ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
MBA PROGRAM

THE EFFECT OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOR: THE CASE OF FAST MOVING CONSUMER GOODS (FMCGs) IN ADDIS ABABA

BY
EMNET GUESH BERHE

MAY 2019
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It pleases our heavenly father when we constantly work hard, but our God is more pleased when we fall on our knees and say, "Thank you". Thank God, you bless my work abundantly; the precious and powerful name of Jesus Christ our Lord and Savior.

LIST OF ABBREVIATIONS

ANOVA- Analysis of variance

FMCG- fast moving consumer goods

SPSS- Statistical Package for the Social Sciences

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ABSTRACT

The principal objective of this study was to investigate the effect of celebrity endorsement on consumer buying behavior; this study was directed at the fast-moving consumer goods (FMCGs) segment. This study tried to probe the buying behavior of consumers in five FMCG products. Selection of the products was made through consideration of the major sub-categories in FMCGs, which are: home care, food and beverage and personal care products. The research employed, explanatory design, depended upon a quantitative data collected through a self-administered questionnaire. The survey was done on 351 respondents drawn through convenience sampling method, directly from among those shopping FMCGs. The study made use of the Ohanian source credibility model and Product match-up hypothesis, to formulate the conceptual framework, the conceptual model contains four independent variables. It was hypothesized in this study that, perceived celebrity attractiveness, perceived celebrity trustworthiness and perceived celebrity/product matchup, significantly influences the buying behavior of consumers in Addis Ababa. Data was collected through questionnaires, from shoppers and consumers of the products under investigation, to put the conceptual model into the empirical test. The study used SPSS Version 23 for data analysis and descriptive and inferential statistical techniques were used to analyze the data to arrive at the findings put forward. The all independent variables, with expertise being the exception, (attractiveness, trustworthiness and product/celebrity matchup) support the hypothesized significant and positive contribution on consumers' buying behavior in FMCGs. As for expertise, its influence on consumer buying behavior of FMCGs was found to be positive, but insignificant.

Key words: celebrity endorsement, attractiveness, trustworthiness, product/celebrity matchup, expertise, consumer buying behavior and fast moving consumer goods

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Celebrity endorsement has been a part of the marketing strategy, especially in advertising. Previous researches show that the marketing industry applies celebrity endorsement, to boost the awareness level of consumers and influence their buying behaviorof a certain product. Celebrity endorsement as a marketing strategy, may lead to the enhancement of the buying behavior for a certain brand or product (Ahmed, Seedani, & Paryani, 2015). Celebrity endorsement is being used to influence consumers buying behavior intention, also to make a perception of consumer congruity towards the endorser, as well as the endorsement. Celebrity endorsement can lead to good or bad perception from the consumer point of view. It depends on the credibility of the celebrity and the endorsement. Therefore, celebrity endorsement might be an effective strategy to increase consumer buying behavior. The perceived congruity between celebrities, the product and the brand, influences consumers. The crescendo of celebrities endorsing brands has been steadily increasing over last years. Marketers overly acknowledge the power of celebrities in influencing consumer purchasing decisions (Khatri, 2006).

In many companies there are endorses of product, who are famous public figures. This is a strategy for the firms to advertise their product. According to (Ahmed, Seedani, & Paryani, 2015), celebrity endorsement is a promotional strategy to attract customers. Analysis of the current market indicates that it has become critically important that companies find famous personalities to relate to their brands, to give unique identities to their products, which comes at a very high cost. Although it might be costly though, it may also be used as a powerful tool for maximization of profit.

According (Erdogan, 1999) the presence of celebrity in an advert highly influences the chances of the product being purchased. With their allure and massive following, celebrities have strong persuasive ability especially to the admirers. This explains why big brands in the world such as coca cola, McDonalds, Pepsi, Nike and Adidas devote huge

amount of money to sign up celebrities year in out, to market their product. (Arora & Sahu, 2014).

Celebrity endorsement is a billion-dollar industry in this era. (Kambitsis, Harahousou, Theodorakis, & Chatzibeis, 2002). Use of celebrities as part of marketing communications strategy is a common practice for major firms in supporting their brand image. Firms have invested large sums of money to align their brands and corporate images with celebrity endorsers' qualities such as attractiveness, likeability, and trustworthiness dimensions. As (Khatri, 2006) stated, the effectiveness of a message depends on the perceived expertise and trustworthiness of an endorser. The central goal of advertising is the persuasion of customers.

According to (Gupta, 2003), a marketing expert, "when you get a celebrity to endorse your company you benefit from customer awareness of the product, which could include the perception of the quality, educational value or a certain image. If a celebrity is endorsing or the business is selling the product of well-known person or entity, then people assume they must be a good company to deal with" both entities represent nodes in a cognitive network, whose connectivity can establish contingency between the two entities.

(Bryman & Bell, 2007)However, there is no evidence to suggest that the usage of celebrity endorsement will result in the increment of sales, in comparison with not using it. In fact, consumers may pay more attention to the celebrities in the advertisement than the actual product endorsed, which is not the marketer's intention. Physical attractiveness, credibility and trustworthiness they may bring about a magnetic attraction of consumers resulting in behavioral purchase, instead of true brand commitment.

Scholars in the field unanimously agree upon the importance of studying the consumer. In order to succeed in a dynamic and rapidly evolving marketplace, marketers need to know everything they can about consumers. (Peter & Olson, 2010) Outline the importance of consumer behavior for marketing strategies by pointing out that achieving marketing objective depends on knowing, serving, and influencing consumers.

Now day most literatures agree that advertisements endorsed by celebrities affect the buying behavior of consumers, and getting products and services endorsed by celebrities has now become a normal practice of firms.

The use of celebrities as part of marketing communications strategy is becoming a common practice for major firms in supporting corporate or brand imagery in Ethiopia. Although there are no statistics available to show the prevalence of the practice, the use of celebrity endorsement in advertisement is rising. Hence, this study examined the effect of celebrity endorsement on consumer buying behavior, with respect to fast moving consumer goods.

1.2 Statement of the Problem

Currently, many businesses are increasingly experiencing competition from their counterparts. This is because many companies are producing similar products with relatively similar qualities and selling prices, which leads to consumers having many purchasing options. Firms are expected to adopt several strategies to be leading players in this highly competitive market. Countering the intense competition being evidently important in this rapidly growing industry, companies should focus on and analyze the factors that may affect consumer-buying behavior. One factor is getting products or services endorsed by celebrities (famous personalities).

Celebrity endorsement is a popular marketing method in this era. Since fast moving consumer goods (FMCGs) are products that are sold quickly and at a relatively low cost, given that FMCG products are purchased and consumed on daily basis without intensive thinking, one might question why it has become imperative for firms to get their products endorsed by celebrities hired at relatively high prices since it obviously increases the cost of the products which will ultimately end up to be a burden for buyers/consumers to bear. Besides, the study focuses on fast moving consumer goods, which in most cases are heavily influenced by fluctuations on demand and supply but mainly sold due to their accessibility, need and affordability. So it's important to study the level of correlation between celebrity endorsement and consumer buying behavior.

Beside this the purpose of advertisement is to get the attention of their customers' towards their product and service (Apejoye, 2013) However, any advertisement has big budget; But they can only succeed if they are able to grab customers' attention well. Advertisers are accountable for the money they spend on these promotions, so they need to make sure that the money they spend is not in vain. They are expected to attract customers towards the

promotions they release through medias According to (Ohanian, 1990) celebrity endorsement is measured Perceived Expertise, Perceived Trustworthiness, and Perceived Attractiveness of the endorser. So, studying which attribute of celebrity endorsement effectively assists in channeling FMCGs customers' attention towards promotions is a thing of utmost importance.

There are various researches about celebrity endorsement and consumer buying behavior on both local and international level. International researches such as that of (Dillon, 1993) indicate that celebrity endorsement on social medias have a positive effect on brand image, brand awareness and consumer buying behavior. Dillon further argues that consumers are likely to consume products that are endorsed by celebrities they positively relate to. (Erdogan, 1999) , stated that celebrities are likely to establish a unique and pertinent position in the mind of consumers through endorsement. Similarly, consumers tend to have an overall positive attitude toward celebrities. Hence, using them to endorse a product or a brand, leads to increased consumption. (Clinton, Holmes, & Strutton, 2008) Confirm the effectiveness of celebrity endorsement by arguing that celebrity endorsement, if used effectively will make brands noticeable from the crowd and pushes consumers towards purchase. (Ohanian, 1991) Confirms that attractiveness of celebrity, product match-up of celebrity, trustworthiness of celebrity and expertise of celebrity and other factors related to celebrity endorsement influences customer buying decision. However, most of these studies address socio-cultural and economic environments in the USA, Turkey, Pakistan, India and Germany, which in many respects differ with the one in Ethiopia.

In the case of Ethiopia, there are three studies conducted by (Alem, 2014) on consumers' perception towards celebrity source credibility in Ethiopian context using sampled students. The second research was conducted by (Bahiru, 2015) on the effect of celebrity endorsement on consumers' attitude and purchase intention, taking the Ethiopian banking industry as a case study. However, the first research used only sampled students which may not represent the wider consumer population. The second focused only on the consumers' buying behavior and their attitude on celebrity endorsement. The third was done (Elias, 2016), on Factors affecting the effectiveness of celebrity endorsed advertisement of Ethiopian banking industry. In his finding, Elias stated that all attributes

Of celebrity endorsement except physical attractiveness have positive and significant effect on the consumer buying behavior.

It is evident that the previous studies the studies were broadly focused on the impact of celebrity endorsement on consumer purchasing behavior and brand preference on bank sectors. This study therefore laid more focus on the influence of celebrity endorsement on consumer buying behavior in selected fast moving consumer goods industry (bottled waters, disposable baby diapers and processed milks). The study addressed the research question: how significantly celebrity endorsement influences the consumer buying behavior of the FMCGs.

1.3 Research Questions

This research provided answers to the following research questions, which are specifically designed for this study.

1.3.1 Main Research Question

- What is the influence of celebrity endorsement on consumer buying behavior

1.3.2 Sub Research Questions

- To what extent does celebrity attractiveness influence consumers' buying behavior of selected FMCGs (diapers, bottled waters, dairy products, soaps &detergents and feminine hygiene products) in Addis Ababa?
- To what extent does celebrity trustworthiness influence consumers' buying behavior of selected FMCGs (diapers, bottled waters, dairy products, soaps &detergents and feminine hygiene products) in Addis Ababa?
- To what extent does celebrity/product matchup influence consumers' buying behavior of selected FMCGs (diapers, bottled waters, dairy products, soaps &detergents and feminine hygiene products) in Addis Ababa?
- To what extent does celebrity expertise influence consumers' buying behavior of selected FMCGs (diapers, bottled waters, dairy products, soaps &detergents and feminine hygiene products) in Addis Ababa?

1.4 Objectives of the Study

This study has general and specific objectives, which are as follows:

1.4.1 General Objective of the Study

- The main objective of the study was to examine the overall effect of celebrity endorsement on consumer buying behavior in the case of selected FMCGs (diapers, bottled waters, dairy products, soaps &detergents and feminine hygiene products) in Addis Ababa.

1.4.2 Specific Objectives of the Study

To achieve the general objective of the study, the following specific objectives were designed:

- To determine the relationship and level of significance between attractiveness of celebrity and consumer buying behavior of selected FMCGs in Addis Ababa.
- To determine the relationship and level of significance between trustworthiness of celebrity and consumer buying behavior of selected FMCGs in Addis Ababa.
- To determine the relationship and level of significance between celebrity/product matchup and consumer buying behavior of selected FMCGs in Addis Ababa.
- To determine the relationship and level of significance between expertise of celebrity and consumer buying behavior of selected FMCGs in Addis Ababa.

1.6 Significance of the Study

This study will be important to different individuals and organizations: For the fast moving consumer goods companies, advertisement agencies and for other researchers, the study might proof to be of prominent importance as listed below.

