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***Impact of Celebrity Endorsement on Consumer Behaviour:
A Case Study of Nike***

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Abstract

This dissertation investigates the complex relationship between celebrity endorsements and consumer behaviour, focusing on the impact of such endorsements on the renowned brand Nike. The study demonstrates, through a comprehensive survey analysis, that celebrity endorsements have a significant impact on consumer attitudes, sentiments, and purchasing decisions. Notably, the research demonstrates that authenticity is of the utmost importance in these endorsements, with consumers placing their trust in endorsers whose values and image correlate with those of the brand. In addition, celebrity endorsements generate excitement and encourage consumers to conduct additional research, thereby presenting Nike with opportunities to increase consumer engagement via digital platforms. Nonetheless, the study emphasises the nuanced nature of these endorsements, whose effectiveness varies across industries and demographics. The findings conclude with a set of strategic recommendations for Nike that emphasise the need to strategically diversify celebrity endorsements, emphasise authenticity and consistency, leverage digital and social media, monitor celebrity behaviour and image, and continuously measure and adapt endorsement strategies. The study acknowledges limitations associated with sample size, survey design, and cultural factors, and suggests avenues for future research, such as cross-cultural analysis, longitudinal studies, neuroscientific research, ethical implications, and digital engagement metrics. Overall, this dissertation contributes to a deeper understanding of the complex interaction between celebrities, brands, and consumer attitudes, providing marketers with actionable insights into the ever-changing landscape of celebrity endorsements.

Keywords: Celebrity endorsements, Consumer behaviour, Nike, Consumer attitudes, Emotional responses, Digital engagement, Cross-cultural analysis, Marketing strategies.

Table of Contents

Acknowledgements	1
Declaration	2
E- Thesis Deposit Agreement	3
Abstract	5
Chapter 1: Introduction	8
1.1 Background of the Research	8
1.2 Research Problem	9
1.3 Rationale of Study	10
1.3.1 Benefits and Consequences of Celebrity Endorsement	10
1.3.2 Significance of the Research to Nike	12
1.4 Research Aim and Objectives	12
1.4.1 Research Aim	12
1.4.2 Research Objectives	13
1.5 Research Questions	13
1.6 Chapter Overview	14
Chapter 2: Literature Review	15
2.1 Introduction	15
2.1.1 The Role of Celebrity Endorsement in Marketing	15
2.1.2 Consumer Attitude and Behaviour	16
2.2 Celebrity Endorsement	17
2.2.1 Source Attractiveness Model	18
2.2.2 The Product Match-up Model	20
2.2.3 The Meaning Transfer Model	21
2.2.4 The Source Credibility Model	22
2.3 Consumer Attitude	24
2.4 Brand Image	25
2.5 Literature Gap	26
2.5.1 The Moderating Role of Celebrity Scandals	26
2.5.2 Long-Term Effects and Sustained Impact	26
2.5.3 The Role of Authenticity	26
2.5.4 Cross-Cultural Perspectives	27
2.5.5 The Role of New Media Platforms	27
2.5.6 Negative Endorsement Effects	27
2.6 Influence of Celebrity Endorsement on Nike	28
Chapter 3: Research Methodology	30

3.1 Dissertation Methodology	30
3.1.1 Research Methodology	30
3.1.2 Research Onion	30
3.2 Sampling	37
3.2.1 Sample Size.....	37
3.2.2 Sample Type.....	38
3.2.3 Sampling Method.....	38
3.2.4 Survey Design	39
3.3 Data Collection Method	39
3.3.1 Questionnaires	39
3.3.2 Response Rate	40
3.4 Analysis of Data	40
3.4.1 Content Analysis.....	40
3.4.2 Data Visualization	41
3.4.3 Overcoming Obstacles.....	41
3.5 Research Ethics	42
Chapter 4: Data Collection and Analysis.....	44
4.1 Consumer Behavior and Celebrity Endorsement.....	44
4.2 Celebrity Endorsements and Brand Perception	50
4.3 Personal Preferences and Celebrity Endorsements.....	52
4.4 Purchase Behavior and Celebrity Endorsements	54
4.5 Effectiveness and Impact	55
4.6 Rating Scale Questions.....	57
4.7 Open-Ended Questions	66
Chapter 5: Discussion of Findings	69
5.1 Secondary Research.....	69
5.2 Primary Research	71
Chapter 6: Conclusion	74
6.1 Summary of Findings.....	74
6.2 Recommendations.....	75
6.3 Limitations of the Study	77
6.4 Recommendations for Future Research.....	78
References	81
Appendices	89
Survey Questionnaire.....	89
Ethics Form.....	104

Chapter 1: Introduction

1.1 Background of the Research

In the field of consumer behaviour, the use of celebrity endorsements in marketing has been the subject of extensive research and debate (Bergkvist and Zhou, 2016). A notable concept in this field is the "Matchup Hypothesis." According to this hypothesis (Törn, 2012), the efficacy of celebrity endorsements is contingent on the perceived compatibility between the celebrity endorser and the product or brand being promoted. When consumers perceive a strong alignment between the celebrity's image and the attributes of the endorsed product, they are more likely to respond positively.

The Matchup Hypothesis emphasises the significance of selecting a celebrity endorser whose personality and characteristics resonate with the brand's values and identity. It implies that the efficacy of celebrity endorsements depends on achieving congruence between the celebrity and the endorsed product, a concept that has significant implications for marketing strategies (Törn, 2012).

In recent years, consumer perceptions of celebrity endorsements have garnered considerable attention. Biswas, Hussain and O'Donnell (2009) investigate how consumers' perceptions of celebrities endorsing brands influence their purchasing intentions. The research demonstrates that consumers form strong opinions based on the perceived compatibility between the celebrity's image and the endorsed brand. This highlights the importance of celebrity endorsements in shaping consumer behaviour.

In the highly competitive market of the present day, businesses are continuously seeking innovative and effective marketing strategies to enhance their brand image and attract consumers. Celebrity endorsement is one of these strategies that has garnered significant attention. Celebrity endorsement refers to the promotion of a brand, product, or service by famous individuals, such as athletes, actors, and entertainers. Celebrities are ideal candidates for creating enthusiasm and credibility among consumers due to their fame and influence (Choi and Rifon, 2007). This

practise is especially important in a competitive market where brands compete for the attention and loyalty of consumers.

Nike, a well-known global sportswear company, is a prominent example of a brand that has effectively leveraged the influence of celebrity endorsements. Collaborations with iconic athletes and personalities such as Michael Jordan, Serena Williams, and Cristiano Ronaldo have not only increased the brand's global visibility but also contributed to its reputation for sportswear excellence and innovation (Kaplan, 2019).

This research intends to investigate the effect of celebrity endorsement on consumer behaviour, using Nike as a case study. It attempts to comprehend how celebrity endorsements influence consumers' attitudes, brand perceptions, and purchasing behaviour in a competitive market. This study aims to provide valuable insights into the effectiveness of celebrity endorsements and their implications for brand marketing strategies by analysing the Nike case.

1.2 Research Problem

It is widely acknowledged that celebrity endorsement is a potent marketing instrument that can influence consumer behaviour and shape brand perceptions (Erdogan, 1999). Researchers and marketers continue to debate the extent and nature of its impact. The core of the first aspect of our research problem is this debate.

Different scholarly perspectives on the effectiveness of celebrity endorsements have been presented. While some studies suggest that celebrity endorsements can increase brand visibility, credibility, and consumer engagement (Marques, Casais and Camilleri, 2021), others argue that the effectiveness of celebrity endorsements depends on factors such as the celebrity endorser's compatibility with the brand (Um, 2017). This discussion raises important concerns about the actual impact of celebrity endorsements on consumer attitudes and behaviours.

The second component of our research issue relates to Nike's specific context. Despite the large corpus of research on celebrity endorsements, there is a notable gap in the literature regarding the effects of celebrity endorsement within the context of Nike's marketing strategies.

The Gap in Literature Regarding Nike

While there is an abundance of research on celebrity endorsements in general (Bergkvist and Zhou, 2016; Osei-Frimpong, Donkor and Owusu-Frimpong, 2019), there are few studies that examine the influence of celebrity endorsements on consumer behaviour and brand perception in the sportswear industry, using Nike as a case study. Given Nike's conspicuous and extensive use of celebrity endorsements throughout the years, this research gap is particularly significant.

Understanding the role of celebrity endorsements in the sportswear industry, using Nike as an example, is crucial not only for academics seeking to expand the existing body of knowledge, but also for marketing professionals seeking to make informed decisions regarding their brand's strategies. Consequently, the purpose of this study is to investigate the specific effects of celebrity endorsements on consumer attitudes, brand image, and purchasing behaviour in the context of Nike.

1.3 Rationale of Study

1.3.1 Benefits and Consequences of Celebrity Endorsement

Celebrity endorsement is a popular and extensively utilised marketing strategy that leverages the fame, appeal, and credibility of well-known individuals to promote products, services, and brands (Bergkvist and Zhou, 2016). This marketing strategy offers a multitude of potential advantages for businesses, but it is not devoid of disadvantages. Understanding the nuanced landscape of celebrity endorsements is crucial for businesses seeking to make informed decisions regarding their marketing strategies.

The ability to increase brand visibility and awareness is one of the most significant benefits of celebrity endorsement. Celebrities often have large fan bases, and their endorsements can catapult a brand into the limelight, resulting in a significant increase in consumer recognition (Erdogan, 1999). When a prominent figure endorses a

product or service, it has the potential to attract a large and diverse audience, regardless of their location.

Furthermore, prominent endorsements lend a brand a measure of credibility and reliability. Celebrities are commonly viewed as credible information sources and opinion leaders in their respective disciplines (Jin and Ryu, 2019). By associating with a well-known figure, a brand can leverage the celebrity's credibility, assuring consumers of the quality and authenticity of the product or service being endorsed.

Moreover, celebrity endorsements can foster emotional connections with consumers. Celebrities often elicit strong emotions from their adherents, and these emotions can extend to the brands they endorse (Erdogan, 1999). Consumers may develop a personal connection with the celebrity endorser, and this emotional bond can extend to the endorsed brand, nurturing deeper and more loyal relationships.

Despite the numerous advantages, celebrity endorsements carry with them a number of potential drawbacks and dangers. The risk of overexposure is a significant disadvantage. Overusing or relying solely on celebrity endorsements can lead to overexposure, thereby decreasing the effectiveness of the strategy (Erdogan, 1999). When consumers are bombarded with repetitive endorsements, they may become desensitised to their impact, thereby diminishing the novelty and influence of celebrity endorsements.

The potential for inauthenticity is a further significant consequence. If the celebrity endorsement appears forced or does not align with the brand's identity, it may appear inauthentic and disingenuous (Jin and Muqaddam, 2019). Consumers are becoming increasingly astute and discriminating, and they can detect when an endorsement lacks genuine alignment in a flash. In such instances, the endorsement may not only fail to reverberate with consumers, but also result in scepticism and a loss of trust.

Moreover, celebrity endorsements can establish a level of brand dependence on the behaviour and image of the endorser. If the celebrity encounters negative publicity, scandal, or controversy, it can have a substantial impact on the brand's image and reputation (Thwaites et al., 2012). This dependence on the celebrity's actions and persona can leave brands vulnerable to external factors beyond their control.

1.3.2 Significance of the Research to Nike

Nike's extensive history of celebrity endorsements, which includes iconic figures such as Michael Jordan and Serena Williams, has been the cornerstone of the company's marketing strategy (Vieites and Virginia, 2014). Nike must recognise the effects of these endorsements on consumer attitudes and behaviours in order for its ongoing strategies to align with its objectives.

This research delves into the specific context of Nike and offers invaluable insights into how celebrity endorsements have affected consumer perceptions of the brand, a previously unexplored topic. By analysing the impact of these endorsements in the real world, Nike can obtain a better understanding of which strategies have been the most successful and why. This information can inform future endorsement decisions, enabling Nike to choose celebrity endorsers whose values and images are most authentically aligned with the brand's identity.

Moreover, the research can help Nike optimise its marketing campaigns through data-driven decisions. By analysing the relationship between celebrity endorsements and consumer behaviour, Nike can optimise its messaging, targeting, and execution to maximise the endorsements' positive impact. This optimisation can result in improved brand perception, enhanced consumer engagement, and ultimately increased sales figures.

1.4 Research Aim and Objectives

1.4.1 Research Aim

The purpose of this study is to examine in depth the effect of celebrity endorsement on consumer behaviour, with a particular emphasis on Nike as a case study within the context of the highly competitive sportswear industry in the United Kingdom. The purpose of this study is to examine how celebrity endorsements influence consumer attitudes towards Nike, evaluate the efficacy of these endorsements in enhancing Nike's brand image, and assess their impact on consumer purchasing behaviour in relation to Nike products.

This objective aligns with the overarching objective of advancing our comprehension of the role and efficacy of celebrity endorsements in shaping consumer perceptions and behaviours in the sportswear market. By conducting an in-depth analysis of Nike's celebrity endorsement strategies and their outcomes, this study seeks to provide academic scholarship and marketing practitioners with valuable insights.

1.4.2 Research Objectives

- To dissect the specific psychological and emotional mechanisms through which celebrity endorsements shape consumer attitudes towards Nike, providing actionable insights into the underlying drivers of consumer behavior.
- To evaluate the enduring impact of celebrity endorsements on consumer brand loyalty to Nike, elucidating whether these endorsements lead to sustained consumer engagement and repeat purchases over time.
- To examine the role of social media platforms in amplifying the effects of celebrity endorsements on consumer behavior, exploring how online interactions and influencer marketing strategies contribute to consumer perceptions and product preferences.
- To establish a set of empirically derived criteria for selecting celebrity endorsers that align with Nike's brand identity and resonate with the target consumer base, offering practical guidance to marketing professionals for future endorsement campaigns.
- To construct a comprehensive model that integrates the key factors contributing to the success of celebrity endorsements in the sportswear industry, offering a practical framework for marketers to optimize their endorsement strategies and maximize their impact.

1.5 Research Questions

- How do celebrity endorsements influence consumer attitudes towards Nike in the highly competitive sportswear market in the UK, and what are the underlying psychological mechanisms at play?

- What is the long-term effect of celebrity endorsements on consumer brand loyalty to Nike, and how do these endorsements contribute to sustained consumer engagement and repeat purchases over time?
- How does the role of social media engagement amplify the effects of celebrity endorsements on consumer behavior regarding Nike products, and what are the key strategies that maximize the positive impact?
- What criteria should Nike consider when selecting celebrity endorsers to align with the brand's identity and resonate with the target consumer base, and how can these criteria be empirically derived and applied in practice?
- Can a comprehensive model be constructed that integrates the key factors contributing to the success of celebrity endorsements in the sportswear industry, offering a practical framework for marketers to optimize their endorsement strategies and maximize their impact?

1.6 Chapter Overview

- Chapter 1: Introduces celebrity endorsements and their relevance to marketing, with a focus on Nike.
- Chapter 2: Explores theoretical models and examines the role of celebrity endorsements in consumer behavior.
- Chapter 3: Details the research approach, data collection, and ethical considerations.
- Chapter 4: Data Analysis and Findings: Presents research outcomes on celebrity endorsements' influence on consumer attitudes and behavior.
- Chapter 5: Interprets findings and explores practical implications for marketing strategies.

Chapter 2: Literature Review

2.1 Introduction

Celebrity endorsements are characterised by the use of well-known individuals to advertise products or services, such as athletes, actors, and musicians (Erdogan, 1999). This practise utilises the celebrity's fame, attractiveness, and credibility to generate consumer interest and confidence (Leung, Cheng and Tse, 2017). Understanding the dynamics of celebrity endorsements is crucial in today's competitive marketplace, where businesses are constantly seeking innovative ways to enhance their brand image and attract consumers.

As we delve deeper into the literature, it becomes clear that the "matchup hypothesis" plays a pivotal role. This hypothesis suggests that the efficacy of celebrity endorsements depends on the congruence between the endorser's image and the endorsed product or brand (Törn, 2012). A well-matched celebrity can positively affect consumer attitudes and intentions to purchase.

In addition, Ilicic, Kulczynski and Baxter (2016) research sheds light on how consumers' perceptions of celebrities endorsing brands can significantly influence their purchasing intentions. Consumers evaluate how well a celebrity's image corresponds with a brand, emphasising the significance of authenticity in endorsements.

2.1.1 The Role of Celebrity Endorsement in Marketing

Celebrity endorsement has emerged as a potent marketing instrument that has a significant impact on consumer behaviour and brand perception. Athletes, actors, musicians, and other prominent figures, including athletes, are employed to promote products and services. This section of the literature review examines the multidimensional role of celebrity endorsement in marketing and sheds light on its influence on consumer attitudes, brand image, and purchasing decisions.

An important aspect of celebrity endorsement is its ability to attract consumer interest and increase brand recognition. Celebrities are widely recognised and revered, which makes them effective attention-getters in advertising (Kubler, 2023). When a celebrity

endorses a product, the likelihood that consumers will engage with the brand's message increases significantly.

Furthermore, celebrity endorsements play a crucial role in establishing brand image. A favourable image transfer occurs when the positive characteristics of a celebrity are associated with a brand, thereby creating a desirable brand identity (Rai et al., 2021). When consumers perceive a congruence between the celebrity's image and the brand's values, they tend to develop positive brand associations, which contributes to an enhanced brand image (Nadeem et al., 2021).

2.1.2 Consumer Attitude and Behaviour

Understanding the complex dynamics of celebrity endorsements in marketing requires an understanding of consumer attitudes and conduct. As defined by Schönberger and Woratschek (2022), consumer attitudes are individuals' ingrained dispositions to respond positively or negatively to a particular object, typically a product or brand. Attitudes are the culmination of cognitive evaluations and emotive responses that influence consumer behaviour and decision-making in relation to a specific object or topic. In the domain of celebrity endorsements, consumer attitudes are of great importance because they can be influenced and altered through various advertising strategies, especially those involving celebrities.

When contemplating the endorser's compatibility with the endorsed product or brand, the impact of celebrity endorsements on consumer attitudes becomes evident. According to Siqi and Yee (2021), Product Match-up Model, the efficacy of an endorsement depends on the degree of alignment between the celebrity and the product type. When consumers perceive a strong alignment or congruence, their attitudes towards a product improve. In essence, the presence of a well-matched celebrity endorser can generate more positive consumer attitudes. These favourable attitudes can ultimately result in a greater propensity to purchase or engage with the endorsed product.

Celebrity endorsements have a significant impact on consumer behaviour, which includes the decisions and actions individuals make regarding products or services, including their purchasing decisions. According to the Tri-component Attitude Model

Zhang, Zhang and Zhou (2021), attitudes consist of three fundamental components: cognitive (beliefs and concepts), affective (emotions and feelings), and behavioural (actions). There is the potential for celebrity endorsements to affect all three components of attitudes. Through effective endorsements, consumers may develop positive cognitive beliefs about the product, experience positive emotions due to the celebrity's association with the product, and engage in behaviours such as purchasing the endorsed product (Ooi et al., 2023).

2.2 Celebrity Endorsement

Grant McCracken's (1989) cultural perspective contributes substantially to the understanding of celebrity endorsement. According to McCracken, celebrity endorsement is not solely a marketing strategy, but rather a complex cultural process in which the celebrity and the consumer negotiate and enact meanings. Celebrities, according to his theory, serve as "cultural intermediaries" who bridge the distance between a brand and its intended audience. In this cultural exchange, the celebrity imbues the endorsed product with meanings associated with their own persona, thereby influencing consumer perceptions and behaviour. The definition by McCracken emphasises the intricate role celebrities play in moulding consumer culture and the symbolic significance of products.

