

**THE CONTRIBUTING FACTORS TO BRAND ATTITUDE AMONG
CONSUMERS**

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ABSTRACT

Brand attitude is one of the importance parts in order to survival of the company. In particular, this study intends to study on the association and influence or brand attitude among consumers. Thus this study investigates the association of the independent variables namely: (i) advertisement attributes, (ii) endorser characteristics and, (iii) product match-up on the brand attitude. The population of this study is the population in the Federal Territory of Putrajaya. Based on the data provided by the Statistic Department Malaysia (2015), there are 88,300 people residing in Putrajaya. The data for this study were collected through handing out the questionnaire designated target respondents. A questionnaire was adapted from the literature and was pilot tested before it was distributed to the consumers. A total of 200 questionnaires were distributed and 158 were collected. After the data cleaning process, only 153 questionnaires were usable. The findings indicate that the model is supported. There is a positive moderate relationship between physical attractiveness, trustworthiness and expertise over brand attitude. Advertisement attributes and product match-up show that the association between the variables is positive and strong.

Keywords: brand attitude, endorser characteristics



ABSTRAK

Sikap jenama merupakan salah satu komponen penting dalam kelangsungan syarikat. Kajian ini bertujuan untuk mengkaji perkaitan dan pengaruh terhadap jenama dikalangan pengguna. Kajian ini mengkaji perkaitan antara angkubah pembolehubah tidak bersandar iaitu (i) sifat iklan, (ii) ciri endorser dan (iii) kesesuaian produk ke atas sikap jenama. Populasi kajian adalah populasi di Wilayah Persekutuan Putrajaya. Berdasarkan data yang disediakan oleh Jabatan Statistik Malaysia (2015), terdapat seramai 88,300 orang yang mendiami di Putrajaya. Data yang dikumpul di dalam kajian ini adalah melalui edaran secara serahan kepada responden. Soal selidik diadaptasi dari sorotan karya dan diuji dengan kajian rintis sebelum ianya diedarkan kepada pengguna. Sebanyak 200 soalselidik telah diagihkan dan 158 soalselidik dipungut kembali. Selepas data dibersihkan, hanya sebanyak 153 soalselidik yang boleh digunakan. Hasilnya menunjukkan model ini terdapat perkaitan sederhana positif diantara angkubah tarikan fizikal, kepercayaan dan kepakaran terhadap sikap jenama. Sifat iklan dan kesesuaian produk menunjukkan perkaitan diantara angkubah adalah positif dan kuat.

Katakunci: sikap terhadap jenama, ciri endorser.



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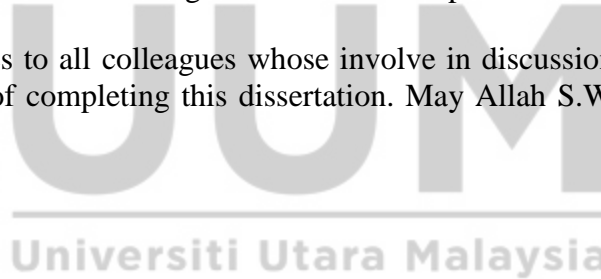
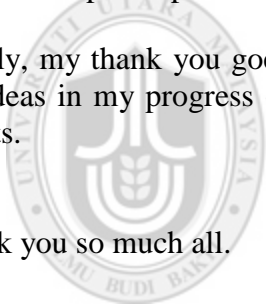


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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Markets are made of people and other organizations. People and organizations consume various products and services that are available in the market. There are also numerous companies producing similar products to the market and thus creates competition among the companies. Among ways to differentiate one product to another, branding is used by companies. Companies also try to attract and influence people to consume their products. Advertisement is heavily used in the consumer markets to attract and influence people to a particular product or brand.

Consumers are constantly targeted with product information by marketing companies. Today consumers are faced with numerous advertisements with vast information on products. Thus consumers use the heuristics approach to help them in making their purchasing decisions. This approach is basically using mental shortcuts to streamline the selection process cognitively. This is to avoid being puzzled or paralyzed by the number huge number of products offered in the market by numerous companies. Companies uses brand to stand out against all other competitors in the same product category using the advertisement platform.

Various earlier studies have indicated that brand awareness is a prevalent choice tactic especially for consumers who are inexperienced in buying a particular product. A preliminary study by Hoyer and Brown (1990) and later by Sundaram and Webster (1999) linked consumer preferences to brand attitude. Earlier studies also have shown that customers decide more quickly if they are familiar to a brand when shown several brand that they familiar or unfamiliar. When exposed to other brands, the chances of selecting the familiar brand may decline but the study shows that most consumers may still choose the familiar brand over the unfamiliar brand.

Brand attitude and awareness can increase the company market share and profit in various ways. First, when brand is implanted in the customers' mind, it could increase the barrier to entry by other brands. In an establish industry or market, the approach is more aggressive. However consumers may still consider a particular brand in an aggressive market if the consumers are aware of the brand.

For example in the following figure shows that in the retailing industry that brand do play an important role where people may shop at the familiar store brand rather than the unfamiliar store.

Table 1.1

(2015 Mid-Year Malaysian Top Buzz Fashion Retailer – 2015)

<i>Rank</i>	<i>Brand</i>	<i>2015 Score</i>
1	JUSCO	29.8
2	Uniqlo	27.6
3	H&M	24.7
4	Adidas	20.9
5	Parkson	19.9

Adopted from <http://www.brandindex.com/ranking/malaysia/2015-mid/fashion-retailers>

1.2 PROBLEM STATEMENT

Consumers shape their acceptance on a brand through brand experience. Brand experience is shaped through three brand construct namely brand attitude, brand attachment and brand equity. Study by Brakus, Schmitt and Zarantonello (2009) indicate that brand attitude may increase or decrease through the amount of emotion, thoughts, sensations and behavior is involved when dealing with the product. Pham (2004) also state about the ‘feel good’ factors that is consist of emotion, cognition and bodily experience that should infer a positive brand attitude. Most study look into the brand of the product and less study look into the other related factors that have influence on the formation of brand attitude such as the advertisement used by marketers to disseminate their product information to the consumer. Therefore this study is looking into the influence of the print advertisement attribute, the endorser characteristics and product match-up towards the formation of brand attitude among consumers and specifically on consumables or consumers everyday products.

