4 FORMULATION OF PROBLEM

4.1 Hypotheses

The attributes discussed in previous chapter are the personal characteristics of a celebrity that marketers use in order to influence consumer buying behaviour. The main purpose of this study is to find out how these attributes affect consumers buying behaviour. To be able to fulfil the purpose of this research and answer research questions the author find it appropriate to test the relationship between consumer purchase intention and attributes discussed above. This led into generating the following hypotheses to test accordingly.

**H1:** Celebrity endorsed advertisements are more attractive and influential than non-celebrity advertisements

**H2:** The celebrity-product combination of attributes positively affects the purchase intention to buy a product or service.

  - **H2a:** *Familiarity* among the consumers positively affects the purchase intention of the consumer.
  - **H2b:** *Likeability* among the consumers positively affects the purchase intention of the consumer.
  - **H2c:** *Trustworthiness* of the celebrity positively affects the purchase intention of the consumer.
  - **H2d:** *Expertise* of the celebrity positively affects the purchase intention of the consumer.
  - **H2e:** *Matchup* with the celebrity positively affects the purchase intention of the consumer.

**H3:** Celebrity endorsers produce greater purchase intentions to buy a product than a non-celebrity endorser.
4.2 Questionnaire

Demographic Profile

1. Age?
   a. Less than 18 years
   b. 18-30
   c. 30 and above

2. Gender?
   a. Male
   b. Female

Consumer Perception and Celebrity Endorsements

3. According to you which of the following give more effective celebrity endorsed advertisements?
   a. TV advertisements
   b. Magazines
   c. Internet
   d. Radio
   e. Newspapers

4. I see celebrity endorsed advertisement (Please tick one).
   a. Often
   b. Occasionally
   c. Rarely
   d. Never

5. Personally I am more attracted towards:
   a. Celebrity endorsed advertisements
   b. Non celebrity advertisements

6. Does the presence of celebrities in the advertisements help you recognize and recall product more promptly?
   a. Agree
   b. Slightly agree
c. Not sure
    d. Slightly disagree
    e. Disagree

7. According to you celebrity endorsement is: (Tick one)
   a. Very effective
   b. Effective
   c. Somewhat effective
   d. Not at all effective

8. How would you rate celebrity endorsement in its influence on people?
   a. Very influential
   b. Influential
   c. Somewhat influential
   d. Not at all influential

Celebrity Attributes and Purchase Intention
9. Does —Familiarity of the celebrity as an attribute that can influence your purchase decision for a certain product or service?
   a. Agree
   b. Slightly agree
   c. Not sure
   d. Slightly disagree
   e. Disagree

10. Does —Likeability of the celebrity as an attribute that can influence your purchase decision (Likeability refers to the level of celebrity’s fame in the public opinion and how popular the celebrity is)
    a. Agree
    b. Slightly agree
    c. Not sure
    d. Slightly disagree
    e. Disagree
11. Does —Trustworthiness of the celebrity as an attribute that can influence your purchase decision? (Trustworthiness refers to the honesty and believability of the celebrity)
   a. Agree
   b. Slightly agree
   c. Not sure
   d. Slightly disagree
   e. Disagree

12. As a consumer, do you consider —Expertise of the celebrity as an attribute that can influence your purchase decision? (Expertise refers to the level of knowledge, experience and expertise a celebrity has in particular field)
   a. Agree
   b. Slightly agree
   c. Not sure
   d. Slightly disagree
   e. Disagree

13. As a consumer, do you think the —Match between the celebrity and the product can an important attribute in influence your purchase decision for a certain product or service? (Fit/Match refers to the level how well the fit between the celebrity and the product is)
   a. Agree
   b. Slightly agree
   c. Not sure
   d. Slightly disagree
   e. Disagree

14. Please rate these factors according to their importance and effectiveness in order to influence your purchase decision. (1 being the lowest and 5 being the highest)
   a. Familiarity 1 2 3 4 5
   b. Likeability 1 2 3 4 5
   c. Trustworthiness 1 2 3 4 5
   d. Expertise 1 2 3 4 5
   e. Matchup 1 2 3 4 5
15. From the following given factors tick one which influence you most in purchase decision?
   a. Familiarity of the celebrity.
   b. Likeability of the celebrity
   c. Trustworthiness of the celebrity.
   d. Expertise of the celebrity in the given field/ product endorsed.
   e. Matchup between the Product and the celebrity.

16. I am more likely to try/purchase/consider the product/brand endorsed by celebrity ?
   a. Agree   
   b. Slightly agree
   c. Not sure
   d. Slightly disagree
   e. Disagree

17. I actually purchase products whose advertisement I liked because of celebrity endorsement
   a. Agree
   b. Slightly agree
   c. Not sure
   d. Slightly disagree
   e. Disagree

18. I feel satisfied with my decision to purchase those products endorsed by celebrity.
   a. Agree
   b. Slightly agree
   c. Not sure
   d. Slightly disagree
   e. Disagree