

T.C.
MARMARA ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
İŞLETME ANABİLİM DALI
ÜRETİM YÖNETİMİ VE PAZARLAMA (İNG.) BİLİM DALI

**THE EFFECTS OF CELEBRITY ENDORSERS
ON GREEN AND ECO-FRIENDLY PRODUCTS**

Yüksek Lisans Tezi

HADİ SALARİ LAK

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Danışmanı: Doç. Dr. İREM EREN ERDOĞMUŞ

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TEZ ONAY BELGESİ

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ÖZET

Yeşil ve Çevre Dostu Ürünlerin Satışı Üzerinde Ünlülerin Etkisi

Mevcut literatüre göre yeşil reklamların güvenilirliği diğer reklamlara nispeten düşüktür. Pazarlama araştırmacıları her zaman müşterilerin güvensizliğini gidermek için yeni yolları araştırmaktadır. Ünlülerin etkisi reklamların inandırıcılığında ve hatırlama oranının artırılmasında çok önemli bir etkiye sahiptir. Bu savdan yola çıkarak, bu çalışmada ünlü kişilerin yeşil ürün reklamları üzerine etkisi araştırılmıştır. Bu sebeple iki ayrı araştırma yapılmıştır: tanımlayıcı ve deneysel. Birincisinde yazar yeşil pazarlamanın bazı belirleyici faktörleri olarak tanınan sağlık bilinci, çevreye yönelik tutum ve yeşil ürünlere yönelik tutumun etkisini, yeşil reklamla yönelik tutumun üzerinde ölçmüşler. Bu faktörlerin yanısıra, ünlülerin güvenilirlik boyutları ve onların ürünlerle uyumunun etkisi, yeşil reklamla yönelik tutumun üzerinde ölçülmüştür. Nihayeten yazarlar yeşil reklamın yeşil ürüne olan tutum üzerindeki etkisini de ölçmüşler. Ankete cevap verenlerin sayısı İstanbul'da yaşayan 200 kişiden oluşmaktadır.

Deneysel araştırmada yazar biri güvenilirliği yüksek diğeri beğenilen iki ünlünün etkisini MANOVA analizi kullanarak her iki ürün üzerinde test etmiştir. Etkileme analizi iki farklı boyutta yapılmıştır: yeşil reklama yönelik tutum ve sunulan ürüne yönelik tutum. Etkileme analizinin sonuçlarına göre, erkek olan (güvenilirliği yüksek) ünlünün etkisi süt reklamı üzerinde ve kadın olan (beğenilen) ünlünün etkisi buzdolabı reklamı üzerinde daha fazla açıklayıcı bulunmuştur.

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Abstract

THE EFFECTS OF CELEBRITY ENDORSERS ON GREEN AND ECO-FRIENDLY PRODCUTS

According to previous researches the credibility of green messages are relatively low. It was always important for marketers to find some ways to solve the distrust problem of people toward green advertisements. In accordance to the literature celebrity endorsement is a good method in marketing to enhance believability and recall power of advertisements. Thus, the aim of this research is to understand the effect of celebrity endorsers on green product advertising. Two studies have been accomplished in this study: descriptive and experimental studies. In descriptive study authors explore the role of health consciousness, attitude toward green products and environmental attitude as some of determinants of green purchase behavior on attitude toward green advertisements. Alongside with this, in first study the impact of celebrity endorser's credibility and congruency with product have been tested on attitude toward advertisement. Finally authors measured the impact of attitude toward green advertisement on attitude toward advertised product. In order to complete this task 4 questionnaires have been designed. Two different Turkish celebrities (trustworthy v. attractive) have been chosen in order to advertise two green products. The sample of study is composed of 200 people, which live in Istanbul.

Second study, which was experimental, tries to understand the effectiveness of each endorser on each of the products. In order to accomplish this, MANOVA analysis accomplished and the interaction effect results show that the male (trustworthy) endorser is more effective in milk advertisement in accordance to attitude toward advertisement and attitude toward advertised products dimensions. In addition, female (attractive) endorser was effective for refrigerator advertisement in accordance to two mentioned dimensions.

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Introduction

Public concern about environmental problems increased over past decades. This increase in environmentalism drew academic researchers' attention to itself. This movement first began in industrialized countries. Alongside with awareness about environmental issues, people's tendency to seek and purchase green products has had salient changes too. It can be assumed as the start of consumers' green movement to conserve environment. Environmental concern has not been restricted to modern countries in recent years (Ottman, 1998). It was extended to other less developed countries such as Turkey and Iran too (Peattie, 1992), but very little consideration has been specified to the area of consumers' green consciousness in the Middle East (Abdul-Muhmin, 2007).

Green marketing is the process of planning, development and advertising the products and services, which claimed as environmentally safe (Grove et al., 1996). People consider themselves committed to preserve the environment by purchasing green products. On the other hand, companies try to fulfill these needs and wants. Stone and Wakefield (2000) indicate that environmentally responsive companies are more successful in market place. Parallel to this movement, rule makers have been affected by this movement because they look for some methods to make some behavioral change in order to save environment (Clark et al., 2003). As a result, it can be understood that the emergence of green marketing has brought a highly challengeable topic for researchers and academicians.

There are some concepts which can be found in literature as determinants of green purchase behavior like health consciousness, environmental attitude and attitude toward green products. Rahabr et al. (2011) point out that studying green purchase behavior determinants would be very useful for marketing practitioners. Health consciousness can be defined as factor, which reflects an individual's readiness to do

something for his/her own health (Schifferstein et al., 1998; Chen, 2009). This factor is mentioned as the important predictor, which leads customers to purchase a green product in literature (Forthofer and Bryant, 2000).

The second determinant, which will be discussing in second chapter, is the topic of attitude toward environment. It can be defined as the collection of beliefs, affect, and behavioral intentions a person holds towards environmentally related activities, issues (Schultz and Zelezny, 1999). Researchers highly emphasized on environmentalism as the major reason, which induces people to seek and purchase environmentally friend products. The possibility of purchasing a product is higher in people who hold positive attitude toward the advertised product (Vantomme et al., 2005). Authors have considered attitude toward green products as another determinant of consumers' green purchase behavior in current thesis.

The first question which author could not find any answer for it in literature is how these determinants altogether affect the consumers' attitude toward green advertisements. So it can be helpful to use these determinants in current research.

Marketers in order to position the green products in consumers' mind utilize some methods. Green advertisement is among these methods. These kinds of messages try to make a connection between the advertised product and environment and consequently lead people to buy these products (Banerjee and Gulas and Iyer, 1995). It is indicated in literature that people who highly involved with advertisements have more potential to buy the advertised product (Kim and Choi 2005). One of the objectives of this study is to evaluate the role of green advertisement on changing audiences' attitude toward green advertised product. It will be useful to understand the effects of green marketing tools on consumers' green purchase behavior in Turkey.

Along with emergence of green marketing people were being attacked by the set of similar advertisements which made in order to create an environmental responsible image for the company (Ottman and Stafford and Hartman, 2006). Due to previous literature green advertisements have almost low reliability (Kilbourne, 1995). In accordance to literature some companies try to take advantage of people's

environmental concern and by this way present their ordinary offerings as environmentally friend product (Chase and Smith, 1992).

Researches about the ways, which can be useful to improve the low credibility of green messages, are still in latent level. Therefore it would be important for authors to find a way to handle the distrust problem toward these advertisements. The important question, which has not been addressed in literature, is what kind of advertisements and promotions are more effective for enhancing the believability of green messages and lead them to purchase.

Celebrity endorsement is common method in improving the advertisements' effectiveness. Most of researches explore the role of celebrities in increase of message's effectiveness and purchase intention (Erdogan, 1999; Ohanian, 1991; Sternthal and Phillips and Dholakia, 1978). Marketers utilize the image and identification of the endorsers in order to promote the image of the product or the producer company (Atkin and Block, 1983). So it is obvious that companies take advantage of this method in order to differentiate the message among set of similar advertisements. The cost of hiring a famous endorser is too high. Before choosing a celebrity to endorse a product advertisers try to understand how much the endorser appropriate for the product.

Past researches about celebrity endorsement investigated the impact of source credibility and attractiveness on message effectiveness. Source credibility dimensions are the topics, which highly debated in previous literature (Lord and Putrevu, 2009; Ohanian, 1990). Some of researchers compromised on the positive effect of endorser's credibility on effectiveness of message (Ohanian, 1991; Atkin and Block, 1983). This research addresses the question that, are source credibility dimensions positively influence attitude toward green products. Another topic, which highly discussed in endorsement studies, is celebrity-product congruency. This concept describes the harmony between the endorser and product in accordance to several factors like image, expertise and attractiveness (Baker and Churchill, 1977). Most of the researchers assume it as vital determinant of successful endorsement. It would be useful to understand the role of match-up on effectiveness of green messages.

This study has been conducted in Turkey. In recent years the concern toward environment has dramatic increase between Turkish customers. It is obvious that companies are looking for some ways to make use of this potential market and offer the eco-safe products to the potential market. This thesis is composed of two studies, which will be explaining in following parts. First study measures the role of all the mentioned factors, which are source credibility, match-up between celebrity and product, environmentalism, health consciousness and attitude toward advertisement. In order to accomplish this task authors manipulate regression analysis to understand which one of mentioned independent variables positively influence respondents' attitude toward advertisement. Understanding the role of attitude toward green advertisement as green purchase behavior determinant on enhancing the attitude toward advertised product is very important for marketers. In order to complete this task, another regression analysis has been conducted to measure the relationship between attitude toward advertisement and attitude toward advertised product.

Two different products have been chosen as green products, which one of them is durable and the other one is non-durable. Because the study's scope is Turkey, two famous people, which have different genders are utilized to endorse both of the products. The second study tries to understand, which endorser is more effective to advertise each product.

Current thesis comprises two main parts in literature, which are green marketing and celebrity endorsement and these two parts will be explaining widely in first and second chapters. Several subjects related to main topics, which are involved in structure of proposed model will be discussed in these two chapters. Third chapter consists of research's proposed model and the hypotheses which authors made them by utilizing the previous literature. Forth chapter is composed of the research design (experimental and descriptive), sampling method, measurements of the variables and the statistic methods, which were used in current thesis. Fifth chapter belongs to findings of the data analysis. Finally, the findings will be discussed in the discussion section and a conclusion is drawn.

1. Green Marketing

Green marketing and green products are the fields, which have grown very fast in recent years and obtained too much significance in modern era due to the dramatic increase of environmentalism among people. A great part of people believes that air pollution and other environmental damages affect their daily life negatively (Worcester, 1993). This increase in public's environmentally consciousness had significant effect on consumer behavior (Schlegelmilch et al., 1996).

1.1. Green Marketing

“Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment” (Polonsky, 1994, p: 2). In others words, green marketing can be entitled as holistic and responsible strategic management process (Charter, 1992; Vashisht et al., 2012). American Marketing Association (AMA) introduces green marketing as marketing of products and services, which supposed as environmentally safe products.

According to some researches, green marketing concentrates on efficiency of set of cognitive strategies and beliefs, which knew are trying to increase environmental awareness of people which can be a good predictor for consumers' involvement in environmental issues (Hartmann and Ibanez, 2006). Green marketing cannot be assumed as a single concept. It has tight relationship with fields like production, packaging, labeling, logistic and etc (Vashisht et al., 2012; Welling and Chavan, 2010). The concept of green marketing can be found in other names like environmental marketing (Coddington, 1993; Peattie, 1992); greener marketing (Charter and Polonsky, 1999); and sustainable marketing (Fuller, 1999) in literature too.

There are some socio-economic and political developments in global level during recent decades, which caused to emergence of this concept. Particularly Bhopal disaster, which occurred in 1984 and instantly after that the Chernobyl tragedy, which has caused to unrecoverable damages on Turkey too, lead the world to establish some environmentally safe production and organized strategies in this class. Ozone problem, acid rain, deforestation, desertification and global warming are another major environmental problems, which have effects on popularity and expansion of green marketing (Beaumont et al., 1993). In addition, media discussions, more stringent legislation, non-governmental groups activities and educational programs for people, accelerate this process in recent decades alongside with aforesaid reasons (Aitken, 2006; Banerjee and McKeage, 1994; Kangun et al., 1991).

Simultaneous with increasing concern about natural resources particularly oil and distrust, which were induced by modern industries, new type of customers appeared who were environmentally friend and felt themselves responsible to society and environment in late 1960's (Mostafa, 2007). Green consumers can be defined as some people, which complete their final purchase in accordance to their concern about environment (Shrum et al., 1995). Schlegelmilch et al., (1996) implies that consumers with ecofriendly attitude, are willing to change their behavior and purchasing decisions in a way, which preserves environment as well as be a symbol for other people to follow their attitude toward environment.

It is very difficult to understand, why some people have tendency to buy green. Maybe it can be described regarded to personal reasons and the roots in their beliefs, values and culture (Hopkins, 2009). Besides environmental benefits, other reasons are quoted as explanation of consumers green purchase such as health, cost-effectiveness, status, security and pleasure (Thøgersen, 2011). The difference of these consumers by normal people can be measured with respect to other perspectives too, like: demographics, knowledge, values, attitudes, and behaviors (Laroche and Bergeon, 2002). The concern about environment has not been restricted only to developed countries such as Germany (Pierre and Prothero, 1997) and US (Ottman, 1998) but spread out to other less developed nations such as India, Philippines, and Turkey

(Tantawi et al., 2009). A progressive degradation of environment, air pollution and the inefficient solutions to tackle these problems are often more sensible in developing countries such as Turkey (Hopkins et al., 2001).

By increasing the environmental concern among people, companies tried to take advantage of this opportunity as a competitive advantage or perform their corporate social responsibilities (Upadhyaya and Shukla, 2011). Some companies tried to make some changes in their structures in order to meet needs and wants of green consumers by modifying their manufacturing process and also green promotion which were signs for being environmentally responsible corporations (Kinneer et al., 1974; Menon and Menon, 1997; Porter and Van der Linde, 1995; Scerbinski, 1991; Ottman, 1993). Most of them decided to set long-term green strategies in order to fulfill green consumers needs and wants. Ottman (1992) mentions that companies, which try to develop green marketing strategies, will have better market share and profit. While companies, which could not create and perform some innovative green marketing methods will be deprived from the competitive advantages that separate green companies from other ones (Fuller, 1999). Accordingly, the companies would benefit from green marketing, the most are those showing a commitment to solve real problems and be proactive (McDaniel and Rylander, 1993). On the other hand, some other companies mislead people by releasing products which introduced as green by advertisements but not have any benefit for environment and society, or maybe by exaggerating the positive effects of their produced products on environment preservation (Kalafatis ve dig, 1999).

The negative impact of companies' mass production on natural resources and environment is undeniable in recent decades (Jay, 1990). Hence most of attention about embarrassing situation of environmental degradation is concentrated on business practices (Kleiner, 1991). Governments and pro-environmental campaigns played a considerable role in order to preserve environment, force companies to reduce air pollution, use appropriate materials in packaging to reduce waste, create new design and products formula and consequently adopt themselves with ecofriendly flow (Straughan and Roberts, 1999).

1.2. Green Marketing Tools

Studying the incentives, attitudes and behavior of consumers regarded to environmental issues is of paramount significance in lightening part of problems, related to the environment (Roberts and Bacon, 1997). Previous studies gave too much significance to explore the effects of green marketing tools on consumers' green purchase intention, and also the determinants of consumers green purchase behavior. Green marketing tools such as environmental advertisement, eco-label and eco-brand, can create a better perception of green products' attributes for customers and increase their awareness about this issue, which consequently can lead them toward green purchase behavior (Rahbar and Abdul Wahid, 2011). Most of studies, which measure the effects of green marketing tools, have been accomplished in industrialized countries (Chatterjee, 2009; Chan, 2004; Davis, 1993). Impact of several factors on green purchase behavior is evaluated in literature. In this section, environmental attitude, health consciousness and attitude towards green product are chosen as some determinants of green behavior. Brief descriptions of these subjects have been prepared to the extent that related to this thesis, in following part of this section.

1.2.1. Green Advertisements

Alongside with increase in consumers' concern in environmental issues or in other words increase of environmentalism, there is parallel rise in environmental advertisement too (Carlson et al., 1993; Ottman, Stafford and Hartman, 2006). Green advertisements have grown extremely during recent decades (Futerra, 2008). Green advertisement can be defined as "any ad that explicitly or implicitly addresses the relationship between a product/service and the biophysical environment, promotes a green lifestyle with or without highlighting a products/service and presents a corporate image of environmental responsibility" (Banerjee et al., 1995, p: 22).

The major purpose of green advertisements is to convince householders to buy and use environmentally friend products/services in their daily life, which claiming as not harmful for the ecosystem (Tehrani and Sinha, 2011). Grillo et al. (2008) indicates

that green advertisement has crucial role in communicating green image along with making use of environmental consciousness among consumers and organizations. Generally, green advertisement aims to promote a green lifestyle or depict a corporate image of environmental responsibility (Banerjee et al., 1995; Nasution, 2001).

There are different categorizations for environmental advertisements in previous studies (Kangun et al., 1991; Banerjee et al., 1995). These categorizations have been conducted in accordance to degree of believability evaluated by audience's perception. For instance Kangun et al. (1991) categorizes green advertisements into Ambiguous, omission, false/lying and acceptable. In addition, Banerjee et al. (1995) classified these ads into three groups as shallow, moderate and deep (Purohit, 2012). Umit and cengis (2012) mention that green advertisements must be clearer than normal advertisements and increase people's environmental concern.

There are some terms, which are visible in these kinds of advertisements like recyclable, ozone safe, ecological, non-toxic, environmentally friendly and biodegradable. In some studies these terms assumed as green advertisements' claims and indicated that consumers wrongly associate them with green marketing concept (Jogi and Ghosh, 2014). Green marketing models include some elements, which are used to imply the concern of the manufacturer company or the product on the environment (Nasution, 2001). Previous research in this field shows that little part of people completely believes in green advertisements (Chase and Smith, 1992). This study indicates that only 6% accept green advertisement as "very believable". These results point out that the credibility of green messages is relatively low (Kilbourne, 1995).

1.2.2. Eco-Labeling

Eco-label is one of the significant green marketing tools on environmentally friendly products (Rahbar and Abdul Wahid, 2011). It is a scheme, which is commonly used by marketers in order to promote the identification of green products (D'Souza et al., 2006). In other words, it makes the green purchase behavior easier for consumers

and also provides essential information about the production process of green products (Rex and Baumann, 2007), because it differentiates green products from non-green ones (Awan and Raza, 2010).

Pursuant to (Ibid, 2011) consumers do not just satisfied with the claim of organic product by companies, they are also seeking for other features such as: ingredient list on label, packaging and country of origin (Salaün and Pontet, 2013). Some researchers indicate that country of origin label (coo) has great impact on consumers' quality evaluation, particularly during purchasing an item from food industry (Hong and Wyer, 1989; Elliott and Cameron, 1994). Eco-labels can be proposed as attractive informative schemes, which make people aware about the environmental impact of their purchase behavior (Abdul Rashid, 2009).

Michalko (2010) mentions that eco-labeling has significant role in gaining market share and is able to demonstrate social and environmental impact as “winners”. It has been classified into three different categories. Those that have popularity among customers but have little or no positive impact on environment are “green washers”. The second group, which is entitled as “wallflowers” have no popularity among people but their positive impact on environment has proven. “Weeds” which are the third group of eco-labels are unsuccessful in both dimensions.

In accordance to Purohit (2012) most of eco-labels available in market fall in the third category. Schwartz and Miller (1991) mention that the major reason for ineffectiveness of eco-labels is consumers' distrust in these schemes.

Most of studies about eco-labels, have investigated some new methods in order to make them more prosper in consumers' purchase behavior (D'Souza et al., 2006; Sammer and Wustenhagen, 2006). Marketers need to create a deep positioning of green products in consumers' mind (Purohit, 2012). In order to understand eco-labeling subject, marketers should study the consumers' response toward eco-labels more than before too (Thøgersen et al., 2010).

1.2.3. Eco-Brand

Eco-brand is a name, term, symbol or design of products, which does not have any negative impact on environment (Rahbar and Abdul Wahid, 2011). Same like eco-label it can be proposed as a scheme for customers in order to identify green products easier. Environmental labels should provide enough information for customers and should affect the consumer's evaluation on the environmental performance of brands positively (Roe et al., 2001).

According to Chatterjee (2009) consumers have propensity to purchase and use the eco-friendly alternatives instead of products, which negatively influence the environment. Thus it can be deduced from this statement that most of people instinctively search for green products to fulfill their needs and wants. A study by (Wustenhagen and Bilharz, 2006) implies that people in USA and Germany has great tendency to buy eco-brand products like Body Shop and green energy.

Pursuant to a study by Rahbar and Abdul Wahid (2011), eco-brands should emphasize the point that green products have the same performance as non-green ones. Alongside with this, eco-brands should contribute customers in differentiating green brands from other similar brands with same performance. According to (Reed and Chiang, 2012) eco-branding is a B2C strategy, in order to ask for premium prices from customers. In addition, authors indicate that customers will be more willing to pay for green products, when eco-branding informs them about the green product attributes and increases their emotional appeal of products (Hartmann et al., 2005; Reed and Chiang, 2012).

1.3. Determinants of Green Purchase Behavior

As mentioned before, environmental problems can be assumed as key driving force of green marketing. During recent decades people in different points of the world confront with new and emerging types of problems including climate change, air

pollution and extreme expansion of cities, which caused to deteriorate the levels of poverty, environmental degradation and health issues (Beaumont et al., 1993).

1.3.1. Health Consciousness

Poor quality and non-standard food increase people's concern about healthy food and nutrition (Rozin et al., 1999). There is a public belief that natural ingredients make products healthier. The main belief about green products is their healthy and environmentally friend substance. Ottman et al. (2006) mentions that people may obtain several benefits such as health, safety, symbolism, and status, from adoption of green purchasing behavior in their daily life.

Health awareness can be defined as a determinant, which reflects an individual's readiness to do something for his/her own health (Schifferstein et al., 1998; Chen, 2009), and it can be assumed as part of his/her personal satisfaction (Flatters and Willmott, 2009). Most of people prefer to buy organic food because it supposed to be safer and have better nutrition resources compared to non-organic foods (Jolly, 1989). Schifferstein et al. (1998) believes that public concern and effort to improve health status is the main reason to purchase green and eco-friendly products. Consumers do not just take into the account their concern about environment, but also they are interested to protect and improve their health status too (Kim and Seock, 2009).

1.3.2. Environmental Attitude

Consumers' attitude is the factor, which determines likes and dislikes of them, and composes the willingness to pay more to purchase green products (Chyong et al., 2006). Environmental attitude reflects, "the collection of beliefs, affect, and behavioral intentions a person holds towards environmentally related activities, issues" (Schultz and Zelezny, 1999, p: 261). It is implied by some authors that environmental attitude is one of major predictors of people's green consciousness (Bohlen, 1994; Rannikko, 1996; Schlegelmilch et al., 1996) and also green purchase behavior (Rannikko, 1996;

Shlegelmilch et al., 1996; Laroche et al., 2001). In addition, Fang (2009) indicates that environmental attitude can positively influence attitude toward green product too.

Stern (2000) mentions that environmental attitude has two dimensions; first inward environmental attitude, which is related to more private behaviors and the second entitled as outward environmental attitude, which refers to the more public engagement of a person with the society and its problems, specially those connected with environment.

Mittal (1989) points out that highly involved customers with environmental issues, constantly search for and analyze the information to find the appropriate products and services to satisfy their needs and wants. Environmental concern is a way of living for some people, who lead their daily basis (Kim and Seock, 2009) and it can be a predictor of consumer's decision making (Zimmer et al., 1994; Wagner, 1997; Ottman, 1998). Some studies ascertain that environmental awareness and environmental knowledge are variables, which have positive impact on green purchase behavior (Schifferstein et al., 1998; Mostafa, 2006; Kim and Seock, 2009).

