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**Discover how celebrity endorsement advertisement impacts consumer purchasing behavior
in the case of Pepsi-Cola**

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by

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ABSTRACT

In the business area, the competition among enterprises always forces companies to think about how to improve their product, how to make a better mix based on its equity. Different strategies sometimes can judge the future trend for the companies. According to the 4Ps, promotion is a crucial element for a company to have an impact on its commercial activities (Sujan and Bettman, 1989). One of the most effective strategies is celebrity endorsement advertisement, which is popular in the Chinese market combining social culture. This study will concentrate on Pepsi-Cola in the Chinese market and its application of celebrity endorsement advertisement. Some vital elements the celebrity endorsement advertisement creates will also be concerned. This study digests the quantitative relationships between celebrity endorsement advertisement, the factors which celebrity endorsement advertisement creates, and the purchasing behavior.

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The Problem Identification

1.1. Introduction

Pepsi company, which was established in the US in 1903, was one of the most famous brands in the world (Mckelvey, 2006). The main product of Pepsi is “Cola,” a carbonated drink that is very popular for people of all ages. In 2016, the Pepsi company was evaluated as “ranking 84” by “BrandZ top 100 global brands in 2017”. Pepsi Cola is always popular in China, compared with its competitor Coca-Cola Company, Pepsi Company has a steady amount of market share in China. Pepsi Company takes the market in China very serious, and it has formulated some different kinds of market strategies to make Pepsi in China become more strength. Celebrity endorsement has been established as one of the most popular tools of advertising in recent times to show the brand image(Mukherjee,2009). “Conveying a brand image to a target market is a fundamental marketing activity,” said by Park et al. (1986). The factors of brand image are also essential to be concerned (Dobni and Zinkhan, 1990). And there is a definition of celebrity endorsement advertisement, and an endorser is a person, character, or organization that speaks or appears in an ad in support of the advertiser or its claim (Gupta,2008). In China, Pepsi Company has chosen lots of different spokesmen to spread the product “Pepsi-Cola” and almost has a powerful impact on its consumers.

Our research is built on the premise that celebrity endorsement advertisement of Pepsi Cola in the Chinese market will create some factors including brand awareness, brand recall and brand loyalty which impact on the brand itself, and these factors will finally influence the purchasing behavior. Based on the conceptual model, the study will initiate.

1.2. Research Purpose

The purpose of this study is to explore the quantitative relationship between Celebrity endorsement advertisement, brand awareness, brand recall, brand loyalty, and purchasing behavior.

1.3. Research Objective

To collect the information about the effect of the marketing strategy-celebrity endorsement advertisement and get the answer about the specific quantitative relationship: the following questions need to be addressed:

1. To examine what is the powerful impact of celebrity endorsement advertisements.
2. What are the attributes of celebrity endorsement advertisements?
3. Will these sufficient attributes of celebrity endorsement advertisements make consumers willing to purchase?

Literature Review

2.1. Celebrity endorsement advertisement in China

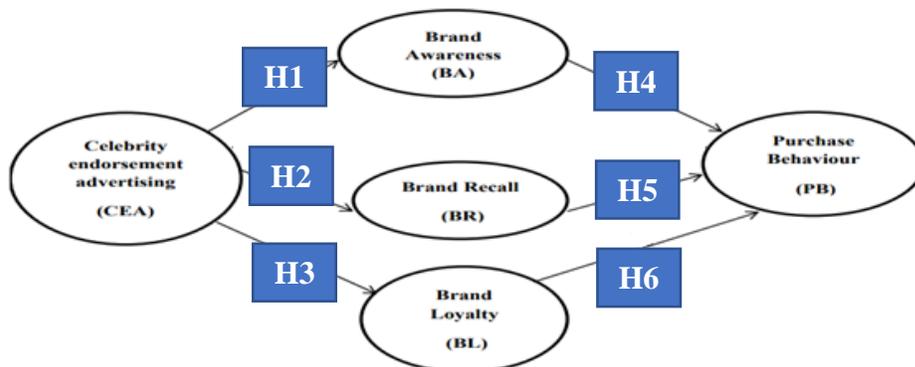
Celebrity endorsement advertisement, also known as the spokesman of advertisement, it is a very typical process of advertisement for companies to expand the impact of their products among consumers. It aims to build a special relationship between the consumers and the spokesman who is selected. Intense attachment with celebrities will encourage or attract consumers to follow their steps like using the same products as their idols do (Hassan and Jamil, 2014). There is a view that celebrities are generally attractive, and they can help eliminate the negative perspectives from people to some products, and consumers will be more comfortable to accept the products (Nagdev and Singh, 2016). As Gan told (2006), for the communication side, celebrity endorsement has a significant effect in China. The entertainment always combines with the products in China. For instance, a famous person who keeps a large number of fans, although he is not an expert, can easily lead parts of fans to follow his steps in some situations. It is a typical way of the transition from the impact of celebrities to the real industry.