For fast moving consumer goods industry, for stakeholder such as investors, management staff, marketing staff, employees and advertisement agencies. The study of the effect of celebrity endorsement on consumer buying behavior will be very essential. The scarcity of

literature on celebrity endorsement specific to Ethiopian FMCGs manufacturers and other businesses makes this research relevant. Based on the findings of this research, existing and new manufacturers can adjust and adapt their marketing strategies in accordance with the effect of celebrity endorsers on their customers.

For the Other researcher: This study might also be useful for students and academicians as an input for undertaking similar researches in the future. It can also be used as a helpful reference.

1.7 Scope of the Study

The study is confined to the celebrity endorsements in the Ethiopian fast moving consumer goods(diapers, bottled waters, dairy products, soaps &detergents and feminine hygiene products) with the focus are being Addis Ababa. This geographical limitation was not only chosen because of time, access and cost restriction, but it is also believed that a considerable number of fast moving consumer goods (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) consumers are available in Addis Ababa.

In addition, the study investigated some degree of source of celebrity endorsements: Attractiveness, expertise, trustworthiness, and celebrity product match-up and only celebrity endorsed advertisement made on TV was considered for ease of data collection.

1.8 Definition of Terms

1.8.1 Conceptual Definition

Celebrities: are people who enjoy public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyles are just examples and specific common characteristics cannot be observed though it can be said that within a corresponding social group (Khatri, 2006).

Celebrity Endorser- is someone who enjoys public recognition and who uses that recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989).

Source of credibility dimensions: are 'Expertise', 'Trustworthiness', and 'Attractiveness' and 'Credibility' (Ohanian, 1991).

Consumer behavior: is the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives. (Kotler, 1997).

Consumer buying behavior: the study of the way of buying and disposing of goods, services, ideas or experiences by individuals, groups and organizations in order to satisfy their needs and wants (American Marketing Association, 2014).

1.8.2 Operational Definition

Celebrity endorsement= Celebrity Advertiser
Consumer =User of fast moving consumer goods
Consumer buying Behavior= Consumer attitude toward FMCGs

1.9 Organization of the Paper

The paper has five chapters comprising of Introduction, which contains background and theoretical introduction to the study, Review of Related Literature, Research Design and Methodology, Results and Discussion, and finally Summary, Conclusions and Recommendations

The first chapter deals with a general introduction of the study including background of the study, statement of the problem, basic research questions, objectives of the study, significance of the study and scope of the study. Chapter Two reviews some of the theoretical and empirical literature

Chapter Three elaborates the type and design of the research. It also includes research method, sampling technique, data collection method and method of data analysis that was used in the study.

Chapter four discusses in detail the findings of the study based on the data collected and analysis is made using the statistical tools stated in the research methodology part. Finally,

Chapter Five presents the conclusions and recommendations that were derived from the findings.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter presents the review of existing literature in the area of celebrity endorsement in order to familiarize reader with better understanding of the subject matter and the chapter presents the conceptual framework of the study together with the hypothesis formulated.

2.2 Theoretical Literature Review

2.2.1Celebrity Endorsement

Celebrity endorsement is a form of advertising campaign that involves a well-known personality and using the fame of the individual to help promote a product or service. When celebrities endorse products, it gives that brand an automatic leg up on the competition. There were certain forms of celebrity endorsements, which included print advertising in magazines, television advertising, products used in movies and television programs, mention of luxury brand in music, inviting celebrities to be co-creators in designing products and naming products after celebrities (eshaghpour, 2010).

The power of the celebrity (celebrity endorsement image) as reflected by the market niche's (target) perception of the celebrity's personality, credibility, popularity value and attractiveness give the consumers' appeal and acceptability of the endorsed brand some openness. The openness to change worked upon by the strength of psychological commitment between brands and consumers and the associated power of communication of the endorser change beliefs, ideas and shifts about a brand; thus promoting brand switch, changing loyalty status, and greater influence on evaluation of brand and its purchase intentions (Rifon & Choi, 2012).

2.2.1.1 Concept of Celebrity

According to (Gupta, 2003) Celebrity is a person whose name could grab public attention, arouse public interest and generate profit from the public. Celebrities are well-known individual (television stars, movie actors and actresses, famous athletes, pop stars, entertainers, etc.) who owe their fame to their achievements.

2.2.1.2 Celebrity Endorser

(Ahmed, Seedani, & Paryani, 2015) Gave a clear definition by defining celebrity endorser as, a famous person who uses public recognition to recommend or co-present with a product in an advertisement.

2.2.1.3Using Celebrity in Advertisement

Celebrity endorsement is a form of advertising campaign that involves a well-known person using their fame to help promote a product or service. When celebrities endorse products, it gives that brand an automatic leg up on the competition. There were certain forms of celebrity endorsements, which included print advertising in magazines, television advertising, products used in movies and television programs, mention of luxury brand in music, inviting celebrities to be co-creators in designing products and naming products after celebrities. (eshaghpour, 2010)Consumer behavior is the study of how individual customer, group or organization select, buy, use and dispose ideas, goods and services to satisfy their needs and wants. It refers to the action of consumer in the marketplace and the underlying motives for those actions.

2.2.2 Consumer Buying Behavior

To better understand the effect of celebrity endorsement on consumer buying behavior, it is important to have an idea of the consumers' behavior.

The marketing concept has long been argued and established as the appropriate philosophy of doing business. This concept states that an organization should satisfy consumer needs to make profit (Peter & Olson., 2000) this establishes understanding of the consumer at the center of the marketing concept and the necessity of research into consumer's behavior. The (American Marketing Association, 2014)defines consumer behavior as the dynamic

interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives. In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings, and actions. These include comments from other consumers, advertisements, price information, packaging, product appearance, blogs, and many others (Peter & Olson., 2000) Forwarded insightful framework that links all the elements of this important definition. Marketing strategies are outcomes of the constant relationships and interdependences between the consumers' affect and cognition, their actions and their environment in the Wheel of Consumer Analysis Model by the authors. As such, consumer behavior reflects the actions of the consumer that prevail as a result of the consumers' knowledge and feelings as well as the consumer's environment.

2.2.2.1 Consumer Buying Decision Process

Consumer buying decision processes consists of a series of processes or steps, beginning with a felt need or wants to arise from either internal or external services and terminating with a confirmation of the decision. The need may be an urgent or compelling one, demanding immediate satisfaction; or it may be one for which the satisfaction can be delayed or postponed. In any event a tension is created which sooner or later must be quit. In order to further understand the decision-making process study has taken the consumer buying decision making process model from (Jobber, 2007).
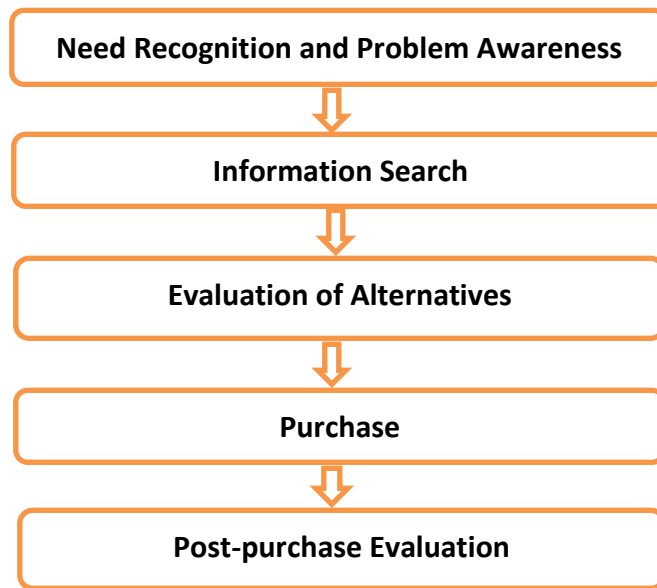
Figure 2. 1 Consumer Buying Decision Process (Jobber, 2007)

Stage 1: Problem and Need Recognition

According to (Jobber, 2007), the need recognition is essentially functional, and recognition may take place over a period of time. This occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state. The need can be triggered by internal stimuli or by external stimuli. Internal stimuli can trigger a need when one of the individuals' normal needs like hunger, thirst shelter raises to a level high enough to become a drive. From previous experience, the individual has learnt how to cope with this drive and is motivated towards objects that will satisfy the need. External stimuli can also trigger a need. In this instance, the marketer needs to determine the factors and situations that usually trigger consumer need recognition. The marketer should research consumers to investigate what kind of need or problem arises and what brings a consumer to prefer one brand over the other. In this stage of the consumer buying process the consumer perceives there is a problem to be solved, which may be large or small, simple or complex.

Stage 2: Information Search

The information search begins with the identification of alternatives ways of gathering information about the product consumer intend to purchase (Jobber, 2007). Is the process

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by which the consumer surveys his or her environment for appropriate data to make a reasonable decision normally the amount of information searching activities of a consumer depends on the type of product which either require high involvement or low involvement. For a product that requires high involvement there might be a significant difference between brands which require an immense effort or insignificant differences between brands which leads to dissonance reducing buying decisions.

The consumer can acquire information regarding a particular product from various sources. These sources include personal sources like family and friends, commercial sources like advertising, salespeople or displays, public sources like mass media and social networking sites and finally experiential source like handling, examining and using of product. The relative influence of these information sources varies with the product and the buyer.

Stage 3: Evaluation of Alternatives

Consumers evaluate or assess the various alternatives, using the information they have at hand to come to a decision (Jobber, 2007) this process involves comparing the information gained in the information search process for alternative products and brands to the product–judging criteria or standards the consumer has developed. For purchase decisions, the choice alternatives are the different product classes, product forms, brands, or models the consumer considers buying (Peter & Olson, 2010) However, given their limited time, energy, and cognitive capacity, consumers seldom consider every possible choice alternative. Usually only a subset of all possible alternatives, called the consideration set, is evaluated. Some brands in the consideration set may be activated directly from memory; this group is called the evoked set. For highly familiar decisions, consumers may not consider any brands beyond those in the evoked set. If consumers are confident they already know the important choice alternatives, they are not likely to search for additional ones (Peter & Olson, 2010). Consumers' evaluations of the choice alternatives in the consideration set are based on their beliefs about the consequences of buying those products or brands. The specific consequences used to evaluate and choose among choice alternatives are called evaluation criteria. Evaluation criteria are the dimensions used to judge the merits of competing brands (Gary, 2006).

Stage 4: Purchase Decision

A purchasing decision usually follows strong purchase intentions. In this stage the consumer actually buys the product they have chosen. Generally, the consumer's purchase decision will be to buy the most preferred brand. A consumer's decision to change, postpone or avoid a purchase decision is influenced heavily by perceived risk. Many purchases involve some risk and the amount of perceived risk varies with the amount of money at stake, the amount of purchase uncertainty and the amount of consumer self-confidence. A consumer takes certain actions to reduce risk, such as avoiding purchase decisions, gathering more information and looking for national brand names and product warranties.

Stage 5: Post Purchase Behavior

In this stage the consumers take further action after the purchase decision by evaluating their satisfaction or dissatisfaction. Consumer satisfaction or dissatisfaction is determined by the overall feelings, or attitude, a person has about a product after it has been purchased. Consumers engage in a constant process of evaluating the things they buy as they integrate these products into their daily consumption activities.

2.2.3 Fast Moving Consumer Goods

FMCG (Fast Moving Consumer Goods) are those goods which are purchased by the consumers/ buyer for their use and purchased regularly. FMCG Products are non-durable and perishable product. They have very short life time. Life time of FMCG products may be less than one year. For example, some are- Dairy products, toilet soap, packaged foodstuff, detergent, toothpaste, cosmetics, shaving products, shampoo and household accessories and it may extend to certain electronic goods. FMCG products are also known by "packed goods" and "Consumer packaged goods" that are sold and consumed at regular and small duration. Buyers/consumers are buying these products on daily basis or weekly basis in little quantity. The price of such products per unit is low. FMCG products consumption is very high due to requirement of everyone on regular basis and large in number of consumers. The transformation of the retail market is likely to have a long-lasting impact on wholesale trade and the distribution of FMCGs (Srinivasu, 2014).

