

T.C
BAHÇEŞEHİR UNIVERSITY

**“ THE EFFECT OF CELEBRITY, AND BRAND
CREDIBILITY ON ATTITUDES TOWARD AD AND
BRAND, AND THEIR INFLUENCES ON BRAND EQUITY:
A STUDY ON NESPRESSO”**

Master's Thesis

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ISTANBUL, 2021

T.C
BAHÇEŞEHİR UNIVERSITY

GRADUATE SCHOOL
MASTER OF BUSINESS ADMINISTRATION

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Istanbul 2021

Abdulrahman alsakka

ABSTRACT

“ THE EFFECT OF CELEBRITY, BRAND CREDIBILITY ON ATTITUDES
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Familiarising the consumers with your brand will improve the efficiency of your advertising, and what's better than celebrities to initiate a relation between your brand and its consumers. on other hand celebrity endorsement will be more effective if the brand already recognized by consumers. In other words, celebrities can strengthen a message that consumers have already been engaging with and create ideas about the product.

This study explores the credibility criteria of the endorser and the brand in their relations with brand equity taking into consideration the consumer-based point of view towards the advertisement and the brand within the context of Nespresso coffee and George Clooney who is known as the Nespresso brand face for more than seven years and still. In order to explore this issue, two-stage research model, exploratory and descriptive, was applied. In the first section, the Exploratory section, a literature review was made using secondary data sources. In the study, a questionnaire of 61 questions was prepared by using the data obtained from the exploratory part. This study has developed a new model to investigate the potential relationships between credibility produced by celebrity and brand with the consumer's attitudes toward advertisement and brand, and ultimately the brand equity. The study has revealed the weighs of endorser credibility dimensions(endorser charm, self-referencing, attractiveness) and the brand credibility including (characteristic to credibility, and credibility to personality) and their effect on attitude to ad brand, ultimately on brand equity. The main limitations of this study include a lack of reaching the calculated sample size, and inability to generalise the findings to other organisations or celebrities as it is specified for George Clooney and Nespresso.

Keywords: Celebrity endorser, Brand equity, Brand credibility, Attitude to Ad, Attitude to Brand.

ÖZET

"ÜNLÜLERİN, MARKA GÜVENİLİRLİĞİNİN REKLAMA VE MARKAYA YÖNELİK TUTUMLAR ÜZERİNDEKİ ETKİSİ VE BUNLARIN MARKA DEĞERİ ÜZERİNDEKİ ETKİLERİ: NESPRESSO ÜZERİNE BİR ARAŞTIRMA"

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Tüketicileri markanızla tanıştırmak, reklamınızın verimliliğini ve markanız ile tüketicileri arasında bir ilişki başlatmak için ünlülerden daha iyi olan şeyi artıracaktır. Öte yandan, marka tüketiciler tarafından zaten tanınırsa, ünlü desteği daha etkili olacaktır. Başka bir deyişle, ünlüler, tüketicilerin zaten ilgilendiği bir mesajı güçlendirebilir ve ürün hakkında fikir oluşturabilir.

Bu çalışma, Nespresso kahve ve Nespresso markası olarak bilinen George Clooney bağlamında reklama ve markaya yönelik tüketici bakış açısını göz önünde bulundurarak, onaylayanın ve markanın marka denkliği ile olan ilişkilerinde kredibilite kriterlerini araştırmaktadır. yedi yıldan fazla ve hala yüz. Bu konuyu araştırmak için keşfedici ve betimleyici olmak üzere iki aşamalı araştırma modeli uygulanmıştır. İlk bölüm olan Keşif bölümünde, ikincil veri kaynakları kullanılarak literatür taraması yapılmıştır. Araştırmada keşif bölümünden elde edilen veriler kullanılarak 61 soruluk bir anket hazırlanmıştır. Bu çalışma, ünlü ve marka tarafından üretilen güvenilirlik ile tüketicinin reklama ve markaya yönelik tutumları ve nihayetinde marka değeri arasındaki potansiyel ilişkileri araştırmak için yeni bir model geliştirmiştir. Çalışma, onaylayan güvenilirlik boyutlarının (destekleyici çekiciliği, kendine referans verme, çekicilik) ve marka güvenilirliğini (güvenilirliğin karakteristiği ve kişiliğin güvenilirliği) ve bunların reklam markasına karşı tutum ve nihayetinde marka değeri üzerindeki etkilerini ortaya koymuştur. Hesaplanan örneklem büyüklüğüne ulaşamaması ve bulguların George Clooney ve Nespresso için belirtildiği gibi diğer kuruluşlara veya ünlülere genellenememesi bu çalışmanın temel sınırlılıklarıdır.

Anahtar Kelimeler: Ünlü destekçisi, Marka değeri, Marka güvenilirliği, Reklama Yönelik Tutum, Markaya Yönelik Tutum.

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1. INTRODUCTION

Brands frequently use celebrities to have more influence. People would like to live or act like celebrities. Consumers specifically imitate behaviour of celebrities they like or respect, to build and communicate their own identity. Celebrity endorser is a person who enjoys high reputation of the fame, being known to most people, while Celebrity endorsement is a relevant plan for the brand which improve the brand equity. In order to analyse celebrities' efficiency this paper presents types, techniques, and models in endorsing brands/products. To build a communication strategy in marketing between brands and consumers, celebrity endorsement has become one of the most important tools. Celebrities practice their influence on potential customers through perceived values such as expertise, trustworthiness, attractiveness, and familiarity. This endorsement very effective globally as one-in-four advertisement use celebrity endorsement (MarketWatch 2006).

The present study would focus more on Celebrity endorsement influences on advertising effectiveness, brand recognition, brand recall, rather than purchase intentions and purchase behaviour. Recent research has also demonstrated that celebrity endorsement leads to a favourable attitude towards the endorsed brand (Till et al. 2008), but does it have value in terms of developing brand equity? The value added by brand name to the product refers to the term of brand equity (Farquhar 1989). Existing literatures assure the needs of more studies about brand equity (Keller and Lehmann 2006; Yoo et al. 2000). It is agreed that advertisements effect the brand equity (Keller 2005) while the perceived image of endorsers may be associated with brand image (Keller 1993), but how does celebrity endorsement lead to improvements in brand equity?

Marketers are developing strategies using various appeals including sexual, emotional, humor, etc. (Belch and Belch 2001). The rationale behind defining such methodologies is to pick up high brand introduction, consideration, interest, want and activity (Belch and Belch 2001). To do this, advertisers utilize notable and well-known characters in other word famous people. As McCracken (1989) stated that celebrities tend to create greater effect on the consumers buying behavior. McCracken (1989) further expresses that celebrity promoting is crucial element of present-day advertising. Considering the prices

companies are willing to pay and the effect it has on consumers buying behavior, celebrity endorsements appear to be a very popular advertising tool in the modern-day marketing (McCracken 1989; Belch 2001; Soderlund 2003).

Internationally, the celebrity ad market is a multi-billion-dollar industry (Crutchfield 2010). For example, in the USA, celebrity endorsements are a well-known promoting strategy taking approximately 15 percent of advertisements (Crutchfield 2010; Hsu and McDonald 2002). By linking celebrities with brands, advertisers imbue the endorsed brands with desirable associations (Keller 2013; Till 1998), with the expectation of developing favourable consumer-based brand equity (Keller 1993). Till (1998) and McCracken (1989) have suggested that by creating secondary associations celebrity endorsers can build brand equity.

Seno and Lukas (2007) have proposed that a celebrity endorser operates as a co-brand for the endorsed brand resulting in the creation of equity for both the endorsed brand and the endorsing celebrity and this is what we will assume in the present study. We can say that celebrity endorsement generates greater recall for both the endorsed brand and the advertisement (Atkin and Block 1983). Perceived product quality and uniqueness can be influenced by celebrity endorsement (Dean 1999). There is, however, limited understanding of how the brand equity can be affected by endorser's credibility. Furthermore, by indirectly adding consumer value to the brand, the credibility signalled by a brand is considered important and is believed to contribute to building brand equity (Erdem and Swait 1998). Clearly, research is needed to empirically examine the relationship between endorser credibility, the moderating role of perceived advertisement & brand, and the development of consumer-based brand equity.

2. LITERATURE REVIEW

2.1 WHAT IS CELEBRITY ENDORSEMENT?

The exercise of endorsements in marketing is not a new incident (Waldt et al. 2009). It is remarkable in terms of getting awareness and fulfil good repurchase. Endorsements can be in different forms as celebrity or a created spokesperson. Endorsement play an important role of brand management process as a competitive and distinguishing feature. Endorsers are considerably used to reach target customer because of their visual characteristics. In this way brand awareness, recall and recognition can be provided.

Using celebrity endorsement is “a ubiquitous feature of modern marketing” (McCracken, 1989: p310). The endorser could be an actor, sports figures, entertainers, etc and are being used extremely to represent the brands (Friedman et al. 1978). Companies sometimes prefer creating celebrities for specific purpose to be their brand face. In this way they will have more controlling power over them (Erdogan 1999). By making up the celebrity, firms can build characters more congruent with their brands and target consumers, thus they can ensure these characters endorse one particular product (Erdogan 1999). Despite the favourable side of endorsement, the use of celebrities in campaigns might be not always effective (Misra and Beatty 1990). Celebrities have been used to positively influence consumer performance toward a product (Tripp et al. 1994), while advertising campaigns establish a link between the product and the celebrity a positive or negative transfer of meaning established (Till and Shimp 1998). To choose suitable celebrity, the advertiser should consider, among other factors, the longevity of the campaign, the acceptance of the celebrity and their relevance, and the target consumer’s opinion on the use of celebrities for communication. Many considerations are weighed when selecting a celebrity sponsor or a brand sponsor while trying to set up a campaign:

- A. reputation– wide recognition by consumers or by specific groups.
- B. adjustment – the congruency between brand and celebrity attribute regarding consumer insight.
- C. financial features – costs and returns from the use of celebrities as endorsers.

D. roles – various ways of using celebrities in marketing communications (Pringle and Binet, 2005).

Celebrity endorsement sustained effectiveness by three factors trustworthiness, expertise, and attractiveness (Ohanian 1991). Credibility indicates the trust that the celebrity transfer to the public, expertise is point out to the knowledge and experience that the endorser has on a subject, and attractiveness is connected to physical appearance, beauty, and sympathetic nature.

2.2 DEFINITION OF CELEBRITIES

Traditionally, the idea of celebrity can be understood as a person who is known by the public and considered an example to be imitated (McCracken 1989), due to his or her professional specialization or beauty (Kahle and Homer 1985). Celebrities can affect the people dreams and desires (Rockwell and Giles 2009). Furthermore, celebrities can be the representation of brand, creating bonds and simplify connections with consumers (Thomson 2006). Celebrity is a person who is widely known to the public for accomplishments in domains that are unrelated to the product class (Friedman et al. 1977).

2.3 CELEBRITIES AS A FORM OF ASPIRATIONAL REFERENCE GROUP

From a hypothetical viewpoint, Celebrities are arranged in the class of legends as reference gatherings and opinion pioneers. due to their symbolic aspirational reference group associations, they are perceived as effective endorsers (Assael 1984, Solomon and Assael, 1987). Endorsers as legends can possibly impact the cognitive process of buyers (Wilkes and Valencia 1989). The connection between values and celebrities can be bidirectional, celebrities can shape and enhance existing cultural meaning and encourage the change of cultural values and categories (Biswas et al. 2009). Therefore, by using celebrity endorsers, companies may obtain benefit from consumer's symbolic association to reference groups, as they are perceived as attractive, likable, and dynamic (Assael 1984; Atkins and Block 1983; Kamins 1990).

Celebrities can be particularly movie stars, TV personalities, popular entertainers, and sports pioneers, give a very widespread type of reference group attractiveness (Schiffman

and Kanuk, 2004). Any object that strengthens one's self identity or desired image, consumers tend to form an attachment with it, and perhaps the most common example of this form are the celebrities (O'Mahony & Meenaghan 1998). Despite the celebrities are physically and socially far from a common consumer, they have power in their ability to influence the consumers (Choi & Rifon, 2007).

Based on the meaning transfer model by McCracken's (1989) brands endorsed by celebrities are a source of symbolic brand meaning. It can be said that consumers connect the celebrity and the brands they endorse, they transfer the symbolic meaning from the brands to themselves by buying those brands frequently (Escalas and Bettman 2005). Consumers are likely to accept the meaning from endorsers who perceived as similar to them for example, if they are athletic, they accept the meaning from athletic endorsers like David Beckham who endorsed many brands like Adidas and Police. As a result, he may form a self-brand connection to these brands endorsed by Beckham (Schiffman and Kanuk 2004).

2.4 CELEBRITY VS NON-CELEBRITY

Petty, Cacioppo and Schumann (1983) found after changing the endorser type those celebrities cause a better remembering of brand name as compared to non-celebrity endorsers, and more positive attitude has been produced towards the product in the case of celebrities' endorsement. Friedman, Termini and Washington (1976) manipulated endorser type and found that believability of the advertisement has been reinforced by celebrity endorser, purchase intentions and perceived image of the product. Friedman and Friedman (1979) manipulated endorser type and product class, they found that the use of celebrity produced huge recall for both commercial and brand name without a consideration to the product class. Using celebrities help advertisers to emerge from the crowd and attract interest (Kaikati 1987). These are also regarded as being more fun and believable (Atkin and Block, 1983). Moreover, (Walker et al. 1992) think that the image of celebrity influences the brand image which helps the marketer to create a new product or modify the existing one (Kaikati1987).

A celebrity campaign which has been successfully developed will alter negative perceptions regarding marketed products and services. Choosing the proper celebrity can be efficient in creating a position for new initiated product and it can also change insights on a product that has been perceived badly (van der Waladt et al. 2009: p102).

The celebrity endorsement can strengthen the companies financially (Agrawal and Kamakura, 1995; Mathur et al. 1997). For example, event study reported that the income of Michael Jordan to the National Basketball Association (NBA) in 1995 increased his client firms' market-adjusted values by almost 2 percent, (Pornpitakpan 2004: p56). A product has been founded in an international market a celebrity internationally famous can provide the respect value to it (van der Waladt et al. 2009: p102).

2.5 POSITIVE AND NEGATIVE SIDE OF CELEBRITY ENDORSEMENT

Besides positive impacts as mentioned before celebrity endorsement may also have negative sides. Depending on the celebrity's popularity and depending on the cost of using him/her as a spokesperson for the brand which can reach up to millions of dollars (Pornpitakpan2004).

Personal problems of Celebrity and negative publicity about them can negatively influence the brand image (Till and Shimp 1998). If the popularity of the celebrity decreased, becomes overexposed or changes his/her image, this may cause harm effects on brand/product image (Kaikati 1987). If the celebrity has never use kind of product before this may affect his believability negatively like a vegan endorse meat or dairy products or if they were known about using controversial products (van der Waladt et al. 2009: p103).

In fact, brand-celebrity ties are no longer distinctive if celebrity decides to support too many different brands that can damage the reputation of celebrity (Mehulkumar 2005). As mentioned before creating the spokesperson gives the company advantage for high degree of control and cost advantage, allow the marketing managers to invent a better match up between the product and the endorser. Another benefit over created celebrity is the long-term influence of the created characters, since the same created spokesperson

can be used for a long time and adapted the situation of change (van der Walddt et al. 2009: p103). The biggest risk of a creating spokesperson is that it may take a long time and creating awareness requires a considerable spending on advertisement.

The creation of a long-term relationship between the endorser and the company makes the endorsement has a considerable benefit and recommended (Tom et al. 1992: p51). There is a general agreement in the researcher's society regarding achieving greater consumer attention, awareness, and recall, by using of celebrity endorsers as an effective way. Anyway, some studies put a question mark about the power of celebrity endorsers in achieving positive attitudes and purchase intentions for the endorsed brand. For example, Mehta (1994) did not find a huge difference in the effect of famous endorser and non-famous endorser on behaviour (towards advertisement and brand) and purchase intentions for the endorsed brand. Freiden (1984) also found mixed results when he manipulated endorsers (Celebrity, Typical Consumer, CEO and Expert).

2.6 CONCEPT OF BRAND AND BRANDING

The idea of brand and brand is related to each other. Through an effective branding process, the brand and identity of companies, products and services can be identified. Branding is the recognition of a specific product or service that influences customers to show interest in purchasing (Vigneron & Johnson 1999). The purchasing intentions of consumers are formed by brand image which drives their perceptions and attitudes toward the products and services (Vigneron & Johnson 1999). Thus, according to Rosenbaum-Elliott, Percy & Pervan (2011), 'brand' can be defined as a trademark, label, symbol, or logo of a company which reflects its uniqueness and competitive image over other companies in the market.

Consumers prefer to purchase branded products which have a definite label and are packaged well. During their search to yield the maximum value and satisfaction, consumers prefer to buy branded products over unbranded ones (Rosenbaum-Elliott et al. 2011). According to Kim & Ko (2012), brand is more like a promise which the companies make to the customers to attract them and increase their loyalty. They make a pledge that they will serve the customers with the best quality products and services which can give

them a uniform and high level of utility. It is not easy for businesses to choose the marketing strategies and techniques which attract the customers' interest and impress them. Several options could be taken to create a positive brand image in the overall market. To win the customer's trust and faith, businesses must follow an effective branding technique to engage their customers successfully in the market.

Proper branding influences the customers to purchase repeatedly from a single brand which indicates their loyalty and commitment towards the same brand. Accordingly, firms today pay more attention to increasing their brand identities and use several techniques for doing so, like improving the products, services and developing innovative and creative promotional measures (Füller, Matzler & Hoppe 2008). Building and maintaining a brand image has become very complex while the concept of branding has become very distinguished over the years. As Chen (2010) the brand is not considered as only a name these days. The right branding is required to maximise customers' attention and loyalty. The brand choices influenced by the consumer's vision about a product or a service and the features of the same product (Chen 2010). Companies become unique and different from others by effective branding (Füller 2007). It increases the sense of exclusivity among different companies. Consumers have the right to choose different products based on their brand identities (Vigneron & Johnson 1999).

In other words, through an effective branding process, the perceptions of customers are influenced widely. For example, brands using celebrities to advertise their products will naturally attract potential customers and thus the brand value of the companies increases. Companies all over the world, build up strong brand identities and image by means of brand personality strategy. Using of celebrities such as in the context of Nespresso, indicates that the companies need to concentrate upon brand publicity and spread awareness among potential customers about their offerings. This, in turn, increases the sale values of companies thereby leading them towards success. As per the viewpoints of Christodoulides & De Chernatony (2010) a negative and positive impressions in customer's mind can be created by branding.

The appropriate and effective promotional strategies will confirm brand image, and engage more customers in the market, which give the consumers positive vibes through association with this brand. Thus, it can be said that brand is a significant aspect for every

organisation and marketers need to adopt improved branding strategies to attain recognition and success (Atwal & Williams 2009). Marchand & Hennig-Thurau (2013) suggest that brand is the significant factor that maintains the concept, basic design and symbolic identification of the product produced by any organisation. Brand represents the prospect by which a firm can easily gain reputation and fame in the marketplace.

Celebrities can increase the brand value by promoting brand image through them. Relating to consumers' choices and feelings towards a service brand value can be defined; by judging how the brand can motivate them and reflect their identities people choose the brand. The perceptions of Delbaere, McQuarrie & Phillips (2011) indicate that brand value is apparently holds beside service, quality, and performance ratio etc. By recognising the brand, consumers may then focus on that brand (Delbaere et al. 2011).

Based on advertising costs, pricing index and valuation of the products the management of a firm promotes the firm's brands, and then they wait for the feedback of customers (De Mooij, 2013). By collecting the feedback through survey or any other methodology, consumers could be able to show their perceptions toward that material (Basfirinci and Çilingir 2015). By virtue of traditional or conceptual marketing, brand value is the sustainable backbone of an organisation in this competitive market environment. This is a long-term process whereby consumers could be familiar with the service, and they could interact with the management at the time of sale (Atwal & Williams 2009). In this present technology-based generation, companies do not have enough control over their existing brand prospects. The term existing value does not have any significance now as people only believe in the creation of new value. For this reason, firms compete to create brand proposition by focusing on customer perceptions. Based on this, it could be stated that consumers have influence over value creation in the business process (Dolbec & Chebat 2013).

2.7 THEORIES OF CELEBRITY ENDORSEMENT EFFECTIVENESS

2.7.1 Source Credibility

Source Reliability implies positive characteristics of the spokesperson which impact the acceptance of the message by the receiver (Khan and Khan 2002). The concept behind

the model is that if the source of the message is assumed to be reliable then the message will be judged positively and more persuasively. Through "internalization" credible sources impact perceptions, values, and behaviours. Internalization happens when people adapt to a credible source's attitude and behaviour because they trust in the essence of a new attitude or action (Freidman and Friedman 1979). Once these behaviours or attitudes are internalized, they stay in the customers' perceptions even after the message or the source has been forgotten. The source credibility model proposed by Hovland, Janis and Kelley (1953) states that credibility originated from two important factors, Expertise and Trustworthiness.