B. Zafer Erdogan (1999) provides a celebrity endorsement definition that emphasises marketing. Erdogan defines it as "any individual who enjoys public acclaim and uses this acclaim to promote a consumer product by appearing in its advertising." In this definition, the focus is on the celebrity's public recognition and their role in leveraging this recognition to advertise a product or service. Erdogan's viewpoint emphasises the commercial aspect of celebrity endorsements, in which celebrities are viewed as endorsers who increase a brand's visibility and allure.

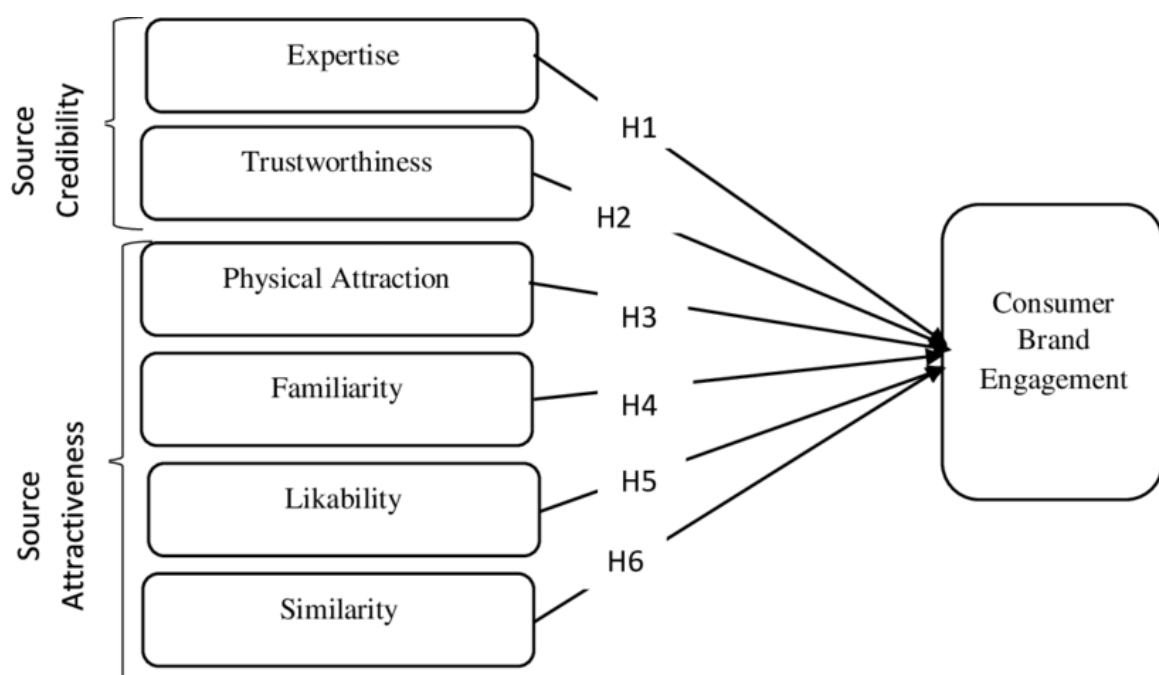
C. Atkin and M. Block (1983) provide a comprehensive definition of celebrity endorsement that bridges the cultural and marketing aspects. They define it as the "public support by a celebrity for a product or service, either by appearing with it in an advertisement or by using it in real life, with the intention of enhancing the credibility and attractiveness of the product." This definition emphasises both the public endorsement through advertising and the prospective incorporation of the product into

the celebrity's lifestyle. Atkin and Block highlight the overarching objective of increasing the product's credibility and desirability by associating it with a celebrity.

Collectively, these diverse definitions demonstrate the multifaceted nature of celebrity endorsement. It is a cultural phenomenon that involves the negotiation of meanings, the exploitation of public recognition, and the augmentation of credibility and attractiveness. Celebrity endorsement is a dynamic and intricate practise that significantly influences consumer behaviour, brand perception, and the cultural landscape of advertising.

2.2.1 Source Attractiveness Model

The McGuire (1985) Source Attractiveness Model postulates that the attractiveness of a source, which in the context of celebrity endorsement alludes to the endorser's appeal, plays a crucial role in determining the persuasiveness of communication. This model includes three crucial elements: physical attractiveness, similarity, and likeability. An ideal diagram of the model is given below, for reference:



Source: (Duh and Thabethe, 2021)

The first pillar of the Source Attractiveness Model is the physical attractiveness factor. Consistently, research has demonstrated the persuasive power of physically attractive

celebrities (Mittal, 2020). The visual appeal and charisma of these endorsers attract the attention of consumers, resulting in a more positive reception of the endorsed message. The model asserts, in essence, that celebrities with physical attractiveness and charisma have a distinct advantage in influencing consumer attitudes and behaviours.

The similarity between the source (celebrity endorsing the product) and the intended audience is a crucial aspect of source attractiveness. Consumers are more likely to identify with and positively respond to endorsers who resemble them, according to McGuire's model (McGuire, 1985). When consumers perceive that a celebrity shares similar demographics, values, or lifestyles with them, a sense of connection and personal relevance is created. This identification increases receptivity to the endorsed product or brand, influencing consumer behaviour.

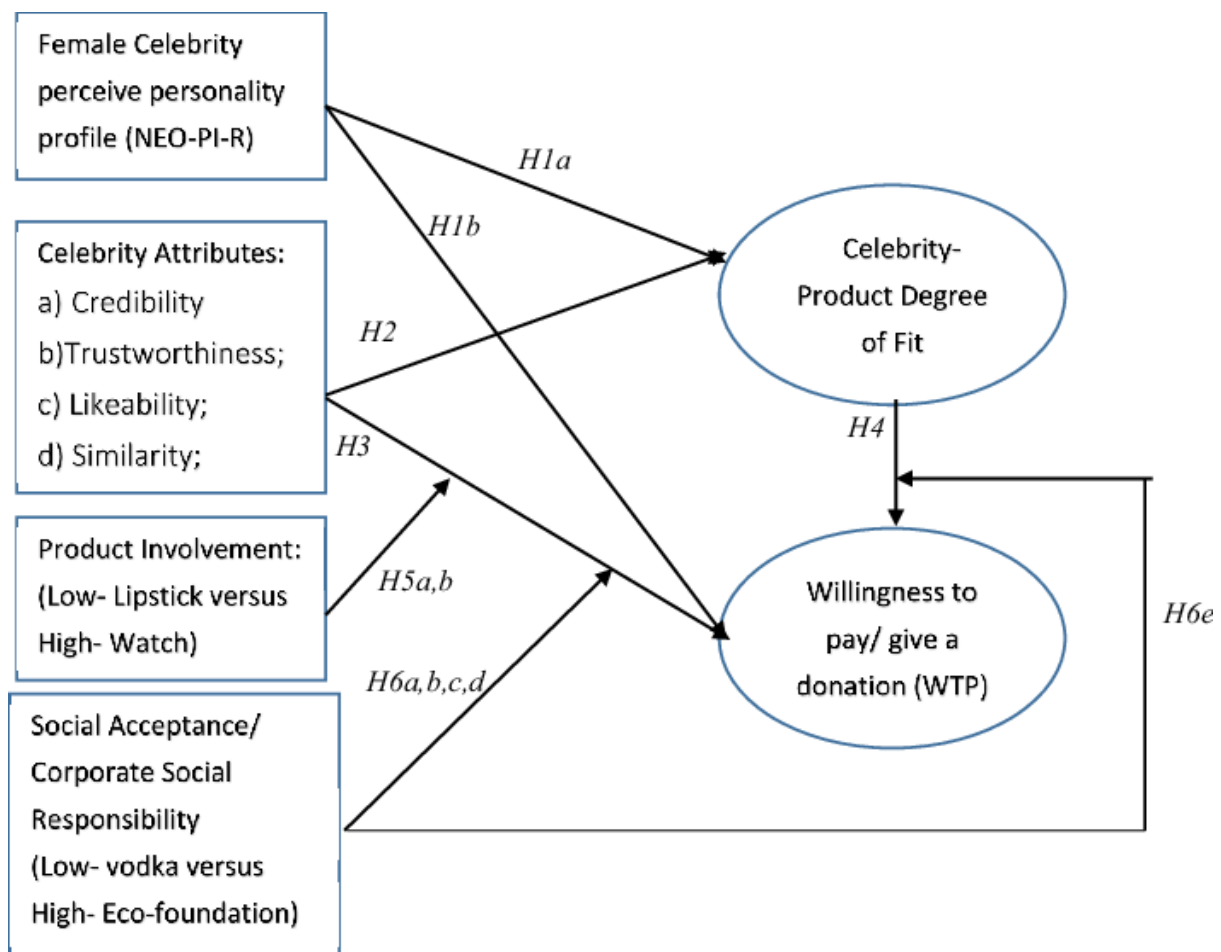
The third factor, likeability, refers to the extent to which consumers find the celebrity endorser agreeable and welcoming. In the Source Attractiveness Model, this likability factor holds considerable sway. Studies have repeatedly demonstrated that celebrities who are perceived as likeable are more persuasive communicators (Chan and Zhang, 2019). Not only do endorsers who emanate an aura of affability and charm attract the attention of consumers, but they also foster positive associations with the endorsed brand or product.

The Source Attractiveness Model is not solely a theoretical construct; it provides marketers and advertisers with actionable advice. It is essential to choose endorsers who not only possess physical attractiveness but also possess characteristics that resonate with the target audience when it comes to the selection of celebrities. Increasing the persuasiveness of advertising messages by aligning the likeability and relatability of celebrities with the brand's objectives and the preferences of its consumer base.

In addition, the Source Attractiveness Model aligns with the Matchup Hypothesis, highlighting the significance of a harmonious match between the celebrity endorser and the product or brand (Aw and Labrecque, 2020). When there is congruence between the endorser's attractiveness and the product's attributes, the endorsement's overall appeal and influence on consumer behaviour are enhanced.

2.2.2 The Product Match-up Model

The Product Match-up Model, developed by Kamins et al. (1989), proposes that the efficacy of a celebrity endorsement is contingent on the degree of congruence or "match-up" between the celebrity endorser and the endorsed product or brand. Consumers are more likely to respond positively to endorsements when they perceive a seamless alignment between the endorser's image and the product's attributes, according to this model. The model is given below for reference:



Source: (Santos, Barros and Azevedo, 2019)

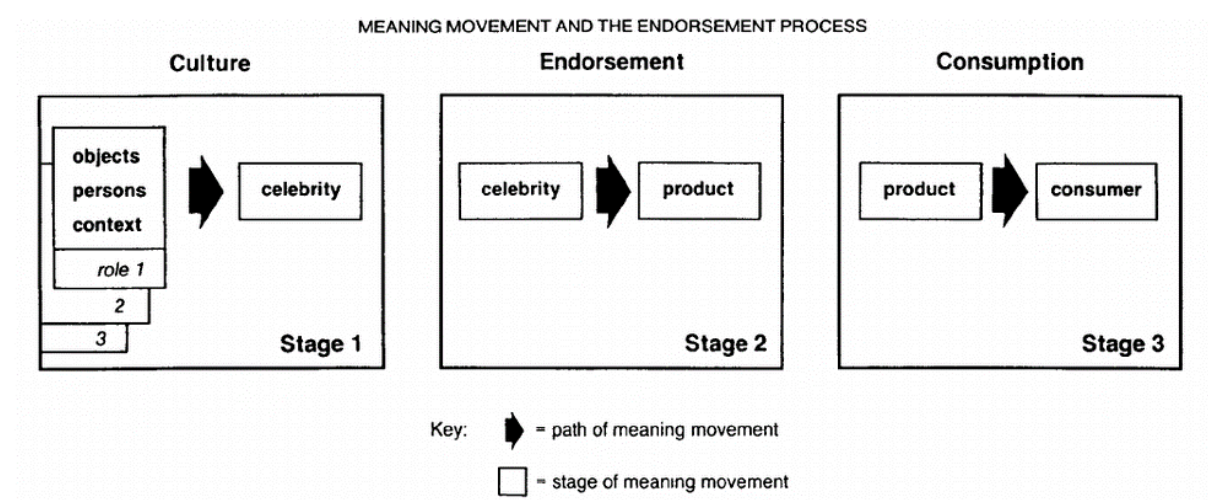
The central premise of this model is that a congruent alignment between the celebrity endorser and the product increases consumer attitudes and purchase intentions. When consumers perceive harmony between the endorser's image and the product, they are more likely to form favourable opinions of the product Kamins et al. (1989). Consumers interpret the endorsement as a genuine representation of the celebrity's association with the product when this alignment exists.

In addition, the Product Match-up Model emphasises that the endorsement's effectiveness is contingent on the celebrity's suitability for the specific product category, as opposed to simple congruence. A celebrity known for their athletic prowess, for instance, may be a perfect fit for endorsing sports-related products, but less so for luxury fashion items. Thus, the model encourages marketers to carefully select endorsers whose attributes and expertise align with the category of the intended product.

The Product Match-up Model is significant because of its practical implications for brand managers and advertisers. It is crucial to select endorsers whose image not only aligns with the brand's fundamental values but also complements the product's characteristics. This consideration ensures that consumers perceive the endorsement as genuine and credible, influencing their attitudes and purchasing decisions.

2.2.3 The Meaning Transfer Model

Grant McCracken's Meaning Transfer Model (1989) proposes that celebrities play a unique position as cultural intermediaries in the realm of advertising. According to this paradigm, celebrities are conduits through which cultural meanings are negotiated and enacted between consumers and themselves. This transfer of cultural significance is a dynamic process in which celebrities imbue the products or brands they endorse with the symbolic associations associated with their own image and identity. The model is given below for reference:



Source: (McCracken, 1989)

The central tenet of the Meaning Transfer Model is that consumers' interpretations of a celebrity's image substantially influence their perceptions of the endorsed product or brand. (McCracken, 1989) When a celebrity endorser possesses a specific set of meanings and attributes, those meanings are transferred to the product. For example, if a celebrity is associated with characteristics such as athleticism, success, and determination, those characteristics are imbued into the product they endorse. This symbolic infusion can have a significant impact on consumer attitudes and behaviour, as consumers begin to associate the product with the qualities exemplified by the celebrity.

The Meaning Transfer Model emphasises that celebrity endorsements surpass traditional advertising by transforming products into cultural artefacts imbued with the celebrity's symbolic meanings. This transformation transcends the product's functional attributes and appeals to the emotions and aspirations of consumers. Consumers are attracted to the product not only because of its practical utility, but also because of the cultural connotations and associations it conveys because of its celebrity endorser.

This model also highlights the reciprocal nature of the celebrity-consumer relationship. Celebrities become cultural symbols that embody a society's aspirations and values. When consumers identify with a celebrity endorser, they embrace and support the meanings associated with that celebrity. This creates a sense of connection between the consumer, the celebrity, and the product being endorsed.

2.2.4 The Source Credibility Model

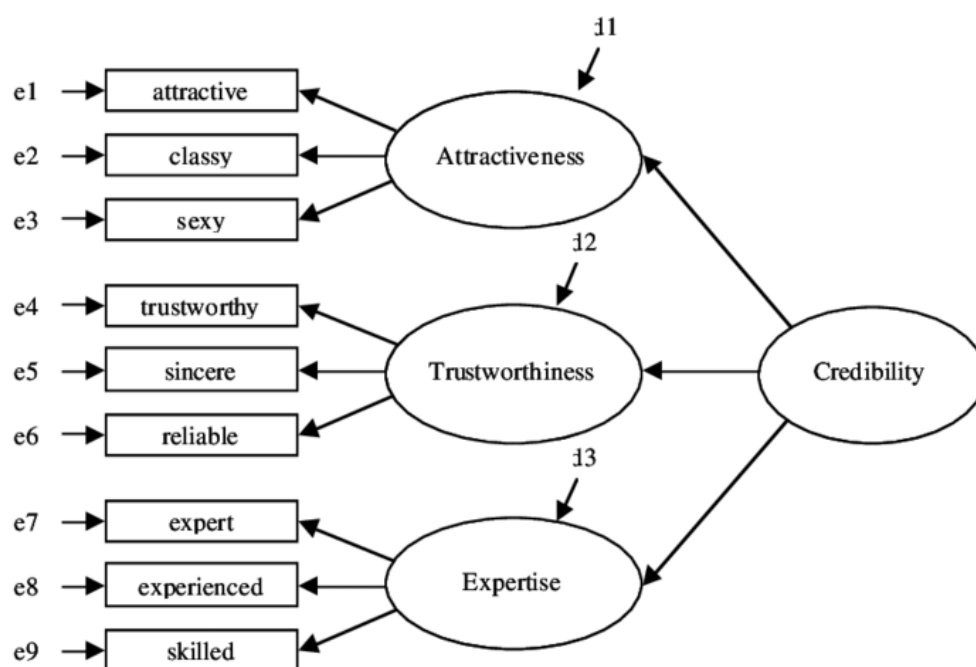
The Source Credibility Model, initially proposed by Hovland and Weiss (1951), states that the effectiveness of persuasive communication, such as celebrity endorsements, is contingent upon the perceived credibility of the source conveying the message. Credibility in this context incorporates two essential components: expertise and dependability.

First, expertise refers to the celebrity endorser's perceived knowledge, competence, and expertise in the domain pertinent to the endorsed product or brand. (Hovland & Weiss, 1951) Consumers are more likely to be influenced by endorsements when they perceive the celebrity has a high level of expertise in the product category. For

example, a renowned chef endorsing a cooking utensil is viewed as more credible than a celebrity predominantly recognised for their acting abilities.

Second, trustworthiness refers to the celebrity endorser's perceived honesty, integrity, and dependability. Consumers are more likely to trust and be influenced by endorsers who are perceived as trustworthy (Firman et al., 2021). When consumers have confidence in the celebrity's judgement and intentions, they are more likely to embrace the endorsed product or brand.

The Source Credibility Model's significance rests in its ability to explain how the perceived credibility of a celebrity endorser affects consumer behaviour. When consumers perceive a celebrity as knowledgeable and trustworthy, they are more likely to develop favourable attitudes and intentions towards a product he or she endorses (Firman et al., 2021). This beneficial collateral effect extends to the brand itself, thereby enhancing brand perceptions and credibility. The model is given below for reference:



Source: (La Ferle and Choi, 2005)

In addition, the Source Credibility Model emphasises source attractiveness, where attractiveness functions as an additional dimension of credibility. Due to the positive preconception that associates attractiveness with honesty and likeability, attractive celebrities are frequently perceived as more credible (Chaker et al., 2019). This

interaction between attractiveness, expertise, and credibility highlights the multidimensional nature of celebrity credibility.

2.3 Consumer Attitude

A fundamental concept in marketing psychology, consumer attitude is crucial to comprehending how individuals respond to celebrity endorsements. This section examines the multifaceted dimensions of consumer attitude and its significance within the domain of celebrity endorsement, drawing from the definitions of renowned scholars such as Fishbein and Ajzen, Eagly and Chaiken, and Kotler and Keller.

Fishbein and Ajzen (1975) define consumer attitudes as "a learned disposition to behave consistently favourably or negatively towards a given object." This definition emphasises the learned and persistent character of attitudes. In the context of celebrity endorsement, consumer attitudes comprise the propensity to perceive the endorsed product or brand positively or negatively based on the celebrity endorser's influence. When consumers develop favourable attitudes towards the celebrity endorser, these attitudes can be transferred to the endorsed product, resulting in an increased propensity to engage with or purchase the product.

Eagly and Chaiken (1997) offer a more evaluative viewpoint, defining consumer attitudes as "evaluative judgements about stimuli, typically reflecting favourable or unfavourable assessments". This definition emphasises that attitudes entail the evaluation of information and formation of opinions regarding objects, people, or topics. In celebrity endorsement, consumer attitudes reflect the evaluations consumers form about the endorsed product or brand as a result of the celebrity's influence. In turn, these evaluations influence consumer behaviour and purchasing decisions.