Table 2. 1   FMCGs Category and Products

Category	Products
Food and Beverages	Health Beverages. Soft drinks, Bakery products, Snack foods, Chocolates, Ice creams, Tea, Coffee, Fruit, Vegetable, Dairy products, Bottled water, Branded flour, Branded rice, Branded sugar, Juices, etc.
Household Care	Fabric wash (Laundry soap and detergents), Household cleaners (Dish cleaners, Floor cleaners, air fresheners, Insecticides, Mosquito repellants), Metal and Furniture polish, etc.
Personal Care	Oral care, Health care, Skin care, Soap, Cosmetics, Toiletries, Deodorants, Perfumes, Paper products, Feminine Hygiene, disposal diaper etc.

2.2.4 Celebrity Endorsement Models

2.2.4.1 Source Attractiveness Model

The source-attractiveness model has its origins in the social psychological research and is a component of the "source valence" model of (McGuire 1985). According to (Ohanian, 1990). In this model the attractiveness model contends that the effectiveness of a message depends on source's "familiarity, likability, matchup and attractiveness" to the respondent.

Matchup is a supposed resemblance between the source and the receiver of the message, while Familiarity refers to knowledge of the source through exposure. Likability is affection for the source as a result of physical appearance, behavior, or other personal traits (Belch & Belch, 2003).

Advertisers have chosen celebrity endorsers on the basis of their attractiveness to gain from dual effects of celebrity status and physical appeal. In order to discern the importance of attractiveness, one only has to watch television or look at print advertisements. Most advertisements portray attractive people (Erdogan, 1999).

2.2.4.2 Ohanian's Source Credibility Model

As (Ohanian, 1990) discusses, both the source-credibility model of (Hovland, Janis, & Kelley, 1953), and the attractiveness model of (McGuire 1985) were used in defining the dimensions of source valence. Expertise and trustworthiness as suggested by (Hovland,

Janis, & Kelley, 1953) (also as the credibility dimension of the McGuire source-valence model), and attractiveness were used as hypothesized dimensions of source attributes.

Trustworthiness:-according to (Ohanian, 1990), trustworthiness is the listener's degree of confidence in, and level of acceptance of, the speaker and the message. In conclusion (Ohanian, 1990) stated trustworthiness of the communicator (celebrity) is an important construct in persuasion and attitude change research. Therefore, a reliable measurement of this construct requires a series of items, rather than the typical single item commonly used to measure the variable as a trustworthy-untrustworthy dichotomy.

Trustworthiness Refers to the honesty, integrity and believability of an endorser. It depends on target audience perceptions. Advertisers capitalize on the value of trustworthiness by selecting endorsers who are widely regarded as honest believable, and dependable (Shimp, 1997). (Friedman & Friedman, 1979) Reasoned that trustworthiness is the major determinant of source credibility and then tried to discover which source attributes are correlated with trust their findings showed that likeability was the most important attribute of trust.

Expertise: - (Sertoglu & Catli, 2014)define expertise as the degree to which the endorser is perceived to have the adequate knowledge, experience or skills to promote the product. An expert source exhibited more agreement with the advocated position than did those exposed to a low-expertise source. Source expertise in persuasive communication generally indicates that the sources perceived expertise has a positive effect on attitude change.

Expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions. It refers to the knowledge, experience or skills possessed by an endorser. It does not really matter whether an endorser is an expert; all that matters is how the target audience (Hovland, Janis, & Kelley, 1953): (Ohanian, 1991) perceives the endorser. Expert sources influence perceptions of the product's quality. A source/celebrity that is more expert has been found to be more persuasive (Aaker, Stayman, & Hagerty, 1986) and to generate more intentions to buy the brand.

2.2.4.3 The Product/Celebrity Match-up Hypothesis

The perfect congruence between endorser and product may lead to great endorser believability through identification process and favorably influence consumer attitudes toward ads and products as well as buying behavior. The "Celebrity-Product Match-Up" proposition holds that in order to make an advertisement effective, there must be congruence or fit between the product and the celebrity in terms of characteristics such as image, expertise (Muda, Musa, & Putit, 2011). According to (Rifon & Choi, 2012) some celebrity endorsements work better than others due to a natural match between the celebrity and the product in terms of cultural meanings and images.

2.3 Empirical Literature Review

This section covers all related topics written on books, journal articles and published electronic data.

According to (Friedman & Friedman, 1979), "Celebrities are people who enjoy public recognition by a large share of a certain group of people. According to (Erdogan, 1999) "celebrity" refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed. (McCracken, 1989) Defines celebrity endorser as "any individual or person who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement". According to (Kurzman, 2007) "Celebrity is an omnipresent feature of society, blazing lasting impressions in the memories of all who cross its path". In word of (Stonkiene, Banyte, & Piligrimiene, 2011) celebrity endorsement is a prevailing advertising technique. (McCracken, 1989)defined a celebrity endorser as, "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement, irrespective of the required promotional role." Advertisers recognize the value of using celebrities and think; they draw attention to advertising messages in a much-cluttered media environment. In the United States, about 20% of adverts feature celebrities (Soloman, 2002). Moreover, stock price has been shown to increase when companies announce celebrity-endorsement contracts (Kotler & Keller, 2006). The use of celebrities in marketing communication can be explained based on the following;

- Celebrity endorsement increases the attention paid to an advert.
- Celebrities are generally attractive, which helps persuasion when the product is attractive-related.
- Celebrities are often well-liked, possibly leading to identification and consumer persuasion in an attempt to seek some type of relationship with the celebrity.

(Clinton, Holmes, & Strutton, 2008), in their paper on "Exploring the Relationship Between Celebrity Endorser Effects and Advertising Effectiveness A Quantitative Synthesis Of Effect Size" they provide a quantitative summary of the relationship between celebrity endorser source effects and effectiveness in advertising. The source credibility model mix up of celebrity attractiveness, celebrity trustworthiness, and celebrity expertise, appears to capture the three most influential source effects on purchase intentions, brand attitudes and attitudes towards the advertisement. Results suggest negative celebrity information can be extremely detrimental to an advertising campaign. The effectiveness of celebrity endorsements is subject to reduction by advertising clutter, selective attention, and the time available to identify and evaluate the advertisement.

(Kumar & Hunda, 2015) in their study on "Customer Perception towards Celebrity Endorsement", described about nine factors to explore customer perception towards celebrity endorsement: attractiveness, trustworthiness, physical appearance, popularity, image/goodwill, aspiration, reliability, negative role of celebrity and brand for result. In their study, they find that consumer buying behavior is positively affected by product as compare to celebrity endorsement. Authors also concluded that attractiveness of a celebrity endorsing a particular product strongly influence a customer perception. and this impact of products are more positive on the customer buying decision.

As per the study of (Shukre & Dugar, 2013)on "Effect of Celebrity Endorsements on Consumers' Decision-Making Processes: A Study of Television Advertisements for Selected FMCG Products", today celebrity endorsement is one of the most popular tactics of FMCG advertising. Marketers use celebrity endorsement to help in easy brand recall especially at the time of consumers purchasing situations. Main purpose of his study is to specify the impact of using celebrity endorsers in advertisements on consumer buying behavior with special references to FMCG products. They concluded from the study that celebrity endorsements are gaining more and more popularity. Authors described some

important factors of celebrity endorsement are image, style, attitude, popularity, physical appearance, performance, suitability with the product etc. Marketers should take care of the gender of the celebrities endorsing the product as it is an important factor in regard to the consumer.

According to (Randhawa & Khan, 2014), in their study on "Impact of Celebrity Endorsement on Consumer Buying Behavior", advertising is an effective marketing tool available to marketers to create and promote awareness for their products. It also helps to position their products differently among the minds of their customers. Consumers come in contact with many advertisements every day. Every advertisement is highlighting the features of the respective products. Now days, advertisement is a tricky job, with involvement of huge risk, with the help of celebrity endorsement advertisement plays gamble. In their study authors find that most of the respondents believe that frequent changes in celebrity for advertising the product can change the purchasing decision of customers. The purchase attitude is influenced by the quality of the products rather than endorsement factors, price of the product, discounts and offers etc. A large number of respondents believe that the quality of Goods advertised by celebrities may be or may not be good in quality.

(Wang, Cheng, & Chu, 2012), in their study on "Effect of celebrity endorsements on consumer buying behavior: Advertising effect and advertising appeals as mediators", advertising has become the most efficient way to provide information in consumers. In their study, result shows that celebrity endorsement, advertising appeal and advertising effect significantly and positively impact on consumer buying behavior intensions.

(Ericsson & Hakansson, 2005) Advertisers often use celebrities in advertising because of their famous attributes (beauty, talent, athleticism, power, etc.) that often represents the attractions desired for the brands they endorse.

In the Ethiopian context, (Alem, 2014) has conducted a survey on university students to examine the effect of source credibility on consumer buying behavior by taking into consideration both male and female celebrities. And the result of the study reveals that expertise and trustworthiness have positive effect on consumer buying behavior for both

male and female celebrity while attractiveness is found to be significant for only the male celebrity.

According to (Bahiru, 2015), the Effect of Celebrity Endorsement on Consumers' Attitude and consumer buying behavior: The Case of Ethiopian Banking Industry. The result shows that consumers have positive attitude towards the celebrity endorsed bank advertisements. In addition, celebrity endorsements (measured by the attributes of attractiveness, expertise, trustworthiness, and product/celebrity match) have positive influence on the attitude consumers have towards the endorsed brand and their purchase intention. Although all the attributes have positive influence on the consumers' attitude and purchase intention, product/celebrity match and expertise have the highest influence on consumers' attitude towards the brands while physical attractiveness and trustworthiness have the highest influence on purchase intention.

(Elias, 2016) Has conducted research on factors affecting the effectiveness of celebrity endorsed advertisements of Ethiopian Banking Industry. The result reveals that physical attractiveness, trustworthiness and product match have positive effect on the consumers' intention to use the service of the banks. Among the attributes trustworthiness and expertise have the highest influence on their purchase intention. While physical attractiveness was not found to have significant effect on consumers' purchase intention of bank services (Elias, 2016).

2.4 Conceptual Framework

The main purpose of the study is to investigate the real effect of celebrity endorsement on consumer buying behavior on fast moving consumer goods in Addis Ababa. Based on the above review of related literature, the below conceptual framework was developed.
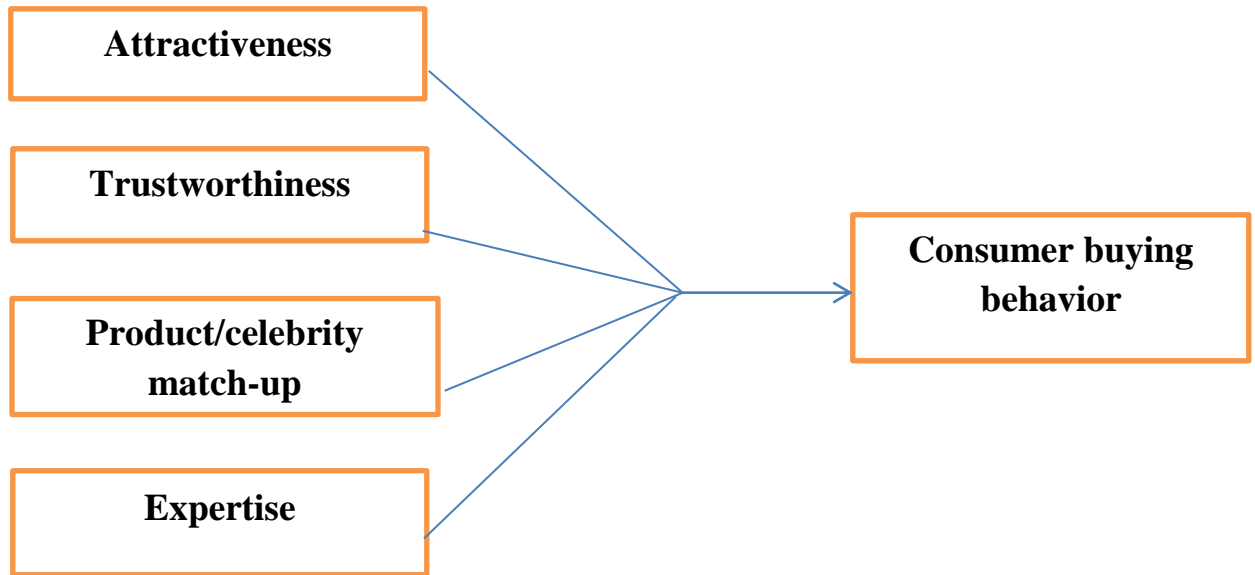
Figure 2. 2 Conceptual Framework (*Source: Adopted and modified* (Ohanian, 1990)

Dependent Variable: The dependent variable considered for this research study is "Consumer Buying Behavior".