Based on the comprehensive analysis, there is a result that celebrity endorsement advertisement usually has a positive impact on purchase intention. There is the fact that the relationship between the celebrities and consumers is so tight that it creates lots of motivation and dependent behaviors of purchasing.

And the following part will focus on the conceptual model of celebrity endorsement, and some hypothesizes.

2.2.1. The Proposed Research Conceptual Model

Figure1: Adapted from Ndlela and Chuchu (2016)



This model includes a predictor variable(CEA), three mediator variables(BA, BR, and BL), and one outcome variable(PB).

2.2.2. Celebrity Endorsement Advertisement

Celebrities are one of the most critical parts of the marketing communications strategy. Celebrities in an advertisement often show consumers some advantages of the products and recommend consumers to purchase. People will believe the perspective that if a great man who you respect tells you something, it will be almost right in the case of celebrity endorsement advertisement

(Saumendra and Padhy, 2015). The celebrities give the companies the right to use their names to promote products and provides some assistance. Since the 1970s, celebrity endorsement advertisement was keeping increasing. Companies believed that that would bring a positive impact on its impact (Costanzo and Goodnight, 2006). As Sola (2012) mentioned, the process of celebrity endorsement advertisement is a trend to accumulate consistency in repeat preference.

2.2.3. Brand awareness

Brand awareness refers to the ability for consumers to recall the brand or know the brand, and it also applies to the degree of how the brand influences consumers (Keller, 2008). Keeping high brand awareness means consumers know a lot about your brand; the information may come from their families or friends. It always relates to brand promotion, and if consumers are familiar enough with your products, they will choose to buy (Franses and Vriens, 2006). Brand awareness can help improve the market performance for the products or brands. As Macdonald and Sharp (2000) recommend, consumers will be more natural to accept a more famous brand because they think the reputation and the product have a positive correlation. As a recent study showed, if a consumer knows more details about a product, the product and brand will be more reliable to the consumer (Lu et al., 2014). Based on Sasmita and Suki's (2015) empirical result of the research on brand awareness, brand awareness is convinced to have a positive effect on the sales of the product. As a final decision, consumers will prefer more to purchase a known product.

2.2.4. Brand Recall

Brand recall refers to the ability to identify a brand if there are some clues related (Lu et al., 2014). Brand recall always relates to the memorize of consumers, including how they recognize the specific brand and some features they know about the brand, including the package and price (Hammad, 2015). And brand recall includes recall in the short-term and returns at a delay (Nelson, 2002). The process to show the brand recall includes telephone return visits, questionnaire investigation, and investigator home visits. As Malik and Sudhakar (2014) recommend, Celebrities create attention and keep attracting an audience. Meanwhile, a high brand recall will achieve for a product. It means that you will not memorize a specific product in the future, but a celebrity you always care about will keep affecting you to recall the product. As a result of a study, celebrity endorsement can create more equity, increase the brand recall rate, and help build the culture of the brand (Illicic and Webster, 2011).

2.2.5. Brand loyalty

As Belaid and Behi (2011) told, brand loyalty could be considered as to how consumers rely on the products and are willing to pay for this product once and once again. Brand loyalty use product-level, category-level, and brand-level to control its consumers (Chaudhuri and Holbrook, 2001). Brand loyalty for a product means that there will be a group of consumers existing who are willing to trust the brand always, and it relates to the brand reputation (Arshad and Aslam, 2015). Good brand loyalty will bring the brand to a positive circle to improve its reputation. Many consumers expect to live as celebrities do, and it will make them feel like they are also successful (Alsmadi, 2006). As Chi et al. (2009) recommend, brand loyalty affects both purchase behavior and brand awareness. Brand loyalty is potential equity to a brand; a positive brand loyalty relates to a good market share. And celebrity endorsement also makes the brand more special and will attract consumers for the long term (Ding et al., 2011).