1.3.3. Attitude Towards Green Products

Some consumers fulfill their daily consumption in accordance to their environmental concern (Kim and Seock, 2009). These consumers want to show their concern about environment by purchasing green products (Hartmann and Apaolaza-Ibáñez, 2012). Consumers, who are highly involved with environmental problems, are aware of new products and services, which produced with the purpose of protecting environment. So it can be deduced that having knowledge about existence of green products, can be a good reason for choosing and purchasing them (Kim and Seock, 2009). It is prevalent among people that green products have no or maybe less negative impact on the environment than non-green products. Normally, if a consumer has a positive attitude toward a product or service, the possibility of purchasing that item is more than the time, which has a negative attitude (Vantomme et al., 2005).

Changing the purchasing behavior to green is an approach to save the environment in consumer level. There are some actions, which people should take into account if they want to save their environment. By purchasing energy efficient products and environmentally friend cars people can reduce their waste, pollution and improve the quality of land, water and air. According to Fang (2009) if a consumer has positive attitude toward environment, it will positively affects his/her attitude toward green products too. In other word, environmental knowledge positively influences the consumers' willingness to pay for green products (Mostafa, 2006). Kim and Seock (2009) state that a person, who holds more information about environmental issues and green products, is more possible to select a green choice in market among other products, which already knows.

Green consumers seek for their own personal satisfaction, alongside with environment preservation while purchasing a green item too (Flatters and Willmott, 2009). This satisfaction may have two different dimensions from consumer perspective: first the satisfaction which achieved from purchasing a good performance green products, and the second adopting a behavior which is in harmony with environment preservation attitudes.

1.4. Previous Academic Researches about Green Marketing in Turkey

Almost all of the previous studies about green marketing in Turkey investigate it as a single marketing concept. Most of researches have been accomplished in two dimensions: corporate responsibility and consumer behavior. It could be claimed that these two dimensions are the interest areas for green marketing researchers in recent years.

First group of researches sought for a link between environmental problems and the reasons of their emergence. This group of researches investigates the role of corporate social responsibility and its possible impact on the company's performance and environment. This group of researches tried to introduce the advantages, which green marketing strategies and integration of production and consumption process, can provide for companies and people. Some production modification methods have been

discussed in these theses like recycling and packaging. Different industries are targeted by researchers in this group (e.g. Bayraktar, 2006; Demirtas, 2003; Tasdemir, 2014; Arac, 2014).

The second group of researches aims the consumers' behavior toward green products and attempts to find some ways to improve the purchase intention toward these products. Particularly this group concentrates on the factors, which enhance the intention to purchase green product in Turkish consumers. Several factors have been investigated in these studies like product price, demographic characteristics, environmental awareness, health consciousness and perceived consumer effectiveness. Demographic characteristics are among the topics, which were highly discussed by researchers in this group. One of the main objectives of this group of researches is to understand the characteristics of green consumers in Turkey and define a distinct segmentation for them in accordance to their findings (e.g. Tirkes, 2008; Boztepe, 2011; Sua, 2012; Sari, 2010; Veziroglu, 2014).

1.5. Green Marketing In Turkey

Green marketing practices in Turkey have started by entrance of foreigner companies and displaying their products in different exhibitions and fairs (Demiryürek, 2004). It was the first time which companies used the slogan "healthy for people" in Turkey. Since that time the production of green and energy saving products increased (Aysu, 2006). Incremental demand from EU countries had important impact on progress of this field in Turkey (Rehber and Turan, 2002). Alongside with this factor, universities' research groups, civil society organizations and interest of people and media have had significant role on progress of green and organic production (Aksoy and Altındışli, 1999; Kenanoğlu and Karahan, 2002).

EU countries are the main destinations for Turkey's organic products (İpek and Çil, 2010). In accordance to (Tügem, 2011) organic agriculture had rapid progress during last 20 years in Turkey. Pursuant to same research, the number of organic producers has become doubled between 2008 and 2010. The number of organic

producers became 134 times more, between 1990 and 2000 (Tügem, 2011). In addition, in recent years the value of organic products' export of Turkey exceeds 70 million dollars (Stopes, 2007). Agricultural organic products were the main green export of Turkey in recent years

Three researches have been conducted related to green marketing in country level in Turkey till now. These researches, which were organized by "Turkey's sustainability academy", were some efforts to adapt to the sustainable work conditions. Last research was established in January 2014 in 15 provinces of Turkey, in order to investigate the level of "green and eco-friendly consumption behavior" (<http://www.surdurulebilirlikakademisi.com/site/wp-content/uploads/08.03.2012.pdf>).

Most of respondents confirmed that there is an increase in their green purchase behavior compared to the past. Parallel to previous studies, which have been accomplished in this field in Turkey, major part of people mentioned the high prices of green products and services as the main obstacle, which prevents people to buy them. More than half of respondents indicate that the information related to green products and services is not sufficient and also they do not trust to the green and pro-environmental messages, which broadcasted by companies. Turkish consumers mostly seek for energy saving feature in green and eco-friendly products, whenever they intent to purchase one (<http://www.surdurulebilirlikakademisi.com/site/wp-content/uploads/08.03.2012.pdf>).

Table 1: Selected Papers about Green Marketing

Author & Journal & Year	Research objective & Sample	Research method	Analyze type	Variables	Conclusion
Bodo B. Schlegelmilch & Greg M. Bohlen & Adamantios Diamantopoulos European Journal of Marketing, 1996	Assess the link between variables specific to environmental consciousness and pro-environmental purchasing behavior. 160 undergraduate student	Structured questionnaire	Regression analyses, Stepwise forward regression, Correlations	-Political action -Recycling behavior -Environmental attitudes -Environmental knowledge	Consumers’ overall environmental consciousness has a positive impact on pro-environmental purchasing behavior Different environmental measures serve as explanatory variables for each of the purchasing measures Environmental attitudes scale is observed to be the most consistent explanatory variable for both samples
Yamini Narasimhan Master thesis 2003	Assess the relationships between the measure of environmental consciousness and pro-environmental purchasing behavior. 150 surveys were mailed out to various addresses	Sample Selection and Data collection Structured mail questionnaire	Frequencies, measures of central tendencies and dispersions, Preliminary correlation analysis, Regression analysis	General pro-environmental purchasing behavior and special pro-environmental purchasing behavior Environmental consciousness: knowledge, attitude, recycling	The results indicated that this sample’s overall environmental consciousness has a positive impact on green purchasing decisions. It was also observed that different environmental consciousness measures to be important explanatory variables for both the general purchasing behavior scale as well as the specific purchasing items on the specific purchasing behavior scale.
D’Souza Asia Pacific Journal of Marketing and Logistics 2005	Assesses differences in green advertisement attitudes between high involved and low involved consumers, to compare high and low involvement consumer’s cognitive responses and affective responses towards advertisements and examine the extent of the importance on certain themes that both high involvement and low involvement consumers consider 207 consumers	Structured questionnaire	Cluster analysis Independent samples t-test ANOVA	Attitude toward environment Attitude toward green products Attitude toward green advertising	The study shows that there are differences between the two groups in terms of their attitude towards green advertising with respect to all the dimensions and the low involved customers appear to have a stronger disregard for the green advertising across all the perceptive measures towards green advertising.
Passent Tantawi Contemporary Management Research 2009	Paper empirically investigates the attitude of Egyptian consumers towards the environment in general. 122 Egyptian consumers	A large-scale structured survey was randomly distributed among Egyptian consumers.	Reliability of scale test t-test	Attitude toward environment	Results contradict the traditional wisdom that environmental concern is a luxury afforded by only the wealthy and shed a light upon the possibility of going green in Egypt.
Nelson Barber ICHRIE Conference 2009	Investigated the relationship of wine consumer’s environmental involvement, knowledge, attitudes, and willingness to purchase a product 2,400 members of the society of wine educators,	The URL link was distributed in September 2008	Descriptive analysis Confirmatory factor analysis SEM	Environmental involvement -Product involvement -Subjective knowledge of environment -Objective knowledge of environment -Willingness to purchase wine	Results suggest personality segmentation, through selective marketing and redirecting consumers’ needs toward environmentally friendly wine products.
Leonidas C. Leonidou & Constantinos N. Leonidou & Ms. Olga Kvasova Journal of Marketing Management 2010	Focusing on the factors that shape consumer environmental attitudes and behavior, as well as on the resulting outcomes 500 Cypriot consumers	Personal interviews Structured questionnaire	Descriptive statistics Validity and reliability test Factor analysis SEM using (ERLS) technique	-Inward environmental attitude -Outward environmental attitude -Long-term orientation -Political action -Liberalism -Deontology -Law obedience -Green purchasing behavior -Product satisfaction -General environmental behavior -Life satisfaction	The findings confirmed that both the inward and outward environmental attitudes of a consumer are positively influenced by his/her degree of collectivism, long-term orientation, political involvement, deontology, and law obedience, but have no connection with liberalism The adoption of an inward environmental attitude was also found to be conducive to green purchasing behavior that ultimately leads to high product satisfaction.
Elham Rahbar & Nabsiah Abdul Wahid Emerald Group Publishing Limited Business Strategy Series 2011	- To study the attitude of the university students towards the advertisement of green products. -To analyze the role of advertisement in the buying behavior of the consumers. -To study the perceived environmental behavior in the form of eco-friendly product positioning and labeling. 171 respondents	Structured questionnaire	Factor analysis Rotation Method: Varimax with Kaiser Normalization.	-Attitude toward advertisement -Credibility -Consumer experience -Consumer perceived effectiveness of environmental products -Purchase intention	Almost all the respondents are having positive attitude towards the print as well as television advertisement of green products. -Attitude towards eco- friendly product of consumer can be helpful in the prediction of consumer buying intention of the green products - Eco- friendly product positioning and labeling will be helpful in the buying decision of the consumers
Anubha Vashisht National Conference on Emerging Challenges for Sustainable Business 2012	Studies the awareness level of Green Marketing amongst Retailers, consumers’ attitude towards Green Products, factors effecting consumer buying behavior for green products and to provide suggestions to marketers for promoting green products both amongst retailers and consumers. 59 retailers and 200 consumers in Delhi	Two structured questionnaire	Factor Analysis T-test	-Consumer attitude towards government involvement -Consumer attitude towards green products -Consumer attitude towards environment -Consumers buying behavior for green products	Around 78% retailers felt that green marketing will create sustainability for the retailers Most of the retailers are using multiple green marketing tactics 91% retailers feel that the green products are better in quality 40% of the retailers do not have a fixed percentage of green products to be kept with them.

Ying-Ching Lin & Chiu-chi Angela Chang Journal of Marketing 2012	Study 1: explores the basic pattern of consumer usage of green products in comparison with the usage pattern of regular products in an actual consumption context. Study 2: examines whether consumers use more of a green product in comparison with a regular product (H2) and, if so, whether their usage patterns are due to differential perceived effectiveness of a green product versus a regular product (Hj and H3 Study 3: Study 3 is to test the hypothesis that providing information that increases the perceived effectiveness of a green product will decrease its usage amount.	Structured questionnaire	Analysis of variance on the effectiveness index. Regression	-Product type -Environmental consciousness -Perceived product effectiveness -Product usage	The results from three studies suggest that consumers' perceptions of product effectiveness are critical in determining the amount of a product they choose to use in a given instance.
Kirti Dutta & Swati Singh The IUP Journal of Brand Management 2013	The paper explores how celebrity endorsers can be employed by the healthy food industry to influence the customers. The paper is focused on the Indian housewives and how they are influenced in their purchase decision regarding healthy food.	Data was collected utilizing the Mall Intercept technique Structured questionnaire	Reliability and internal consistency test Principal Component Analysis; Rotation Method: Varimax with Kaiser Normalization.	-Attitude toward healthy food brands -Attitude toward celebrity endorsers for healthy food brands	The findings across the respondents show that celebrity endorsements play an important role in influencing purchase behavior for healthy food brands by the Indian housewives. The respondents rated the influencing powers of Indian celebrities and were of the opinion that the celebrities chosen by them genuinely used healthy food brands. They made conscious efforts to stay healthy relied on healthy food brands and lifestyle.
Siti Khoiriyah & Muh Juan Suam Toro 2013	Investigates the antecedents of attitude toward green product and its effect on willingness to pay and intention to purchase. 200 women	Structured questionnaire	MCAR test Expectation-Maximization technique. T-test Skewness and kurtosis Shapiro-Wilk test Reliability tests	Health conscious Environmental attitude Value orientation Attitude toward green products Willingness to pay Purchase intention	Health consciousness, environmental attitude, and value orientation have significant and positive influence on the attitude toward green product, subsequently the attitude toward green product influence the willingness to pay. The willingness to pay then will drive the customer's purchase intention.
Jui-Che Tu & Tsai-Feng Kao & Yi-Chan Tu Social Behavior and Personality (2013)	Explored the framing effect in advertising design, and analyzed the relationship between framing effect (FE) and green message (GM), as well as their influences on advertising. 210 participant between 18-22 age	Quasiexperimental method, and conducted empirical research according to 2 x 2 between-subject factors	Two-way analysis of variance (ANOVA)	-Advertising framing -Green message -Brand attitude -Purchase intention -Attitude toward ad	The results showed that green messages influenced consumers' reaction toward positive and negative frames. Consumers who did not receive green messages preferred positively framed advertising. After receiving a green message, the consumers' attitudes regarding positively and negatively framed advertising were similar for both types.
Solène Salaün & Marine Pontet Master thesis 2013	Goal of study is to obtain a deeper understanding of the factors concerning attitudes, which impacts on the buying behavior of consumer and examines the attitudes associating to the cultures. 100 respondents	Deductive research Quantitative research Exploratory research design Structured questionnaire	MCAR test Expectation-Maximization technique. T-test Reliability tests	-Health conscious -Cognitive -Affect -Behavioral -Reference groups	Depending on the level of health consciousness, consumers will be more willing to buy green products. Factors of the ABC model were the main factors influencing attitudes. Reference groups have an importance in creating attitudes toward green products The variable that most impact on attitudes is the behavior intention
Barbara A. Bickart & Julie A. Ruth Journal of advertising 2013	Examines consumer characteristics (environmental concern and brand familiarity) and advertiser-controlled characteristics (the seal and advertising appeal) to understand conditions under which eco-seals are more or less persuasive, including effects on attitudes and intentions. 197 students	Structured questionnaire	Regression analyze	-Eco-seal -Contextual cues -Environmental concern -Ad attitude -Brand attitude -Purchase intention	Results showing that consumers with high versus low environmental concern perceive eco-seals differently, depending on brand familiarity, eco-seal source, and ad appeal. Our findings have theoretical and practical implications for green marketing strategy and messaging.
Nesenur Altinigne & F. Zeynep Bilgin	Determines how perceived consumer effectiveness (PCE) affects environmental attitudes of university students. 280 respondents	Structured questionnaire	Regression analysis	Perceived consumer effectiveness Attitude toward environment	Results indicate that PCE has a significant effect on environmental attitudes, reflecting that students with high PCE generate more positive attitudes toward environmentally conscious living and less affected from inconvenience of being environmentally friendly.
http://marketing.conference-services.net/resources/327/3554/pdf/AM2013_0032_paper.pdf 2013	Measuring the attitude of high and low involved customers toward green ad, their loyalty toward green products and also impact of green advertisement in their green purchase 294 respondents	Structured questionnaire	Multiple regression analysis T-Test	-Attitude toward advertisement -Product loyalty -Product quality -Advertisement impact -Purchase intention	Compared to non-green consumers, green consumers showed a significantly more positive attitude toward the green ad, were more loyal toward the green product, perceived higher quality in the green product and indicated more impact of the advertisement on future purchase decisions. Non-green consumers, on the other hand, showed significantly more positive attitude toward the non-green ad, were more loyal toward the NG product

1.6. Selected Papers about Green Marketing

Most of the studies about green marketing are some attempts to understand the factors, which lead customers to buy green products (Schlegelmilch, Bohlen and Diamantopoulos, 1996; Narasimhan, 2003; C. Leonidou, N. Leonidou and Kvasova, 2010; Rahbar and Abdul Wahid, 2011; Salaün and Pontet, 2013). Attitude is the most significant predictor of environmentally sensitive behavior (Bohlen et al., 1993; Schlegelmilch et al., 1996; Diamantopoulos et al., 2003).

As it is illustrated in table 1, green advertisements, eco-label, product recycling labels and biodegradable packaging are some of the dimensions of green marketing, which have been studied in previous studies (Rahbar et al., 2011; Dutta and Singh, 2013; Tu, Kao and Tu, 2013; Bickart and Ruth, 2013). Some of these articles indicate that eco-friendly product positioning and labeling and having positive attitude toward green advertisement will be helpful in prediction of purchase intention (Purohit, 2012; Rahbar et al., 2011; Awan, 2010; Dutta et al., 2013).

Health consciousness, environmental attitude (environmental consciousness) and value orientation are another issues, which researchers pay too much attention to them in previous studies (Schlegelmilch et al., 1996; Leonidou et al., 2010; Narasimhan, 2003; Tantawi, 2009; Vashisht, 2012).

A study by D'Souza (2005) implies that high-involved people with environmental issues has more positive attitude toward green advertisement. Schlegelmilch (1996) ascertains that environmental concern is the main predictor of the environmental purchasing behavior (Narasimhan, 2003; Bickart and Ruth, 2013; Khoiriyah et al., 2013). He also adds that increasing environmental concern among customers is the best way to increase sales by companies. Schlegelmilch et al. (1996) claim that consumers with high level of environmental consciousness have more propensities to buy green products.

Leonidou et al. (2010) mention that both the inward and outward environmental attitudes of a consumer are positively influenced by his/her degree of collectivism, long-term orientation, political involvement, deontology, and law obedience, but have no connection with liberalism. Also Narasimhan (2003) made a research about the dimensions of environmental consciousness for characterizing consumer's purchase behavior.

Alongside with environmental attitude, health consciousness and previous attitude toward green products are some other factors, which can be assumed as the predictors of green behaviors (Khoiriyah et al., 2013; Rahbar et al., 2011; Salaün and Pontet, 2013). Rozin (1999) indicates that customers will become more willing to buy green and healthy foods when they are aware of risks of low quality and unguaranteed food. It means that public concern about health issues or improvement of health consciousness is the main reason to buy green products (Schifferstein and Ophuis, 1998). The most commonly belief about green products is their healthier substance and their premise to preserve environment. Health consciousness and attitude of care about environment are some basic factors, which construct the attitude toward green products (Khoiriyah et al., 2013).

The second stream of green marketing researches targets the segmentation of green consumers. From a public relations or social marketing perspective, audience segmentation is a primary step in designing effective interventions to improve health knowledge and to promote health attitude and behavior (Atkin and Freimuth, 1989; Donahew, 1990; Grier and Bryant, 2005; Grunig, 1989).

It is important for companies to segment the market in accordance to level of pro-environmental purchase behavior and then select the greener segment. There have been several segmentation variables adopted by Schlegelmilch et al. (1994) in order to determine a distinct environmentally conscious customers segment like: socio-demographics, such as sex, age, education and social class. Making the segmentation in accordance to socio-demographic factors requires less effort and financial cost. Some researchers believe that only use of traditional socio-demographic factors is not sufficient to distinguish green segments (Peattie, 2001; Diamantopoulos et al., 2003).

Health consciousness is a particularly important psychographic variable in further developing audience segmentation pertaining to health issues because previous studies have shown that health consciousness predicts a variety of health attitudes and behaviors (Furnham and Forey, 1994; Gould, 1988, 1990; Iversen and Kraft, 2006; Jayanti and Burns, 1998; Michaelidou and Hassan, 2008; Schafer, Bultena, and Hoiberg, 1993).

2. Celebrity endorsement

Advertising plays an important role in introducing and promoting the product to people. These advertisements include voices and images which are broadcasted through different media like radio, television, newspapers and Internet, etc (Giridhar, 2012). In current mature market, companies produce several types of products from same product category to maintain their market share and protect their position in competitive market (Choi and Rifon, 2012). It means that many competitors are selling almost undifferentiated products. Choosing one from these products is a confusing choice for customers. This factor also prevents companies from making an incomparable position. Taking advantage of celebrities is a good method for companies to differentiate their advertisements, create an unrivaled advertisement and affect the attitude and purchase intention of the customers in positive manner (Ranjbarian et al., 2010).

2.1. Celebrity Endorsement

Gupta (2009) defines celebrity as a person, whose name and image can attract people's attention interest and generate profit from the public. Friedman and Friedman (1979) define celebrity endorser as a person who is reputed to the public for her/his prosperity in some fields others than of product class endorsed. In fact, celebrities play roles in more than twenty five percent of every small screen commercial in order to endorse products (Baker et al., 2002).

Celebrity can be assumed as reference groups too, which customers can follow them when they intend to purchase an item (Solomon, 2006). Reference group is one of the factors, which affects consumer's evaluation process before any purchase. Bearden and Etzel (1982) define reference groups as an individual or group of people, which is able to influence one's behavior significantly. Reference groups can be categorized into two types: "comparative reference groups" and "normative reference groups" (Childers and Rao, 1992; Bearden and Etzel, 1982). Comparative reference groups are used as

standards of comparison for self-appraisal. According to authors, celebrities can be assumed as comparative reference groups.

Endorsement is defined as a testimonial, a written or spoken statement endorsing, promoting or advertising a product. Endorsement is a method, which takes advantage of image and identification of communicator in order to promote a product or company (Atkin and Block, 1983). Freidman and Freidman (1979) point out that endorsement is backing, support or approval from a third party or a spokesperson. Marketers use celebrity endorsement as a promotional strategy in launching new products, repositioning brands or reinforcing brand images (Erdogan et al, 2001; Ohanian, 1991). The endorsement method has become very popular in recent decades due to its positive impact on consumer's purchase intention (Stafford et al., 2003; Erdogan, 1999; Kamins, 1990).

Kaikati (1987) mentions that celebrity endorsement has been in application for a long time. There are several names, which can be accepted as the first endorser of the history. In accordance to (Subhadip, 2006) it could be tracked back to Reverend Henry Ward Beecher, which endorsed a watch brand as print advertisement in magazine. Sarah Bernhardt, which was an actress mentioned as the first product endorser in 1890 for La Diaphane brand (Lehu, 1993). It is obvious from literature that celebrity endorsement is not very new method in marketing (van der Walddt et al., 2009) but clear that its frequency increased all over the world over the time. McCracken (1989) ascertains that celebrity endorsement is “a ubiquitous feature of modern marketing”.

As mentioned before, taking advantage of celebrities has been increased tremendously in recent years. The number of celebrity endorsement increased by 60% between 2000 and 2004 (Neumann, 2006). People generally pay more attention to advertisement that uses celebrity icons (Sonwalkar et al., 2011). These incremental interests of public in advertisements, which endorsers present the products, push the marketers to take advantage of celebrities excessively. Census shows that a celebrity plays in one of each four advertisements (MarketWatch, 2006).

Alongside with increase in celebrities' presence in advertisements, payment to these spokespersons keeps rising too (McGill, 1989). The rational behind these extreme investments for celebrity endorsers is obvious. Celebrity endorsers add credibility to company's message. This added credibility causes to change consumers' attitude toward the advertisement (Yoon et al., 1998). Audiences have favorable opinion to presence of their favorite stars in the advertisements. So, Both companies and celebrities will take advantage of endorsement technic.