Independent Variables: The independent variables are qualitative factors, such as components of celebrity endorsement, attractiveness, trustworthiness; expertise and celebrity/product match-up

2.5 Hypothesis of the Study

The following hypotheses are formulated after a critical examination of various literatures had been performed. All mentioned hypotheses were tested in order to achieve the targeted main and specific objectives of this study. In the hypothesis celebrity endorsement measurements (attractiveness, trustworthiness, celebrity/product matchup and expertise) are independent variable while consumer buying behavior is the dependent variable.

H1: celebrity attractiveness has a significant and positive effect on consumer buying behavior of selected FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) in Addis Ababa.

According to (Ohanian, 1991), "Beauty is a greater recommendation than any letter of introduction". Celebrity endorser's Physical attractiveness got great social appraisal and

acceptability. It is a source to capture attention of audience both in print and electronic media; Physical attractiveness has positive effect on consumer's behavior toward the product and service while making comparison of product with the person who is unattractive (Ohanian, 1991). A study finding about Razor reveals that attractiveness of celebrity produces significant results as people are themselves conscious about their own attractive looks (Kahle & Homer, 1985).

H2: celebrity trustworthiness has a significant and positive effect on consumer buying behavior of selected FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) in Addis Ababa.

Trustworthiness refers to the "honesty, integrity and believability of an endorser" (Erdogan & Tagg, 2001). Consumer has generally a consideration that celebrities are trustworthy source of communicating information (Goldsmith, Lafferty, & Newell, 2000). It is general principle a person you trust upon is a source to easily convince you to believe in unseen thing, that person is more believable than any other in community. In addition, if such person is also an expert in the field for which he or she is advocating is more persuasive. (Erdogan, 1999)argued that celebrity endorser's credibility is not a single source but a valuable source having cognitive and positive effects on intent to purchase.

H3: celebrity/product match-up has a significant and positive effect on consumer buying behavior of selected FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) in Addis Ababa.

Celebrity matchup principle with product is as important as all other attributes pertains to celebrity for high social acceptability and strengthening the credibility of celebrity (Kamins M. , 1990) and (Kotler, 1997) product and celebrity association is most important factor for generating positive feedback because people take it as evidence that product is in reality used or consumed by celebrity. If logically audience does not accept the celebrity as perfect match with what they are endorsing is nothing but only unnecessary expenditure. "Moderately incongruent endorsers did not perform better than extremely congruent ones" (Jagre, Watson, & Watson, 2001).

Match-up of source endorser gains is supported by the study of (Misra & Beatty, 1990) that product is easily "recall and affect" is improved by the similarity between source

endorser and brand. Brand celebrity matchup study supports congruence principle and its effectiveness (Roy, 2006).

Another study for significant effect of celebrity congruence is being interconnected between celebrity and the brand which creates strong perception for audience about expertise (Ohanian, 1991). People desire to identify the product with source and so congruity of source with product is much important (Kamins & Gupta, 1994).

H4: celebrity expertise has a significant and positive effect on consumer buying behavior of selected FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) in Addis Ababa.

Term expertise is defined as "the extent to which a communicator is perceived to be a source of valid assertions" (Hovland, Janis, & Kelley, 1953). In order to persuade recipients of information endorser's expertise has encouraging effect on receivers (Ohanian, 1990). (Belch & Belch, 1994)said that information receivers have strong belief upon the person who is practical having related knowledge, expertise in advocating area. Endorser with high knowledge and skills has strong power of recommendation as compare to the endorsers with low expertise (Ohanian, 1990).

Celebrity expertise is one of the reasons in order to find out its influence on recipients of information (Amos, Holmes, & Strutton, 2008). If the celebrity advocating the product has strong knowledge and experience, then he/she will ultimately have differential power to pursue due to strong believability.

CHAPTER THREE

RESEARCH DESIGN AND METHDOLOGY

3.1 Introduction

This chapter presents a detailed discussion of the research design and methodology employed in the study. Hence, topics related to research design, data type and source, target population, sampling technique and sample size, data collection procedure and method of data analysis are covered. Explanation about the reliability and validity of the study is also included in this chapter

3.2 Research Design

As a plan and framework of a research project, the research design guides the data collection and analysis procedures to ensure that the study will ultimately address the relevant problem (Wiid & Diggines, 2009). This study primarily adopts a quantitative approach. It employed an extensive review of the literature to develop the conceptual framework or model which was deployed into the empirical test to attain the objective of the study.

Explanatory research was used because it enables the researcher to critically examine the relationship between independent variable of celebrity endorsement such as celebrity attractiveness, celebrity trustworthiness, celebrity/product matchup and celebrity expertise and the dependent variable consumer buying behavior of FMCGs. Quantitative survey method was used to meet the purpose of this study. The researcher focuses heavily on quantitative research because it is useful to quantify opinions, attitudes and behavior and find out how the whole population feels about a certain issues. By employing inferential statistics (correlation and regression analysis), the effect of the independent variable (celebrity endorsement) on the dependent variable (consumer buying behavior) was assesed.

Causal analyses between the dependent and independent variables were undertaken for the FMCG products based on the primary data collected. This led to the confirmation and

rejection of the hypotheses and revealed a detailed analysis of the relationships between buying behavior and the handful of the other underlying factors. This analysis forms the core findings of the study attaining the primary objective of distinguishing the key underlying factors. This also revealed the magnitude of the impact of each hypothesized independent variables.

3.3 Target Population

The target population (unit of analysis) of the study comprises of all individual consumers who are occasional and/or regular users of fast moving consumer (diapers, bottled waters, dairy products, soaps &detergents and feminine hygiene products) which are men or women aged 18 and more years old and have at least a foundation education. Addis Ababa was the target location from where the respondents were obtained.

3.4 Source of Data Collection

The study employed both primary and secondary source of data. Primary data was collected by the administration of close-ended questionnaires to the identified respondents. Secondary data relevant to this study was collected from publications including journals, books, researches and various materials.

3.5 Sampling Design

Determining sample size is very complex as it depends on other factors such as margins for errors, degree of certainty and statistical technique. Sample size is therefore directly proportional to the desired confidence level of the estimate (z) and to the variability of the phenomenon being investigated, and it is inversely proportional to the error that the researcher is prepared to accept according to (Corbetta, 2003). As cited by (Kassahun, 2014), when the size of population is unknown and previous researches are unavailable to determine the variability of an estimate over all possible samples, thus the sample size is calculated for the list favorable case **p = q = 0.5** (Corbetta, 2003) as cited by (Kassahun,2014) Indeed, as the variability is measured by $\sqrt{pq}$, it is easy to see that this index assumes its highest value when **p = q = 0.50**.

Since the total population is unknown and previous studies are not available, with the study title here in Ethiopia, to determine the estimate of p and q, this study used the recommendation by (Corbetta, 2003) in determining the standard deviation, 95% confidence interval and 5% sampling error in calculating the sample size

The sample size for this study was determined with the use of Top Man's formula as presented below (Dillon, 1993)

$n = z2\ pxq/e2$

Where:

n = required sample size

Z = Degree of confidence (i.e. 1.96)²

P = Probability of positive response (0.5)

Q=Probability of negative response (0.5)

E = Tolerable error (0.05)²

n = (1.96)2 x 0.5 x 0.5 / (0.05)2

n= 3.8416 x 0.5 x 0.5/0.0025

   n = 384.16 ≡384 $Respondent$

Adopting non probability convenience sampling in which the population elements are selected based on ease of access (Kothari, 2004), the researcher selected respondents based on their availability for the survey. The researcher also coupled this sampling method with the expert judgment that the respondents should be those who either consume or purchase the products. The questionnaires prepared were distributed to be filled in a self-administered manner. The 384 respondents were selected during or just after an actual shopping activity. This has been useful in alleviating the memory bias (Xu & Griffiths, 2008) as well as in improving the strength of the sample representativeness as the sample selection was undertaken in kiosks/shopping centers across all sub cities of Addis Ababa.

3.6 Data Collection Techniques

One of the most important research instruments for collecting primary data is the questionnaire, which was employed for the purpose of this study. Structured close-ended questionnaires were distributed to consumers of FMCGs. The questionnaire was carefully developed in a way that will measure the impact of the proposed independent variables on the dependent variable. The type of questions, form, wording and sequences were also considered carefully. It was translated into Amharic to help ease comprehension and in order to extract accurate response of respondents.

The collection of primary data is carried out during or immediately after an actual shopping of FMCGs by respondents. The questionnaire was developed based on the hypotheses of the study. These items are characterized by high reliability and validity in measuring the constructs they are supposed to measure as demonstrated in earlier research studies. A five-point structured Likert scale questionnaire was adopted from different previous studies which provided customers with a greatest range of options starting from strongly disagree to strongly agree. So, this was the instrument used to collect primary data in the present day.

This self-administered questionnaire developed with a five-point Likert scale was distributed to the sample units by the researcher and some field assistants.

3.7 Data analysis Techniques

For the analysis of the primary data, descriptive and inferential statistical analysis techniques were employed. With regards to the descriptive analysis percentages, means, standard deviations and frequencies were calculated. This analysis revealed the demographic profile of FMCG shoppers and consumers in the Addis Ababa and the list of most influential variables on consumer buying behavior of selected FMCG products.

 With regards to inferential statistics, correlation as well as a regression analysis was used to investigate the most important questions and objectives of this study and to arrive at the core findings of the study with regards to the hypotheses forwarded. The correlation analysis reports on the magnitude and direction of relationships between variables in the

study. These variables are the independent variables (celebrity endorsement) and the dependent variable (consumer buying behavior).

A liner multiple regression analysis was employed in order to investigate the impact of the hypothesized factors on the buying behavior or decision-making process of FMCG consumers that are endorsed by celebrities in Addis Ababa. This has enabled hypotheses testing revealing which of the hypothesized independent variables have a statistically significant influences on the decision of the buyer in each of the products. The regression analysis also reveals the amount of variance explained by the conceptual framework forwarded.

3.8 Ethical Consideration

All the research participants that were included in this study were appropriately informed about the purpose of the research and their willingness and consent was secure before the commencement of distributing questionnaire. The Respondents were informed of their full right to fill out the questions or to withdraw from the study at any time, without any unfavorable consequences, and in case any harm comes to them as a result of their participation or non-participation. Moreover, information was not modified or changed, therefore information was presented as collected and all the literatures collected for the purpose of this study will be acknowledged in the reference list.

3.9 Reliability Analysis

The reliability of instruments measures the consistency of instruments. (Creswell, 2009) Considers the reliability of the instruments as the degree of consistency that the instruments or procedure demonstrates. The reliability of a standardized test is usually expressed as a correlation coefficient, which measures the strength of association between variables. It represented as a number between 0 and 1. According to (Zikmund, Babin, Carr, & Griffen, 2013) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability.

Thus, for this study, a Cronbach's alpha score of .70 or higher is considered adequate to determine reliability.