2.2.6. Purchasing Behavior

According to Akehurst et al. (2012), there are many factors related to purchasing behavior, including culture, hobby, habit, moral, and characteristics. Purchasing behavior is a choice that is decided by different cues. Consumers will make different choices based on the cues (Schlecht, 2003). And purchasing behavior directly causes the result of how a product performs in the market and whether a company finally gets a positive or negative revenue for its one product.

2.3. Hypothesis

H1: Celebrity endorsement advertisement has a positive impact on brand awareness.

H2: Celebrity endorsement advertisement has a positive impact on brand recall.

H3: Celebrity endorsement advertisement has a positive impact on brand loyalty.

H4: Brand awareness has a positive impact on purchase behavior.

H5: Brand recall has a positive impact on purchase behavior.

H6: Brand loyalty has a positive impact on purchase behavior.

METHODOLOGY

3.1. Research Design

The study adopted the positivist paradigm, which was a philosophy based on human experience (Surendra Bhandari,2014). For this study, it applied the quantitative analysis, and the purpose was trying to build quantitative relationships in the conceptual model in this case. And the data collecting method was simple random sampling, which could make all the population will have an equal probability chance to participate (Mohammad Shamsuddoha et al., 2011). And the way to collect data was the questionnaire, which was being organized on the Wenjuanxing and put in Wechat and QQ.

3.2. Measurement Instruments

The study construction was adapted and adjusted from previous studies of the same research area. After the proper adjustment, the current questionnaire was a seven-item Likert scale anchored by 1= Strongly disagree to 7=Strongly agree. And the specific items are attached in the Appendix. For analyzing the data, SPSS is used where several tests are run to find out Missing Values and outlier analysis, Reliability Analysis, mean and standard deviation calculation, correlation analysis, and regression testing (Jamil and Hassan,2014).

3.3. Survey Design

As Fagarasanu and Kumar mentioned (2002), in any study, the theoretical constructs have a crucial effect on the result. The questionnaire is formed by five main parts, including Celebrity endorsement advertisement, Brand awareness, Brand recall, Brand loyalty and Purchasing behavior, and some other elements, including Demographic and Brand familiarity. And as a result, it received a totally 50 pieces of responses.

3.4. Data analysis and results

3.4.1. Demographic

The result shows that the respondents consist of males and females, and most of them are young people, which is around 21 or 22. And all of their monthly allowance of students is higher than 1000 RMB. Most of the respondents believe that they do not want to put more than 15 minutes watching advertisements per day. Compared to all kinds of advertisements, the endorsement advertisement occupies a high rate to the respondents that mostly higher than 50%.

Figure 2. Demographic information of the respondents

Items	Characteristics in %
Gender	Male: 64% Female: 36%
Age	17: 2% 18: 2% 19: 6%

	20: 8% 21:40% 22:30% 23:4% 24:6% Other:2%
Monthly Allowance	Under 500 RMB: 0% 501-1,000 RMB: 0% 1,001-1,500 RMB: 22% 1,501-2,000 RMB:26% 2,001-2500 RMB: 26% 2501-3000 RMB: 10% Higher 3000 RMB: 10%
Minutes of watching advertisement per day	Under 2 minutes: 28% 2-8 minutes: 36% 9-15 minutes: 16% 16-22 minutes:4 % 23-29 minutes: 4 % 30minutes and above: 12%
Celebrity endorsement advertisement rate	0-25%: 8% 26%-50%: 28% 51%-75%: 44% 76%-100%: 20%

3.4.2.

Reliability (Cronbach's Alpha)

All the data were collected from the online authorized questionnaire website Wenjuanxing, and the questionnaire was issued for nearly half a month. Totally 50 respondents generated the final analysis results. Cronbach's alpha is used to evaluate the reliability that the range will be 0-1 (Wu, 2012). According to some scholars' suggestions, the results are acceptable value higher than 0.8 in most of the cases (Goforth, 2015). As predicted, all the variables are high reliability, which is from 0.872 to 0.940, and the result of the total five variables is 0.900. The results established an excellent validity for this study.