2.2. Advantages of Celebrity Endorsement

People and media are drown with celebrities and it is impossible for marketers to not use these people in the advertisement because over the years, media entertain people with news and images about celebrities and their lives. Celebrities are employed in order to generate interest and involvement in brand (Kaikati, 1987). Endorsement can improve value add (Beilli, 2003). Pringle (2004) indicates that celebrity endorsers are able to enhance competitive advantage in three stages: launching, reinforcement and repositioning.

In products' launching level celebrities have magnificent role. In order to purchase new products, customers look for more reassurance and celebrities provide this for them. Celebrities are able to integrate instant credibility to the endorsed product or service. Kamins et al., (1989) indicates that celebrities increase the believability of message. Endorsement is an effective tool for increasing the persuasiveness in communication. Some of people have the idea that the endorsed product has high quality due to its usage by their favorite celebrity.

In second stage, which is reinforcement, celebrity endorsers have key effect in maintaining the position of the company in competitive market. Particularly this role becomes more significant if new brands enter to the market. Endorsement is a good technic to differentiate the products among similar products in the market due to association factor, which consumers have with the endorser (Burroughs and Feinberg, 1987). The endorsed products can find better place in store shelves too. Consumers are

willing to pay for these products because of the presence of their favorite celebrities in the advertisements. Petty et al., (1983) mention that celebrities enhance the recognition of brand among other brand. The accessibility for these products is easier for customers than others and also the products being endorsed can get better display in stores. Products, which endorsed by successful celebrities, can reach distinct brand personality (MCCracken, 1989).

Repositioning is another stream, which celebrities can be very helpful for the companies. In the case that company wants to launch to a new market except the one, which is currently positioned, endorsement can be very useful to ease this mission. Kaikati (1987) affirms the role of endorsers in repositioning. Celebrity endorsers are believed to generate great likelihood of customers choosing the endorsed brand (Ohanian, 1991; Kamins et al., 1989; Kahle and Homer, 1985).

Celebrities play a key role in providing and improving advertising effectiveness, brand image and purchase intention in advertisements (Walker et al., 1992; Cooper, 1984; Dean and Biswas, 2001; Stafford et al, 2003). They can increase customer's preferences to the endorsed product directly or indirectly. Celebrity endorsement generates greater recall for both the endorsed brand and the advertisement (Freidman and Freidman, 1979; Atkin and Block, 1983).

Celebrities help the media to increase exposure time. Also companies will have the opportunity to take advantage of free publicity in media through the participation of celebrity endorsers in various events. Alongside with this brand awareness will increase too (Seno and Lukas Ba, 2007). Celebrities improve the financial returns for the company, which hire them to promote its products (Farrell et al., 2000; Erdogan et al., 2001; Agrawal and Kamakura, 1995; Mathur et al., 1997).

2.3. Disadvantages of Celebrity Endorsement

Alongside with aforesaid points as the advantages of celebrity endorsement in advertisements, some factors are mentioned in literature as drawbacks of this method. Agrawal and Kamakura (1995) state that there are some decreasing returns related to endorsers in marketing. Thomson (2006) entitles celebrities as human brand because marketers are able to manage them professionally and also they have all features of a real brand. So it is obvious that when a celebrity gets involved with an undesirable event in his/her personal life, it promptly affects public interest and attention to the celebrity in negative manner.

Costs of celebrity hiring for the advertisement have been increasing over time (Pornpitakpan, 2004). Accordingly the tendency and possibility of hiring celebrities are becoming less for some firms. The image of the celebrity can change during the time or maybe he/she loses the current status or popularity after a while. These changes will affect the effectiveness of advertisement. Athletes have shorter career compared to the celebrities and if an advertiser wants to invest on them as endorsers he/she needs to take into account this point (Charbonneau and Garland, 2005).

Belch and Belch (2001) indicate that public's awareness has become more in marketing field, and they might comprehend that celebrity's preference is to get paid rather than transferring any meaning to the endorsed product and consumer's purchasing intention will be influenced by this. Sometimes celebrities endorse more than one brand and it affects endorser's credibility negatively (Jensen, 1994; Erdogan, 1999). This behavior is entitled as multiple brands endorsement in literature. Tripp et al. (1994) mentions that consumers' perception of the celebrity's credibility, likeability and attitude toward the advertisement will be influenced negatively if they perceive that the endorser promotes more than one brand at the same time. Sometimes celebrity switches to the competitor brand after a while. This behavior of celebrity causes to lose the importance and effectiveness of first brand. Till (1998) points out that the efficiency of endorsement is higher when the endorser does not have strong association with another brand. Till and Shimp (1998) indicate, sometimes endorsed brands negatively affected

by endorsers' statements that they never used the advertised product or overusing of some controversial product like alcohol and tobacco by endorser.

Celebrities may receive negative publicity and it causes to the negative impact on endorsed brand (Agrawal and Kamakura, 1995). Negative event or publicity is defined by Louie and Obermiller (2002) as problems may happen when a well-known person get involved with incident, which change or harm his/her image or reputation. Till and Shimp (1998) indicate that companies must be careful about the negative publicity when they decided to use celebrities, because it can damage the perception of the brand. The effect of negative publicity is higher on brands, which is newly introduced to the market because of low associations on the brand. In addition, the outcome of negative publicity is more for celebrity endorsers than non-celebrity endorsers.

Dean (2004) mentions that public has propensity to more credibility. He adds that public's power is more than general marketing communications applied by a company. Nowadays the use of celebrity is very common in advertisements, but marketers are not able to have control on endorser's future activities (Till and Shimp, 1998). So any negative behavior from the celebrity can cause to reduce in appeal of endorsed brand. When a company hires a celebrity as endorser, people will concentrate on the circumstances surrounding the celebrity rather than company.

2.4. Celebrity Endorsement Models

Choosing an appropriate celebrity is very crucial issue for advertisers, because companies spend too much money to hire celebrities and create messages to achieve favorable outcome. Unfortunately, choosing endorsers is not easy (Erdoğan, 1999). In order to choose best celebrity for the advertisement, advertisers should have a good recognition from the population of their target market too. Obviously, if public make an unfavorable opinion towards celebrity after broadcasting the advertisement, it will negatively affects the image of product and also sponsoring firm.

Researchers have tried to present some models in order to help companies in finding appropriate endorser for their advertisements. Source credibility model (Hovland et al., 1953; Ohanian, 1991), Source Attractiveness Model (McGuire, 1985), and the Product Match-Up Model (Forkan, 1980; Kamins, 1989; 1990) are some of the most famous and accepted ones in this field, which will be discussing in following part.

2.4.1. Source Credibility

In accordance to this model effectiveness of message depends on perceived level of expertness and trustworthiness in celebrity endorser (Hovland et al., 1953; Hovland and Weiss, 1951; Ohanian, 1991). In previous studies researchers gave too much importance to credibility issue (Aronson et al., 1963; Bochner and Insko, 1966; Bergin, 1962; Sternthal et al., 1978). Celebrity endorser's credibility regarding expertise and trustworthiness are the best stimuli for the audiences to assess the advertisement, which celebrity endorsers present (Lord and Putrevu, 2009; Pornpitakan, 2004). Highly credible endorsers are more successful in attitude change, message recall, and behavioral response compared to less credible ones (Sternthal, Phillips and Dholakia, 1978; McGinnies and Ward, 1980). Eventually source credibility can be proposed as a predictor for consumers' purchase intention too (Lutz, MacKenzie, and Belch, 1983).

2.4.1.1. Trustworthiness

Trust is a significant component in many studies (Bowers and Phillips, 1967; Whitehead, 1968; Applbaum and Anatol, 1972). Hovland et al (1953) defines trustworthiness as the degree of confidence in the communicator's intent to communicate the assertions he/she considers the most valid. Trustworthiness is related to the honesty, integrity and believability of the endorser (McGinnies and Ward, 1980; Ohanian, 1990). In other words, if the endorser perceived as high trustworthy, the persuasiveness power of the message will be more and finally the effectiveness of message is more in attitude change (Miller and Baseheart, 1969). McGinnies and Ward (1980) and Freidman, et al. (1978) accept source trustworthiness as the most significant

determinant of credibility, which produces greater change in attitude unlike Ohanian (1990) which indicates that source trustworthiness is not a predictor for consumers' purchase intention.

2.4.1.2. Expertise

Expertise is the extent to which a communicator is perceived to be source of valid assertions (Hovland et al., 1953). Expertise (and/or competence) is also mentioned as a crucial factor of source credibility (Applbaum and Anatol, 1972; DeSarbo and Harshman, 1985). Expertise is derived from knowledge of the subject (McGinnies and Ward, 1980). Result of study by Buhr, Simpson and Pryor (1987) implies that expert endorsers are more effective compared to non-expert endorsers. Kamins et al. (1989) entitles the endorsement, which the celebrity has product expertise as the “match” between product and endorser. Expert endorser has the power to influence consumers' attitudes (Mills and Harvey, 1972). Ohanian (1990) introduces the source expertise as the most important component of source credibility, which leads audiences to purchase.

2.4.1.3. Attractiveness

Attractiveness is related to how likable or physically attractive the source is to the audience (Ohanian, 1991). Manufacturers are willing to pay plenty of money to celebrities because their charisma affects consumers' purchase intention (Erdogan, 1999; Kamins, 1990). McGuire (1958) proposes source attractiveness as one of source credibility dimensions, but other researchers tried studying the attractiveness of endorsers for products, services and social causes (Caballero, Lumpkin and Madden 1989; Caballero and Solomon, 1984; DeSarbo and Harshman, 1985). Ohanian (1990) attached source attractiveness of the McGuire (1985) to the source credibility model, which was adopted by Hovland et al, (1953).

Some researchers assume that an individual's attractiveness is a key factor when others initially judge him/her (Joseph, 1982; Kahle and Homer, 1985). In addition,

some researchers propose source attractiveness as the predictor of identification and attitude change (Baker and Churchill, 1977; Chaiken, 1979) and purchase intention (Kahle and Homer, 1985; Freidman et al., 1976; Petty and Cacioppo, 1980).

From social psychological research source attractiveness has four different determinants and effectiveness of message is connected with them. These determinants are familiarity, similarity, likeability and attractiveness to the individual (McGuire, 1985). This statement implies that attractiveness does not only cover physical attributes of communicator, it also comprises concepts like intellectual skills, personality features, lifestyle, athletic performances and experiences of endorsers (Erdogan, 1999).

Similarity can be described as the supposed homogeny between the endorser and the receiver of the message. It means that endorser who is similar to audiences will influence them more (McGuire, 1985)

McGuire (1985) describes Likeability as having sympathy for the source as an outcome of the source's physical appearance and behavior. The author also adds that if people like the endorser they will have the same feeling toward the sponsored brand and it is the reason that companies use celebrities.

The third determinant of the attractiveness is known as familiarity. It is defined by Erdogan (1999) as supposed homogeny as knowledge an endorser possesses through exposure. Bornstein (1989) states that familiarity affects the attitude more if the celebrity exposure time to the customers is shorter and if there is longer lag between the exposure times.

2.4.2. Match-up Model

This model discusses the harmony between the product and endorser in terms of image, expertise and/or attractiveness (Till and Busler, 2000; Baker and Churchill, 1977; Friedman and Friedman, 1979; Kamins, 1990). Despite researchers have not compromised about the definition of match-up hypothesis, but it is recommended that high match-up between celebrity and product has better effect on consumer perception

to the advertised product than low match-up samples (Kahle and Homer, 1985; Kamins, 1990; Kamins and Gupta, 1994; Levy, 1959).

Researchers indicate that highly attractive models are appropriate for products related to attractiveness. Highly attractive products are matched with attractiveness related products and in this case, the message's evaluations will be positively affected (Kahle and Homer, 1985; Kamins, 1990; Peterson and Kerin, 1977). In contrast, when the message is related to a product, which does not hold attractiveness aspects, the usage of highly attractive communicator will not be useful for advertisement evaluations (Friedman and Friedman, 1979; Joseph, 1982; Kahle and Homer, 1985; Kamins, 1990; Misra and Beatty, 1990; Peterson and Kerin, 1977).

Table 2: Selected Papers about Celebrity Endorsement

Author & Journal name & Year	Research objective Sample	Research method	Analyze type	Variables	Conclusion
Chanthika Pornpitakpan Journal of International Consumer Marketing 2003	Examines the effect of three celebrity credibility dimensions (attractiveness, trustworthiness, and expertise) on purchase intention 880 sample	Structured questionnaire	Anova test Fit index Path analysis	-Attractiveness -Expertise -Trustworthiness -Purchase intention	The results in this study show that all of the three credibility dimensions positively relate to purchase intention.
Ronald E. Goldsmith & Barbara A. Lafferty & Stephen J. Newell Journal of Advertising 2000	The present study assessed the impact of endorser and corporate credibility on attitude-toward-the-ad, attitude-toward-the-brand, and purchase intentions. 152 adult consumer as respondent	Structured questionnaire	T-test -Factor analysis	-Credibility of endorser, -Credibility of the company -Attitude toward the ad -Attitude toward the brand -Purchase intentions.	Path analysis confirmed that endorser credibility had its strongest impact on Aad while corporate credibility had its strongest impact on AB. The findings suggest that corporate credibility plays an important role in consumers' reactions to advertisements and brands, independent of the equally important role of endorser credibility.
Chabo Dimed & Saouma Jolouina Student master thesis 2005	Investigates the people's willingness to purchase based on the six attributes which extracted from the literature 75 university students	Experimental analysis, Structured questionnaire	Regression analysis	-Celebrity attributes: -expertise, trustworthiness, similarity, fit, meaning transfer, likeability -Purchase intention	Two attributes from the six selected attributes of literature review are important before using a celebrity by company
Matthew Tingchi Liu Journal of Consumer Marketing 2007	The purpose of this paper is to investigate the relationships between attractiveness of athlete endorsers, match-up, and consumers' purchase intention embedded in the China context.	Experimental design. 12-scenario study depicting a purchase Structured questionnaire	ANOVA Validity and reliability	-Attractiveness -Match-up -Purchase intention	The results showed that no matter whether the attractiveness is high, middle, or low, the high endorser-product match-up could produce higher purchase intention than the low endorser-product match-up could. Moreover, the purchase intention generated by the high-attractive endorser with low match-up would be higher than that generated by low-attractive endorser with high match-up.
Yeung-Jo Kim & June-Hee Na International Journal of Sports Marketing & Sponsorship. 2007	Research addresses how the fit between celebrity athlete endorsers and the endorsed products may influence product attitudes Experiement1: 60 under graduated students Experiement2: 104 undergraduate students	Experimental study Structured questionnaire	T-tests Regression analysis	-Source attractiveness -Source credibility -Compatibility -Attitude toward product	Findings reveal that participants evaluated an endorsed product more favorably when the fit between the celebrity athlete endorser and the endorsed product was congruent (Experiment 1). Furthermore, participants in the high concept of congruence condition evaluated the endorsed product more favorably than those in the low concept of congruence condition only when the fit between the celebrity athlete endorser and the endorsed product was incongruent (Experiment2)
Reginald Esangbedo Master thesis 2011	The purpose of this study was to determine the persuasiveness of celebrity endorsements on the purchase decisions of Rowan University students age 18-24, with specific regard to digital media players. Eight person focus groups All participants in each focus group were Rowan University students age 18-24.	Focus groups		-Purchase intention, -Celebrity endorsement	The results of the study show that an overwhelming majority of the respondents said that a celebrity endorsement would have no effect on their decision to buy a digital media player. Many of the respondents said that digital media players are too expensive for celebrity endorsements to be considered when making a purchase decision. However, some said that a celebrity endorsement might make them more interested in a digital media player.
Methaq Ahmed 2011	Study assesses the impact of dimension's source credibility on Yemeni's consumer's attitude toward advertising, attitude toward the-brand, and purchase intentions when brand familiarity is tested 250 women consumers	Structured questionnaire	Path analysis Multiple Regression Analysis Hierarchical Regression Analyses	-Endorser's credibility -Attitude toward advertisement -Attitude toward brand -Purchase intention	Endorser attractiveness was found to have a greater impact on Aad, then, endorser expertise, while trustworthiness of endorser was negative effect on Aad. This result reflects that Yemeni consumer is impacted by attractiveness of endorser more than his/her expertise to trigger him/her toward advertising. This result seems to contrast with previous studies' results.
Amanda Spry European Journal of Marketing 2011	This research aims to examine the impact of celebrity credibility on consumer-based equity of the endorsed brand. The mediating role of brand credibility and the moderating role of the type of branding (parent versus sub-brand) employed by the endorsed brand on the endorser credibility-brand equity relationship are also to be examined.	The conceptual framework was tested using a field experiment. Data were collected using a mall-intercept approach at a shopping center from a sample of consumers in a metropolitan Australian city.	SEM Validity and reliability ANOVA	-Brand credibility -Endorser credibility -Consumer-based brand equity	Results suggest endorser credibility has an indirect impact on brand equity when this relationship is mediated by brand credibility. This mediating relationship was moderated by type of branding. However, the "endorser credibility-brand credibility" and "endorser credibility-brand equity" relationships did not vary according to the type of branding employed.

Author & Journal name & Year	Research objective Sample	Research method	Analyze type	Variables	Conclusion
Sejung Marina Choi & Nora J. Rifon Psychology and Marketing, 2012	Study proposes and tests an integrative model of celebrity endorsement by examining congruence effects of consumer self-concept and celebrity as well as product and celebrity. 251 sample	4 print advertisement Structured questionnaire	Path analysis Factor analysis T test AMOS	-Celebrity/Consumer Congruence -Celebrity/Product Congruence -Attitude toward the ad -Attitude toward the brand -Purchase intention	Results suggest that ideal congruity (congruence between consumers' ideal self-image and celebrity image) adds explanatory power to a congruence model of celebrity endorser effects.
Ali Ahmed & Farhan Azmat Mir & Omer Farooq Interdisciplinary Journal of Contemporary Research in Business 2012	Main questions this research aims to answer are: 1. Does Celebrity Endorsement positively affect the buying intention of customers? 2. Which dimensions of celebrity endorsement account greater of casting major impact on buying intention of customers?	Structured questionnaire	Reliability Analysis Regression analysis and Correlation analysis ANOVA	-Overall Celebrity Endorsement -Non-celebrity Endorsement -Buying Intention -Attitude towards Celebrity -Celebrity Motivation -Celebrity Personality Association	-Celebrities have great impact on buying decision of customers -Advertisement using endorsers are more influential than others -Customers give more preference to the match-up than the only attractiveness of the celebrity -non-celebrity endorsers seem to have negative relationship with buying intention
Niskth Bhatt & Rachita MJayswd & andjayesh D Patei South Asian Journal of Management 2013	This study aims to investigate the impact of celebrity endorser's credibility (trustworthiness, attractiveness and expertise) on attitude towards the advertisement and brand. 272 respondents	experimental design. Structured questionnaire	Correlation analysis Multiple regression Reliability analysis	Brand attitude and attitude toward advertisement as dependent variables Attractiveness- trustworthiness and expertise as independent variables	The study found that brand attitude was explained by trustworthiness and expertise respectively, and attractiveness did not play any significant role in explaining brand attitude. In addition to this, attitude towards the advertisement was largely influenced by attractiveness while trustworthiness and expertise was not significant. So, the more attractive the source is, it is more easily one can change the AAD.
Gina A. Tran Society for Marketing Advances Proceedings 2013	The purposes of this study are to determine: how consumers' identification with the celebrities is associated with the purchase intention of the celebrities' endorsed products; the relationship between source credibility and consumers' identification with the celebrity; and how source credibility is related to the purchase intention of the celebrities' endorsed products. 784 respondents	The online survey consisted of 39 questions.	Factor analysis Lisrel To assess the hypothesized relationships among the constructs, the structural equation modeling technique was used.	-Source credibility items -Purchase intention -Celebrity-persona identification	The results suggest that advertising managers should consider how consumers may identify with a potential celebrity endorser, which may in turn increase purchase intention of their brand or product. For their specific target market, marketers should select a celebrity endorser with more potential for consumer identification. The results indicate that the more credible the source, the higher the purchase intention for products endorsed by the celebrity. Selecting a believable, trustworthy famous person to endorse a brand or product may lead to increased sales.
Sadia Aziz & Usman Ghani & Abdullah Niazi Pakistan Journal of Commerce and Social Sciences 2013	The present study judged the impact of celebrity credibility on advertising effectiveness in terms of consumer's attitude towards the advertisement, attitude towards the brand and their purchase intention. This study also explored the differences of respondent's responses towards the advertisements of brand through famous celebrities as well as unknown celebrities. 145 respondents	Five TV advertisements Unknown different brands One unknown endorser Watching advertisements and filling forms	ANOVA Multiple Comparisons of each variable	-Advertising Effectiveness: attitude toward advertisement, attitude toward the brand, purchase intention -Celebrity credibility	Overall findings suggests that the respondents considered the famous celebrities of the brand as the most credible celebrities, having positive impact on consumers attitude towards the advertisement, attitude to the brand and their favorable purchase intentions as compare to the unknown celebrity with less credibility.
Aysegul Ermec Sertoglu & Ozlem Catli & Sezer Korkmaz International Review of Management and Marketing 2014	The purpose of this study is to test whether the source credibility affects buying intention and measures the perceived credibility differences between created spokesperson and celebrity endorser. 326 young consumers	Two celebrities: created spokesperson and real spokesperson Questionnaire design	AMOS	Attractiveness- trustworthiness- expertise- purchase intention	The results showed that all of the three credibility dimensions for both celebrity endorser and created spokesperson have a positive relationship with purchase intention. Created spokesperson is perceived to be more trustworthy and competent whereas the celebrity endorser is found to be more attractive by the respondents.

2.5. Selected Papers about Celebrity Endorsement

Taking advantage of celebrity endorsers has become prevalent in advertisements in recent decades. As it is illustrated in table 2, several researches have been accomplished in order to understand the strength and weakness points of endorsement (Esangbedo, 2011; Sertoglu, Catli and Korkmaz, 2014; Priscilla, 2012; Pornpitakpan, 2003). Some group of studies explores the differences between celebrity endorsers and non-celebrity endorsers in their researches (Ahmed, Mir and Farooq, 2012; Aziz and Ghani, 2013; Sertoglu et al., 2014).

It is obvious from literature that advantages of this method are more compared to its disadvantages. Many studies on endorser effectiveness suggest that a celebrity generally has a greater impact on attitude change and purchase intention than a non-celebrity spokesperson through an established credible image derived from wide recognition and popularity (Erdogan, 1999; Ohanian, 1991; Sternthal, Phillips and Dholakia, 1978). Researchers investigate the rule of endorsers on several factors like attitude toward advertisement and purchase intention.

Most of the researches concentrate on the effects of source credibility dimensions and congruence concept on effectiveness of the message (Choi and Rifon, 2012; Pornpitakpan, 2003; Liu, 2007; Kim and Na, 2007; Spry, 2007; Tran, 2013; Ohanian, 1991). Regarded to the results of different articles in this field, researchers have not compromised about the effect of the source credibility dimensions on attitude toward advertisement or purchase intention.

Results, which have been obtained from these studies, are really controversial. Some researchers claim that endorsement method has impact on brand recall and attitude toward advertisement (Ahmed, 2011; Aziz and Ghani, 2013; Ahmed and Mir, 2012; Bhatt, MJayswd and D Patei, 2013; Goldsmith, Lafferty and Newell, 2000).

Result of study by Esangbedo (2011) implies that there is no evidence about the impact of endorsers on purchase intention. Another group of authors talks about the

different effects of source credibility dimensions on purchase behavior or attitude toward advertisement of people (Ohanian, 1991; Ahmed, 2011; Bhatt et al., 2013). Some authors believe that source attractiveness is the main dimension of the endorser's credibility, which affecting attitude toward advertisement (Ohanian, 1991; Yoon et al., 1998; Ahmad, 2011; Bhatt et al., 2013). Priscilla (2012) indicate that attitude toward source attractiveness differs among genders. In accordance to his research female respondents perceive source attractiveness as the key factor in effectiveness of message. Ahmad (2011) points out in his study that endorser's trustworthiness does not have any effect on attitude toward advertisement, which contrasts with the results of (Yoon et al., 1998).

