulatively, these two groups made up 86.3% of the sample population. These numbers are expected as these two age groups account for the largest percentage of social networking sites.
users (Pew Research Centre, 2014). However, at only 4.4% and 1.3% respectively, the 35-54 and the over 55s are underrepresented in this sample as research shows that the number of people adopting social media in this age group is increasing from previous years (Pew Research Centre, 2014). The research centre reported that 65% of internet users within the 50-64 age brackets use a social networking site. This percentage has increased from the 6% reported in 2005.

4.2.2 Gender
The results show that of the 160 respondents of this survey, there were 88 female respondents; this corresponds to 55% of the sample and 72 males representing 45% of the sample. This number accurately represents the social media population because according to Duggan (2013), the average age gap between the proportion of male and women on social media is 8%. The 10% differential from the research sample is therefore close to the true population.

4.2.3 Social Media User Characteristics
A set of questions were asked to determine the characteristics of the social media users in order to ensure their suitability for this study.

Q: Do you have a social media account?

A large percentage of the sample (n=158), 94%, reported that they had a social media account. This is not surprising as the questionnaire was mainly distributed through social media, with the other methods being e-mails and physical distributions. However, 6% of the respondents stated that they did not have a social media account. Of the 94% that had a social media account, 123 people (77.9%) stated that they followed a celebrity on their social media account.
Q: What Social Media Account do you follow a Celebrity on?

Figure 5: Most Popular Social Media used to follow Celebrity Endorsers

Instagram was the social media mostly used by the respondents to follow celebrities. Over 35% of the respondents followed a celebrity on Instagram, 31% followed a celebrity on Facebook and 24% followed a celebrity on Twitter. Only 1.6% of the respondents followed a celebrity on Pinterest and 4.1% followed a celebrity on YouTube. The results might largely be influenced by the fact that the questionnaire was distributed mainly through Facebook and Twitter.

Q: Does the Celebrity Promote any Brand on their Account?

A large percentage (82.5%) answered ‘yes’ to the question on celebrity endorsing or promoting a brand on their social media page while the other 17.5% either answered ‘no’ or ‘don’t know’. Unfortunately, the researcher was unable to find the percentage of celebrities who endorse products on social media therefore is unable to state if these results are truly representative.

Q: Is the Celebrity Endorsement Relevant to you?

The majority of the respondents, 67.5% claimed that the endorsements were relevant to them and the other 32.5% stated that the celebrity endorsements were not relevant to them.

4.3 Research Objective 1

To conceptualise consumers’ perceptions towards celebrity endorsements on social media
The next set of questions and figures highlight the response of the participants to statements used to determine their perception of celebrity endorsements on social media.

**Figure 6: I find celebrity endorsements on social media good**

![Pie chart showing responses](image)

As seen in the figure above, 60% (n= 63) of the respondents either agreed or strongly agreed that they found celebrity endorsements to be good; 35.2% (n= 32) of the respondents were neutral and only 4.8% (n= 5) of the respondents disagreed or strongly disagreed with the statement. The total number of respondents to this question was 105.

**Figure 7: I find celebrity endorsements on social media interesting**

![Pie chart showing responses](image)

From the figure above, 62.8% of the respondents either agreed or strongly agreed with the statement that they found celebrity endorsements on social media interesting. 30.5% of the
respondents were neutral to the statement and only 6.7% of the respondents either disagreed or strongly disagreed with the statement.

**Figure 8: I find celebrity endorsements on social media informative**

![Pie chart showing responses to the statement](image)

From the results indicated above, 57.2% of the respondents either agreed or strongly agreed that they found celebrity endorsements on social media to be informative. 23.8% of the respondents were neutral to this statement and 19.1% of the respondents either disagreed or strongly disagreed about finding celebrity endorsements on social media informative.

### 4.4 Research Objective 2

**To determine the factors that impact on the effectiveness of celebrity endorsements on social media**

#### 4.4.1 Hypothesis 1

H1: High credibility has a positive effect on consumer attitude towards celebrity endorsement on social media

H1n: High credibility has no effect on consumer attitude towards celebrity endorsement on social media
Figure 9: I find celebrity endorsements on social media believable

![Pie chart showing responses to the statement 'I find celebrity endorsements on social media believable'.](image)

From the figure above, 46.7% of the respondents either agreed or strongly agreed with the statement that they found celebrity endorsements on social media believable. 31.4% of the respondents neither agreed nor disagreed with the statement and 21.9% of the respondents either disagreed or strongly disagreed that they found celebrity endorsements on social media believable. Compared to the percentage of people that found celebrity endorsements on social media to be “good” and “interesting”, the percentage for people that found it to be believable was lesser indicating a certain degree of scepticism.

Table 1: Spearman’s Correlations Test between Credibility and Consumer Attitudes

<table>
<thead>
<tr>
<th>Spearman’s rho</th>
<th>I find celebrity endorsements on social media believable</th>
<th>Have you ever bought a product because a celebrity endorsed it on social media?</th>
</tr>
</thead>
<tbody>
<tr>
<td>I find celebrity endorsements on social media believable</td>
<td>Correlation Coefficient</td>
<td>1.000</td>
</tr>
<tr>
<td></td>
<td>Sig. (1-tailed)</td>
<td>.</td>
</tr>
<tr>
<td>Have you ever bought a product because a celebrity endorsed it on social media?</td>
<td>Correlation Coefficient</td>
<td>-.352**</td>
</tr>
<tr>
<td></td>
<td>Sig. (1-tailed)</td>
<td>.000</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (1-tailed).
Spearman’s correlation between credibility and consumer attitudes towards celebrity endorsements on social media resulted in a correlation coefficient of -0.352. This value indicates that there is a weak negative correlation between the two variables. The result was statistically significant at a 0.01 level which indicates that the probability of the result due to chance is 1%. A Chi-Square test also confirms this association at a 0.001 significance level. Therefore the null hypothesis, H1n was rejected.

4.4.2 Hypothesis 2

H2: High trust has a positive effect on consumer attitude towards celebrity endorsement on social media

H2n: High trust has no effect on consumer attitude towards celebrity endorsement on social media

**Figure 10: I find celebrity endorsements on social media trustworthy**

From the figure above, 40% of the respondents agreed or strongly agreed with the statement that they find celebrity endorsements on social media trustworthy. However, the percentage of people that were neutral to this statement was slightly higher at 41.9% showing a higher degree of scepticism to this question. This is further confirmed as 25.7% of the respondents either disagreed or strongly disagreed with this statement.