1.3 RESEARCH QUESTIONS

Earlier similar studies focus on shopping and luxury products and less on the consumer daily products.

Based on the research problem discussed earlier, the research questions in this research are as follows:

- i) What is the association of advertisement attributes to brand attitude?
- ii) What is the association of physical attractiveness to brand attitude?
- iii) What is the association of trustworthiness and brand attitude?
- iv) What is the association of expertise and brand attitude?
- v) What is the association of product match-up to brand attitude?
- vi) What is the effect of advertisement attributes, physical attractiveness, trustworthiness, expertise and product match-up to brand attitude?

1.4 RESEARCH OBJECTIVES

In-line with the above research questions, the following are the research objectives for this study which are:

- i) To examine the association of advertisement attributes to brand attitude.
- ii) To examine the association of physical attractiveness to brand attitude.
- iii) To examine the association of trustworthiness and brand attitude
- iv) To examine the association of expertise and brand attitude
- v) To examine the association of product match-up to brand attitude.
- vi) To examine the effect of advertisement attributes, physical attractiveness, trustworthiness, expertise and product match-up to brand attitude

1.5 SIGNIFICANCE OF THE STUDY

The significant of this study can be seen from two perspectives. The first is from the academic perspective and second is from the managerial perspective. Academically this study is looking into the attitude of consumers towards the brand of consumers' everyday products or consumables. Most brand study is looking into the brand equity related issues but less on the attitude of consumers towards brand and especially on consumables products.

Managerially this study would provide the information on the degree of factors that would give an impact towards the formation of attitude towards the brand for consumables among consumers. Management could use this information in their effort in strengthening the appropriate approach and factors in the message regarding their product and brand to the consumers.

1.6 SCOPE AND LIMITATIONS OF THE STUDY

There are a few scope and limitations that could be identified in carrying out this study which are:

Time – the time allocated is quite limited to carry out all the processes in undertaking research. Much time was spent on several stages of the research, namely the literature review stage, the development and testing questionnaire stage, the data gathering stage and finally the statistics analysis stage. The most challenging is the data collection period where it involved the public.

Distribution of questionnaire - The public intercept method was used. Respondents were approached for their cooperation in answering the questionnaire. Generally people do not like to be stopped in public areas in order to answer questions. Some respondents declined as they thought that they were pushed to buy a product. Some other decline as they are on a rush to another event or place.

1.7 ORGANIZATION OF THE REPORT

The writing of this report is divided into five main chapters. The first chapter discusses about how independent variables could influence the brand attitude. Although there are similar studies but other studies mostly covers the luxury and shopping products where consumers would conduct a comparison on product or brand before the purchase take place. Therefore this study aim at investigating the influence of attitude towards brand for consumable or everyday products. This set as the foundation of motivation to initiate this study to take off. Among covered in the first chapter is the problem statement, research question and research objectives of this study.

The following chapter discusses the variables identified which is namely the variables discuss in this chapter are the: (i) dependent variable i.e. the brand attitude, (ii) independent variable which is the advertisement attributes, physical attractiveness, trustworthiness, expertise and product match-up.

Chapter Three discusses on the research methodology employed in developing the measurement, research instrument which is the questionnaire, the sampling, the method used in collecting the data and the statistical analysis used to test the data for hypotheses testing purposes.

Chapter Four presents how the raw primary data are treated before the data are used to be tested statistically. The data are statically run using both the descriptive and inferential analysis such as the frequency, percentages, correlation and regression in order to prove the hypotheses developed in the study.

Chapter Five is the conclusion and recommendation section. This chapter summarized the findings and comparison with earlier related studies on brand attitude for consumable products. This chapter also gives some recommendation related to the study if it were to be extended or repeated in another time or area.



CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter focuses on the review on the literature of each of the dependent and independent variables used in this study. The discussion starts off with the discussion of the literature on brand attitude as the dependent variable and followed by the independent variables.

2.2 BRAND ATTITUDE

Attitude is an internal evaluation of a person. It is tendency for a person to react in a positive or negative manner towards a product, idea, place, person, organization or situation. The attitude formed by the person would influence the action that would be carried out by the person. Attitude is an important concept in the area of Marketing and related areas of marketing. Azjen (1975; 1991) produced seminal work on attitude.

Brand is usually referred to a name, term, sign, symbol or design or even a combination of those that could identify the seller over its competitors. In today's world, brand is an important to a product and thus could add value to a consumer's purchase. Customers

attach meanings to brands. Subsequently customers also develop relationship with the brand that they are in favor with.

Attitude towards brand is referred to the predisposition of customers to respond favorably or unfavorably towards a particular brand after an advertisement of the particular brand has been shown to them (Phelps and Hoy, 1996; Shimp, 1981). Kirmani and Zeithaml (1993) regards brand attitude as an even complex construct than perceived quality.

Consumers use numerous types of cognitive information processing to eliminate certain brands in the early stages of information processing by comparing between brands (Biehal et al., 1992). The comparison of superior and non-superior brands is rather straight forward compared to the comparisons of brands that are considered very much similar to one another. For similar brands, consumers may consider other relevant information such as using brand related information in advertisement (Biehal et al., 1992, MacKenzie, Lutz and Belch, 1986).

2.3 ADVERTISEMENT ATTRIBUTE

Advertisement is a paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler and Amrstrong, 2016). Advertisement is largely use by organizations with the aim to disseminate company or

product or brand information to the target market. In general there are three primary purpose of advertising message which are to — inform, persuade or remind.