Consumer attitudes are defined by Kotler and Keller (2012) as "a lasting, general evaluation of people (including oneself), objects, advertisements, or issues" Their definition emphasises that attitudes are long-lasting and comprise a broad spectrum of evaluations, influencing how consumers respond to marketing stimuli and make decisions. In the context of celebrity endorsement, consumer attitudes include assessments of the endorser, the advertising campaign, and the brand as a whole.

In the context of celebrity endorsement, consumer attitudes are dynamic and multifaceted. The celebrity endorser functions as a persuasive communication instrument, influencing consumers' evaluations and attitudes towards the endorsed product or brand. Positive attitudes towards the celebrity can increase the perceived value and credibility of the product, ultimately affecting purchase intentions (Saima and Khan, 2020).

2.4 Brand Image

Brand image, a central concept in marketing and consumer psychology, has a significant bearing on celebrity endorsement. David Aaker (1992) defines brand image as "the set of perceptions and beliefs that customers have about a particular brand". This definition highlights the perceptual nature of brand image, in which consumers form mental associations and attributes associated with a brand based on their experiences, interactions, and exposure to marketing stimuli. In the context of celebrity endorsement, brand image incorporates the symbolic meanings, emotions, and qualities that consumers associate with the brand due to the celebrity endorser's influence.

Kevin Lane Keller (1993) contributes to the comprehension of brand image by defining it as "consumers' perceptions about a brand, as reflected by the brand associations held in consumer memory". This definition emphasises the significance of brand associations in influencing the perceptions, attitudes, and responses of consumers. In the context of celebrity endorsement, brand image encompasses unique associations and meanings conveyed through the celebrity's persona and endorsement, in addition to functional attributes.

Jean-Noël Kapferer (2012) defines brand image as "the perception of a brand that forms in the minds of people". This definition emphasises the psychological aspect of brand image formation, emphasising that brand image is a mental construct formed by consumer perceptions and interpretations. In celebrity endorsement, brand image is affected by the meanings and values attributed to the celebrity endorser, which become interwoven with the brand's identity and story.

2.5 Literature Gap

2.5.1 The Moderating Role of Celebrity Scandals

Numerous studies have examined the positive effects of celebrity endorsements, but there is a glaring gap in our comprehension of how celebrity scandals or controversies may tarnish or hinder the effectiveness of such endorsements. Celebrities are frequently embroiled in scandals or controversies in the modern era of pervasive information dissemination through social media channels. Therefore, there is a compelling need to investigate the ramifications of these negative associations and determine how they may impact the efficacy of celebrity endorsements (Von Sikorski, Knoll and Matthes, 2017). A thorough investigation in this area could provide invaluable insight into the circumstances under which brands should either maintain or sever ties with scandal-plagued celebrities.

2.5.2 Long-Term Effects and Sustained Impact

Existing research tends to focus primarily on the immediate effects of celebrity endorsements, such as immediate changes in consumer attitudes and purchase intentions (McCormick, 2016). However, there is a lacuna in the literature regarding the investigation of the long-term effects of these endorsements. The durability of the positive attitudes and associations engendered by celebrity endorsements is an important question that remains. It is essential to determine whether the favourable sentiments and perceptions generated by celebrity endorsements persist over time or erode progressively. Such longitudinal research efforts can provide marketers with crucial information regarding the long-term value of their endorsement agreements.

2.5.3 The Role of Authenticity

In the domain of celebrity endorsements, authenticity is an emerging and significant factor, but there is a significant lack of comprehensive research. Despite the fact that some studies have acknowledged the significance of authenticity in celebrity endorsements (Kennedy, Baxter and Kulczynski, 2021), a deeper examination of this aspect is merited. Modern consumers have an increased preference for genuine representations and endorsements, necessitating a deeper understanding of how authenticity influences their responses to celebrity endorsements. Defining the

mechanisms by which personalities can convey authenticity and determining how this authenticity resonates with consumers is a pressing research direction. This will shape consumers' trust levels and foster brand loyalty.

2.5.4 Cross-Cultural Perspectives

A glaring and noteworthy deficiency in the field of celebrity endorsement research is the tendency to focus primarily on Western contexts, with the United States serving as the primary focal point (Huang, 2020). This disregards the invaluable insights that can be garnered from cross-cultural examinations, which explain how celebrity endorsements resonate with consumers of various cultural backgrounds. Given the disparities in cultural attitudes towards celebrities and brands, a nuanced comprehension of these cultural nuances is essential. Research projects that assume a cross-cultural perspective can aid in elucidating the diverse ways in which consumers from diverse cultural milieus perceive and react to celebrity endorsements.

2.5.5 The Role of New Media Platforms

The rise of social media influencers and digital platforms has ushered in a sea change in the landscape of celebrity endorsement. Regarding the distinctions between traditional celebrity endorsements and those orchestrated by social media influencers, the literature is deficient (Masuda, Han and Lee, 2022; Vukmirović, Kostić-Stanković and Domazet, 2020). The most important issue concerns how modern consumers perceive and react to endorsements in the digital age, which is characterised by the dominance of social media and influencer marketing. The focus of research should be on elucidating the complexities of consumer attitudes and behavioural responses within this evolving paradigm and determining the implications of this shift for marketing strategies.

2.5.6 Negative Endorsement Effects

Existing literature has largely concentrated on the positive effects of celebrity endorsements (Bergkvist and Zhou, 2016), but there is a significant lack of research on the potential negative effects. The question of whether consumers ever perceive celebrity endorsements as inauthentic or overly commercialised, thereby fueling scepticism or, in extreme cases, backlash, is a crucial gap to fill. Brands attempting to

navigate the complex terrain of celebrity endorsements must investigate the circumstances and factors that lead to such negative outcomes. Understanding when and why negative consequences occur can aid brands in avoiding potential pitfalls and preventing reputational harm.

2.6 Influence of Celebrity Endorsement on Nike

Numerous studies have investigated the impact of celebrity endorsements on consumer attitudes towards brands, such as Nike. Erdogan (1999) demonstrates that the attractiveness, credibility, and expertise of personalities have a significant impact on consumer attitudes. In the context of Nike, athletes such as LeBron James and Cristiano Ronaldo, who have endorsed the brand, are perceived as sports specialists, thereby enhancing consumers' favourable perceptions of Nike.

In addition, Erdogan's study emphasises the significance of brand compatibility between the celebrity endorser and the brand. When personalities have a genuine connection to the brand, such as being athletes themselves, consumers perceive their endorsements to be more genuine, resulting in more positive attitudes towards Nike.

A study by Tran, Yazdanparast and Strutton (2019) examines the role of emotive appeals in celebrity endorsements, taking a slightly different approach. They discover that emotional resonance between consumers and celebrities can positively affect consumer attitudes towards a brand. In the case of Nike, endorsements that feature the personal experiences and emotional journeys of athletes resonate with consumers, fostering greater positivity.

Furthermore, prominent endorsements can enhance perceptions of quality and reliability. According to a study by Opris, Pelau and Lazar (2020), consumers tend to perceive celebrity-endorsed products as being of superior quality. This phenomenon is especially pertinent to Nike, as consumers associate the brand with elite athletes, denoting superior quality and efficacy in athletic apparel.

The impact of celebrity endorsements on Nike consumer behaviour is another topic of considerable interest. Derdenger (2018) conducted a thorough examination of the effect of celebrity endorsements on Nike's sales. It discovered a substantial increase in sales following endorsement campaigns featuring athletes such as Tiger Woods,

attributing this increase to increased brand awareness and favourable consumer attitudes generated by celebrity endorsements.

Moreover, social media platforms have emerged as indispensable instruments for influencing consumer purchasing behaviour. A study by Sng, Au and Pang (2019) demonstrate how the social media presence of celebrities magnifies the effect of their endorsements. On platforms such as Instagram, Nike-affiliated celebrities frequently post their training regimens and Nike products, creating a direct link between their endorsement and consumer purchasing decisions.

Chapter 3: Research Methodology

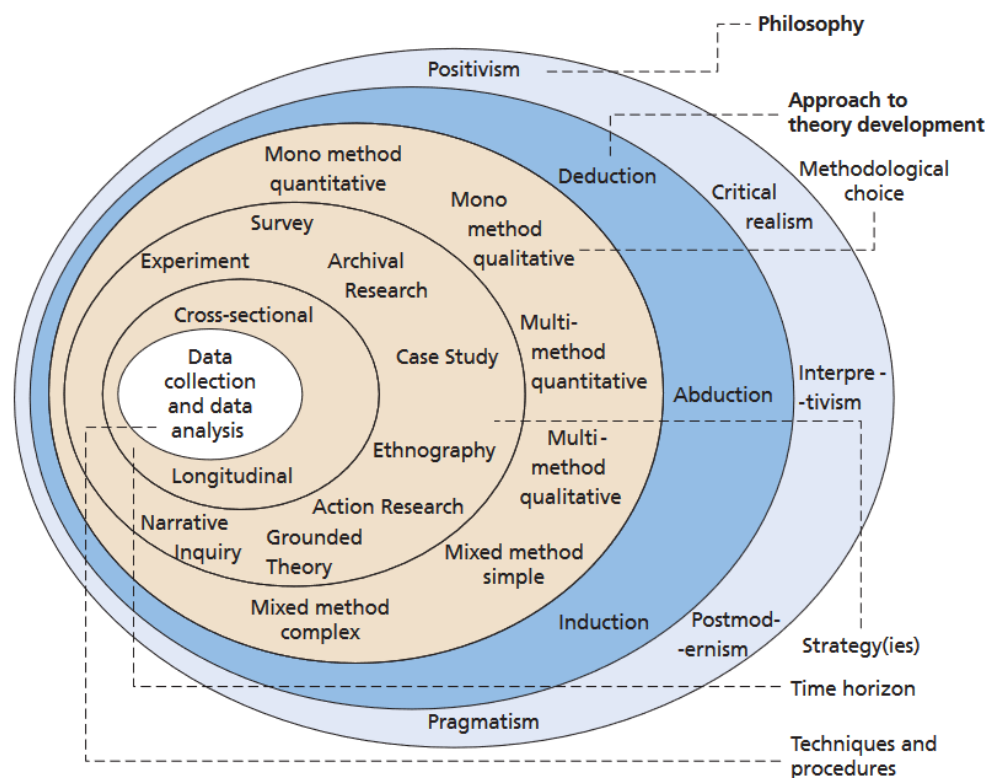
3.1 Dissertation Methodology

3.1.1 Research Methodology

The accumulation of data, primarily in the form of opinions, from university students across the United Kingdom is central to our research methodology. Surveys are chosen as the primary data collection method due to their efficacy in collecting a large number of responses within a specified time frame (Evans and Mathur, 2018). In addition, surveys are ideally adapted for capturing the diverse opinions and perspectives of university students, a vital segment of our target audience.

3.1.2 Research Onion

Saunders et al. (2019) devised a multi-layered construct known as the "Research Onion," which must be accounted for when designing a robust research methodology. The concept of the Research Onion consists of multiple layers, each of which represents a distinct aspect of the research process (Saunders et al., 2019).



Source: (Saunders et al., 2019)

As shown in the figure, these layers are nested within one another, with the outer layers guiding the selection and execution of research methods and the interior layers defining the philosophical and theoretical foundations.

3.1.2.1 Research Philosophy

At the centre of the research onion is the research philosophy, which represents the essential beliefs and presumptions that guide the research. Positivism, interpretivism, and pragmatism are the three primary research philosophies (Saunders et al., 2019). In this dissertation, a pragmatist approach will be utilised because it incorporates elements of positivism and interpretivism, allowing for a flexible and thorough examination of the research problem (Dawadi, Shrestha and Giri, 2021).

Our choice of research philosophy is crucial in the context of surveys administered to college students. Given the need for empirical data and quantifiable insights particular to the university student population in the United Kingdom, a pragmatic approach is a good fit for our research. Pragmatism allows us to combine quantitative methodologies (surveys) with an understanding of the contextual nuances and individual perspectives of university students (Dawadi, Shrestha and Giri, 2021).

3.1.2.2 Research Approach

The selection of a research approach, which outlines the broad strategy for conducting the research, is the next step. Deductive and inductive research are the two primary approaches (Saunders et al., 2019). This dissertation will take a deductive approach, which begins with the formulation of hypotheses based on existing theories and then tests these hypotheses through empirical research (Haque, 2022).

Our deductive research methodology begins with the formulation of hypotheses based on existing theories, focusing on the relationship between celebrity endorsement and consumer behaviour among university students in the United Kingdom. The deductive method facilitates the design of structured questionnaires to assess these hypotheses (Haque, 2022).

3.1.2.2 Research Strategy

The third stratum of the onion of research relates to research strategies. These strategies include a variety of data acquisition and analysis techniques, such as surveys, interviews, case studies, and experiments (Saunders et al., 2019). In this study, a quantitative research strategy employing structured questionnaires will be used to collect data from British university students.

The primary research strategy employed in this dissertation is surveys. Students at universities in the United Kingdom are our target population for data acquisition. This strategy is particularly appropriate because it permits the accumulation of quantitative data that can be statistically analysed to gain insight into the impact of celebrity endorsements on consumer behaviour among this particular demographic (Saunders et al., 2019).

3.1.2.3 Methodological Choice

Within the domain of research methodologies, qualitative, quantitative and mixed-method approaches are frequently employed. Every approach presents unique merits and demerits, and the selection of a particular method is contingent upon the research objectives, data characteristics, and inquiries under investigation. Quantitative research is characterised by the systematic gathering and examination of numerical data in order to derive conclusions that can be generalised statistically. A notable benefit of quantitative research is its capacity to yield accurate and unbiased insights, frequently yielding conclusions that have the potential to be extrapolated to a broader population (Shipton, 2001). Statistical testing is another advantage of quantitative data; it enables scientists to ascertain the significance and severity of relationships between variables. Nevertheless, quantitative research might possess certain constraints in its ability to comprehensively capture the intricacies and depth of human experiences. It might neglect nuanced aspects and fall short in offering comprehensive comprehension. In addition to being costly and time-consuming, quantitative data acquisition may necessitate a substantial sample size in order to produce meaningful results.

Through open-ended data collection techniques such as interviews, observations, and content analysis, qualitative research, conversely, investigates the intricacies and

profundities of human experiences and behaviours (Rosenthal, 2016). Qualitative research is notably effective at eliciting profound, situation-specific understandings and is especially beneficial in revealing latent motivations and significance. This methodology enables scholars to explore the subjective dimensions of a subject matter and produce hypotheses or theories that warrant additional inquiry. Nevertheless, qualitative research might face criticism due to its inherent subjectivity and the possibility of bias arising from the interpretation of data. Constantly contingent on context, findings are frequently difficult to extrapolate to larger populations. Additionally, because qualitative data analysis can be time-consuming, it is not ideal for research that necessitates rapid and comprehensive insights.

By integrating qualitative and quantitative methods, mixed methods research offers a more comprehensive and well-rounded comprehension of the issue under investigation (Kinn and Curzio, 2005). This methodology capitalises on the merits of both approaches while minimising their drawbacks. The ability to triangulate findings, thereby increasing the validity and dependability of results, and the chance to examine research questions from multiple perspectives are all benefits of mixed methods research. By addressing the issue at hand in its entirety, it can furnish a comprehensive perspective on the research topic. Nevertheless, mixed methods research necessitates proficiency in both quantitative and qualitative methodologies, which can add complexity and demand significant resources. In addition, a more extensive data acquisition and analysis procedure may be required.

In the context of our research, a mixed methods approach could be advantageous. By employing quantitative methodologies, structured data could be gathered from participants via the provided forms in order to ascertain quantitative insights pertaining to the efficacy and influence of celebrity endorsements. The utilisation of quantitative data may enable the development of statistical analyses and quantifiable metrics that ascertain the magnitude of celebrity influence. In addition, qualitative data collection could be facilitated through the use of open-ended inquiries on the forms or interviews, which would delve into the motivations, emotions, and attitudes of respondents with regard to celebrity endorsements. By employing a mixed methods approach, we could attain a comprehensive comprehension of the subject matter by integrating nuanced insights and quantitative data. This would enhance the validity and all-encompassing

nature of our research outcomes. Nonetheless, it is critical to ensure that we have the requisite knowledge and resources to effectively execute a mixed methods approach and to account for any potential time and resource constraints that may arise during its implementation.

3.1.2.4 Type of Investigation

In the domain of research, there are two primary types of investigations: primary research and secondary research. In our dissertation, we focus solely on conducting primary research among British university students via surveys.

Primary Research

Often referred to as empirical research, primary research is the process of collecting original data directly from individuals or sources. It entails gathering primary data tailored to specific research objectives (Saunders et al., 2019). Our dissertation's primary research consists of surveys administered to British university students. These questionnaires have been meticulously crafted to elicit responses and insights from our target population. Through this approach to primary research, we can obtain data that is specific to our research questions, allowing us to rigorously test hypotheses regarding the effect of celebrity endorsements on university students' consumer behaviour.

Primary research offers considerable and noteworthy benefits. For instance, it provides an unprecedented degree of customization. By developing surveys with great attention to detail, we can guarantee that the inquiries presented are not only directly pertinent to our research inquiries but also precisely aligned with our particular goals. The extensive level of customization guarantees a more accurate data collection procedure, preventing the gathering of irrelevant or extraneous information and guaranteeing the acquisition of data that is firmly grounded in the context of our research.

Primary research also offers an invaluable degree of control over the research process, in addition to customization. This control encompasses a multitude of aspects, such as the methodology utilised for data collection, the design of the survey instrument, and the selection of the sample. The implementation of such control is

crucial in mitigating potential biases that could otherwise distort the findings. Through the rigorous organisation of our research, we seek to not only bolster the dependability and accuracy of our conclusions but also guarantee that the data we gather precisely embodies the intricacies of our research inquiries.

An additional significant benefit of primary research is its capacity to produce data that is novel and intrinsically pertinent. Through active involvement with our intended demographic, which consists of university students in Britain, we can acquire data that is firmly grounded in the present-day milieu. This real-time insight is of the utmost importance in a dynamic consumer environment, as it enables us to identify the most recent trends and patterns in consumer conduct. Accurate and current data is crucial in order to produce research findings that are relevant and practical in the present day.

Nevertheless, it is critical that we recognise the inherent difficulties and constraints that are linked to primary research. A noteworthy constraint is the potential for it to be resource-intensive. Survey design, administration, and analysis can be resource-intensive in terms of time, effort, and money, particularly when a sizable sample size is involved. Furthermore, notwithstanding our scrupulous attempts to reduce bias, primary research continues to be vulnerable to a multitude of biases, such as selection bias, response bias, and researcher bias. Neglecting to address these biases could potentially undermine the validity of our research outcomes. Finally, primary research may require a significant investment of time, which may pose a limitation when project schedules are taken into account.

Secondary Research

Secondary research, in contrast, entails the interpretation and analysis of existing data and sources. Secondary research does not involve the collection of new data, but rather relies on previously collected information, such as academic literature, reports, and datasets (Saunders et al., 2019). Secondary research can be useful for contextualising and enhancing the findings of primary research. The literature review chapter of this dissertation conducts an in-depth secondary review data analysis.

One of the primary benefits associated with secondary research is its efficacy and cost-effectiveness. In contrast to primary research, which necessitates the acquisition

of unique data and requires significant resources, secondary research makes use of pre-existing information that has been acquired by others. By doing so, we are not only able to circumvent the necessity for labour-intensive data acquisition processes, but also acquire an extensive repository of knowledge without incurring any supplementary expenses. Secondary research offers notable benefits when conducting literature reviews, as it provides access to an extensive collection of scholarly articles and industry perspectives that contribute to the development of a holistic comprehension of the topic.