To determine how competent the respondents were with the social media they used, they were asked the following question:
86.7% of the respondents stated that they are capable of using the social media of their choice with no help and 66.7% of the respondent stated that they know how to find what they are looking for on their social media page. Only 2.9% of the respondents are both incapable of using social media and unable to find things on social media. This shows that the respondents have a very high self-knowledge on how to use their preferred social media.

A Spearman’s Correlation Tests between Trust and Consumer attitude (Purchasing Intention) resulted in a -0.386 correlation coefficient. This value indicates that there is a weak negative correlation between Trust and Consumer Attitude towards celebrity endorsement on social media. A Chi-Square test was carried out to determine if the results were statistically significant. The p-value was 0.001 which shows that the results are statistically significant as there is less than 1% chance that the result occurred due to chance.

The result therefore rejects the null hypothesis and therefore accepts that trust has an effect on consumer attitudes towards celebrity endorsements on social media.

4.4.3 Hypothesis 3

H3: High consumer scepticism has a negative effect on consumer attitude towards celebrity endorsement on social media

H3n: High consumer scepticism has no effect on consumer attitude towards celebrity endorsement on social media

Table 2: Attitudes towards Ad Scepticism on Social Media

<table>
<thead>
<tr>
<th>Adverts on Social Media are…</th>
<th>% Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevant</td>
<td>49</td>
</tr>
<tr>
<td>Informative</td>
<td>58.70</td>
</tr>
<tr>
<td>Reliable</td>
<td>32.70</td>
</tr>
<tr>
<td>None of the above (High scepticism)</td>
<td>17.20</td>
</tr>
</tbody>
</table>

From the table above, approximately half of the respondents found adverts on social media relevant which shows a high degree of scepticism as it means half of the respondents do not find adverts on social media relevant. Almost 60% of the respondents however found adverts on social media to be informative, a higher figure than that of relevance although it still shows a degree of scepticism amidst the remaining 40%. Significantly, only 32% of the total
respondents, which is equivalent to a third of the total respondents stated that they found adverts on social media reliable. Finally, 17% of the total respondents do not think adverts are relevant, informative or reliable. Overall, the respondents can be deemed to be very sceptical of social media adverts especially in terms of reliability.

The Spearman’s correlation coefficient between scepticism and attitude is -0.436 which indicates that there is a weak negative correlation between the two variables. This means that as scepticism increases, purchasing intention decreases. The result was statistically significant at the 0.01 level which means that there is a 1% chance that the result was due to chance.

**Table 3: Spearman’s Correlation between Scepticism and Attitude**

<table>
<thead>
<tr>
<th>Spearman's rho</th>
<th>Adverts on social media are relevant to me</th>
<th>Have you ever bought a product because a celebrity endorsed it on social media?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adverts on social media are relevant to me</td>
<td>Correlation Coefficient</td>
<td>1.000</td>
</tr>
<tr>
<td>Sig. (1-tailed)</td>
<td>.</td>
<td>-.436**</td>
</tr>
<tr>
<td>Have you ever bought a product because a celebrity endorsed it on social media?</td>
<td>Correlation Coefficient</td>
<td>-.436**</td>
</tr>
<tr>
<td>Sig. (1-tailed)</td>
<td>.</td>
<td>1.000</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (1-tailed).**

Therefore, the researcher accepts the hypothesis that high consumer scepticism has a negative effect on consumer attitude towards celebrity endorsement on social media and rejects the null hypothesis, H3n.

**4.4.4 Hypothesis 4**

H4: High persuasion knowledge has a negative effect on consumer attitude towards celebrity endorsement on social media

H4n: High persuasion knowledge has no effect on consumer attitude towards celebrity endorsement on social media

An analysis of the results showed that 86% of the respondents are able to use any social media of their choice and 65% of the respondents are able to find what they are looking for
on their social media. Only 2.9% of the respondents are unable to do either of this and are, for the purpose of this research, deemed to be incapable.

In order to determine the effect that low knowledge has on attitude of consumers towards celebrity endorsements on social media, a Spearman’s correlation test was carried out. The results indicate that there is a weak positive correlation between self-knowledge and purchasing intention, statistically significant at 0.047 level which means that there is less than 5% chance that the result observed is due to chance. The null hypothesis, H4n was rejected.

Table 4: Respondents’ Self-Knowledge

<table>
<thead>
<tr>
<th>I am…</th>
<th>Respondents that agree (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capable of Using SM of my choice</td>
<td>86</td>
</tr>
<tr>
<td>Know how to find what I’m looking for</td>
<td>65</td>
</tr>
<tr>
<td>None of the above (Incapable)</td>
<td>2.9</td>
</tr>
</tbody>
</table>

4.5 Research Objective 3

To determine if and how following a celebrity on social media affects consumers’ attitude towards the product the celebrity endorses

4.5.1 Hypothesis 5

H5: Following a celebrity endorser on social media has a positive effect on consumer’s brand awareness

H5n: Following a celebrity endorser on social media has no effect on consumer’s brand awareness
From the frequency test carried out on the brand awareness results, as seen in the figure above, 60% of the respondents reported that they had become aware of a brand or product solely because a celebrity endorsed the brand or product on social media.

Spearman’s correlation test between the two variables “Do you follow a celebrity on Social Media” and “Brand Awareness” resulted in a value of 0.300 which indicates that there is a weak positive relationship between the two variables.

Chi-Squared test carried out indicates that there is an association between the two variables with a significance level of 0.000.

These tests indicate that following a celebrity endorser on social media has a positive effect on brand awareness and therefore rejects the null hypothesis.

**4.5.2 Hypothesis 6**

**H6:** Following a celebrity endorser on social media has a positive effect on the consumer’s image of the brand

**H6n:** Following a celebrity endorser on social media has no effect on the consumer’s image of the brand

A large percentage of the participants, 79% responded in the affirmative that their image of a brand changes when they follow its celebrity endorser on social media while 21% responded that following a celebrity endorser on social media has no effect on their image of the brand that they endorse.
The Pearson’s correlations test between the variables “Do you follow a celebrity on social media” and “brand awareness” was carried out and a value of 0.238 indicated that there is a weak positive association between the two variables. The significance value level at 0.008 confirms that the statistical significance of the two variables. A chi-squared test was also carried out and with a value of 0.006 confirms that there is an association between the two variables. These tests indicate that following a celebrity endorser has a positive effect on brand image and therefore rejects the null hypothesis.