2.4 ENDORSER CHARACTERISTICS

The information or message conveyed in an advertisement could be conveyed with or without an endorser. However, research has found that advertisement that is being endorsed by a model could bring reliability and trust to the brand being endorsed and appealing to the target audience. Advertisement endorsed by an endorser especially by a well-known person such as celebrity is considered by many as the effective way to influence the public (Bhatt, Jayswal and Patel, 2013, Endorgan, 2009). There are characteristics that are related to an endorser in an advertisement. Many researchers have identified three dimensions to the endorser characteristics which are the physical attractiveness, trustworthiness and expertise (Ohanianm 1990; Sallam, 2011). Each dimension will be discussed below.

2.4.1 Physical Attractiveness

Attractiveness is usually being defined in terms of the physical and facial attractiveness. According to Bardia *et al.* (2011), physical attractiveness is conveyed through the weight, height and facial beauty of a person as these are what being judged first by other people that relate to physical attractiveness of the endorser. This impression of physical

attractiveness creates the perception of credibility on the endorser and positive stereotype on such people (Ohanian, 1990). Earlier research by Kahle and Homer (1985), proposed that physical attractiveness as an important influencer in an individual initial judgement. Ohanian (1991) found that attractive people are more successful in changing beliefs compared to the unattractive people (Ohanian, 1991). When there is something common between them and the endorser, consumers see the endorser as attractive. Therefore by using a celebrity as the endorser, the advertisement seemed to be more effective as it is also enhancing the attractiveness of the celebrity (Chan *et al.*, 2013; Zahid *et al.*, 2002; Till and Busler, 2000). If the physical attractiveness of the endorser is also in line with the product that is being endorsed, consumers tend to develop a positive attitude toward both the product or brand and the advertisement evaluation (Kahle and Homer, 1985). This is like a famous artist and beauty related products. According to Hakimi *et. al.* (2011) and Tantiseneepong *et al.* (2012) the endorser's attractiveness could also significantly enhance the brand perception image. In an opinion survey conducted by communicators in persuading people found that attractive communicator is able to gather greater agreement from respondents compared to the unattractive communicator (Chaiken, 1979). A study by Petroschius and Crocker (1989) indicate that consumers are more inclined towards the advertisement that is being endorsed by an attractive endorser which would lead to their willingness to purchase the product.

2.4.2 Trustworthiness

According to Erdogan et al. (2001), trustworthiness is referring to the “honesty, integrity and believability of an endorser” from the perspectives of consumers. In a study by Ohanian (1990) and later by Hakimi et al. (2011), trustworthiness is a very effective tool and useful way to make customer feel more confident and believe in the product. Selecting the appropriate endorser with high degree of trustworthiness, honesty and affinity would further enhance the advertisement as using the right endorser would bring good faith and positive effects to customers’ value perception and thus may influence the customer purchase choice (Shimp, 2003; Erdem and Swait, 2004). Trustworthiness could be an effective tool for weak product-related arguments advertisement (Chan *et al.*, 2013; Priester and Petty, 2003).

2.4.3 Expertise

Expertise, as defined by the original work by Erdogan (1999) is referred to the perceived knowledge of the endorser in the advertisement. The endorser’s expertise level is measured by the knowledge level product of the product as perceived by consumers (Ohanian, 1990). Interestingly, the perceived expertise level of the endorser is also related to the attractiveness of the endorser as found by Eisend and Langner (2010). In other words, the more attractive endorser is the higher the perceived level of expertise on the endorser by consumers. According to Bardia *et al.* (2011), the more knowledgeable

the endorser is about the product, the more effective it is for the endorser to persuade the consumer to buy the product. This also leads to positive attitude toward the brand (Chan *et al.* 2013; Erdogan, 1999).

2.5 PRODUCT MATCH-UP

Product match-up is referring to the matching-up of the endorsed product or brand to the endorser's image (Till and Busler, 2000). An example of this is the match-up of a famous chef to endorse food related products or brand. The higher the match-up, the higher level of believability will be among the consumers (Chan *et al.*, 2013; Kamins and Gupta, 1994; Kotler, 1997; Thwaites *et al.*, 2012). An example is the case of using a dentist to promote oral health related products such as toothpaste and dental floss. The use of dentist and oral health related products is seen as a good match-up.

2.6 SUMMARY

This chapter discusses the variables involved in the study namely the brand attitude as the dependent variable, and three other as independent variables which are the advertisement attribute, endorser characteristics and product match-up.

CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

This chapter will discuss the methodology adopted in this study. Among the discussion is on the research framework of this study, the hypotheses developed, the research design used, the operational definition of the variables used in this study, the measurement of data to be collected, sampling method employed, data collection method and data analysis technique employed in this study.

3.2 RESEARCH FRAMEWORK

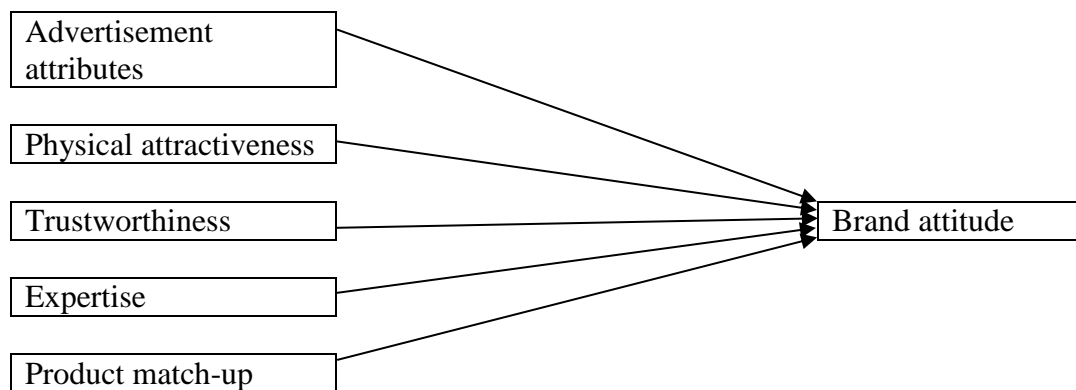


Figure 3.1
Research Framework

Based on earlier discussion in Chapter Two, the research framework developed for this study is as in Figure 3.1. The research framework is also based on earlier studies conducted in similar area. The independent variable is the attitude towards advertisement and the dependent variable is brand attitude.