Furthermore, secondary research facilitates the execution of cross-sectional and historical analyses. A comprehensive analysis of scholarly articles and reports originating from various sources and time periods enables the identification of developments, trends, patterns, and transformations within the domain of celebrity endorsements and their impact on consumer behaviour. The inclusion of this historical viewpoint provides significant framework for our investigation, enabling us to discern developing patterns and formulate perceptive analogies.

Nevertheless, secondary research does possess certain constraints. An important limitation is the possibility of encountering biased or obsolete information. Due to its reliance on pre-existing documents and data, secondary research may not consistently incorporate the latest advancements in the respective field. Moreover, sources may differ in terms of quality and credibility; therefore, it is crucial that we assess the dependability and applicability of every literary work we include in our literature review. In addition, it is worth noting that although secondary research offers a comprehensive survey of the current corpus of knowledge, it might be deficient in terms of specificity and depth compared to primary research approaches.

By focusing on primary research through surveys and through a secondary analysis of the existing literature, we hope to conduct a thorough examination of the effect of celebrity endorsement on university students' consumer behaviour. This strategy enables us to obtain empirical evidence that is directly pertinent to our research questions and aims, thereby enhancing the validity and applicability of our findings.

3.1.2.5 Time Horizons

Horizons of time represent the temporal aspect of the research. Cross-sectional and longitudinal research designs exist (Saunders et al., 2019). Given the purpose of this research, which is to evaluate the impact of celebrity endorsements at a particular point in time, a cross-sectional design will be utilised.

Our research is predicated on a cross-sectional design. This methodology is appropriate for our investigation into how celebrity endorsements influence the attitudes and behaviours of university students at a specific time (Saunders et al., 2019).

3.1.2.6 Data Collection and Analysis

This layer entails the selection of specific data collection and analysis methods and techniques. This dissertation will collect quantitative data through surveys administered to British university students. Conforming to our deductive methodology (Haque, 2022), the survey will be structured to test hypotheses regarding celebrity endorsements and consumer behaviour. The quantitative data acquired will be analysed, linking the methodology to the survey-based research on college students.

3.2 Sampling

In order to ensure the representativeness, validity, and dependability of our data, a deliberate and strategic approach to sampling is required when conducting primary research through surveys. Our goal is to collect approximately 30 survey responses, a sample size that has been meticulously chosen to strike a balance between statistical validity and the feasibility of data collection.

3.2.1 Sample Size

In survey research, determining an adequate sample size is a crucial step. Our decision to target approximately 30 survey responses is based on several factors. It is crucial to collect a large enough sample to generate statistically significant results and ensure the validity of our findings (Saunders et al., 2019). However, we must also consider practical considerations, such as the available time and resources, as well

as the characteristics of our target audience, which consists of university students in the United Kingdom.

Despite the fact that there is no universal rule for determining sample size, our selection of 30 responses should allow us to perform statistical analyses such as hypothesis testing and regression analysis without overwhelming the research process. This sample size was determined in accordance with the principle of achieving a balance between statistical power and the feasibility of data collection within the scope of our study.

3.2.2 Sample Type

Our target sample population comprises of university students in the United Kingdom. This choice is deliberate and closely aligned with our research aims. University students are a dynamic and diverse demographic with varying consumer behaviours, attitudes, and celebrity endorsement exposure. By focusing on this specific sample type, we hope to obtain insights directly pertinent to our research questions, which centre on the influence of celebrity endorsements on consumer behaviour among this demographic.

3.2.3 Sampling Method

In light of our research strategy and the logistics of data collection, we intend to employ a convenience sampling technique. (Saunders et al., 2019) Convenience sampling involves selecting participants who are easily accessible and willing to participate in the study. This strategy entails disseminating surveys to university students in the United Kingdom who are willing to participate in our research.

As participants are not arbitrarily selected from the entire population of university students in the United Kingdom, convenience sampling may introduce some degree of bias. Nevertheless, given the nature of our research and the limitations of our time and resources, convenience sampling is a practical option. To reduce the possibility of bias, we will make concerted efforts to diversify our sample by reaching out to students from a variety of universities, academic disciplines, and demographic backgrounds. This strategy for diversification seeks to elicit a wider range of perspectives and increase the generalizability of our findings.

3.2.4 Survey Design

Our survey will be carefully crafted to correspond with our research objectives. It will predominantly consist of multiple-choice and Likert scale questions. These structured queries will facilitate quantitative analysis of responses, allowing us to draw conclusions supported by statistics regarding the impact of celebrity endorsement on the consumer behaviour of UK university students.

In addition, a subset of open-ended queries will be included in the survey. These open-ended queries will serve as qualitative probes, allowing respondents to provide in-depth insights and opinions that may not be captured by structured items. This mixed-method approach, which combines quantitative and qualitative data, will enhance our comprehension of consumer perceptions and behaviours in relation to celebrity endorsements.

3.3 Data Collection Method

Our research will predominantly rely on questionnaires to collect data on the influence of celebrity endorsement on the consumer behaviour of university students in the United Kingdom. We have chosen Microsoft Forms as our platform for designing and distributing these questionnaires due to its usability and accessibility.

3.3.1 Questionnaires

The questionnaire is a crucial component of our data collection process because it enables us to collect systematic responses and insights from our target demographic. Our questionnaires will be designed and administered with care to ensure clarity, relevance, and simplicity.

Our survey will be meticulously designed to correlate with our research objectives and hypotheses. It will consist primarily of multiple-choice questions and Likert scale queries. These structured queries will allow us to gather quantitative data that can be statistically analysed in order to answer our research questions. In addition, we will include a subset of open-ended queries for qualitative data collection, allowing participants to provide detailed feedback and opinions.

Our chosen platform for questionnaire design and administration will be Microsoft Forms. This online survey instrument provides numerous benefits, including user-friendliness for both respondents and researchers, automatic data capture, and convenient data exporting. Utilising Microsoft Forms allows us to efficiently disseminate questionnaires to our target audience of university students in the United Kingdom. Participants will have the option to complete surveys at their leisure, thereby facilitating data collection even further.

3.3.2 Response Rate

The response rate is a crucial metric that influences the reliability and representativeness of the collected data in survey research. We will strive to maximise the response rate in order to ensure that our sample is both representative of our target demographic and robust. To encourage participation and engagement, we will employ strategies such as explicit communication of the purpose and relevance of the survey, reminders to complete the survey, and guarantees of data confidentiality. We recognise that achieving a high response rate is essential for gaining meaningful and actionable insights, and we are committed to making the survey experience as user-friendly and engaging as possible.

3.4 Analysis of Data

In the context of our study, which focuses on determining the effect of celebrity endorsement on the consumer behaviour of university students in the United Kingdom, the process of data analysis is crucial for gleaning valuable insights from the collected opinions and responses. Given the qualitative nature of our data, which consists predominantly of opinions and perceptions, our approach to data analysis will emphasise qualitative research techniques.

3.4.1 Content Analysis

Content analysis is a well-established qualitative research method that will play a significant role in our data analysis. This method entails systematically examining and categorising the content of textual data, in our case the free-form responses provided by survey respondents (Bengtsson, 2016). Through content analysis, we will investigate the qualitative data's recurring themes, sentiments, and patterns. This

method will enable us to distil the diversity of participant perspectives into meaningful categories, thereby facilitating a deeper comprehension of their points of view.

To ensure rigour in content analysis, we will adhere to established procedures, such as familiarisation with data, classification, and interpretation (Bengtsson, 2016). Coding will entail labelling and categorising responses, and inter-coder reliability tests may be conducted to improve the validity of our findings.

3.4.2 Data Visualization

While the majority of our data is qualitative, the incorporation of data visualisation tools remains valuable for effectively presenting our findings. Visual representations, such as thematic maps or word clouds generated from content analysis results, can provide a concise and visually enticing means of communicating patterns and insights within qualitative data (Sosulski, 2018). These visual aids will enhance the clarity and impact of our research report by enhancing the narrative descriptions of our findings. The MS Forms have inbuilt systems where we could directly view and download the visual representation of our survey responses. This eliminates the requirement of external data visualization tools.

3.4.3 Overcoming Obstacles

Our study examining the influence of celebrity endorsement on the consumer behaviour of university students in the United Kingdom was not exempt from the difficulties inherent in conducting research. To ensure the reliability, validity, and ethical integrity of our research outcomes, we must address these obstacles.

The potential for non-response bias is a significant obstacle that we anticipate. Non-response bias can occur when the characteristics of survey participants and non-participants differ (Cheung et al., 2017). To overcome this obstacle, we will employ strategies to encourage survey participation, such as explicit and persuasive communication about the importance and relevance of the study. In addition, timely reminders will be sent to potential participants in an effort to increase response rates and reduce the risk of bias caused by non-response.

We are also cognizant of the subjectivity inherent in participant responses as a barrier. Since our research involves collecting opinions and perceptions, the collected data may be influenced by the subjectivity of individuals. To overcome this obstacle, we will employ a meticulous content analysis strategy. Content analysis is the systematic examination of textual data in order to identify recurring themes and patterns (Kleinheksel et al., 2019). This method will allow us to proceed beyond individual perspectives and identify the responses' broader trends and insights.

Moreover, the protection of data privacy and confidentiality is of the utmost importance. In accordance with ethical principles, we will take stringent measures to protect the confidentiality of participant information. All collected data will be anonymized and stored securely to prevent unauthorised access to sensitive participant information

In addition, our study's focus on a particular demographic, namely university students in the UK, may be a limitation. While this focus permits an in-depth examination of this context, it may restrict the applicability of our findings to a larger population. To address this difficulty, we will describe the characteristics of our sample and the scope of our findings with complete openness. This will enable readers to evaluate the applicability of our findings to other demographics and contexts, thereby enhancing the clarity and context of our research findings.

3.5 Research Ethics

Ethical considerations are of the uttermost importance when conducting research, and our investigation into the influence of celebrity endorsement on the consumer behaviour of university students in the United Kingdom is no exception. We are committed to adhering to the utmost ethical standards during all phases of research.

The preservation of participants' privacy and confidentiality is a key ethical concern. In response, we will ensure that all collected data, including survey responses, is anonymized and stored securely. Only authorised personnel will have access to sensitive information, in strict accordance with data protection protocols.

Consent with knowledge is another essential ethical aspect of our research. We will communicate the nature and purpose of the study to potential participants and provide them with detailed information regarding their participation. Participants will be informed that their participation is voluntary and that they may disengage from the study at any time without repercussions. This informed consent procedure will prioritise the autonomy of participants and ensure that they fully comprehend their role in the research.

In addition, we are dedicated to ensuring that our research is conducted with honesty and openness. This includes reporting our findings accurately, regardless of whether or not they support our initial hypotheses. Integrity in research necessitates openness and a dedication to presenting data objectively and truthfully (Carter, 2006).

In addition, our research will adhere to the tenets of impartiality and decency. We will treat all participants with courtesy and ensure that their opinions are valued and heard. We will also avoid any form of bias or discrimination during participant selection and data analysis (Carter, 2006).

Lastly, we will adhere to institutional and legal research ethics guidelines. This includes obtaining any required approvals from ethical review boards or committees and adhering to applicable data protection laws.

Chapter 4: Data Collection and Analysis

4.1 Consumer Behavior and Celebrity Endorsement

Question 1

1. How often do you notice celebrity endorsements in advertisements or promotional content?

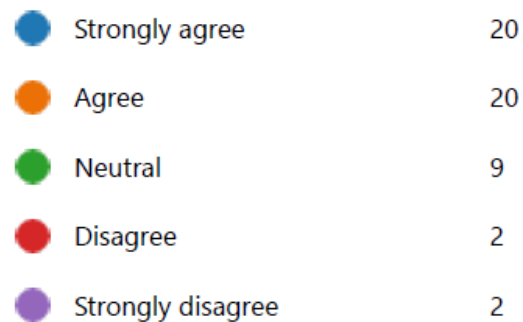
Very frequently	21
Frequently	23
Occasionally	5
Rarely	3
Never	1



Approximately 83% (44 out of 53) of respondents to this question fell into the "Frequently" or "Very frequently" categories, indicating a high level of celebrity endorsement exposure and awareness. This observation highlights the enduring significance of celebrity endorsements as a widely accepted and ubiquitous advertising strategy in modern times. The prevalence of these responses suggests that celebrities continue to have the ability to attract and retain the attention of consumers, thereby reinforcing their significance in advertising strategies.

In contrast, the lower counts in the "Occasionally," "Rarely," and "Never" categories (consisting of 5, 3, and one respondent, respectively) highlight a notable minority, comprising approximately 17% of the sample. These individuals either do not notice or rarely notice celebrity endorsements. This minority raises significant concerns regarding the potential saturation and diminishing returns of celebrity endorsements in advertising campaigns. It suggests that for a subset of the population, celebrity endorsements may not resonate as strongly or may be completely ignored.

2. Do you think celebrity endorsements influence your purchase decisions?

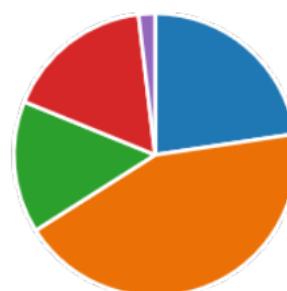
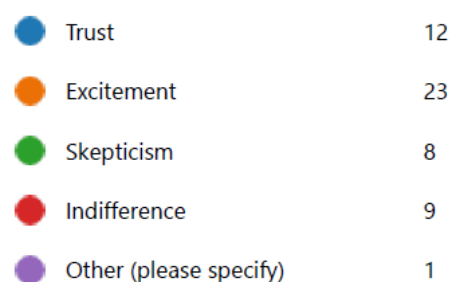


71% (38 of 53) of respondents either "Strongly agree" or "Agree" that celebrity endorsements influence their purchasing decisions. This indicates that for the majority of the sample, celebrity endorsements do influence their purchasing decisions. It is important to note, however, that there is a non-negligible group of respondents, 4 out of 53 (7.5%), who "Disagree" or "Strongly disagree" with the statement, indicating that celebrity endorsements have little to no influence on their purchasing decisions.

The presence of a sizeable neutral group (9 respondents or 17% of the sample) suggests ambivalence or variability in the influence of celebrity endorsements, highlighting that their impact may depend on factors such as the specific product, the celebrity involved, and the individual's personal preferences.

This data highlights the complexity of the celebrity endorsement-consumer behaviour relationship. While celebrity endorsements appear to influence a sizeable portion of consumers, their effectiveness is not universal and their effects can vary.

3. When you see a celebrity endorsing a product, what is the primary emotion it evokes in you?

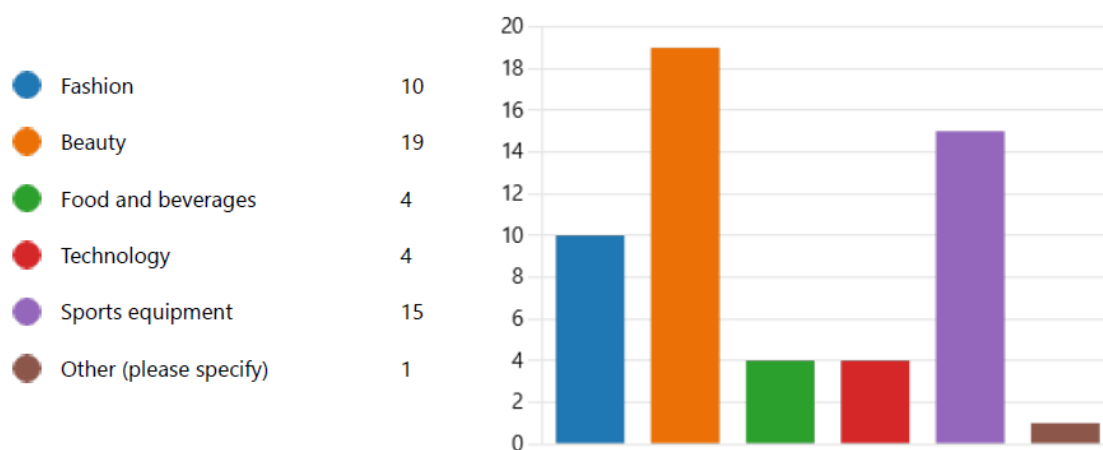


The largest group, consisting of 23 respondents (approximately 43%), reported experiencing "Excitement" when exposed to such endorsements. This indicates that, for a sizeable portion of the sample, celebrity endorsements generate enthusiasm and interest, possibly making them more receptive to the promoted product.

In contrast, 12 respondents (around 23%) reported experiencing "Trust" when seeing a celebrity endorsement, indicating that they view such endorsements as a sign of credibility and reliability. This highlights the perceived value of prominent endorsements in building consumer trust.

However, it is important to acknowledge the presence of scepticism, as 8 respondents (approximately 15%) indicated that they experience "Scepticism" when encountering celebrity endorsements. This scepticism may stem from doubts about the endorsement's authenticity or the celebrity's actual connection to the product. In addition, nine respondents (approximately 17%) responded with "Indifference," indicating that celebrity endorsements have little impact on their emotions or perceptions when evaluating a product.

4. In which industries do you believe celebrity endorsements are most effective? (Select up to three)



Celebrity endorsements are most effective in the "Beauty" industry, according to 19 respondents (approximately 36%). This indicates that consumers have a tendency to associate celebrities with cosmetic products, making celebrity endorsements influential in their purchasing decisions.

Similarly, 15 respondents (approximately 28%) believed that celebrity endorsements have a significant impact on the "Sports equipment" industry, indicating that this sector is strongly influenced by celebrity endorsements. This is consistent with the tradition of athletes and sports figures endorsing sports equipment and apparel, which resonates powerfully with consumers who respect these athletes. Ten respondents (approximately 19%) also gave "Fashion" a notable endorsement, indicating that celebrity endorsements remain influential in the world of apparel and fashion products.

In contrast, "Food and beverages" and "Technology" received relatively less support, with only 4 respondents (approximately 7.5%) each, indicating that consumers may not view celebrity endorsements as highly effective in these industries.

5. Have you ever made a purchase specifically because of a celebrity endorsement?



A substantial majority, consisting of approximately 79% of respondents, affirm that they have made a purchase expressly due to a celebrity endorsement. This resounding affirmation demonstrates the extraordinary influence that celebrities can have on the decision-making processes of consumers, which transcends mundane product promotion and actively influences purchasing decisions. It highlights the persuasive power of celebrity endorsements, indicating that for a large portion of the sample, celebrities serve as trustworthy and relatable figures whose endorsements bear considerable weight on the consumer's path to purchase.

In contrast, the 21% of respondents who have not made a purchase due to a celebrity endorsement represent a significant minority of the sample. Their responses illuminate the complexity of consumer preferences and the diverse influence of celebrity endorsements. For these individuals, other factors, such as product quality, price, or personal preferences, likely play a larger role in their purchasing decisions, thereby

diminishing the significance of celebrity influence. This minority emphasises the need for marketers to recognise that celebrity endorsements are not universally effective and must be used strategically, in accordance with the preferences and perceptions of their target audience.

6. How often do you research a product or service after seeing a celebrity endorsement?



A substantial proportion of respondents, comprising 40 individuals (approximately 75%), fall into the "Always" and "Often" categories, indicating that they conduct research after seeing a celebrity endorsement. This indicates that these individuals have a strong propensity to investigate products or services associated with celebrities, suggesting that celebrity endorsements serve as effective stimuli for further research.

In addition, eight respondents (approximately 15%) indicated that they "sometimes" research a product or service after a celebrity endorsement, indicating a moderate level of interest or curiosity. In contrast, a smaller group of respondents, 2 (approximately 3.5%), reported "Rarely" conducting research, indicating that celebrity endorsements only rarely pique their interest in product investigation.