Table 5: Spearman’s Correlation Test between Celebrity Endorser Followers on Social Media and Brand Image

<table>
<thead>
<tr>
<th>Spearman’s rho</th>
<th>Does this celebrity endorse or promote any brand(s) on their account?</th>
<th>Does a celebrity endorsement on social media affect your image of that brand?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does this celebrity endorse or promote any brand(s) on their account?</td>
<td>Correlation Coefficient</td>
<td>1.000</td>
</tr>
<tr>
<td></td>
<td>Sig. (1-tailed)</td>
<td>.</td>
</tr>
<tr>
<td>Does a celebrity endorsement on social media affect your image of that brand?</td>
<td>Correlation Coefficient</td>
<td>.238**</td>
</tr>
<tr>
<td></td>
<td>Sig. (1-tailed)</td>
<td>.008</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (1-tailed).

4.5.3 Hypothesis 7

H7: Following a celebrity endorser on social media has a positive effect on the consumer’s purchasing intention

H7n: Following a celebrity endorser on social media has no effect on the consumer’s purchasing intention
As seen in the figure above, 51% of the respondents had never bought a product solely because a celebrity endorsed it on social media whilst 49% of the respondents had. This shows that nearly half of the participants responded effectively to some celebrity endorsements on social media.

Spearman’s correlation tests between celebrity endorser followers on social media and purchasing intention results in a correlation coefficient of 0.210. This means that there is a weak positive correlation between the two variables. This correlation was statistically significant at a value of 0.018. A chi-squared test was also carried out to confirm that there is a statistically significant association between the two variables with a significance value of 0.000.

These tests indicate that following a celebrity endorser on social media has a positive effect on purchasing intention and therefore reject the null hypothesis.
4.6 Comparisons between Twitter and Instagram Results

4.6.1 Brand Awareness

Figure 13: Comparison between Instagram and Twitter: Brand Awareness

<table>
<thead>
<tr>
<th></th>
<th>Instagram</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>78.4</td>
<td>50</td>
</tr>
<tr>
<td>No</td>
<td>21.6</td>
<td>50</td>
</tr>
</tbody>
</table>

The results show that Instagram is the better social media site for improving brand awareness. On average, 60% of all the respondents claim that they have been aware of a brand solely because of a celebrity endorsement on social media. Only 50% of Twitter users, 10% less than the average, claim to have been aware of a brand solely based on a celebrity endorsement. 78% of Instagram users, 18% higher than the average claim to have been aware of a brand solely based on celebrity endorsement on social media.
4.6.2 Brand Image
The figure below compares how brand image of users who follow celebrity endorsers on Twitter and Instagram vary.

Figure 14: Comparison between Twitter and Instagram: Brand Image

From the figure above, 17.9% of Instagram users claim that celebrity endorsements on social media do not affect their image of the brand that is being endorsed compared to only 7.7% of Twitter users. On average, 79% of all the social media users claimed that a celebrity endorsement on social media affects their image of the brand. Instagram and Twitter users are however more likely to change their image of a brand based on celebrity endorsements on social media.
### 4.6.3 Purchase Intention

The figure below compares the effect that celebrity endorsements on Twitter and Instagram has on the purchase intention of the users who follow celebrity endorsers on this platform.

**Figure 15: Comparison between Twitter and Instagram: Purchase Intention**

<table>
<thead>
<tr>
<th></th>
<th>Purchase Intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram No</td>
<td>43.2</td>
</tr>
<tr>
<td>Instagram Yes</td>
<td>56.8</td>
</tr>
<tr>
<td>Twitter No</td>
<td>42.3</td>
</tr>
<tr>
<td>Twitter Yes</td>
<td>57.7</td>
</tr>
</tbody>
</table>

From the figure above, the results are not really different when compared between Instagram and Twitter. Approximately 58% of Twitter users have bought a product solely because a celebrity endorsed it on social media. This figure is only 1% higher than the Instagram users that have purchased a product solely based on a celebrity endorsement on social media. These values are however considerably higher than the 49% average purchasing intention of all the social media.

### 4.7 Conclusion

This section presented the findings from the data analysis of the questionnaire using SPSS and Microsoft Excel. The findings were presented according to the research objectives and the hypotheses were either accepted or rejected. The section concluded by comparing consumer attitudes on two of the main social media sites, Instagram and Twitter. The next section contains the discussion on the findings, the conclusions that can be inferred, possible limitations that could have interfered with the results and suggestions for possible future research in this area.
Chapter 5: Discussion and Conclusion
5.1 Introduction

This study intended to study the effects that following a celebrity endorser has on consumer attitudes. It also looked at some of the factors that affect consumer attitudes to celebrity endorsements on social media such as source characteristics and scepticism. This chapter discusses in detail the findings from the data analysis and draws inferences from it. It concludes with the limitations of the research and suggestions for further research in this area as well as recommendations for advertising and marketing practitioners.

5.2 Discussion and Implications

From the literature review on celebrity endorsements, source characteristics such as trust, credibility and attractiveness (Kelman, 1961; Ohanian, 1990) as well as celebrity-product congruence (Fleck, Korchia and Le Roy, 2012; Subhadip, Gammoh and Koh, 2012) were determined to be the most important factors in predicting the effectiveness of celebrity endorsements. Research (Egan, 2007) shows that the more trustworthy, credible and attractive a celebrity is, the more effective their endorsement campaigns will be. Also, the more fit there is between a product and the celebrity endorser, the more effective the celebrity campaign will be (Subhadip, 2012). McCracken (1989), due to the inconsistencies in the literature, developed the meaning transfer model in order to explain why sometimes source characteristics and congruence are not the only important factor. McCracken stated that the meanings and attributes of a celebrity are transferred to the product at the end of an endorsement process and as such, the good and bad attributes that a celebrity possesses.

This study was intended to determine some of the factors that affect the effectiveness of celebrity endorsement on social media based on the proposed theoretical model. Effectiveness was determined using consumer attitude which was broken down into consumer’s brand awareness, brand image and purchase intention. Analysis of the data showed that both source characteristics (i.e. trust and credibility) are crucial to the success of celebrity endorsements on social media. This outcome is similar to the findings of the study carried out by Bright and Cunningham (2012) where they concluded that source characteristics are crucial in predicting the effectiveness of celebrity endorsements on social media.