2.7.2 Expertise

Expertise refers to the degree to which the source is able to make reasonable claims by possessing the relevant skills (Hovland et al. 1953). This dimension is sometimes also referred to as competency, authority, expertise, and qualification (Khan and Khan 2002). A study by Crisci and Kassinove (1973) reported that the perceived level of expertise influences believing of recommendations by the sources and the respondents reactions varies depends on the expertise of the celebrity. The intention to buy the product is increasing when the source perceived as an expertise (Ohanian 1991). More positive brand attitude and more intention to buy generated by expert endorser than non-expert endorser an experiment by Till and Busler (1998).

2.7.3 Trustworthiness

It is the level to which the people consider the communicator or statement as credible. Consumers are cautious about untrustworthy celebrities (Smith 1973). McGinnis and Ward (1980) studied trustworthiness and expertise and found that Trustworthy source, irrespective of the expertise, was convincing. Contrarily, study by Sternthal, Dholakia and Leavitt (1978) found that a high credible source is not always more effective than a low credible source. They found that if the primary opinion of the consumers is positive towards the brand, then a less credible source is more effective.

2.7.4 Source Attractiveness

Joseph (1982) stated that more desirable product and marketing evaluations are made by use of appealing models. In a process called "identification" appealing sources convince consumers. Identification takes place when individuals adopt attitudes and behaviours promoted by the source because they are pleased with the perception that they are comparable to the source (Friedman and Friedman 1979). Identification is not an internalization where information is incorporated from an appealing source into the consumer's beliefs system, but only when the source remains important or desirable for consumers (Kelman 1961).

Petty and Cacioppo (1980) found that in both low and high consumer involvement conditions the source attractiveness affects the persuasion. When attractive celebrity endorses a product, a positive behaviour towards the brand, greater purchase intention and more brand recall was found than the unattractive celebrity (Kahle and Homer 1985). Till and Busler (1998) found that in attractive endorser status the purchasing intentions and brand attitude were dramatically higher than the unattractive endorser situation. The positive relationships between source attractiveness and attitude are supported by most of the studies, but the findings unclear between source attractiveness and purchase intention (Erdogan 1999). (Kahle and Homer 1985; Kamins 1990; Baker and Churchill 1977; Petty and Cacioppo 1980) found source models fail to clearly explain the process of effectiveness of endorsement as they see it as a one-dimensional process. it is focused only on the celebrity aspect, ignoring the product and consumer aspects. According to McCracken (1989) "According to the model, the persuasiveness of the celebrity has everything to do with the celebrity and nothing to do with the product." (p. 311).

But why some celebrities prove effective for a certain products and bad effect for other products. We often fail to differentiate between celebrities; even if they are similarly attractive and trustworthy, two celebrities cannot be equally effective for the same brand. This means that besides credibility and attractiveness there might be other measurements which distinguish celebrities and thus affect celebrity endorsement process. Ohanian (1990) Developed and checked a semantic differential scale of fifteen items to calculate

the credibility of celebrities and we have used these items in this study. It has three aspects of attractiveness, reliability, and expertise.

2.7.5 Ohanian Model

The Ohanian model revolves around determining the source's credibility. In the process of due communication between different sectors in the market and / or different people on the Internet, there is a great role that is performed by the level of persuasion inherent in the messages sent. Convince the level of the message depends on the credibility of the source, which can affect the attitudes and intentions and behaviour of consumers. Hence, credibility is an integral part of the interpersonal communication process including the communications that take place on the Internet for marketing purposes. According to Ohanian (1990), credibility is multi-dimensional concept that is composed of three elements (i.e., trust, expertise, and attractiveness). Trust refers to the confidence of the source from which the information is truncated. As such, the more reliable source of information, the more people are aware of the source of this information as a source of benefit. According to Ohanian, trust; in turn, is established in people start believing that a particular source of information is honest, addictive, and sincere. Expertise refers to the ability of the source to be considered as qualified, expert, and professional.

The expertise component depends on several issues such as the expert (the person who publishes the information), and the level of knowledge of the recipient of the information. With regard to the element of attractiveness, the attractive source would amplify outgoing messages through certain features (i.e., elegance, beauty, and style). Ohanian indicated that an attractiveness element relies on issues such as similarity, familiarity, and likeability.

2.7.6 Self-Referencing

Other factor plays a role in increasing the intention to purchase is when the consumer believe that the endorser reflects their self-concept and self-image, and the evaluation of the advertisement is positive (Choi and Rifon 2012). In addition to this positive assessment, the loyalty is more possible to be created toward the brand or product.

(Rumschisky 2009) found that depending on who endorse the brand, consumers are happy to pay up to 20 percent more for an item, creating more prominent incomes for the organization. Advertisements endorsed by celebrities will in general expand the estimation of the organization on the trade market, likewise advertisements also impact investors' perceptions of the endorsed brand (Agrawal and Kamakura 1995). Studies shows that the impact of celebrities on the evaluation of brands expands to their fans (Sliburyte, 2009; McNamara 2009). The associations between the celebrity and the endorsed object are the reason of this impact (Choi and Rifon 2012; Till and Shimp 1998). The sales of the product get affected by the celebrity endorsement directly or indirectly (Erdogan 1999). According to Atkin and Block (1983) grabbing the eyes to the product depends on the fame of the celebrity endorsers who help to pay attention to the brand. Belch and Belch (2001) termed it as stopping power, which means that celebrity endorsers can penetrate the media environment and pay attention towards the advertising message. Kamen, Azhari and Kragh (1975) reported that utilization of celebrity accomplishes a greater awareness of advertisements and favourable shift in the company image. Louie and Obermiller (2002) found that picking/denying and keep/reject decisions regarding celebrity endorsers has tremendous impact on the company's image.

2.7.7 The Match-up Hypothesis (Congruency)

In order to have a positive effect on the advertisement's credibility, attitudes and buying intentions, the product and the celebrity endorser should be 'fit' together. This 'fit' or 'match-up' is the congruence between the message conveyed by the endorser and the brand (Kamins 1990). A negative effect will occur if there is no unique relationship between the celebrity and the product being endorsed, in this case as consumers will recall the celebrity but not the product, this phenomenon called 'Vampire Effect' (Evans 1988). The social adaptation theory states that the effect of data relies upon its adaptive significance and securing of new data will assist consumers with adjusting. When attractiveness related product being endorsed by attractive celebrity, then he/she adds more adjustable information about the product as compared to an unattractive celebrity (Kahle and Homer, 1985; Kamins 1990).

Researchers proposed three factors of match-up. Attractiveness, expertise, and image of the celebrity. Attractiveness match-up means the use of attractive celebrity for an attractiveness related product. Kahle and Homer (1985) study supported the matching hypothesis for attractiveness. Baker and Churchill (1977) noticed that attractiveness does not need to be endorsed by a female model to produce more coffee buying intentions, while attractive female model effected more Perfume/ Aftershave buying intentions. Kamins (1990) in his experiment found that credibility, attitudes and buying intentions are more influenced by physically attractive celebrity, than physically unattractive celebrity for attractiveness related products, and there was no serious impact of physical attractiveness when the product was unconnected to attractiveness.

In expertise match-up, an endorser who is called "expert" in the area is used to endorse a product related to that area, e.g., an athlete who endorses an energy drink or sport shoes. Till and Busler (1998) studied both attractiveness and expertise as match-up factors, they found that expertise is a more powerful factor than attractiveness for match-up, while attractive endorser was found to be effective in both the situations of attractiveness related and attractiveness unrelated products.

Image based congruence is matching brand associations with celebrity associations. In the study conducted by Misra and Beatty (1990) a significant positive impact on brand attitude was found by matching the products (jeans and a board game) with celebrities having similar images, respectively.

A positive impact on variables such as, brand attitude and spokesperson believability were found by Kamins and Gupta (1994) with their study on a product (computer) with a celebrity who was perceived to be scientific. Lee and Thorson (2008) also supported the positive effects of image-based match-up on attitudes and purchase intentions. The match-up hypothesis teaches us how to choose the celebrity to achieve the best effectiveness, but it has its limitations, it does not clarify the degree of match which may exist between the celebrity and the product; it simply compares a “match” with a “non-match” and therefore ignores to which level this match should be exist.

In non-theoretical situations, the advertiser should seek for the endorser who match better than the others with product even though all of them fit with the brand being endorsed. Further the strict match up not always necessary for example, the use of celebrity endorser to reposition the brand required a little bit of incongruence to change the perception regarding the brand, thus strictly match up will not be successful (Ang and Dubelaar 2006).

2.8 RELATIONSHIP BETWEEN ENDORSER CREDIBILITY AND BRAND EQUITY

The associative network memory model is explaining the direct relationship between endorser credibility and consumer-based brand equity. According to this model the brand recall and recognition could be supported by celebrity endorsement. Endorser fills in as an extra hub in memory and is related with a brand hub. As there are many alternative routes to this hub in memory it would be easier to locate this hub (Fiske and Taylor 1991). A highly credible endorser will form a strong associated relation with the endorsed brand in a consumer's mind (Biswas et al. 2006). For example, when a credible scientist like Ian Frazer, who became famous by developing a vaccine for cervical cancer, endorses community organisation Bicycle Victoria's "Ride to Work" initiative, this would influence the recall and recognition of the initiative positively. Therefore, the brand recall and recognition are supported by celebrity endorsement.

Managing brand equity generally includes controlling the implications related with a brand in memory (Keller 1993). Specialists advocate utilizing secondary associations to reinforce brand equity, by which a brand can be connected to another entity like a celebrity (Keller 2005). The other entity will have its own affiliations, which should in this way be moved to the brand (Petty 2006). For example, the cricket Indian player Ricky Ponting the captain of the Australian cricket team, who is trusted by consumers because of his role, may help the brand "Valvoline" by adding associations such as "high performance" and "reliability" (Indiantelevision.com, 2007). Therefore, when a celebrity endorses brand, he would bring his own associations to this brand; thus, creating a larger network. The perceived quality could be affected by the celebrity endorsement as well.

Celebrities can work as an external sign about the product quality, which will give the consumer a visualization about the product and reduce the uncertainty (Dean 1999). Previous research on classical conditioning has shown how an association with one stimulus like celebrity can benefit another stimulus like brand (McSweeney and Bierley 1984). Conditioning can be beneficial in moving fixed attitude to a brand (Grossman and Till 1998), which can build brand loyalty. The conditioning principles suggest that celebrity endorsement can impact on brand loyalty through affect transfer and inferential belief formation.

According to Till and Nowak (2000) affect transfer means the positive evaluation of one entity when it is linked to another entity in a consumer's mind, while inferential belief formation means the changes in a consumer's attitude toward a brand due its association with another entity. At the end, if higher credibility celebrities generate a higher brand loyalty, recall and recognition for the brand for example, endorsements by trustworthy Australian entrepreneur Dick Smith for local brands (e.g., "Temptin" chocolate biscuits) they are likely to increase the consumers' loyalty toward those brands.

2.9 THE RELATIONSHIP BETWEEN ATTRACTIVENESS WITH ATTITUDE TO AD & BRAND

Attractiveness is considered as a significant source of information in the eyes of consumers, if the endorser is physically attractive, favoured by consumers, and not strange depends on the consumers point of view this would help the efforts to impact the emotional attitude of these consumers (Hoyer & MacInnis 2010). As previous studies suggested the higher the attraction will lead to higher attitudes toward advertisement, so between the two is said to have a positive relationship (e.g., Sallam 2011; Gaied & Rached 2010; Jain *et al.* 2010; Ahmed *et al.* 2010; Hudha & Hidayat, 2009; Zafar & Rafique 2008; Waldt *et al.* 2007).

The attention of the consumer can easily attach to the endorser who has a charm (Ranjbarian *et al.* 2010). Recently studies showed that Endorser who has more glamour to have more positive impact on the consumers more than the endorser has not have this

appeal (Amos *et al.* 2008). The attitude to the brand will be increased as a result of this attractiveness of the endorser, so it is said there is a positive relationship between them. (e.g., Ahmed 2012; Sallam 2011; Gaied & Rached 2010; Hunter *et al.* 2010; Jain *et al.* 2010; Chiou *et al.* 2007; Zafar & Rafique 2008; Seno & Luke 2007).

2.10 THE RELATIONSHIP BETWEEN EXPERTISE WITH ATTITUDES TO AD & BRAND

The consumers trust an endorser who convey a message with a high level of expertise more than non-expert endorser. In the advertisement designed to change opinions and attitudes of consumers, someone who has expertise will have more influence through this ad (Clow & Baack 2010). A positive attitude towards a brand can be generated if high skilled endorser represents the product. Several researches showed suggested positive relationship between skill and attitude toward the brand (e.g., Wahid & Ahmed 2012; Gaied & Rached 2010; Hunter *et al.* 2010; Schaefer *et al.* 2010; Chiou *et al.* 2008).

Expertise does not refer only to knowledge about the endorsed product. Furthermore, expertise includes talent, training, and specific experience about the product. (Egan 2007). Most of the previous studies shows a strong positive tie between the skill of the endorser and the attitude toward advertising (e.g., Ahmed 2012; Wahid & Ahmed 2011; Sallam 2011; Gaied & Rached, 2010).

2.11 BRAND SIGNALLING THEORY (BRAND CREDIBILITY)

Brand credibility is a concept came from the brand signalling literatures. According to this theory, organizations can use the brands as signals to arrive a message to the marketplace that is marked by imperfect (Erdem and Swait 2004; Erdem et al. 2002). All past and present marketing mix strategies represent the brand signals (Meyer and Sathi 1985). Therefore, the brands that failed to create a credibility through marketing mix struggle to achieve a success. There are two terms the content of brand signal can be seen through it, clarity, and credibility. Clarity indicates that there is no ambiguity in the trademark content (Erdem and Swait 1998). Whereas credibility indicates the effectiveness, truthful, and dependable of the information conveyed by brand signal (Tirole 1988).

We can say that Brand credibility contained of two dimensions reflected by expertise and trustworthiness (Erdem et al. 2002). Expertise of the brand means there is a possibility to deliver what it promises, while trustworthiness indicates that a brand is viewed as capable of delivering what it has promised (Erdem and Swait 1998). Brand credibility is the base of building the brand equity. Although the presence of credibility is never assumed to be the only source of building brand equity, its absence can surely inhibit chances of building it. In line with brand signalling theory, brand credibility reduces the processing cost, consumer perceived risk, and lowers information search (Erdem and Swait 1998; Shugan 1980; Srinivasan and Ratchford 1991). Furthermore, it can support the perceived brand quality in the consumer's mind (Erdem et al. 2002). Credibility is one of the most important contents of the brand and we spot the light on it in this study to know more about its role with other variables.

2.11.1 Self-Brand Connection

How can this significance of self-brand connection become related with the brand? To comprehend this cycle, it has to be perceived that beyond the functional benefits of brands there is a symbolic property (Levy 1959). As such, brands can be used to meet higher order psychological needs such as self-construction, social integration, self-differentiation, and self-presentation (e.g., Ball & Tasaki 1992; Belk 1988; Kleine, Kleine, & Allen 1995; McCracken, 1989; Richins 1994; Schultz Kleine, & Kernan 1989). Aaker (1991) indicates that brands create value by giving practical, passionate, and self-expressive advantages. Levy (1959) indicates that brands take on importance when they get together with consumers consider themselves. Accordingly, we should have the option to assess the connection between the brand and customer's sense of self in order to study the symbolic benefits of brands. Because these brands become related with, or associated with, shoppers' psychological representation of self, the connection between consumer's self-concept and brands referred to SBC.

Huffman, Ratneshwar, & Mick (2000) stated that individuals use items and brands to make a self-portrait and to introduce these pictures to other people or to themselves to achieve their identity objectives. Because of this cycle, a connection connects the brand

and the self. A seven scale items used to conceptualize and operationalize the self-brand connection by (Escalas 2004). In this study we focused on SBC as a part of brand credibility as SBC subsume the collection of brand associations and as we believe that the consumer's own memories about the brand related to the credibility of the brand. The connection between the consumers representation of self and what the brand means create the SBC.

In sum, we separate self-brand association from the brand relationship research directed by Fournier and others (e.g., Fournier 1998). Fournier recognizes six components of brand relationship quality (BRQ). The self-brand connection concept is generally like the BRQ dimension named "self-concept connections" and may be viewed like a subset of BRQ. However, the major difference between our notion of SBC and the brand relationship approach is that brands in our framework are not construed as active relationship partners. In our approach, brands are vessels of symbolic meaning, with this meaning appropriated by consumers as they use brands' symbolic properties to meet self needs. To extend the "life is a stage" metaphor of Goffman (1959), in this paper, brands are considered to be props used by actors for character development rather than as fellow actors (cf. Ahuvia 2015). We believe both approaches are valid and worthy of research, both by academics and marketing practitioners, but we focus on brands as meaning carriers.

2.12 RELATIONSHIP BETWEEN BRAND CREDIBILITY AND BRAND EQUITY

Credibility can build brand equity this is what brand signalling theory suggests (Erdem and Swait 1998). Erdem and Swait (2004) stated that credible brands enjoy lower information gathering and processing costs, and lower perceived risk. Furthermore, by influencing the consumers psychophysical processes, higher brand credibility can increase consumers' perceptions of product. Whereby objective quality levels are transferred into perceived, subjective quality levels (Erdem et al. 2002).

Brand credibility enhances consumer value to a brand by positively effecting perceptions, information costs and perceived risk, therefore brand credibility increases the consumer-expected benefit of a brand. Even the most credible endorser is not able to do a lot in

developing brand equity if the brand credibility is not existing. This thinking is like the old say “advertising can’t save a poor product”.

2.13. RELATIONSHIP BETWEEN SELF-BRAND CONNECTION AND BRAND EQUITY

We expect a positive correlation between the association with self-branding and equity. Theoretical frameworks for reference groups (Bearden and Etzel 1982) and self-concept theory (Belk 1988) help explain how self-brand connection may influence consumer-based brand equity in our hypothetical model. Celebrities are aspiring reference groups with expressive value appeal from consumer point of view (Bearden and Etzel 1982), helping consumers form their desired sense of self (Moore and Homer 2008).

Self-branding is likely to evolve as the ideal image of a celebrity is linked to the brand through the endorsement process. When a self-brand connection is created, consumers can get extra advantages, for example, upgraded confidence, social endorsement, and articulation of singularity (Escalas and Bettman 2003). Interestingly, the acknowledgment of such self-related advantages is probably going to upgrade the customer information base of the affirmed brand, which is reflected in the reinforcing of applicable brand linkages and perspectives in consumer’s memory (Keller 1993), thereby impacting consumer-based brand equity.

Additionally, projected relationship is in line with the mechanisms of conveying the meaning behind the endorsement process (McCracken 1989). Self-branding development by consumers explains how consumers engage celebrities and impart meaning to brands.

2.14. RELATIONSHIP BETWEEN SELF-BRAND CONNECTION AND ENDORSER CREDIBILITY

Previous studies anticipate endorser credibility and self-brand connection to be connected (Belk 1988), Self-branding is likely to indicate a deeper level of consumer identification of the brand (Albert et al 2013). Because celebrities form ambitious symbolic reference societies (Escalas 2004), studies speculated that celebrity endorsements will influence

self-branding communications in associative network memory theory (Keller 1993), celebrities represent a type of information node in consumer memory (Till 1998).

When a brand is linked to a celebrity through an endorsement arrangement, associative bonds are formed between the nodes in the consumer's memory (Till 1998). Once the nodes are connected, the perceived celebrity traits transfer to the approved brand (McCracken 1989). Hence, a celebrity who is seen to possess credible associations (i.e., trustworthy, attractive, and experienced) carries many favourable associations with which consumers wish to identify themselves with.

2.15. ATTITUDE TOWARDS THE AD

The feeling of like or dislike for an advertisement emerging inside the consumer called the attitude towards the ad (Hoyer & MacInnis 2010). The tendency to respond to advertisement is also defined the attitude to ad (Solomon, 2009). Through what the consumer sees or hear the evaluation of consumer towards the ad determine the feeling of like or dislike (Solomon 2009). The feeling when consumer exposed to the ad, and the consumer psychological spirit is also a part of the evaluation (Solomon 2009). At the point when consumers to assess the ad, so customers can make their attitude towards the advertisement (Hoyer & MacInnis 2010).

Many aspects may affect the consumer assess of brands and ad messages, one of these aspects is the context of the message appeared in the ad, when the context exposes the consumers to cues such as product attributes, the related attributes in the association network will be activated and affect the consumers assess (Kardes 1994). With references to previous research (Meyers- Levy and Tybout 1997; Yi 1993), the contextual data can determine specific explanation about the products. At the point when the promoting setting prepared characteristics that are ideal for the item, the large assessments of an item or brand would be upgraded. On the contrast, when the setting prepared traits that have horrible implications, generally brand assessments were going to be undermined (Yi 1993).