Figure 3. Reliability test of the respondents

Variables	Cronbach's Alpha
Celebrity endorsement advertisement	0.900
Brand awareness	0.872
Brand recall	0.888
Brand loyalty	0.921
Purchasing Behavior	0.940

Total 5 variables	0.900
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3.4.3. Correlation (Pearson coefficient)

According to Evans (1996), the strength of correlating is suggested as followed: 1) .00-.19 “very weak”, 2) .20-.39 “weak”, 3) .40-.59 “moderate”, 4) .60-.79 “strong”, and 5) .80-1.0 “very strong.” The result shows that the correlation between celebrity advertisement and the other four variables are moderate. Other correlations are strong or very strong. It convinces that the effect is existing in the conceptual model in this study.

Figure 4. Correlation test of the respondents

	Celebrity advertisement	Brand awareness	Brand recall	Brand loyalty	Purchasing behavior
Celebrity advertisement	1				
Brand awareness	0.593382095	1			
Brand recall	0.494903806	0.842372527	1		
Brand loyalty	0.522053291	0.675634063	0.741275247	1	
Purchasing behavior	0.551297584	0.646170736	0.695124246	0.855175239	1

3.4.4. Regression analysis and Hypotheses testing

According to the principle of regression analysis, if the P-value is lower than 0.05, the result will be significant (Stanley and Jarrell, 2005). As a result of the regression test, the P-value of the hypotheses is 0.000. That means all the hypotheses are good enough to be supported. So as a final result, all the hypotheses are supported.

Figure 5. Regression test of the respondents

	β	Sample Mean	Standard Deviation (STDEV)	T Statistics	P values
CA->BA	0.645	0.126	0.593	5.107	0.000
CA->BR	0.494	0.125	0.495	3.946	0.000
CA->BL	0.524	0.124	0.522	4.241	0.000
BA->PB	0.652	0.111	0.646	5.866	0.000
BR->PB	0.763	0.114	0.695	6.699	0.000
BL->PB	0.935	0.082	0.855	11.430	0.000

“CA” represent Celebrity advertisement, “BA” represent Brand awareness, “BR” represent Brand recall, “BL” represent Brand loyalty, “PB” represent purchasing behavior.

Figure 6. Hypotheses testing

No.	Hypothesis	Results
1	Celebrity endorsement advertisement has positive impact on brand awareness.	S

2	Celebrity endorsement advertisement has positive impact on brand recall.	S
3	Celebrity endorsement advertisement has positive impact on brand loyalty.	S
4	Brand awareness has positive impact on purchase behavior.	S
5	Brand recall has positive impact on purchase behavior.	S
6	Brand loyalty has positive impact on purchase behavior.	S
Notes: S = Supported; R = Refuted		

3.5. Discussion

Some researches have already found that celebrity endorsement advertisement has a positive effect on purchasing behavior (Hsu and McDonald, 2002). The initial orientation of this study is to discover the process when the strategy “Celebrity endorsement advertisement” is used based on the conceptual model of the case of Pepsi in the Chinese market. Especially the factors which influenced the purchasing behavior are the important part. As a result of this discovery, it shows that Pepsi-Cola used celebrity endorsement advertisements to build its brand awareness, brand recall, and brand loyalty in the Chinese market and finally influence sales. Celebrity endorsement advertisement can be considered as a marketing strategy for the Pepsi company to try to build closer relationships with its current consumers and potential consumers. Based on respondents’ attitudes, they are also willing to be more acceptable to Pepsi Cola after they watched the celebrity endorsement advertisement.

CONCLUSION

4.1. Managerial Implication

Celebrity endorsement advertisement is a typical approach for a company to promote its product (Silvera and Austad, 2004). Based on this study, what can be found is that celebrity endorsement advertisement is the approach to change or improve its brand image and other factors of brand, and the changed factors will turn to influence the sales. The point which needs to be concerned is that the celebrity endorsement advertisement is a more effective and efficient promoting way for Pepsi company in the Chinese market. In the future, the celebrity endorsement advertisement for Pepsi company in the Chinese market may be considered to integrate more branding elements into the advertisement to hint its brand awareness, brand recall, and brand loyalty. For instance, the loyalty to be celebrity can be related to the loyalty to the brand, and in the advertisement, brand recall can be intensified.