Correlational analysis showed that consumer attitude towards celebrity endorsement is affected by credibility. This correlates with the findings in the literature review on celebrity
endorsements in traditional media that source credibility is critical to the success of celebrity endorsements (Tripp, Jensen and Carlson, 1994; Ohanian, 1990). This result also correlate with findings from the literature about celebrity endorsements on social media where credibility is seen as an important factor for celebrity endorsements to thrive on social media (Bright and Cunningham, 2012; Jin and Phua, 2014). The data analyses also indicate that high trust has a positive effect on consumer attitudes towards celebrity endorsement on social media. Like credibility, researchers (Kelman, 1961; Egan, 2007, Subhadip and Pansari, 2012) have stated that this factor is crucial for effective celebrity endorsement campaigns as highly trustworthy celebrities are believed to exert more positive attitude from consumers than celebrities that consumers deem to be untrustworthy. Trust and credibility have the same effect on attitude based on the correlational analysis of the data. This is expected as trustworthiness is often seen as a dimension of source credibility (Choi and Rifon, 2012; Ohanian, 1990). This is also a positive finding for marketers as they are able to influence the celebrity that they choose to represent their brand. To be successful with the consumers on social media, marketers have to choose credible and trustworthy celebrities that best fit their companies’ brand image and portfolio.

Based on the results of the study, it is evident that the participants in this study showed a certain degree of scepticism, 17% of the participants did not find adverts on social media to be relevant, informative or reliable. Scepticism is one of the ways by which consumers deal with persuasive attempts (Friestad and Wright, 1994). Research shows that some consumers do not believe in the effectiveness of celebrity endorsements because they think that the impact celebrities have on their purchasing intention is slim (Bailey 2007). However, Tripp, Jensen and Carlson (1994) concluded their study by stating that although participants of their study showed scepticism, it did not affect their attitude towards the brand. The findings from this study are somewhat different to those already in the literature. The research found that a substantial percent of the respondents were highly sceptical of celebrity endorsements. A correlational analysis between scepticism and purchasing intention shows that the more sceptical the consumer is, the less likely they are to purchase the product.

This is particularly interesting as the survey was largely administered to young adults. And applying the persuasion knowledge model, an older population who has had time to develop their persuasion knowledge might indicate an even higher degree of scepticism which would affect their attitude towards advertisements more profoundly. It is therefore important for marketers and advertising practitioners to keep in mind that social media users are wary of
celebrity endorsements when choosing their social media strategy. A possible reason for consumer wariness might be due to the clumsiness and carelessness with which celebrities promote brands on social media especially Instagram (Alford, 2013). Marketers should therefore consider when planning their social media and integrated marketing campaigns (IMC) that their contents have to be original and that they have to prevent malicious celebrity endorsements that consumers might be sceptical of.

Overall, the findings are encouraging as they indicate that following a celebrity on social media affects the attitude of consumers towards the celebrity’s endorsements positively. As aforementioned in the data analysis section, the results showed that following a celebrity endorser on social media has an effect on the consumer’s brand awareness. One of the possible ways to engage on social media is by generating one’s own content (Solis, 2011). Celebrities, by posting information about brands that they use or endorse on social media, are engaging with their fans. Since fans often follow celebrities to gain information about their lives (Cunningham and Bright, 2012), it is not surprising that majority of the participants in this study have become aware of a brand solely because a celebrity endorsed it on social media.

Research shows that celebrities are better than anonymous endorsers in enhancing brand recall (Patra and Datta, 2012). This can be strategic for marketers of both new and existing brands that want to raise the awareness profile of their products. Marketers often aim for brand awareness as their marketing objective so that consumers can recall and recognise their brands both in and out of store. New brands can incorporate celebrity endorsements on social media into their marketing strategy to improve brand recall and existing brands with low reach to their target customers can also use this medium to reach more of their targets by choosing a celebrity that fits in with their target group.

Correlational analysis also shows that following a celebrity endorser on social media has a positive effect on the consumer’s image of the brand that the celebrity endorses (r=.238, p<0.01). It is possible that one of the reasons that the consumer’s image of the brand changes is due to McCracken’s meaning transfer. When a celebrity endorses a brand, “…the pre-existing associations held in the consumer’s memories regarding a celebrity become linked within the memory of the endorsed brand” (Jaiprakash, 2008 p. 60). This aligns with the McCracken’s meaning transfer model (1989) where he explained that the meaning attributed to celebrity often becomes that of the product at the end of the transfer process. The
implication of this to marketers and advertising practitioners is that they should be aware that the image of a brand could change based on the celebrity that endorses their brand on social media. Therefore, marketers should be careful when choosing their celebrity endorsers and when using them on social media platforms because the meaning transfer can also be negative (Breberina, Shukla and Schwaiger, 2013). Also, research has shown that celebrity endorsements could be seen as brand alliances as the meaning of the product could also transfer to the celebrity (Halonen-Knight and Hurmerinta, 2010 and Charbonneau and Garland, 2010). Therefore, celebrities that endorse products on social media should also be concerned about the possible impact that endorsements on social media can have on their own image.

Correlational analysis showed a positive relationship between following a celebrity endorser on social media and purchase intention (r=.21, p<0.05). This means that a consumer that follows a celebrity endorser on social media is likely to buy the product that the celebrity endorses. Research has often shown that when a consumer perceives celebrities to be trustworthy, credible or liked, then they are more inclined to buy the product that the celebrity endorses (Egan, 2007; Fill, 2009; Kelman, 1961). Most of the participants in this study claimed that the celebrities that they follow on social media are trustworthy and credible which might be one of the reasons why the purchase intention of the consumers increase when they follow a celebrity on social media. Also, according to Hung (2014) celebrity endorsements are often effective for two reasons- aspirational motives and for entertainment. Consumers often aspire to escape their everyday life by living in the world of their favourite celebrities. Therefore, by purchasing a product that they endorse, they are somewhat connected to their favourite celebrities. The implications for marketers and practitioners is that they need to find celebrities that their target market aspire to be like before choosing and engaging the services of a celebrity endorser on social media. And as aforementioned, celebrities with high credibility and trustworthiness are ideally the best for effective celebrity endorsement on social media.

This study also examined the effectiveness of celebrity endorsement on two of the three major social media sites; Twitter and Instagram. The data analysis result shows that Instagram was substantially better than Twitter for enhancing brand awareness while Twitter was marginally better than Instagram for improving brand image and purchasing intention. The implication for marketers and advertising practitioner is to consider the right social media platform to use for their celebrity endorsement based on their set objectives for the
marketing campaign. Instagram is no doubt the better platform to use if the objective is to improve the brand awareness. Although Twitter is stated the marginally better of the two platforms for improving brand image and purchase intention, considerations should also be given to Instagram as the results give an indication that the brand image and purchase intention will also be improved on this platform. However, a social media strategy incorporating both platforms will ideally be better for a more effective celebrity endorsement campaign.