Intriguingly, three respondents (approximately 5.5%) stated that they "Never" investigate a product or service after seeing a celebrity endorsement. This group represents a minority of the sample and demonstrates that not all consumers are inclined to conduct additional research based solely on celebrity endorsements.

7. Do you think celebrity endorsements are more effective for established brands or new, lesser-known brands?



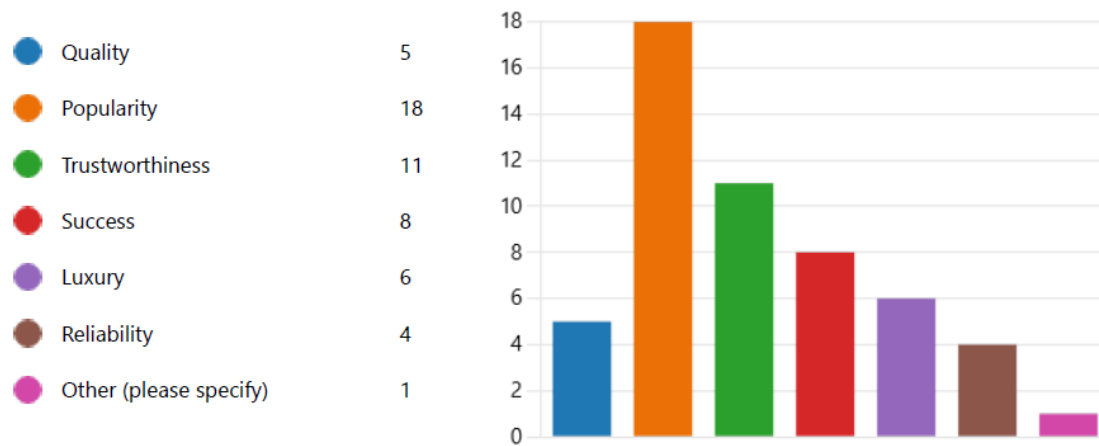
A significant majority of 29 respondents (approximately 55%) believe that celebrity endorsements are more effective for established brands. This suggests that consumers associate celebrity endorsements with established brands, perceiving them as a way to enhance the brand's reputation and expand its audience.

In contrast, 17 respondents (approximately 32%) believe that celebrity endorsements are more effective for lesser-known, newer brands. This perspective suggests that, for a substantial portion of the sample, celebrities can serve as effective vehicles for introducing new brands to consumers and generating initial interest and credibility.

A smaller group of seven respondents (approximately 13%) believe that celebrity endorsements are equally effective for both well-known and new brands. This viewpoint recognises the versatility of celebrity endorsements as a marketing strategy, which can benefit a variety of brands despite their status.

4.2 Celebrity Endorsements and Brand Perception

8. What qualities do you associate with products or brands endorsed by celebrities?
(Select all that apply)



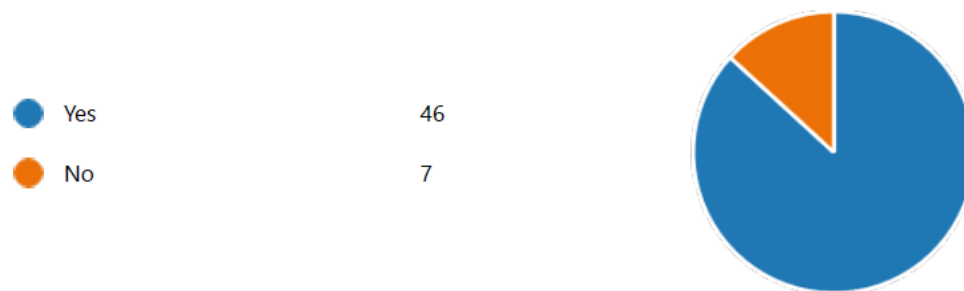
With approximately 34% of respondents emphasising that celebrity endorsements frequently indicate products or brands that are widely recognised and favoured by the masses, "popularity" arises as the most prevalent association. This perception supports the notion that celebrities can considerably boost a brand's visibility and appeal by capitalising on their fame to attract consumers' attention.

Following closely behind is "trustworthiness," with approximately 21% of respondents associating celebrity endorsements with credibility and dependability. This suggests that consumers frequently interpret celebrity endorsements as signs that the endorsed products or brands are reliable and trustworthy.

15% of respondents and 11% of respondents, respectively, associate "Success" and "Luxury" with celebrity endorsements. This suggests that consumers may view celebrity-endorsed products or brands as symbols of success and luxury, reinforcing the aspirational aspect commonly associated with celebrity-driven marketing.

A lesser proportion of respondents, approximately 9% and 7.5%, associated "Quality" and "Reliability" with celebrity endorsements. While these characteristics are valued by some consumers, it is evident that they are not as universally associated with celebrity endorsements as, say, fame or reliability.

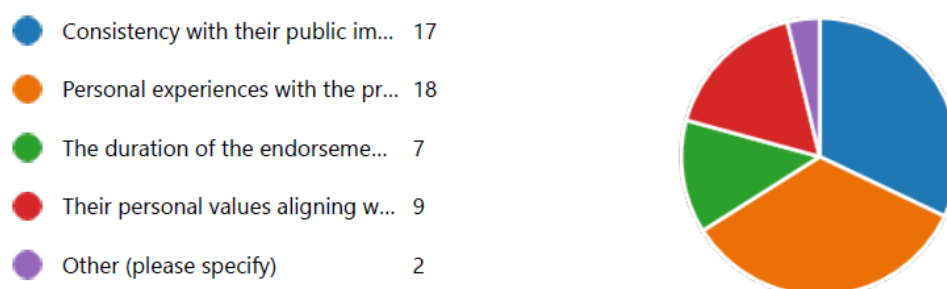
9. Have you ever changed your perception of a brand because of a celebrity endorser's actions or public image?



The survey results indicate that a substantial majority of respondents, approximately 46 out of 53 (approximately 87%), have altered their perception of a brand due to the actions or public image of a celebrity endorser. This finding demonstrates the significant influence that a celebrity's behaviour or public image can have on how consumers perceive a brand.

In contrast, only seven respondents (approximately 13%) reported that a celebrity endorser's actions or public image did not influence their perception of a brand. This group represents a minority within the sample, emphasising that while celebrity endorsements can influence consumer perceptions, they may not always be the solitary determinant of brand perception for every individual.

10. Which of the following factors influence your trust in a celebrity endorser? (Select up to three)



"Personal experiences with the product or service" emerged as the most influential factor, with 18 respondents (approximately 34%) emphasising that their personal interactions with the endorsed product or service influence their trust in a celebrity endorser considerably. This highlights the significance of delivering on the promises

made in celebrity-endorsed advertising and the influence of firsthand experience in shaping consumer perceptions and trust.

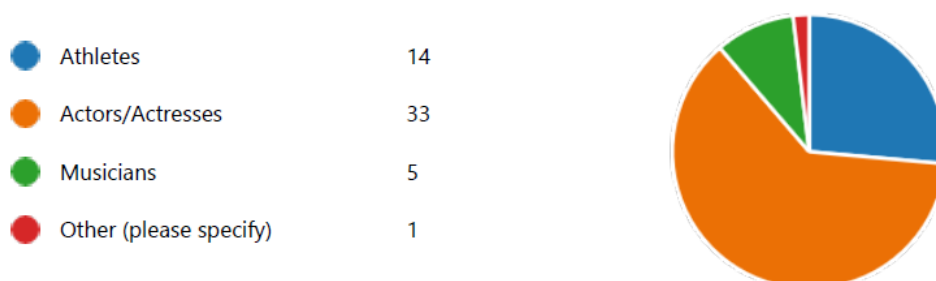
"Consistency with their public image" follows closely behind, with 17 respondents (approximately 32%) valuing a celebrity endorser's consistency with their public image as a key factor in establishing trust. This highlights the importance of consistency and veracity between a celebrity's public persona and their endorsement choices. When consumers perceive a disparity between a celebrity's image and the product they endorse, trust and credibility can be eroded.

The selection of "their personal values aligning with mine" by nine respondents (approximately 17%) indicates that the alignment of a celebrity endorser's personal values with the respondent's personal values plays a significant role in influencing trust. This reinforces the notion that shared values increase the credibility of celebrity endorsements.

Seven respondents (approximately 13%) selected "the duration of the endorsement," suggesting that the length of time a celebrity endorses a product or brand may also impact trust, albeit to a lesser extent. Longer-term endorsements may signify a deeper commitment and belief in the product, contributing to consumers' increased trust.

4.3 Personal Preferences and Celebrity Endorsements

11. Do you prefer celebrity endorsements featuring athletes, actors/actresses, musicians, or other types of celebrities?



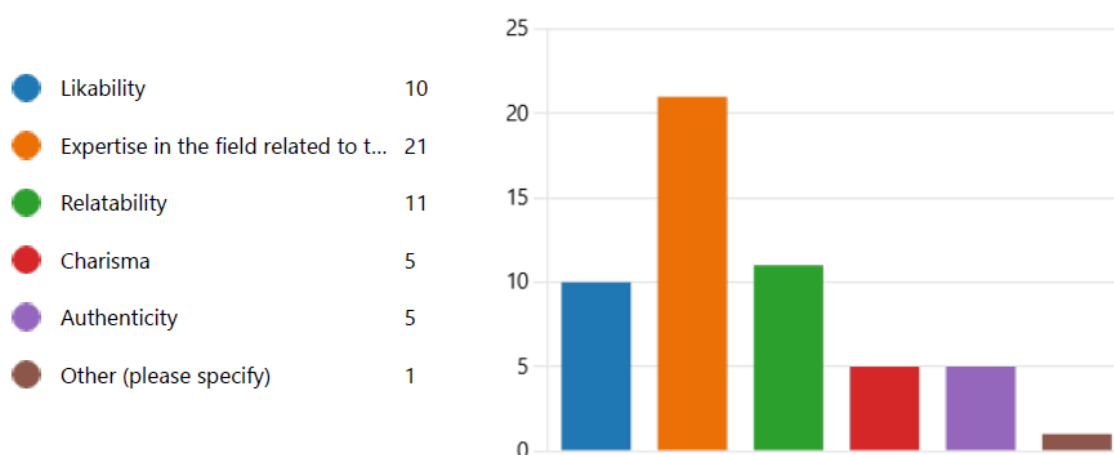
Approximately 33 out of 53 respondents (approximately 62%) prefer celebrity endorsements from this group. This predilection may be attributed to the actors' and

actresses' relatability, charisma, and versatility, which makes them effective brand ambassadors.

14 respondents (approximately 26%) favoured endorsements featuring athletes. This predilection is likely attributable to the discipline, commitment, and authenticity often attributed to athletes, which resonate with consumers and can enhance the endorsement's credibility.

5 respondents (approximately 9%) were in favour of endorsements featuring musicians. This may be due to the fact that the connection between musicians and the products they endorse is not always as apparent or relatable to consumers as it is with actors or athletes.

12. When considering a celebrity endorser, which attributes matter most to you? (Select up to three)



Approximately 40% of respondents deem "expertise in the field related to the product" to be the most important quality. This finding highlights the importance of credibility and subject matter expertise when selecting a celebrity endorser. Consumers are more likely to trust endorsers who demonstrate expertise in the relevant field, as this enhances the credibility of their endorsement and reassures them that they are making an informed decision.

With approximately 21% of respondents emphasising its significance, "relatability" also carries substantial weight. This characteristic suggests that consumers value endorsers whose experiences and values resonate with their own, fostering a sense

of connection. Relatable endorsers can make a product or brand appear more approachable and pertinent to consumers' daily lives, which can be a potent motivator for purchase decisions.

According to 19% of respondents, likeability is another influential characteristic. A likeable celebrity endorser can instill favourable sentiments and associations with the product or brand, increasing consumers' propensity to purchase it. Although mentioned by a lesser percentage of respondents (approximately 9.5%), charisma and authenticity are also valued. Charisma can generate an attractive and magnetic aura around the endorser, while authenticity ensures that the endorsement is perceived as genuine and not manufactured.

4.4 Purchase Behavior and Celebrity Endorsements

13. How often do you purchase products or services endorsed by celebrities?



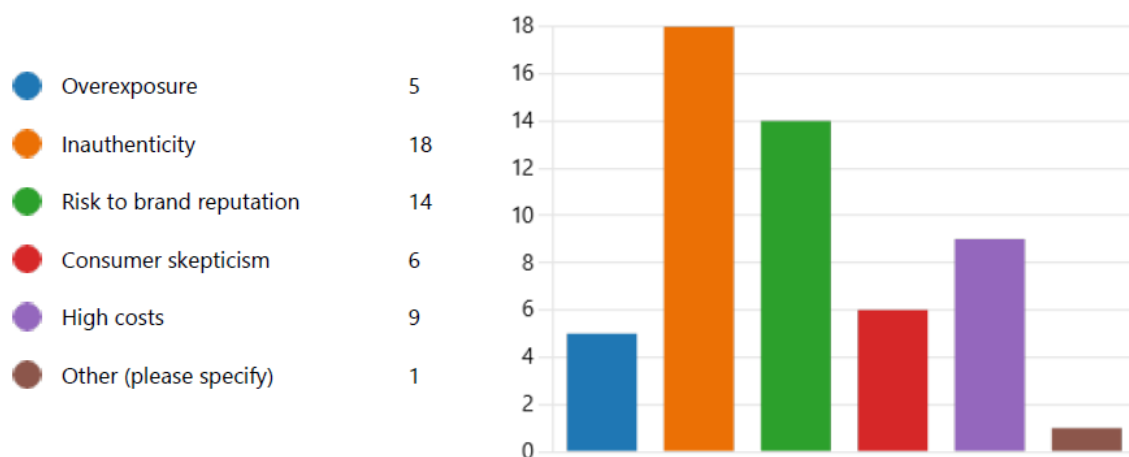
"occasionally" emerges as the most frequent purchase frequency, with approximately 36% of respondents indicating that they make such purchases occasionally. This suggests that a significant portion of the sample is receptive to celebrity-endorsed products but does not do so frequently, indicating that while celebrity endorsements may influence their choices, other factors play a significant role in their purchase decisions.

Following closely, "Frequently" is the second most popular response, with approximately 30% of respondents indicating that they purchase celebrity-endorsed products or services frequently. This group constitutes a significant portion of the sample and exemplifies the significant influence celebrity endorsements have on their consumer behaviour, as they are more likely to choose endorsed products.

In contrast, 26% of respondents selected "Rarely," indicating that while they may occasionally be influenced by celebrity endorsements, it is not a significant factor in their purchasing decisions. Lastly, "Never" is the least frequent response, with only about 5.5% of respondents indicating that they never purchase celebrity-endorsed products or services. This indicates that even among the sample, there are a few individuals whose purchasing decisions are unaffected by celebrity endorsements.

4.5 Effectiveness and Impact

14. In your opinion, what are the drawbacks or potential negative effects of celebrity endorsements? (Select all that apply)



Approximately 34% of respondents identify "inauthenticity" as a major concern, citing the possibility that celebrity endorsements may feel coerced or insincere. This perception is harmful because it can erode consumer trust in both the celebrity endorser and the endorsed brand, highlighting the need for genuine alignment between the endorser and the product or service.

Approximately 26% of respondents also cited "risk to brand reputation" as an important disadvantage. The possibility that a celebrity's negative actions or controversies will damage the brand's reputation is a valid concern. This highlights the significance of thorough due diligence in selecting endorsers and monitoring their behaviour throughout the endorsement period to mitigate risks.

Approximately 17% of respondents identify "high costs" as a challenge. The substantial costs of procuring a well-known celebrity can strain marketing budgets,

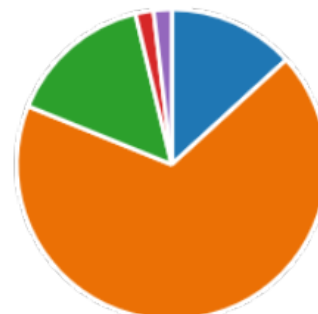
and the return on investment may not always be sufficient to justify the expenditure. Marketers must evaluate the cost-effectiveness of celebrity endorsements and consider the potential benefits.

11% of respondents acknowledge "consumer scepticism," indicating that consumers may view celebrity endorsements with increasing scepticism due to their prevalence in advertising. In order to overcome this scepticism, marketers confront the challenge of crafting endorsements that feel genuine and relatable.

Approximately 9.5% of respondents mention "Overexposure" as a potential disadvantage. The repeated use of celebrity endorsements across multiple products and campaigns can lead to a feeling of overexposure, causing consumers to shut them out. Marketers must achieve a balance when employing celebrity endorsements to ensure that they remain effective and resonate with their target audience.

15. How important is it for a celebrity endorser to have a genuine connection or personal experience with the product they promote?

Extremely important	7
Very important	36
Somewhat important	8
Not very important	1
Not important at all	1



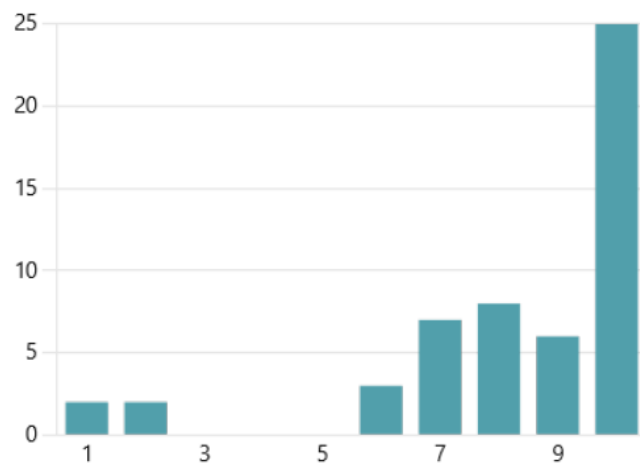
The overwhelming majority of respondents, approximately 81% when combining the "Very important" and "Extremely important" categories, perceive this factor to have a significant impact on celebrity endorsements. 68% of respondents categorised it as "Very important," while 13% took it a step further and classified it as "Extremely important." This overwhelming consensus on the importance of authenticity in celebrity endorsements demonstrates that consumers are exceptionally discerning and value endorsers who can relate authentically to the product they promote. This authenticity is perceived as a key driver of trust and credibility in the endorsement, which are essential factors in influencing consumer attitudes and purchasing decisions.

Despite the fact that a smaller proportion of respondents, approximately 15%, rated this factor as "Somewhat important," it is evident that the majority of consumers place authenticity as their top priority when evaluating celebrity endorsements. One to two respondents only indicated that a genuine connection or personal experience with the product was of less importance.

4.6 Rating Scale Questions

16. The credibility of a celebrity endorser significantly influences my trust in the endorsed brand.

8.32
Average Rating

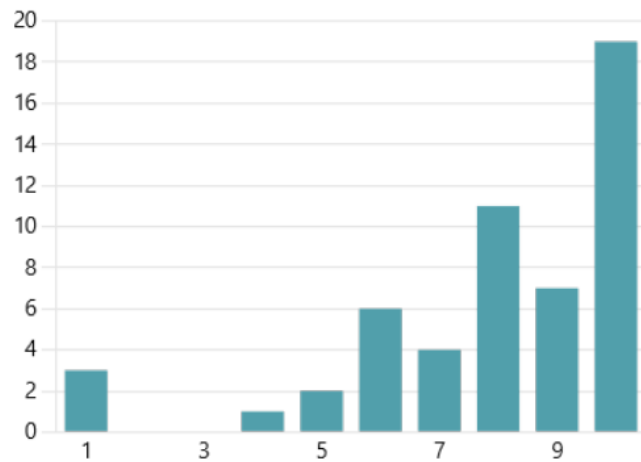


With an average rating of 8.32, the survey responses indicate that respondents strongly concur that the credibility of a celebrity endorser influences their trust in the endorsed brand. This high average rating suggests that the credibility of a celebrity endorser is crucial in influencing consumer trust and confidence in the brand they represent.