2.15.1 Antecedents of Attitude Towards Ad

In their review, Muehling and McCann (1993) have subdivided the antecedents of Attitude to ad into three categories: (1) personal/ individual factors, (2) ad-related factors, and (3) "other" factors. This typology will be retained in the following discussion.

2.15.1.1 Personal factors antecedents

Lutz and his colleagues (Lutz, MacKenzie and Belch 1983; MacKenzie and Lutz 1989; MacKenzie, Lutz and Belch 1986) have suggested that a consumer's attitude towards the ad may be influenced by one or more factors inherent in the consumer. Some of these individual factor's attitudes toward advertising in general, attitudes toward the advertiser, and the individual's moods which is adapted from Lutz (1985).

MacKenzie and Lutz (1989) tested a more elaborate structural model of attitude to ad formation, which included five specific antecedent variables: (1) ad credibility, defined as the extent to which the consumer perceives claims made about the brand in the ad to be truthful and believable; (2) ad perceptions, defined as a multidimensional array of consumer perceptions of the advertising stimulus, counting executional factors however barring view of the promoted brand. The underlying determinants of ad perceptions are said to be the actual executional characteristics of the ad stimulus and the individual's attitude toward advertising in general; (3) attitude toward the advertiser characterized as a scholarly inclination to react in a reliably great or negative way toward the association supporting the promotion; (4) attitude toward advertising in general; (5) mood, characterized as the consumer's emotional state at the hour of introduction to the advertisement. MacKenzie and Lutz (1989) do not define the impact of mood on attitude to ad very clearly, merely stating that "the essential character of the mood determinant of attitude to ad is that it is an affective state that influences attitude to ad " They go on to state that "[due to] the inherently low levels of involvement associated with advertising exposure, mood may become associated directly with a stimulus object [i.e., the ad]" as opposed to having its effect interceded by psychological movement wherein the idea of data handling is impacted by mind-set (MacKenzie and Lutz 1989, p. 54).

2.15.1.2 Ad-related antecedents

A number of studies have examined the relationship between various characteristics of the ad. The most commonly researched advertising characteristics have been the use of humour, use of celebrities, use of music, the context of viewing the ad (number of competitive ads, ad sequence, program environment, program involvement, effect of previous ads), and ad content (number of arguments, imagery, complexity, use of visuals, message quality, message sidedness, claim strength, sexual appeals, number of exposures, distinctiveness and likability). Researchers have found that the use of humour can enhance consumers' attitude to ad, although the effects of humour may be moderated by prior evaluations of the advertised brand and / or individuals' processing goals. Likewise, the use of celebrities may also have a positive effect on attitude to ad. Researchers have also found interactions between source credibility and message-sidedness (i.e., the use of one-sided versus two-sided messages) (Muehling and McCann 1993, p. 46). While Kamins (1989) reported that two-sided non-celebrity ads resulted in the most favourable attitude to ad. Hastak and Park (1990) found no direct message sidedness effect on individuals' attitude to ad. In addition to the effects of humour and celebrity endorsers, researchers have investigated the impact of many other ad-content related variables on attitude to ad. The most common criterion variable that has been studied in the attitude to ad literature is attitude towards the brand (Ab). Muehling and McCann (1993) report that at least 37 studies reviewed by them supported the notion that attitude to ad has a direct influence on attitude to brand under a variety of conditions. Other studies have investigated the effects of attitude to ad on attitude towards purchasing the brand. Leigh, Rethans and Whitney (1987) and Muehling (1987) found that there is a positive relationship between attitude to ad and attitudes toward purchasing, but Madden, Debevec and Twible (1985) found no such effect.

2.16. ATTITUDE TOWARDS BRAND

Attitude towards the brand is how the feeling perceived by consumers about a brand (Egan 2007). As a result of evaluation of the brand a specific attitude by consumer to be created and attitude towards a brand formed. In general consumers evaluate the quality of the brand. Kotler and Keller (2009) stated that a positive brand image created due to a positive evaluation of the brand will lead to a positive attitude towards the brand, this

attitude will guide the consumer to purchase the brand. Customers will give a reaction to the assessment of a brand; the reaction can be a reaction to intellectual and emotional reaction. Intellectual reaction is a reaction to perceived consumer about those ads that give data about the brand to costumers. While the emotional reaction is the positive feeling emerges when the consumers see the ad. This reaction can lead to a positive feeling towards the ad then a sensation of trust about the brand creates a positive attitude towards the brand, this will end to increase the purchase intentions of consumers (Hoyer & MacInnis 2010). The main goal of the ads here is to create a strong brand image of the brand, which will affect the purchase intention (Clow & Baack 2010). In particular, the brand image will cause a value for the brand, through brand value which called brand equity, as well the consumer will see the difference and unique of the brand and recognise it easily. The higher level of brand equity it will give favourable difference for consumers in making purchasing decisions.

2.16.1 Relationship Between Attitude to Brand and Brand Equity

Attitude is the psychological evaluation of something, measured by its characteristics (Petty et al., 1997). Estimating consumers' disposition towards a brand is basically significant because of its propensity to be positively connected with their brand image and buy expectations. (Kim and Pysarchik, 2000; Walgren et al., 1995). The theory of reasoned action (TRA) indicates that attitude and behaviour is closely related to each other (Ajzen and Fishbein, 1980). As indicated by TRA, attitudes and emotional standards are the main indicators of human behaviour (Chakrapani, 1999; Ha, 1998). Along these lines, it is necessary for advertisers to gauge consumer brand related attitude yet additionally its precursors and results.

There are a large number of research available on the antecedents and potential consequences of consumer attitudes towards the brand. However, the brand experience to stand as a precedent for the brand to the consumer has not received much attention in the previous academic literature (Biedenbach and Marell, 2009; Faircloth et al., 2001; Ghose, 2007; Grace and O'Cass, 2004). Moreover, only a few studies that have explored experimentally the effect of the brand equity on the brand-based business-to-consumer position is available. (Chaudhuri, 1995; Faircloth et al., 2001; Farquhar, 1989).

It is currently a set up actuality that brand experience is an unmistakable develop that depends on remarkable experience related with brand-related boosts. Hence, it is reasonable to assume that the experiences of the brand will be reflected in a person's attitude towards that brand. However, the relationship between brand credibility, consumers' brand experience, and brand equity has not been explored in a single model.

2.17 BRAND EQUITY

Brand equity is the value that comes from customers' perceptions of the brand name associated with a specific product or service (Dawar & Pillutla 2000). Brand value has a great impact on equity value . Moreover, the maximum value of the companies generates products and services provided to retain the customers' interest with the help of brand equity (Dawar & Pillutla 2000). In marketing, Avis (2012) has indicated that firms need to ensure that they offer products of superior value thus leading to increased brand recognition among consumers. The value of brand came from the association between products or services with a specific symbol, logo, or name that distinguishes products from competitors in the prevailing market. (Dolbec & Chebat 2013).

Moreover, Brand value can be calculated by legitimate comparison between the market share in value and the market share in units. Brand value creation occurs when the market share in value exceeds the market share unit. To measure the brand value several methods have been used. Brand equity contents of five dimensions or five liabilities associated to brand symbol, logo, and name. These are brand awareness, brand loyalty, brand associations, perceived quality of the products, and other proprietary brand assets (Avis 2012). Hence, to measure brand equity the firms should consider these five dimensions over financial attributes and attempt to assess them from such a perspective.

Brand equity creates high value and influence customer loyalty and commitment by improving marketing programs that attract and retain more customers. Moreover, it helps in the effective distribution of goods and services and allows excellent pricing which increases the margin and expansion opportunities in the market and ensure the company's growth (Burmann, Jost-Benz & Riley 2009). Aaker's (1991) studied brand equity and its effect on purchase intention and preferences using brands of hotels and cleansers, and he

found that there is a strong relation between them. Another research by Keller (1993) focused on differential effect of brand knowledge. Keller (1993) visualized a set of brands associations, brand awareness and brand image with brand knowledge. In order to create a customer-based brand equity consumer should be familiar with brand name and positive brand image, and favourable strong brand association. Based on Aaker's (1991) and Keller's (1993) previous works, Yoo and Donthu (2001) examined brand equity scale items and they developed a scale to measure brand equity which is the multidimensional consumer-based brand equity model, by using three products categories (camera film, athletic shoes, and colour television sets) and three consumer groups, as a result they developed three-dimensional model content of brand loyalty, perceived quality, and brand awareness. The absence of discriminant legitimacy between brand awareness and association did not uphold the four-dimensional model (Yoo and Donthu 2001).

2.17.1 Brand Awareness

As Aaker (1991) studied, brand awareness is one of brand equity dimensions, he researched the relation between potential customers with specific product category related to specific brand. Brand awareness is about the customer feelings or familiarity with brand reputation, goodwill, image, benefits, and quality of product (Macdonald and Sharp 2000). Making awareness among potential customers is one of the most extreme significance as it assists with reinforce brand image and identity of firms in the market (Macdonald and Sharp 2000).

In order to create positive and long-term impact on consumers, companies need to make sure that they are marketing their brands effectively. As a result, more customers will be attracted and a good imprint memory will be attained (Homburg, Klarmann & Schmitt 2010). According to Rauschnabel and Ahuvia (2014) the performance of brand recall which means to influence the customers' memories and remembering the brand while purchasing a particular product with brand recognition go hand in hand to estimate the brand awareness. In this way brand equity can be effectively created by marketers. (Homburg et al. 2010).

2.17.2 Brand Associations

We can increase the brand equity by relate it strongly with the consumers' needs. The brand stays in the mind of consumer by linking it with symbols/logo, product attributes, celebrity endorsers and trademark, thereby influencing their buying behaviour (Kuhn, Alpert & Pope 2008). Once consumers associated with particular brand, companies obtain sustainable competitive advantage which effect positively on brand equity (Kuhn et al. 2008). As Govers (2013) discussed, brand association restrict the market entrants and increase the competitive advantage. So, it is playing a vital role in competitive markets, by remain deeply embedded in consumer's mind. Therefore, they do not switch over to other brands, so brand association plays a key role in reflecting the positive image which makes customer feels attracted to the brand. A strong brand bond can be created through brand attributes and the way companies promote together. When a consumer becomes able to associate a product with an established brand, we get high brand equity. Keller (1998) presented a conceptual model for brand association comprised of three components: perceived benefits, brand attitudes and product/service attributes. Brand association helps consumers to recognize and choose the brands effectively. When consumers are familiar with a brand, they prefer to buy all the products and services from that particular brand, where their behaviours facilitate their purchase (Louro & Cunha 2001). In this way, the brands 'sales value increases which indicates consumers' commitment to that brand.

2.17.3 Perceived Quality

Perceived quality of the brand represents the real quality that is inferred by buyers when utilizing a specific item (Jahn & Kunz 2012). When the consumers' expectations meet the quality of the products or services that they purchased then the satisfaction achieved, and this known as perceived quality which is one of the brand equity aspects (Jahn & Kunz 2012). There is a direct and positive relationship between the concept of perceived quality of the products and services and the financial performances of firms. The stock returns and the return on investment (ROI) increase due to the influence of perceived quality. By utilising statistical models, it is possible for firms to obtain higher ROI and stock returns, thereby guaranteeing perceived quality. The more the brands provide the

customers with premium quality for products, the more the costumers feel pleased, and the brand equity increase.

The perceptions of consumers toward particular brand defined as perceived quality. Based on quality and utility consumers tend to judge the brands, therefore the purchase behaviour affected by the level of satisfaction, the superior quality of products strongly satisfies the consumers (Lury & Moor 2010). Consumers are also concerned about the prices of products and services; they feel ready to pay any price for commodities which can deliver them the best utility possible. Pongsakornrunsilp & Schroeder (2011) stated that consumers will feel attached and loyal to the products if they perceived the brands as high quality. Consumers give importance to brands which are unique and different from competitors even though at a premium price. The perceived quality not limited to product's quality, but it is more complex and it's determined by means of unique distinctive features of the products. On other hand the perceived quality of services can be understood by consumers through five dimensions; namely tangible, responsiveness, reliability, empathy, and assurance these five factors make up the perceptions of customers and affect their behaviour towards the brand which can directly impact the brand equity.

2.17.4 Brand Loyalty

The commitment toward a specific brand explained by what it called brand loyalty (Yoo & Donthu 2001). Meaning, loyal consumers tend to frequently purchase products and services from the same favourite brands regardless of price or convenience. Due to brand loyalty the value of brands can increases significantly. The brand offered to the consumers and satisfying them can be estimated by brand loyalty (Clark, Doraszelski & Draganska 2009). If the consumers repeatedly purchased the particular products this will affect the sales of the brand and impact its profit positively (Clark et al. 2009). At the point when organizations guarantee brand loyalty among their likely clients, it turns out to be very simple for them to foresee their sales successfully.

Brands with faithful clients have the possibility to become market pioneers and can stay in the serious situation for a long-time disregarding change in shopper purchasing

behaviours, market patterns, customer attitudes, inclinations, and competitiveness in the market (Yoo & Donthu 2001). According to the definition of Keller (1998), even though brand loyalty is identified with purchasers' commitment towards brands, the two ideas are unmistakable from one another. Brand loyalty is decided by figuring repeat purchases of consumers. Nonetheless, Keller (1998) contended that a client can even repeat buy from a specific brand without being committed to it. Sometimes consumers connect to a certain brand just because of their habit. Hence, it is fundamental for firms to estimate the brand commitment of consumers to enhance that consumer are loyal, and their purchase is not a simple brand preference.

In Oliver's Opinions (1999) the concept of brand loyalty is related to brand commitment which denotes the tendency of consumers to repurchase all products from a preferred brand regardless of circumstantial influences and changes in the market. By increasing customer loyalty for the brand, you can increase the value of the brand or the value of the companies substantially (Rauschnabel & Ahuvia 2014). Therefore, customer loyalty is of paramount importance for companies because it helps the latter to build a strong customer base remain satisfied. (Rauschnabel & Ahuvia 2014). Strong customer loyalty can also help companies remain assertive and competitive, making it difficult for competitors to influence them.

2.17.5 Brand Value Co-creation

As presented by Hatch and Schultz (2010), the term co-creation on account of brand recommendation is exceptionally significant in this modern world. The link between customers and the administration of firms is not subject to money related trade strategy or item valuation and so forth. The product portfolio strongly affected by perceptions about brand. In the words of Marchand & Hennig-Thurau (2013) nowadays consumers can share their thoughts and experience about brand and its products online by posting photos or comments. In the past, firms focused on the dominant logic of goods where tangible services were given preferences, but now firms strongly consider service-based dominant logic where skills and knowledge are given priority. According to this rule, buyers could share their thoughts at the time an item is planned and developed. This type of technology-based brand value creation has changed the concept of marketing. One

term is exceptionally significant in this conversation and that is customized consumers; such consumers have opined over any service or product after judging the market demand and self-experience. Many researchers distinguished how this kind of marketing process measure service value and quality. In such a case consumer play partially a role of employee. According to the assessment of prior researchers, brand equity has a particular quality relying upon the co-connection among purchasers and firm management. Thus, it is recommended that the management of firms should contact enormous quantities of purchasers.



3. THE RESEARCH ON THE EFFECT OF CELEBRITY AND BRAND CREDIBILITY ON ATTITUDES TOWARDS AD AND BRAND, AND THEIR INFLUENCES ON BRAND EQUITY: A STUDY ON NESPRESSO

3.1 RESEARCH METHODOLOGY

3.1.1 The Importance and Purpose of The Research

The endorser credibility-brand equity relationship was developed using associative learning principles. Whereas the brand signalling theory is applied to examine the role of brand credibility. Despite previous research explore the effect of celebrity endorsers on brand recall (Kahle and Homer 1985), endorsed brand attitudes (Till et al. 2008) and purchase intentions (Kahle and Homer 1985), the study of endorsers effectiveness on brand equity still limited (Seno and Lukas 2007). Due to the high costs involved in recruiting celebrity endorsers, it is imperative for marketing and advertising managers to establish a link between endorser qualities and endorsed brand equity to justify the funds allocated to celebrity advertising. Therefore, the first objective of the study is the experimental evaluation of the influence of celebrity endorsements who is the actor George Clooney on consumer-based brand equity which is Nespresso.

Celebrities embodies different personality and lifestyles (McCracken 1989). Consumers estimated symbolic meanings associated with celebrities and use these meanings, in part, to formulate an individual sense of self (McCracken 1989). Research of relationships on celebrity brand endorsement and the influence on consumer self-concept are still minimal, as highlighted by McCracken (1989). So, our second objective is to examine the role of self-referencing in the endorsement process.

The self-brand connection is a new concept which connect the brand to consumer's self-identity (Escalas 2004; Kemp et al. 2012). In a study of practitioners by Shanklin and

Miciak (1997). The role of endorser–brand congruency is highlighted report that the degree of a celebrity’s match up with the endorsed brand figures among the top priorities of advertising executives when selecting celebrity endorsers. Our third objective, therefore, is to assess the role of endorser–brand match up in the endorsement process. Attractiveness, expertise with the endorsed product and trustworthiness (Ohanian 1990), is generally positively associated with enhanced brand recall (Speck et al. 1988) and brand evaluations (Stafford et al. 2002), as well as consumer-based brand equity (Spry et al. 2011). We adopt Ohanian’s (1990) conceptualization of endorser credibility. Endorser trustworthiness refers to the honesty, integrity and the degree of confidence associated with an endorser (Ohanian 1990). Endorser expertise is a consumer perception of knowledge, experience, or ability of an endorser with the product being endorsed. Attractiveness refers to consumer perceptions of physical appeal of an endorser (Ohanian 1990). Next, we discuss the link between endorser credibility and brand equity.

This research work will help firms understanding the importance of celebrity endorsement in advertisement. It will also enable them to structure their adverts and brands to make them more matching. and it adds to the understanding of the attitude toward Ad, brand attitude, brand equity and celebrity endorsement relationship.

Academically, this research work will clarify the perception and attitude of Nespresso coffee consumers towards celebrity endorsements (George Clooney) which may reveal some interesting insights and directions for future research, as well the relationships between George Clooney as endorser to the famous coffee brand Nespresso. It is also believing that conducting this research work will enhance the valuable personal knowledge of the researcher about the subject and experience for future career applications.

3.1.2 Population of The Study/Sample Size

Population refers to an entire group of individuals, events, or objects having common characteristics that can be observed and measured (Yin 2003). The literature searched for the questionnaire form and the questions of the scales adapted to the study. Work was

carried out with Nespresso brand, and in order to test the hypotheses the sample was aimed to be composed of Nespresso consumers in Turkey, so we tried to contact the company headquarter in Turkey to obtain the number of their consumers or sales, but they were conservative about disclosing statistics. So, we did estimations based on Nespresso sales globally to coffee market value in the world and applied it on Turkey. According to our estimations the population of our study which they are the consumers of Nespresso coffee capsules in Turkey were approximately 250,000. Within the framework of appropriate sampling size method suggested by Krejcie & Morgan (1970) the sample size was determined as shown in Table 3.1. The sample size for the present research was estimated to be 384 people for our population. Online survey was conducted, and 361 participants could be reached.

Table 3.1 Determining the Sample Size for a Given Population:

N	S	N	S	N	S
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10 000	370
150	108	750	254	15 000	375
160	113	800	260	20 000	377
170	118	850	265	30 000	379
180	123	900	269	40 000	380
190	127	950	274	50 000	381
200	132	1000	278	75 000	382
210	136	1100	285	1 000 000	384

Source: Krejcie ve Morgan (1970) Determining samples size for research activities. *Educational and Psychological Measurement*, 30, 607-610

3.1.3 Methods of Data Collection

In order to achieve and success the goals of the research, it's important to collect the relevant data and information correctly. Saunders et al. (2009) indicates that there are two data collection methods: primary and secondary source of data. According to Collins and Hussey (2003), "Primary data is known as original data that is collected from the main source". Primary data collected by observation, survey and questionnaire or personal

interview (Hussey and Hussey 1997). On other hand, secondary data involves collecting and analyzing data which is already has been collected by past researchers for some other purposes. It can be in the either form of raw data or published summaries (Saunders et al. 2003).

Quantitative research method is a method that enables the measurement of research by expressing expressions and objects in a mathematical way. In many studies, the results are taken as if they constitute an overall and sufficiently comprehensive view of the entire population, since samples are often large and are considered to represent the population. Disciplines such as mathematics and statistics gain fundamental importance in the analysis and generalization of results. Quantitative research focuses on objectivity and is particularly appropriate when there is the possibility to collect measurable variables and inferential measures from a population sample (Queirós et al. 2017: p.370).

In this study, using quantitative research methods, the primary data were collected via questionnaires. As used in many research analyzes; The tests of the hypotheses created between the variables specified in the conceptual model were analyzed using SPSS 21.