This research aimed to study the effect that following a celebrity endorser on social media has on the consumer attitudes especially the brand awareness, brand image and purchase intention. The primary research findings indicate that celebrity endorsements on social media can be quite successful. Participants in this study generally had a positive attitude towards celebrities’ endorsements on social media and claimed that it had an impact on their awareness of brands, the way they perceived a brand’s image and whether or not they purchased a product.

The research found that source characteristics particularly trustworthiness and credibility are not only critical to the success of celebrity endorsements in traditional media but also on social media. The more trustworthy and credible the celebrity is, the more effective the celebrity endorsement. This study also found that like source characteristics, the characteristics of the consumer, scepticism in particular is also important for the success of celebrity endorsements on social media. The higher a consumer’s scepticism towards a celebrity’s endorsement, the less likely it is for that endorsement process to be effective.

Effectiveness in this study was broken down into brand awareness, brand image and purchase intention. This research found that following a celebrity on social media has a positive effect on all three components. Descriptive statistics show that the image of the brand is the most effective change when a consumer follows a celebrity endorser on social media, although it should be noted that this research did not monitor if the image change was positive or negative. Brand awareness is the second component most influenced by following a celebrity endorser on social media. From the study, it is inferred that social media users become more aware of brands when they follow a celebrity on social media. Results also showed that a consumer’s intention to purchase a product can also be influenced when they follow a celebrity endorser on social media. It is important to note that these inferences are made from
the participants’ answers to the questions asked in the questionnaires and might not be a true reflection of their beliefs.

Finally, with regards to the better social media platform for effective celebrity endorsements between Instagram and Twitter, Instagram was found to be significantly better to improve brand awareness while Twitter was very slightly better for improving brand image and purchase intention. These results are based solely on descriptive statistics of the answers given by the respondents to the questions in the questionnaire and therefore, the results might vary if the experiment is carried out using another method and sampling.

As little research has previously only been carried out on a particular social media, (Jin and Phua, 2014; Bright and Cunningham, 2012), this research will contribute to the existing literature by providing a generalisation on how effective celebrity endorsements really are on social media. It also provides a comparison on the effectiveness of celebrity endorsements on Instagram, a relatively new visual platform that is consistently growing with a young demographic to the effectiveness of celebrity endorsements on Twitter, a relatively older platform that has an older demographic comparatively.

5.3 Limitations and Recommendations for Academia

A limitation of this study, due to time constraints, is the number of participants included in the data analysis. When compared to the total number of social media users, the participants in this research are a minute fraction and therefore the generalisations inferred from this result might not be accurate. Another limitation is that the total number of the participants from each social media was not equal (the number of respondents that used Instagram was very much higher than those that used Twitter) which means that the comparisons between two of the social media platforms might differ if the numbers were the same. A recommendation for future research is to conduct the study with a larger sample in order to be able to draw more accurate generalisations by improving the confidence level of the findings, to represent the entire social media users. Also, more variables can be added to the study in order to determine more factors that are significant to the effectiveness of celebrity endorsements on social media as the source characteristics and consumer characteristics used in this survey are not the only possible ones. The research would also produce more effective results if the questionnaires were administered to the same number of respondents using
different social media i.e. 50 people using Instagram, 50 people using Twitter, etc. This will produce a more accurate result when the effectiveness of both platforms is compared.

Additionally, the comparisons between the two social media platforms are based solely on descriptive statistics. This was the possible method the researcher could use to analyse the survey based on the method that the survey was administered. A possible recommendation for future research will be to analyse the data using inferential statistics as well as descriptive statistics in order to determine concrete differences between the platforms. Also, the study could compare more than two social platforms and determine the most effective social media platforms of all the ones available.

This research could also be carried out using the qualitative approach as this will provide a deeper insight into consumer attitudes and perceptions towards celebrity endorsements on social media. While this research proves that there is an effect on consumer attitude, it doesn’t further define what these effects are. These effects, which could be positive or negative, can be explored in detail using focus groups or interviews.

Finally, it would be valuable to examine consumer’s attitude towards celebrity endorsement on social media compared to their attitudes towards celebrity endorsements in general. This would help to confirm if social or traditional media is more effective and would also help marketing and advertising practitioners to determine what platforms would be ideally suited for their marketing campaigns.

### 5.4 Recommendations for the Industry

The following recommendations are based solely on the analysis of the data gathered during this research process. Firstly, as recommended by other research studies (Bright and Cunningham, 2012; Jin and Phua, 2014; Ohanian; 1990; Subhadip, Gammoh and Koh, 2012), it is important to carefully select a celebrity endorser who is credible, trustworthy and fits with the product when undergoing a marketing campaign with celebrity endorsements. Although congruence and attractiveness were not part of the factors studied in this research, the studies listed above have shown that they are as crucial as credibility and trustworthiness to the endorsement process.

Also, this research has shown that pre-existing consumer attitudes towards celebrity endorsement in general should not be underestimated especially if the consumer is highly
sceptical towards celebrity endorsements in general. The more sceptical a consumer is; the less effective the celebrity endorsement will be on them. It is therefore important that marketers and advertising practitioners take steps to overcome this cynicism which may be by choosing a very credible and trustworthy celebrity or by sending messages in campaigns that are not exaggerating.

As discussed earlier, this research has shown that following a celebrity endorser on social media has a positive effect on the consumer attitude towards the product. Brand image and brand awareness were particularly affected by a celebrity endorsement on social media. However, this study did not confirm whether these changes to the brand image were positive and practitioners should be aware that these changes could also be negative.

Finally, as this research concluded by comparing the effectiveness of celebrity endorsements on Twitter to Instagram, it is important for practitioners to note that different platforms might achieve different objectives. In this case, Instagram should be used when the aim of a marketing campaign is to improve brand awareness and Twitter should be considered when the aim is to alter brand image or purchase intention. It might be better to use both social media platforms in a marketing campaign but where only one is considered, then it is recommended that Instagram be used as it is a growing application and the effects on brand image and purchase intention, while lesser than that of Twitter are outstanding none the less. However, it has to be stated that while only two social media platforms are compared, there are other choices available to practitioners it is possible that these choices are better suited.