On the other hand, some of researchers point out that expertise is the main variable in enhancing customers' purchase intention (Ohanian, 1991; Ahmad, 2011; Priscilla, 2012). Ohanian (1991) also adds that source trustworthiness and attractiveness did not affect the consumers' purchase intention.

The third group of researches points out that all dimension of source credibility positively influence consumers purchase intention (Pornpitakpan, 2003; Giridhar, 2012; Sertoglu et al., 2014; Tran, 2013; Yoon, et al, 1998).

Some articles address the endorser/ product congruence and entitled this relationship as the most important factor in producing higher purchase intention than source credibility dimensions (Liu, 2007; Kim and Na, 2007; Choi and Rifon, 2012; Ahmed et al., 2012). Liu (2007) mentions that no matter the endorser is high or low attractive, high congruency between celebrity and the product creates higher purchase intention. Some researches claim that high degree of congruency between product and the endorser will lead audiences to have positive attitude toward the endorsed product too (Kim and Na, 2007). Dzisah and Ocloo (2013) mention that companies should take into the notice the congruence between endorser and brand, and also celebrity must have the value and image.

There are few studies, which investigated the rule of celebrities in green marketing and embrace both these eras at same time. A study by Dutta et al., (2013) in

this field points out that celebrity endorsements play an important role in influencing purchase behavior for healthy food brands by the Indian housewives. One of this study's objectives is to determine which celebrities are qualified to advertise healthy food from Indian housewives' point of view. The selected endorsers also affect the rewards gained and so marketers need to be cautious while selecting the endorsers (Elberse and Verleun, 2012). It has been mentioned by the authors that celebrity can be appropriate for promotion of green and healthy products, because they always care about their health and have healthy life style.

3. Model Development and Hypotheses

This section aims to present the proposed model, alongside with its theoretical justifications and research hypotheses.

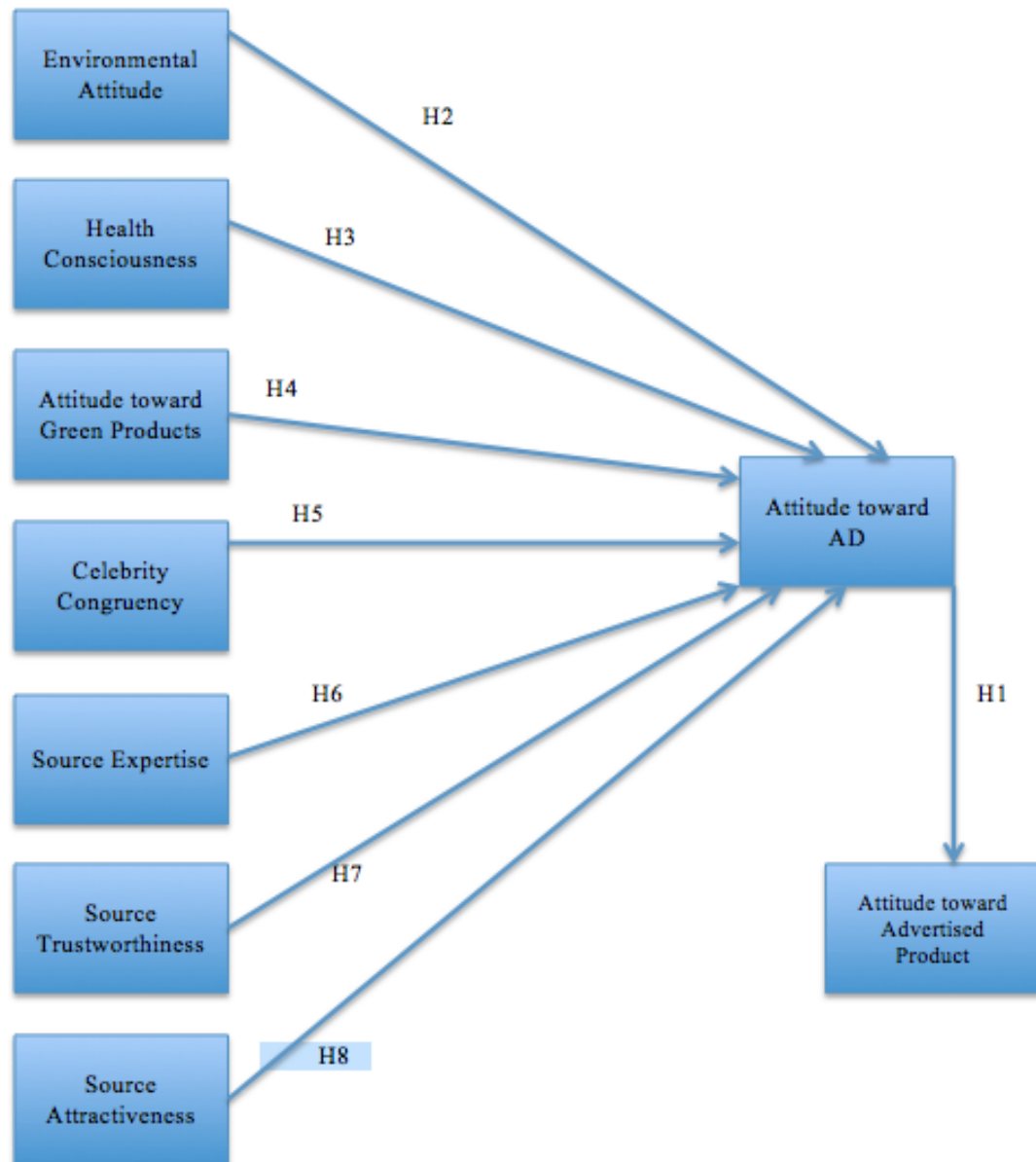
3.1. The Proposed Model

As discussed before the credibility of green claim is relatively low (Kilbourne, 1995). Endorsers add credibility to the advertisement and this added credibility enhances customers' attitude toward advertisements (Yoon et al., 1998). Endorsement strategy can enhance advertising effectiveness (Dean and Biswas, 2001; Stafford et al, 2003). Source credibility, source attractiveness and “match-up hypothesis” are another independent variables in proposed model and have been discussed as factors, which enhance the persuasiveness of messages in previous studies in this field (Hovland and Weiss, 1951; Ohanian, 1990; Kahle and Homer, 1985; Kamins, 1990; Lynch and Schüler, 1994)

It was always important for researchers to understand, which factors lead people to green purchase. Green advertisement as a green marketing tool has been explored in several studies (e.g. Bao, 2011; D'Souza, 2011; Purohit, 2012; Rahbar and Abdul Wahid, 2011). Environmental attitude as major determinant of green behavior widely has been investigated by researchers (D'Souza, 2011; Vashisht et al., 2012; Leonidou et al., 2010). Health consciousness is mentioned as another important predictor of green purchase in literature along with environmental concern (DoPaço and Raposo, 2010; Chen and Chang, 2013). Attitude toward green products is another independent variable in the model.

The proposed model is visible in the following part. This model consists of 7 variables, which 2 of them are dependent variables.

FIGURE 1: THE PROPOSED MODEL



3.2. Attitude toward Green Advertisement and Attitude toward Product

Advertisement is an important tool for companies because it has the power to access and cover many people rapidly. So it can be a good answer to why companies spend too much money to hire celebrities and release advertisements. Advertisements can be released through different channels and in different forms. In accordance to Lutz (1985) advertising can be assumed as a predictor for consumer's attitude toward special product and it can determine the way consumers respond to any product or service.

Advertisement's information can be very helpful in drawing the audience's attention toward the advertised product and also improve the consumer's recall of advertising content (McKay-Nesbitt et al., 2011). Advertisement can also collect new customers for the company. Priester and Petty (2003) state that advertisement is a useful tool to draw potential customers attention, and foster them to purchase and use the advertised products and services.

Broad range of feelings can be created by the broadcasted advertisement, both positive and negative feelings can influence audience's attitude simultaneously (Muehling, 1987). Attitude toward advertisement is predictor of several factors such as purchase behavior. Lutz (1985) defines attitude toward advertisement as the tendency to respond to a special advertisement message in desirable or not desirable manner, during a particular exposure time. So it would be better for the marketers to compile good content information to increase the convincing power of advertisements. Attitude towards advertisement mentioned as one of factors, which highly affects attitude towards special product and also has effect on their behavioral responds to those products (Lutz, 1985).

Alongside with global green movements and environmentalism's increase among people, companies have adopted new kind of advertisements parallel to their social and environmental responsibility and with purpose of differentiating green products from conventional ones (Carlson et al., 1993; Rahbar and Abdul Wahid, 2011). According to (Gurbuz, 2012) changing consumer behavior and preference to consume

green-themed items, push the marketers to be more creative in advertising their products.

Green advertisements can be defined as messages, which focuses on the pro-environmental benefits of product or service (Banerjee, Gulas, and Iyer, 1995). Actually green advertisements try to fill the gap between green products and the environment; some others try to cultivate the green lifestyle among people or maybe are an attempt to create a green and environmental responsible image for the manufacturer company (Banerjee et al., 1995).

Green advertisement must have an unselfish dimension and reinforce audiences to have favorable behaviors toward environment. In accordance to the literature being unselfish and having concern about the environment can be accepted as the main strength points of the green messages (Mostafa, 2009). These points must have positive effect on consumers' judgments. According to Davis (1994), the green message, which has chosen by the company, consists of three statements; firstly, the advertisement emphasizes about the company's concern about environment. Secondly, green advertisement must inform people about the shifts, which companies made in their system in order to be green such as product modification, changes in production process, packaging and etc.

Finally, advertisement emphasizes the particular environmental actions, which the company has done. Maybe the insistency of advertisers to create a green image for the producer company is one of the reasons that make people distrustful to green ads. It was stated that the least credible origin of information related to its environmental impact was an advertisement placed by the company itself (Iyer and Banerjee, 1993).

Environmentally conscious behavior such as green purchase has minimum negative effect on earth and people alongside with environment preservation (Mainieri et al., 1997). By increasing people's knowledge about environmental problems they became more willing to pay for green products (Chen and Chang, 2013). By increasing the number of eco conscious customers, it became important for marketers to evaluate the green advertisements' impact upon enhancing customers' attitude toward green

products. Most of people could not make a link between their lifestyle and the environment. Bohlen et al. (1993) says that consumers require an understanding of their behavior. Some people do not comprehend the impact of some products on environment preservation, it is important to maintain the link between daily purchase and environment conservation. Pursuant to a study by Lee (2008), people's awareness of environmental responsibility and environmental concern can be accepted as important predictors of their green behavior. Environmental knowledge has positive impact on consumers' green purchase behavior (Mostafa, 2006). In addition, environmental advertisements increase the audiences' awareness about the existence of green products and services. Kim and Seock (2009) indicate that consumers who are aware of green products' existence and feel themselves concerned about environment have more tendencies to purchase green products.

So if we assume that environmental advertisement can have positive effect on audience's environmental awareness level and their knowledge about green products existence. We can estimate that it will positively affect customers' attitude toward advertised product. According to mentioned information, H1 has been proposed.

H1: Attitude toward green ad will significantly and positively influence the respondent's attitude toward advertised product.

3.3. Environmental Attitude

Environmental attitudes reflect, "the collection of beliefs, affect, and behavioral intentions a person holds towards environmentally related activities, issues" (Schultz et al., 2007). Most of studies investigate the general attitude towards environment as one the major determinants of individual's pro-environmental behaviors and actions (Bao, 2011; Narasimhan, 2003; D'Souza, 2005; Tantawi, 2009; Leonidou et al., 2010; Rahbar and Abdul Wahid, 2011; Vashisht, 2012; Khoiriyah et al., 2013). In fact, several studies (Schlegelmilch et al., 1996; Roberts and Bacon, 1997; Mostafa, 2007; Kilbourne and Pickett, 2008) have empirically shown that consumers who are

environmentally sensitive are more likely to change their behavior and purchase products that are friendly to the environment.

Sometimes ecofriendly organizations adopt some educational and promotional programs to motivate the green behavior of the customers. These programs try to provide some essential information for the people. In environmental field this information should comprise environmental problems, behavioral outcomes and personal outcomes. So this information can be useful for customers to remind environmental problems.

Consumers who have an eco-friendly attitude, believe that the environment situation is getting worsen and, therefore, it is important to take serious actions toward conserving the environment (Banerjee and McKeage, 1994; Schlegelmilch et al., 1996). Environmental attitude is assumed as a one of individual's overall environmental concern dimensions (Samdahl and Robertson, 1989). According to Lee (2008) green consumers behaviors are influenced by concern about the environment. Consumers' degree of environmentalism can influence the communication effectiveness of green advertising too (Chan and Lau, 2004). It means that the degree of involvement with environmental issues is important to get influenced by green advertisement. Mittal (1989) points out that highly involved customers with environmental problems constantly search for and analyze the information to find the appropriate products and services to satisfy their needs and wants. In addition, Ottman (1998) considers consumer's concern about environment as another important factor, which leads customer to green purchase. According to the aforementioned information in this part, the following hypothesis has been prepared.

H2: Environmental attitude will significantly and positively influence the respondent's attitude toward green advertisement.

3.4. Health Consciousness

Poor quality and non-standard food increase people's concern about healthy food and generally nutrition (Rozin, 1996). Jayanti and Burns (1998) define health consciousness as the degree which health concerns integrated with people's daily life. Several previous studies indicate that health consciousness can be a predictor for variety of health attitudes and behaviors (Furnham and Forey, 1994; Gould, 1990; Iversen and Kraft, 2006; Jayanti and Burns, 1998; Michaelidou and Hassan, 2008). According to Schifferstein et al., (1998) public concern and effort to improve health status are major reasons to search for and purchase green products. It is proposed that highly health conscious people are ready to undertake health preventive behaviors too (Forthofer and Bryant, 2000).

Marketing scholars believe that people with high degree of health consciousness seek for the information related to their health more than others (Basu and Dutta, 2008; Kaskutas and Greenfield, 1997). Pursuant to this statement, health conscious people are entitled as "targets of greatest opportunity" by (Forthofer and Bryant, 2000, p: 37). In other words, health consciousness is connected to degree of attention or involvement with green messages too (Aldoory, 2001; Iversen and Kraft, 2006).

It is mentioned in literature that degree of health consciousness is the determinant of audiences' respond to the health related information (Iversen and Kraft, 2006; Kaskutas and Greenfield, 1997; Shim et al., 2006). Media usage can be assumed as a leverage to enhance health-related information and act as a resource for people who do not have academic education about health issues (Rodgers et al., 2007).

Consequently, if we assumed that health conscious people always seek for information in this area, and also take into the account the educational and informational aspects of green advertisements, which intently created by marketers, the following hypothesis has been prepared

H3: Health consciousness will significantly and positively influence the respondent's attitude toward green advertisement.

3.5. Attitude toward Green Products

Several definitions are available in literature about green products (Tehrani and Sinha, 2011; Ying-Ching and Chang, 2012; Massawe and Geiser, 2012; Chen and Chang, 2013). These definitions are changing regarded to their authors' personal perception (Mun and Yazdanifard, 1993). In accordance to Tehrani and Sinha (2011) green product is a commodity, which manufactured from organic materials in different processes of production like packaging, reuse and recycle and sustainable design standards. In public's opinion green products are often referred to products, which are recyclable and reusable (Mun and Yazdanifard, 1993).

Nowadays Consumers prefer to buy and use green products more than before regarded to increase in degree of awareness about environmental problems and health issues (DoPaço and Raposo, 2010; Chen and Chang, 2013). There is a general belief that green products have healthier substance and they do not have any negative impact on environment (Khoiriyah et al., 2013). A study by Flatters and Willmott (2009) implies that most of consumers have tendency to purchase and use green product because of their personal satisfaction. This satisfaction may have two dimensions, first purchasing a good performance product and the second behaving in a way, which have less negative impact on environment (Bodet, 2008; Chen, 2010). As a result, health consciousness, environmental attitude and perceived quality are believed to be deciding factors about attitude toward green products (Khoiriyah et al., 2013).

Green advertisement can have positive effect on enhancing audience's information about green products and also their environmental concern. Kim and Seock (2009) ascertain that customers, who are aware of green products, have more tendencies to buy green products. Krugman (1966) states that consumers will make better connections with green advertisement, if degree of involvement with green products is higher in them. Furthermore, if a consumer holds a positive attitude toward a product, the possibility of purchasing that item is more than the time, which has a negative attitude (Vantomme et al., 2005). Finally the possibility of green purchase will be higher

for the customers, which hold positive attitude toward green products. Following hypothesis has been proposed according to the information, which discussed in this part.

H4: Attitude toward green product will significantly and positively influence the respondent's attitude toward green advertisement.

3.6. Celebrity-Product Congruency

Another stream of endorsement research, labeled as "match-up hypothesis" has investigated a fit or match between a celebrity and the product being endorsed (Kahle and Homer, 1985; Kamins, 1990). The term match-up can be found in literature in other forms like fit, link, congruency, harmony, etc. but the main meaning is same. This concept consists of two central terms: the perceived fit and the image of the celebrity (Misra, 1990).

Despite researchers have not compromised about definition of "match-up hypothesis" but it is implied by them that high match-up between celebrity and product has better effect on consumer perception to the advertised product than low match-up samples (Kahle and Homer, 1985; Kamins, 1990; Kamins and Gupta, 1994). Researches on match-up hypothesis indicate that if there is a good fit between endorser's image and endorsed product, the effectiveness and believability of the message will be increased (Kahle and Homer, 1985; Kamins, 1990; Kamins and Gupta, 1994; Lynch and Schöler, 1994; Misra and Beatty, 1990; Till and Busier, 2000; Till, Stanley and Priluck, 2008; Kotler, 1997).

Several researchers discussed the lack of congruency between celebrity and endorsed product (e.g. Erdogan, 1999; Evans, 1988). Erdogan (1999) mentions that low congruency leads people to the belief that celebrity was paid for his/her attractiveness. Evans (1988) indicates that low congruency causes to "vampire effect" in advertisement. In this case, audiences only remember the celebrity endorser instead of advertised product. In addition, Evans (1988) ascertains that celebrity reduces the effectiveness of the message in low congruency form.

Match up model promotes the harmony between product and endorser by image, expertise and attractiveness dimensions (Till and Busler, 2000; Friedman and Friedman, 1979; Forkan, 1980; Kamins, 1990). Researchers indicate that attractive celebrities are the best choice for endorsing the products, which are related to attractiveness considering the better match-up between them (Till and Busier, 2000; Kahle and Homer, 1985; Kamins, 1990). Pursuant to Till and Busler's (2000) study celebrity's perceived expertise is more appropriate for matching products with endorser, compared to source attractiveness. Expertise and attractiveness are mentioned as two important factors to assess an endorsement's effectiveness but at all the consumer's overall perception of congruency about endorser and product is the most important factor for assessing because several elements come together when consumers want to perceive and evaluate harmony between product and celebrity (Kamins and Gupta, 1994; Misra and Beatty, 1990).

Consequently, according to the researches, which have been accomplished in this field previously, the role of source match-up on improving the effectiveness of endorsement is undeniable. Relied on the information which aforesaid in this part, the following hypothesis has been prepared:

H5: Congruence between product and endorser will significantly and positively influence the respondent's attitude toward green advertisement.

3.7. Source Credibility

Source credibility is based on the social psychology (Hovland and Weiss, 1952; Hovland et al., 1953, McCracken, 1989), and can be defined as a "weight" that enhances the value of information in an advertisement (Anderson, 1970). Credible endorsers are very influential for companies (Ohanian, 1991; Atkin and Block, 1983).

Source credibility regarding expertise and trustworthiness are the best stimuli for the audiences to evaluate the advertisement (Lord and Putrevu, 2009; Patel, 2009). McCracken (1989) mentions that credible endorsers increase the persuasiveness of

messages and are more likely to stimulate more immediate attitude changes (Hovland and Weiss, 1951).

Expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions (Hovland, Jannis and Kelley, 1953; Hovland and Weiss, 1951; Erdogan, 1999). Expertise comes from knowledge, experience, or training the spokesperson possesses in the related field (Erdogan, 1999; van der Waltd et al., 2009). Sertoglu et al., (2014) indicate in their study that expertise is associated with "authoritativeness" (McCroskey, 1966), "competence" (Whitehead, 1968), "expertness" (Applbaum and Anatol, 1972), or "qualification" (Berlo et al., 1969) in literature.

Previous studies in this field imply that source perceived expertise has positive impact on attitude change (Horai et al., 1974; Maddux and Rogers, 1980; Mills and Harvey, 1972). Researches measured the effects of expertise on different factors. For instance, Woodside and Davenport (1974) assert that expert endorsers have the ability to persuade more customers to purchase products than non-experts. Aker (1997) confirms this result and adds that specialist endorsers are more persuasive. In addition, expert sources enhance the recall of information by audiences about advertised products than non-expert endorsers (Speck, Schumann and Thompson, 1988).

Expertise of endorser should relate to the item, he/she endorses (Till and Busier, 1998). For specific kind of products, marketers prefer to use endorsers, which have knowledge and experience in that field such as medication and electronic devices. Ohanian (1990) indicates in her study that it is not necessary to find a real expert to endorse the product. According to her, if endorser seems like a real specialist from audiences' points of view, advertisement will take advantage of expertise factor.

Trustworthiness can be defined as audience's confidence in the source for providing information in an objective and honest manner (Erdogan, 1999). Or in other words the word trustworthiness refers to "the honesty, integrity and believability of the celebrity endorser" (van der Waltd et al., 2009, p: 104). Celebrities need to be trustworthy when endorsing a product or a service (Schiffman and Kanuk, 2004). Audiences perceive untrustworthy endorsers as questionable message sources (Smith,

1973). Griffin (1967) points out that the terms like "favorable disposition," "acceptance", "psychological safety" and "perceived supportive climate" are often stated as favorable results of using trustworthy endorsers in advertisement.

It is mentioned in literature that trustworthiness is the most important factor regarding to the celebrity credibility (Friedman et al., 1978). In addition, likeability is considered as the most significant attribute of the trust measure (Friedman, 1978). It was claimed by (Friedman, Santeramo and Traina, 1978), that if consumers like a celebrity, they would eventually trust him/her too.

Against expertness, negative publicity for a celebrity will have unfavorable effect on the trust, which customers have toward that celebrity (Louie and Obermiller, 2002). In addition, multi-brand endorsement reduces the quality of source trustworthiness from audiences' perspective (Jensen and Carlson, 1994).

Numerous studies have been accomplished in order to measure the effect of trustworthiness on attitude change. Ohanian (1990) implies that trustworthiness of endorser increases the effectiveness of the message. In addition, it influences the persuasiveness of the message (Deshpande and Stayman, 1994; McGinnies and Ward, 1980; Pornpitakpan, 1998). In context of fear arousing messages, trustworthy endorsers can be the best choices for marketers (Miller and Baseheart, 1969). Erdogan (1999) mentions that people have tendency to trust the sources, which are similar to them. So it would be important to take into account the ethnic background of the endorser before choosing them.

McGinnies and Ward (1980) emphasize in their study that endorser can generate more attitude change, when they have expertise and trustworthiness at the same time. Source credibility model ascertains that the effectiveness of message will increase, if the endorser has sufficient degree of trustworthiness and expertise (Dholakia and Sternthal, 1977; Hovland et al., 1953; Hovland and Weiss, 1951; Ohanian, 1991; Solomon 1996; Pornpitakan, 2004; Sternthal et al., 1978). So pursuant to the information, which is available in credibility part, the following hypotheses have been proposed:

H6: Endorser's perceived expertise will significantly and positively influence the respondent's attitude toward green advertisement.