3.1.4 Research Design and Pilot Study

In terms of research design in this study; a descriptive research was used. This study is about certain Nespresso coffee capsules customers who tried the coffee and own a coffee machine of Nespresso and have seen George Clooney on the Advertisement. Therefore, a descriptive research was used to show the link between celebrity endorser and its components, and the impact of brand credibility, on attitudes to ad and brand, and ultimately on brand equity.

In this research, previously published sources such as thesis, article, book, magazine, and internet related to the subject were used. In order to increase its scientific validity, especially the sources with a high number of citations were preferred. Then, a structured questionnaire was prepared keeping the proposed model in perspective. After reviewing the literature, a two-part questionnaire was created using surveymonkey.

In the first part, demographic questions were included, while in the second part, questions related to the variables in the 5-point Likert type scale and bipolar 7 scale type were included which is used mostly in social science research.

Survey is one of the most effective tools for quantitative research. online surveys are easily designed and administered. Electronic survey design systems (for instance, InstantSurvey, Infopoll, SurveyGold, Statpac, SurveyMonkey, SurveyPro, The Survey System), which facilitate the preparation and administration of questionnaires, are particularly useful for online research. Such systems usually include a range of programs enabling the user to design sophisticated questionnaires, computerize the data collection process, check for syntactical or logical errors in the coding, and analyse the data collected. More reliable data are likely to result since the respondent can go back and forth and easily change a response, and various on- and off-screen stimuli are provided to sustain respondents' interest. It helps to collect data on variables appropriately.

The prepared questionnaire was firstly piloted, and it was aimed to be improved before it was distributed. In particular, to make sure that the questions are correct, a pilot study was conducted on 22 people of Nespresso costumers. Based on the feedback and comments from these people, the survey questions were reorganized, and it was ensured that the questions were understandable in terms of language, technical issues, visual presentations, and other topics related to the questionnaire. The questionnaire was delivered to other Nespresso coffee drinkers after the pilot study.

3.1.5 Development of Research Questionnaire

The endorser credibility activities, brand credibility, attitudes, and brand equity have been the subject of many studies in different ways. The literature review shows the various variables activities. In the studies, Ohanian (1990) model scale for endorser credibility activities was used. Ohanian (1990) discussed endorser credibility activities in dimensions: Attractiveness, Expertise, and trustworthiness. The match up hypothesis by Keller & Aaker (1992) and self-referencing by have been added to endorser credibility dimensions.

Attitude to ad and brand (Spears N, and S.N Singh 2004), brand credibility (Escalas, J. E. & Bettman), including self-brand connection (Escalas J.E 2007) (Erdem,T, and Swait 2004). Brand equity (Yoo B and Donthu 2001)).

Table 3.2 Sources of Questions for Endorser Credibility Variable:

Variables	Questions	Source
Attractiveness	1. Attractive actor celebrity can trigger my purchase. 2. Handsome celebrity endorser can trigger my purchase. 3. Classy celebrity endorser can trigger my purchase. 4. Elegant celebrity endorser can trigger my purchase. 5. sexy celebrity endorser can trigger my purchase.	Ohanian, R. (1991), "The impact of celebrity spokespersons' perceived image on consumers' intention to purchase", <i>Journal of Advertising Research</i>, Vol. 31 No. 1, pp. 46-54. Kahle, L.R. and Homer, P.M. (1985) 'Physical attractiveness of the celebrity endorser: a social adaptation perspective', <i>Journal of Consumer Research</i>, Vol. 11, No. 4, pp.954-961.
Expertise	1. If George Clooney appeared as an expert in ads of Nespresso, that would trigger my purchase. 2. if George Clooney appeared as an experienced in Nespresso coffee, he would trigger my purchase. 3. if George Clooney appeared as knowledgeable in ads, he can trigger my purchase. 4. If George Clooney appeared as qualified regarding Nespresso, he can trigger my purchase. 5. If George Clooney appeared as skilled person in Nespresso coffee, he can trigger my purchase.	Erdogan, B.Z., (1999). Celebrity Endorsement: A literature review. <i>Journal of marketing management</i>, 15, 291-314. Ohanian R. (1990). "Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness," <i>Journal of Advertising</i>, 9 (3): 39-52.
Trustworthiness	1. Reliable message by George Clooney can trigger my purchase? 2. Honest celebrity can trigger my purchase? 3. Trustworthy actor endorses can trigger my purchase? 4. if George Clooney dependable, he can trigger my purchase. 5. Sincere actor endorser can trigger my purchase.	Ohanian R. (1990). "Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness," <i>Journal of Advertising</i>, 9 (3): 39-52.
Self-referencing	1. I could relate myself to George Clooney when I saw the Ad. 2. George Clooney and I have a lot in common in our personality. 3. I thought of myself as I saw George Clooney in the Ad. 4. I wish I were more like George Clooney.	Marshall, P. D. (1997). <i>Celebrity and power: Fame in contemporary culture</i>. Minneapolis, MN: University of Minnesota Press Lee, C.K., Fernandez, N. and Martin, B.A. (2002) 'Using self-referencing to explain the effectiveness of ethnic minority models in advertising', <i>International Journal of Advertising</i>, Vol. 21, No. 3, pp.367-379.
Match up (congruency)	1. Nespresso coffee and this George Clooney are fit together? 2. Do you believe George Clooney would use Nespresso Coffee capsules? 3. How familiar you are with George Clooney who appeared in Nespresso Coffee Ad?	Koo, J. (2010). Assessing the Relationship Between Celebrity-Products Congruence and Endorser Credibility, No. 14, 317-329. Keller, K.L. and Aaker, D.A. (1992), "The effects of sequential introduction of brand extensions", <i>Journal of Marketing Research</i>, Vol. 29 No. 1, pp. 35-50. Celebrity endorsement 903.

Table 3.3 Sources of Questions for Brand Credibility Variable

Variables	Questions	Source
Self-brand connection	1. Nespresso coffee reflects who I am. 2. I can identify with Nespresso. 3. I feel a personal connection to Nespresso. 4. I use Nespresso coffee to communicate who I am to other people. 5. I think Nespresso coffee help me become the type of person I want to be. 6. I consider Nespresso coffee to be "me" (it reflects who I consider myself to be or the way that I want to present myself to others). 7. Nespresso brand suits me well.	Escalas, J. E. & Bettman, J. R., (in press). Connecting with Celebrities: Celebrity Endorsement, Brand Meaning, and Self-Brand Connections. Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. <i>Journal of Consumer Research</i>, 24(March), 343-373.
Brand credibility	1. Nespresso capsules reminds me of George Clooney and knows what he is doing. 2. Nespresso has the ability deliver what it promises. 3. the Coffee capsules of Nespresso claims are believable. 4. my experiences with Nespresso have led me to expect it to keep its promises, no more and no less. 5. Nespresso has a name you can trust. 6. Nespresso doesn't pretend to be something it isn't	Erdem, T. and Swait, J. (2004), "Brand credibility, brand consideration and choice", <i>Journal of Consumer Research</i>, Vol. 31 No. 1, pp. 191-9. Erdem, T., Swait, J. and Valenzuela, A. (2006), "Brands as signals: a cross-country validation study", <i>Journal of Marketing</i>, Vol. 70 No. 1, pp. 34-49

Table 3.4 Sources of questions for attitude to Ad and attitude to Brand variable:

Variables	Questions	Source
Attitude to Ad	On a scale of 1 to 7 please circle the number that best reflects your ATTITUDE TOWARD THE ADVERTISEMENT: 1. Bad / Good 2. Uninteresting / interesting 3. Dislike/ like 4. Uncreative/ creative Uninformative/ formative	Spears, N., and S.N. Singh. 2004. Measuring attitude toward the Brand and purchase intentions. <i>Journal of Current Issues & Research in Advertising</i> 26, 53–66.
Attitude to the brand	On a scale of 1 to 7 please circle the number that best reflects your ATTITUDE TOWARD THE BRAND: 1. Bad / good 2. Unpleasant / pleasant 3. Dislike/ like 4. Poor quality/ high quality Unsatisfactory/satisfactory	Spears, N., and S.N. Singh. 2004. Measuring attitude toward the Brand and purchase intentions. <i>Journal of Current Issues & Research in Advertising</i> 26, 53–66.

Table 3.5 Sources of Questions for Brand Equity Variable:

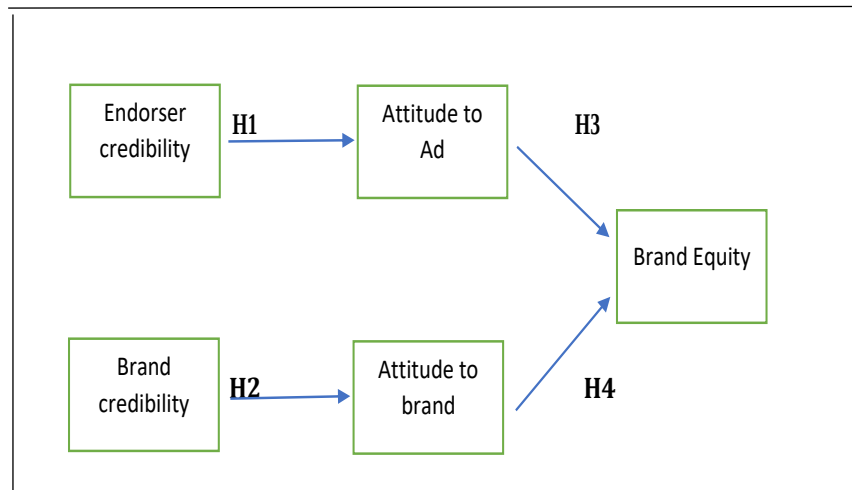
Variables	Questions	Source
Brand Equity	Brand awareness: 1. I am aware of (Nespresso) (Coffee capsules) 2. I can recognise (Nespresso) (Coffee capsules) 3. Some characteristics of (Nespresso) (coffee capsules) come to mind quickly. 4. George Clooney helped me to recall the Nespresso coffee capsules endorsed by him before shopping. Brand associations: 1. It is likely that (Nespresso) (Coffee capsules) offer good value for money 2. It is likely that (Nespresso) (Coffee capsules) would be technically advanced 3. I like (Nespresso) (Coffee capsules) 4. I trust (Nespresso) as a manufacturer of (Coffee capsules). 5. I would feel proud to own a (Nespresso) (Coffee machine). Perceived quality: 1. It is likely that (brand) (product category) are of very high quality. 2. It is likely that (Nespresso) (Coffee capsules) are of very consistent quality. 3. It is likely that (Nespresso) (Coffee machine) offer excellent features. 4. It is likely that (Nespresso) (Coffee machines) are very reliable. Brand loyalty: 1. I feel loyal to (Nespresso) when considering the purchase of (Coffee capsules). 2. It is likely that (Nespresso) would be my first choice when considering the purchase of a (Coffee capsules) 3. I would not buy another brand of (coffee capsules) if (Nespresso) was available at the store	Yoo, B. and Donthu, N. (2001), "Developing and validating a multidimensional consumer-based brand equity scale", <i>Journal of Business Research</i>, Vol. 52 No. 1, pp. 1-14. Aaker, D.A. (1996). Measuring brand equity across products and markets. <i>California Management Review</i>, 38(3), 102-120. Aaker, D.A. (1991), <i>Managing Brand Equity</i>, The Free Press, New York, NY. Yoo, B. and Donthu, N. (2001), "Developing and validating a multidimensional consumer-based brand equity scale", <i>Journal of Business Research</i>, Vol. 52 No. 1, pp. 1-14 Aaker, D.A. (1991), <i>Managing Brand Equity</i>, The Free Press, New York, NY. Yoo, B. and Donthu, N. (2001), "Developing and validating a multidimensional consumer-based brand equity scale", <i>Journal of Business Research</i>, Vol. 52 No. 1, pp. 1-14

3.1.6 Research Model and Hypothesis

3.1.6.1 Research model

Based on the data in the literature study, the conceptual model of the research is expressed as shown in Figure 3.1. below shows the research model of this study. With this study, there are two routes, the first one is to determine the relation between celebrity endorser on brand Equity, the second route is to determine the effect of brand credibility on brand equity, in the two routes the mediating role of attitude to Ad, attitude to brand have considered and examined. in the model celebrity credibility consists of 5 sub-dimensions, which are attractiveness, Expertise, trustworthiness, and we added the congruency or match up, and self-referencing dimensions under the endorser credibility variable for their vital role in the relation between the celebrity and the brand. Brand credibility contains of 1 sub-dimension which is self-brand connection the analysis has made to study the effect of those dimensions in addition of the attitude to brand and attitude to Ad on brand equity.

Figure 3.1. Research Model.



3.1.6.2 Research hypotheses

H1: Endorser credibility positively affects attitude toward the Ad.

H2: Brand credibility positively affects attitude toward the brand.

H3: Attitude toward ad positively affects brand equity.

H4: Attitude toward brand positively affects brand equity.

3.1.7 Data Analysis

The survey users were transmitted through different links through social media. The data obtained after the questionnaire answers were collected in one place and transferred to the SPSS program. The data included in the SPSS program were analysed and the findings were interpreted. In this context, the following analysis methods are used, and the hypotheses are tested. Since the multidimensional scale was used in the study, factor analysis was performed first. In the first examination, the questions with a factor weight below 0.50 in the Rotated component matrix were eliminated and factor analysis was repeated. After the question's elimination was completed, reliability analysis was performed separately for each dimension formed and the final factor analysis was made again. After the model was verified, multiple regression and correlation analysis were used to test the hypotheses in the study.

- i. Frequency distribution of data according to the demographic characteristics of the users.
- ii. Factor analysis
- iii. Reliability analysis
- iv. Regression analysis
- v. Correlation analysis

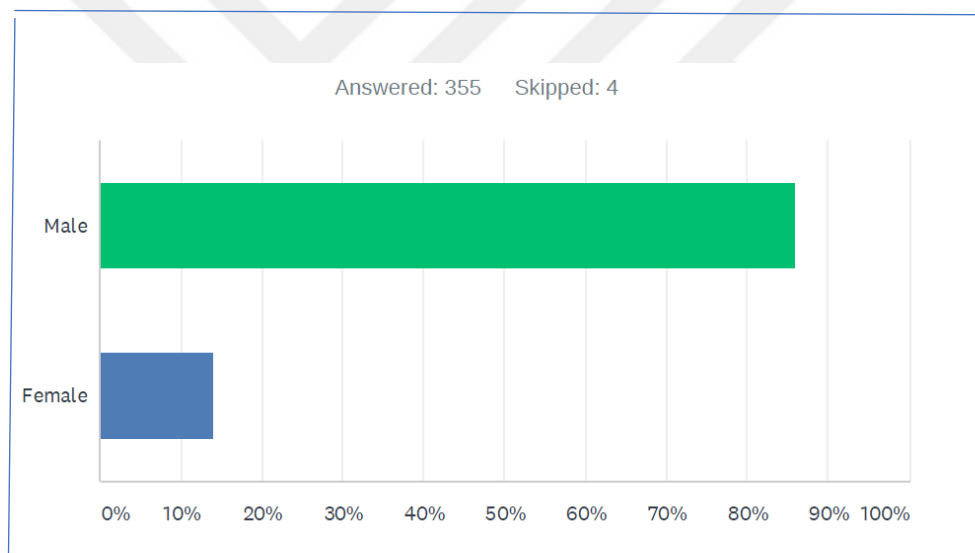
4. RESEARCH FINDINGS

4.1 DEMOGRAPHIC INFORMATION OF RESEARCH PARTICIPANTS

The total number of questions in the survey was 61. The demographic data is summarized below.

The first demographic variable in the questionnaire is gender. There were (85.95 percent) males and (14.08 percent) females. The total answer on this question is 355 there are 4 participants skipped this question. As shown in Figure 4.1

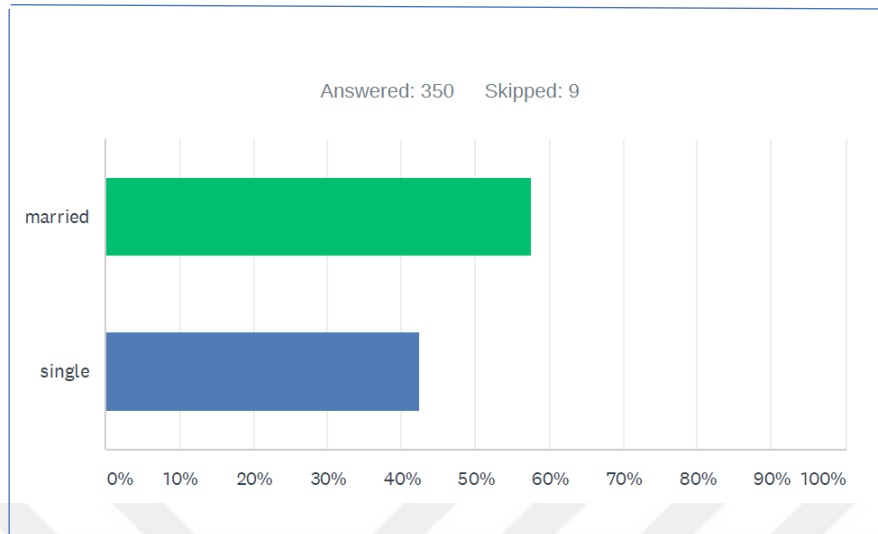
Figure 4.1: Gender of the Participants



The second demographic variable in the questionnaire is the age of participants. The age between 20-30 made 25 percent of participants. The age between 30-45 made a 40 percent of participants and they were the majority. The age between 45-60 made 35 percent of participants.

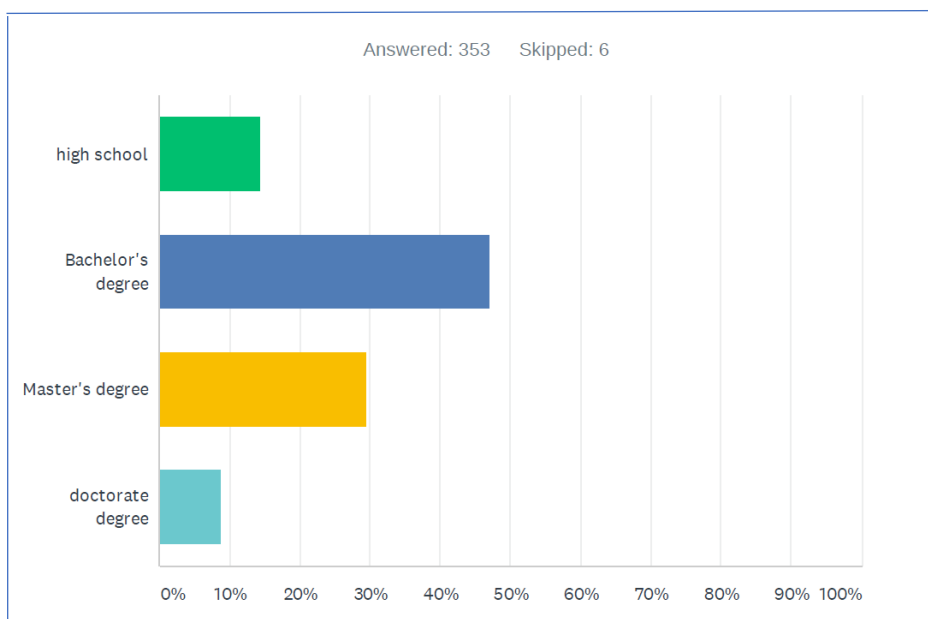
The third demographic variable in the questionnaire is marital status. Two hundred one of the participants (57.43 percent) were married, and one hundred forty-nine (42.57 percent) were singles. The total answer on this question is 350, there are 9 participants skipped this question as shown in figure 4.2.

Figure 4.2: Marital Status of the Participants



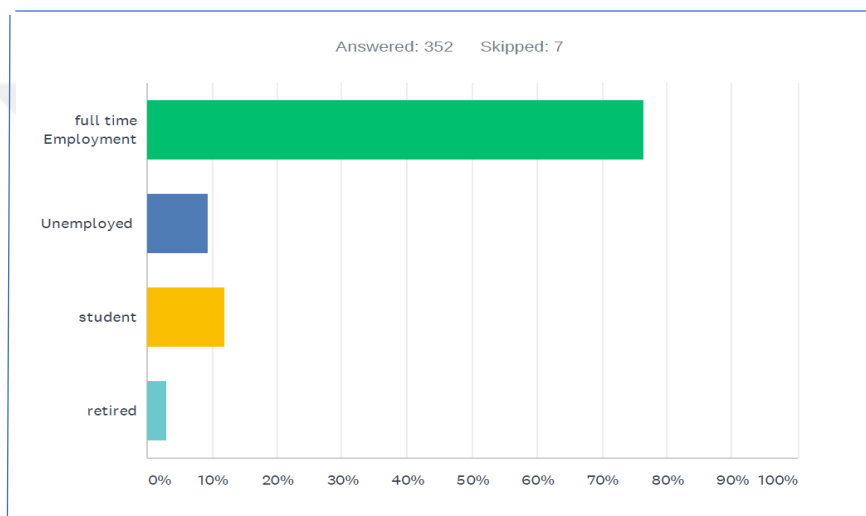
The fourth demographic variable in the questionnaire is education level. Fifty-one of participants (14.45%) finished high school, 166 (47.3%) had a bachelor's degree, 104 (29.46%) had master's degree, and 31 (8.78%) had doctorate degree. The totals answers to this question were 353 there were 6 participants skipped this question as shown in figure 4.3.