3.3 HYPOTHESES DEVELOPMENT

Based on the research objectives mentioned earlier in chapter one and the discussion on the literature review in chapter two, the following are the research hypothesis for this study:

H1: Advertisement attributes is associated to brand attitude.

H2: Physical attractiveness is associated to brand attitude.

H3: Trustworthiness is associated to brand attitude

H4: Expertise is associated to brand attitude.

H5: Product match-up is associated to brand attitude.

H6: Advertisement attributes, physical attractiveness, trustworthiness, expertise and product match-up has an effect on brand attitude

3.4 RESEARCH DESIGN

The research design employed in this study is the quantitative research approach which involves the collection, analysis and interpretation of data with the purpose of discovering underlying meanings and pattern of relationships between the variables. In other words, quantitative approach is the generalization of the primary data. Quantitative research is widely used in social science disciplines and especially in marketing related areas such as this study. The data required in this study are a combination of secondary and primary data. The secondary data used are mostly on the development of the variables conducted by other researcher. However, in testing out the hypotheses in this study the collection of primary data is required. The available secondary data are insufficient to answer the hypotheses line out. This is the reason for requirement to access and collect public opinion for this study. Table 3.1 summarized the research design employed in this study.

Table 3.1
Research Design Employed

<i>Item</i>	<i>Type</i>
Design Approach	Quantitative
Design Method	Survey

3.5 OPERATIONAL DEFINITION

The following are the operational definitions for all the variables in the study.

Table 3.2
Operational Definitions of Variables

<i>Variable</i>	<i>Operational Definition</i>
Brand attitude	The tendency to respond favorably or unfavorably manner to a particular brand after being shown to the advertisement. (Mitchell and Oslan, 1988)
Advertisement attribute Physical attractiveness	The trait of being regarded as pleasant to look at in terms of a particular group concept of attractiveness. (Renton, 2006)
Trustworthiness	The property of being perceived as believable, dependable, as someone who can be trusted. (Kim,2014)
Expertise	The characteristic of having specific skills, knowledge, or abilities with respect to the endorsed brand. (Kim,2014)
Product match-up	The extent to which an endorser matches – between model and brand. (Renton,2006)

3.6 MEASUREMENT OF VARIABLES/INSTRUMENTATION

The measurements of the variables were adopted from earlier studies. Items for brand attitude are adapted from Mitchell and Olsan (1988) with five question item. The advertisement attributes variable with five item questions adapted from Renton (2006). Physical attractiveness and trustworthiness variable is presented by five item questions adapted from Kim (2014). Expertise variable is adapted also from Kim (2014) with four item questions. The last variable with four item question is product match-up which is adapted from Renton (2006). The above is also represented in the table below.

Table 3.3
Measurement of Variables

<i>Variable</i>	<i>Measurement</i>	<i>Items</i>	<i>Source</i>
Brand attitude	Likert 7 scale	5	Mitchell and Olsan, 1988
Advertisement attribute	Likert 7 scale	5	Renton, 2006
Physical attractiveness	Likert 7 scale	5	Kim, 2014
Trustworthiness	Likert 7 scale	5	Kim, 2014
Expertise	Likert 7 scale	4	Kim, 2014
Product match-up	Likert 7 scale	4	Renton, 2006

3.7 PILOT TEST

The questionnaire used in this study is adopted from several sources as discussed in the literature review chapter and is summarized in following table. The drafted questionnaire was then distributed to few people for two purposes; for (i) content

validity and (ii) understandability of each of the questions of the independent variables. Once collected, the questionnaire is again adjusted to the comments received.

When the questionnaire is already revised, the questionnaire was distributed to thirty respondents that also have similar criteria as the targeted sample. The filled questionnaire was then collected back and tabulated to compute the reliability test. As shown in the table below, all variable has a higher results for the reliability results that indicate that the items in each variable is reliable.

Table 3.4
Reliability Test Results for Pilot Test

<i>Variable</i>	<i>Cronbach Alpha</i>
Brand attitude	.928
Advertisement attributes	.882
Physical attractiveness	.857
Trustworthiness	.869
Expertise	.963
Product match-up	.883

3.8 SAMPLING

The population of this study is the population in the Federal Territory of Putrajaya. Based on the data provided by the Statistics Department Malaysia (2015), there are 88,300 people residing in Putrajaya in 2015 as shown in the table below. In determining the appropriate size of sample to represent the population Krejcie and Morgan's (1970) table for determining sample size is referred to. Thus the appropriate sample size is 382. The process of choosing a sub-group from a population to participate in the study that

could represent the larger group from which the sub-group belongs to is the purpose of sampling. There are two major sampling procedures in research which are the probability and non- probability sampling.

Table 3.5
Population of Territory of Putrajaya 2015

<i>Total</i>	<i>Malay</i>	<i>Other Bumiputera</i>	<i>Chinese</i>	<i>Indians</i>	<i>Other</i>	<i>Non Malaysian</i>
88,300	83,800	900	500	900	100	2,100

Source: Statistics Department Malaysia, 2015

<http://pmr.penerangan.gov.my/index.php/info-terkini/19463-unjuran-populasi-penduduk-2015.html>

3.9 DATA COLLECTION PROCEDURES

This study requires the collection of primary data from the respondents from the sample identified earlier. There are several primary data collection method available such as the focus group, panel, telephone interview, face-to-face interview and several other methods. This study employs the face-to-face survey method whereby the respondents are approached individually for their responses to the questionnaire. Face-to-face would ensure high response rate. The public area intercept method is employed. This method allows any ordinary customer to be approached as they represent the ordinary customer in the market. Once approached, the respondent is being brief of the purpose of the interview for their initial approval to be a respondent of this study. A copy of the questionnaire is later given to the respondents for the respondents to answer themselves.