In this study each statement was rated on a 5 point likert response scale which includes strongly agree, agree, neutrals, disagree and strongly disagree. Based on this an internal consistency reliability test was conducted. The result of the Cronbach's alpha for this study's instrument was found to be in the acceptance range i.e. >0.7 as shown in table 3.1 below all the independent and dependent variable score greater than 0.7 which is in the acceptable range

Table 3. 1Reliability Analysis of Variable

Variables	Cronbach's alpha coefficient	Number of item
Attractiveness	0.962	5
Trustworthiness	0.888	3
Expertise	0.883	4
Product/celebrity match-up	0.930	3
Consumer buying behavior	0.924	4
All Variables	0.928	19

Source: research's survey data, 2019

3.10 Validity Analysis

The content-validity refers to ―the degree to which a measure's items represent a proper sample of the theoretical content domain of a construct. For the items to have content-validity, they also need to be face-valid, which refers to the degree that respondents or users judge that the items of an assessment instrument are appropriate to the target construct and assessment objectives (Ebrahim, 2013). All the questioners derived from relevant literature to ensure validity of the questionnaire. The questioners will be adopting form previous research works that are related to this research.

Accordingly for this study the questionnaire were sent to my advisor and the comments were received, reviewed and correction were made. Furthermore, the questionnaire were evaluated and commented by other people who believed to be knowledgeable in the area. With these validity tests and confirmations, the researcher is confident that the measuring instruments employed for the study are valid and have resulted in precise measurements.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS ANDINTERPRETATION

4.1 Introduction

This chapter presents the findings of the research in accordance to the research objectives. The analyses and interpretation of the data collected from the respondents is presented. It began with a description of the demographic and general characteristics of the participating respondents. Then, the results of Descriptive Statistics and Inferential Statistics (correlation analysis and Regression analysis was discussed. At last, summary of the findings will be presented.

4.2 Questionnaire Response Rate

As it is indicated in table, 4.1 below out of the 384 questionnaires prepared and distributed, 369 (96%) questionnaires were collected back, during data analyzing process the questionnaires were checked for errors and 18 incomplete questionnaires were eliminated, finally leaving 351 (91%) questionnaires for analysis. So, the response rate is excellent.

Table 4.1 Questionnaire Response Rate

	Respondents		
	Correctly Filled and Returned	Not Correctly filled	Not Returned
Number	351	18	15
Percentage	91%	5%	4%

Source: research's survey data, 2019

4.3 Demographic Profile of Respondents

The researcher made sure before giving out questionnaires that respondents do actually involve in the purchasing and consumption of the products under consideration. Hence, the profile of respondents can be taken as being representative of selected FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) the first section of the questionnaire was demographic profile of the respondents. Accordingly, the following variables about the respondents were summarized and described in the

subsequent table. These variables include; gender, age the educational background of the respondents

From the total respondents, the female FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) consumers constituted the highest percentage (57.3%) while their male counterparts only constituted 42.7% of the total respondents. This implies that the majority of FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) consumers in Addis Ababa are female.

As per Table 4.2, 67.8% of the respondents were from the age group of 18-30 constituting the largest percentage. This group was being followed up by the age group of 31-40 years that had 21.4% representation from the total number of respondents. The other age groups 41-50 and above 50 years old accounted for 10.5% and 0.3% respectively. This shows that the majority of FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) consumers are in the young adult age.

About the educational background of the respondents, results showed that 56.7% of the respondents have a bachelor's degree and 13.1% of the respondents Finished12th Grade.13.1% of the respondents have a College Diploma. The rest 8.8% are not finishing 12thgrade and 7.4% of the total respondents has master's degree and above. The above result shows that respondents who have a bachelor's degree are the major Consumers of FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) in respect with other educational background.

Table 4.2 Profile of the respondents

No. Profile	Description	Frequency	Percentage (%)
Gender	Female	201	57.3
	Male	150	42.7
	Total	351	100
Age	18-30	238	67.8
	31-40	75	21.4
	41-50	37	10.5
	>50	1	0.3
	Total	351	100
Educational Background	Under 12th Grade	31	8.8
	Completed 12th grade	49	14
	Diploma	46	13.1
	Bachelor Degree	199	56.7
	Master's degree and Above	26	7.4
	Total	351	100
Do you consume FMCG?	Yes	351	100

Source: research's survey data, 2019

4.4 Descriptive Statistics

In order to analyze the respondents overall consumer buying behavior 19 questions were grouped into the four level measurements of celebrity endorsement, which are Attractiveness, Trustworthiness, Expertise and celebrity/Product match-up.

In order to compare the respondent's feedback to celebrity endorsement, descriptive statistics of mean and standard deviation is used. The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements. The higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. In addition, standard deviation shows the variability of an observed response. Below the results is discussed one by one.

4.4.1 Attractiveness

Respondent perception about physical attractiveness of the celebrity endorsing selected fast moving consumer goods toward consumer buying behavior the researcher presented 5

question to measure the consumer attitude from the question listed "I buy the product because the celebrities are attractive" scores 2,7977 which is the highest this indicate that consumer of fast moving consumer goods buy the product because the celebrity endorsing the product is attractive and from the table below the lowest mean score toward celebrity attractiveness is "I buy the product because the celebrity endorsing the products are elegant" is 2.6353.

Table 4.3 Attractiveness descriptive analysis

Variables	Mean	Std. Deviation
I buy the product because the celebrities are attractive	2.7977	1.44581
I buy the product because the celebrity endorsing the product creates a class	2.6952	1.25855
I buy the product because the celebrity endorsing the products are beautiful	2.7094	1.34627
I buy the product because the celebrity endorsing the products are elegant	2.6353	1.29540
I buy the product because the celebrities look sexy	2.6553	1.25958
Attractiveness	**2.7373**	**1.23369**

Source: research's survey data, 2019

4.4.2 Trustworthiness

From the table 4.4 shown below trustworthiness of the celebrity on consumer of selected FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) buying behavior is more tends to buy because the celebrity endorsing the product is honest about the message is he/she is giving since from the survey data mean score for this question is the highest, which is 3.0627.

Table 4.4 Trustworthiness descriptive analysis

Variables	Mean	Std. Deviation
I buy the product because the celebrity is honest about the message he/she is giving	3.0627	1.30780
I buy the product because the message given by the celebrity is reliable.	2.9858	1.22932
I buy the product because I trust the celebrity regarding the product	2.9259	1.35021
Trustworthiness	**2.9943**	**1.17675**

Source: research's survey data, 2019

4.4.3 Product/celebrity Match-up

Respondent perception about Product/celebrity matchup between the celebrity endorsing the product and the   selected fast moving consumer goods toward consumer buying behavior the researcher presented 3 question to measure the consumer attitude from the question listed "I buy the product because the celebrity has good fit with the product" scores 3.1823which is the highest this indicate that consumer of fast moving consumer goods buy the product because the celebrity endorsing the product and the product itself has good fit from the table below the lowest mean score toward Product/celebrity matchup is "I buy the product because the celebrity has good match with the product" is 3.0570.

Table 4.5 Product /Celebrity descriptive analysis

Variables	Mean	Std. Deviation
I buy the product because the celebrity is compatible with the product	3.0855	1.22758
I buy the product because the celebrity has good fit with the product	3.1823	1.30311
I buy the product because the celebrity has good match with the product	3.0570	1.29047
Product /Celebrity	**3.1045**	**1.19543**

Source: research's survey data, 2019

4.4.4 Expertise

As illustrated on Table 4.6 the variables "I buy the product because the celebrity has enough experience to endorse the product "score relatively high with an overall mean score of 3.5385. While the respondents gave the least score of 3.208 to the item, "I buy the product because the celebrity has enough knowledge of the product he/she endorsed".

Table 4.6 Expertise descriptive analysis

Variables	Mean	Std. Deviation
I buy the product because the celebrity has enough expertise of the product he/she endorsed	3.3219	1.08315
I buy the product because the celebrity has enough experience to endorse the product	3.5385	1.11513
I buy the product because the celebrity has enough knowledge of the product he/she endorsed	3.2080	1.08208
I buy the product because the celebrity has enough qualification to endorse the product	3.3647	1.22745
Expertise	**3.3583**	**0.97084**

Source: research's survey data, 2019

4.4.5 Consumer Buying Behavior

As can be seen from Table 4.7, the respondents gave a highest mean score of 3.0855to the item "I buy a product just because the celebrity are using it" implying that they have an emotional attachment with the celebrity. The respondents gave a lower mean score of 2.8604 to "I would buy any brand if my favorite celebrity is endorsing it".

Table 4.7 Consumer buying behavior descriptive analysis

Variables	Mean	Std. Deviation
I buy a product which is endorsed by celebrity	2.9288	1.22267
I will switch from my regular product to new product endorsed by my favorite celebrity	3.0313	1.27016
I buy a product just because the celebrity is using it	3.0855	1.29773
I would buy any brand if my favorite celebrity is endorsing it	2.8604	1.29412
Consumer buying	**2.9765**	**1.14704**

Source: research's survey data, 2019

The mean score value of the overall level of physical attractiveness is 2.74 and trustworthiness of the celebrity is 2.99 which falls below the cut of point 3.00. This means consumer of selected FMCGs (diapers, bottled waters, dairy products, soaps & detergents

and feminine hygiene products) exhibit neutral response on physical attractiveness of the celebrity and perceived trustworthiness the celebrity

4.5 Correlation Analysis

The correlation matrix with the dependent and independent variables allows assessing the strength of the association between the variables of interest i.e. it allows to test the hypotheses. The level of association as measured by Pearson's correlation coefficient (r) falls between -1.0 and +1.0, which indicates the strength and direction of association between the two variables (Saunders, Lewis, & Thornhill, 2009).

If the correlation result of two variables lies between -1 and 0, the two variables are negatively related, if the correlation result lies between 0 and 1, they are positively related, and if the correlation is 0, this means that there is no relation between the two variables (Marczyk, Dematteo, & Festinger, 2005). When r=+1, it implies that there is a perfect direct relationship between the variables, when r=-1, it implies that there is a perfect negative/inverse relationship between the variables, when r is in between 0.10-0.29, it implies that the variables have weak relationships, when the value of r is in between 0.3-0.49, it implies that the variables have moderate relationship, and when the value of r becomes greater or equal to 0.5, it indicates that the relationship is strong. Correlation is significant at the level 0.01 (1-tailed). The correlation matrix for the overall sample is provided in the table below (Saunders, Lewis, & Thornhill, 2009).

Table 4.8 Correlation Analysis

		Attractiveness	Trustworthiness	Expertise	Product/celebrity match-up	Consumer buying behavior
Attractiveness	Pearson Corr.	1				
	Sig. 2-tailed					
	N	351				
Trustworthiness	Pearson Corr.	.234**	1			
	Sig. 2-tailed	.000				
	N	351	351			
Expertise	Pearson Corr.	.304**	.408**	1		
	Sig. 2-tailed	.000	.000			
	N	351	351	351		
Product/celebrity match-up	Pearson Corr.	.554**	.385**	.466**	1	
	Sig. 2-tailed	.000	.000	.000		
	N	351	351	351	351	
Consumer buying behavior	Pearson Corr.	.553**	.357**	.349**	.525**	1
	Sig. 2-tailed	.000	.000	.000	.000	
	N	351	351	351	351	351

Source: research's survey data, 2019

As per Table 4.8 above, the coefficients show that all of the four factors measuring celebrity endorsement are positively related with the Consumer buying behavior within the range of 0.349 to 0.553 all were significant at $p<0.01$.

Attractiveness, Trustworthiness, Product/celebrity match-up and Expertise show a Strong positive relation (0.553, 0.357, 0.349and 0.525 respectively). From the independent variable Attractiveness is the highest correlation with the dependent variable.