H7: Endorser's perceived trustworthiness will significantly and positively influence the respondent's attitude toward green advertisement.

3.8. Source Attractiveness

Attractiveness is mentioned as the determinant of individual's initial judgment of another person in several previous studies (Baker and Churchill, 1977; Chaiken, 1979; Joseph, 1982; Kahle and Homer, 1985; Mills and Aronson, 1965; Widgery and Ruch, 1981). Source attractiveness model is originated from social psychology too (McCracken, 1989), and asserts that the efficiency of message depends on endorser's familiarity, similarity, likeability and physical attractiveness to the audiences (Ohanian, 1990). According to (Singer, 1983) marketers make use of attractive endorsers in order to take advantage of dual effects of celebrity status and physical appeal at the same time.

Erdogan (1999) ascertains that source attractiveness does not only cover physical attractiveness, it also comprises concepts like intellectual skills, personality features, life style, athletic performances and experiences of endorsers. So it can be concluded that attractiveness construct does not have only one dimension (Ohanian, 1990).

Consumers would like to be seen like the endorser and wanting to know themselves by that endorser. In this case, consumers will accept information from attractive source of message (Cohen and Golden, 1972). This process, which is called identification, determines the effectiveness of communication. Pursuant with this point, Kahle and Homer (1985) mention that source attractiveness is necessary for identification, attitude toward product and purchase behavior.

The results about the effectiveness of sources by different genders are controversial. For instance, Debevec and Kernan (1984) indicate that attractive female

endorsers generate more enhanced attitude than attractive male sources, particularly for male consumers. On the other hand, the results by Caballero, et al., (1989) show that male audiences prefer more to buy from male endorsers. In addition, Petroschius and Crocker (1989) found that endorser's gender has no effect on attitude toward advertisement.

Schlecht (2003) asserts that source attractiveness is crucial for effectiveness of message. It is implied by researchers that attractive endorsers have more influence on audiences and generate more positive impact on products than unattractive endorsers (Kahle and Homer, 1985; Joseph, 1982; Smith, 1973), and they are more successful in changing beliefs (Baker and Churchill, 1977; Chaiken, 1979; Debevec and Kernan, 1984). Patzer (1983) mentions that source attractiveness has impact on other celebrity characteristics such as source expertise and trustworthiness too. Finally, in accordance to Erdogan (1999) attractive endorsers enhance attitude toward advertisement. Relied on information in this part, H8 has been prepared.

H8: Endorser's attractiveness will significantly and positively influence the respondent's attitude toward green advertisement.

4. Research Methodology

In this section, research methodology of the study is presented mentioning on the research objective, research design, questionnaire design, measurement of independent and dependent variables, and sampling and data collection.

4.1. Objective of Study and Research Design

According to the literature the credibility of green messages is relatively low (Kilbourne, 1995). Primary objective of this study is to understand the effects of celebrity endorsers on enhancing the effectiveness of green messages. In addition to this, it will be useful to measure the role of endorsers' characteristics on increasing the effectiveness of green messages. Several studies have been established in order to investigate the popularity of different Turkish celebrities. Pursuant to a survey, which published in Sabah newspaper in 2013, Hulya Avsar was selected as the second trustworthy celebrity of Turkey. Sener Sen was among Turkey's most followed and popular celebrities in accordance to Posta newspaper. These two celebrities have been used to endorse both of green products in this study. Alongside with main objectives it will be useful to understand the role of endorsers' gender, image and popularity on effectiveness of the message.

In order to accomplish this task two green products from different categories have been selected (milk and refrigerator). Green messages, which have been designed for this study, contain recyclable (for milk advertisement) and ecofriendly (for refrigerator advertisement) signs, to add the eco-label effect to the advertisements. Secondly, "we care about you and environment" is used as the slogan on the image advertisements. Finally, Flavee has been chosen as the brand name for both of our green products. Two studies involved in this thesis, experimental and descriptive studies. Experiments are some kinds of studies in which the researcher wants to perceive the results of a procedure, which is conducted to happen in controlled situation. In experimental studies one or more variable is assumed different and the others are held

constant. This means that in experimental researches, researcher does something and then waits to observe the results. In contradiction to experimental design, descriptive study is one which data is collected from the environment without making any change by the researcher. Cross-sectional study is a kind of these studies, which used in current research. Cross-sectional study can involve a one-time interaction with groups of people.

4.1.1. Experimental Study

One of the considered objectives for authors in current study is to understand the existence of mean difference in attitude toward advertisement and attitude toward advertised product variables in according to different types of endorsers (trustworthy versus attractive). This would also help further investigate the hypotheses H6, H7 and H8. The study investigates effects for both durable and non-durable products. These two dependent variables are quantitative. On the other hand, kind of product dimension has been considered in two different aspects: milk and advertisement. Kind of advertiser dimension will be explored in two aspects too: Hulya Avsar and Sener Sen. In addition, these two dependent variables are correlated. Consequently the best method to study the differences and effect is “Multivariate analysis of Variance” or MANOVA. This design is known as 2x2 multivariate analysis too. Multivariate analysis of variance is direct extension of single analysis of variance. The correlation of dependent variables is the strength point, which increases the power of MANOVA compared to ANOVA for attitude toward advertisement and attitude toward advertised product. As another advantage of 2x2 MANOVA over ANOVA is the power, which this analysis gave the author in concurrent evaluation of kind of advertiser and products factors on means of two dependent variables. Moreover by utilizing this method, the author will be able to explore the interaction effect between two factors of kind of advertiser and products and two dependent variables. In other words, MANOVA makes statistical hypothesis test possible in order to compare the equality of means for two dependent variables in different levels of interaction effect between kind of advertisers and products.

4.1.2. Descriptive Study

The second objective of the research is to test the model proposed in section 3, figure 1. A descriptive, cross-sectional research design was implemented in order to do this. Self-administered and face-to face questionnaire method have been used in order to gather information for this research.

4 self administrated questionnaires which each of them consisted of 5 pages including advertisement's images, instructions, 35 items, and questions on the general profile (demographic and lifestyle). Each questionnaire is composed of 3 sections except demographic statements. All 35 items are evaluated by 5 point Likert type scale, the end terms being "strongly disagree (1)" and "strongly agree (5)". First section measures the respondent's attitude toward AD and also advertised product, which consists of 3 statements. The second section is constructed of the statements, measures the respondent's opinion toward celebrity's credibility (10 items) and attractiveness (5 items) dimensions. This section also covers the statements, which address the match-up between products and endorsers and consists of 3 items. The third section evaluates the respondent's attitude toward the environment and green products. In addition, this section measures the degree of health consciousness too. There are 14 items for this section. The sources for related items are available in following table. The general profile is measured by using nominal and ordinal scales.

4.2. Measurement of Independent and Dependent Variables

All measures of independent and dependent variables are adapted or developed based on the literature based on the mentioned objectives of this study (Table 3); where all English items were translated into Turkish; and the final questionnaire were tested on a pilot sample of 30 people to measure its understandability and clarity. The measurement for each theoretical dimension is described below, and summarized in following table.

Table 3: Table of Statements and Related Sources

Section1

Variable	Item	Source
Attitude toward advertisement	I like Flavee milk/refrigerator advertisement.	Adapted by researcher, Sejung Marina Choi and Nora J. Rifon (2012)
	I find Flavee milk/refrigerator advertisement believable.	Adapted by researcher, D'Souza (2005) adopted from MacKenzie and Lutz (1989) and Schuhwerk and Lekoff-Hagius (1995)
Attitude toward advertised product	I have favorable attitude toward Flavee milk/refrigerator.	Adapted by researcher, Yeung-Jo Kim and June-Hee Na (2007)

Section2

Variable	Item	Source
Celebrity congruency	There is good fit between endorser and product.	Amanda Spry (2011) Adopted from Aaker(1992)
	There is logical connection between endorser and product.	
	Endorser is appropriate for product.	

Variable	Item	Source
Source perceived trustworthiness	Dependable-trustworthy- sincere- honest-reliable	Ohanian (1990)
Source perceived expertise	Knowledgeable-expert- experienced- skilled-qualified	Ohanian (1990)
Source perceived attractiveness	Attractive-classy-beautiful-elegant-sexy	Ohanian (1990)

Section3

Variable	Item	Source
Attitude toward environment	I am concerned about the environment.	D'Souza (2005), adopted from Schuwerk and Lekoff-Hagius (1995) Kilbourne and Pickett (2007)
	I am willing to make sacrifices to protect the environment.	D'Souza (2005), adopted from Schuwerk and Lekoff-Hagius (1995)
	Personally, I have economic concerns which I consider more important than preserving the environment.	Tantawi et al. (2006a; 2006b)
	The importance of the environment is frequently exaggerated.	Passent tantawi (2009) Adopted from the New Environmental Paradigm Scale (NEP) of Dunlap et al. (2000)

	My actions have impact on the environment.	D'Souza (2005), adopted from Schuwerk and Lekoff-Hagius (1995)
Health consciousness	I am concerned about my health all the time.	Kraft and Goodell (1993): p. 23
	I am interested in information about my health.	
	Nutrition information determines what I buy.	Dutta-Bergman (2004a): p. 402
	Do you look for environmentally friendly products when shopping?	Furnham and Forey (1994): p. 465
	I am willing to pay a little bit higher prices to buy green products.	Tai and Tam (1997): p. 297
Attitude toward green products	The healthy food brands are not very expensive.	Dutta and Singh (2013)
	I believe these healthy food brand for glamorous people	
	Choose the environmentally friendly alternative regardless of price	Bohlen (1993)

	Feel proud when I buy/use green products	Salaün and Pontet (2013)
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4.3. Sampling and Data Collection

Target population of the study consisted of males and females in the age group 15-70 living in Istanbul. Convenience sampling, a non-probabilistic sampling method (Malhotra, 2007) was used to reach the target population. 18 has been determined as the minimum acceptable age since respondents below the age of 18 may lack authority in purchase decisions and complexity of the subject and the questions could create difficulty. 240 self-administrated questionnaires were distributed in Istanbul in Marmara University, shopping centers, restaurants and open entertainment areas. The data is collected from April to June 2014; and after the control and elimination of unusable questionnaires due to missing data and other inconsistencies, 200 usable questionnaires were obtained.

4.4. Frequency Analyses

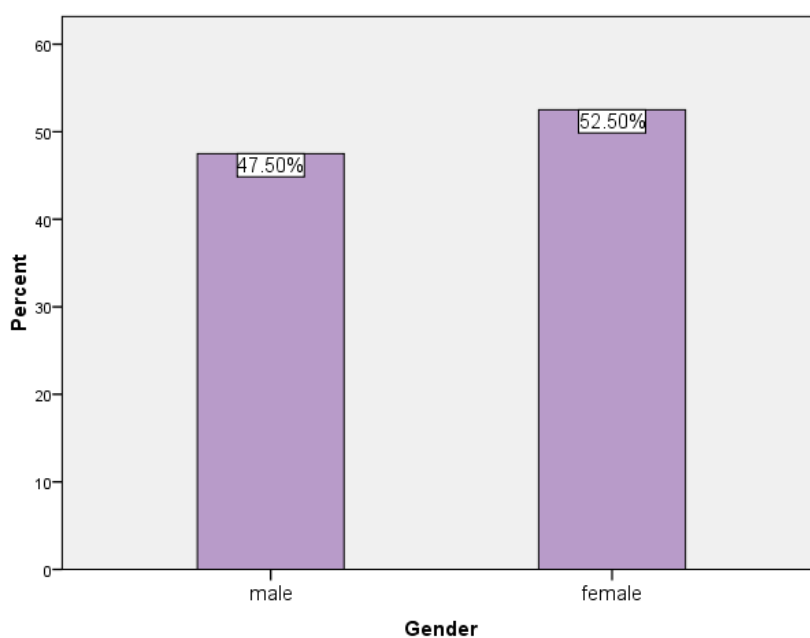
In order to explain the distributions of the responses in terms of percentages, frequency analyses were performed to research questionnaire's general questions regarding nominal variables and demographics sections. The graphs below, give the details of the frequencies related with the research variables.

Table 4: Descriptive Statistic for Age

N	MIN	MAX	MEAN	STD. DEVIATION
200	19	70	36.60	11.116

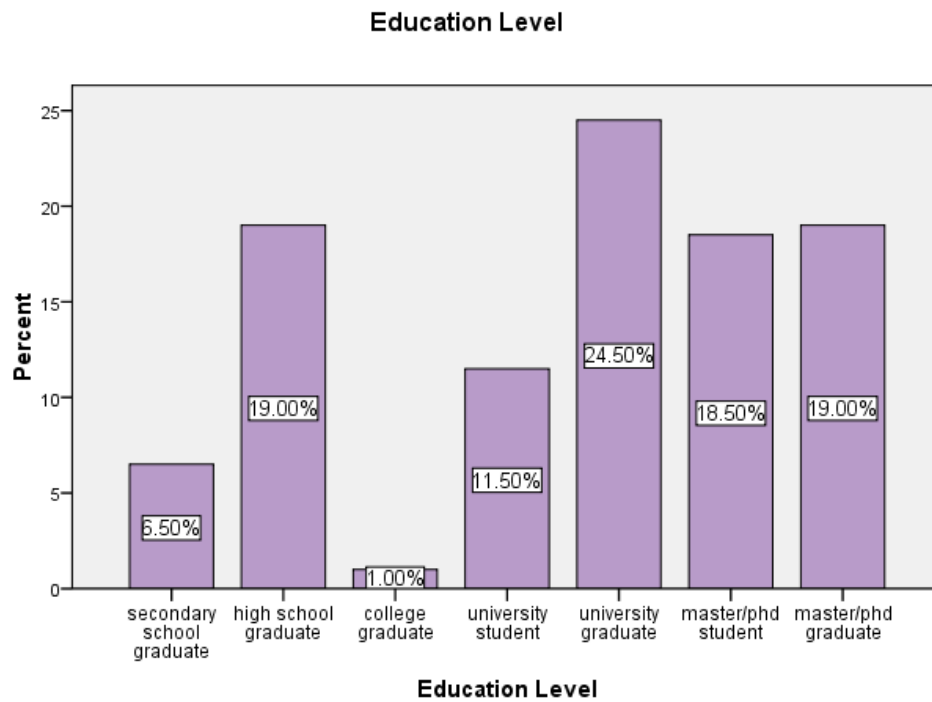
This table indicates that respondents' age range is between 19 and 70. For total sample 200 respondents the mean of age is almost 36.

FIGURE 2: GENDER



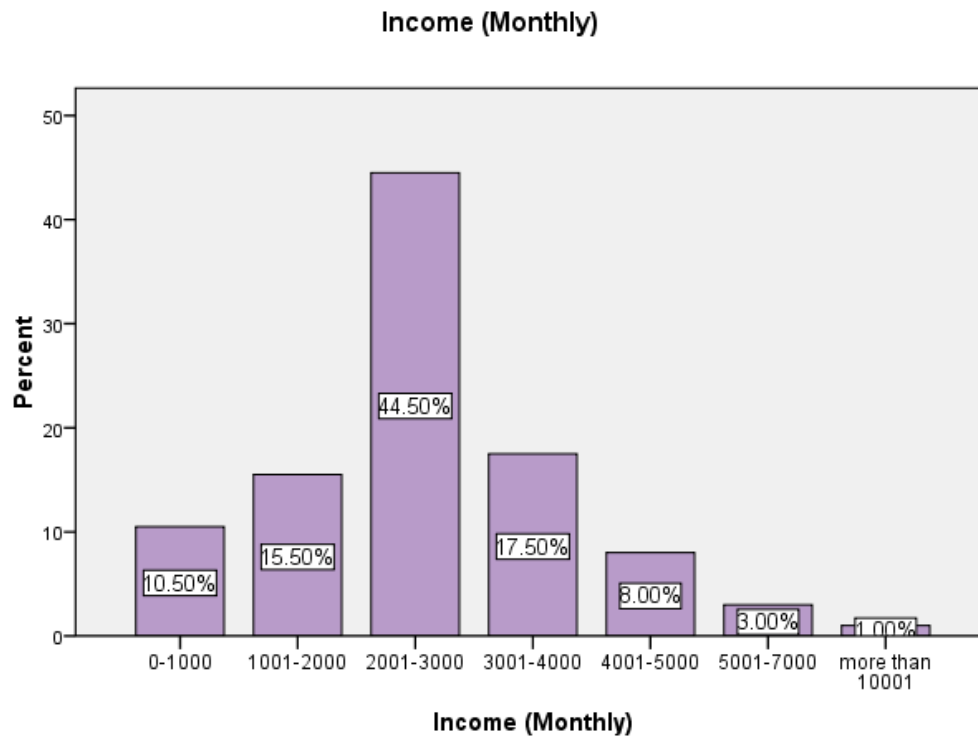
52.50% of the respondents consisted of females and 47.50% consisted of males.

FIGURE 3: EDUCATION LEVEL



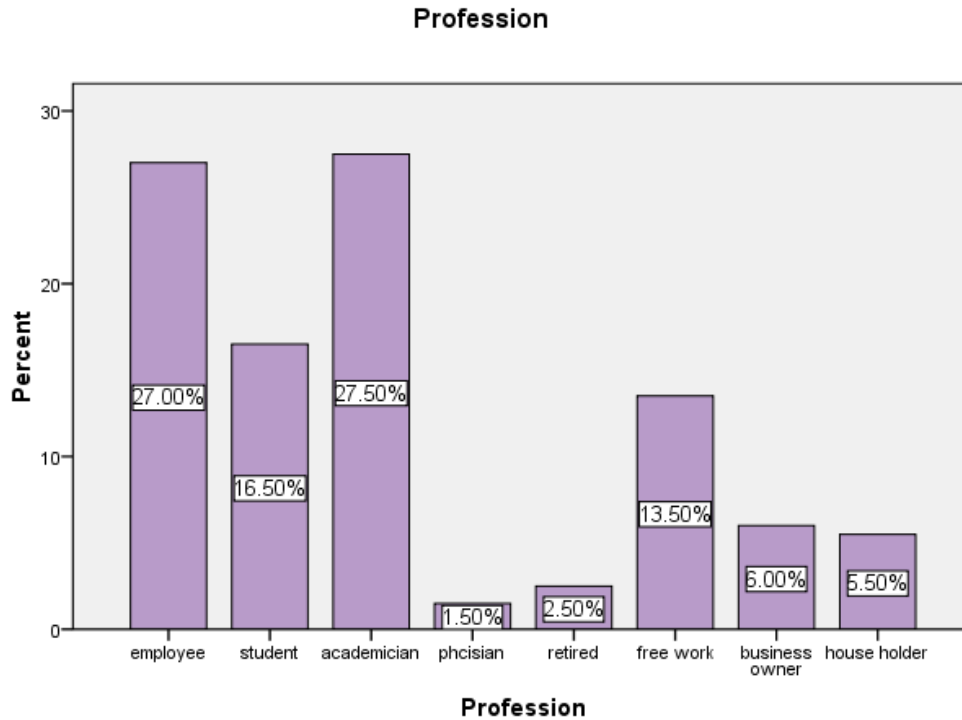
The greatest part of the respondents (24.50%) is university graduates. Considering master, doctorate and their graduates together, university and upper level graduates consist of 62%. Also 19% are high school graduates. It's seen that in general education demographics indicate a high level of education profile.

FIGURE 4: INCOME



Almost half of the sample profile has income between 2001 and 3000 Turkish Lira, which indicates that they are belonged to middle class of the society. The remaining part is divided unequally between other 6 groups, which all of them are lower than 20%.

FIGURE 5: PROFESSION



Academicians and government employees construct the main part of demographic profile, which is more than half of this profile. Students are the third group with 16.5%.

4.5. Methods of Data Analysis

The questionnaires were administered through advanced data analysis utilities of SPSS 16.0 (statistical package for social sciences) for Windows. First of all, descriptive analyses were used to describe the sample. Descriptive analysis, which consists of frequency tables and bar chart for nominal and mean and standard deviation for interval variable, was used. For statistical analysis, analysis such as Chi Square, t-tests, MANOVA have been used and also a factor analysis has been performed. A significance level of .05 was determined for the evaluation of the statistical analyses.

5. Findings

5.1. Exploratory Factor Analysis and Reliability Assessment for Independent Variables

The main purposes of factor analysis are to explore the data for patterns, investigate the study hypothesis and reduce the many variables to a more controllable number. In factor analysis we represent the variables $y_1, y_2, \dots, y_p$ as linear combinations of a few random variables $f_1, f_2, \dots, f_m$ ($m < p$) called factors. The factors are basic constructs or latent variables that “generate” the y ’s. Like the original variables, the factors vary from individual to individual; but unlike the variables, the factors cannot be calculated or observed. The goal of factor analysis is to lessen the redundancy among the variables by using a smaller number of factors.

A random sample $y_1, y_2, \dots, y_n$ from a homogeneous population with mean vector μ and covariance matrix Σ has been proposed.

For $y_1, y_2, \dots, y_p$ in any observation vector y , the model is as follows:

$$y_1 - \mu_1 = \lambda_{11} f_1 + \lambda_{12} f_2 + \dots + \lambda_{1m} f_m + \varepsilon_1$$

$$y_2 - \mu_2 = \lambda_{21} f_1 + \lambda_{22} f_2 + \dots + \lambda_{2m} f_m + \varepsilon_2$$

...

$$y_p - \mu_p = \lambda_{p1} f_1 + \lambda_{p2} f_2 + \dots + \lambda_{pm} f_m + \varepsilon_p$$

Preferably, m should be substantially smaller than p ; otherwise we have not got a parsimonious description of the variables as functions of a few underlying factors. The coefficient λ_{ij} is called loadings and serves as weights, showing how each y_i individually depends on the f ’s.

Exploratory Factor Analysis is used to simplify complex interrelationships among items and group items that are part of combined concepts. The researcher makes

no "a priori" assumptions about relationships among factors. EFA is a variable reduction technique, which establishes the number of latent constructs and the underlying factor structure of a set of variables and estimates factors, which affect responses on observed variables. EFA, traditionally has been used to investigate the possible underlying factor structure of a set of measured variables without imposing any preconceived structure on the outcome

The unrotated output maximizes variance considered for by the first and subsequent factors, and forcing the factors to be orthogonal. This data-compression comes at the cost of having most items load on the early factors, and usually, of having many items load substantially on more than one factor. Rotation serves to make the output more conceivable, by seeking so-called "Simple Structure": A pattern of loadings where items load most strongly on one factor, and much more weakly on the other factors.

The most popular model of rotation is the Varimax technique, that is an orthogonal rotation of the factor axes to maximize the variance of the squared loadings of a factor (column) on all the variables (rows) in a factor matrix, which has the effect of differentiating the original variables by extracted factor.

In statistics, Cronbach's alpha is used as an estimate of the reliability of test. It has been proposed that alpha can be viewed as the expected correlation of two tests that measure the same construct. By using this definition, it is implicitly assumed that the average correlation of a set of items is an accurate estimate of the average correlation of all items that pertain to a certain construct. The theoretical value of alpha varies from zero to 1, since it is the ratio of two variances. However, depending on the estimation procedure used, estimates of alpha can take on any value less than or equal to 1, including negative values, although only positive values make sense. Higher values of alpha are more desirable. Some professionals, as a rule of thumb, require a reliability of 0.70 or higher before they will use an instrument.