5.5 Conclusion

This chapter has discussed further the findings from the data analysis, how they relate with the literature review and the impact that the findings will have on marketing and advertising practitioners. Inferences and conclusions are also drawn from the research discussion. Finally, the chapter ends with the limitations that could have affected the results of the research and suggested some ideas for future research in this area. This research concludes by agreeing with previous studies, on traditional and social media alike that source credibility and source trustworthiness are important characteristics for a positive effect of celebrity endorsements on consumer attitudes. It also confirms that pre-existing consumer attitudes such as scepticism should not be underestimated by marketers as they may have a negative
effect on consumer’s attitudes towards celebrity endorsement on social media especially with the older generation who have had more time to deal with different persuasive attempts from advertising and marketing practitioners. Furthermore, the research answers its own question in the affirmative by confirming that following a celebrity on social media exerts a positive attitude from the fans especially with regards to brand image. Celebrity endorsement on social media also affects consumer brand awareness and purchase intention although, purchase intention is affected to a lesser extent that brand awareness and brand image. This research finally concludes using descriptive statistics that Instagram is the better social media to use when the objective is to improve brand awareness while Twitter is slightly better at improving brand image. The results show that purchase intention is affected to the same extent on both social media.
Self-Reflection on Learning and Knowledge Acquisitions

Self-Reflection of Learning and Skills Development

In order to fully evaluate my personal learning process, I will use Kolb’s learning cycle and the learning styles present in Honey and Mumford.

Figure 13: Kolb's Learning Cycle

Source: Lynam, McCord and Michelson, 2010

At the beginning of this research study, I read several textbooks, journals and previous dissertations which provided a broad introduction and propelled me to consider different perspectives of celebrity endorsements. In order to determine the research topic, I had to consider different aspects and choose a particular angle of celebrity endorsement that I could work with. This was a difficult process because there were many studies already conducted on the various facets of celebrity endorsements and therefore led me to probe further into a research topic that would be novel and that would be supported by previous researches. Due to the massive amount of readings involved in identifying and supporting the right research topic, I had to learn how to effectively read and retain the right information that were applicable to the research and discard the information that I could not use. Also, it was important to be able to identify the right sources needed to seek out information particular to the required topic. Therefore, I learnt to be familiar with the online searching tools available.
in the library, filing and recording the necessary information whilst making notes on the citations of the sources concurrently.

Because this was a major project, unlike any that I had done before, I read books and articles on how to research and write dissertations, especially for business students. By conversing with other students and asking for their opinion about things that I had written or planned to write, I was able to change my approach when I was wrong and tried a different method. Considering other assignments that I had to complete throughout the course, I learnt from every assignment by determining what worked and what didn’t for each one. For example, I had to prepare a marketing plan with a team in the first half of the year and based on the reflections and learnings from that assignment, I was able to present and prepare a marketing plan faster and more efficiently in the second half of the year.

Adapting my personal learning to Kolb’s cycle, my preferred learning methods are abstract conceptualisation (AC) and reflective observation (RO) which makes my learning style “assimilating” as per the figure below.

**Figure 14: Kolb’s Learning Styles- Matrix view**

<table>
<thead>
<tr>
<th>feeling (Concrete Experience - CE)</th>
<th>doing (Active Experimentation - AE)</th>
<th>watching (Reflective Observation - RO)</th>
</tr>
</thead>
<tbody>
<tr>
<td>accommodating (CE/AE)</td>
<td></td>
<td>diverging (CE/RO)</td>
</tr>
<tr>
<td>converging (AC/AE)</td>
<td></td>
<td>assimilating (AC/RO)</td>
</tr>
</tbody>
</table>

This is evident in the fact that prior to starting this dissertation; I looked through previous dissertations available on the esource website to determine a structure and the requirements for the dissertation. After this, I gained new information by planning, analysing and reading up on the potential contents of my own dissertation. I tend to reflect more on previous works, done by me or others and use this to proceed into a new work. This is particularly useful because I am able to learn from past failures and not only my successes.

Like Kolb’s learning cycle, Honey and Mumford in 1986 proposes four different learning styles; these include the activists, reflectors, theorists and pragmatists (Swailes and Senior, 1999). Honey and Mumford’s learning styles are based on and adapted to the Kolb’s learning cycle. During the Professional and Personal Development module (PDM), we took a learning
styles questionnaire, based on the Honey and Mumford 1986 model, which proposed what our learning style could be. Unsurprisingly, the test proposed that I am a reflector. According to Honey and Mumford, the theorists learn by understanding theories behind actions, an activist learns by acting or doing, reflectors lean by observing and thinking about occurrences whilst the pragmatists learn by experimenting i.e. being practical (Swailes and Senior, 1999)

**Figure 15: Honey and Mumford Learning Styles**

Source: Swailes and Senior (1999)

I learn by reflecting on previous experiences, mine or others. Even though the test result stated that I was a reflector, it is important to know that I do not learn only be reflecting although this is my preferred method of learning. According to the test, my next preferred method is theorists, which is also not unexpected because theorists think things through in logical steps. By knowing my learning style, I am able to determine the steps that need to be taken to produce efficient learning results. For example, I was aware that the first thing I needed to do for this dissertation was to look through previous dissertations to determine the require structure and then the next step would be to complete the sections, one after the other.

**Knowledge Acquisition and Career Application**

The MBA course has introduced me to various academic learnings in business including the branches of marketing, finance, business strategy and international management. Prior to the commencement of the MBA course, I had never undertaken any business module apart at a higher level. Marketing was my chosen core of study and therefore I had to complete three
marketing courses. In these modules, I learnt the basics of marketing. I also was thought to apply these basics and more in-depth marketing theories into practice by developing various marketing plans. I was introduced to the concepts of various marketing strategies and how to incorporate different marketing communications into one plan. Furthermore, in another marketing module, I was taught to think as an entrepreneur and market a company that was newly established and which more importantly focused on green marketing, a branch of marketing that I had not been aware of before. I aim to finish my career as part of a marketing team in a pharmaceutical company. The skills acquired from these marketing companies will be instrumental to the realisation of that goal. Finance was a branch of business I had no interest in and definitely no academic or business exposure to prior to the MBA. However, during the finance module, I had to undergo an assignment that involved the assessment and evaluation of the financial performance of a company in the FTSE 100 list. This assessment was important as it thought me how to read a financial report, a skill I never thought I would gain but which I now consider as really important considering the fact that I aim to be the manager of a pharmacy. Business strategy was another dimension of business that I was privileged to be introduced to. It helped me to understand how corporations operate and they employ different strategies based on the goals of the companies. It is particularly interesting to understand how corporations with different business units are able to manage each of them and how these all feed into the mission, vision and goals of the parent company. The ability to understand how corporations work, large or small, and the knowledge gained on how to successfully manage and run a company would particularly be important to my future career as I aim to be a pharmacist and pharmacists are usually the managers in the pharmacies that they work in. There have been essential and unforgettable knowledge gained from every module that I have undertaken this year and each of them will be used to further my career. To conclude, writing this dissertation has taught me some lessons that I couldn’t have been taught in a lecture. I have learnt more about consumer attitudes and how they are an important consideration for any marketing campaign. I have also learnt how to use SPSS to analyse data and how to interpret the findings from the data. This is particularly important in pharmacy as studies are constantly being carried out claiming that patients should stop taking medicines that they are on. Understanding the data analysis and the limitations of the research will be useful in explaining to the patients why their doctors have decided to keep them on the medicine despite the reports published in the paper.
Bibliography