4.6 Regression Analysis

In order to draw correct estimation, using regression model to analyze the data requires certain assumptions to be fulfilled. Fulfillment of basic the assumptions are tested before the regressions were run (Chris Brooks, 2008). The five assumptions of multiple regressions are presented. Normality assumption, linearity and homoscedasticity, independence of residual tests for multi co-linearity, and tests for, are presented on the study under this subsection.

4.6.1 Normality Test

Test for normality, its determining whether the data is well modeled by normal distribution or not. Test for normal distribution could be checked by graphical (Histogram or dot plot) method of tests. The normality assumption assumes a critical role when the study is dealing with a small sample size, data less than 100 observations. (Gujarati ,2004)

Even though the normality assumption not a treat since the observation or sample size of the study is larger enough, more than 100 observations, the researcher test is using normal probability plot (NPP). The decision rule is, if the fitted line in the NPP is approximately a straight line, one can conclude that the variables of interest are normally distributed (Gujarati, 2004)
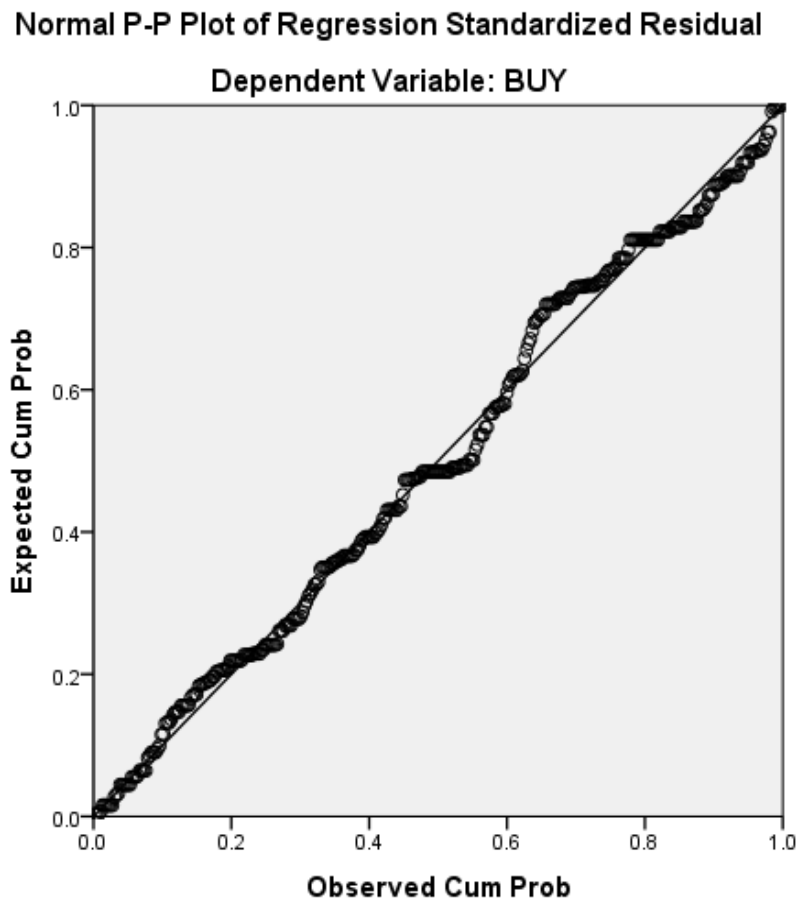

Figure 4. 1 Normal P-P Plot of Regression Standardized Residual

Source: research's survey data, 2019

4.6.2 Independence of Residuals

The value of Durbin-Watson statistic ranges from 0 to 4. As a rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50 to 2.50 (Babatunde, Oguntunde, A.O, &Balogun, 2014). In this case, Durbin-Watson is 1.879 which is between the acceptableranges.

Table 4.9 Independence of residual

Model	Dubrin-watson
1	1.879

a. Predictors: (Constant), Attractiveness, Trustworthiness, Product/celebrity match-upand Expertise

b. Dependent Variable: consumer buying behavior

Source: research's survey data, 2019

4.6.3 Linearity and Homoscedasticity

4.6.3.1 Linearity

The model that relates the response Y to the predictors X1,X2,X3….Xn, is assumed to be linear in the regression parameters(Chatterjee&Hadi,2012). This means that the response variable is assumed to be a linear function of parameters ($\beta1$, $\beta2$, $\beta3$….. βn) but not necessarily a linear function of the predictor variables X1,X2,X3…..Xn, as cited by (Kassahun, 2014)

The result of this study also showed that, there is a linear relationship between the independent variables of relationship celebrity endorsement and the response variable consumer buying behavior. This means that for every increase in the independent variable Attractiveness, Trustworthiness, Expertise and Product/celebrity match the dependent variable consumer buying behavior will increase.

4.6.3.2 Homoscedasticity

The model errors are generally assumed to have an unknown but finite variance that is constant across all levels of the predictor variables. This assumption is also known as the homogeneity of variance assumption as cited by (Kassahun, 2014)

It means simply that, the variance of Y for each value of X is constant in the population. this can be checked by visual examination of a plot of the standardized residuals (the errors) by the regression standardized predicted value. The following scatter plot was obtained from the average results of the dependent variable consumer buying behavior and independent variable celebrity endorsement constructs to see whether homoscedasticity is really a pressing problem ofthis particular study. Both assumptions can be checked by the scatter plot diagram shown below.
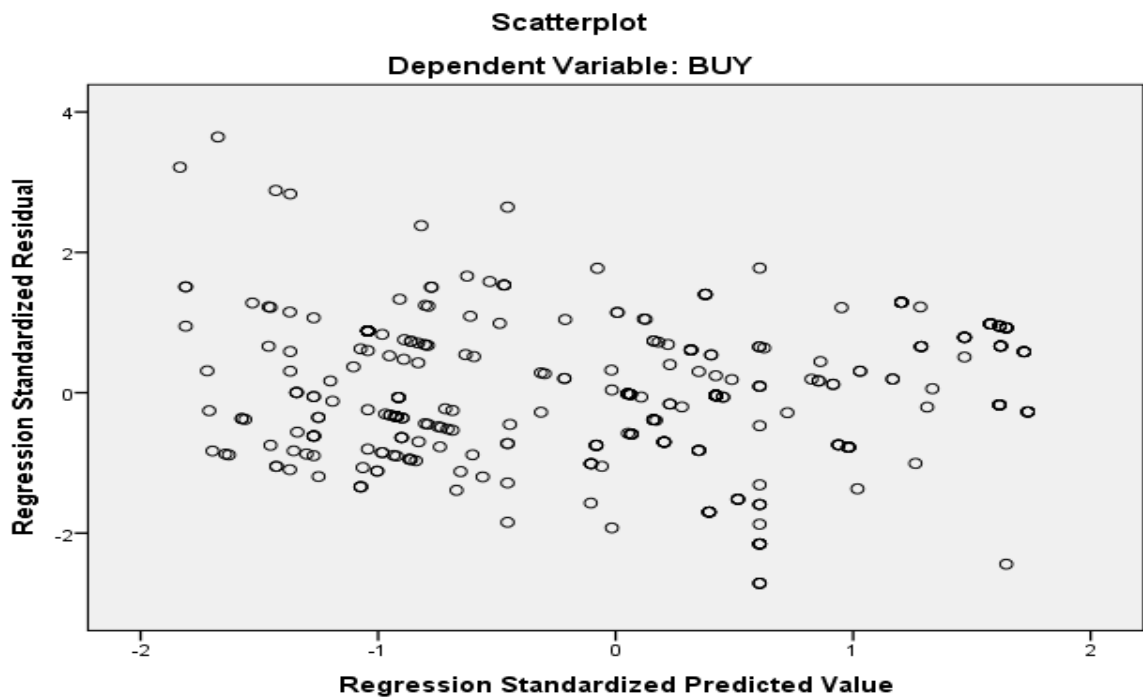

Figure 4. 2 Scatter Plot of variable BUY

Source: research's survey data, 2019

4.6.4 Multicollinearity Assumptions

Multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are multicollinear, there is overlap or sharing of predictive power (Dillon, 1993). This may lead to the paradoxical effect, whereby the regression model fits the data well, but none of the predictor variables has a significant impact in predicting the dependent variable (Robert, 2006). This is because when the predictor variables are highly correlated, they share essentially the same information. Thus, together, they may explain a great deal of the dependent variable but may not individually contribute significantly to the model (Robert, 2006). Thus, the impact of multicollinearity is to reduce any individual independent variable's predictive power by the extent to which it is associated with the other independent variables. That is, none of the predictor variables may contribute uniquely and significantly to the prediction model after the others is included.

The multicollinearity in this study was checked using the Tolerance and VIF value. As it is showed in the table all independent variables have a Tolerance value greater than 0.1 and a VIF value less than 10. The VIF, which stands for variance inflation factor, is computed as"-1/tolerance" and it is suggested that predictor variables whose VIF values are greater than 10 may merit further investigation (Robert, 2006).

Table 4.10 Collinearity Statistics

	Collinearity statistics	
Model	Tolerance	VIF
Attractiveness	0.720	1.389
Trustworthiness	0.613	1.630
Expertise	0.391	2.588
Product/celebrity match-up	0.358	2.793

Source: research's survey data, 2019

4.7 Regression Analysis Results

To investigate whether the hypothesized independent variables have any influence on the dependent variable - buying behavior of consumers in Addis Ababa and to estimate the level or magnitude of their contribution, a multiple linear regression analysis was

employed. The Model Summary, the ANOVA test and the Beta coefficient were conducted.

4.7.1 Model Summary Analysis

Table 4.11 Model Summery Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.636	0.404	0.397	0.89057

a. Predictors: (Constant), Attractiveness, Trustworthiness, Expertise, Product/celebrity match-up
b. Dependent Variable: CONSUMER BUYING BEHAVIOR

Source: research's survey data, 2019

The model in the above Table 4.12 shows how much of the variance in the measurement of celebrity endorsement is explained by the model. Based on this, model coefficient of determination or R^2obtained indicates that 40.4% of the variation in the measure function (consumer buying behavior) can be explained by Attractiveness, Trustworthiness, Expertise, Product/celebrity match-up. The remaining 59.6% of variations onselected FMCG (diaper, bottled water, dairy product, soap &detergent and feminine hygiene) are explained by other variables out of this model or variables which are not incorporated in this study.

4.7.2 ANOVA Analysis

ANOVA (Analysis of Variance), used to compare whether the mean of one dependent variable differ significantly across the categories of another independent variables. ANOVA provides, the result of test of significance for R and R2 using an F-statistic.

The F-test in the ANOVA table confirmed that the model developed is statistically significant (F=58.652with significance level of 0.000 and since the observed significant is less than 0.05). This indicates that the variation explained by the model is not due to chance. As it is stated earlier in this chapter, this study aims to identify the most

contributing independent variables in the prediction of the dependent variable. Thus, the strength of each predictor (independent) variable influence on the criterion (dependent) variable can be investigated via standardized Beta coefficient. The regression coefficient explains the average amount of change in dependent variable that is caused by a unit of change in the independent variable. The larger value of Beta coefficient that an independent variable has, the more support to the independent variable as the more important determinant in predicting the dependent variable. i.e. consumer buying behavior.

Table 4.12 ANOVA Analysis

		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	186.073	4	46.518	58.652	.000b
	Sum of Squares	274.421	346	0.793		
	Total	460.494	350			

a. Dependent Variable: consumer buying behavior
b. Predictors: (Constant), product-celebrity match-up, attractiveness, trustworthiness, expertise

Source: research's survey data, 2019

4.7.3 Coefficient Analysis

Table 4.13 Coefficient Analysis

Model		Unstandardized Coefficients		Coefficients Standardized	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.620	.189		3.284	.001
	Attractiveness	.343	.046	.369	7.377	.000
	Trustworthiness	.150	.046	.154	3.293	.001
	Product/celebrity match-up	.216	.053	.225	4.089	.000
	Expertise	.88	.058	.075	1.521	.129

Source: research's survey data, 2019

Among the four independent variables, multiple regression analysis revealed that Attractiveness trustworthiness and Product/celebrity match-up were found a significant predictor of consumer buying behavior of selected FMCGs (diapers, bottled waters, dairy

products, soaps & detergents and feminine hygiene products) by the p-value(p=0.000,p=0.001.p=0.000)which is acceptable (p<0.05), while the Expertise of the celebrity (p=0.129) which is >0.05 on consumer buying behavior of selected FMCG was not found significant. The nature of relationship was positive for all independent variable (β=0.369) for Attractiveness, (β =0.154) for trustworthiness, (β=0.225) and for Product/celebrity match-up, (β= 0.075) for expertise.