Table 3.6*Data Collection Procedure*

<i>Item</i>	<i>Illustration</i>
Data type	Primary data from consumers
Data collection method	Face-to-face survey method Public area intercept method Self-administered questionnaire

3.10 TECHNIQUES OF DATA ANALYSIS

The data collected are checked for completeness and missing data in each questionnaire.

The appropriate statistical analysis employed for each of the hypotheses is as shown in the table below. The descriptive analysis technique is used for describing the background of the respondents of this study and each of the variables in this study which are: (i) brand attitude, (ii) advertisement attribute, (iii) physical attractiveness, (iv) trustworthiness, (v) expertise and (vi) product match-up. The descriptive analysis would allow an introduction of data collected before further analysis is carried out. This is followed by the inferential analysis, namely the correlation and regression analysis, on the data for hypothesis testing purposes.

Table 3.7*Data Analysis Technique Employed*

<i>Items</i>	<i>Analysis Technique</i>
Respondent background and Variable items	Descriptive
H1: Advertisement attributes is associated to brand attitude.	Correlation
H2: Physical attractiveness is associated to brand attitude.	Correlation
H3: Trustworthiness is associated to brand attitude.	Correlation
H4: Expertise is associated to brand attitude.	Correlation
H5: Product match-up is associated to brand attitude.	Correlation
H6: Advertisement attributes, physical attractiveness, trustworthiness, expertise and product match-up has an effect on brand attitude	Regression

3.11 SUMMARY

In this chapter, the selection of the research methods employed is being discussed. Among being discussed is the research framework which is the diagrammatic representation of this study. Subsequently the discussion focuses on the development of the hypotheses. This study developed five research hypotheses based on the research framework. This study employed the quantitative deductive approach. The operational definition of each of the variable that leads to the development of the questionnaire was covered in this chapter. The pilot test, sampling method and size, data collection method employed and techniques for data analysis was also covered in the discussion.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 INTRODUCTION

The data collected will be filtered and cleaned before the data is analysis using the statistical analysis. This chapter deals with the analysis of the raw data collected from the survey. This chapter is divided into three main sections namely, (i) data cleaning, (ii) descriptive analysis of the data and finally (iii) the inferential analysis carried out on the data.

4.2 DATA CLEANING

In preparing the collected primary data for analysis, the two step suggestion by Pallant (2013) is followed whereby the data is first checked for errors and secondly, the findings and correcting the error in the data file. In the first step, the data underwent the process of detecting and removing of inaccurate and incorrect data from the data set. The inaccurate or incorrect data may have been originally caused by user entry errors or by corruption in transmission or storage. If the error is detected, cross checking with the original questionnaire is carried out to rectify the problem. Once this is done, the

frequency analysis checking is carried out to identify for any missing data in the data set. Treatment is carried out on the missing data in the data set as suggested by the software. Besides identifying the missing data, the checking for outliers' data is also carried out on the data set. Fortunately there was no outliers' data in the data set. After this process, the data set is ready for further statistical analysis.

4.3 RELIABILITY ANALYSIS

This is the second reliability analysis carried out on the data. The first reliability test was carried out during the questionnaire pilot test stage. The second reliability test is carried out on the actual data set collected from the field work. The following table shows the results of the reliability test of the actual data set. The results indicate that the reliability of item in each construct is high. The results do not differ much from the results during the questionnaire pilot test stage.

Table 4.1
Study Reliability Statistics

<i>Variable</i>	<i>Cronbach Alpha</i>
Brand attitude	0.963
Advertisement attributes	0.931
Physical attractiveness	0.937
Trustworthiness	0.942
Expertise	0.944
Product match-up	0.908

4.4 BACKGROUND OF RESPONDENTS

In the following table on background of respondents, 71 percent of the respondents are female compared to 44 percent of male respondents. In terms of marital status, 63 percent of the respondents are married and about 36 percent are not married.

Table 4.2
Background of Respondents

	<i>Classification</i>	<i>Frequency</i>	<i>%</i>
<i>Gender</i>	Male	44	28.8
	Female	109	71.2
	Total	153	100
<i>Status</i>	Single	56	36.8
	Married	97	63.4
	Total	153	100
<i>Age</i>	17 and below	5	3.3
	18-29	68	44.4
	30-39	67	43.8
	40-49	9	5.9
	50-59	3	2.0
	60 and above	1	0.7
	Total	153	100
<i>Education</i>	Certificate	55	35.9
	Diploma	69	45.1
	Degree	26	17.0
	Masters	3	2.0
	Total	153	100
<i>Income</i>	RM1000 and less	24	15.7
	RM1001-5000	114	74.6
	RM5001-10000	15	9.8
	RM10001-15000	0	0
	RM15001 and more	0	0.7
	Total	153	100

Most of the respondents are between 18 to 39 years of age with about 44 percent between 18-29 years old and 44 percent also for 30-39 years old age range. 45 percent of the respondents hold a diploma followed by 35 percent with certificate academic qualification. Only 19 percent hold a degree and masters qualification. Nearly 75 percent of the respondents earned an income of between RM1001 to RM 5000 on monthly basis. This is followed by 15 percent earning less than RM1000 a month. The income bracket shows that the respondents are mainly the general population of Malaysia with earning RM5000 and below.

4.5 DESCRIPTIVE ANALYSIS

The following discussion discusses the descriptive analysis of each of the variables in this study, namely the brand attitude, advertisement attributes, endorser's characteristics and product match-up. The descriptive analysis of each of the variables enables some insight into the response of the respondents to each of the items in the variable. The highest and lowest score of each variable is reported in the discussion of each of the variable.