43. Ohanian, R (1990) “Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness”, Journal of


Appendices

Appendix A: Questionnaire

**Celebrity Endorsements on Social media**

**Research Information**

1. Age*
   - under 18
   - 18-24
   - 25-34
   - 35-54
   - 55+

2. Gender *
   - Male
   - Female

**General Information**

3. Do you have a social media account? *
   - Yes
   - No

4. Do you follow a celebrity on your social media account? *
   - Yes
   - No
5. What social media page do you follow the celebrity on? *
   - Facebook
   - Twitter
   - Instagram
   - Pinterest
   - Youtube
   - Other, please specify

6. Does this celebrity endorse or promote any brand(s) on their account? *
   - Yes
   - No
   - Don't know

7. Is this (are these) celebrity endorsement(s) relevant to you? *
   - Yes
   - No

**Attitudes towards Celebrity Endorsements on social media**

8. I find celebrity endorsements on social media good *
   - Strongly disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly agree
<table>
<thead>
<tr>
<th>Question</th>
<th>Response Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>9. I find celebrity endorsements on social media interesting *</td>
<td>Strongly disagree, Disagree, Neutral, Agree, Strongly agree</td>
</tr>
<tr>
<td>10. I find celebrity endorsements on social media informative *</td>
<td>Strongly disagree, Disagree, Neutral, Agree, Strongly agree</td>
</tr>
<tr>
<td>11. I find celebrity endorsements on social media believable *</td>
<td>Strongly disagree, Disagree, Neutral, Agree, Strongly agree</td>
</tr>
<tr>
<td>12. I find celebrity endorsements on social media trustworthy *</td>
<td>Strongly disagree, Disagree, Neutral, Agree, Strongly agree</td>
</tr>
<tr>
<td>13. Please select the option(s) that best describes how you feel about social media *</td>
<td>I am capable of using the social media of my choice with no help, I know how to find what I'm looking for on my social media page(s), None of the above</td>
</tr>
</tbody>
</table>
Appendix B: Survey Introductory Letter

Hi,

This research is being undertaken as part of my MBA degree.

This is a study on consumer attitudes towards celebrity endorsements on social media. A celebrity endorses a product when they put their stamp of approval on it, either by "talking" about it or appearing with it in an advert. For example, Ryan Reynolds endorses Boss perfumes because he appears with it in the advert and Beyoncé endorses Pepsi even if all she does is post a picture of it on her Instagram page.

For this research, you need to think about a celebrity you follow on social media that endorses and promotes any product. Once you've identified the celebrity, you're free to start the survey.

Please find the link at: surveygizmo.com/s3/1720171/celebrity-endorsements-on-social-media

Your responses will only be used for this survey and are confidential, subject to SurveyGizmo terms.
If you have any questions, please contact me on: funto@yahoo.co.uk or my supervisor on: luciana.lolich@dbs.ie

Many thanks,
Olufunto

Appendix C: Chi-Square Tests

<table>
<thead>
<tr>
<th>Brand Image: Chi-Square Tests</th>
<th>Value</th>
<th>df</th>
<th>Significance</th>
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<td>.006</td>
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<td>No of Valid Cases</td>
<td>105</td>
<td></td>
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<table>
<thead>
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<th>Significance</th>
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<td>Pearson Chi-Square</td>
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<td>2</td>
<td>.233</td>
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<td>105</td>
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</table>

<table>
<thead>
<tr>
<th>Trust: Chi-Square Tests</th>
<th>Value</th>
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<th>Significance</th>
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<tr>
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<td>.001</td>
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Credibility: Chi-Square Tests

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<th>Value</th>
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<th>Significance</th>
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<td>105</td>
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</table>

Appendix D: Spearman’s Correlation

Spearman’s Correlation Test between Celebrity Endorser Followers on Social Media and Purchasing Intention

<table>
<thead>
<tr>
<th>Spearman’s rho</th>
<th>Does this celebrity endorse or promote any brand(s) on their account?</th>
<th>Have you ever bought a product because a celebrity endorsed it on social media?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Correlation Coefficient</td>
<td>.210*</td>
</tr>
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<td></td>
<td>Sig. (1-tailed)</td>
<td>.018</td>
</tr>
<tr>
<td>Does this celebrity endorse or promote any brand(s) on their account?</td>
<td>Correlation Coefficient</td>
<td>.210*</td>
</tr>
<tr>
<td></td>
<td>Sig. (1-tailed)</td>
<td>.018</td>
</tr>
<tr>
<td>Have you ever bought a product because a celebrity endorsed it on social media?</td>
<td>Correlation Coefficient</td>
<td>1.000</td>
</tr>
<tr>
<td></td>
<td>Sig. (1-tailed)</td>
<td>.</td>
</tr>
</tbody>
</table>

*Correlation is significant at the 0.05 level (1-tailed).

Spearman’s Correlation Tests between Trust and Consumer Attitude

<table>
<thead>
<tr>
<th>Spearman’s rho</th>
<th>I find celebrity endorsements on social media trustworthy</th>
<th>Have you ever bought a product because a celebrity endorsed it on social media?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Correlation Coefficient</td>
<td>.386**</td>
</tr>
<tr>
<td></td>
<td>Sig. (1-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td>I find celebrity endorsements on social media trustworthy</td>
<td>Correlation Coefficient</td>
<td>.386**</td>
</tr>
<tr>
<td></td>
<td>Sig. (1-tailed)</td>
<td>.000</td>
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<tr>
<td>Have you ever bought a product because a celebrity endorsed it on social media?</td>
<td>Correlation Coefficient</td>
<td>1.000</td>
</tr>
<tr>
<td></td>
<td>Sig. (1-tailed)</td>
<td>.</td>
</tr>
</tbody>
</table>

*Correlation is significant at the 0.01 level (1-tailed).
### Spearman’s Correlations Test between Self-Knowledge and Purchasing Intention

<table>
<thead>
<tr>
<th>Spearman's rho</th>
<th>Self-Knowledge</th>
<th>Have you ever bought a product because a celebrity endorsed it on social media?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-Knowledge</td>
<td>1.000</td>
<td>-.170*</td>
</tr>
<tr>
<td>Sig. (1-tailed)</td>
<td>.</td>
<td>.047</td>
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</tbody>
</table>

Have you ever bought a product because a celebrity endorsed it on social media?