Figure 4.3: Education Level of the Participants



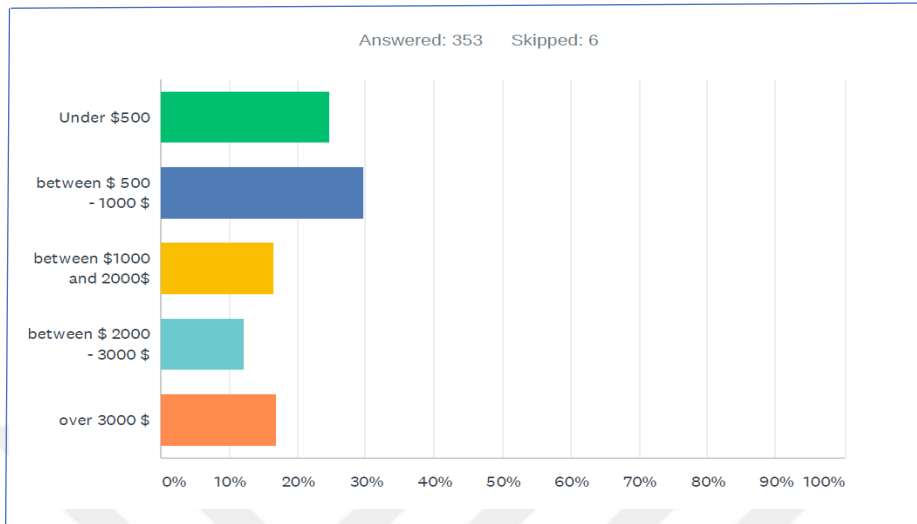
The fifth demographic variable in the questionnaire is employment status. Two hundred sixty-nine (76.42 percent) of participants were a full-time employee, thirty-three (9.38 percent) were unemployed, forty-two (11.93 percent) were students, ten (2.84 percent) were retired. The total answer on this question is 352 there are 7 participants skipped this question as shown in figure 4.4.

Figure 4.4: Employment Status of the Participants



The sixth demographic variable in the questionnaire is income. Eighty-seven of the participants (24.56 percent) earned less than 500 \$, one hundred five (29.75 percent) earned 500 \$ - 1000 \$, fifty-eight (16.43 percent) earned 1000\$ - 2000\$, forty-three (12,18 percent) earned 2000 \$ - 3000 \$, sixty participants (17.00 percent) had a monthly personal income over 3000\$. Total participants were 353, 6 people skipped this question as shown in figure 4.5.

Figure 4.5 The Income level of Participants



4.2 FACTOR & RELIABILITY ANALYSIS

Factor analysis was performed to find out how many different dimensions the data set collected for the variable were perceived by the respondents.

In order to evaluate the suitability of the data set for factor analysis, Bartlett's sphericity test and Kaiser-Meyer-Olkin (KMO) tests were used separately for the independent and dependent variables. Bartlett test of sphericity; Tests the possibility that there are high correlations between at least some of the variables in the correlation matrix.

4.2.1 Factor & Reliability Analysis of Endorser Credibility

Endorser credibility in our KMO and Bartlett's test, the suitability of the variables for factor analysis is perfect since the KMO value is 0.933.

However, since Bartlett's p values are 0.000 and the significance level is lower than 0.05, there is an enough level of relationship between variables to perform factor analysis and it is suitable for analysis.

In the first examination, 4 dimensions were determined. Questions with a factor weight below 0.50 in the rotated component matrix were eliminated (4 question were eliminated).

After the questions were removed, factor analysis was made for the second time. KMO test 0.929 (excellent) and suitable for factor analysis. However, since Bartlett test p value is 0,000, our variables are suitable for analysis. No measures of sampling adequacy (MSA) value in the anti-image correlation matrix were below 0.50.

In the table of total variance explained (total variance explained), 4 dimensions were determined in the second examination. Questions with a factor weight below 0.50 in the rotated component matrix were eliminated (3 questions were eliminated).

After the questions were removed, the factor analysis was made for the third time. The KMO test is 0.909 (excellent) and is suitable for factor analysis. However, since Bartlett test p value is 0,000, our variables are suitable for analysis.

No measures of sampling adequacy (MSA) value in the anti-image correlation matrix were below 0.50. In the table of total variance explained (total variance explained), 4 dimensions were determined in the third examination. Questions with a factor weight below 0.50 in the Rotated component matrix were eliminated (1 question eliminated). Cronbach's Alpha value for the first factor was 0.828. Since no value is higher than 0.828 in the Cronbach's Alpha if item deleted column, no questions were removed from the scale.

Cronbach's Alpha value for the second factor was 0.746. Since no value is higher than 0.746 in the Cronbach's Alpha if item deleted column, no questions were removed.

Cronbach's Alpha value for the third factor was 0.642. Since the scale contains of two questions and the Cronbach's Alpha is higher than 0.6 then no questions will be removed. Cronbach's Alpha value for the fourth factor was 0.573. Since the scale contains of two questions and the Cronbach's Alpha is lower than 0.6 then the dimension will be removed. And the factor analysis will be applied again.

In our KMO and Bartlett's test, the suitability of the variables for factor analysis is perfect since the KMO value is 0.905. Bartlett's p values are 0.000. 3 dimensions were found and

No measures of sampling adequacy (MSA) value in the anti-image correlation matrix were below 0.50. In the table of total variance explained, one question with a factor weight below 0.50 in the Rotated component matrix were eliminated.

And the test repeated in our KMO and Bartlett's test, the suitability of the variables for factor analysis is perfect since the KMO value is 0.889. Bartlett's p values are 0.000.

3 dimensions were found and, no measures of sampling adequacy (MSA) value in the anti-image correlation matrix were below 0.50. In the table of total variance explained.

In the reliability test Cronbach's Alpha value for the first factor was 0.808. Since no value is higher than 0.808 in the Cronbach's Alpha if item deleted column, no questions were removed from the scale.

Cronbach's Alpha value for the second factor was 0.752. Since no value is higher than 0.752 in the Cronbach's Alpha if item deleted column, no questions were removed.

Cronbach's Alpha value for the third factor was 0.642. Since the scale contains of two questions and the Cronbach's Alpha is higher than 0.6 then no questions will be removed.

The dimensions and items of each dimension after exploratory factor analysis of endorser credibility is shown in table 4.1.

Table 4.1. Exploratory Factor Analysis of Endorser Credibility:

The factor	The question	Factor weights	Factor %	Reliability
Endorser charm	If George Clooney appeared as qualified regarding Nespresso, he can trigger my purchase.	0.797	25.594 %	0.808
	If George Clooney appeared as skilled person in Nespresso coffee, he can trigger my purchase.	0.778		
	if George Clooney appeared as	0.700		
	knowledgeable in ads, he can trigger my purchase.	0.630		
	Elegant celebrity endorser can trigger my purchase.	0.557		
Self-referencing	sexy celebrity endorser can trigger my purchase		20.781%	0.752
	I wish I were more like George Clooney.	0.805		
	George Clooney and I have a lot in common in our personality.	0.771		
	thought of myself as I saw George Clooney in the Ad.	0.731		
Attractiveness	Honest celebrity can trigger my purchase?	0.513	15.378%	0.642
	Attractive actor celebrity can trigger my purchase.	0.853		
	Classy celebrity endorser can trigger my purchase.	0.754		

Total: 61.753%

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.889
Bartlett's Test of Sphericity	Approx. Chi-Square 1061.990
	df 55
	Sig. .000

4.2.2 Factor & Reliability Analysis of Brand Credibility

Brand credibility in our KMO and Bartlett's test, the suitability of the variables for factor analysis is perfect since the KMO value is 0.908.

However, since Bartlett's p values are 0.000 and the significance level is lower than 0.05, there is an enough level of relationship between variables to perform factor analysis and it is suitable for analysis.

In the first examination, 2 dimensions were determined. Questions with a factor weight below 0.50 in the rotated component matrix were eliminated (3 question were eliminated). No measures of sampling adequacy (MSA) value in the anti-image correlation matrix was below 0.50 so no questions eliminated.

After the questions were removed, factor analysis was made for the second time. KMO test 0.881 (excellent) and suitable for factor analysis. However, since Bartlett test p value is 0,000, our variables are suitable for analysis. No measures of sampling adequacy (MSA) value in the anti-image correlation matrix were below 0.50. and two dimensions were found in the total variance explained table.

Cronbach's Alpha value for the first factor was 0.847. Since no value is higher than 0.847 in the Cronbach's Alpha if item deleted column, no questions were removed from the scale.

Cronbach's Alpha value for the second factor was 0.708. Since no value is higher than 0.708 in the Cronbach's Alpha if item deleted column, no questions were removed from the scale.

The dimensions and items of each dimension after exploratory factor analysis of brand credibility is shown in table 4.2.

Table 4.2. Exploratory Factor Analysis of Brand Credibility:

Factor name	Question	Factor weighs	Factor %	Reliability
credibility to personality	I feel personal connection to Nespresso. I consider Nespresso to be me it reflects who I consider myself to be or the way I want to present myself to other. Nespresso claims are believable. I can identify with Nespresso. Nespresso doesn't pretend something it is not.	0.802 0.791 0.755 0.712 0.689	33.3%	0.847
Characteristic to credibility	Nespresso has a name you can trust. Nespresso Capsules reminds me of George Clooney. Nespresso coffee reflects who I am. my experience with Nespresso has led me to expect no more, no less from the products. Nespresso brand suits me well.	0.723 0.701 0.632 0.547 0.502	22.75%	0.708

Total: 56.088%

KMO and Bartlett's Test
 Kaiser-Meyer-Olkin Measure of Sampling Adequacy. .881
 Bartlett's Test of Sphericity Approx. Chi-Square 1157.565
 df 45
 Sig. .000

4.2.3 Factor & Reliability Analysis of Attitude Toward the Ad

Attitude to Ad in our KMO and Bartlett's test, the suitability of the variables for factor analysis is good since the KMO value is 0.781.

However, since Bartlett's p values are 0.000 and the significance level is lower than 0.05, there is an enough level of relationship between variables to perform factor analysis and it is suitable for analysis. No measures of sampling adequacy (MSA) value in the anti-image correlation matrix were below 0.50 so no questions eliminated. Since the question group consists of only one dimension, the Rotated Component Matrix will not be displayed because it cannot be calculated. It was found that variance was explained by 51,84% with these five questions.

Cronbach's Alpha value for the first factor was 0.757. one value is higher than 0.757 in the Cronbach's Alpha if item deleted column, one question was removed from the scale and the factor analysis repeated. In our KMO and Bartlett's test, the suitability of the variables for factor analysis is good since the KMO value is 0.748. However, since Bartlett's p values are 0.000 and the significance level is lower than 0.05, there is an enough level of relationship between variables to perform factor analysis and it is suitable for analysis. No measures of sampling adequacy (MSA) value in the anti-image correlation matrix were below 0.50 so no questions eliminated. It was found that variance was explained by 59,30% with these four questions.

Reliability test repeated and Cronbach's Alpha value for the first factor was 0.761. since no value is higher than 0.761 in the Cronbach's Alpha if item deleted column, no question was removed from the scale.

The dimensions and items of each dimension after exploratory factor analysis of attitude to the ad is shown in table 4.3.

Table 4.3. Exploratory Factor Analysis of Attitude to Ad:

The factor	The question	Factor weigh	Factor %	Reliability
Attitude to ad	Uninteresting ad/interesting ad.	0.796	59.3%	0.761
	Dislike the ad /like the ad.	0.788		
	Uncreative ad/creative ad.	0.771		
	uninformative/informative.	0.723		

Total: 59.3%

KMO and Bartlett's Test
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. .748
Bartlett's Test of Sphericity Approx. Chi-Square 317.051
df 6
Sig. .000

4.2.4 Factor & Reliability Analysis of Attitude Toward the brand

Attitude to brand in our KMO and Bartlett's test, the suitability of the variables for factor analysis is good since the KMO value is 0.772. However, since Bartlett's p values are 0.000 and the significance level is lower than 0.05, there is an enough level of relationship between variables to perform factor analysis and it is suitable for analysis. No measures of sampling adequacy (MSA) value in the anti-image correlation matrix were below 0.50 so no questions eliminated. One value was extracted with 48.942% total of variance. Since the question group consists of only one dimension the Rotated Component Matrix will not be displayed because it cannot be calculated.

Cronbach's Alpha value was 0.737. no value was higher than 0.737 in the Cronbach's Alpha if item deleted column, no question was eliminated.

The dimensions and items of each dimension after exploratory factor analysis of attitude to the brand is shown in table 4.4.

Table 4.4. Exploratory Factor Analysis of Attitude to Brand:

The factor	The question	Factor weigh	Factor %	Reliability
Attitude to brand	low quality/high quality brand	0.774	48.942%	0.737
	unlike/like brand	0.728		
	unsatisfactory/satisfactory unpleasant/pleasant brand	0.703 0.664		
	bad/good brand	0.619		

Total:48.942%

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy. .772

Bartlett's Test of Sphericity Approx. Chi-Square 302.867

df 10

Sig. .000

4.2.5 Factor & Reliability Analysis of Brand Equity

As KMO value is 0.860 in our KMO and Bartlett's test, the suitability of the variables for factor analysis is perfect. However, since Bartlett test p values are 0.000 and it is lower than 0.05 significance level, there is an enough level of relationship between variables for factor analysis and it is suitable for analysis.

In the first examination, 4 dimensions were determined. Questions with a factor weight below 0.50 in the rotated component matrix were eliminated (1 question was eliminated). No measures of sampling adequacy (MSA) value in the anti-image correlation matrix were below 0.50 so no questions eliminated. The test repeated for the second time after 1 question was eliminated, the KMO value is 0.856 and the p value is 0.000. No measures of sampling adequacy (MSA) value in the anti-image correlation matrix were below 0.50 so no questions eliminated, and 4 dimensions were found.

Cronbach's Alpha value for the first factor was 0.806. Since no value is higher than 0.806 in the Cronbach's Alpha if item deleted column, no questions were removed.

Cronbach's Alpha value for the second factor was 0.751. Since no value is higher than 0.751 in the Cronbach's Alpha if item deleted column, no questions were removed.

Cronbach's Alpha value for the third factor was 0.778. Since no value is higher than 0.778 in the Cronbach's Alpha if item deleted column, no questions were removed.

Cronbach's Alpha value for the fourth factor was 0.604. Since the dimension has 2 questions only and Cronbach's Alpha is bigger than 0.6 no questions will be removed. The dimensions and items of each dimension after exploratory factor analysis of brand equity is shown in table 4.5.

Table 4.5. Exploratory Factor Analysis of Brand Equity:

The factor	The question	Factor weigh	Factor%	reliability
Awareness association	I would feel proud to own Nespresso machine.	.786	17.736%	0.806
	it's likely Nespresso machines would be technically advanced.	.731		
	it's likely that Nespresso offer excellent flavours.	.645		
	some flavours of Nespresso come to my mind easily.	.613		
	I wouldn't buy another brand of coffee if Nespresso available in the shop.	.556		
Quality devotion	I trust Nespresso as a manufacturer of coffee.	.741	17.532%	0.751
	it's likely that Nespresso offer consistent quality.	.683		
	I feel loyal to Nespresso coffee when considering the purchase of coffee.	.675		
	it's likely Nespresso offer good value for money.	.634		
Loyalty association	It's likely that Nespresso offer very high quality.	.776	17.502%	0.778
	I like Nespresso coffee flavour.	.728		
	it's likely that Nespresso products very reliable.	.718		
	George Clooney helped me to recall coffee capsules endorsed by him before shopping.	.595		
Brand awareness	I am aware of Nespresso coffee brand.	.852	9.930%	0.604
	I can recognize Nespresso products easily.	.564		

Total: 62.700%

KMO and Bartlett's Test
Kaiser-Meyer-Olkin Measure of Sampling Adequacy. .856
Bartlett's Test of Sphericity Approx. Chi-Square 1883.423
df 105
Sig. .000

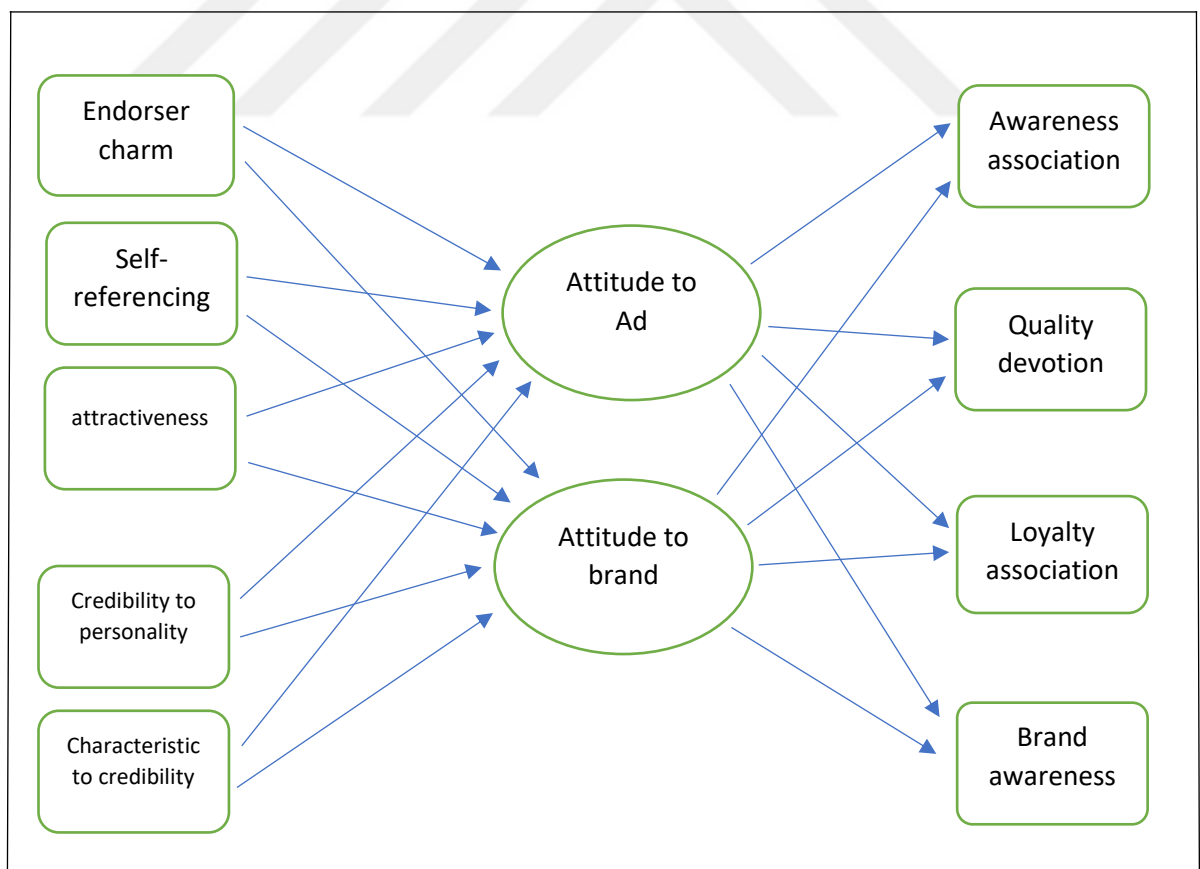
4.3 NEW RESEARCH MODEL AND HYPOTHESIS

4.3.1 The New Research Model

After the factor and reliability analysis, the dimensions of the variables were split, and the new conceptual model of the study was formed as in figure 4.1. The new names for the reduced dimensions are as follows.

Endorser credibility before analysis; It consisted of 5 dimensions: attractiveness, expertise, trustworthiness, self-referencing and congruency After the reliability and factor analysis, the number of dimensions decreased to 3 and the congruency dimension was removed. Likewise, while the brand credibility value consists of 2 dimensions before the analysis, the number of dimensions stayed 2 after the reliability and factor analysis. The brand equity variable split to 4 dimensions.

Figure 4.6: The New Research Model



4.3.2 The New Hypotheses

H1: Endorser charm has a positive effect on attitude to Ad.

H2: Self-referencing has a positive effect on attitude to Ad.

H3: Attractiveness has a positive effect on attitude to Ad.

H4: Endorser charm has a positive effect on attitude to brand.

H5: Self-referencing has a positive effect on attitude to brand.