5.1.1. Exploratory Factor Analysis for Milk Advertisement

In this research in order to explore the correlation between related statements to each factor, we have used factor analysis method. Pursuant to this purpose, first of all the statements related to milk and refrigerator have been entered to SPSS16 separately. After accomplishing the primary factor analysis the results indicate that for both questionnaires the statements related to Attitude towards Green Products and Attitude toward Environment did not have the acceptable correlation. So factor analysis performed again after elimination of these two variables for two questionnaires. In order to obtain better results Varimax rotation has been accomplished. In addition, Cronbach's alpha is measured for the all statements in questionnaire and also for each factor separately. KMO and Bartlett's Test have been performed in order to understand that we can accomplish factor analysis on our data. KMO always has an amount between zero and one. In a case that this amount is less than 0.5 the factor analysis will not be good, for the amounts between 0.5 and 0.69 the correlation between data is average and for the amounts more than 0.7 the correlation between data will be appropriate for factor analysis.

Another method for understanding our data's appropriateness for doing factor analysis is Bartlett's Test of Sphericity. This method measures if correlation matrix of the observations is belonged to a group with uncorrelated variables or not. In other words, this method examines the identity matrix (identity matrix is a matrix which the elements in main diagonal are 1, and elements out of main diagonal are zero). In order to have an effective and significant factor model, it must be correlation between variables. It is the reason for creating correlation matrix before accomplishing factor analysis. The results of KMO and Bartlett's Test of Sphericity are like following.

Table 5: KMO and Bartlett's Test for Milk Advertisement

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.840
Bartlett's Test of Sphericity	df	253
Sig.		0.000

The amount of KMO is 0.84 for our milk data, which indicates the data is appropriate for implementing factor analysis. In table above the amount of p-value for Bartlett's Test of Sphericity is measured lower than 0.001, which indicates that the data matrix is correlated and we can do factor analysis. In other words, correlation matrix for milk data is not identity matrix. The results of factor analysis and reliability test are visible in following table.

Table 6: EFA and Reliability for Milk Data

EFA and Reliability for milk data				
Items	Factor loadings	eigen values	variance explained%	Cronbach's alpha
F1: Source perceived trustworthiness		4.909	21.343	0.944
I find him/her sincere	0.855			
I find him/her reliable	0.844			
I find him/her trustworthy	0.843			
I find him/her dependable	0.836			
I find him/her honest	0.825			
F2: Source perceived expertise		4.08	17.74	0.927
I find him/her experienced	0.898			
I find him/her skilled	0.862			
I find him/her expert	0.846			
I find him/her knowledgeable	0.785			
I find him/her qualified	0.688			
F3: Source perceived attractiveness		3.462	15.054	0.879
I find him/her classy	0.869			
I find him/her elegant	0.848			
I find him/her beautiful	0.814			
I find him/her attractive	0.756			
I find him/her sexy	0.753			
F4: Health consciousness		2.698	11.728	0.769
I am concerned about my health all the time	0.756			
I am willing to pay a little bit higher prices to buy green products	0.754			
I am interested in information about my health	0.736			
I look for environmentally friend products during shopping	0.682			
Nutrition information determines what I buy	0.664			
F5: Celebrity congruency		2.103	9.143	0.929
There is logical connection between endorser and Flavee milk	0.789			
There is good fit between endorser and Flavee milk	0.739			
The endorser is appropriate for Flavee milk	0.615			
total			75.009	0.892

As explained before the amount of Cronbach's alpha more than 0.7 indicates that our questionnaire is reliable. In previous table, it is obvious that the amount of Alpha is more than 0.7 for questionnaire and all single factors too, so our questionnaire is reliable statistically. Totally %75 of total data variance is covered by these five factors. In addition, the amount of Eigen value for each factor is more than 1, which indicate that all selected factors are acceptable. In current research in order to investigate the relationship between selected factors with Attitude toward advertisement as the dependent variable the multiple linear regression has been used. In following part the total regression model will be explained.

5.1.2. Exploratory Factor Analysis for Refrigerator Advertisement

All the analyses related to milk factor analysis accomplished for refrigerator. First of all data has been used as input in SPSS. The statements related to Attitude toward Green Products and Attitude toward Environment, have been dropped because they did not have appropriate correlation. In order to obtain better results Varimax rotation has been adopted. The amount of Cronbach's alpha has been measured for all the statements in factor analysis and also for each of the factors separately. The table for refrigerator's questionnaire KMO and Bartlett's Test of Sphericity is like following.

Table 7: KMO and Bartlett's Test for Refrigerator Advertisement

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.826
Bartlett's Test of Sphericity	df	253
Sig.		0.000

The amount of KMO is 0.826 for our refrigerator data, which indicates the data is appropriate for implementing factor analysis.

In table above the amount of p-value for Bartlett's Test of Sphericity is measured lower than 0.001, which indicates that the data matrix is correlated and we can do factor analysis. In other words, correlation matrix for refrigerator data is not

identity matrix. The results of factor analysis and reliability test are visible in following table.

It is visible in table above that the amount of Alpha for each of the factors and for questionnaire is more than 0.7, so our questionnaire is reliable statistically. Totally %72 of total data variance is covered by these five factors. In addition, the amount of Eigen value for each factor is more than 1, which indicate that all selected factors are

Table 8: EFA and Reliability for Refrigerator Data

EFA and Reliability for refrigerator data				
Items	Factor loadings	eigen values	variance explained%	Cronbach's alpha
F1: Source perceived trustworthiness		4.222	18.357	0.941
I find him/her honest	0.895			
I find him/her sincerer	0.889			
I find him/her dependable	0.869			
I find him/her trustworthy	0.860			
I find him/her reliable	0.835			
F2: Source perceived expertise		4.092	17.792	0.930
I find him/her expert	0.874			
I find him/her experienced	0.845			
I find him/her knowledgeable	0.819			
I find him/her skilled	0.817			
I find him/her qualified	0.770			
F3: Source perceived attractiveness		3.301	14.350	0.862
I find him/her elegant	0.847			
I find him/her attractive	0.807			
I find him/her beautiful	0.800			
I find him/her classy	0.760			
I find him/her sexy	0.759			
F4: Health consciousness		2.534	11.018	0.702
I am interested in information about my health	0.832			
Nutrition information determines what I buy	0.805			
I look for environmentally friend products during shopping	0.700			
I am concerned about my health all the time	0.639			
I am willing to pay a little bit higher prices to buy green products	0.611			
F5: Celebrity congruency		2.507	10.901	0.906
There is a good fit between the endorser and refrigerator	0.867			
He/She Is appropriate for refrigerator	0.828			
There is a logical connection between the endorser and refrigerator	0.808			
total			72.419	0.859

acceptable. In current research in order to investigate the relationship between selected factors with Attitude toward advertisement as dependent variable the multiple linear regression has been used. In following part the total regression model will be explained.

5.2. Multiple Linear Regressions

Multiple linear regressions tries to model the relationship between two or more explanatory variables and a response variable by fitting a linear equation to observed data. Independent variables $x_1, x_2, \dots, x_k$ measured without error. Suppose each element y_i in the vector y_N is related to k linearly independent predictor variables, Formally, the model for multiple linear regressions is:

$$y_i = \beta_0 + x_{i1}\beta_1 + x_{i2}\beta_2 + \dots + x_{ik}\beta_k + e_i \quad (1)$$

Where β_0 is called the intercept, the β_k are called slopes or coefficients and e_i is random error. We write X_{ik} for the k^{th} predictor variable measured for the i^{th} observation. Linear regression models are often fitted using the least squares approach, using linear algebra notation, the model (1) can be compactly written:

$$Y = X\beta + \varepsilon$$

Linear regression measures an equation that minimizes the distance between the fitted line and all of the data points. Technically, ordinary least squares (OLS) regression minimizes the sum of the squared residuals. To estimate β with OLS approach the following equation is used:

$$\hat{\beta} = (X'X)^{-1}X'Y$$

Generally, a model fits the data well if the differences between the observed values and the model's predicted values are small and unbiased.

R-squared is a statistical measure of how close the data are to the fitted regression line. It is also known as the coefficient of determination, or the coefficient of multiple determinations for multiple regressions. The definition of R-squared is fairly

straightforward; it is the percentage of the response variable variation that is explained by a linear model.

5.2.1. Regression Analysis for Milk Advertisement

After completing factor analysis and identifying factors, 5 factors which were selected are used in our linear multiple regression as independent variables. Attitude toward Advertisement has been chosen as the dependent variable in this analysis. In order to get significant dependent variables we have used Stepwise selection method in second step. In accordance to mentioned information and multiple linear regression model we have:

Y: Attitude toward advertisement

X₁ : Celebrity congruency

X₂: Source perceived trustworthiness

X₃: Source perceived expertise

The regression model results are visible in following table

Table 9: Model Summary of milk full model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.648	0.420	0.389	0.81637

The R-value represents the simple correlation and is 0.648; The Adjusted R Square indicates how much of the total variation in the dependent variable “Attitude toward advertisement” can be explained by the independent variables. In this case, 38% can be explained.

Table 10: ANOVA of Milk Full Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.400	5	9.080	13.624	0.000
	Residual	62.647	94	.666		
	Total	108.048	99			

ANOVA table indicates that the regression model predicts the dependent variable significantly well. Here, $p < 0.001$, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variables.

Table 10: Milk Full Model, Regressions: Attitude toward AD

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.464	0.573		0.810	0.420
Celebrity congruency	0.296	0.106	0.328	2.799	0.006
Source perceived trustworthiness	0.179	0.105	0.194	1.702	0.092
Source perceived expertise	0.277	0.122	0.228	2.277	0.025
Source perceived attractiveness	0.004	0.096	0.003	0.041	0.967
Health consciousness	0.150	0.126	0.095	1.184	0.239

Table above shows the regression model, which includes all 5 variables that reached from factor analysis results. Results ascertain that source attractiveness and health consciousness have high p-values and are not significant. In second step, the results of regression stepwise model are available.

Table 11: Model Summary (milk stepwise model)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.641	0.412	0.393	0.81384

There is a little difference in the R square between full model and reduced model. Therefore, the elimination of health consciousness and source attractiveness caused to simplification and improvement of regression model. The R-value represents the simple correlation and equals 0.641, The Adjusted R Square indicates how much of the total variation in the dependent variable “Attitude toward advertisement” can be explained by the independent variables. In this case, 39% can be explained.

Table 12: ANOVA for Milk Reduced Model

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	44.463	3	14.821	22.377	0.000
	Residual	63.584	96	0.662		
	Total	108.048	99			

ANOVA table indicates that the regression model predicts the dependent variable significantly well. Here, $p < 0.001$, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable.

Table 13: Milk reduced model, Regressions: Attitude toward AD

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.035	0.262		3.950	0.000
Celebrity Congruency	0.273	0.103	0.303	2.652	0.009
Source Perceived Trustworthiness	0.198	0.104	0.214	1.902	0.049
Source Perceived Expertise	0.274	0.121	0.226	2.274	0.025

The values 0.303, 0.214 and 0.226 are the standardized regression coefficients of Celebrity congruency, trustworthiness, and expertise respectively. That means if level of Celebrity congruency increases by one unit, Attitude toward advertisement increases by 0.303; if trustworthiness increases by one unit, Attitude toward advertisement increases by 0.214; if expertise increases by one unit, Attitude toward advertisement increases by 0.226. This reflects that level of Celebrity congruency has the highest impact on Attitude toward AD. All t-values are significant with Celebrity congruency (0.009), trustworthiness (.049), and expertise (0.025).

5.2.1.1. Regression analysis for milk (Attitude toward Advertised Product)

Table 14: Model Summary- (milk data-Attitude toward advertised product)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.765	0.585	0.581	0.65369

The amount of R, which is the indicator of simple correlation coefficient between two variables, is 0.765, which shows there is a strong relationship between two variables. The amount of Adjusted R Square is 0.581, which indicates that 58% of total

changes in attitude toward advertised product is covered by attitude toward the advertisement.

Table 15: ANOVA- (milk data-attitude toward advertised product)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	59.033	1	59.033	138.151	.000
	Residual	41.877	98	0.427		
	Total	100.910	99			

P-value<0.001 of ANOVA indicates that totally the evaluated model is significant statistically.

Table 16: Milk data, Regressions: attitude toward advertised product~

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	0.779	0.202		3.851	.000
Attitude toward advertisement	0.739	0.063	0.765	11.754	.000

The amount of B standard equals to 0.765 for attitude toward advertisement. P-value<0.001 indicates that this regression coefficient is statistically significant. In other words, the attitude toward advertised product will be increased by 0.765 with respect to 1 unit increase in amount of attitude toward advertisement.

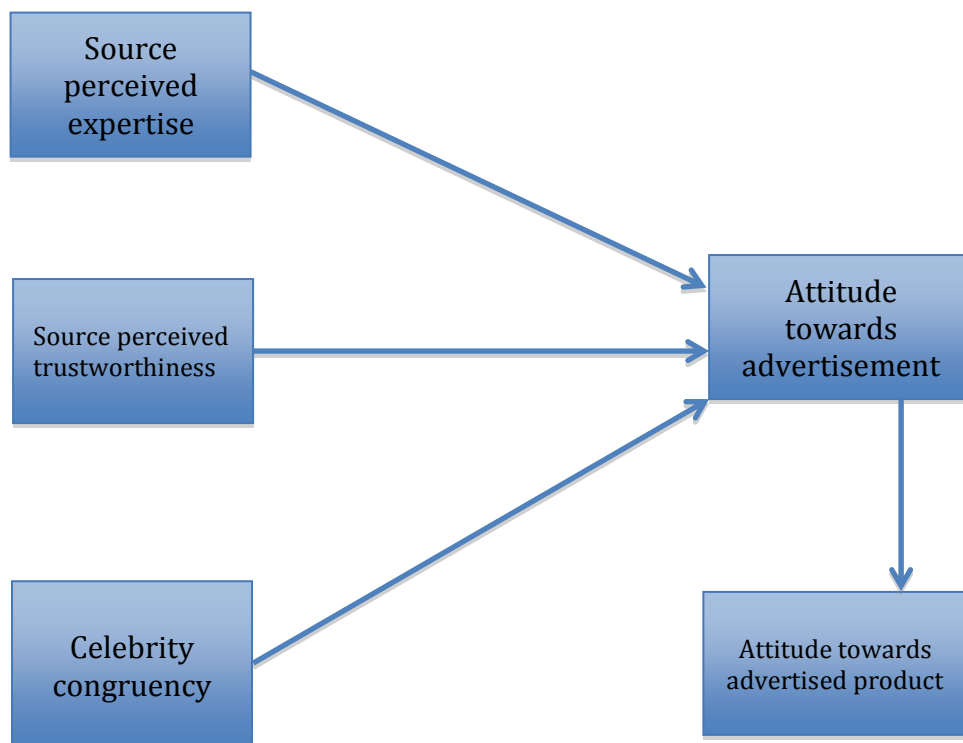
**5.2.1.2. Status of the testable hypotheses and final model regarding
conducted factor and regression analysis for milk**

**Table 17: Status of the testable hypotheses regarding conducted factor and
regression analysis for milk**

Name of Hypothesis	Status	Remarks
H1: Attitude toward green ad will significantly and positively influence the respondent's attitude toward advertised product.	Supported	B standard =0.765 p-value<0.001
H2: Environmental attitude will significantly and positively influence the respondent's attitude toward green advertisement.	Rejected	This item was deleted by factor analysis
H3: Health consciousness will significantly and positively influence the respondent's attitude toward green advertisement.	Rejected	B standard=0.095 P-value=0.239
H4: Attitude toward green product will significantly and positively influence the respondent's attitude toward green advertisement.	Rejected	This item was deleted by factor analysis
H5: Congruence between product and endorser will significantly and positively influence the respondent's attitude toward green advertisement.	Supported	B standard=0.303 p-value<0.001
H6: Endorser's perceived expertise will significantly and positively influence the respondent's attitude toward green	Supported	B standard=0.226 P-value=0.025

advertisement.		
H7: Endorser's perceived trustworthiness will significantly and positively influence the respondent's attitude toward green advertisement.	Supported	B standard=0.214 p-value<0.001
H8: Endorser's attractiveness will significantly and positively influence the respondent's attitude toward green advertisement.	Rejected	B standard=0.003 p-value=0.967

FIGURE 6: FINAL MODEL REGARDING CONDUCTED FACTOR AND REGRESSION ANALYSIS FOR MILK



5.2.2. Regression Analysis for Refrigerator Advertisement

After completing factor analysis and identifying factors, 5 factors which have been selected are used in our linear multiple regression as independent variables. Attitude toward Advertisement has been chosen as the dependent variable in this analysis. The results of regression model with five variables are available in first part. In order to get significant dependent variables we have used Stepwise selection method, which will be displayed in second part. Some of variables have been dropped due to insignificance. In accordance to mentioned information and multiple linear regression model we have:

Table 18: Model Summary of REF full model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.673	0.454	0.424	0.70890

The R-value represents the simple correlation and is 0.673; The Adjusted R Square indicates how much of the total variation in the dependent variable “Attitude toward advertisement” can be explained by the independent variables. In this case, 42.4% can be explained.

Table 19: ANOVA of REF Full Model

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	39.201	5	7.840	15.601	0.000
	Residual	47.239	94	0.503		
	Total	86.440	99			

ANOVA table indicates that the regression model predicts the dependent variable significantly well. Here, $p < 0.001$, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variables.

Table 20: Refrigerator full model, Regressions: Attitude toward AD

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.282	0.581		2.207	0.030
Celebrity congruency	0.434	0.084	0.485	5.178	0.000
Source perceived trustworthiness	0.210	0.101	0.221	2.079	0.034
Source perceived expertise	0.280	0.105	0.255	2.675	0.009
Source perceived attractiveness	0.016	0.016	0.075	0.960	0.339
Health consciousness	-0.005	0.025	-0.016	-0.209	0.835

Table above shows the regression model with all 5 variables, which gained from factor analysis. Health consciousness and source attractiveness have high p-values and are not significant. In second step, the results of regression stepwise model are available.

Table 21: Model Summary (ref stepwise model)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.669	0.448	0.431	0.70496

There is a little difference in the R square between full model and reduced model. Therefore, the elimination of health consciousness and source attractiveness caused to simplification and improvement of regression model. The R-value represents the simple correlation and equals 0.669; The Adjusted R Square indicates how much of the total variation in the dependent variable “Attitude toward advertisement” can be explained by the independent variables. In this case, 43% can be explained.

Table 22: ANOVA for REF Reduced Model

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	38.730	3	12.910	25.978	0.000
	Residual	47.710	96	.497		
	Total	86.440	99			

ANOVA table indicates that the regression model predicts the dependent variable significantly well. Here, $p < 0.001$, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variables.

Table 23: Refrigerator Reduced Model, Regressions: Attitude toward AD

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.354	0.276		4.906	0.000
Celebrity Congruency	0.438	0.082	0.490	5.359	0.000
Source Perceived Trustworthiness	0.260	0.108	0.265	2.407	0.025
Source Perceived Expertise	0.298	0.103	0.271	2.906	0.005

The values 0.490, 0.265 and 0.271 are the standardized regression coefficients of Celebrity congruency, trustworthiness, and expertise respectively. That means if level of Celebrity congruency increases by one unit, Attitude toward advertisement increases

by 0.490; if trustworthiness increases by one unit, Attitude increases by 0.265; if expertise increases by one unit, Attitude increases by 0.271. This reflects that level of celebrity congruency has the highest impact on Attitude toward advertisement. All t-values are significant with Celebrity congruency (<0.001), trustworthiness (0.025), and expertise (0.005).

5.2.2.1. Regression Analysis for Refrigerator (Attitude toward Advertised Product)

Table 24: Model Summary- Refrigerator data (attitude toward advertised product)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.691	0.477	0.472	0.71298

The amount of R, which is the indicator of simple correlation coefficient between two variables, is 0.691, which shows there is a strong relationship between two variables. The amount of Adjusted R Square is 0.472, which indicates that 47% of total changes in attitude toward advertised product is covered by attitude toward the advertisement.

Table 25: ANOVA- Refrigerator data (attitude toward advertised product)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	45.422	1	45.422	89.352	0.000
	Residual	49.818	98	0.508		
	Total	95.240	99			

P-value<0.001 of ANOVA indicates that totally the evaluated model is significant statistically.

Table 26: Refrigerator data, Regressions: attitude toward advertised product~

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	0.839	0.266		3.155	.002
Attitude toward advertisement	0.725	0.077	0.691	9.453	.000

The amount of B standard equals to 0.691 for attitude toward advertisement. P-value<0.001 indicates that this regression coefficient is statistically significant. In other words, the attitude toward advertised product will be increased 0.691 with respect to 1 unit increase in amount of attitude toward advertisement.

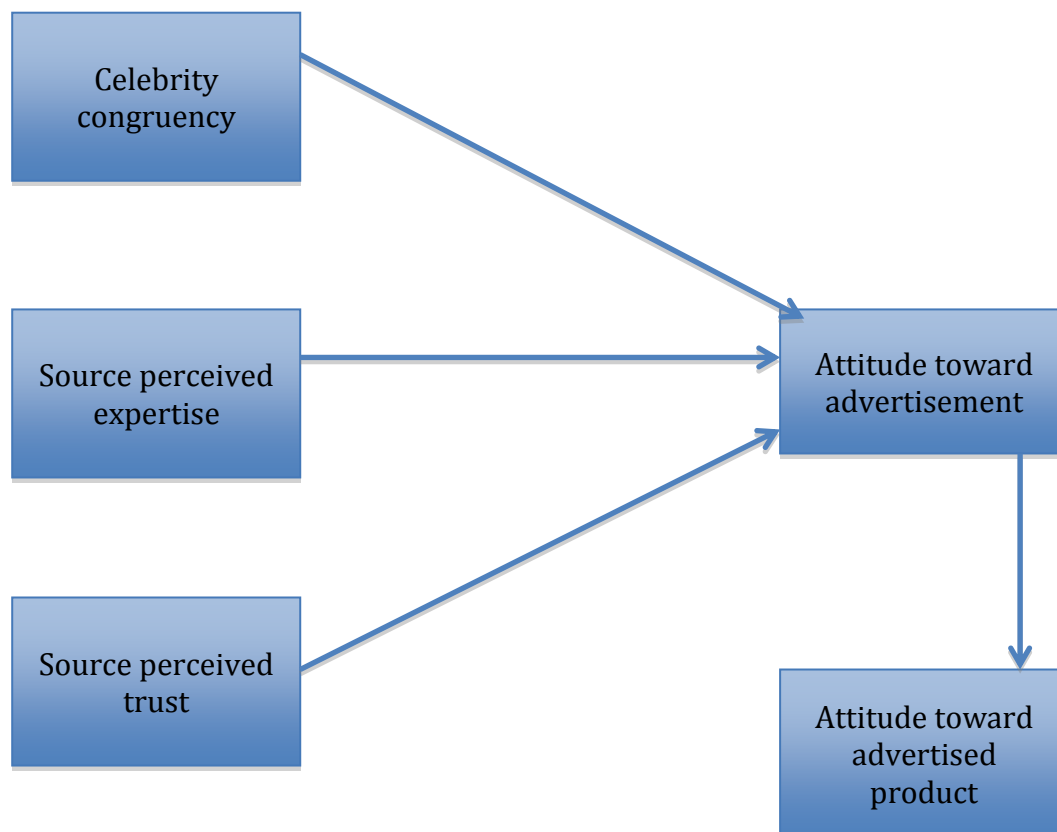
5.2.2.2. Status of the testable hypotheses and final model regarding conducted factor and regression analysis for refrigerator

Table 27: Status of the testable hypotheses regarding conducted factor and regression analysis for refrigerator

Name of hypothesis	Status	Remark
H1: Attitude toward green ad will significantly and positively influence the respondent's attitude toward advertised product.	Supported	B standard =0.691 P-value<0.001
H2: Environmental attitude will significantly and positively influence the respondent's attitude toward green advertisement.	Rejected	This item was deleted by factor analysis
H3: Health consciousness will significantly and positively influence the respondent's attitude toward green advertisement.	Rejected	B standard=-0.016 P-value=0.835
H4: Attitude toward green product will significantly and positively influence the respondent's attitude toward green advertisement.	Rejected	This item was deleted by factor analysis
H5: Congruence between product and endorser will significantly and positively influence the respondent's attitude toward green advertisement.	Supported	B standard : 0.490 p-value<0.001
H6: Endorser's perceived expertise will significantly	Supported	B standard= 0.271

and positively influence the respondent's attitude toward green advertisement.		P-value=0.005
H7: Endorser's perceived trustworthiness will significantly and positively influence the respondent's attitude toward green advertisement.	Supported	B standard: 0.265 p-value<0.001

FIGURE 7: FINAL MODEL REGARDING CONDUCTED FACTOR AND REGRESSION ANALYSIS FOR REFRIGERATOR



5.3. MANOVA Findings

Traditional research methods generally explore the effect of one variable at a distinct time, because it is statistically simple to manipulate. However, in many cases, two factors may be interdependent, and it is not practical or false to try to measure them in the traditional way. Researchers often use a factorial design in order to understand the effect of two or more independent variables. A factorial design does not have just two independent variables; it can have as many as you want. The major difference of factorial design with simple ones is the ability to analyze the interaction effect (how the combination of the independent variables influences the dependent variable) alongside with main effects (how each independent variable affects the dependent variable).