4.5.1 Brand Attitude

The following discussion focus on the respond on brand attitude dimensions items. The questions centers on the respondents' feeling towards the brand of the product in terms of the following scale: (i) bad-good, (ii) uninteresting-interesting, (iii) dislike-like, (iv) poor quality-quality, and (v) unsatisfactory-satisfactory. The statistical results show that the respondents' feeling on the product as bad or good scale scores the highest mean while respondents' feeling of dislike – like scale score the lowest mean.

Table 4.3
Descriptive Statistics for Brand Attitude

	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>SD</i>
I feel the brand of the product is:				
(1) Bad – (7) Good	1	7	4.24	1.303
(1) Uninteresting – (7) Interesting	1	7	4.16	1.313
(1) Dislike – (7) Like	1	7	4.05	1.364
(1) Poor quality – (7) Good quality	1	7	4.07	1.363
(1) Unsatisfactory – (7) Satisfactory	1	7	4.14	1.303

4.5.2 Advertisement Attribute

There are nine items in this variable. Each item is measured on Likert scale with (1) totally disagree to (7) totally agree. The question in each item is to measure whether the variable: (i) is misleading, (ii) is entertaining, (iii) is persuasive, (iv) taught me about brand to impress others, (v) tells me what other people like me are buying and using, (vi) shows me which features of the brand are important, (vii) represents a true picture of the

brand advertisement, (viii) reflects something I would wear and (ix) informs me about what is available in the marketplace.

The statistical result in the table below indicates that the advertisement did inform them about what is available in the market has the highest mean score. This indicates that most respondents agree with the item statement. Whereas the item question stating that the advertisement of the brand and product is misleading has the lowest mean score that indicate that respondents disagree with the statement.

Table 4.4
Descriptive Statistics for Advertisement Attribute

	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>SD</i>
I feel this advertisement:				
- is misleading.	1	7	3.12	1.395
- is entertaining.	1	7	3.87	1.263
- is persuasive.	1	7	3.99	1.325
- taught me about brand to impress others.	1	7	4.00	1.386
- tells me what other people like me are buying and using.	1	7	4.01	1.303
- shows me which features of the brand are important.	1	7	3.99	1.290
- represents a true picture of the brand advertisement	1	7	3.97	1.290
- reflects something I would buy	1	7	4.12	1.339
- informs me about what is available in the marketplace	1	7	4.16	1.318

4.5.3 Endorser's Characteristics

The endorser's characteristics are represented by physical attractiveness, trustworthiness and product match-up. The following discussion addresses each of the descriptive statistics of the variables in the study.

Table 4.5
Descriptive Statistics of Physical Attractiveness

	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>SD</i>
I feel the physical attractiveness of the model in the advertisement is:				
(1) Unattractive — (7) Attractive	1	7	4.12	1.451
(1) Not Classy —(7) Classy	1	7	3.97	1.435
(1) Ugly — (7) Beautiful	1	7	3.88	1.493
(1) Plain — (7) Elegant	1	7	3.64	1.613
(1) Not Sexy — (7) Sexy	1	7	2.87	1.870

The table above is the descriptive statistics of physical attractiveness of the model used in the print advertisement. There are five item questions that represent the dimension of physical attractiveness. Among the items, the item on unattractiveness-attractiveness of the model used in the print advertisement score the highest mean compared to the perceived not sexy-sexy scale of the model in the print advertisement as the lowest score.

Table 4.6*Descriptive Statistics of Trustworthiness*

	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>SD</i>
I feel the trustworthiness of the model in the advertisement is:				
(1) Undependable — (7) Dependable	1	7	3.80	1.447
(1) Dishonest — (7) Honest	1	7	3.84	1.393
(1) Unreliable — (7) Reliable	1	7	3.86	1.419
(1) Not sincere — (7) Sincere	1	7	3.80	1.448
(1) Untrustworthy — (7) Trustworthy	1	7	3.83	1.468

Trustworthiness is being measured using the 7 Likert scale of: (i) undependable – dependable, (ii) dishonest – honest, (iii) unreliable – reliable, (iv) not sincere – sincere and (v) untrustworthy – trustworthy scales. As shown above, respondents have higher score on the unreliable – reliable scale regarding their trustworthiness on the model shown in the printed advertisement in the questionnaire distributed to them in this study.

Next is the expertise where the question refers to the perception of respondents whether the model in the print advertisement are expert in relation to the product and brand. The responses are measured using the 7 Likert scale with the following scale: (i) not an expert – expert, (ii) inexperienced – experienced, (iii) unknowledgeable – knowledgeable, (iv) unqualified – qualified and (v) unskilled – skilled. From the responses obtained, unqualified – qualified scale has the highest mean score that may indicate that consumers do concern whether the model is qualified or not in delivering and representing the product or brand to the public.

Table 4.7*Descriptive Statistics for Expertise*

	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>SD</i>
I feel the expertise of the model in the advertisement is:				
(1) Not an expert — (7) An expert	1	7	3.44	1.385
(1) Inexperienced — (7) Experienced	1	7	3.54	1.451
(1) Unknowledgeable — (7) Knowledgeable	1	7	3.54	1.460
(1) Unqualified — (7) Qualified	1	7	3.68	1.525
(1) Unskilled — (7) Skilled	1	7	3.53	1.491

4.5.4 Product Match-Up

The third independent variable is the product match-up. There are five items in this variable measuring the perception of consumers based on 7 Likert scale. From the table below, the believability whether the model in the print advertisement uses the product or brand they are endorsing has the highest mean score. Whereas the familiarity of the model do not matter much as it has the lowest score among the entire item in this variable. Thus this is indicating that the selection of the model in the print advertisement is important as it could create believability among consumers towards product and brand.