H6: Attractiveness has a positive effect on attitude to brand.

H7: Credibility to personality has a positive influence on attitude to brand.

H8: Characteristic to credibility has a positive influence on attitude to brand.

H9: Credibility to personality has a positive influence on attitude to ad.

H10: Characteristic to credibility has a positive influence on attitude to ad.

H11: Attitude to ad influences positively awareness association.

H12: Attitude to Ad influences positively quality devotion.

H13: Attitude to Ad influences positively loyalty association.

H14: Attitude to Ad influences positively brand awareness.

H15: Attitude to brand positively effects awareness association.

H16: Attitude to brand positively effects quality devotion.

H17: Attitude to brand positively effects loyalty association

H18: Attitude to brand positively effects brand awareness.

4.4 COMPARATIVE TESTS

Parametric tests were conducted to examine whether there is a significant relationship between the variables specified in the model and the demographic characteristics of the participants. Attributes or characteristics of the population are normally distributed. To estimate the characteristics of the population from those represented in the sample with reasonable accuracy, the sample must be chosen so that the distribution of the characteristics of interest follows the same normal distribution pattern in the sample as it does in the population. The distribution of samples from the sample mean is normally distributed .. in short, regardless of whether the characteristics of the population are

normally distributed, if we take a sufficiently large number of samples, we will have a sampling distribution of the means that has normality.

Through appropriate sampling design, we can ensure that the sample subjects are not chosen from the extremes but are truly representative of the properties of the population.

4.4.1 Independent T-Test

Independent groups t-test is a statistical analysis method used to test whether the means of two independent groups are different. In order to perform this test, the groups to be compared must be independent from each other.

Levene's test was used in the independent sample t-test. At the Levene's test if $p \leq .05$, that means the variances differ significantly and the assumption of homogeneity of variances is violated. However, if Levene's test is not significant ($p > 0.05$), it means that we do not have enough evidence to reject the null that says the difference between variances is zero. In other words, we can assume that the variances are roughly equal.

4.4.1.1 Independent T -test for gender and marital status

As a result of the independent t-test analysis of the factor loadings of each dimension between male and female participants, the dimensions of attractiveness, characteristic to credibility, attitude to ad, attitude to brand, awareness association, loyalty association, and brand awareness, have no significant difference in mean scores in terms of gender. Meanwhile the dimensions of endorser charm, self-referencing, credibility to personality, quality devotion, showed significant difference in the mean scores between male and female groups. The differences between male and female participants regarding the factor loadings of each dimension are given in table 4.6.

Table 4.6. Independent Groups t-Test Results for Gender:

Gender		N	MEAN	Std. Deviation	t. value	sig	Sig. (2-tailed)
Endorser charm	Male	285	5.3406	1.01895	2.899	.017	.006
	Female	38	4.7132	1.28108			
Self-referencing	Male	285	4.1043	.78457	2.662	.000	.011
	Female	39	3.5684	1.22487			
attractiveness	Male	284	4.5792	.73999	- .703	.000	.486
	Female	38	4.7500	1.47387			
Credibility to personality	Male	295	4.0651	.75150	3.892	.008	.000
	Female	37	3.4306	.95524			
Characteristic to credibility	Male	295	3.5498	.57071	.333	.002	.741
	Female	37	3.5068	.75940			
Attitude to Ad	Male	281	5.1332	.96249	1.264	.022	.284
	Female	33	4.8485	1.25147			
Attitude to brand	Male	281	5.1269	.79971	.049	.001	.961
	Female	33	5.1167	1.17091			
Awareness association	Male	289	3.9931	.69658	1.177	.000	.214
	Female	35	3.7829	1.02827			
Quality devotion	Male	289	3.8867	.69653	2.746	.191	.006
	Female	35	3.5357	.84918			
Loyalty association	Male	289	3.8901	.69958	1.879	.022	.068
	Female	35	3.5929	.90360			
Brand awareness	Male	289	3.5865	.57535	-1.449	.000	.156
	Female	35	3.8143	.90818			

As a result of the independent t-test analysis according to marital status, the dimensions of the endorser charm, self-referencing, credibility to personality, characteristic to credibility, attitude to ad, attitude to brand, awareness association, quality devotion, loyalty association, and brand awareness dimensions showed no significant difference between the means scores of the factor loadings of the dimensions (table 4.7).

In the case of attractiveness dimension, there was a significant difference between the means scores of the factor loadings of the dimensions. The differences between single and married participants regarding the factor loadings of each dimension are given in table 4.7.



Table 4.7. Independent groups T-Test Results for Marital Status:

Gender		N	MEAN	Std. Deviation	t. value	sig	Sig. (2-tailed)
Endorser charm	single	134	5.2757	1.09546	.236	.631	.814
	married	187	5.2471	1.05433			
Self-referencing	single	143	3.9639	.97095	-.849	.002	.397
	married	193	4.0462	.73730			
attractiveness	single	134	4.7239	1.03794	2.075	.000	.039
	married	187	4.5107	.68580			
Credibility to personality	single	140	3.9267	.83697	-1.156	.336	.248
	married	193	4.0301	.78194			
Characteristic to credibility	single	140	3.5700	.59454	.790	.787	.430
	married	193	3.5179	.59451			
Attitude to Ad	single	130	5.0314	1.04131	-1.036	.732	.301
	married	184	5.1499	.96641			
Attitude to brand	single	130	5.1842	.89356	1.077	.287	.282
	married	184	5.0802	.80640			
Awareness association	single	137	3.9431	.76233	-.424	.525	.672
	married	187	3.9786	.73322			
Quality devotion	single	137	3.8595	.73067	.293	.834	.769
	married	187	3.8356	.72078			
Loyalty association	single	137	3.8850	.79637	.635	.293	.526
	married	187	3.8329	.67885			
Brand awareness	Single	137	3.6460	.67290	.904	.180	.367
	married	187	3.5829	.57951			

4.4.2 One-Way Analysis of Variance (ANOVA)

The statistical analysis method used to test whether the means of more than two independent groups are different from each other is called One-Way Analysis of Variance (ANOVA).

4.4.2.1 ANOVA test results of each dimension according to monthly income

- Endorser Charm

As a result of the Levene's test conducted with dimension of endorser charm, it was accepted that the variances of the groups were not homogeneous (p value $0.024 < 0.05$).

In this case, the prerequisite of the One-Way ANOVA test has not met.

H₀: endorser charm does not differ according to monthly income.

Welch and Brown-Forsythe tests were applied because it was not appropriate to perform the ANOVA test. Since the Welch p value is greater than 0.05 in the test, it is decided that customers with different income levels not differ in terms of endorser charm, and the H₀ hypothesis is accepted (Table 4.8).

Table 4.8. Welch and Brown Forsythe Analysis Results of Endorser Charm Dimension According to Income Levels:

Endorser charm	N	Mean	Std. Deviation	Std. Error		welch	Brown-Forsythe
under 500 \$	83	5.0988	1.02142	.11212	P value	0.60	0.63
					F value	2.325	2.263
500-1000 \$	101	5.3525	1.04236	.10372			
1000-2000 \$	48	4.9979	1.37187	.19801			
2000-3000\$	41	5.3163	.94243	.14718			
over 3000\$	50	5.5380	.88084	.12457			
Total	323	5.2587	1.06688	.05936			

- Self-referencing

As a result of the Levene's test conducted with a self-reference, it was accepted that the variances of the groups were homogeneous (p value $0.263 > 0.05$). In this case, the prerequisite of the One-Way ANOVA test has met.

H0: self-referencing dimension does not differ according to monthly income.

According to the results of ANOVA analysis, the F value of the one-way analysis of variance was found to be 0.891 and the corresponding p value was 0.469. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it is understood that the self-referencing dimension does not differ according to monthly income groups (Table 4.9)

Table 4.9. ANOVA Analysis Results of Self-referencing Dimension According to Income Level:

Self-referencing	N	Mean	F value	P value
under 500 \$	85	4.0098	.891	.469
500-1000 \$	104	4.0008		
1000-2000 \$	52	3.8558		
2000-3000\$	42	4.0595		
over 3000\$	54	4.1590		
Total	337	4.0134		

- Attractiveness

As a result of the Levene's test conducted with Attractiveness, it was accepted that the variances of the groups were not homogeneous (p value $0.002 < 0.05$). In this case, the prerequisite of the One-Way ANOVA test could not be met.

Welch and Brown-Forsythe tests were applied because it was not appropriate to perform the ANOVA test. Since the Welch p value is greater than 0.05 in the test, it is decided that customers with different income levels not differ in terms of attractiveness, and the H0 hypothesis was accepted (Table 4.10).

Table 4.10 Welch and Brown Forstye Analysis Results of Attractiveness Dimension According to Income Level:

Attractiveness	N	Mean	Std. Deviation	Std. Error		welch	Brown-Forsythe
under 500 \$	83	4.4819	.87110	.09562	P value	.255	.264
					F value	1.351	1.319
500-1000 \$	101	4.5198	.71387	.07103			
1000-2000 \$	48	4.7604	1.20720	.17424			
2000-3000\$	41	4.7195	.75041	.11719			
over 3000\$	50	4.7000	.75593	.10690			
Total	323	4.5991	.85670	.04767			

- Credibility to personality

As a result of the Levene's test performed with the credibility to personality, it was accepted that there is homogeneity of variance between the means (p value $0.071 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided. H0: credibility to personality dimension does not differ according to monthly income. According to the results of ANOVA analysis, the F value of the one-way variance analysis was 0.958 and the corresponding p value was found to be 0.431. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it was understood that the credibility to personality did not differ according to monthly income groups (Table 4.11).

Table 4.11. ANOVA Analysis Results of Credibility to Personality Dimension According to Income Level:

Credibility to personality	N	Mean	F value	P value
under 500 \$	85	4.0306	.958	.431
500-1000 \$	103	4.0544		
1000-2000 \$	52	3.7987		
2000-3000\$	42	3.9857		
over 3000\$	52	3.9731		
Total	334	3.9872		

- Characteristic to credibility

As a result of the Levene's test performed with the characteristic to credibility, it was found that the variances of the groups were not homogeneous (p value $0.049 < 0.05$). In this case, the prerequisite of the One-Way ANOVA test could not be met.

H0: characteristic to credibility dimension does not differ according to monthly income. Welch and Brown-Forsythe tests were applied because it was not appropriate to perform the ANOVA test. Since the Welch p value is greater than 0.05 in the test, it is decided that customers with different income levels do not differ in terms of characteristic to credibility, and the H0 hypothesis is accepted (Table 4.12).

Table 4.12. Welch and Brown Forstyhe Analysis Results of Characteristic to Credibility Dimension According to Income Level:

Characteristic to credibility	N	Mean	Std. Deviation	Std. Error		welch	Brown-Forsythe
under 500 \$	85	3.5494	.51999	.05640	P value	.557	.414
					F value	.754	.990
500-1000 \$	103	3.5553	.55373	.05456			
1000-2000 \$	52	3.4038	.77888	.10801			
2000-3000\$	42	3.6476	.57222	.08830			
over 3000\$	52	3.5510	.58724	.08144			
Total	334	3.5412	.59383	.03249			

- Attitude to Ad

As a result of the Levene's test performed with the attitude to ad, it was accepted that there is homogeneity of variance between the means (p value $0.216 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: attitude to ad dimension does not differ according to monthly income.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 0.675 and the corresponding p value was found to be 0.610. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it was understood that the attitude to ad did not differ according to monthly income groups (Table 4.13).

Table 4.13. ANOVA Analysis Results of Attitude to Ad Dimension According to Income Level:

Attitude to ad	N	Mean	F value	P value
under 500 \$	83	5.0070	.675	.610
500-1000 \$	100	5.0558		
1000-2000 \$	46	5.1105		
2000-3000\$	40	5.2563		
over 3000\$	46	5.2319		
Total	315	5.1021		

- Attitude to brand

As a result of the Levene's test performed with the attitude to brand, it was accepted that there is homogeneity of variance between the groups (p value $0.983 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Attitude to brand dimension does not differ according to monthly income.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 0.659 and the corresponding p value was found to be 0.621. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it is understood that the attitude to brand did not differ according to monthly income groups (Table 4.14).

Table 4.14. ANOVA Analysis Results of Attitude to Brand Dimension According to Income Level:

Attitude to brand	N	Mean	F value	P value
under 500 \$	83	5.0271	.659	.621
500-1000 \$	100	5.0930		
1000-2000 \$	46	5.2217		
2000-3000\$	40	5.1900		
over 3000\$	46	5.2163		
Total	315	5.1248		

- Awareness association

As a result of the Levene's test performed with the awareness association, it was accepted that there is homogeneity of variance between the groups (p value $0.186 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Awareness association dimension does not differ according to monthly income.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 0.729 and the corresponding p value was found to be 0.573. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it is understood that the awareness association did not differ according to monthly income groups (Table 4.15).

Table 4.15. ANOVA Analysis Results of Awareness Association Dimension According to Income Level:

Awareness association	N	Mean	F value	P value
under 500 \$	84	4.0310	.729	.573
500-1000 \$	103	3.9864		
1000-2000 \$	49	3.8122		
2000-3000\$	39	3.9333		
over 3000\$	50	3.9880		
Total	325	3.9655		

- Quality devotion

Levene's test performed with the quality devotion, it is accepted that there is homogeneity of variance between the groups (p value $0.273 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Quality devotion dimension does not differ according to monthly.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 1.232 and the corresponding p value was found to be 0.297. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it is understood that the quality devotion did not differ according to monthly income groups (Table 4.16).

Table 4.16. ANOVA Analysis Results of Quality Devotion Dimension According to Income Level:

Quality devotion	N	Mean	F value	P value
under 500 \$	84	3.7619	1.232	.297
500-1000 \$	103	3.8956		
1000-2000 \$	49	3.7092		
2000-3000\$	39	3.9423		
over 3000\$	50	3.9400		
Total	325	3.8454		

- Loyalty association

As a result of the Levene's test performed with the loyalty association, it is accepted that the variances of the groups were not homogeneous (p value $0.030 < 0.05$). In this case, the prerequisite of the One-Way ANOVA test could not be met.

H0: Loyalty association dimension does not differ according to monthly income.

Welch and Brown-Forsythe tests were applied because it was not appropriate to perform the ANOVA test. Since the Welch p value is greater than 0.05 in the test, it is decided that customers with different income levels do not differ in terms of loyalty association, and the H0 hypothesis is accepted (Table 4.17).

Table 4.17. Welch & Brown-Forsythe Analysis Results of Loyalty Association Dimension according to Income Level:

Loyalty association	N	Mean	Std. Deviation	Std. Error		welch	Brown-Forsythe
under 500 \$	84	3.8393	.69491	.07582	P value	.587	.686
					F value	.710	.568
500-1000 \$	103	3.8277	.70626	.06959			
1000-2000 \$	49	3.7908	.96332	.13762			
2000-3000\$	39	4.0064	.60286	.09654			
over 3000\$	50	3.8850	.66473	.09401			
Total	325	3.8554	.72903	.04044			

- Brand awareness

Levene's test performed with the brand awareness, it is accepted that there is homogeneity of variance between the groups (p value $0.281 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Brand awareness dimension does not differ according to monthly income.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 0.550 and the corresponding p value was found to be 0.699. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it is understood that the brand awareness did not differ according to monthly income groups (Table 4.18).

Table 4.18. ANOVA Analysis Results of Brand Awareness Dimension According to Income Level:

Brand awareness	N	Mean	F value	P value
under 500 \$	84	3.5833	.550	.699
500-1000 \$	103	3.6311		
1000-2000 \$	49	3.5204		
2000-3000\$	39	3.6410		
over 3000\$	50	3.6900		
Total	325	3.6123		

4.4.2.2 ANOVA Analysis results of each dimension according to education level

- Endorser charm

Levene's test performed with the endorser charm, it was accepted that there is homogeneity of variance between the groups (p value $0.334 > 0.05$). In this case, the prerequisite for performing One Way ANOVA analysis of Variance is provided.

H0: Endorser charm dimension does not differ according to education level.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was .591 and the corresponding p value was found to be 0.621. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it is understood that the endorser charm did not differ according to education group levels (Table 4.19).

Table 4.19. ANOVA Analysis Results of Endorser Charm Dimension According to Education Level:

Endorser charm	N	Mean	F value	P value
high school	51	5.3098	.591	.621
Bachelor's degree	153	5.1944		
master's degree	91	5.3233		
doctorate degree	27	5.4370		
Total	322	5.2695		

- Self-referencing

Levene's test performed with the self-referencing, it is accepted that there is homogeneity of variance between the groups (p value 0.099 > 0.05). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Self-referencing dimension does not differ according to education level.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was .976 and the corresponding p value was found to be 0.404. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it is understood that the self-referencing did not differ according to education groups (Table 4.20).

Table 4.20. ANOVA Analysis Results of Self-referencing Dimension According to Education Level:

Self-referencing	N	Mean	F value	P value
high school	51	4.1029	.976	.404
Bachelor's degree	157	3.9613		
master's degree	99	4.0152		
doctorate degree	29	4.2184		
Total	336	4.0208		

- Attractiveness

Levene's test performed with the attractiveness, it is accepted that there is homogeneity of variance between the groups (p value $0.231 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Attractiveness dimension does not differ according to education level.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 1.106 and the corresponding p value was found to be 0.347. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it is understood that the attractiveness did not differ according to education group levels (Table 4.21).

Table 4.21. ANOVA Analysis Results of Attractiveness Dimension According to Education Level:

Attractiveness	N	Mean	F value	P value
high school	51	4.6176	.976	.404
Bachelor's degree	153	4.5359		
master's degree	91	4.6703		
doctorate degree	27	4.8148		
Total	322	4.6102		

- Credibility to personality

Levene's test performed with the credibility to personality, it is accepted that there is homogeneity of variance between the groups (p value $0.325 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Credibility to personality dimension does not differ according to education level.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 1.216 and the corresponding p value was found to be 0.304. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it was understood that the credibility to personality did not differ according to education groups (Table 4.22).

Table 4.22. ANOVA Analysis Results of Credibility to Personality Dimension According to Education Level:

Credibility to personality	N	Mean	F value	P value
high school	51	4.0667	1.216	.304
Bachelor's degree	156	3.9470		
master's degree	97	3.9567		
doctorate degree	29	4.2276		
Total	333	3.9926		

- Characteristic to credibility

Levene's test performed with the characteristic to credibility, it is accepted that there is homogeneity of variance between the groups (p value $0.194 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H_0 : characteristic to credibility dimension does not differ according to education level.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 0.459 and the corresponding p value was found to be 0.711. Since the p value is greater than 0.05, the H_0 hypothesis is accepted, and it is understood that the characteristic to credibility did not differ according to education groups (Table 4.23).

Table 4.23. ANOVA Analysis Results of Characteristic to Credibility Dimension According to Education Level:

Characteristic to credibility	N	Mean	F value	P value
high school	51	3.5020	.459	.711
Bachelor's degree	156	3.5186		
master's degree	97	3.5840		
doctorate degree	29	3.6138		
Total	333	3.5434		

- Attitude to ad

Levene's test performed with the attitude to ad, it is accepted that there is homogeneity of variance between the groups (p value $0.649 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Attitude to ad dimension does not differ according to education level.

According to the results of ANOVA analysis, the F value of the one-way variance analysis is 2.735 and the corresponding p value was found to be 0.044. Since the p value is less than 0.05 this result indicates that there is a possibly difference between the groups mean. So, Scheffe and Tukey test was performed to detect the groups differences.

From Tukey and scheffe test results, no significant difference between the means have been detected (Table 4.24).

Table 4.24. ANOVA Analysis Results of Attitude to Ad Dimension According to Education Level:

Attitude to ad	N	Mean	F value	P value
high school	51	4.9134	2.735	.044
Bachelor's degree	147	5.0204		
master's degree	89	5.2884		
doctorate degree	27	5.3765		
Total	314	5.1096		

Tukey HSD	Education (I)	Education(J)	Mean differences(I-J)	Std. Error	Sig
	High school	Bachelor's degree	-.10701	.15949	.908
		master's degree	-.37499	.17236	.132
		doctorate degree	-.46314	.23357	.197
	Bachelor's degree	high school	.10701	.15949	.908
		master's degree	-.26798	.13181	.178
		doctorate degree	-.35614	.20548	.308
	Master's degree	High school	.37499	.17236	.132
		Bachelor's degree	.26798	.13181	.178
		Doctorate degree	-.08815	.21562	.977
	Doctorate degree	High school	.46314	.23357	.197
		Bachelor's degree	.35614	.20548	.308
		Master's degree	.08815	.21562	.977
Scheffe	High school	Bachelor's degree	-.10701	.15949	.930
		master's degree	-.37499	.17236	.195
		doctorate degree	-.46314	.23357	.271
	Bachelor's degree	high school	.10701	.15949	.930
		master's degree	-.26798	.13181	.250
		doctorate degree	-.35614	.20548	.393
	Master's degree	High school	.37499	.17236	.195
		Bachelor's degree	.26798	.13181	.250
		Doctorate degree	-.08815	.21562	.983
	Doctorate degree	High school	.46314	.23357	.271
		Bachelor's degree	.35614	.20548	.393
		Master's degree	.08815	.21562	.983

- Attitude to brand

Levene's test performed with attitude to brand, it was accepted that there is homogeneity of variance between the groups (p value $0.755 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Attitude to brand dimension does not differ according to education level.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 1.193 and the corresponding p value is found to be 0.312. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it is understood that the attitude to brand did not differ according to education groups (Table 4.25).