4.8 Hypothesis Testing and Discussion of Results

According to (Lin, 2008) Companies usually expect consumers to become empathic through the high popularity or attraction of a celebrity and then feel good about the products being recommended, this is what we are seeing practically in most of advertisement of our country.

Present study is an attempt made to know the effect of celebrity endorsement on consumers buying behavior with respect to FMCG products. And to find the consumers views on celebrity endorsement. On the basis of all data and hypothesis testing it is clear there is significant effect of in the three variables of celebrity endorsement (attractiveness, trustworthiness and product/celebrity match-up) on consumers buying behavior regarding to FMCG products but not in the expertise of the celebrity.

As per this study, it founds that the celebrity endorsement is a very useful marketing communication tool and also useful for creating new product information and brand recall among consumers. In Ethiopia, many celebrities are involves in endorsing FMCG products for example within the last one year Amleset Muchie (Etete dairy), Meseret Dafar (Canbebe diaper), Selam Tesfay (Goodbaby diaper and eve feminine hygiene products),Almaz Ayana (Aquasafe bottled water) and Lula Gezu (Diva soap) were engaged in endorsing FMCGs.

From the survey data collected and analyzed the hypothesis are accepted or rejected

- Celebrity attractiveness has positive effect on consumer buying behavior to buy the FMCG products and the regression standardized coefficients is 0.369. Thus, hypothesis H1 is supported.

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The result is consistent with previous studies done by other researchers ((Alem, 2014),(Hovland, Janis, & Kelley, 1953), (Ohanian, 1991)and (Amos, Holmes, & Strutton, 2008))

- Perceived Trustworthiness has positive effect on consumer buying behavior to buy the FMCG products and the regression standardized coefficients is 0.154 and significance value 0.001. Since the significances test reveals the significance of the coefficients, the hypothesis H2 is supported.

The result is in consistent with previous studies done by other researchers ((Belch & Belch, 1994),(Friedman.H. & Friedman.L, 1979),(Ohanian, 1990),(Shimp, 1997),(Alem, 2014),(Bahiru, 2015) and(Elias, 2016))

- Perceived Product/Celebrity Match haspositive effect consumer buying behavior to buy the FMCG products and the regression standardized coefficients is 0.225 and significance value 0.000 since the significance is less than 0.05 and beta is positive, the hypothesis H3 is supported.

The result is consistent with previous studies done by other researchers ((Alem,2014),(Bahiru, 2015),(Elias, 2016);(Kamins M. , 1990),(Kotler, 1997),(Jagre, Watson, & Watson, 2001)(Misra & Beatty, 1990);(Roy, 2006),(Ohanian, 1991) and (Kamins & Gupta, 1994))

- Perceived Expertise has positive effect on consumer buying behavior to buy the FMCG products and the regression standardized coefficients is 0.075 beta is positive but very small and significance value 0.129 which is greater than 0.05 so, the hypothesis H4 is not supported.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

In this chapter of the study, the researcher presents summary of major findings, concluding remarks and also highlights recommendations that might be useful to celebrity endorsement toward marketers of FMCGs and other researchers.

5.2 Summary of Findings

This study was designed and carried out in order to identify the effect of celebrity endorsement on consumer buying behavior on selected FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) in Addis Ababa.

By Looking at the demographic profile of the respondents, the consumption of FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) is highly differentiated. When looking into the gender profile of the respondents, the consumption of FMCGs is dominated by female, as the data collected indicates that out of the 351 respondents, 42.7% were male while the remaining were the dominant FMCGs consumer gender group (female) at 57.3%. The second parameter of the demographic profile of respondents in this survey reveals that FMCGs consumption also concentrates within the younger population group. Those between the ages of 18-30 years are the dominant consumers and they are closely followed by the adult age category of 31-40 year. Finally, those above the age of 50 constituted the smallest percentage of the total population.

When looking into the respondent's response to the questionnaire, although they gave a more or less positive and neutral feedback for all the celebrity endorsement measurements, items relating to celebrity/product matchup and expertise received the highest mean scores while the lowest went to physical attractiveness.

This study was undertaken within the conceptual frame work which is adopted and modified from (Ohanian, 1990) model with perceived attractiveness, perceived trustworthiness, perceived expertise and celebrity/product matchup as independent variables influencing buying behavior. This model was empirically tested within the scientific selection of five products of FMCG. Consumers in Addis Ababa were taken as the sampling frame and respondents were selected using convenience sampling method.

Descriptive and inferential statistical techniques were used to analyze the primary data collected through structured questionnaires from shoppers and consumers of the FMCG products under investigation. These analyses showed the significance and importance of the four hypothesized variables in describing and influencing buying behavior in selected FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products).

All independent variables have a positive correlation with consumer buying behavior as revealed from the Pearson's Correlation Coefficient. The findings also indicate that the highest relationship was found between product/celebrity match-up and attractiveness, while the weakest was between trustworthiness and attractiveness.

The multiple regression results showed that the three independent variables (attractiveness, trustworthiness and product/celebrity match-up) have a positive and significant effect on the consumer buying behavior, while expertise has a positive but insignificant effect on the consumer buying behavior.

5.3 Conclusion

Consumer behavior lies at the core of the marketing function. This study also proved that celebrity endorsement is one of advertisement tools that influences buying behavior in Addis Ababa, with special focus on FMCGs. Some concluding remarks were be made in this section based on the finding of this research.

As laid out in the summary of findings, most of the respondents in this study were female. This means that the decision making of which products and brands to buy within the category of FMCGs is mostly concentrates within this gender category. It was reported that almost all purchases are also found within the age group of 18-30 years. Both this set out

that there will always be a target market with specific demographic and psychographic characteristics for the products.

The result of on celebrity endorsement, as measured by the four celebrity attributes, positively affect consumers buying behavior on selected FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products).

All the independent variables have positive correlation with consumer buying behavior as revealed from the Pearson's Correlation Coefficient. The finding also indicates that the highest relationship was found between product/celebrity match-up and attractiveness, while the weakest was between trustworthiness and attractiveness.

The multiple regression results show that the three independent variables (attractiveness, trustworthiness and product/celebrity match-up) have positive and significant effect on the consumer buying behavior, while expertise has a positive but insignificant effect on the consumer buying behavior.

Going back to the objectives of this study, it can be concluded that this study has confirmed that the buying behavior of selected FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) are influenced by the hypothesized variables.

5.4 Recommendation

Based on the conclusions drawn the following recommendations are forwarded to FMCGs manufacturers and advertising agencies.

The findings of this study clearly show that consumers have positive attitude towards the celebrity endorsed FMCGs advertisements. In addition, celebrity endorsements (measured by the attributes of expertise, trustworthiness, and product/celebrity match) have positive influence on the consumer buying behavior. The implication is that marketers in the industry should consider the use of celebrities in their promotional endeavors so as to grab consumer attention for their advertisements.

FMCGs marketers should also be wary of the specific target markets of their different products and brands. This is because it has been found in this study that mostly females

make a significant amount of the decision with regards to such purchases. This is an important shopper and consumer insight to marketers of such products. For Kotler and Keller (2012) identifying the target market of one's products, which include decision influencers, shoppers and consumers, is an important first step in devising the right marketing strategy for effectiveness. Hence, this study puts as recommendation for marketers of FMCGs to focus on the identified target market while selecting celebrities who endorse their products.

Even though the general finding of the study indicates that all the independent variable positively affect buying behavior of FMCGs, manufacturers and advertising agencies should give priority on the attractiveness of the celebrity, the matchup of the celebrity with the product and trustworthiness of the celebrity respectively, since the expertise is less significance than the other attributes of independent variable, which manufacturers of FMCGs and advertising agencies should give less priority to.

5.5 Limitations and Directions for Further Studies

Every research has certain limitations therefore it is necessary to acknowledge them. There is limitation with regard to sample area and sampling technique used. The sampling was done only in Addis Ababa but in order to make the research more representative, samples should be collected at least from the major cities of the country. As the convenience sampling was used, bias may exist. If the random sampling was used, it would contribute for a higher credibility of the results. Since, the majority of the respondents are well educated and youngsters (18-30), generalization to other groups might not be applicable. The other limitation is that only quantitative research method was used for this research. If qualitative research method was also used the study would have been stronger. Although there are many categories of FMCGs and other products   all over the country, the study limited its self to consumers of selected FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products) in Addis Ababa only.

This study examined the effect of celebrity endorsement on customers buying behavior by focusing only on the selected FMCGs (diapers, bottled waters, dairy products, soaps & detergents and feminine hygiene products), so the effect of celebrity endorsement on other products and on other sectors of the economy could be studied. Similar studies could also

be done by incorporating the influence of gender, occupation, and other demographic variables on customers' attitude. Other area of investigation could be the effect of celebrity and non-celebrity endorsement towards customers buying behavior.

The research, however, has more rooms for improvement. Further research could be conducted on a different product category, expanded to a larger sampling size or geographical area so that the result may be reflective of the actual buying pattern of consumers and to generate higher outcomes of the confidence level.

Gathering the data by using different qualitative methods such as in- depth interview or focus group discussion is recommended to uncover other variables that might have an impact.

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APPENDICES

Appendix 1. A QUESTIONNAIRE ON CELEBRITY ENDORSEMENT

A QUESTIONNAIRE ON CELEBRITY ENDORSEMENT

Dear Respondent,

My name is emnet guesh currently pursuing my MBA in general Management. This is a research study on "the effect celebrity endorsement on consumer buying behavior: the case of fast moving consumer goods in Addis Ababa" for partial fulfillment of M.A. degree in general Management. You will be asked to read the questionnaire and then give your views. In all, I expect your participation to give answers.

Celebrity endorsement is a form of advertising campaign that involves well known persons using their fame to help promote a product or services. Celebrity is defined as a person who enjoys public recognition from a large share of a certain group of people and uses this recognition on behalf of a consumer good by appearing with it in advertisements. Celebrities are usually known to the public for their accomplishments in areas other than the product endorsed by them e.g. actors, sport figures, entertainers, and the like.

The information you provided will be used only for academic purpose and will be kept confidential. I would like to thank you in advance for your honest, accurate, and timely response. Should you have any inquiries, feel free to contact me through my E-mail:emnet.g.berhe@gmail.com

Part one: General information about respondents

1. Gender   Male   [ ]   Female   [ ]

2. Age   18-30   [ ]   31-40   [ ]   41-50 [ ]   above 50 [ ]

3. Your educational background:

1. Under 12th grade [ ]   2. Completed 12th grade [ ]

3. Diploma [ ]   4. Bachelor's Degree   [ ]   5. Master's Degree   [ ]

4. Did u regularly consume FMCG(diaper, bottled water, diary product ,soap & detergent and feminine hygiene)

1. YES   [ ]   2.NO [ ]

If your answer to question number 4 is 'other' then you don't have to answer the remaining question. You are done! I really appreciate your effort and time. Thank you very much!

The statements below are designed to identify the level of celebrity endorsement of the FMCG on consumer buying behavior.

The following questions refer fast moving consumer goods endorsed by celebrity you have selected in question number 4.

Please circle that best reflect your best choice towards source of celebrity endorsement.