<table>
<thead>
<tr>
<th>Correlation Coefficient</th>
<th>1.000</th>
<th>.170*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sig. (1-tailed)</td>
<td>.</td>
<td>.047</td>
</tr>
</tbody>
</table>

*Correlation is significant at the 0.05 level (1-tailed).

### Spearman’s Correlation Test between Celebrity Endorser Followers on Social Media and Brand Awareness

<table>
<thead>
<tr>
<th>Spearman's rho</th>
<th>Does this celebrity endorse or promote any brand(s) on their account?</th>
<th>Have you ever been aware of a brand solely because a celebrity endorsed it on social media?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does this celebrity endorse or promote any brand(s) on their account?</td>
<td>Correlation Coefficient</td>
<td>1.000</td>
</tr>
<tr>
<td>Sig. (1-tailed)</td>
<td>.</td>
<td>.001</td>
</tr>
</tbody>
</table>

Have you ever been aware of a brand solely because a celebrity endorsed it on social media?

| Correlation Coefficient | .300** | 1.000 |
| Sig. (1-tailed) | .001 | . |

**Correlation is significant at the 0.01 level (1-tailed).
Appendix E: Figures

Is Celebrity Endorsement relevant to you?

Does the Celebrity promote any brand on their social media page(s)?

Effects of Celebrity Endorsements on Social Media on Brand Image
<table>
<thead>
<tr>
<th><strong>Thesis information</strong>&lt;br&gt;(enter details in the fields below)</th>
<th><strong>Explanatory comment</strong></th>
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</tr>
<tr>
<td><strong>Alternative Title:</strong></td>
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<tr>
<td><strong>Author:</strong></td>
<td><em>Jatto, Oluwafunmito I</em></td>
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<td><strong>Student Number:</strong></td>
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<td><strong>Supplementary material</strong></td>
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</table>
Deposit Agreement

Please read this deposit agreement carefully. It contains important information that may apply to you and/or your work(s).

This agreement is BETWEEN: Dublin Business School (“The College”) AND:

The Author (“Depositor”)

For the purposes of this Deposit Agreement, the expression “Work(s)” shall mean the document(s) being deposited including abstract, text, images and related data and stored in an electronic format. This Deposit Agreement applies to all Work(s) submitted to the open access institutional repository (the “Repository”) of the Dublin Business School Library at Dublin Business School, Dublin. By submitting your Work(s) to the Repository, you accept and agree to all of the provisions of this Deposit Agreement.

1. SCOPE OF THIS DEPOSIT AGREEMENT

The rights granted to the College under this Deposit Agreement are non-exclusive. Nothing in this Deposit Agreement shall prevent you from publishing your Work(s) in its/their present or future version(s) elsewhere and, unless an agreement exists to the contrary, no ownership is assumed by the College when storing such Work(s).

2. GRANT OF LICENCE

2.1 By depositing your Work(s) to the Repository, you (the “Depositor”) hereby grant to the College a non-exclusive royalty-free worldwide perpetual licence under the Work(s) to:

(a) publish, display and make copies of the Work(s) openly and freely available in electronic format via any medium;

(b) store, translate, copy, migrate, re-format or re-arrange the Work(s) to ensure its/their future preservation within the lifetime of the Repository and to ensure that the Work(s) can continue to be made freely available (e.g., in the event of technology changes or the obsolescence of file formats); and/or

(c) incorporate metadata or documentation into public access catalogues for the Work(s). Citations to the Work(s) will remain visible in the Repository during its lifetime.
For the purposes of clause 2(a) above, the Work(s) shall be made available for non-commercial purposes only and subject to the terms of the Creative Commons Licence regime (End User Licence Agreement), unless otherwise specified by the copyright holder.

2.2 Except for the rights and licences expressly granted herein, no other licences are granted by implication, estoppel or otherwise.

3. ADDITIONAL RIGHTS AND RESPONSIBILITIES OF THE COLLEGE

3.1 The College:

(a) reserves the right to remove the Work(s) from the Repository at any time;
(b) shall not be under any obligation to reproduce, transmit, broadcast or display the Work(s) in the same format or software as that in which it was/they were originally created and/or deposited;
(c) shall not be under any obligation to take legal action on behalf of the Depositor or other rights holders in the event of breach of intellectual property rights or any other right in the Work(s); and
(d) may share, whether internally or with third parties, usage statistics giving details of numbers of downloads and other statistics.

3.2 While every care will be taken to preserve the Work(s), the College shall not be liable for loss or damage to the Work(s) or associated data while it is stored within the Repository.

4. DEPOSITOR DECLARATION

The Depositor hereby declares and warrants to the College that:

(a) it is the owner of the copyright in the whole Work(s) (including content and layout) or is duly authorised by the owner(s), or other holder(s) of these rights;
(b) it has all necessary authority to enter into this Deposit Agreement and to grant the rights and licences clearly contemplated by this Deposit Agreement;
(c) the Work(s) is/are original and does not, to the best of the Depositor’s knowledge, information and belief, infringe the copyright or other rights of any other person or party, nor does it/do they contain libellous or defamatory material; and
(d) neither the execution and delivery of this Deposit Agreement nor the performance by the Depositor of any of its obligations hereunder, nor the consummation of any of the transactions contemplated hereby will to the best of the Depositor’s knowledge,
information and belief, violate or conflict with any agreement to which the Depositor is a party or may otherwise be bound.

5. GENERAL

5.1 Any questions in relation to this Deposit Agreement should be directed to the library Esource@dbs.ie.

5.2 This Deposit Agreement shall be governed by the laws of Ireland.

Please sign this deposit agreement electronically and return it to your thesis supervisor for filing, and keep a copy for your own file.

Signature: Oluwafunmito Jatto  Date: 13/08/2014

DBS School: School of Business

Contact details: olufuntojatto@gmail.com