Table 4.25. ANOVA Analysis Results of Attitude to Brand Dimension According to Education Level:

Attitude to brand	N	Mean	F value	P value
high school	51	4.9775	1.193	.312
Bachelor's degree	147	5.1122		
master's degree	89	5.1837		
doctorate degree	27	5.3259		
Total	314	5.1290		

- Awareness association

Levene's test performed with the awareness association, it is accepted that there is homogeneity of variance between the groups (p value $0.226 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Awareness association dimension does not differ according to education level.

According to the results of ANOVA analysis, the F value of the one-way variance analysis is 0.518 and the corresponding p value is found to be 0.670. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it is understood that the awareness association did not differ according to education groups (Table 4.26).

Table 4.26. ANOVA Analysis Results of Awareness Association Dimension According to Education Level:

Awareness association	N	Mean	F value	P value
high school	51	4.0078	.518	.670
Bachelor's degree	149	3.9530		
master's degree	95	3.9368		
doctorate degree	29	4.1172		
Total	324	3.9716		

- Quality devotion

Levene's test performed with the quality devotion, it is accepted that there is homogeneity of variance between the groups (p value $0.456 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Quality devotion dimension does not differ according to education level.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 0.872 and the corresponding p value was found to be 0.456. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it is understood that the quality devotion did not differs according to education groups (Table 4.27).

Table 4.27. ANOVA Analysis Results of Quality Devotion Dimension According to Education Level:

Quality devotion	N	Mean	F value	P value
high school	51	3.7549	.872	.456
Bachelor's degree	149	3.8305		
master's degree	95	3.9421		
doctorate degree	29	3.8190		
Total	324	3.8503		

- Loyalty association

Levene's test performed with the loyalty association, it is accepted that there is homogeneity of variance between the groups (p value $0.758 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Loyalty association dimension does not differ according to education level.

According to the results of ANOVA analysis, the F value of the one-way variance analysis is 1.595 and the corresponding p value is found to be 0.191. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it was understood that the loyalty association did not differ according to education group (Table 4.28).

Table 4.28. ANOVA Analysis Results of Loyalty Association Dimension According to Education Level:

Loyalty association	N	Mean	F value	P value
high school	51	3.7059	1.595	.191
Bachelor's degree	149	3.8842		
master's degree	95	3.8500		
doctorate degree	29	4.0603		
Total	324	3.8619		

- Brand awareness

Levene's test performed with the quality brand awareness, it is accepted that there is homogeneity of variance between the groups (p value $0.273 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Brand awareness dimension does not differ according to education level.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 0.060 and the corresponding p value was found to be 0.981. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it is understood that the brand awareness did not differ according to education groups (Table 4.29).

Table 4.29. ANOVA Analysis Results of Brand Awareness Dimension According to Education Level:

Brand awareness	N	Mean	F value	P value
high school	51	3.6078	.060	.981
Bachelor's degree	149	3.5973		
master's degree	95	3.6316		
doctorate degree	29	3.6034		
Total	324	3.6096		

4.4.2.3 ANOVA test results of each dimension according to employment status

- Endorser charm

Levene's test performed with the endorser charm, it is accepted that there is homogeneity of variance between the groups (p value $0.061 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Endorser charm dimension does not differ according to Employment status.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 4.064 and the corresponding p value was found to be 0.007. Since the p value is less than 0.05, This result indicates that endorser charm may differs depending on the working status levels of customers. Scheffe and Tukey test performed to detect the possible difference between the groups. From Tukey and scheffe test results, a significant difference between full time employment group and unemployed group means scores was detected in endorser charm dimension (Table 5.30).

Table 4.30. ANOVA Analysis Results of Endorser Charm Dimension According to Employment Status:

Endorser charm	N	Mean	F value	P value
full time employment	256	5.3586	4.064	.007
unemployed	25	4.7240		
student	31	5.0903		
retired	7	4.6667		
Total	319	5.2676		

Tukey HSD	Education (I)	Education(J)	Mean differences(I-J)	Std. Error	Sig
	Full time employment	unemployed	.63459*	.21644	.019
		student	.26827	.19643	.522
		retired	.69193	.39571	.300
	Unemployed	full time employment	-.63459*	.21644	.019
		student	-.36632	.27766	.551
		retired	.05733	.44169	.999
	Student	full time employment	-.26827	.19643	.522
		unemployed	.36632	.27766	.551
		retired	.42366	.43224	.761
	Retired	full time employment	-.69193	.39571	.300
		unemployed	-.05733	.44169	.999
		student	-.42366	.43224	.761
Scheffe	Full time employment	unemployed	.63459*	.21644	.037
		student	.26827	.19643	.601
		retired	.69193	.39571	.384
	Unemployed	full time employment	-.63459*	.21644	.037
		student	-.36632	.27766	.628
		retired	.05733	.44169	.999
	Student	full time employment	-.26827	.19643	.601
		unemployed	.36632	.27766	.628
		retired	.42366	.43224	.811
	Retired	full time employment	-.69193	.39571	.384
		unemployed	-.05733	.44169	.999
		student	-.42366	.43224	.811

- Self-referencing

Levene's test performed with self-referencing, the homogeneity of variance between the groups is violated (p value $0.002 < 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance have not met.

H0: Self-referencing dimension does not differ according to Employment status.

Welch and Brown-Forsythe tests were applied because it is not appropriate to perform the ANOVA test. Since the Welch p value is greater than 0.05 in the test, it is decided that customers with different working levels do not differ in self-referencing (Table 4.31).

Table 4.31. Welch & Brown-Forsythe Analysis Results of Self-referencing Dimension According to Employment Status:

Self-referencing	N	Mean	Std. Deviation	Std. Error		welch	Brown-Forsythe
full time employment	261	4.0645	.77221	.04780	P value	.377	.311
					F value	1.080	1.225
unemployed	28	3.7232	1.17459	.22198			
student	37	3.9775	.97789	.16076			
retired	7	3.6786	.96517	.36480			
Total	333	4.0180	.84342	.04622			

- Attractiveness

Levene's test performed with the Attractiveness, the homogeneity of variance between the groups is violated (p value $0.020 < 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance have not met.

H0: attractiveness dimension does not differ according to Employment status.

Welch and Brown-Forsythe tests were applied because it was not appropriate to perform the ANOVA test. Since the Welch p value is greater than 0.05 in the test, it is decided that customers with different working levels do not differ in Attractiveness (Table 4.32)

Table 4.32. Welch & Brown-Forsythe Analysis Results of Attractiveness Dimension According to Employment Status:

Attractiveness	N	Mean	Std. Deviation	Std. Error		welch	Brown-Forsythe
full time employment	256	4.6191	.77615	.04851	P value	.080	.377
					F value	2.544	1.050
unemployed	25	4.3600	1.07548	.21510			
student	31	4.7097	1.27655	.22927			
retired	7	4.2143	.39340	.14869			
Total	319	4.5987	.85807	.04804			

- Credibility to personality

Levene's test performed with the credibility to personality, it was accepted that there is homogeneity of variance between the groups (p value $0.207 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Credibility to personality dimension does not differ according to Employment status.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 4.018 and the corresponding p value was found to be 0.008. Since the p value is less than 0.05, This result indicates that credibility to personality groups may differ depending on the working status levels of customers. We interpreted Scheffe and Tukey tests to find out which groups are different. It is found that no significant difference detected between the means of groups depending on working status levels (Table 4.33).

Table 4.33. ANOVA Analysis Results of Credibility to Personality Dimension According to Employment Status:

Credibility to personality	N	Mean	F value	P value
full time employment	259	4.0584	4.018	.008
unemployed	27	3.6741		
student	37	3.9135		
retired	7	3.2857		
Total	330	3.9943		

Tukey HSD	Education (I)	Education(J)	Mean differences(I-J)	Std. Error	Sig
	Full time employment	unemployed	.38436	.16047	.080
		student	.14492	.13945	.727
		retired	.77272	.30393	.055
	Unemployed	full time employment	-.38436	.16047	.080
		student	-.23944	.20084	.632
		retired	.38836	.33655	.656
	Student	full time employment	-.14492	.13945	.727
		unemployed	.23944	.20084	.632
		retired	.62780	.32705	.222
	Retired	full time employment	-.77272	.30393	.055
		unemployed	-.38836	.33655	.656
		student	-.62780	.32705	.222
Scheffe	Full time employment	unemployed	.38436	.16047	.127
		student	.14492	.13945	.782
		retired	.77272	.30393	.093
	Unemployed	full time employment	-.38436	.16047	.127
		student	-.23944	.20084	.701
		retired	.38836	.33655	.722
	Student	full time employment	-.14492	.13945	.782
		unemployed	.23944	.20084	.701
		retired	.62780	.32705	.299
	Retired	full time employment	-.77272	.30393	.093
		unemployed	-.38836	.33655	.722
		student	-.62780	.32705	.299

- Characteristic to credibility

Levene's test performed with the characteristic to credibility, it was accepted that there is homogeneity of variance between the groups (p value $0.115 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Characteristic to credibility dimension does not differ according to employment status.

According to the results of ANOVA analysis, the F value of the one-way variance analysis is 1.702 and the corresponding p value is found to be 0.166. Since the p value is greater than 0.05, the H0 hypothesis is accepted, and it is understood that characteristic to credibility did not differ according to employment status (Table 4.34).

Table 4.34. ANOVA Analysis Results of Characteristic to Credibility Dimension According to Employment Status:

Characteristic to credibility	N	Mean	F value	P value
full time employment	259	3.5427	1.702	.166
unemployed	27	3.3852		
student	37	3.6919		
retired	7	3.3429		
Total	330	3.5423		

- Attitude to Ad

Levene's test performed with attitude to ad, it is accepted that there is homogeneity of variance between the groups (p value $0.541 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Attitude to ad dimension does not differ according to employment status.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 2.866 and the corresponding p value was found to be 0.037. Since the p value is less than 0.05, This result indicates a possible difference depending on the working status levels of customers.

We interpreted Scheffe and Tukey tests to find out which groups had a difference in between.

No significant difference was detected between the means of groups depending on working status levels in Scheffe and Tukey tests in this case H0 is accepted (Table 4.35).

Table 4.35. ANOVA Analysis Results of Attitude to Ad Dimension According to Employment Status:

Attitude to ad	N	Mean	F value	P value
full time employment	249	5.1667	2.866	.037
unemployed	24	4.6319		
student	31	5.0645		
retired	7	4.5714		
Total	311	5.1018		

Tukey HSD	Education (I)	Education(J)	Mean differences(I-J)	Std. Error	Sig
	Full time employment	unemployed	.53472	.21075	.056
		student	.10215	.18779	.948
		retired	.59524	.37788	.394
	Unemployed	full time employment	-.53472	.21075	.056
		student	-.43257	.26809	.372
		retired	.06052	.42355	.999
	Student	full time employment	-.10215	.18779	.948
		unemployed	.43257	.26809	.372
		retired	.49309	.41262	.630
	Retired	full time employment	-.59524	.37788	.394
		unemployed	-.06052	.42355	.999
		student	-.49309	.41262	.630
Scheffe	Full time employment	unemployed	.53472	.21075	.094
		student	.10215	.18779	.961
		retired	.59524	.37788	.480
	Unemployed	full time employment	-.53472	.21075	.094
		student	-.43257	.26809	.458
		retired	.06052	.42355	.999
	Student	full time employment	-.10215	.18779	.961
		unemployed	.43257	.26809	.458
		retired	.49309	.41262	.699
	Retired	full time employment	-.59524	.37788	.480
		unemployed	-.06052	.42355	.999
		student	-.49309	.41262	.699

- Attitude to brand

Levene's test performed with the attitude to brand, it was accepted that there is homogeneity of variance between the groups (p value $0.184 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Attitude to brand dimension does not differ according to Employment status.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 1.164 and the corresponding p value was found to be 0.324. Since the p value is greater than 0.05, This result indicates that there are no significant differences depending on the working status levels of customers and the H0 is accepted (Table 4.36).

Table 4.36. ANOVA Analysis Results of Attitude to Brand Dimension According to Employment Status:

Attitude to brand	N	Mean	F value	P value
full time employment	249	5.1522	1.164	.324
unemployed	24	4.8500		
student	31	5.1677		
retired	7	4.8857		
Total	311	5.1244		

- Awareness association

Levene's test performed with the awareness association, it is accepted that there is homogeneity of variance between the groups (p value $0.087 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Awareness association dimension does not differ according to employment status.

According to the results of ANOVA analysis, the F value of the one-way variance analysis is 0.810 and the corresponding p value is found to be 0.489. Since the p value is greater than 0.05, This result indicates that there is no significant differs depending on the working status levels of the customers and the H0 is accepted (Table 4.37).

Table 4.37. ANOVA Analysis Results of Awareness Association Dimension According to Employment Status:

Awareness association	N	Mean	F value	P value
full time employment	253	3.9905	.810	.489
unemployed	25	3.8240		
student	36	3.9667		
retired	7	3.6571		
Total	321	3.9676		

- Quality devotion

Levene's test performed with quality devotion, it is accepted that there is homogeneity of variance between the groups (p value $0.975 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Association quality devotion dimension does not differ according to Employment status.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 0.525 and the corresponding p value was found to be 0.665. Since the p value is greater than 0.05, this result indicates that there is no significant difference depending on working status levels of the customers and the H0 is accepted (Table 4.38).

Table 4.38. ANOVA Analysis Results of Quality Devotion Dimension According to Employment Status:

Quality devotion	N	Mean	F value	P value
full time employment	253	3.8626	.525	.665
unemployed	25	3.8100		
student	36	3.8125		
retired	7	3.5357		
Total	321	3.8458		

- Loyalty association

Levene's test performed with the loyalty association, it is accepted that there is homogeneity of variance between the groups (p value $0.344 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Loyalty association dimension does not differ according to employment status.

According to the results of ANOVA analysis, the F value of the one-way variance analysis was 0.934 and the corresponding p value was found to be 0.424. Since the p value is greater than 0.05. This result indicates that there is no significant difference depending on the working status levels of customers and the H0 is accepted (Table 4.39).

Table 4.39. ANOVA Analysis Results of Loyalty Association Dimension According to Employment Status:

Loyalty association	N	Mean	F value	P value
full time employment	253	3.8814	.934	.424
unemployed	25	3.6400		
student	36	3.8542		
retired	7	3.7143		
Total	321	3.8559		

- Brand awareness

Levene's test performed with the brand awareness, it is accepted that there is homogeneity of variance between the groups (p value $0.110 > 0.05$). In this case, the prerequisite for performing One Way Analysis of Variance is provided.

H0: Brand awareness dimension does not differ according to employment status.

According to the results of ANOVA analysis, the F value of the one-way variance analysis is 2.529 and the corresponding p value was found to be 0.057. Since the p value is greater than 0.05. This result indicates that there is no significant difference depending on the working status levels of the customers and the H0 is accepted (Table 4.40).

Table 4.40. ANOVA Analysis Results of Brand Awareness Dimension According to Employment Status:

Brand awareness	N	Mean	F value	P value
full time employment	253	3.6166	2.529	.057
unemployed	25	3.3600		
student	36	3.7917		
retired	7	3.5000		
Total	321	3.6137		

4.5 CORRELATION AND REGRESSION ANALYSIS

Two questions come to mind when comparing two different variables. One of them is "Is there a relationship between the two variables?" the other is, "How strong is this relationship?" These questions can be answered using regression and correlation analysis. While regression answers whether there is a relationship, the correlation answers how strong the linear relationship is.

4.5.1 Correlation Analysis

Correlation analysis was used to examine the relationship between the sub-dimensions of Endorser credibility activities and the attitude to ad and attitude to brand, and the relationship between the sub-dimensions of brand credibility on attitude to brand and attitude to ad, attitude to ad and attitude to brand with brand equity sub-dimensions. Although the correlation coefficients vary between -1 and +1, the closer to 1 the higher the degree of the relationship, the lower the value of the relationship as it approaches 0.

Table 4.41 The Rule of Interpreting the Size of Correlation Coefficient:

0.90 to 1.00 (-0.90 to -1.00)	Very high level of correlation
0.70 to 0.90 (-0.70 to -0.90)	High level correlation
0.50 to 0.70 (-0.50 to -0.70)	Intermediate correlation
0.30 to 0.50 (-0.30 to -0.50)	Low level correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Levels of correlation are presented in table 4.41. How strong of a relation exists between two dimensions in our re-constructed model after exploratory factor analysis will be decided by these rules in this table. The results of correlations between each dimension are shown in table 4.42.

Table 4.42 Results of Correlation Analysis Between Each Dimensions of Variables:

		Attitude to ad	Attitude to brand	Awareness association	Quality devotion	Loyalty association	Brand awareness
Endorser charm	r	.608**	.579**				
	sig(2-tailed).	.000	.000				
	N	315	315				
Self-referencing	r	.605**	.533**				
	sig(2-tailed).	.000	.000				
	N	315	315				
attractiveness	r	.396**	.473**				
	sig(2-tailed).	.000	.000				
	N	315	315				
Credibility to personality	r	.645**	.598**				
	sig(2-tailed).	.000	.000				
	N	315	315				
Characteristic to credibility	r	.611**	.665**				
	Sig(2-tailed).	.000	.000				
	N	315	315				
Attitude to ad	r			.646**	.557**	.575**	.489**
	Sig(2-tailed).			.000	.000	.000	.000
	N			312	312	312	312
Attitude to brand	r			.668**	.620**	.607**	.585**
	Sig(2-tailed).			.000	.000	.000	.000
	N			312	312	312	312

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

There was a positive moderate relationship between the dimensions of endorser charm and attitude to ad ($r=0.608$) (table 4.42). Hence H1 hypothesis is supported.

There was a positive moderate relationship between the dimensions of the self-referencing and attitude to Ad ($r=0.605$) (table 4.42). Thus, the H2 hypothesis is supported.

There was a positive low correlation between the dimensions of attractiveness with attitude to ad ($r=0.396$). As a result, H3 hypothesis is not supported. Similarly, the correlation between the dimensions of attractiveness and attitude to brand was low ($r=0.473$) and the H6 hypothesis is not supported.

The relationship between the dimensions of characteristic to credibility and attitude to Ad was moderate and positive ($r=0.611$). H9 hypothesis is supported.

The association between the dimensions of credibility to personality and attitude to Ad ($r=0.645$) was moderate and positive and H10 hypothesis is supported.

When the correlations between the dimensions of Endorser charm, self-referencing, credibility to personality, characteristic to credibility, and the dimension of attitude to brand were measured, moderate and positive relationships were found. As a result, H4, H5, H7, H8 hypotheses were supported.

When the links between the dimension of attitude to ad and the dimensions of Brand equity were analysed, each one of the correlations had an intermediate positive correlation ($r=0.5-0.70$). H11, H12, H13 hypotheses were accepted. However, the dimension of the attitude to ad showed low level of correlation with the dimension of brand awareness. Thus, H14 hypothesis is not supported.

When the relationships between the dimension attitude to brand and the dimensions of Brand equity were analysed, there were positive moderate correlations. Hence H15, H16, H17, H18 hypotheses are supported.

4.5.2 Regression Analysis

Regression analysis is one of the most common analysis methods to examine the relationship between variables. Simple regression analysis, also called bivariate or linear regression analysis, (Nakip, 2006, p.310).

The assumptions of regression analysis; The relationship between dependent and independent variables is linear, independent variables are not related to each other, normal distribution of error terms, constant variance of error terms is that there is no relationship between error terms.

Multiple regression was conducted between the dimension of attitude to ad as dependent variable and the dimensions of endorser charm, self-referencing, attractiveness, credibility to personality, and characteristic to credibility as independent variables. The dimensions of self-referencing and attractiveness did not show an effect on the dimension of attitude to ad. Therefore, the analysis was repeated after removing these two dimensions from the independent variables list (Table 4.43).

Each of the dimensions in the independent variables list showed a significant effect on the dependent variable ($p < .05$ from ANOVA test). The three dimensions explained the dimension of attitude to ad with a strong association (Adjusted $R^2 = 54.6\%$).