Table 4.8
Descriptive Statistics for Product Match-Up

	<i>Min</i>	<i>Max</i>	<i>Mean</i>	<i>SD</i>
How familiar are you with the model that appeared in the advertisement? (1) Unfamiliar— (7) Familiar	1	7	3.07	1.887
How congruent is the image of the celebrity with the brand they are endorsing? (1) No Match-up — (7) Match-up	1	7	3.71	1.689
Do you think this brand is a good fit for this model to endorse? (1) Disagree— (7) Agree	1	7	3.75	1.582
How believable is this model endorsing this brand? (1) Unbelievable— (7) Believable	1	7	3.80	1.528
Do you believe this model would use this product? (1) Unbelievable— (7) Believable	1	7	3.90	1.852

4.6 INFERENCE ANALYSIS

The inferential analyses conducted on the data are the correlation analysis and regression analysis. Correlation analysis is to examine the degree of association between the variables whereas regression is to examine the effect of the variables on each other.

Each discussion covers for each individual variable namely: (i) advertisement attributes, (ii) physical attractiveness, (iii) trustworthiness, (iv) expertise, (v) product match-up, and (vi) brand attitude.

4.6.1 Correlation of Advertisement Attributes and Brand Attitude

The results of the correlation between advertisement attributes and brand attitude shows a positive association ($r = .779$, $p = <.01$) between the two variable. The strength of the association is regarded as strong association. Thus it could be concluded that the attribute in a print advertisement do strongly associate with brand attitude of the respondents.

Table 4.9

Correlation for Advertisement Attributes and Brand Attitude

		<i>Brand Attitude</i>	<i>Advertisement Attribute</i>
<i>Brand Attitude</i>	Pearson Correlation	1	
	Sig. (2-tailed)		
<i>Advertisement Attribute</i>	Pearson Correlation	.779**	1
	Sig. (2-tailed)	.000	

**N=153. Correlation is significant at the 0.01 level (2-tailed).

4.6.2 Correlation of Physical Attractiveness and Brand Attitude

Next is the results of the correlation analysis of physical attractiveness and brand attitude where the results is a positive association ($r = .545$, $p = <.01$) and the strength of the association is moderate. It could be concluded that the association of physical attractiveness and brand attitude is moderate.

Table 4.10*Correlation for Physical Attractiveness and Brand Attitude*

		<i>Brand Attitude</i>	<i>Physical Attractiveness</i>
<i>Brand Attitude</i>	Pearson Correlation	1	
	Sig. (2-tailed)		
<i>Physical Attractiveness</i>	Pearson Correlation	.545**	1
	Sig. (2-tailed)	.000	

** N=153. Correlation is significant at the 0.01 level (2-tailed).

4.6.3 Correlation of Trustworthiness and Brand Attitude

The correlation results for the association between trustworthiness and brand attitude is as shown in the table below. The association is a positive association ($r = .563$, $p = <.01$) and the strength of association is moderate. Thus the perception of trustworthiness of model by consumers has a moderate association on the attitude on the brand.

Table 4.11*Correlation for Trustworthiness and Brand Attitude*

		<i>Brand Attitude</i>	<i>Trustworthiness</i>
<i>Brand Attitude</i>	Pearson Correlation	1	
	Sig. (2-tailed)		
<i>Trustworthiness</i>	Pearson Correlation	.563**	1
	Sig. (2-tailed)	.000	

** N=153. Correlation is significant at the 0.01 level (2-tailed).

4.6.4 Correlation of Expertise and Brand Attitude

The table below shows the association of expertise and brand attitude where the association is a positive association ($r = .665$, $p = <.01$) and the strength of association is moderate. Thus it can be concluded that the association of expertise and brand attitude is moderate.

Table 4.12
Correlation for Expertise and Brand Attitude

		<i>Brand Attitude</i>	<i>Expertise</i>
<i>Brand Attitude</i>	Pearson Correlation	1	
	Sig. (2-tailed)		
<i>Expertise</i>	Pearson Correlation	.665**	1
	Sig. (2-tailed)	.000	

** N=153. Correlation is significant at the 0.01 level (2-tailed).

4.6.5 Correlation of Product Match-Up and Brand Attitude

Next independent variable is the product match-up and brand attitude. The results of the correlation analysis shows that the association between the variable is positive and the strength of the association is strong ($r = .645$, $p = <.01$). Thus it could be concluded that the appropriate matching of a product with the model would be strongly associated with the attitude towards the brand.

Table 4.13*Correlation Analysis Results for Product Match-Up and Brand Attitude*

		<i>Brand Attitude</i>	<i>Product Match-Up</i>
<i>Brand Attitude</i>	Pearson Correlation	1	
	Sig. (2-tailed)		
<i>Product Match-Up</i>	Pearson Correlation	.645**	1
	Sig. (2-tailed)	.000	

** N=153. Correlation is significant at the 0.01 level (2-tailed).

Based on the above table it can be concluded that product match-up and brand attitude were significantly correlated, $r = .645$, $p < .01$.

4.6.6 Regression Analysis

The following inferential analysis carried out is the regression analysis on all the variables in the study. Regression analysis output was produced. The regression analysis output for the independent and dependent variable.

In Table 4.16 in the following page, the total effect of advertisement attributes, physical attractiveness, trustworthiness, expertise and product match-up is statistically significant ($p < .000$, $R^2 = .659$, $Adj. R^2 = .647$). Based on the interpretation of the beta weights and structure coefficient, advertisement attributes ($\beta = 0.578$, $sig = 0.000$) was the best predictor for brand attitude. The next best predictor on brand attitude is expertise ($\beta = 0.202$, $sig = .010$). The product match-up ($\beta = 0.131$, $sig = 0.111$), trustworthiness ($\beta = -.113$, $sig = 0.143$) and physical attractiveness ($\beta = 0.098$, $sig = 0.122$) follows. It could

be concluded that the advertisement attributes is an important factors for marketers to focus on in order to create brand attitude towards the product being marketed in the market.



Table 4.14*Regression for Independent Variables and Brand Attitude*

<i>Variables Entered/Removed^a</i>			
Model	Variables Entered	Variables Removed	Method
1	Advertisement Attributes, Physical Attractiveness, Trustworthiness, Expertise, Product Match-up ^b	.	Enter

a. Dependent Variable: Brand Attitude

b. All requested variables entered.