5.3.1. T-tests

The t-test assesses whether the means of two groups are statistically different from each other. This analysis is appropriate whenever you want to compare the means of two groups. T-test asks whether a difference between two groups' averages is unlikely to have occurred because of random chance in sample selection.

Table 28: Group Statistics for 3 Variables

	Kind of endorser	N	Mean	Std. Deviation
Trustworthy	Sener Sen	100	3.8320	0.73014
	Hulya Avsar	100	2.4480	0.92512
Expertise	Sener Sen	100	2.5660	0.85472
	Hulya Avsar	100	2.0980	0.79569
Attractive	Sener Sen	100	2.5220	0.74394
	Hulya Avsar	100	3.0220	0.95722

Table 29: Independent Samples Test between 3 Variables

	T-test for Equality of Means					
	T	Df	Sig.(2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Trustworthy	11.743	198	<0.001	1.384	1.15159	1.61641
Expertise	4.008	198	<0.001	0.468	0.23771	0.69829
Attractiveness	-4.124	198	<0.001	-0.500	-0.73907	-0.26093

The amounts of P-values for 3 tests are less than 0.001, which indicates that in all tests the mean of measured factor is different for both of the endorsers, and this difference is significant statistically. For trustworthiness and expertise factors, this mean is higher for Sener Sen compared to Hulya Avsar. But for attractiveness factor, this mean is higher for Hulya Avsar.

5.3.2. Prerequisites for MANOVA

There are number of standards which have to be explored by researcher before performing MANOVA. In order to measure the interaction effect, the total data related to milk and refrigerator needs to be integrated. One of the criteria, which have to be evaluated by author before performing MANOVA in current research, is to understand if there is any statistically difference between the respondents who filled milk and refrigerator questionnaire according to advertiser.

5.3.2.1. Homogeneity Tests of Two Samples

Cross-tabulation analyses are accomplished on the research data in order to describe the research's two or more categorical variables concurrently. Pursuant the cross-tabulation analyses, Chi-square analyses were established in order to test the statistical significance and strength of relationship of cross-tabulated variables. In order describe age independent T-test was used. It is used to see if there are any significant

statistical differences in the means of different two groups. The tables and their related explanations are available in details below.

5.3.2.1.1. Milk Questionnaire

a) Exploring the homogeneity level of gender in 2 milk questionnaires

Table 30: Cross tabulation of respondents: Gender versus AD type (female versus male endorser)

		Gender		
		Male	Female	Total
Type of endorser	Sener Sen	25	25	50
	Hulya Avsar	26	24	50
Total		51	49	100

Table 31: Chi-Square Test for Gender

	Value	Df	Asymp.Sig.(2-sided)
Pearson Chi-Square	0.04	1	0.841

The amount of p-value=0.841 of chi-square, indicates that gender variable is independent of group or simply there is no statistic difference between two groups of people which filled milk questionnaires in accordance to gender distribution.

b) Exploring the homogeneity level of education in 2 milk questionnaires

**Table 32: Cross tabulation of respondents: Education level versus AD type
(female versus male endorser)**

		Education Level						Total
		Secondary school graduate	High school graduate	University student	University graduate	Master/ PhD student	Master/ PhD graduate	
Type of endorser	Sener	5	9	4	14	12	6	50
	Sen Hulya	3	10	5	13	9	10	50
	Avsar							
Total		8	19	9	27	21	16	100

Table 33: Chi-square test for Education

	Value	Exact.Sig.(2-sided)
Fisher's Exact Test	2.203	0.846

The amount of p-value=0.846 of Fisher Exact Test, indicates that education level is independent of group or simply there is no statistic difference between two groups of people which filled milk questionnaires in accordance to education level distribution.

c) Exploring the homogeneity level of income in 2 milk questionnaires

**Table 34: Cross tabulation of respondents: Monthly income versus AD type
(female versus male endorser)**

		Income (Monthly)					Total
		0-1000	1001-2000	2001-3000	3001-4000	4001-5000	
Type of endorser	Sener	2	6	29	7	6	50
	Sen Hulya	7	6	22	10	5	50
	Avsar						
Total		9	12	51	17	11	100

Table 35: Chi-square test for Income

	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	4.359	4	0.367

The amount of p-value=0.367 of chi-square test, indicates that income level is independent of group or simply there is no statistic difference between two groups of people which filled milk questionnaires in accordance to income level distribution.

d) Exploring the homogeneity level of sample's age in 2 milk questionnaires

Table 36: Group Statistics for Age versus type of endorser

	Type of endorser	N	Mean	Std. Deviation
Age	Sener Sen	50	35.8800	10.70693
	Hulya Avsar	50	36.9400	11.24751

Table 37: Independent Samples Test of Age versus type of endorser

T-test for Equality of Means						
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Age	-.483	98	0.630	-1.06000	-5.41811	3.29811

In accordance to p-value=0.630 of Independent T Test, from statistic perspective there is no significant difference between the age means of two groups which filled milk questionnaire.

e) Exploring the homogeneity level in weekly milk consumption in 2 milk questionnaires

Table 38: Cross tabulation of respondents: weekly milk consumption versus AD type (female versus male endorser)

		Weekly milk consumption			Total
		1	2	3	
Type of endorser	Sener Sen	37	13	0	50
	Hulya				
	Avsar	35	13	2	50
Total		72	26	2	100

Table 39: Chi-square test for Weekly Milk Consumption

	Value	Exact Sig.(2-sided)
Fisher's Exact Test	1.704	0.622

The amount of p-value=0.622 of Fisher Exact Test indicates that milk consumption level is independent of group or simply there is no statistic difference between two groups of people which filled milk questionnaires in accordance to milk consumption level distribution.

f) Exploring the homogeneity level of profession in 2 milk questionnaires

Table 40: Cross tabulation of respondents: profession versus AD type (female versus male endorser)

		Employee	Student	Academician	Free work	Business owner	House holder	Total
Type of endorser	Sener Sen	13	6	15	11	3	2	50
	Hulya							
	Avsar	13	9	15	7	4	2	50
Total		26	15	30	18	7	4	100

Table 41: Chi-square test for Profession

	Value	Exact Sig.(2-sided)
Fisher's Exact Test	1.824	0.903

The amount of p-value=0.903 of Fisher Exact Test indicates that profession is independent of group or simply there is no statistic difference between two groups of people which filled milk questionnaires in accordance to profession distribution

5.3.2.1.2. Refrigerator Questionnaire

- a) Exploring the homogeneity level of gender in 2 refrigerator questionnaires

Table 42: Cross tabulation of respondents: Gender versus AD type (female versus male endorser)

		Gender		
		Male	Female	Total
Type of endorser	Sener Sen	23	27	50
	Hulya Avsar	21	29	50
Total		44	56	100

Table 43: Chi-square Test for Gender

	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	.162	1	0.687

The amount of p-value=0.687 of chi-square indicates that gender variable is independent of group or simply there is no statistic difference between two groups of people which filled refrigerator questionnaires in accordance to gender distribution.

b) Exploring the homogeneity level of education in 2 refrigerator questionnaires

Table 44: Cross tabulation of respondents: education versus AD type (female versus male endorser)

		Education Level						Total
		Secondary school graduate	High school graduate	University Student	University Graduate	Master/Phd Student	Master/PhD Graduate	
Type of endorser	Sener Sen	3	11	5	10	6	15	50
	Hulya Avsar	2	8	11	12	10	7	50
Total		5	19	16	22	16	22	100

Table 45: Chi-square test for Education

	Value	Exact Sig.(2-sided)
Fisher's Exact Test	6.970	0.224

The amount of p-value=0.224 of Fisher Exact Test, indicates that education level is independent of group or simply there is no statistic difference between two groups of people which filled refrigerator questionnaires in accordance to education level distribution.

c) Exploring the homogeneity level of income in 2 refrigerator questionnaires

Table 46: Cross tabulation of respondents: monthly income versus AD type (female versus male endorser)

		Income (Monthly)						Total
		0-1000	1001-2000	2001-3000	3001-4000	4001-5000	5001-7000	
Type of endorser	Sener Sen	4	9	22	7	4	4	50
	Hulya Avsar	8	10	16	11	3	2	50
Total		12	19	38	18	7	6	100

Table 47: Chi-square test for Income

	Value	Exact Sig.(2-sided)
Fisher's Exact Test	4.031	0.563

The amount of p-value=0.563 of Fisher Exact Test, indicates that income level is independent of group or simply there is no statistic difference between two groups of people which filled refrigerator questionnaires in accordance to income level distribution.

d) Exploring the homogeneity level of sample's age in 2 milk questionnaires

Table 48: Group Statistics Age*type of endorser

	Type of Endorser	N	Mean	Std. Deviation
Age	Sener Sen	50	38.5000	11.54627
	Hulya Avsar	50	35.1000	10.98840

Table 49: Independent Samples Test Age*type of endorser

T-test for Equality of Means						
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Age	1.508	98	0.135	3.40000	-1.07330	7.87330

In accordance to p-value=0.135 of independent T test, there is no significant difference between the age means of two groups which filled refrigerator questionnaire statistically.

e) Exploring the homogeneity level in refrigerator changing period, in 2 refrigerator questionnaires

Table 50: Cross tabulation of respondents: refrigerator change period versus AD type (female versus male endorser)

		How long it takes to change your refrigerator				Total
		0-5	5.1-10	10.1-15	Get out of order	
Type of endorser	Sener Sen	4	13	2	31	50
	Hulya Avsar	5	15	4	26	50
Total		9	28	6	57	100

Table 51: Chi-square test for REF Change

	Value	Exact Sig.(2-sided)
Fisher's Exact Test	1.405	0.733

The amount of p-value=0.733 of Fisher Exact Test, indicates that refrigerator's changing period is independent of group or simply there is no statistic difference between two groups of people which filled refrigerator questionnaires in accordance to refrigerator's changing period.

f) Exploring the homogeneity level of profession in 2 refrigerator questionnaires

Table 52: Cross tabulation of respondents: profession versus AD type (female versus male endorser)

		Employee	Student	Academician	Free work	Business owner	House holder	Total
Type of endorser	Sener Sen	19	6	15	5	2	3	50
	Hulya Avsar	14	12	13	4	3	4	50
Total		33	18	28	9	5	7	100

Table 53: Chi-square Test for Profession

	Value	Exact Sig.(2-sided)
Fisher's Exact Test	3.474	0.651

The amount of p-value=0.651 of Fisher Exact Test, indicates that profession is independent of group or simply there is no statistic difference between two groups of people which filled refrigerator questionnaires in accordance to profession distribution.

5.3.3. Multivariate Analysis of Variance (MANOVA)

The multivariate analysis of variance (MANOVA) model is a strong marketing research technique. As a direct generalization of the analysis of variance (ANOVA), MANOVA helps the marketing researcher to examine hypotheses involving differences in means of a set of p continuous dependent variables. Mean differences in these p variables can be examined across levels of S categorical independent variables (design factors). Thus, MANOVA is appropriate whenever group differences on a set of criterion variables, rather than a single criterion variable, must be considered.

We often measure several dependent variables on each experimental unit instead of just one variable. In the multivariate case, we assume that k independent random samples of size n are obtained from p -variate normal populations with equal covariance matrices. We wish to compare the mean vectors of the k samples for significant differences. The hypothesis is, therefore,

$$H_0: \mu_1 = \mu_2 = \dots = \mu_k \quad \text{vs.} \quad H_1: \text{At least two } \mu \text{'s are unequal}$$

Equality of the mean vectors implies that the k means are equal for each variable; that is, $\mu_{1r} = \mu_{2r} = \dots = \mu_{kr}$, for $r = 1, 2, \dots, p$.

If two means differ for just one variable, then H_0 is false and we wish to reject it. In the multivariate case, we have “between” and “within” matrices H and E . The $p \times p$ “hypothesis” matrix H has a between sum of squares on the diagonal for each of the p variables. Off-diagonal elements are analogous sums of products for each pair of variables. Assuming there are no linear dependencies in the variables, the rank of H is the smaller of p and v_H , $\min(p, v_H)$, where v_H represents the degrees of freedom for hypothesis; in the one-way case $v_H = k - 1$. Thus H can be singular.

The $p \times p$ “error” matrix E has a within sum of squares for each variable on the diagonal, with analogous sums of products off diagonal. The rank of E is p , unless v_E is less than p .

Wilks’ Test Statistic

The likelihood ratio test of $H_0: \mu_1 = \mu_2 = \dots = \mu_k$ is given by:

$$\Lambda = |E| / |E + H|$$

Which is known as Wilks’ Λ . (It has also been called Wilks’ U .) We reject H_0 if $\Lambda \leq \Lambda_{\alpha, p, v_H, v_E}$. The parameters in Wilks’ Λ distribution are

P = number of variables (dimension),

v_H = degrees of freedom for hypothesis,

v_E = degrees of freedom for error.

5.3.3.1. Multivariate Two-Way MANOVA

A balanced two-way fixed-effects MANOVA model for p dependent variables can be expressed:

$$y_{ijk} = \mu + \alpha_i + \beta_j + \gamma_{ij} + \epsilon_{ijk}, \quad i = 1, 2, \dots, a, \quad j = 1, 2, \dots, b, \quad k = 1, 2, \dots, n,$$

Source	Sum of Squares and Products Matrix	df
<i>A</i>	$\mathbf{H}_A = nb \sum_i (\bar{y}_{i..} - \bar{y}_{...})(\bar{y}_{i..} - \bar{y}_{...})'$	$a - 1$
<i>B</i>	$\mathbf{H}_B = na \sum_j (\bar{y}_{.j.} - \bar{y}_{...})(\bar{y}_{.j.} - \bar{y}_{...})'$	$b - 1$
<i>AB</i>	$\mathbf{H}_{AB} = n \sum_{ij} (\bar{y}_{ij.} - \bar{y}_{i..} - \bar{y}_{.j.} + \bar{y}_{...}) \times (\bar{y}_{ij.} - \bar{y}_{i..} - \bar{y}_{.j.} + \bar{y}_{...})'$	$(a - 1)(b - 1)$
Error	$\mathbf{E} = \sum_{ijk} (y_{ijk} - \bar{y}_{ij.})(y_{ijk} - \bar{y}_{ij.})'$	$ab(n - 1)$
Total	$\mathbf{T} = \sum_{ijk} (y_{ijk} - \bar{y}_{...})(y_{ijk} - \bar{y}_{...})'$	$abn - 1$

Where α_i is the effect of the i th level of A on each of the p variables in y_{ijk} , β_j is the effect of the j th level of B, and γ_{ij} is the AB interaction effect.

$$\bar{y}_{i..} = \frac{\sum_{jk} y_{ijk}}{nb} \qquad \bar{y}_{.j.} = \frac{\sum_{ik} y_{ijk}}{na}$$

$$\bar{y}_{ij.} = \frac{\sum_k y_{ijk}}{n} \qquad \bar{y}_{...} = \frac{\sum_{ijk} y_{ijk}}{nab}$$

Same like the model above the purpose is to explore the existence of significant difference between means of Attitude toward Advertisement and Attitude toward Advertised Product in different levels of 2 endorsers and two products. In addition; by using this model, we can explore the significance of interaction effect between factors of endorser and product.

Y_1 : Attitude toward advertisement

Y_2 : Purchase intention

A: Milk-Refrigerator

B: Kind of Endorser

AB: Milk-Refrigerator * Kind of Endorser

In accordance to mentioned information, the MANOVA has been accomplished for integrated data set. The results have been summarized in following table:

Table 54: Descriptive Statistics for Integrated Data

	Milk_Ref	Kind of Endorser	Mean	Std. Deviation	N
AAD	Milk	Sener	6.7800	1.6573	50
		Hulya	5.4000	2.2588	50
		Total	6.0900	2.0894	100
	Refrigerator	Sener	6.6400	1.8268	50
		Hulya	6.7200	1.9277	50
		Total	6.6800	1.8688	100
	Total	Sener	6.7100	1.7367	100
		Hulya	6.0600	2.1919	100
		Total	6.3850	1.9992	200
APD	Milk	Sener	3.3400	0.7722	50
		Hulya	2.7200	1.1256	50
		Total	3.0300	1.0096	100
	Refrigerator	Sener	3.1800	1.0437	50
		Hulya	3.3400	0.9172	50
		Total	3.2600	0.9808	100
	Total	Sener	3.2600	0.9170	100
		Hulya	3.0300	1.0679	100
		Total	3.1450	0.9995	200

These tables display the means and standard deviations of ‘Attitude toward advertised product’ and ‘Attitude toward Advertisement’ variables in related sub-groups.

Table 55: Multivariate Tests

Effect	Value (Wilks' Lambda)	F	Sig.	Partial Eta Squared
Intercept	0.073	1240.878	0.000	0.927
Milk_Ref	0.977	2.340	0.099	0.023
Kind of Endorser	0.972	2.822	0.062	0.028
Milk_Ref * type of Endorser	0.957	4.419	0.013	0.043

According to the (P-value=0.013) of Wilk's Lambda, it can be concluded that the interaction effect between celebrity endorser and kind of product is significant. But p-value related to the main effects remarks that these effects are not significant statistically.

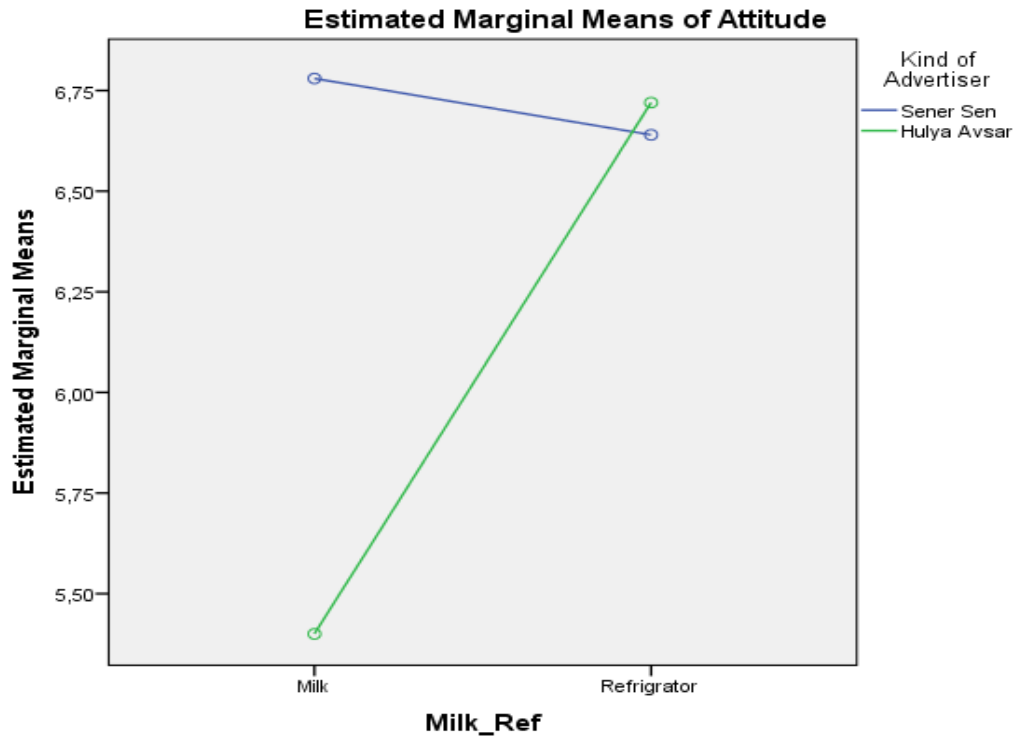
Table 56: Tests of Between-Subjects Effects

Source	Dependent Variable	F	Sig.	Partial Eta Squared
Corrected Model	AAD	5.832	0.001	0.082
	APD	4.532	0.004	0.065
Intercept	AAD	2188.658	0.000	0.918
	APD	2085.681	0.000	0.914
Milk_Ref	AAD	4.672	0.032	0.023
	APD	2.789	0.097	0.014
kind of Endorser	AAD	5.671	0.018	0.028
	APD	2.789	0.097	0.014
Milk_Ref * Kind of Endorser	AAD	7.152	0.008	0.035
	APD	8.018	0.005	0.039

Table above shows the amount of F statistic for univariate analysis. In order to get acceptable confidence level for each test, the amount of $\alpha=0.05$ will be divided to 6, because 6 test have been accomplished in this part. The acceptable Confidence level for each test will be 0.0083. According to this result, in univariate analysis only 2 tests related to interaction effect with 'Attitude toward AD' and interaction effect with 'Attitude toward advertised product' is significant.

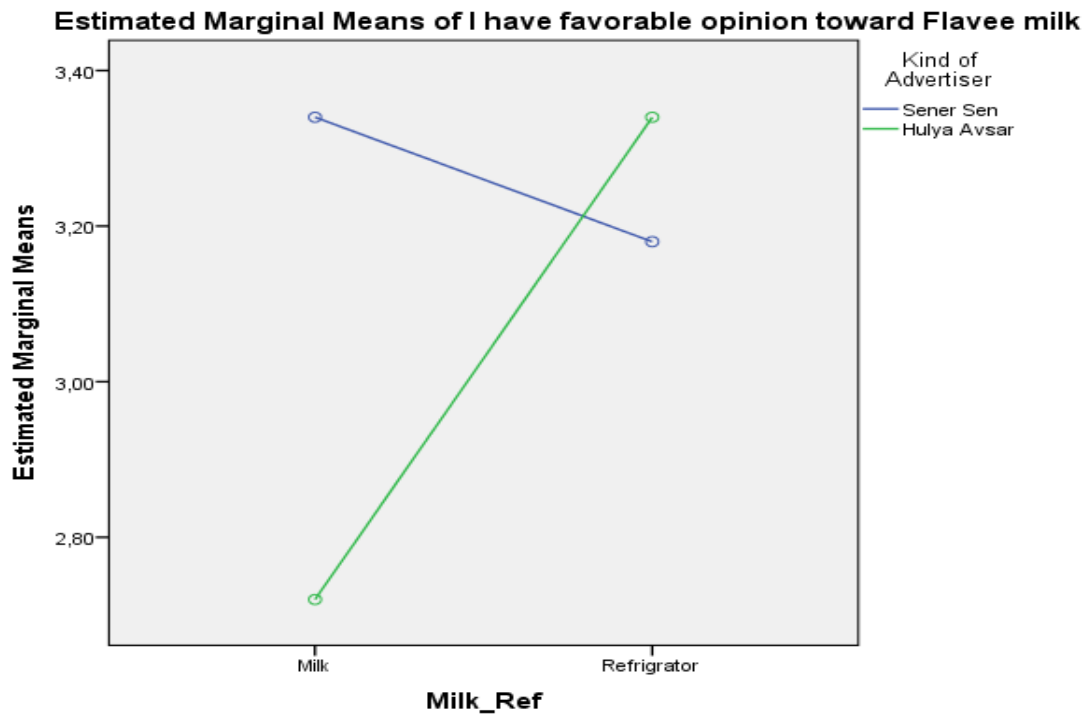
5.3.3.2. Interaction Effects Plots

FIGURE 8: ESTIMATED MARGINAL MEANS OF ATTITUDE TOWARD AD



The plot above is drawn for the ‘Attitude toward AD’, in endorsers and kind of product dimensions. Based on above figure, the mean is higher for male endorser (Sener Sen) for milk, and the mean is higher for female endorser (Hulya Avsar) for refrigerator. The interaction effect of these two factors is significant for ‘Attitude toward AD’. It can be stated that interaction effect of two mentioned groups are significant due to intersection of two lines.