Table 4.43 Results of Regression Analysis Regarding the Effects of Sub-dimensions of Endorser Credibility and Brand Credibility Activities on Attitude to Ad:

Dependent variable:	Attitude to ad		
Independent variables:	Beta	t	p
Endorser charm	0.247	4.748	0.000
Self-referencing	0.073	1.118	0,264
Attractiveness	0.060	1.333	0,184
Credibility to personality	0.282	4.445	0.000
Characteristic to credibility	0.245	4.703	0.000
R=0.742; R²=0.550; F =75.646; p =0,000			

After self-referencing and attractiveness were removed:

Dependent variable:	Attitude to ad		
Independent variables:	Beta	t	p
Endorser charm	0.279	5.745	0.000
Credibility to personality	0.325	6.364	0.000
Characteristic to credibility	0.274	5.665	0.000
R=0.739; R²=0.546; F =124.875; p =0,000			

Multiple regression study was conducted between attitude to brand as a dependent variable, and dimensions of endorser charm, credibility to personality, characteristic to credibility, self-referencing, and attractiveness as independent variables. Since the dimension of self-referencing participation had no effect on the dimension of attitude to brand, the analysis was repeated after that dimension was removed (Table 4.44).

Each of the dimensions in the independent variables list showed a significant effect on the dependent variable ($p < .05$ from ANOVA test). The four dimensions explained the dimension of attitude to ad with a strong association (Adjusted $R^2 = 56.0\%$).

Table 4.44 Results of Regression Analysis Regarding the Effects of Sub-dimensions of Endorser Credibility and Brand Credibility Activities on Attitude to Brand:

Dependent variable:	Attitude to brand		
Independent variables:	Beta	t	p
Endorser charm	0.198	3.846	0.000
Credibility to personality	0.256	4.090	0,000
Characteristic to credibility	0.385	7.465	0,000
Self-referencing	-0.060	-0.932	0.352
Attractiveness	0.148	3.361	0.001
R=0.749; R²=0.562; F =79.186; p =0,000			

After self-referencing was removed:

Dependent variable:	Attitude to brand		
Independent variables:	Beta	t	p
Endorser charm	0.187	3.733	0.000
Credibility to personality	0.221	4.399	0,000
Characteristic to credibility	0.372	7.480	0,000
Attractiveness	0.153	3.487	0.001
R=0.749; R²=0.560; F =98.807; p =0,000			

Multiple regression study was conducted between the dimensions of attitude to ad and attitude to brand as independent variables with the dimension of awareness association as dependent variable (Table 4.45). Each of the dimensions in the independent variables list showed a significant effect on the dependent variable ($p < .05$ from ANOVA test). The two dimensions explained the dimension of awareness association with a strong association (Adjusted $R^2 = 50.5\%$).

Table 4.45 Results of Regression Analysis Regarding the Effects of Attitude to Brand and Attitude to Ad with Awareness Association:

Dependent variable:	Awareness association		
Independent variables:	Beta	t	p
Attitude to ad	0.346	6.090	0.000
Attitude to brand	0.422	7.430	0,000
R=0.711; R²=0.505; F =157.767; p =0,000			

Multiple regression study was conducted between the dimensions of attitude to ad and attitude to brand as independent variables, quality devotion as dependent variable (Table 4.46). Each of the dimensions in the independent variables list showed a significant effect on the dependent variable ($p < .05$ from ANOVA test). The two dimensions explained the dimension of quality devotion with a moderate association (Adjusted $R^2 = 41.2\%$).

Table 4.46 Results of Regression Analysis Regarding the Effects of Attitude to Brand and Attitude to Ad with Quality Devotion:

Dependent variable:	quality devotion		
Independent variables:	Beta	t	p
Attitude to ad	0.235	3.793	0.000
Attitude to brand	0.453	7.314	0,000
R=0.642; R²=0.412; F =108.105; p =0,000			

Multiple regression study was conducted between the dimensions of attitude to ad and attitude to brand as independent variables, and the dimension of loyalty association as dependent variable (Table 4.47). Each of the dimensions in the independent variables list showed a significant effect on the dependent variable ($p < .05$ from ANOVA test). The two dimensions explained the dimension of quality devotion with a moderate association (Adjusted $R^2 = 41.1\%$).

Table 4.47 Results of Regression Analysis Regarding the Effects of Attitude to Brand and Attitude to Ad with Loyalty Association:

Dependent variable:	loyalty association		
Independent variables:	Beta	t	p
Attitude to ad	0.291	4.697	0.000
Attitude to brand	0.400	6.455	0,000
R=0.641; R²=0.411; F =107.601; p =0,000			

Multiple regression study was conducted between the dimensions of attitude to ad and attitude to brand as independent variables , and the dimension of brand awareness as dependent variable. Each of the dimensions in the independent variables list showed a significant effect on the dependent variable ($p < .05$ from ANOVA test). The two

dimensions explained the dimension of brand awareness with a moderate association (Adjusted $R^2= 35.3\%$)

Table 4.48 Results of Regression Analysis Regarding the Effects of Attitude to Brand and Attitude to Ad with Brand Awareness:

Dependent variable:	Brand awareness		
Independent variables:	Beta	t	p
Attitude to ad	0.149	2.287	0.023
Attitude to brand	0.480	7.384	0,000
R=0.594; $R^2=0.353$; F =84.370; p =0,000			

5. EVALUATION AND CONCLUSION

5.1 GENERAL EVALUATION

Sponsored article, social media campaigns, user interaction all these kinds of advertisements can be more effective if endorsed by the proper celebrity to appear in the ads and this is what every company wants. They form relationships with consumers, building trust and creating loyalty which may increase brand awareness and recall. When faced with a purchasing choice, consumers will choose the brand they recognise over the highest-quality or best-priced product, brand recognition is the ability to recognise a brand when you see it. For many coffee businesses, brand recall is the thinking of a brand when only prompted by the category. In other words, if you have brand recall, people will think of your brand when they need a coffee importer, packaging supplier, equipment manufacturer, and so on. Creating brand recall means increasing brand exposure. The more times that your potential customers see your brand's name or logo, the more likely they are to recall it. Celebrities, as the primary method of creating impressions, are key for this.

From the demographic questions data collected. Male respondents were more than females with huge difference, from this result we can guess that the company customer's majority are males. When marital status was examined a married and singles respondents had a slight difference, so marital status does not have much effect of being a Nespresso customer. Respondents in the middle age were the most Nespresso coffee drinkers, indicates that the marketing policy should influence this category of age. When education level responses were collected the highest slice of participants were educated and there was a relationship between educated people and a higher potential of being a Nespresso consumer when the participant has a bachelor's degree and above. participants in most of them were full time employees, and their income varied between middle to high level of income. From the demographic variables we have a visualization about the characteristic of Nespresso targeted group of their consumer the company must focus on them when they are making their marketing plans in order to gain the maximum benefit.

5.1.1 Endorser Credibility Activities

Endorser credibility variable divided to three dimensions after factor analysis which are endorser charm, self-referencing, and attractiveness. From collected data, we notice that George Clooney has not perceived as experienced, expert, reliable, dependable, and sincere. This is due to the nature of his work and source of fame as an actor which is not related to field of coffee, while they considered him as qualified, knowledgeable, elegant, sexy, attractive, and classy because of personal appearance. The new dimensions have formed did not include the congruency because the participants did not perceive a match-up between George Clooney and Nespresso, and they do not believe that he uses Nespresso coffee capsules in his life.

As a result of the comparative tests between the different demographic groupings, the mean factor loadings of the dimensions of the study model were analysed. According to gender distribution, the mean factor loadings of the dimensions of endorser charm and self-referencing were higher in the male group than female group. The reason behind this difference is because George Clooney represents likable qualities for males, they thought about themselves when he appears on the advertisement and they wish to be like him, while there was no difference in attractiveness between the gender groups because both genders consider him as classy and attractive.

According to marital status distribution. it is found that there is no significance difference between singles and married participants regarding the dimensions of endorser charm and self-referencing while a difference was detected regarding the dimensions of attractiveness. The single participants were higher mean factor loadings than the married ones, which can be explained that single participants were concerned about celebrity attraction more than married.

When endorser credibility dimensions were tested regarding income, education levels, and employment status. it was found that George Clooney's physical appearance and qualities did not differ based on the level of education or income. Additionally, a significant difference was found regarding the dimension of endorser charm between full

time employee and unemployed participants. While no difference was found with the dimensions of self-referencing and attractiveness regarding employment status. All employment status participants agreed on George Clooney's appearance, and they wish to be like him, the difference detected in endorser charm maybe explained that full time employees appreciate more the characteristics regarding qualities, skills and knowledge that form the endorser charm.

5.1.1.1 Endorser credibility correlation with attitudes to ad and brand

Endorser charm represented by Clooney's qualifications, skills, knowledge, and the self-referencing to his character, has an intermediate positive correlation with the consumer's attitudes to advertisement, consumers find the advertisement interesting, creative, informative and they like the ad which Clooney's appeared in. the same positive intermediate correlation on perceived quality, satisfaction, pleasant and likability of the brand.

On other hand the attractiveness has a low impact on attitudes to ad and brand. It is not inevitable to use attractive appearance celebrity to create a good advertisement and gain a positive reaction from consumers on advertisement, in the same way attractiveness has a low impact on how consumers will perceive the brand and its quality and has low impact on brand image perception. Consumers think logically in most toward the product of coffee and the advertisement, their attitudes toward the ad and brand generated from the other characteristic of brand and ad more than just an attractiveness of the endorser.

5.1.2 Brand credibility Activities

We included the self-brand connection dimension to brand credibility in this study. As it was mentioned in the literature section, the brands, just as symbols, take on meaning when they join with, add to, and reinforce the way consumers think about themselves. Thus, in order to study the symbolic benefits of brands, we must be able to measure the relationship between the brand and the consumer's sense of self.

After factor analysis the dimension of brand credibility was divided into new two dimensions, namely credibility to personality and characteristic to credibility. When the mean factor loadings of credibility to personality dimension was compared between male and female participants, a difference was determined. Males had a higher concern about this dimension they feel more personal connection to Nespresso and in the brand represent the side of their personalities they want to show, while no difference detected about characteristic to credibility between the groups, which explains that males and females trust the brand of Nespresso equally, both of them remember George Clooney when they see the name of Nespresso, and their experience with Nespresso effected their expectations about coffee's quality similarly.

When these dimensions were examined with regards to marital status, married and singles did not show statistical difference between each other showing that the personal connection, the reflection of brand on consumers, and the experience with Nespresso did not influence by the martial status of the consumers.

When these dimensions were compared according to the income level, education level, and employment status, no significant difference was detected between the groups. Nespresso and its symbolic name can meet the psychological needs and generate a self-differentiation feeling and present dependable information for consumers regardless of their income, education, or employment status.

5.1.2.1 Brand credibility correlation with attitude to ad and brand

The credibility to personality had a moderate and positive effect on attitude to advertisement and brand. When consumers feel their self-differentiation and related to Nespresso in a part of their personality and introduce themselves as Nespresso coffee drinkers to other that motivate the interesting and the likability of Nespresso ad, and a feeling of satisfaction and pleasure forms toward the brand.

The same applies on characteristic to credibility, when the consumers trust the name of Nespresso and attain a positive experience with that brand, the tendency to have a positive feeling toward the advertisement increases and consumers more possible to like the

advertisement, at the same time a more possibly to consider the brand as good and pleasant.

We can say from the results that Nespresso credibility and the self-Nespresso connection has a positive effect on the consumers attitudes toward ad and brand finally on brand equity.

5.1.3 Attitude to Ad Activities

Consumers feeling towards advertising have been examined through what is heard and what is seen. From the survey data collected, participants agreed that the ad is informative, interesting, and creative, while the responds were convergent about how good the ad is.

When consumers' attitude to ads were compared according to gender distribution, no significant difference was found between the male and female participants this explains that the information produced in the ad perceived as interesting and creative by females and males equally. Similarly, single, and married groups according to marital status groups. The message conveyed by celebrity in the ad should not consider a specialization to gender or marital status to gain its goals.

The same thing regarding education levels, monthly income levels and employment status, no statistical difference was detected according to the mean factor loading of the customers' attitude toward the advertisement. As the different levels of educated participants, different income levels and employment status have the same reaction toward the advertisement, message should not be specific for any slice of distribution groups mentioned above.

5.1.3.1 Attitude to ad correlation with Brand equity dimensions

There is a positive moderate relationship between the dimension of consumers' attitude to ad and the dimensions of awareness association, the consumers influenced by being proud to own the coffee machine of Nespresso, they trust the technology of Nespresso, and the flavoured offered by Nespresso, and recall these flavours easily when they

purchase coffee. the advertisement by George Clooney succeed to attain a positive impact on this dimension of brand value.

The attitude to advertisement affected quality devotion positively by making trust of Nespresso as a name, as a quality of coffee, and by increasing loyalty when choosing among other coffee brands. Additionally, advertisement creates a feeling good about the price versus value of coffee by Nespresso. Advertisement similarly affected the loyalty association dimension which emphasizes trust, quality, and reliability of Nespresso.

On the contrast the reaction when consumers exposed to ad generate a low level of positive impact on brand awareness this is possibly that the advertisement did not present enough information to define the brand in the mind of consumers and to make it easier to be recognized.

5.1.4 Attitude Towards Brand

Consumers feelings toward brand and how they see it have been examined, from the survey data collected, the participants' answers tend to consider Nespresso as a satisfactory and high-quality brand. We noticed that a positive emotion around the brand has been created.

According to gender and marital status distributions no significant difference was found between the mean factor loadings of consumers' attitude to brand between the groups. As the Nespresso satisfy and please male and female groups similarly and create a same feeling from both groups toward the brand. Likewise, married, and single groups' attitude toward Nespresso doesn't related to their marital status as Nespresso produce the quality, satisfaction, and pleasure to its consumers without consideration to their marital status.

There was no statistical difference of the mean factor loadings of consumers' attitude to brand between the groups in terms of education levels, income levels and employment status. The high school graduate participants and doctorate graduated participants react similarly to Nespresso, likewise the different income participants, and whether they were

employed, retired, or unemployed all of them response in the same way to what Nespresso present.

5.1.4.1 Attitude toward brand correlation with brand equity dimensions

A moderate positive relationship between the feeling toward Nespresso and awareness association indicates that the perceived quality and satisfaction with Nespresso impact the trust of Nespresso and its technology, help consumers to remember the flavours of coffee and prevent them from buying another brand.

Likewise with quality devotion and loyalty association whereas when consumers like the brand and satisfied by its products the brand perceived as a good brand in their minds, this leads to trust in the product, increase the loyalty and brand recall.

5.1.5 Brand Equity Activities

As brand equity is one of the most important intangible assets of companies, many different academic studies have studied brand equity. The most basic works have been brought to literature by Aaker (1991) and Keller (2003). In this study, after the factor analysis brand equity was divided into four dimensions, awareness association, quality devotion, loyalty association, brand awareness.

When the factor loadings of each dimension were compared according to gender distribution, a significant difference was detected between male and female groups in the dimension of quality devotion. The mean factor loading scores of the males were higher than those of the females. It seems that men trust the brand and the consistent of quality of Nespresso which make them loyal to Nespresso this could be related to the brand face which is George Clooney who made this difference. Being proud to own Nespresso machine and believing in company and its products, and loyalty to its coffee, recognising Nespresso products all these operatives which forms the other brand value dimensions did not have effect on the consumer whether was a female or male. These results explain that men and women do not differ in terms of awareness about the brand and loyalty, but we found that men value the quality of the brand more.

According to marital status distribution there was no significant difference in the mean factor loadings of the dimensions because drinking coffee and perceiving the value of brand not related to the marital status in all cases Nespresso still has the value in their minds.

The four dimensions did not differ according to monthly income levels. The same was true for educational levels and employment status. Nespresso succeed to build trust, loyalty, knowledge, and association by its name, symbols, and its products during the different community levels of education and income.

5.2 LIMITATION OF THE RESEARCH

The survey was contained of 61 questions, and as noticed for some people it took time to answer all the questions which may affected the quality of answers. In addition, Nespresso as brand, has been chosen to ask consumers about coffee, but Nespresso as coffee brand does not compete in the coffee market, but it competes in the coffee capsules market. Therefore, the research is not generalizable for all brands. It was quite difficult to reach people had own or tried the Nespresso coffee and seen the advertisement of Nespresso made by George Clooney, so there is a possibility that some participants have not had previous experience with the brand. The sample size was noticeably contained of males more than females because it was random and did not focus on the gender selection of participants. The estimation number of Nespresso consumers did not take into consideration whether the sales was B2B or B2C which may affect the estimation and the proper sample size.

5.3 RESULTS OF THE STUDY FOR THE MANAGERS

From the study findings we know that George Clooney as ambassador of Nespresso was a good choice and had a good influence on the brand value but had some weaknesses either. Since we noticed the characteristic of George Clooney varied between low level of correlation like attractiveness to moderate effect like endorser charm and self-referencing on attitudes and ultimately on brand equity. So, marketing managers should work to maximize this impact by adding a new brand face in addition to Clooney (a

message source) who has in addition to his good physical appearance, an expertise, congruency, and reliability in coffee field, as participants did not perceive a match-up or expertise in the character of George Clooney with Nespresso. The company may start using different faces to appear in ads in the beginning to collect the feedback before deciding on the new ambassador. It is recommended to use a woman celebrity to endorse the brand, this may increase the brand awareness within the groups to enhance the self-referencing and perceiving of endorser charm between females, as those dimensions perceived higher between the male group in the study results, at the same time the celebrity woman can increase the attractiveness influence on attitude to ad and ultimately on brand awareness as this relation was not supported in the study.

The consumers' attitudes toward the effectiveness of advertisement are good, but the correlation with brand awareness was found to be low. The people like the ad and associate positively with George Clooney who appeared in the ad, participants found the ads informative and creative from the survey data collected but failed to certain limit to increase the awareness. The more sides added to the advertisement message the more positive results can be gained; participants were not sure if Nespresso made a good ad, but in this case a lot of elements play a role; one of them is the individual's mood. To affect the mood of consumers it is recommended to merge advertisement with entertainment to make a more engaging message. Advertisers need to create ads look more like a short film than an ad which make it possible to spread through social media and gain its goal in increasing the awareness and loyalty of the brand. Marketers can focus on other factors to strength the effect of ads like use of humour, use of music, the context of viewing the ad (ad sequence, program environment, program involvement and ad content (number of arguments, imagery, complexity, use of visuals, message quality, claim strength, sexual appeals, number of exposures). Finally, the message should not be customized to any demographic group as study did not find differences in perceiving the ad.

The emotions and feelings have been created toward the brand was positive and cause a trust in the brand, at the same time the relationship between the attitude toward the brand and brand equity dimensions were moderate and marketers need to increase the feelings and perceptions toward Nespresso by reassessment of marketing strategy to create value

for targeted customer. The probable consumer of Nespresso from the study results is a man or woman, in a middle age, full-time employed, and well educated, his income varied between middle to high. According to this characteristic the company could adjust the marketing mix, the recommended segmentation to Nespresso is the income segmentation. It is guessed from the total sales of Nespresso in Turkey and the price of coffee comparing to other brands that Nespresso targeting the high-income consumers, it is recommended to target the middle-income consumers who seek to look more upper-class, as they form the majority of consumers, by offering a products and marketing variation to them. Nespresso needs to keep the balance between the price and orientation(luxury versus benefits) according to its targeted market in the positioning map, in this way Nespresso will reach the (value proposition). Value proposition hinges on performance but also includes luxury and styling, all for a price that is higher than average but seems fair for this mix of benefits. this will help the company to extend its market share specially if we know that the coffee capsules industry is in a growth level and it is suitable to extend the market at this level to the maximum, reduce the sales promotions to take advantage of heavy consumers demand, and price to penetrate the market. Companies that make products that must be used along with a main product are using (captive-product pricing), in Nespresso case they sale mainly the coffee machines and the compatible coffee capsules. So, Nespresso marketers may keep in their mind that company could make money when consumers use the machine not when they buy it in their pricing policy, taking into consideration the segmentation that company have been recommended to serve and the industry status, we recommend making the maximum sales promotions on machines, and company can make its profit from the coffee capsules and other accessories they sale.

5.4 RECOMMENDATIONS FOR FUTURE STUDIES

Mainly this study focused on the relationship between the celebrity endorser and the brand credibility on brand equity. Many elements around credibility have been taken into consideration when assessing this relation like the role of self-referencing and the match-up between the celebrity and the brand. Attitudes played the connection role between the celebrity and the brand. Thus, any future study focusing on these variables and their

linkages with consumer purchase attitude would be possible. Endorser and advertisements influence on intention to purchase, and the buying behaviour of consumers may be investigated but it would be useful if it is linked to our model. Other relations could be studied, the relations between celebrity credibility with brand credibility, attitude to brand in relation with attitude to ad.

It might be beneficial if the study conducted in another place in the world with the same constructor of research model to find out if the results would differ in terms of culture and location. The same variables could be used after re-assessing of the research model in order to focus more on some sides of the research depends on the interest of the researcher.

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APPENDICES