<i>Model Summary</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.812 ^a	.659	.647	.73711

a. Predictors: (Constant), Advertisement Attribute, Physical Attractiveness, Trustworthiness, Expertise, Product Match-up

<i>ANOVA^a</i>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	154.204	5	30.841	56.762	.000 ^b
	Residual	79.870	147	.543		
	Total	234.074	152			

a. Dependent Variable: Brand Attitude

b. Predictors: (Constant), Advertisement Attribute, Physical Attractiveness, Trustworthiness, Expertise, Product Match-up

<i>Coefficients^a</i>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.504	.236		2.135	.034
	Physical Attractiveness	.086	.055	.098	1.557	.122
	Trustworthiness	-.108	.074	-.113	-1.471	.143
	Expertise	.191	.074	.202	2.598	.010
	Product Match-up	.111	.069	.131	1.605	.111
	Advertisement Attribute	.675	.087	.578	7.756	.000

a. Dependent Variable: Brand Attitude

4.7 HYPOTHESES RESULTS

Based on the statistical analysis conducted above, the following table summarized the results of the hypotheses testing of this study. In general, all hypotheses are being accepted that indicate there is association and relationship between variables.

Table 4.15
Hypotheses Results

<i>Hypotheses</i>	<i>Results</i>
H1: Advertisement attributes is associated to brand attitude.	Accepted r=.779, p<.01
H2: Physical attractiveness is associated to brand attitude.	Accepted r=.545, p<.01
H3: Trustworthiness is associated to brand attitude	Accepted r=.563, p<.01
H4: Expertise is associated to brand attitude	Accepted r=.665, p<.01
H5: Product match-up is associated to brand attitude.	Accepted r=.645, p<.01
H6: Advertisement attributes, physical attractiveness, trustworthiness, expertise and product match-up has an effect on brand attitude	Accepted R ² = .659

4.8 SUMMARY

This chapter presents the treatment carried out on the data collected. The checking for error and incomplete data and the procedure carried out to rectify the problems is addressed. Subsequently the discussion shift on the results from the statistical analysis carried out on the data. Two major type of statistical analysis carried out is the

descriptive analysis and the inferential analysis, namely the correlation analysis and the regression analysis. The presentation of findings ends with the results on the hypothesis testing of this study.



CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

This chapter concludes the findings in the previous chapter in line with the research objectives of this study as stated in the first chapter. Discussion centers on the results obtained and the comparisons with earlier studies in the similar area. This chapter ends with the recommendation for future studies in the area and its managerial implications.

5.2 CONCLUSION

The conclusion section is divided into six main section that discusses the association and effect of between the independent and dependent variables on each other in this study. The discussion will start with the association of advertisement attributes and brand attitude. This is followed by the association of physical attractiveness and brand attitude, trustworthiness and brand attitude, expertise and brand attitude, and lastly product match-up and brand attitude.

5.2.1 Advertisement attributes and brand attitude.

The result of the correlation analysis between advertisements attributes and brand attitude indicates that there is a positive relationship between the antecedent variable and the independent variable. The strength of the relationship is considered strong ($r = .779$, $p < .01$). There are cases where consumers may be familiar with a product category rather than the brand first. This is a common scenario for consumer consumable products. In this situation it is important for the advertisement to introduce the brand and its features to the public. This advertisement would assist the consumer to compare the particular brand over competitors.

5.2.2 Physical attractiveness and brand attitude.

The results in this study indicate that physical attractiveness is associated to brand attitude in moderate way. As this study involves the consumer everyday products or consumables, this result might indicate that advertisement of consumables could use celebrity or non-celebrity as the model as the strength of physical attractiveness is moderate ($r = .545$, $p < .01$). In other words it may not affect largely on the brand attitude of the consumers. In is indeed the reverse of other studies in India where using celebrity may help to market the product or brand effectively.

5.2.3 Trustworthiness and brand attitude.

In terms of trustworthiness and brand attitude, the results from the correlation analysis also indicate that trustworthiness is associated moderately to brand attitude ($r=.563$, $p<.01$). In most studies in similar area, trustworthiness is important. However in this study maybe the focus is on consumer everyday products where directly or indirectly consumer will buy when they need to refurnished or rebuy the stock at home. Having a model that the respondents would trust is good as the effect is moderate.

5.2.4 Expertise and brand attitude

Expertise of the model is perceived as important by the consumers. The association strength is higher compared to physical attractiveness and trustworthiness ($r=.665$, $p<.01$). Buying consumer everyday product may involve low thinking process where consumers may repurchase the similar product once their stock has finished. It could be concluded that consumers very much prefer a model that is seen as an expert in order to the consumers to believe in the brand and to form positive attitude towards the brand.

5.2.5 Product match-up and brand attitude

The result for product match-up and brand attitude is positive and highly correlated ($r=.645$, $p<.01$). Thus the result is showing that it is important to have the model – celebrity and non-celebrity – to match with the product or brand in order for the consumers to develop positive attitude and favor the brand.

5.3 RECOMMENDATIONS

The purpose of this study is to identify the association and relationship of factors towards brand attitude. The results showed that all hypothesis are supported the proposed. Of course, this study has some limitations. Firstly, the study sample has come from the face to face and randomly given to customers, the conclusions of this study also need to further verification from other samples. Secondly, the comparison of superior and non-superior brands is rather straight forward compared to the comparisons of brands that are considered very much similar to one another. For similar brands, consumers may consider other relevant information such as using brand related information in advertisement.

Next, for the advertisement endorsed much prefer by an endorser especially by a well-known person such as celebrity is considered by many as the effective way to influence the public. The attitudes towards brands studied here are based on opinions from

respondents that live in a specific area. Brands which may be viewed negatively in this particular region may not necessarily be viewed negatively in other parts of the country. Future studies should base the research on a wider geographical location resulting in more generalizable representation



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