FIGURE 9: ESTIMATED MARGINAL MEANS OF ATTITUDE TOWARD ADVERTISED PRODUCT



The plot above is drawn for the ‘Attitude toward advertised product’, in endorser and kind of product dimensions. According to above figure, the mean is higher for male endorser (Sener Sen) for milk, and the mean is higher for female endorser (Hulya Avsar) for refrigerator. It can be deduced that interaction effect of these two factors is significant for ‘Attitude toward advertised product’, because of intersection of two lines in plot above.

6. Conclusion

This section involves the discussion of the research findings, implications and the conclusions of the study.

6.1. Discussion and Conclusion

Factor analysis gave five factors as results from the variables in the questionnaire. These factors are source perceived expertise and trustworthiness, celebrity attractiveness, celebrity congruency and health consciousness. In addition, the statements related to attitude toward green products and environmental attitude have been dropped due to the lack of correlation.

In first step, regarded to regression results for both questionnaires celebrity congruency, source perceived trustworthiness and source perceived expertise identified as the only independent variables, which positively influence attitude toward advertisement. It can be concluded from the results that the concept of match-up plays the major role in affecting the respondents' attitude toward advertisement, since celebrity congruence had a higher influence on attitude toward advertisement for both types of products compared to other variables. For both products, source perceived expertise identified as the second important factor in enhancing the respondents' attitude toward advertisement. Following these two independent variables, source perceived trustworthiness mentioned as the third key factor in influencing respondents' attitude toward advertisement. The result is consistent with Ohanian (1991) findings, which indicate that endorsers, which have trustworthiness and expertise at the same time, are the best sources for attitude change.

Findings indicated that celebrity endorsements generated high positive attitudes toward the ad. Celebrity endorsement creates an emotional lever to enhance the advertisement believability. However, the celebrity itself should be taken into consideration. Current study found celebrity endorsement as useful method in changing respondent attitude in contradiction to Esangbedo's (2011) study, which could not find any positive relationship between celebrity endorsement and advertisement

effectiveness. Current study's result is consistent with research results by (Aziz et al., 2013; Saeed et al., 2014; Ahmed et al., 2012; Tran, 2013; Alberse and Verleun, 2012; Samat and Hashim and Yusoff, 2014) about general effect of endorsement concept. In addition, current study is pursuant with results of Dutta and Singh (2013), which concluded that celebrity endorsement plays an important role in attitude change for healthy food products. Dutta and Singh's (2013) study can be assumed as a conceptually similar research with current study.

Since the debut of source credibility issue by Holand and his colleges in 1953 this concept has been studied in several fields like communication, psychology, marketing and advertisement. The effectiveness of source credibility dimensions, source attractiveness and celebrity-product congruency have been widely discussed in literature (Belch and Belch, 1994; Cohen and Golden, 1972; Cooper, 1984). Most of previous studies about endorsement investigated the role of source credibility dimensions on changing audiences' attitude toward advertisement. First group of these studies concluded in effectiveness of all credibility dimensions in influencing attitude toward advertisement (e.g. Pornpitakpan, 2003; Goldsmith et al., 2000; Sertoglu et al., 2004; Samat et al., 2014). The second group has different results (e.g. Ohanian, 1991; Ahmad, 2011; Hakimi et al., 2011; Kahle and Homer, 1985; Till and Busler, 1998) and concluded in partial effect of source credibility and attractiveness on attitude change. Current study is among second category. In the analyses related to this thesis, source perceived expertise and trustworthiness have positive impact on respondents' attitude toward advertisement. The result about source attractiveness was different and respondents did not find it as a predictor of any positive attitude change in advertisement. So it can be deduced that the results can be categorized in second group.

Current study's result is consistent with Ohanian's (1990) study about Neutral impact of source attractiveness on attitude change. Hassan and Jamil (2014) found negative relationship between celebrity attractiveness and attitude change. These authors introduce consumers' quality consciousness as the main reason for this negative relationship. They also claim that only physical attractiveness is not enough for making any negative or positive assertion. As the second reason for negative relationship

between attractiveness and attitude change, mentioned authors indicate that well-known products are positioned very well in consumers' mind and most of famous products are advertised by famous personalities.

The inefficiency of source attractiveness in this thesis can be explained by the reason that none of advertised products are attractiveness related. This result is consistent with Kahle and Homer's (1985) research, which suggested that if attractiveness provides main information it should only affects attitudes under high involvement, or when the product is related to attractiveness. About the effect of source attractiveness on attitude toward advertisement, current study has conflict with study results by (Tingchi Liu et al., 2007, Caballero et al., 1989; Bower and Landreth, 2001; Baker and Churchill, 1977; Caballero et al., 1989; Caballero and Salomon, 1984; Desarbo and Harshman, 1985; Kahle and Homer, 1985; Till and Busler, 1998; Ahmad, 2011; Chan and NG, 2014; Bhatt et al., 2013) which perceived this dimension as the most important dimension of source credibility for attitude change. Current study's results maybe indicate the point that source perceived attractiveness has been perceived as the weakest aspect of source credibility from respondents' perspective in Turkey about green products.

Both of endorsers in current study are among the most popular and trustworthy celebrities in Turkey. Similar to Ahmad's study, which introduced source expertise as the second important factor in attitude change, current study has the same result. As a matter of fact, none of endorsers in this study are expert in food or house appliances' industry. So from this point of view, the endorsers have the equal status in these advertisements. The expertise findings were consistent with previous research suggesting that a source's perceived expertise has a positive impact on attitude change (Maddux and Rogers, 1980; Mills and Harvey, 1972; Horai et al., 1974). Current study is in contradiction with study results of Bhatt et al., (2013) and Ahmad (2011), who introduced source perceived trustworthiness as insignificant predictor of attitude change. Source perceived trustworthiness is among the three major determinants, which positively affect attitude toward green advertisement.

Previous studies gave too much significance to the concept of congruency. In accordance to regression results celebrity-product congruency has been selected as the most important predictor of attitude toward advertisement. Congruency seems to be more important than celebrity's personal characteristics from respondents' point of view among the respondents. An advertisement, which has high product congruent image, generates greater advertisement believability compared to an AD, which has less product congruent image (Levy, 1959). This would be the indicator of the point that respondents approach the celebrity endorsement issue more cognitively. Fleck et al., (2012) imply in their study that when audiences highly appreciate a celebrity, they are more likely to perceive him/her in harmony with the endorsed product, recommending a bias associated with affect. Subsequently this affective approach influences consumers' cognitive attitude toward AD too. Current study's results are consistent with the results of (Tingchi Liu, 2007; Kim and Na, 2007; Chooi and Rifon, 2012; Fleck and Korchia, 2009; Ahmed et al., 2102; Chan and Ng, 2014) about celebrity congruency's significant role on attitude toward advertisement. In current study respondents found the advertisements more favorable when there is a fit between celebrity and endorsed product. It can be observed that this amount is higher for refrigerator advertisement (0.49) compared to milk AD (0.30) for integrated data. Result of current thesis is pursuant with Kamins and Gupta (1994) that the higher degree of congruency between the types of endorsers and the product advertised, the greater believability of the advertisement.

There are several researches can be found about the ways which lead the marketers to enhance the effect of congruency. For instance, some marketers believe that attractive endorsers are better to use for attractiveness related products, or some have the idea that it would be better to use expert sources in commercials related to their filed of profession. By exploring the advertisements some examples can be mentioned for each category. For attractiveness related product, Nicole Kidman in Chanel AD can be a clear sample. And for expertise dimension Michael Jordan is an appropriate for Nike advertisement. Actually not all the congruency related endorsements fall into these two categories. Examples of celebrity endorsement, which can not be described by these two dimensions, are available too (e.g. Kivanc Tatlitug for AK Bank, Gem Yilmaz for

IS Bank). In current study, two celebrities from different genders have been selected in order to endorse the products. The products are milk and refrigerator. Totally 4 different advertisement have been created. None of these advertisements can be categorized as attractiveness or expertized dimensions, which just explained.

In current thesis, author explored the impact of green purchase behavior determinants on attitude toward green advertisement. Health consciousness, environmental attitude and attitude toward green products are the determinants of green purchase behavior, which were chosen to be evaluated. Pursuant to regression results there is no significant relationship has been found between these determinants and respondents' attitude toward green advertisement. These results are consistent with results of Tu et al. (2011), which mention that environmental messages do not have any significant impact on attitude toward advertisement. In accordance to results by Guctekin (2011) most of companies, which adopt green strategies, use green messages to communicate their activities with people in order to offer green products and services to the customers. But unfortunately some firms can be found which compile green advertisements which the advertised product does not have the features of a real environmentally safe product. Audiences perceive these commercials as not believable messages, which just contain environmentally friend contents and slogans. This distrust problem toward green messages causes the reason that people do not seek for the information related to their health in these advertisements. Finally, there is no significant relationship has been found between attitude toward green products and attitude toward advertisement. All of these can be explained by lack of inherent credibility in the sources, which causes to decrease of trust in audiences about claims (Mainieri et al., 1997), which leads to low satisfaction responses (Oliver, 1980). This means than more credible sources play a major role between green products and attitude change. Bybee (2009) mentions that experts' testimonial is an effective method, which enhances satisfaction responses toward green. Same author indicates that consumers do not have propensity to assess the quality of green product, which advertised in promotional messages except the expert testimonials. Another reason for insignificance of these advertisements in drawing health and environmental conscious people can be explained in presenting the advertisements as print.

Finally in accordance to the results of first study, regression analysis showed the positive and significant relationship between attitude toward the advertisement and attitude toward advertised product for both product categories. This result supports the results of Kim (1995), which indicates that attitude toward advertisement directly influences the hedonic dimension of product attitude. The result of current study is also consistent with (Raluca and Loan, 2010) study.

In second step, Multivariate Analysis of Variance (MANOVA) is performed. In order to do this, data related to milk and refrigerator have been integrated with each other. And this integrated data used as factor analysis input. Results of factor analysis point out that 3 integrated variables are appropriate.

Homogeneity test has been conducted as one of MANOVA's prerequisites. The results of cross tabulation test indicate that there was no significant difference between two groups of respondents, which filled the milk and refrigerator questionnaires separately accorded to statements in general part of questionnaire. Actually most of the questionnaires have been distributed in academic environment. So these results were not unexpected.

MANOVA analysis has been performed in order to explore the existence of significant difference between means of Attitude toward Advertisement and Attitude toward Advertised Product in different levels of 2 endorsers and 2 products. In addition, by using this model, the significance of interaction effect between factors of endorser and product can be explored. The results indicate that there is a significant interaction effect between two groups of product and endorsers accorded to the dependent variables. For attitude toward advertisement, this amount is more for Sener Sen for milk, and higher for Hulya Avsar in refrigerator. For attitude toward advertised product, the same results have been gained. Interaction effect plots confirmed the mentioned results.

According to the independent sample t-test respondents found Hulya Avsar more attractive than Sener Sen. On the other hand, Sener Sen was selected as the more trustworthy and expert source from respondents' point of view. The reason behind this

result can be expressed by this fact that several endorsements, which accomplished by Hulya Avsar, reduced her credibility dimensions from respondents' perspective. Pursuant to literature multi brand endorsement reduces source credibility (Tripp et al., 1994).

In accordance to Bybee (2009) expert endorsers are the best choices to endorse green and environmentally friend products. T-test results point out Sener Sen as more expert endorser from respondents' perspective. Ohanian (1991) emphasizes, it does not important that endorser is a real expert or not. She mentions that the important point is how the audiences perceive the endorser. Both of the endorsers are movie stars and they are not expert in food or house appliance industry.

If the results of t-test and MANOVA considered together, it can be deduced that respondents had more positive attitude toward the product with technological aspects (refrigerator) endorsed by attractive source (Hulya Avsar). Also the attractive endorser enhanced their attitude toward refrigerator advertisement more than other one. In accordance to Erdogan (1999) attractiveness does not only refer to physical attractiveness. It refers to number of attributes like intellectual skills, personality properties, lifestyle or athletic power, which consumers consider in an endorser. Maybe respondents considered all the mentioned factors together, while selecting Hulya Avsar as the preferred endorser for refrigerator advertisement. In addition, the result, which has been reached for refrigerator AD can be explained by the logic that refrigerator as a green product has designed to be more useful in reducing the energy and safe for environment and it does not have direct impact on people's health.

On the other hand, results remark that respondents had more positive attitude toward the milk (which is from food industry) with more trustworthy and expert endorser. Sener Sen also has more positive impact on enhancing respondents' attitude toward milk advertisement. These results can be explained by the notion that since milk has direct impact on respondents' health, they have more tendencies to see more credible endorser (Sener Sen) in related advertisement.

Langmeyer et al. (1992) point out that each celebrity endorser possesses distinct symbolic meanings and some meaning are different for male and female endorsers. Symbolic meaning contributes to creation of an image and great consideration must be taken in selecting a celebrity endorser. Maybe in accordance to previous former recognition, which audineces held about current study's endorsers, the female endorser transfers better meanings related to home appliances and male endorser transfers better meanings for milk product to audiences. Langmeyer's et al. (1992) study indicates that several factors need to be considered before selection of a celebrity like the complete impact of celebrity's image including gender of the celebrity and gender of audiences.

6.2. Research implication

6.2.1. Implications For Marketers

With respect to the findings, it can be suggested to marketers that adopting environmentally responsible strategies, leads the company to high quality evaluations by people. Moreover people do not assess this social responsibility only in accordance to the advertisements, which released by company only for product promotion. Therefore marketers need to adopt green strategies not only for advertising the product. In addition, green companies can increase the production and distribution of green products in order to increase the accessibility of these products to people.

Organic food industry maybe is the most arguable sector among green products, because it is directly related to humans' health. Marketers should take into account this point. Pursuant to this, they should accept the commitment especially about certification of the products and following the environmental and human health preservation rules since they deliver the products to the end customers.

Another implication of this study for marketers is the positioning problem, which green products deal with. The information, which people have about these products, is really restricted. Managers should consider this point when they are planning to make some marketing strategies for green products. Also managers should be careful about the way that they promote green products to make quality evaluator

customers satisfied. Findings suggest the managers that more credible endorsers are the best kind of sources in order to introduce environmentally friend products. With respect to the literature credible endorsers are useful in reducing the distrust problem in consumers' mind, which can guide them to purchase (Mainieri et al., 1997). The findings also have other implication for marketers in order to create persuasive green messages and also for employing celebrity endorsers. To maximize the persuasive communication for green advertisements, practitioners should recognize the importance of considering the fit between celebrity endorser and endorsed product.

Finally marketers should understand that people, who have positive attitude toward advertisement would have more positive attitude toward advertised green products too.

6.2.2. Implications For Researchers

The significance of findings for both academic and business levels increases the importance of the repetition of the study in other countries, with different economic, socio-cultural (e.g. uncertainty avoidance), political-legal rules (e.g., autocracy) and ethical (e.g., idealism). Current study has been accomplished with 2 endorsers and two products. In future studies, researchers would be better to select endorsers from different categories or choose different kinds of environmentally friend products in order to study. In addition, advertisements utilized in the studies should inform people about different advantages which the advertised products can provide for customer's health and environment in clearer way.

Another important factor, which reserachers should take into the account in further researches, is the degree of involvement, which customers hold to green advertisements. As mentioned before, an advertisement's effectiveness is highly related to the degree of involvement toward products in audiences.

In current study authors only used print advertisements, it will be useful to take advantage of different kinds of advertisements. So the findings of current study may not

be consistent when other kinds of advertisements are utilized. In addition, both of the endorsers in this study are from television media and it will be useful to use the endorsers from other fields in future studies.

6.3. Limitations

This thesis should be studied with having knowledge of its limitations for better understanding of the findings and interpretation of the results.

The first and maybe the most important limitation in current research is the problem of extending and depicting the scenarios in this study as real advertisements. A larger sample of the general public would seem careful in order to judge the stability of the current results. Study's findings are not strongly generalizable to all promotional settings, only the print advertisements were used for this research, the findings may not hold for other sorts of media (e.g. television advertising). In addition, authors just could able to choose 2 industries and 2 endorsers in research. Current research is one of the first researches, which investigated the role of endorsers on green marketing.

Respondents included in the survey may not be adequately representative of the target population and sample elements may not be away from bias since the sample was selected by using a non-probabilistic sampling method-convenience sampling. A systematic sampling of respondents could have been a more appropriate approach for this thesis, however it was impossible to use such a probabilistic sampling method due to limitations on time.

A highly educated portion of the population was selected due to the complexity of the nature of subject and the complexity of questionnaire questions. As a result, 64% of the respondents possess a university or higher degree certificate. This amount could be measured higher if university students in the survey are considered too. Obviously, this consumer segment has been overrepresented.

Again due to convenience sampling, most of questionnaires have been distributed in university. Students and academicians compose 44% of the sample.

Regarded to this point the great part of incomes fall between 2001 and 3000 Turkish Lira. The study may be replicated with a greater sample size and with a representative sample of the population to ensure generalizability of the findings to the whole population and to increase reliability of the results. A suggestion for further research is conducting the study with a representative sample from various professions in order to have the choice to compare people from different income and social class since there may occur differences between low-income and high-income respondents' perceptions, motivations, attitudes and behavior.

Another limitation, which can be implied, is about measuring respondent's behavioral points. For instance people have tendency to exaggerate their attitude about environment preservation statements, which were self-reported. The same problem was appeared for some questions in general part too.

Appendix 1: Advertisement Images on each Questionnaire

1- Milk advertisement with Hulya Avsar's endorsement



2- Milk advertisement with Sener Sen's endorsement



3- Refrigerator advertisement with Hulya Avsar's advertisement



4- Refrigerator advertisement with Sener Sen's advertisement



Appendix 2: Turkish Questionnaire

Bu anket, T.C. Marmara Üniversitesi İngilizce Üretim Yönetimi ve Pazarlama Yüksek Lisans Programı öğrencisi Hadi Salarilak tarafından, araştırma amaçlı oluşturulmuştur. Toplanan veriler sadece analiz amaçlı kullanılıp, üçüncü şahıslarla paylaşılmayacaktır. Zaman ayırdığınız için çok teşekkürler. Flavee, çevreye duyarlı bir buzdolabı markasıdır. Hülya Avşar bu ürünün reklamında yer almaktadır. Reklam görseli aşağıda bulunmaktadır. Lütfen aşağıdaki ifadelere katılma düzeyinizi bu bilgileri dikkate alarak belirttiniz.

1- Flavee buzdolabı/süt reklamını beğendim.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

2- Flavee buzdolabı/süt reklamını ikna edici buldum.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

3- Flavee buzdolabı/süt hakkında olumlu düşünüyorum.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

4- Hülya Avşar/Şener Şen ve Flavee buzdolabı/süt arsında uyum vardır.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

5- Hülya Avşar/Şener Şen ve Flavee buzdolabı/süt arsında mantıklı bağlantı vardır.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

6- Hülya Avşar/Şener Şen, Flavee buzdolabı/süt reklamı için uygundur.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

7- Hülya Avşar/Şener Şen'i güvenilir bulurum.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

8- Hülya Avşar/Şener Şen'i inanılır bulurum.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

9- Hülya Avşar/Şener Şen'i samimi bulurum.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

10- Hülya Avşar/Şener Şen'i dürüst bulurum.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

11- Hülya Avşar/Şener Şen'i emin bulurum.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

12- Hülya Avşar/Şener Şen'i çekici bulurum.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

13- Hülya Avşar/Şener Şen'i şık bulurum.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

14- Hülya Avşar/Şener Şen'i hoş bulurum.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

15- Hülya Avşar/Şener Şen'i güzel bulurum.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

16- Hülya Avşar/Şener Şen'i seksi bulurum.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

17- Hülya Avşar/Şener Şen'i yeşil ve sağlıklı ürünler hakkında bilgili bulurum.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

18- Hülya Avşar/Şener Şen'i yeşil ve sağlıklı ürünler hakkında uzman bulurum.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

19- Hülya Avşar/Şener Şen'i yeşil ve sağlıklı ürünler hakkında deneyimli bulurum.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

20- Hülya Avşar/Şener Şen'i yeşil ve sağlıklı ürünler hakkında usta bulurum.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

21- Hülya Avşar/Şener Şen'i yeşil ve sağlıklı ürünler hakkında nitelikli bulurum.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

22- Çevre hakkında endişe duyuyorum.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

23- Çevreyi korumak için fedakarlık yapmaya hazırım.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

24- Şahsen ekonomik kaygılarım var ve onlara çevreyi korumadan daha fazla öncelik veriyorum.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

25- Bence çevreye verilen önem bazen abartılıyor.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

26- Benim davranışlarım çevre üzerinde etkisi vardır.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

27- Sağlığım konusunda her zaman endişeliyim.

1=kesinlikle katılıyorum

5=kesinlikle katılmıyorum

28- Sağlık hakkında verilen bilgilerle ilgileniyorum.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

29- Beslenme bilgileri benim ne satın alacağımı belirler.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

30- Alışveriş yaparken çevre dostu ürünleri göz önünde bulunduruyorum.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

31- Ben yeşil ürünleri satın almak için biraz daha yüksek fiyat ödemeye hazırım.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

32- Bence yeşil ve sağlıklı ürünler çok pahalı değil.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

33- Yeşil ürünlerin zengin insanlar için olduğuna inanıyorum.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

34- Fiyatı ne olursa olsun çevre dostu alternatifi seçerim.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

35- Yeşil ürün satın aldığımda/kullandığımda kendimle gurur duyuyorum.

1=kesinlike katılıyorum

5=kesinlikle katılmıyorum

36- Cinsiyetiniz

1=erkek

2=kadın

37- Eğitim durumunuz

○ 1=İlkokul mezunu

- 2=Ortaokul mezunu
- 3=Lise mezunu
- 4=İki yıllık yüksekokul mezunu
- 5=Üniversite öğrencisi
- 6=Üniversite mezunu
- 7=Yüksek Lisans/ Doktora öğrencisi
- 8=Yüksek Lisans/ Doktora mezunu

38- Aylık Geliriniz

- 1= 0-1000 TL arası
- 2=1001-2000 TL arası
- 3=2001-3000 TL arası
- 4=3001-4000 TL arası
- 5=4001-5000 TL arası
- 6=5001-7000 TL arası
- 7=7001-10000 TL arası
- 8=10001'den fazla

39- Yaşınız

40- Mesleğiniz

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