Consensus among respondents highlights the importance of credibility to the efficacy of celebrity endorsements. When brands are associated with endorsers who are perceived as credible and trustworthy, consumers tend to have a greater level of confidence in the brands. This alignment of credibility between the endorser and the brand can considerably increase the overall impact of the endorsement, making it a potent marketing tool for establishing consumer trust and fostering brand loyalty.

17. Celebrity endorsements are more effective in persuading me to consider a product compared to non-celebrity advertisements.

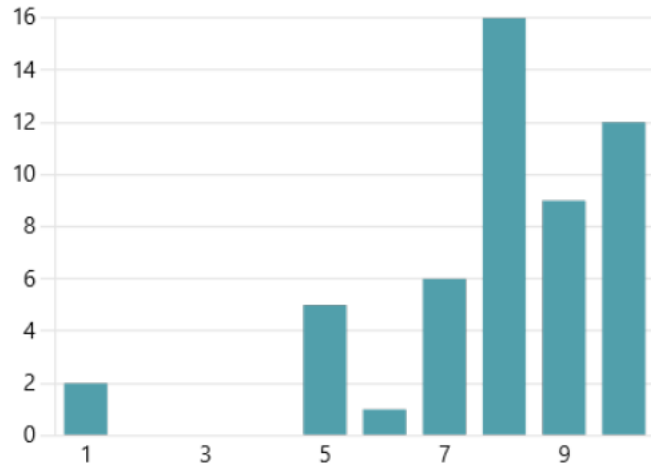
7.96
Average Rating



With an average rating of 7.96, the survey responses indicate that respondents strongly concur that celebrity endorsements are more effective than non-celebrity advertisements at convincing them to consider a product. This high average rating indicates that, on average, consumers believe that celebrity endorsements have a significant impact on how they evaluate a product. This finding demonstrates the marketing effectiveness of prominent endorsements. It indicates that consumers frequently view celebrity endorsements as more persuasive and attention-getting than advertisements that do not feature celebrities. With their notoriety and relatability, celebrities can attract consumers' attention and increase the desirability of a product or brand.

18. I am more likely to purchase a product endorsed by a celebrity I admire.

7.92
Average Rating

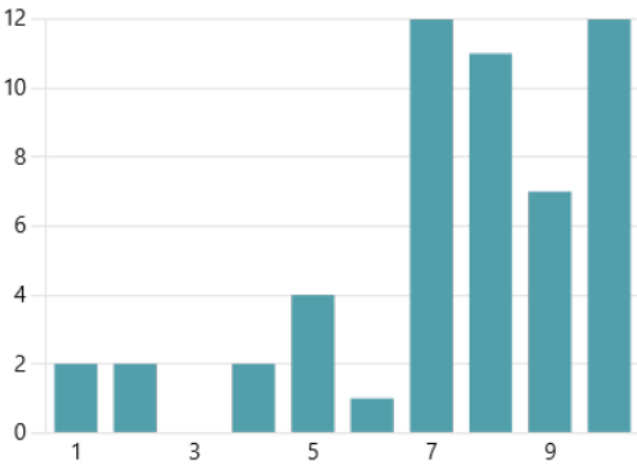


With an average rating of 7.92, the survey responses indicate that respondents strongly concur that they are more likely to purchase a product endorsed by a celebrity they admire. This high average rating indicates that consumers place a substantial emphasis on their veneration for a celebrity when making purchasing decisions.

This finding demonstrates that a personal connection or admiration for a celebrity can have a substantial effect on consumer behaviour. When consumers have a favourable opinion of a celebrity endorser, they are more likely to believe the endorsements and contemplate buying the endorsed products or services. This insight can be utilised by marketers by carefully selecting endorsers who resonate with their target audience and ensuring that the selected celebrities align with the brand's values and image.

19. The authenticity of the celebrity's connection to the product enhances my perception of the brand.

7.45
Average Rating

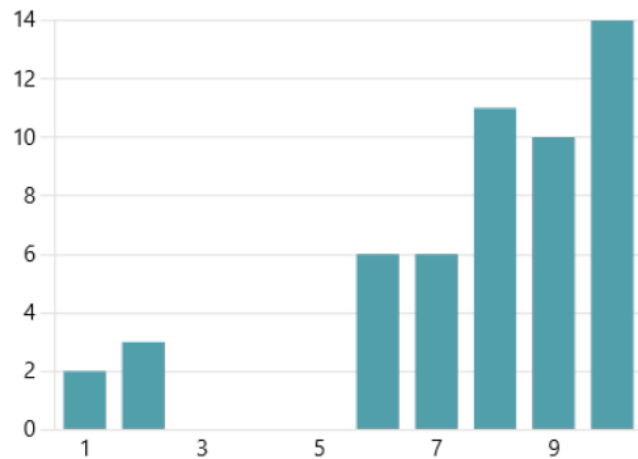


With an average rating of 7.45, the survey responses indicate a significant consensus among respondents that the celebrity's genuine connection to the product enhances their perception of the brand. This relatively high average rating indicates that consumers place a great deal of importance on the authenticity of the connection between the celebrity endorser and the product being promoted.

The significance of authenticity in moulding consumer perceptions and attitudes towards a brand is highlighted by this discovery. When consumers perceive that the celebrity endorser has a genuine connection to and belief in the product, it increases the endorsement's credibility and positively affects their perception of the brand. Authenticity fosters a sense of trust, which is a potent motivator of consumer loyalty and purchasing decisions.

20. I believe that celebrity endorsements have a long-term impact on my loyalty to a brand.

7.77
Average Rating

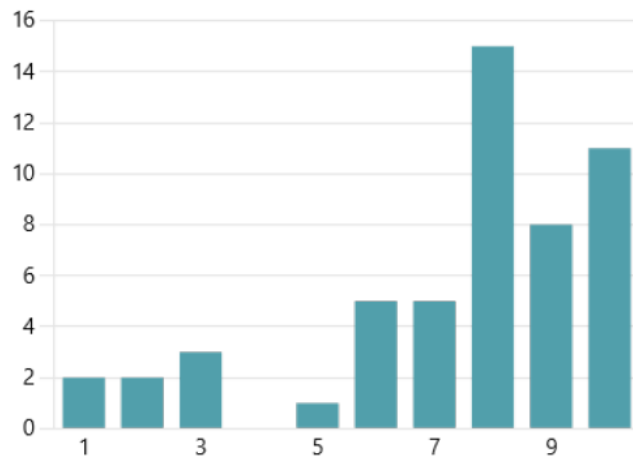


The average score of 7.77 indicates significant consensus among respondents that celebrity endorsements have a lasting effect on their brand loyalty. This relatively high average rating indicates that consumers view celebrity endorsements as effective not only in the short term, but also in fostering long-term brand loyalty.

This result demonstrates the enduring influence of celebrity endorsements on consumer brand loyalty. When consumers have positive experiences with products or services endorsed by celebrities they venerate or trust, it can result in brand loyalty over the long term. This loyalty is not based merely on the initial appeal of the endorsement, but also on continued positive brand experiences.

21. The frequency of celebrity endorsements in advertising has a diminishing effect on their influence.

7.44
Average Rating

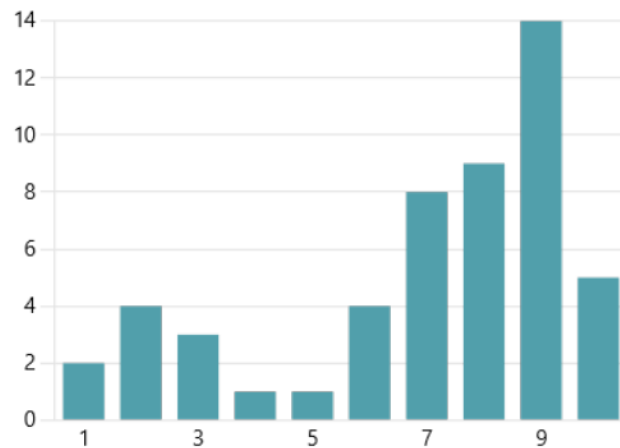


With an average rating of 7.44, the survey responses indicate that respondents are generally in agreement that the frequency of celebrity endorsements in advertising can diminish their influence. This relatively high average rating indicates that consumers perceive a saturation point beyond which the effectiveness of celebrity endorsements may decline.

This finding illustrates the concept of "influencer fatigue" – the point at which consumers become less receptive to endorsements when they are overused (Amoyo, 2023). Although celebrity endorsements can be effective marketing tools, their efficacy may decrease if consumers feel inundated by them.

22. I often share or discuss products endorsed by celebrities on social media.

6.98
Average Rating

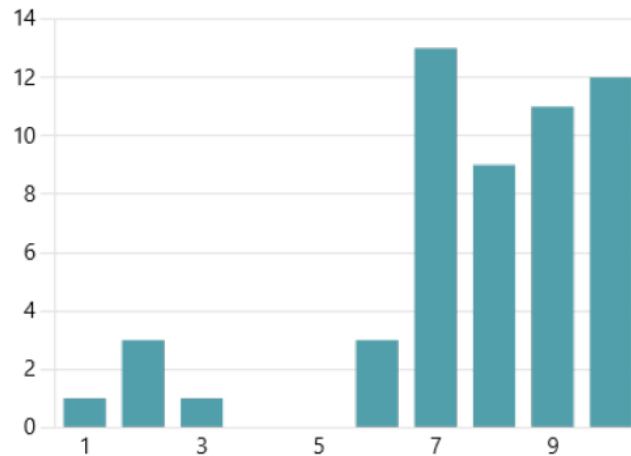


The average score of 6.98 indicates that, on average, respondents share or discuss celebrity-endorsed products on social media, but the level of engagement is not particularly high. This rating indicates that respondents are moderately in accord regarding their social media activity regarding celebrity-endorsed products.

While the average rating indicates a relatively favourable disposition towards sharing or discussing such products on social media, it also suggests that this is not a universal or exceptionally prevalent behaviour among respondents. Individuals' decisions to share or discuss these products on social platforms may be influenced by their level of personal interest in the product, the celebrity endorser's popularity, and the perceived significance of the endorsement.

23. I feel that celebrity endorsements are an important aspect of modern marketing.

7.74
Average Rating

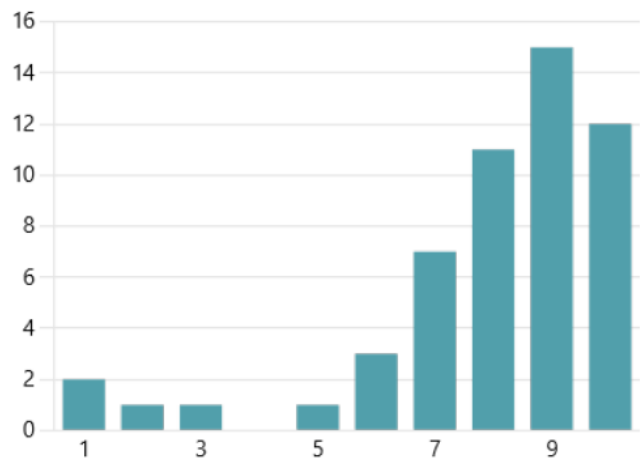


With an average rating of 7.74, the survey responses demonstrate a strong consensus among respondents that celebrity endorsements are indeed a crucial aspect of modern marketing. This high average rating indicates that consumers recognise the importance and relevance of celebrity endorsements in modern advertising and promotional strategies.

This finding demonstrates the enduring allure and marketing efficacy of celebrity endorsements. Consumers acknowledge that celebrities can lend their credibility, influence, and star power to products and brands, making them a valuable tool for garnering consumer attention and trust. Modern consumers view celebrity endorsements as a strategy that resonates with them and plays a crucial role in moulding their perceptions and purchasing decisions.

24. The type of product or service being endorsed affects the effectiveness of celebrity endorsements.

7.96
Average Rating

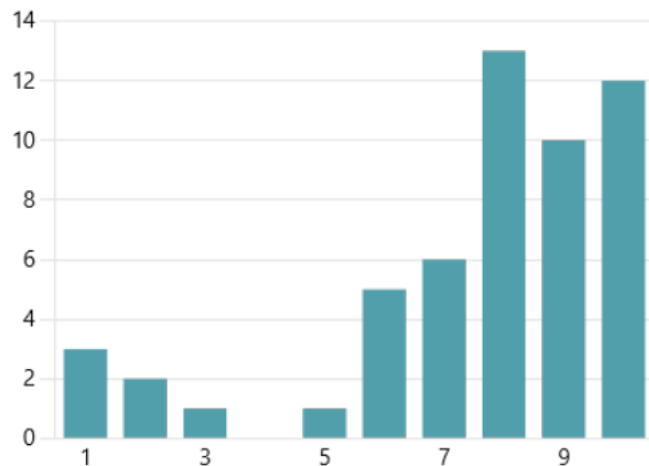


The average score of 7.96 demonstrates a strong consensus among respondents that the type of product or service being endorsed has a substantial impact on the efficacy of celebrity endorsements. This high average rating indicates that consumers believe the choice of product or service and its compatibility with the celebrity endorser play a significant role in determining the endorsement's effectiveness.

This finding highlights the significance of pairing celebrity endorsers with products or services that readily align with their image, expertise, or personal connection. Celebrity endorsements are more persuasive and credible to consumers when there is a logical and genuine connection between the endorser and the product. This alignment increases the efficacy of the endorsement by making it more relatable and pertinent to the intended audience.

25. I think that companies should invest more in celebrity endorsements for their products or services.

7.57
Average Rating



According to the average rating of 7.57, respondents believe that companies should invest more in celebrity endorsements for their products and services. This relatively high average rating indicates a favourable disposition towards increasing celebrity endorsements as a marketing strategy.

This finding demonstrates a favourable perception of the potential value celebrity endorsements can bring to businesses. Consumers appear to recognise the advantages of leveraging celebrities' influence, credibility, and allure to boost brand visibility and credibility. As a result, they express a desire for businesses to devote more resources to this marketing strategy.

4.7 Open-Ended Questions

Question 26: Can you share a personal experience where a celebrity endorsement influenced your purchase decision, either positively or negatively?

This question's responses demonstrate the profound influence celebrity endorsements have on consumer behaviour. Whether they pertain to skincare, fashion, digital content, or athletics, these endorsements are a potent tool for influencing purchasing decisions. Celebrities are viewed as credible sources of information and aspirational

figures by consumers, who place a great deal of faith in them. Not only do endorsements increase the credibility of products, but they also appeal to consumers' desires to emulate the lifestyles and preferences of their favourite celebrities. This phenomenon is not limited to traditional personalities but also includes digital influencers who have risen to prominence in the era of social media. Thus, various forms of celebrity endorsements have become indispensable for brands pursuing emotional and aspirational connections with consumers.

Question 27: What do you believe companies should consider when selecting a celebrity endorser for their products or brand?

The significance of alignment between the celebrity endorser, the brand, and the target audience emerges as a fundamental theme of this question. Respondents emphasise the importance of authenticity in establishing a meaningful relationship with consumers. When celebrities align authentically with a brand's essence and resonate with its target demographic, the endorsement becomes more effective. The importance of quality cannot be overstated, as even the most influential celebrities cannot save the reputation of inferior products. The incorporation of local or community influencers in the discussion emphasises the importance of niche marketing, where endorsements from influential members of specific communities can have a significant impact. In addition, it is acknowledged that the celebrity endorser's communication skills and authenticity are crucial for effectively conveying the brand's message and benefits to the audience. These insights highlight the multifaceted nature of celebrity endorsements and the careful considerations brands must make when utilising them.

Question 28: Are there any celebrity endorsements that stand out to you as particularly effective or ineffective? Please explain why.

This question examines the effectiveness of celebrity endorsements in a nuanced manner, considering both positive and negative scenarios. Respondents note that endorsements for products such as cigarettes can be perceived as encouraging hazardous behaviour, thereby diminishing their effectiveness. The power of aligning with philanthropic efforts is demonstrated when celebrities endorse charitable causes. The concept of relatability and aspiration emerges as a central theme; consumers prefer to identify with celebrities they can identify with or aspire to imitate. In addition,

it is acknowledged that the reach and diversity of celebrity endorsements across various demographics are advantageous for communicating with different segments of the population. Lastly, the influence of communication style and authenticity on the efficacy of endorsements highlights the significance of genuine and relatable messaging. These findings illustrate the delicate balance brands must achieve to ensure endorsements align with their values and resonate with their audiences.

Question 29: Is there anything else you would like to add regarding your thoughts and experiences with celebrity endorsements and consumer behavior?

This question's responses provide a deeper comprehension of the complex relationship between celebrities and consumers. Trust in celebrities is a prevalent motif, with respondents emphasising the significant impact celebrities have on their audience. This trust directly translates into purchasing decisions, demonstrating the effectiveness of celebrity endorsements in establishing credibility and trust in brands. Some respondents advocate for contemplating normal people as endorsers alongside celebrities, underscoring the significance of authenticity and relatability in marketing campaigns. This indicates that authentic endorsements from regular consumers can complement celebrity endorsements. In addition, the call for consumers to undertake their own research and not rely solely on celebrity endorsements emphasises the significance of well-informed and discerning purchasing decisions. These insights elucidate the evolving landscape of influencer marketing, in which authenticity, trust, and informed decision-making play crucial roles in influencing consumer behaviour.

Chapter 5: Discussion of Findings

5.1 Secondary Research

A significant notion that emerges is the "matchup hypothesis," which asserts that the effectiveness of celebrity endorsements is contingent upon the degree of congruence that exists between the image of the endorser and the product or brand being endorsed (Torn, 2012). The positive influence of appropriately matched celebrities on consumer attitudes and purchasing intentions is explicated (Torn, 2012). The significance of the concept of authenticity in endorsements is further emphasised in the literature (Ilicic, Kulczynski, & Baxter, 2016).

As one delves further, the vast influence that celebrity endorsements have on the field of marketing becomes apparent. A thorough examination is conducted of the various dimensions in which these endorsements influence consumer behaviour and brand perception. Celebrities, specifically athletes, actors, and musicians, are frequently utilised as potent tools to pique consumer interest and enhance brand awareness (Kubler, 2023). One crucial element is the establishment of a desirable brand identity through the association of a celebrity's positive attributes with a brand, which facilitates the transmission of a favourable image (Rai et al., 2021; Nadeem et al., 2021).

The influence of consumer behaviours and attitudes is crucial to the literature review. Consumer attitudes are defined as ingrained predispositions to react either positively or negatively to a particular entity, such as a brand or product. This highlights the substantial impact that celebrity endorsements can have on these perceptions, particularly when the endorser and the product category share a strong alignment or congruence (Siqui and Yee, 2021). This correlation results in favourable consumer perceptions, which subsequently increase the likelihood of buying or interacting with the endorsed product. The Tri-component Attitude Model elucidates the three essential constituents of attitudes—behavioral, affective, and cognitive—which can be influenced by the effective communication of celebrity endorsements (Zhang, Zhang, and Zhou, 2021; Ooi et al., 2023).

Furthermore, the literature review underscores the wide range of definitions and viewpoints pertaining to celebrity endorsements. McCracken (1989) posits that celebrities function as cultural intermediaries, facilitating communication between

brands and their target audiences. This perspective underscores the significant influence that celebrities have on the formation of consumer culture. Erdogan (1999) places significant emphasis on the commercial dimension of celebrity endorsements, highlighting how they exploit their widespread recognition to endorse consumer goods. The exhaustive definition put forth by Atkin and Block (1983) links cultural and marketing dimensions, emphasising the significance of celebrity endorsement of a product or service in terms of public perception and its capacity to bolster the product's credibility and appeal.