As a consumer, do you consider following attributes that can influence your buying behavior

Celebrity attributes and Buying behavior	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Attractiveness:	1	2	3	4	5
I buy the product because the celebrities are attractive	1	2	3	4	5
I buy the product because the celebrity endorsing the product creates a class	1	2	3	4	5
I buy the product because the celebrity endorsing the products are beautiful	1	2	3	4	5
I buy the product because the celebrity endorsing the products are elegant	1	2	3	4	5
I buy the product because the celebrities look sexy	1	2	3	4	5
Trustworthiness:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I buy the product because the celebrity is honest about the message he/she is giving	1	2	3	4	5
I buy the product because the message given by the celebrity is reliable.	1	2	3	4	5
I buy the product because i trust the celebrity regarding the product	1	2	3	4	5
Expertise:	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I buy the product because the celebrity has enough expertise of the product he/she endorsed	1	2	3	4	5
I buy the product because the celebrity has enough experience to endorse the product	1	2	3	4	5
I buy the product because the celebrity has enough knowledge of	1	2	3	4	5

the product he/she endorsed					
I buy the product because the celebrity has enough qualification to endorse the product	1	2	3	4	5
Product/celebrity match up	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I buy the product because the celebrity is compatible with the product	1	2	3	4	5
I buy the product because the celebrity has good fit with the product	1	2	3	4	5
I buy the product because the celebrity has good match with the product	1	2	3	4	5
Consumer buying behavior	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I buy a product which is endorsed by celebrity	1	2	3	4	5
I will switch from my regular product to new product endorsed by my favorite celebrity	1	2	3	4	5
I buy a product just because the celebrity are using it	1	2	3	4	5
I would buy any brand if my favorite celebrity is endorsing it	1	2	3	4	5

Appendix 2. Statistical Output

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.636[a]	.404	.397	.89057	.404	58.652	4	346	.000	1.879

a. Predictors: (Constant), EXP, ATT, TRU, MAT

b. Dependent Variable: BUY

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	186.073	4	46.518	58.652	.000[b]
	Residual	274.421	346	.793		
	Total	460.494	350			

a. Dependent Variable: BUY

b. Predictors: (Constant), EXP, ATT, TRU, MAT

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.620	.189		3.284	.001	.249	.992
	ATT	.343	.046	.369	7.377	.000	.251	.434
	TRU	.150	.046	.154	3.293	.001	.060	.240
	MAT	.216	.053	.225	4.089	.000	.112	.320
	EXP	.088	.058	.075	1.521	.129	-.026	.203

a. Dependent Variable: BUY

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.6388	4.2418	2.9765	.72913	351
Residual	-2.41850	3.24465	.00000	.88547	351
Std. Predicted Value	-1.835	1.735	.000	1.000	351
Std. Residual	-2.716	3.643	.000	.994	351

a. Dependent Variable: BUY

Histogram

Dependent Variable: BUY

Mean = 1.70E-15
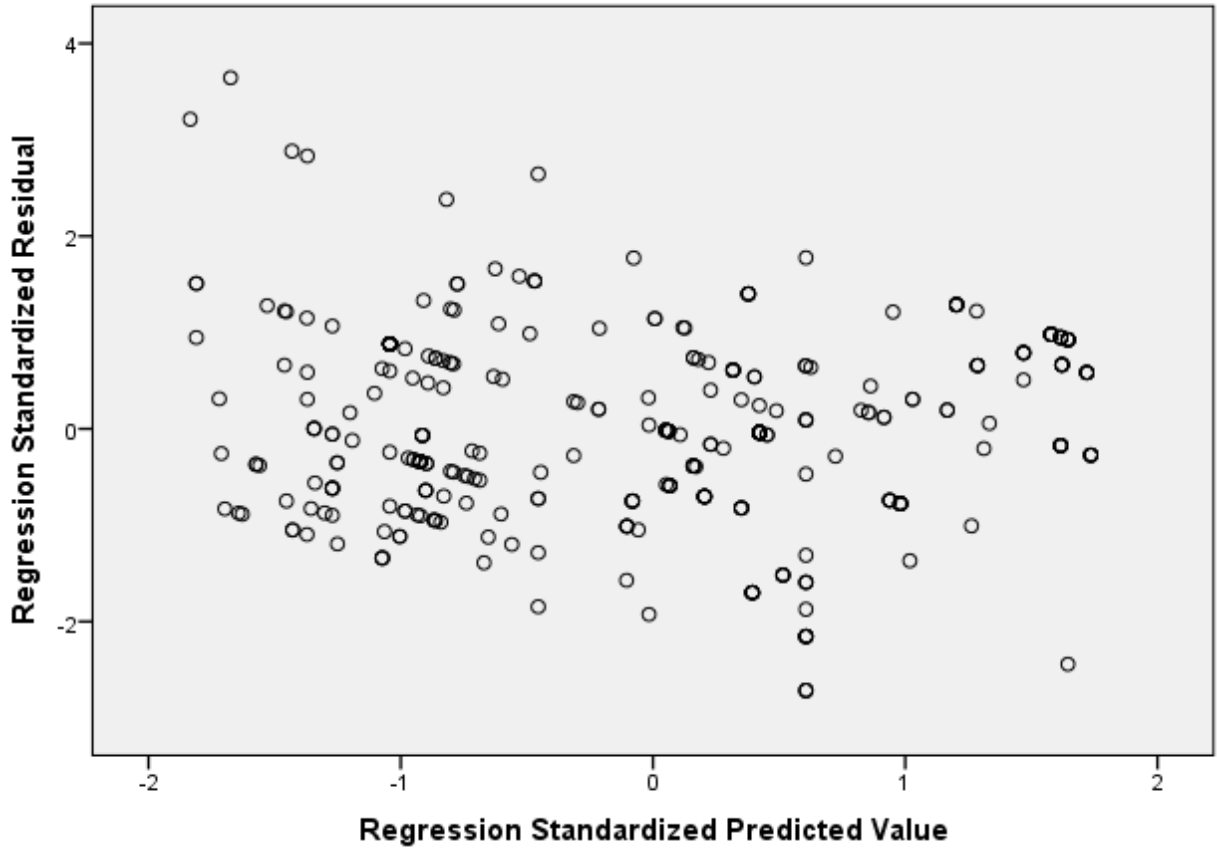Std. Dev. = 0.994
N = 351
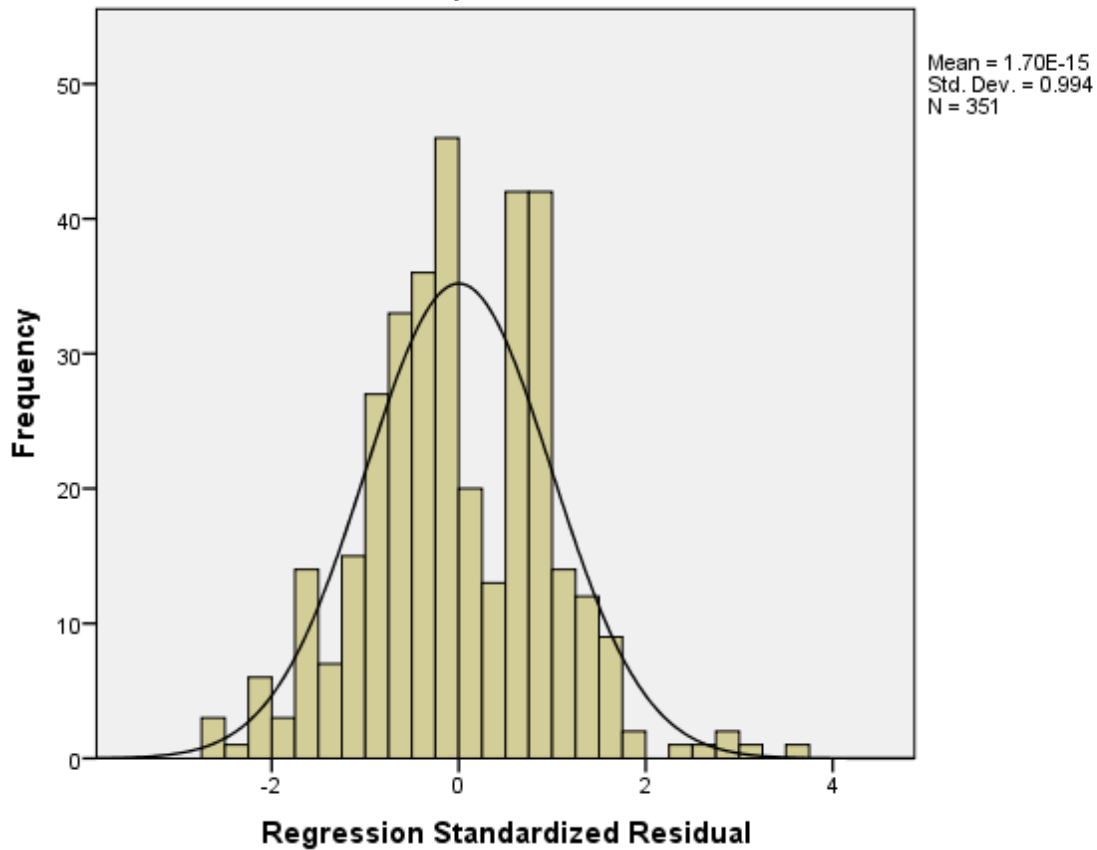
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: BUY
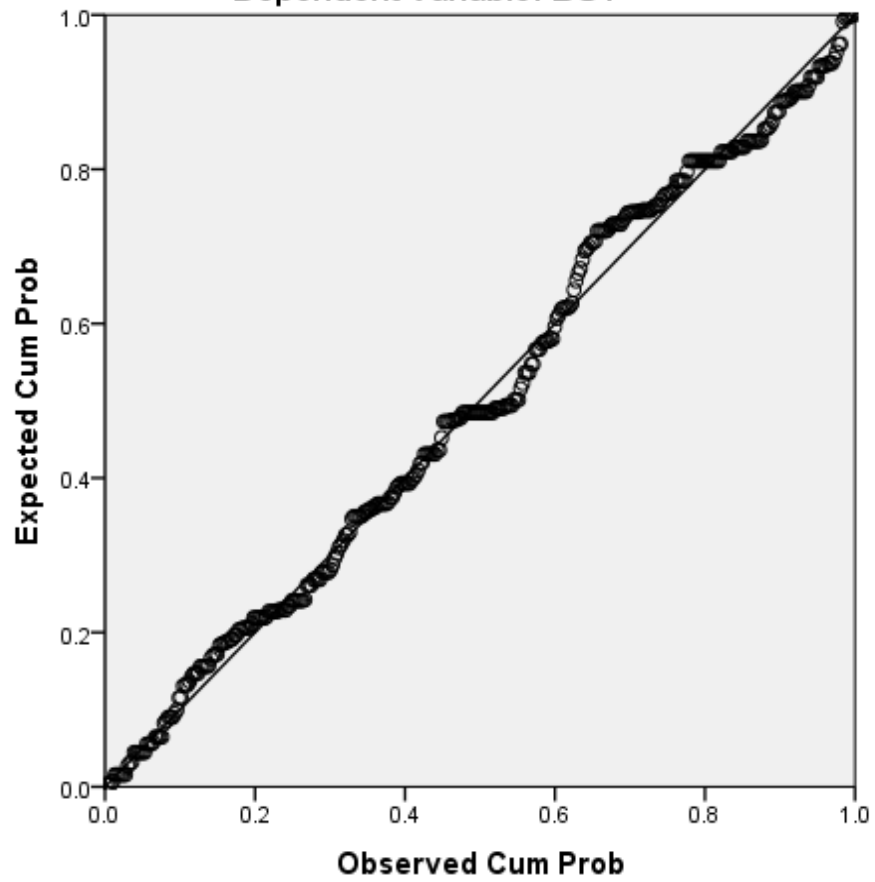
Scatterplot

Dependent Variable: BUY

DECLARATION

I, the undersigned, declare that this thesis is my original work prepared under the guidance of Hailemariam Kebede (PhD). all sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

HAILEMARIAM KEBEDE (PhD)

_____   _____
Name Signature &Date