4.2. Limitation and Future Research

Limitations of this study can be divided into the following parts. First, this study only focuses on Pepsi-Cola in the Chinese market; the situation about Pepsi abroad and other brands in the Chinese market is unclear. And the amount of sample may not be enough to support this conclusion actively, and the age of samples are too concentrated that it can not reflect a big group of consumers. The mistakes in the translating process may be existed to cause little deviation to the result.

About the future plan, there might be some continuous study aimed at more factors in the same process. Based on the new finding, the conduct of the celebrity endorsement advertisements will also be the corresponding changing.

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APPENDIX

Questionnaire

A. Celebrity endorsement	Rating from 1 (lowest) to 7 (highest)						
1. I think celebrity endorsement advertisement is believable.	1	2	3	4	5	6	7
2. I think celebrity endorsement advertisement is effective.	1	2	3	4	5	6	7
3. I think celebrity endorsement advertisement is reliable.	1	2	3	4	5	6	7
4. I think celebrity endorsement advertisement is impressive.	1	2	3	4	5	6	7
5. I think celebrity endorsement advertisement is attractive.	1	2	3	4	5	6	7
B. Brand awareness							
1. I know Pepsi-Cola a lot.	1	2	3	4	5	6	7
2. I have a clear impression of Pepsi-Cola.	1	2	3	4	5	6	7
3. I can easily recognize the Pepsi-Cola product.	1	2	3	4	5	6	7
4. I know some information about Pepsi-Cola.	1	2	3	4	5	6	7
5. I think Pepsi-Cola is a famous product.	1	2	3	4	5	6	7
C. Brand recall							
1. I can easily memorize the product of Pepsi-Cola about its details.	1	2	3	4	5	6	7
2. I will easily consider Pepsi-Cola as a typical soft drink.	1	2	3	4	5	6	7
3. I think Pepsi-Cola is very easily to be remembered.	1	2	3	4	5	6	7
4. I think Pepsi-Cola can be a very impressive product in all kinds of soft drink.	1	2	3	4	5	6	7
5. I can remember some factors of Pepsi-Cola.	1	2	3	4	5	6	7
D. Brand Loyalty							

1. I will buy Pepsi-Cola again.	1	2	3	4	5	6	7
2. I am willing to try new products of Pepsi-Cola.	1	2	3	4	5	6	7
3. I think I will always be interested in Pepsi-Cola.	1	2	3	4	5	6	7
4. All kinds of products of Pepsi-Cola is valuable to try.	1	2	3	4	5	6	7
5. I will always support Pepsi-Cola.	1	2	3	4	5	6	7
<i>E. Purchasing behavior</i>							
1. I will be willing to try the Pepsi-Cola.	1	2	3	4	5	6	7
2. I will prefer Pepsi-Cola rather than other Cola.	1	2	3	4	5	6	7
3. I want to buy Pepsi-Cola.	1	2	3	4	5	6	7
4. Buying Pepsi-Cola is a good choice.	1	2	3	4	5	6	7
5. I like to buy Pepsi-Cola.	1	2	3	4	5	6	7
<i>Brand Familiarity</i>							
1. I am extremely familiar with the Pepsi brand name.	1	2	3	4	5	6	7
2. I am extremely familiar with the Pepsi brand name.	1	2	3	4	5	6	7
3. I have already known the Pepsi brand name before.	1	2	3	4	5	6	7

Profile

1. Gender

Male

Female

2. Age

17

18

19

20

21

22

22

23

24

Other__

3. Monthly Allowance of students in RMB:

0-500

501-1000

1001-1500

1501-2000

2001-2500

2501-3000

>3000

4. On average, how many minutes per day do you watch advertisements (including during watching dramas, living show, etc.)?

<2 minute

2-8 minutes

9-15 minutes

16-22 minutes

23-29 minutes

30 minutes and above

5. Compared with all the kinds of advertisement you have seen what is the rate of endorsement advertising for you?

0-25%

26%-50%

51-75%

76%-100%