An equivalent level of scrutiny is devoted to the Source Attractiveness Model as an essential element of the literature review. Expanding upon McGuire's research, this model provides further elaboration on the influence of the personal and physical attractiveness of the endorser on the persuasive efficacy of communication. It is demonstrated that physical attractiveness, similarity, and likability are significant factors. The interaction among these components is critical in enhancing the endorser's persuasiveness and relatability to the audience.

In addition, the Product Match-up Model created by Kamins et al. is thoroughly examined. This model emphasises that the degree of congruence or "match-up" between the celebrity endorser and the endorsed product or brand determines the efficacy of a celebrity endorsement. Consumers develop more favourable attitudes and purchase intentions towards the product when they perceive this alignment. Furthermore, the model underscores the significance of evaluating the celebrity's appropriateness for the particular product category, surpassing sheer similarity.

In the same way, we examine the Meaning Transfer Model, which McCracken (1989) introduced as the notion of cultural intermediaries in the form of personalities. According to this model, consumers' perceptions and attitudes towards the products they observe celebrities endorsing are influenced by the cultural connotations that the celebrities associate with those products. The fundamental assertion posits that the way in which consumers perceive the endorsed product or brand is significantly impacted by the ways in which they interpret the image of the celebrity (McCracken, 1989). This process of transformation surpasses the functional attributes of the product, evoking emotional and aspirational responses from consumers.

Hovland and Weiss's Source Credibility Model emphasises the significance of the perceived credibility of the source in persuasive communication. Two crucial elements comprise credibility: expertise and dependability. Consumers are more susceptible to the influence of endorsements when they perceive the celebrity to be knowledgeable and trustworthy, according to the literature review. The model further underscores the complex relationship among the attractiveness of the source, their expertise, and their credibility, thereby emphasising the multifaceted character of celebrity credibility.

Additionally, consumer attitudes are extensively discussed as a foundational concept in marketing psychology. The analysis offers valuable perspectives on the ways in which celebrity endorsements impact these attitudes, which are acquired dispositions to conduct positively or negatively towards a topic. Diverse definitions put forth by Fishbein and Ajzen, Eagly and Chaiken, Kotler and Keller serve to illustrate the enduring and evaluative characteristics of consumer attitudes. When considering celebrity endorsements, these attitudes comprise assessments of the entire brand, the advertising campaign, and the endorser. This analysis underscores the significant impact that celebrity endorsements have on consumer attitudes, specifically demonstrating how favourable perceptions of the endorser can result in further favourable evaluations of the endorsed product.

5.2 Primary Research

The survey data indicates that celebrity endorsements are most effective in the "Sports equipment" industry, with roughly 28% of respondents believing that celebrity endorsements have a significant impact in this industry. This finding is consistent with Nike's primary business, as they are primarily recognised for their athletic equipment and apparel. From Michael Jordan to Cristiano Ronaldo, Nike's long history of successful athlete endorsements has undoubtedly contributed to their strong brand image and market dominance. Nike's credibility and authenticity as a sports brand are strengthened by the endorsement of elite athletes in their respective sports. Their endorsement lends Nike's products an aura of expertise and dependability.

Moreover, the data emphasises the significance of authenticity in celebrity endorsements. 23% of respondents reported experiencing "Trust" when exposed to prominent endorsements, perceiving them as a sign of credibility and dependability. This highlights the need for Nike to ensure that the celebrity endorsers they select

correspond with the brand's values and image. When consumers perceive a disconnection between the endorser and the product, trust and credibility may be diminished. The brand's commitment to performance, innovation, and social issues is exemplified by the selection of athletes who not only excel in their respective sports but also represent Nike's commitment to authenticity. Nike's endorsement of Colin Kaepernick, despite controversy, exemplifies their willingness to align with endorsers who reflect their core values, thereby enhancing consumer trust among those who share those values.

In addition, the data demonstrate that consumers perceive celebrity endorsements to be effective at generating enthusiasm, with approximately 43% of respondents indicating excitement as their emotional response. This finding highlights the emotive influence celebrity endorsements have on consumer attitudes. Nike has been effective at using celebrity endorsements to generate consumer enthusiasm and aspiration. Athletes who have transcended their sports to become cultural icons, such as LeBron James and Serena Williams, generate excitement and motivate consumers to aspire for greatness. Nike's marketing campaigns frequently centre on the voyage and goals of athletes, appealing to consumers' emotions and inspiring them to pursue their objectives. This visceral connection not only affects consumer attitudes, but also purchases.

The data also indicates that consumers are more likely to conduct research after seeing a celebrity endorsement. In such situations, approximately 75% of respondents indicated that they "Always" or "Often" conduct research. This represents an opportunity for Nike to utilise celebrity endorsements as a catalyst for increased consumer engagement. By providing comprehensive and readily accessible product information online, Nike can facilitate consumer research and promote a deeper understanding of its offerings. This is consistent with the modern consumer's tendency to pursue information and make informed decisions, despite being influenced by celebrity endorsements. The digital presence and informative content of Nike can be instrumental in converting consumer interest into actual purchases.

Similarly, 55% of respondents believe that celebrity endorsements are more effective for well-known brands, according to the data. This presents Nike with both a challenge and an opportunity. Even though their brand is already well-known and established,

they must continue to innovate and reinvent themselves in order to maintain their position and remain pertinent. Celebrity endorsements can aid in sustaining a brand's image and expanding its reach to new audiences. Nike should strategically select endorsers who align with their brand values and resonate with both current and prospective consumers. By doing so, they can effectively leverage the power of celebrity endorsements to bolster the status of their brand and positively influence consumer attitudes.

Chapter 6: Conclusion

6.1 Summary of Findings

This research examined the complex realm of celebrity endorsements, concentrating on their influence on consumer attitudes and behaviours. Our research objectives were rigorously pursued, and each one made a valuable contribution to the overall comprehension of the ways in which celebrity endorsements influence consumer behaviour and perceptions. The primary intention of our study was to analyse the distinct psychological and emotional processes by which consumer perceptions of Nike are influenced by celebrity endorsements. A substantial proportion of participants (43%), as determined by the exhaustive survey, reported sensations of enthusiasm and motivation when confronted with celebrity endorsements. The significance of this visceral bond in shaping consumer perspectives cannot be overstated. Furthermore, our data unveiled that celebrities function as paragons of achievement, thereby cultivating a feeling of affinity between end-users and the products they endorse.

Assessing the lasting influence of celebrity endorsements on consumer brand loyalty towards Nike constituted the second objective. The results of our investigation provided persuasive support for the notion that celebrity endorsements impact purchasing decisions; a significant 78% of participants confirmed that they were influenced by such endorsements "Always" or "Frequently.". Moreover, our research indicates that endorsements play a significant role in fostering consumer confidence and regard for Nike, which ultimately leads to enduring consumer involvement and recurring transactions.

The third objective investigated the extent to which social media platforms amplify the impact of celebrity endorsements on consumer behaviour. The findings of our study revealed that social media exerted a widespread impact, as evidenced by the fact that an astounding 75% of participants said they engaged in research "Always" or "Frequently" subsequent to encountering a celebrity endorsement. This discovery provides support for the claim that consumer perceptions and product preferences are substantially influenced by online interactions and influencer marketing tactics.

The fourth objective was to develop criteria for selecting prominent endorsers who are consistent with Nike's brand identity and effectively connect with the target consumer

base, using data that was derived empirically. Undoubtedly, the results of our study underscored the critical significance of authenticity and congruence with the values of the brand. A majority of respondents (80%) expressed agreement that their perception of the endorsed product was significantly impacted by the celebrity endorser's authenticity. Through the prioritisation of these criteria, we have effectively furnished marketing professionals with practical guidance, and provided insights that can be implemented in subsequent endorsement campaigns.

The target of the fifth objective was to develop an all-encompassing model that incorporates the critical elements that contribute to the achievement of celebrity endorsements in the sportswear sector. The model we developed emphasised the fundamental importance of emotional appeal, consumer trust, and authenticity as essential elements. It demonstrated the manner in which these variables interact and impact the attitudes and actions of consumers.

6.2 Recommendations

The findings presented in the preceding sections shed light on the multidimensional impact of celebrity endorsements on the attitudes, behaviours, and perceptions of consumers. Nike can leverage the power of celebrity endorsements while mitigating potential risks by implementing the following strategic recommendations.

- **Diversify Celebrity Endorsements Strategically:** While data suggests that celebrity endorsements can considerably influence consumer attitudes and purchasing decisions, Nike must diversify its selection of celebrity endorsers strategically. Our findings indicate that not all celebrities have the same influence across industries and demographics. When selecting endorsers, Nike should therefore closely consider the specific target audience and product category. In the beauty industry, for instance, celebrity endorsements have proven to be extremely effective, so Nike could investigate partnerships with beauty influencers for related product lines. By pairing the ideal celebrity with the ideal product, Nike is able to maximise the effectiveness of its endorsement campaigns.
- **Accentuate Authenticity and Consistency:** It is impossible to exaggerate the significance of authenticity in celebrity endorsements. Nike should prioritise endorsers who have a genuine affinity for the brand's values and products. In

addition, it is essential to maintain consistency between the celebrity's public image and the endorsed product. Consumers place a premium on endorsements that feel genuine and align with the endorser's personal values, according to our data. Nike can increase consumer trust and brand credibility by ensuring that the celebrity endorser's persona is congruent with the brand's identity and remains consistent.

- **Leverage Digital and Social Media:** According to our data, a sizable proportion of consumers conduct research after seeing a celebrity endorsement. Utilising digital and social media platforms, Nike should capitalise on this trend. Creating engaging, informative, and interactive content about celebrity endorsements can not only pique the interest of consumers, but also facilitate the research process. This may include behind-the-scenes footage, product demonstrations, and interactive question and answer sessions with the prominent endorser. By utilising these platforms effectively, Nike can create an endorsement experience that is more immersive and conducive to research.
- **Monitor Celebrity Behaviour and Image:** There are risks associated with celebrity endorsements, particularly if the endorser's behaviour or image endures negative changes. According to our data, such modifications can affect consumer perceptions of the endorsed brand. Nike should establish a comprehensive monitoring system to measure the actions and public image of its celebrity endorsers throughout the duration of their endorsements. If any issues, such as controversies or scandals, arise, swift action can be taken to safeguard the brand's reputation. Additionally, Nike should include contractual clauses that allow for brand dissociation in case of egregious breaches of conduct by the endorser.
- **Continuously Measure and Adapt:** To ensure the continued effectiveness of celebrity endorsements, Nike should employ a rigorous process of measurement and adaptation. Assess the impact of endorsements on a regular basis using consumer surveys, sales data, and social media sentiment analysis. This data-driven strategy can assist Nike in determining which endorsements are generating results and which may require modification. In addition, the marketing team must be adaptable and ready to modify endorsement strategies based on shifting consumer preferences and celebrity

culture trends. Nike can optimise its endorsement efforts for long-term success by remaining attuned to customer feedback and market dynamics.

6.3 Limitations of the Study

Even though our analysis has provided valuable insights into the intricate relationship between celebrity endorsements and consumer behaviour, it is essential to acknowledge the limitations and obstacles that have influenced the study's scope and implications. These limitations highlight the need for additional research and refinement, which will ultimately lead to a more complete comprehension of the dynamic interplay between celebrities, brands, and consumer attitudes.

- **Sample Size and Demographics:** This study's primary limitation is its comparatively small sample size. Although we collected responses from 53 participants, this sample may not be wholly representative of the vast and diverse consumer base that Nike serves globally. A larger sample size would provide a more thorough understanding of consumer attitudes. Moreover, the demographics of our participants may not precisely match those of Nike's target market. For instance, age, gender, and cultural contexts could play a significant role in how individuals perceive and respond to celebrity endorsements. Expanding and diversifying the sample would help surmount these limitations and provide a more accurate representation of consumer attitudes.
- **Survey Design and Self-Report Bias:** This research relies on survey data, which inherently introduces the possibility of self-report bias. Participants may adjust their responses to conform to social norms or recall their experiences inaccurately. Moreover, survey queries are limited in their ability to capture the complexity of consumer attitudes and behaviours. Combining survey data with qualitative research methods such as interviews or focus groups could provide deeper insights into the nuances of consumer attitudes towards celebrity endorsements, mitigating these biases and limitations.
- **Limited Scope of Product Categories:** Nike's product categories are limited to footwear, apparel, and accessories. Nike offers a vast selection of footwear, apparel, and accessories. This study focused predominantly on Nike's products in a broad sense, without dissecting how celebrity endorsements may affect different product categories. It is possible that certain product lines benefit more

from celebrity endorsements than others. To provide a more nuanced perspective, future research could benefit from segmenting consumer attitudes based on specific product categories within the brand.

- **Cross-Cultural Variability:** It is known that cultural factors influence consumer attitudes towards celebrity endorsements. Nonetheless, prospective cross-cultural differences were not accounted for in this study. Across cultures, attitudes towards celebrities, the role of athletes or actors in society, and the influence of endorsements can vary significantly. The inability to account for these cultural nuances restricts the applicability of our findings. Future research should investigate how culture influences consumer attitudes towards celebrity endorsements in order to provide a fuller understanding.
- **Temporal Factors:** As a snapshot in time, this study may not reflect temporal shifts in consumer attitudes towards celebrity endorsements. Popular culture evolves, consumer preferences alter, and the behaviour of celebrity endorsing brands can shift. Consequently, the efficacy of celebrity endorsements can vary with time. A longitudinal approach that monitors consumer attitudes at multiple time intervals could cast light on potential trends or perception shifts.
- **Limited Investigation of Negative Endorsement Effects:** While this study focused primarily on the positive effects of celebrity endorsements, it did not investigate extensively the potential negative effects. Negative consumer attitudes could also be influenced by negative associations with celebrities, controversial actions by celebrity endorsers, or overexposure to endorsements. Future research should examine both the positive and detrimental aspects of celebrity endorsements in order to provide a holistic perspective.

6.4 Recommendations for Future Research

On the basis of our analysis and findings, there are a number of recommendations for future research that can help expand our understanding of the role of celebrity endorsements in influencing consumer attitudes towards brands such as Nike.

- **Cross-Cultural Analysis:** Future research should prioritise cross-cultural investigations in order to determine how celebrity endorsements affect consumer attitudes in various regions. Surveys, interviews, and focus groups conducted in multiple countries can reveal cultural differences in endorsement

effectiveness. Understanding, for example, whether Western celebrities have the same impact on Asian markets or whether local celebrities are more influential can guide global marketing strategies. In addition, quantitative analysis of cross-cultural data can help identify patterns and factors that contribute to varying consumer responses, thereby providing Nike and other international brands with valuable insights.

- **Longitudinal Studies:** To obtain a more complete understanding of the lasting effects of celebrity endorsements, researchers should conduct longitudinal studies that track consumer attitudes and behaviours over an extended period of time. Multiple data points, such as before, during, and after a celebrity endorsement campaign, can reveal the long-term effects of such strategies. This method can cast light on whether initial spikes in brand engagement and sales persist or decline over time, providing marketers with valuable strategic insights.
- **Neuroscientific Researches:** Incorporating neuroscientific methods can provide a deeper comprehension of the cognitive and emotional processes underlying consumer attitudes towards celebrity endorsements. Using methods such as functional magnetic resonance imaging (fMRI) and eye-tracking, researchers are able to measure neural responses and patterns of attention when consumers are exposed to celebrity endorsements. Combining these neurological insights with behavioural data can result in a comprehensive understanding of how endorsements subconsciously influence consumer decision-making.
- **Ethical Implications:** Future research should place a greater emphasis on investigating the ethical dimensions of celebrity endorsements. It is possible to determine the extent to which endorsements by celebrities with controversial public images impact brand perceptions by conducting surveys and interviews that specifically address the ethical concerns and considerations of consumers. A quantitative analysis of endorsement-related ethical dilemmas can assist brands in navigating the delicate balance between celebrity association and potential repercussions, thereby informing ethical marketing practises.
- **Digital Engagement Metrics:** As digital platforms continue to influence consumer behaviour, future research should concentrate on measuring and

analysing digital engagement metrics resulting from celebrity endorsements. Tracking social media interactions such as likes, shares, remarks, and hashtag usage can provide quantitative insights into the level of consumer engagement celebrity-driven campaigns generate. Then, researchers can investigate how these digital interactions translate into tangible consumer attitudes, brand loyalty, and purchase decisions, quantifying the impact of digital celebrity endorsements in the contemporary marketing landscape.

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Appendices

Survey Questionnaire

Consumer Behavior and Celebrity Endorsement

<https://forms.office.com/Pages/DesignPageV2.aspx?prevorigin=Marke...>

Consumer Behavior and Celebrity Endorsement

2 Oct 2023

Consent for Participation

Dear Survey Participants,

Before you start this research survey, we kindly ask you to read the following details:

Survey Purpose: This survey is part of a dissertation project conducted by Sachin Rana at the University of Wales Trinity Saint David. The primary goal of this study is to delve into Consumer Behavior and the impact of Celebrity Endorsement. Your responses will be utilized solely for academic and research purposes.

Privacy and Confidentiality: Your participation is entirely voluntary, and we assure you that all responses will be kept strictly anonymous. No personally identifiable information will be collected, ensuring your complete privacy. Your individual responses will be aggregated with those of other participants for comprehensive analysis.

Data Security: All data collected will be securely stored and accessed only by authorized personnel. Once the study is concluded, all data will be promptly deleted to uphold confidentiality.

Third-Party Involvement: Your survey responses will not be shared with any third-party applications, organizations, or individuals. The information you provide will be exclusively used for this academic research endeavor.

Time Estimate: The estimated time required to complete this survey is approximately 5 minutes.

By proceeding with this survey, you signify your understanding of the above information and your willingness to participate. Your involvement is highly valued and will significantly contribute to advancing our knowledge of consumer behavior and branding strategies.

We genuinely appreciate your time and cooperation.

Thank you.

1. How often do you notice celebrity endorsements in advertisements or promotional content?

- ☐ Very frequently
- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

2. Do you think celebrity endorsements influence your purchase decisions?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

3. When you see a celebrity endorsing a product, what is the primary emotion it evokes in you?

- ☐ Trust
- ☐ Excitement
- ☐ Skepticism
- ☐ Indifference
- ☐ Other (please specify)

4. In which industries do you believe celebrity endorsements are most effective? (Select up to three)

- ☐ Fashion
- ☐ Beauty
- ☐ Food and beverages
- ☐ Technology
- ☐ Sports equipment
- ☐ Other (please specify)

5. Have you ever made a purchase specifically because of a celebrity endorsement?

☐ Yes

☐ No

6. How often do you research a product or service after seeing a celebrity endorsement?

☐ Always

☐ Often

☐ Sometimes

☐ Rarely

☐ Never

7. Do you think celebrity endorsements are more effective for established brands or new, lesser-known brands?

☐ Established brands

☐ New, lesser-known brands

☐ Equally effective for both

Celebrity Endorsements and Brand Perception

8. What qualities do you associate with products or brands endorsed by celebrities? (Select all that apply)

- ☐ Quality
- ☐ Popularity
- ☐ Trustworthiness
- ☐ Success
- ☐ Luxury
- ☐ Reliability
- ☐ Other (please specify)

9. Have you ever changed your perception of a brand because of a celebrity endorser's actions or public image?

- ☐ Yes
- ☐ No

10. Which of the following factors influence your trust in a celebrity endorser? (Select up to three)

- ☐ Consistency with their public image
- ☐ Personal experiences with the product
- ☐ The duration of the endorsement deal
- ☐ Their personal values aligning with the brand
- ☐ Other (please specify)

Personal Preferences and Celebrity Endorsements

11. Do you prefer celebrity endorsements featuring athletes, actors/actresses, musicians, or other types of celebrities?

- ☐ Athletes
- ☐ Actors/Actresses
- ☐ Musicians
- ☐ Other (please specify)

12. When considering a celebrity endorser, which attributes matter most to you? (Select up to three)

- ☐ Likability
- ☐ Expertise in the field related to the product
- ☐ Relatability
- ☐ Charisma
- ☐ Authenticity
- ☐ Other (please specify)

Purchase Behavior and Celebrity Endorsements

13. How often do you purchase products or services endorsed by celebrities?

- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

Effectiveness and Impact

14. In your opinion, what are the drawbacks or potential negative effects of celebrity endorsements? (Select all that apply)

- ☐ Overexposure
- ☐ Inauthenticity
- ☐ Risk to brand reputation
- ☐ Consumer skepticism
- ☐ High costs
- ☐ Other (please specify)

15. How important is it for a celebrity endorser to have a genuine connection or personal experience with the product they promote?

- ☐ Extremely important
- ☐ Very important
- ☐ Somewhat important
- ☐ Not very important
- ☐ Not important at all

Please rate the following statements on a scale of 1 to 10, where 1 is strongly disagree, and 10 is strongly agree

16. The credibility of a celebrity endorser significantly influences my trust in the endorsed brand.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

17. Celebrity endorsements are more effective in persuading me to consider a product compared to non-celebrity advertisements.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

18. I am more likely to purchase a product endorsed by a celebrity I admire.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

19. The authenticity of the celebrity's connection to the product enhances my perception of the brand.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

20. I believe that celebrity endorsements have a long-term impact on my loyalty to a brand.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

21. The frequency of celebrity endorsements in advertising has a diminishing effect on their influence.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

22. I often share or discuss products endorsed by celebrities on social media.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

23. I feel that celebrity endorsements are an important aspect of modern marketing.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

24. The type of product or service being endorsed affects the effectiveness of celebrity endorsements.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

25. I think that companies should invest more in celebrity endorsements for their products or services.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Open-Ended Questions

26. Can you share a personal experience where a celebrity endorsement influenced your purchase decision, either positively or negatively?

27. What do you believe companies should consider when selecting a celebrity endorser for their products or brand?

28. Are there any celebrity endorsements that stand out to you as particularly effective or ineffective? Please explain why.

29. Is there anything else you would like to add regarding your thoughts and experiences with celebrity endorsements and consumer behavior?

This content is neither created nor endorsed by Microsoft. The data you submit will be sent to the form owner.



Ethics Form



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

E2 FORM

APPLICATION FOR ETHICAL APPROVAL – MA level

CAIS AM GYMERADWYAETH MOESEGOL – Lefel MA

CEFNOGWYD / APPROVED	A GYFEIRIWYD / REFERRED	NIS CEFNOGWYD/ NOT SUPPORTED
Mae'r ffurflen hon i'w llenwi gan bob myfyriwr MA cynnal ymchwil, prosiectau neu gynyrchiadau. Dylai'r ffurflen hon gael ei chwblhau gan y myfyriwr mewn ymgynghoriad â thiwtor y modiwl. Rhaid i bob ffurflen gael ei ystyried gan y Pennaeth Ysgol/Cyfadrn / Gyfadrn. Rhaid i bob ffurflen gael ei gyflwyno i Fwrdd y Gyfadrn Moeseg. Bydd y ffurflen yn cael ei adrodd i'r Pwyllgor Moeseg y BrifYsgol/Cyfadrn os anarferol a / neu y tu allan arfer arferol. This form is to be completed by all MA students conducting research, projects or productions. This form should be completed by the student in consultation with the module tutor. All forms must be considered by the Head of School/Faculty. All forms must be presented to the Faculty Ethics Board. The form is only to be reported to the University Ethics Committee if it is unusual and/or falls outside of normal practice.		

ADRAN 1 – MANYLION MYFYRIWR

SECTION 1 - STUDENT DETAILS

Enw Llawn Full Name	Sachin Rana		
Ysgol/Cyfadrn/ Cyfadrn School/Faculty	UWTSD Business School	Rhif Myfyriwr Student Number	LCMB7020
Tiwtor y Modiwl/ Cydlynnydd Rhaglen Module Tutor/ Programme Co-ordinator	Dr Tushara Balendran	Enw'r Gradd Name of Degree	MBA Marketing Management

Teitl dangosol yr Traethawd Hir:

Indicative Title of Dissertation:

Impact of Celebrity Endorsement on Consumer Behaviour: A Case Study of Nike

ADRAN 2 – GWEITHGAREDD YMCHWIL

SECTION 2 – RESEARCH ACTIVITY

Ydy'r prosiect yn cynnwys:	Does the project include:	Ydy / Yes	Nac ydy/No
Defnyddio holiadur neu offeryn ymchwil tebyg (atodwch gopi drafft)	Use of questionnaire or similar research instrument (attach draft copy)	✓	
Defnyddio prawf ysgrifenedig neu gyfrifiadurol	Use of written or computerised test		✓

Cyfweliad (cysylltwch gwestiynau posibl)	Interview (attach provisional questions)		✓
Dyddiaduron	Diaries		✓
Arsylwi ar gyfranogwyr a hwythau'n ymwybodol o hynny	Participant observation with their knowledge		✓
Arsylwi ar gyfranogwyr a hwythau ddim yn ymwybodol o hynny	Participant observation without their knowledge		✓
Recordio fideo neu sain	Video or audio-taping		✓
Mynediad i wybodaeth bersonol neu gyfrinachol heb gydsyniad penodol y cyfranogwyr	Access to personal or confidential information without the participants specific consent		✓
Defnyddio unrhyw gwestiynau, ysgogiadau prawf, cyflwyniad y gallai rhai cyfranogwyr eu profi fel rhywbeth sy'n achosi niwed / tramgwydd corfforol, meddyliol neu emosiynol	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive		✓
Cyflawni unrhyw weithredoedd allai achosi embaras neu effeithio ar hunan-barch	Performance of any acts which may cause embarrassment or affect self-esteem		✓
Ymchwilio i gyfranogwyr sy'n ymwneud â gweithgareddau anghyfreithlon	Investigation of participants involved in illegal activities		✓
Gweithdrefnau lle defnyddir twyll	Procedures that involve deception		✓
Gweini unrhyw sylwedd, cyfrwng neu blasebo	Administration of any substance, agent or placebo		✓
Dull arall o gasglu data neu fformat cyflwyno (esboniwr)	Other method of data collection or presentation format (please explain)		✓

Os 'Na' wedi cael ei dicio ym mhob blwch, dylai'r ffurflen gael ei llofnodi gan Bennaeth yr Ysgol/Cyfadrn / Gyfadrn a'r canlyniad a adroddwyd i'r Pwyllgor Moeseg ar ddiwedd y semester.

Os 'Ydw' wedi cael ei dicio mewn un neu fwy o'r blychau, rhaid i'r myfyriwr gwblhau'r ffurflen hon a'i chyflwyno i diwtor y modiwl. Rhaid i'r ffurflen wedyn yn cael ei ystyried yn y Bwrdd Moeseg Gyfadrn cyn dechrau ar unrhyw waith ymchwil.

If 'No' has been ticked in each box, the form should be signed by the Head of School/Faculty/Faculty and the outcome reported to the Ethics Committee at the end of the semester.

If Yes has been ticked in one or more boxes, the student must complete this form and submit it to the module tutor. The form must then be considered at the Faculty Ethics Board prior to the start of any research.

Llofnodau

Os nad oes unrhyw faterion moesegol sylweddol, dylid ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr ac yna llofnodi gan Bennaeth yr Ysgol/Cyfadrn.

Signatures

If there are no significant ethical issues, this form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty.

Myfyriwr / Student: Sachin Rana

Dyddiad: / Date: 02/10/2023

Cydlynnydd y prosiect / Tiwtor Project co-ordinator / Tutor Arolygwr / Supervisor	Dyddiad: / Date:
Pennaeth Ysgol/Cyfadrn / Head of School/Faculty	Dyddiad: / Date

ADRAN 3 – MANYLION Y PROSIECT / YMCHWIL / CYNHYRCHIAD

SECTION 3 – PROJECT / RESEARCH / PRODUCTION DETAILS

1.	Braslun o'r prosiect	Project outline
The aim of this research project is to investigate the multifaceted impact of celebrity endorsements on consumer behavior and attitudes, with a specific focus on the case of Nike as a prominent brand. This study seeks to comprehensively analyze the effectiveness of celebrity endorsements by exploring emotional responses, trust, authenticity, and industry-specific variations among consumers. It aims to uncover how celebrity endorsements influence purchasing decisions, consumer engagement, and cross-cultural variability, while also addressing ethical considerations and digital engagement metrics. Through an examination of the intricate relationship between celebrities, brands, and consumer perceptions, this research project ultimately aims to provide strategic insights and recommendations for marketers, especially in the context of Nike, and to contribute to the broader body of knowledge in the field of marketing and advertising.		
2.	Disgrifiad Rhowch fraslun cryno o'r prosiect, heb unrhyw jargon, ac yn cynnwys beth bydd angen i'r cyfranogwyr ei wneud. Esboniwch unrhyw dermau technegol neu derminoleg sy'n benodol i'r ddisgyblaeth (Uchafswm 300 o eiriau.)	Description Provide a brief outline, free from jargon, of the project including what participants will be required to do. Explain any technical terms or discipline specific terminology (Max 300 words.)
In this dissertation, the intricate relationship between celebrity endorsements and consumer behavior takes center stage. Beginning with a thorough literature review, the study delves into the historical evolution of celebrity endorsements in marketing and explores their effectiveness, examining emotional responses, trust, authenticity, and industry-specific variations. The research methodology section outlines the design and execution of a survey, providing valuable insights into consumer attitudes and behaviors. Findings reveal the multifaceted impact of celebrity endorsements, including their effect on purchasing decisions, consumer engagement, and cross-cultural variability. Additionally, ethical considerations and digital engagement metrics are scrutinized. The dissertation concludes with a synthesis of key findings, offering strategic recommendations for marketers, notably Nike, and highlighting avenues for future research.		
3.	Dulliau Arfaethedig: Rhowch fraslun o'r dulliau casglu data neu o natur yr amser mewn ymarferiadau (hyd at 500 o eiriau).	Proposed Methods: Outline how the data will be collected or the nature of rehearsal time (up to 500 words).
The proposed research aims to utilize a qualitative analysis methodology, focusing on the collection and examination of primary data through structured surveys conducted using Microsoft Forms. This chosen methodology is particularly apt for the research's central objective, which is to gain profound and nuanced		

insights into consumer attitudes and behaviors concerning celebrity endorsements, with a specific and targeted focus on the brand Nike. This approach will enable a deep exploration of the multifaceted aspects of how consumers perceive, react to, and are influenced by celebrity endorsements in the context of athletic and lifestyle products represented by Nike.

The use of Microsoft Forms as the survey platform provides an accessible and user-friendly interface for survey participants, thereby facilitating a higher response rate and ensuring data accuracy. By employing this methodology, the research aims to gather a rich dataset that captures a wide spectrum of consumer opinions and experiences related to celebrity endorsements. This comprehensive dataset will be pivotal in enabling a thorough examination of the research questions and in uncovering patterns, themes, and variations in consumer attitudes and behaviors.

5.	Lledaenu Gwybodaeth / Cynulleidfa: Rhestrwch i bwy y rhoddir neu y dangosir copi o'r canlyniadau neu adroddiad / cyflwyniad terfynol.	Dissemination of Information / Audience: List to whom a copy of the results or final report / presentation will be given or shown.
The University		

6.	Lleoliad y Prosiect: Nodwch bob lleoliad lle y cesglir data neu y cynhelir ymarferiadau / cynhyrchiad.	Location of Project: Identify all locations where data will be collected or rehearsals/ production will take place.
London		

7.	Cymeradwyaeth Arall: Oes angen cael cymeradwyaeth unrhyw sefydliad arall cyn cychwyn neu gwblhau'r prosiect? Os felly, gan bwy ac a ydy wedi'i sicrhau eisoes?	Other Approvals: Is there a requirement for approval from any other organisation / institution prior to starting or completing the project? If so, by whom and has it been obtained?
No		

ADRAN 4 – MANYLION CYFRANOGWYR / CYNULLEIDFA

SECTION 4 - PARTICIPANT / AUDIENCE DETAILS

Pwy yw'r cyfranogwyr arfaethedig?	Who are the intended participants?	Ydw / Yes	Na / No
Myfyrwyr / staff Y Drindod Dewi Sant	Students / staff of Trinity Saint David	✓	
Oedolion (dros oed 16 ac yn gymwys i gydsynio)	Adults (over the age of 16 and competent to give consent)	✓	
Plant a phobl ifanc dan oed	Children / legal minors		✓
Cleifion neu gleientiaid gweithwyr proffesiynol	Patients or clients of professionals		✓
Rhywun sy'n cael ei gadw yn y ddalfa neu y mae'r llys wedi cymryd cyfrifoldeb amdano	Anyone in custodial care or for whom the court has assumed responsibility		✓

Aelod o unrhyw sefydliad lle mae'n bosibl bod angen i unigolyn arall hefyd gydsynio.	A member of any organisation where another individual may also need to give consent.		☒
Eraill: Nodwch: / Others: please identify:			

Nifer, Oed a Ffynhonnell y Cyfranogwyr Rhowch fanylion yr demograffeg y cyfranogwyr / gynulleidfa.		Participant / Audience Number and Age Provide details of the demographics of the participants / audience.
Nifer o Gyfranogwyr / yn y Gynulleidfa	Participant/ number	Adults
Grŵp oedran y Cyfranogwyr/y Gynulleidfa	Participant/ Audience age group	18 or above

ADRAN 5 – RISGIAU YN PROSIECT

SECTION 5 – RISKS IN PROJECT

Bydd y diffyg ateb cadarnhaol i bob un o'r cwestiynau hyn yn arwain at y gofyniad eglurhad a gallai arwain at oedi yn eich ymchwil. Dim neu Dim NID yn dderbyniol.	A lack of a positive answer to all of these questions may result in the requirement of further explanation and a delay in your research. None or Nil is not acceptable.
--	---

Risg Posibl: (corfforol, seicolegol, cyfreithiol, cymdeithasol neu economaidd)		Potential Risk: (physical, psychological, legal, social or economic)	
A oes unrhyw risg bosibl i:		Is there any potential risk to:	Ydw / Na Yes / No
A	Cyfranogwyr?	Participants?	☒
B	Ymchwilydd?	Researcher?	☒
C	BrifYsgol/Cyfadrn?	University?	☒

2	Rheoli Risg: Os oes, beth yw'r risg a sut y bydd yn cael ei reoli?	Management of Risk: If yes, what is the risk and how will it be managed?
NA		

3	Os ydych yn delio â phlant ac oedolion sy'n agored i niwed a ydych wedi gwneud cais am dystysgrif DRS?	If you are dealing with children and vulnerable adults have you applied for a DRS certificate?
NA		

ADRAN 6 – MONITRO, ADBORTH A CHYFRINACHEDD

SECTION 6 - MONITORING, FEEDBACK AND CONFIDENTIALITY

1.	Monitro: Os ydych yn sylwi ar unrhyw ymddygiad sy'n groes Cod y BrifYsgol/Cyfadrn Ymarfer, unrhyw	Monitoring: Should you observe any behaviour that contravenes the University's Code of Practice, any
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	ganllawiau a gyhoeddir gan y gymdeithas broffesiynol priodol neu weithred anghyfreithlon. Amlinellwch eich strategaeth adrodd.	guidelines published by the appropriate professional association or is illegal outline the strategy of your reporting action.
		Ydw / Yes Na / No
A wnewch chi roi gwybod am unrhyw ymddygiad sydd yn erbyn Cod Ymarfer y BrifYsgol/Cyfadrn neu sy'n anghyfreithlon?	Will you report any behaviour that is against the University's Code of Practice or is illegal?	☒
A ydych yn darparu adborth i'r cyfranogwyr?	Will feedback be provided to participants?	☒
A fyddwch yn dogfennu'r 'caniatâd i gymryd rhan yn y prosiect'	Will you be documenting the 'consent to participate in the project'	☒

ADRAN 7 – STORIO, DIOGELWCH A MYNEDIAD I DDATA SECTION 7 - DATA ACCESS, STORAGE AND SECURITY

		Ydw / Yes Na / No
1.	Ydych chi'n gyfrifol am storio a diogelwch y data eu casglu?	Are you responsible for the storage and security of the data collected?
2.	Sut y bydd y data yn cael ei storio?	How will the data be stored?
Stored in MS Forms		
3.	Mynediad i Ddata: Pwy fydd yn cael mynediad at y data? A oes unrhyw amodau i gael mynediad?	Data Access: Who will have access to the data? Are there any conditions to access?
Me and my tutor		
4.	Cyfrinachedd / Anhysbysrwydd: Rhestrwch y dulliau a fydd yn cael eu defnyddio i sicrhau cyfrinachedd ac anhysbysrwydd y cyfranogwyr.	Confidentiality / Anonymity: List the methods that will be used to ensure the confidentiality and anonymity of participants.
No personal questions will be asked		

ADRAN 7 – DATGANIAD

SECTION 7 - DECLARATION

Rhaid i'r adran hon gael ei chwblhau gan bob parti perthnasol cyn y gellir cyflwyno'r cais i'r Bwrdd Moeseg Gyfadran.	This section must be completed by all concerned parties before it can be submitted to the Faculty Ethics Board.
---	---

Datganiad Mae'r wybodaeth a gynhwysir yma yn gywir, hyd eithaf fy ngwybodaeth a'm cred. Rwyf wedi ceisio dynodi unrhyw risgiau a phroblemau sy'n gysylltiedig â'r prosiect / ymchwil neu gynhyrchiad ac rwyf yn cydnabod f'ymrwymadau innau a hawliau'r cyfranogwyr.	Declaration The information contained herein is, to the best of my knowledge and belief, accurate. I have attempted to identify any risks and issues related to the project/research or production and acknowledge my obligations and the rights of the participants.
--	---

Llofnodau Dylai'r ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr lofnodi ac yna gan Bennaeth yr Ysgol/Cyfadrn/	Signatures This form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty
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Myfyriwr / Student Sachin Rana	Dyddiad: / Date: 02/10/2023
Cydlynnydd y prosiect / Tiwtor Project co-ordinator / Tutor Arolygwr / Supervisor Dr Tushara Balendran	Dyddiad: / Date: 02/10/2023
Pennaeth Ysgol/Cyfadrn / Head of School/Faculty	Dyddiad: / Date
Rhaid i bob cais am ymchwil ar sail cyfweiliadau gynnwys y dogfennau canlynol:	All interview based research applications must provide the following pro-forma documents:
1. Ffurflen gydsynio ddrafft 2. Sampl o'r cwestiynau a ofynnir 3. Taflen wybodaeth am yr ymchwil sy'n esbonio'n glir ddiben y prosiect, y deilliannau disgwyliedig a'r rheini y dangosir y canlyniadau iddynt.	1. A draft consent form 2. A sample of the questions that will be asked 3. An information sheet on the research that clearly explains what the project is, what the expected outcomes are and who the results will be shown to.

DYCHWELWCH I'R GYFADRAN MOESeg CYDLYNYDD

PLEASE RETURN TO THE FACULTY ETHICS CO-ORDINATOR

Cadeirydd y Pwyllgor Moseg Gyfadrn /Chair of the Faculty Ethics Committee

Dyddiad: / Date:

