REPUBLIC OF TURKEY
ISTANBUL GELİŞİM UNIVERSITY
INSTITUTE OF GRADUATE STUDIES

Department of Business Administration

CELEBRITY ENDORSEMENT AND REPEAT PURCHASE INTENTION AMONGST PEPSI BEVERAGE CONSUMERS

Master Thesis

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Supervisor

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Turkish Abstract :

Bu tezin amacı, İstanbul Gelişim Üniversitesi'ndeki Pepsi kola tüketicileri arasında ünlü desteğinin tekrar satın alma niyeti üzerindeki etkisini belirlemektir.Ünlülerin destekçilerinin özellikleri, ünlülerin müşterilerin tekrar satın alma niyeti üzerindeki etkisini belirlemek amacıyla bu çalışmada tartışılmıştır. Özellikler, ünlülerin algılanan uzmanlığı, güvenilirliği ve çekiciliğidir.

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DECLARATION

I hereby declare that in the preparation of this thesis, scientific ethical rules have been followed, the works of other persons have been referenced in accordance with the scientific norms if used, there is no falsification in the used data, any part of the thesis has not been submitted to this university or any other university as another thesis.

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The thesis study of Olayinka Emmanuel ADEOTI titled as "celebrity endorsement and repeat purchase intention amongst Pepsi beverage consumers" has been accepted as MASTER THESIS in the department of Department of Business Administration by out jury.

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SUMMARY

The goal of this thesis is to determine the effect of celebrity endorsement on repeat purchase intention among Pepsi cola consumers at Istanbul Gelişim University. The targeted audience were students at the University where a sample of 388 students were used. The use of a structured questionnaire was deployed to obtain primary data. Statistical Package for Social Sciences (SPSS) was used. The response rate of this study was 91% based on 352 respondents out of 388. The attributes of the celebrity endorsers were discussed in this study with the aim of determining the impact of celebrity endorsers on customers' repeat purchase intention. The characteristics were perceived expertise, trustworthiness, and attractiveness of celebrities. The analysis of celebrity endorsement in the consumption of Pepsi Cola, showed that the 36.7% of the customers' repeat purchase intention can be predicted by the celebrities' perceived expertise, trustworthiness, and attractiveness.

Regression analysis provided the relationship of celebrity endorsement and repeat purchase intention, showing that, there exist a positive moderately-strong relationship between trustworthiness of celebrities and customers' repeat purchase intention, whereas attractiveness of celebrities showed a positive weak relationship with repeat purchase intention. Perceived expertise however showed a negatively weak relationship with repeat purchase intention. These three characteristics of celebrity-endorses have a relationship with repeat purchase intention of customers. However, in terms of the level of significance of relationships of the research variables, regression analysis confirmed that while trustworthiness and attractiveness of celebrities have a significant relationship with consumers' repeat purchase intention, perceived expertise of celebrities do not have a significant relationship with customers' repeat purchase intention. As a complement to the findings by other researchers, there are numerous contributions from this thesis for both theory and advertising campaigns. The output from this thesis contributes to the source credibility body of work, as it empirically underlines the relevance of trustworthiness above other source characteristics when considering consumer involvement.

Key Words: celebrity, endorsement, purchase intentions

ÖZET

Bu tezin amacı, İstanbul Gelişim Üniversitesi'ndeki Pepsi kola tüketicileri arasında ünlü desteğinin tekrar satın alma niyeti üzerindeki etkisini belirlemektir.Hedef kitle, 388 öğrenciden oluşan bir örneklemin kullanıldığı Üniversitedeki öğrencilerdir.Birincil verileri elde etmek için yapılandırılmış bir anket kullanıldı. Sosyal Bilimler için İstatistik Paketi (SPSS) kullanıldı.Bu çalışmanın yanıt oranı, 388 kişiden 352 yanıtlayana göre %91 idi.Ünlülerin destekçilerinin özellikleri, ünlülerin müşterilerin tekrar satın alma niyeti üzerindeki etkisini belirlemek amacıyla bu çalışmada tartışılmıştır.Özellikler, ünlülerin algılanan uzmanlığı, güvenilirliği ve çekiciliğidir.Pepsi Cola tüketiminde ünlü desteğinin analizi, müşterilerin tekrar satın alma niyetinin %36,7'sinin ünlülerin algılanan uzmanlığı, güvenilirliği ve çekiciliği tarafından tahmin edilebileceğini gösterdi.

Regresyon analizi, ünlülerin onaylanması ve tekrar satın alma niyeti arasındaki ilişkiyi sağladı,ünlülerin güvenilirliği ile müşterilerin tekrar satın alma niyeti arasında pozitif orta-güçlü bir ilişki olduğunu gösterirken, ünlülerin çekiciliği ile tekrar satın alma niyeti arasında pozitif ve zayıf bir ilişki olduğunu göstermektedir.Bununla birlikte, algılanan uzmanlık, tekrar satın alma niyetiyle negatif olarak zayıf bir ilişki gösterdi.Ünlüleri destekleyenlerin bu üç özelliği, müşterilerin tekrar satın alma niyetiyle ilişkilidir.Bununla birlikte, araştırma değişkenlerinin ilişkilerinin anlamlılık düzeyi açısından, regresyon analizi, ünlülerin güvenilirliği ve çekiciliğinin tüketicilerin tekrar satın alma niyeti ile anlamlı bir ilişkisi olduğunu, ünlülerin algılanan uzmanlığının ise müşterilerle anlamlı bir ilişkisi olmadığını doğrulamıştır. tekrar satın alma niyeti.Diğer araştırmacıların bulgularını tamamlayıcı olarak, bu tezden hem teori hem de reklam kampanyaları için çok sayıda katkı bulunmaktadır.Bu tezin çıktıları, tüketici katılımı düşünüldüğünde güvenilirliğin diğer kaynak özelliklerinin üzerindeki önemini ampirik olarak vurguladığından, kaynak güvenilirliğine katkıda bulunur.

Anahtar Kelimeler: ünlü, onay, satın alma niyeti

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CHAPTER ONE

1.1. Introduction

Every organization hopes to boost sales of their product to maintain financial strength. Because of this, organizations always use various marketing campaigns and adverting tactics that attract customers to buy the company's products. Example of such approach is advertising (Frimpong 2014). Historically, marketers have tended to use a couple of traditional advertising approaches when dealing with intense competitions (Martey & Frempong, 2014). Newspaper, billboards, television, and radio advertisements are examples of some of these conventional advertising types used (Martey & Frempong, 2014). In the past, these types of advertising were impactful for many organisations. (Martey & Frempong, 2014).

When an advertisement goes beyond being able to capture consumers' attentions to a level of also being able to influence that individual's behaviour, then such advert is termed to be impactful. (Owusu-Mensah, Nimssah & Mensah 2013). The level of recognition by young people today has been captures by individuals in the entertainment industry (Okorie, Oyedepo, & Akhidenor, 2012). As a result, a lot of young people see super stars and celebrities as good examples and models and are inclined to match these celebrities' way of life, lifestyles and routine, cutting across; their manner of talk, their dress sense, and even try to show themselves physically to be like them (Okorie, Oyedepo, & Akhidenor, 2012). Young people today perceive several superstars as opinion leaders, usually because of how famous they are or their social rank generally. This has thus become a major reason why organisations corporate marketing team adopt the use of superstars and celebrities for their product promotion activities. (Hunter & Davidsson, 2008).

Today, while watching various TV commercials, its natural to observe that most have one thing in common, a celebrity endorser of the product, who tried to influence the purchase intention of consumers of such product. Any well-known or powerful individual who is widely recognized by most people in a society is referred to as a celebrity. (McCracken 1989). Any individual with public recognition who leverages the public's admiration and acceptance on behalf of a consumer product by displaying it in a commercial ad is referred to as a celebrity or superstar advocate or endorser. (McCracken 1989). Many customers trust that the information in a celebrity-endorsed commercial is authentic because celebrities may not want to harm their public image by being associated with "substandard products." (Amaoteng &

Poku, 2013). This claim is based on a number of empirical studies on the impact of celebrity endorsement on product purchases. (Frank, & Isaaac, 2014; Ibok, 2013). For example, the use of physically attractive, well-known, famous, and reputable celebrities, particularly from the football business, in Pepsi beverage advertising (e.g Messi, Beckham, & Rashford) and Music industry (e.g Rihanna, Cardi B & Beyonce) are often used as endorsers of their services.

1.2. Problem Statement

Various research have shown that endorsing celebrities for a product can suggestively upsurge customers' consciousness of an commercials get their attention and make the advertisement more unforgettable, thereby achieving the goal of the ads; to inform, to persuade or to differentiatee (Mellisa 2014). Although there are several observed evidence that occur on this topical area, it has been noticed that there are still several areas that were not covered by most of these research. For example, Mahira (2012) acknowledged that one of his research's major limitations was that the figures he used were obtained from professionals. He further suggested that clusters like students be studied. Isaac (2014) proposed that more research be conducted utilizing a company in the service sector, as his study concentrated on the industrial sector. Nasir & Khan (2016) in their study also identified that only a specific aspect of the superstar's data was collected on and hence suggest that different other features of the stars be investigated in as it relates with consumer purchasing behaviours.

1.3. Purpose

This thesis goal is to study and understand whether some certain features of celebrities have an impact on the repeat purchase intention of Pepsi beverage among its consumers. Specifically, the objectives are.

- To find out if the perceived expertise of Pepsi celebrities significantly impacts on consumers repeat purchase intention.
- To find out if the trustworthiness of Pepsi celebrities significantly impacts on consumers repeat purchase intention.
- To find out if the attractiveness of Pepsi celebrities significantly impacts on consumers repeat purchase intention.

1.4. Research Questions

This thesis is focused on proffering answers to these research questions.

1. Does the perceive expertise of a celebrity significantly impact consumers' repeat purchase decision?
2. Does the trustworthiness of a celebrity significantly impact consumers' repeat purchase decision?
3. Does the attractiveness of a celebrity significantly impact consumers' repeat purchase decision?

1.5. Significance of The Study

With focus on the three characteristics of the celebrities used in this thesis, analysis on the impact of superstar endorsements on consumers in terms of their repeat purchase intentions will be examined critically. The end results of this thesis could contribute enormous help to the following: PepsiCo, its commercials agencies, its customers, and other interested stakeholders. It will also be useful for researchers and students who intend to study this subject or related subjects in the future.

The outcomes of this study will aid advertising companies in that it will allow them to better understand consumer behavior (repeat purchase intention and its determinants). The findings of this study will help Pepsi beverage consumers in the sense that they will be exposed to celebrity attributes and will aid in their decision to repurchase Pepsi products.

1.6. Scope of The Study

The scope of this study is limited to students at Istanbul Gelişim University; therefore, this thesis is constrained in terms of geographical region.

1.7. Study Model

Flowing from the conceptual framework in the study, the following model will be specified to establish celebrity endorsers influence on repeat purchase intention among users. The regression model for this research work is stated as:

$REPUIN = \alpha_0 + \beta_1 PEC + \beta_2 TC + \beta_3 AC + \varepsilon$

Where?

- REPUIN = Repeat Purchase Intention
- PEC = Perceive Expertise of Celebrities

- TC = Trustworthiness of Celebrities
- AC = Attractiveness of Celebrities
- α_0 = Constant
- $\beta_1, \beta_2, \beta_3$ = Coefficient of the independent variables
- ε = error term
- and a priori expectation:
- β_1's > oi = 1,2,3

Flowing from our adoption of the source credibility model which will be discussed later in this thesis, the framework below will be used in this study.

FIGURE 1 - RESEARCH MODEL

Celebrity Characteristics

Pepsi Beverage Consumers

4
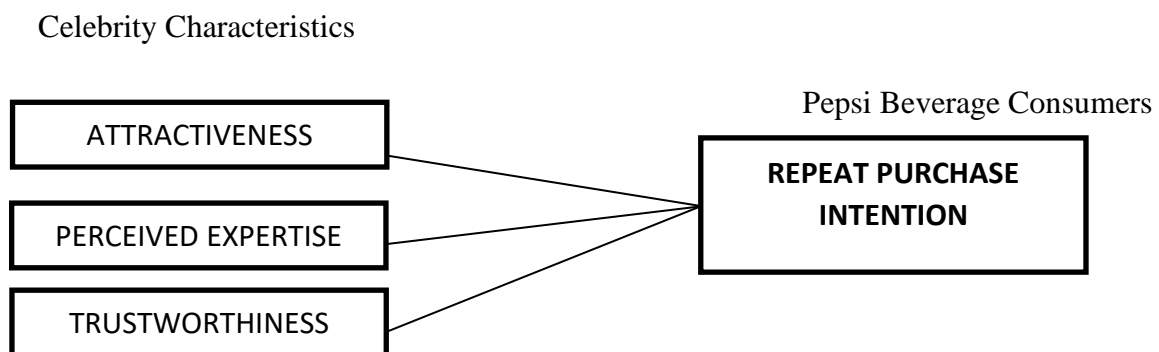
CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

In this thesis, we will be reviewing literatures as relating to relationship of celebrity endorsement on repeat purchase decisions. The rest of the thesis is divided into five sections. Literature review for chapter two, methodology for chapter 3, chapter four will introduce the result and analysis. The remaining chapters: chapter 5 will contain the discussion while chapter six will be the section for conclusion/limitations of the study/further study.

2.2. Repeat Purchase Intention

Repeat purchase intention relates to the subjective likelihood that a buyer will keep buying the same product from the same seller (Davis, 1989). Ajzen's Theory of Planned Behavior Theory includes the goal of exercising some behavior as a core concept. Intents are thought to cover the motivational elements that influence behaviors, according to the author. In addition to demonstrating the extent to which consumers are willing to go to in order to engage in purchasing activity. Thus, the buying intention refers to the mental phase of decision-making in which the consumer develops a genuine desire to act on a product (Wells, Valacich, & Hess, 2011).

There is a five-time cost of acquiring new buyers which is more than the cost of retaining the ones already had, that might end up repeating their purchases, hence, repeat-purchasing is of high benefit (Kuo, 2013). In addition, repurchases enhances the profitability of companies as the buyers will remain reliable, willing to pay quality amounts, able to understand information effortlessly and serve as representatives to encourage their products (Zeithaml, 1996). These features of repeat purchasing are important to build a long-lasting product. Zboja and Voorhees (2006) opined that the terms of customer loyalty and Repeat Purchase Intention (RPI) are similar. They also claimed that a repeat purchase action is as a result of loyalty. The likelihood that consumers will buy a product again and again depends on the customers need for it and their opinions of the product or service providers (Reichheld & Sasser, 1990). Rivalry in the market globally is becoming higher and the cost of getting new customers is significantly becoming more in the long term (Kuo, 2013). Hence, more brand and service producers are focused on finding the best strategy to retain their customers.

2.2.1. Factors Influencing Consumers' Repeat Purchase Intention

For a consumer to want to repurchase a product again and again, there must be some factors in play that led to such decision by the consumer. Some of the factors that have been found to influence repeat purchase intention of consumers are discussed below:

- Customer satisfaction
- Consumer inertia
- Product attributes
- Switching barriers
- Consumer perceived value

A. Customer Satisfaction

This is an advertising and marketing term that quantifies how a product or goods supplied by a producer exceed or at least meet the expectations of consumers. According to Hansemark and Albinsson (2004), customer satisfaction presents numerous gains to the organization. Buyers who are satisfied would be less likely to be conscious of price. There is also the likelihood for them to buy more of the same product and also, there is tendency to be influenced by the competitors.

B. Consumer Inertia

Consumer inertia is defined as a usage pattern in which consumers prefer the same product. Research asserted that inertia may propel a buyer to repeat purchase (White & Yanamandram, 2007). Customers who are propelled to be inertia-driven are more disinclined to change brands, even though alternate products by another brand may be available (Liu, 2007). These types of consumers are so used to these specific brands and there is a slim chance that they will switch brands; hence their repeat purchase behavior is in a manner that is not deliberate. Without inertia, customers easily. Hence, buyer's disinterest factor can be used to evaluate the extent of importance with buyers' decisions when it comes to repeat purchases.

C. Product Attributes

Product attributes are the series of features that explains a brand. Attributes are those features of a brand that explains shopper's consumption experience (Smith & Deppa, 2009). An evidence model researched by Engel, (1986) has asserted that customers will research for important information and even carry out examination before they decide finally which product to buy. All through this period, brands attribute is aided as a relevant component to when making the evaluations (Zhang, 2002).

D. Switching Barriers

Jones *(2007)* well-thought-out that substituting barriers are influences that make it very hard or expensive for a buyer to alter their brand. According to Jones (2007), these influences include strong interpersonal relationships, high switching costs and attractiveness of alternatives. (Zhang, 2002) also categorized switching barriers into: alternative attractiveness, switching cost, investment in a relationship. These factors affecting switching costs vary according to the type of products, businesses, and customers.

E. Customer Perceived Value

Researching purchaser's seeming value is getting very relevant, in study and in practice today (Hansemark & Albinsson, 2004). Buyer supposed worth is evaluated as the buyer's general evaluation of the satisfaction of a brand, based on perception of what is recognized and what is certain (Zineldin, 2000). Experts have confirmed the influence of the buyer assumed worth concept in outlining value for buyer behavior (Hansemark & Albinsson, 2004). The objective of the buyer's assumed worth research is to define, examine, and make evidentially assessable worth that corporations create for their clients and to relate these values to additional marketing paradigms (Oliver, 1999).

Hansemark & Albilson, (2004), opined that buyer assumed worth has a positive influence on buyer's utility and thus may lead to the consumer repurchasing the product. Customers can easily ascribe values or observe a brand to be of either high or low quality taking into consideration the company image, price of the product and testimonies by previous users of the product.

Pope, Voges and Brown (2009) found that celebrity endorsement is one major factor that can influence a personality's awareness of a product superiority or image. They further argued that some brands may have low qualities to their opponents or have lesser appeals but can still profit from deploying a high-profile personality to sell them to customers. Zboja (2006) also argued that consumers see celebrities as people who value quality and that this influences their perception of a product to be of good quality or not.

2.3. Celebrity Endorsement

Celebrity endorsement denotes privilege by celebrities or a person of power that a brand is great thereby verifying such good/service as a must have. Jain (2011) in his study shed light on the ethos of India that Indians used to hero-worshipped Stars and Sports known personalities. This became the prospect for businesses to make use of superstars in their commercials to endorse brands and to affect the buying intention of their customers. This led to a speedy increment in superstars' endorsement. Respondents of the research also confirmed that celebs upsurge brand shares and individuals were

inspired to buy the brands. Studies later resolved that there was no damage to use ambassadors that are popular to endorse one's product.

A celebrity endorser is a person who is known by the public for something other than the product; as a result, several promoters believe that using celebrity endorsement can not only generate a massive wave of awareness, but it can also positively affect customers, making them feel safe about the brand (Prasad, 2012).

Celebrity endorsement is the physical attachment or possibly obsession of a well-known individual of high standing to a brand by reason of a treaty between the organization and the superstars. Most times, businesses use advertisement to announce a celebrity's endorsement of their goods and services since the aim is to guarantee the genuine nature of the evidence being passed in an ad about a brand (Sassenberg, Verrynne & Morgan, 2012; Sridevi 2012).

2.3.1. Factors in favor of Celebrity Advertising

According to Kaikati (1987), here are five advantages why businesses contract celebrities to endorse their products:

- To draw attention
- To manage crisis
- To reposition their brand
- For global marketing prospect
- To boost sales

A. Drawing Attention

According to Hunter & Davidsson (2008), every company aspires to boost product sales to maintain financial stability and that one way of attracting consumers to patronize such products is through advertising. Frimpong, (2014) argued that products cannot be purchased or if they are left in shelves; hence promotion must be used to create awareness about them with the aim to generating attention and draw potential consumers to patronize such company's products. Hunter & Davidsson, (2008) asserted that companies find it difficult to achieve the aim of advertising which is to create awareness and to draw consumers' attention by using traditional methods; hence, organizations now use celebrities as endorsers of their products. It was concluded by Martey & Frempong, (2014) that using celebrities as endorsers of a product in advertising is a very good and effective way of drawing the attention of the target market.

B. Crisis Management

According to Kaikati, (1987), crisis is a process of change where the longstanding structure can no longer be upheld. From the above definitions, it may be safe to say that doing things in a way order than the old way to curb threat posed by such old way is crisis management. It has been established in the previous chapter of this study that the old way of creating awareness about a product by companies was the traditional method of advertising. It was argued by Hunter & Davidsson, (2008) that the traditional method of advertising failed due to its deceptive nature and that it had negative effects on organizations in a way of loss. Using celebrities as spokespersons in advertisements has been able to curb the crises that were perceived to have been as a result of deceptive advertising in the past and as such, celebrity endorsement can be said to be a tool for managing crisis.

C. Brand Repositioning

Brand repositioning is altering the situation of a brand in the minds of consumers relative to the offerings of the opposition's product (Kaikati, 1987). He further argued that the repositioning of any product is built on the target audience, the benefits to the buyers and the market situation. He also asserted that the brand positioning for any brand should be one of its kind and should set apart a product from its oppositions. It was argued by Hunter & Davidsson, (2008), that brand repositioning can be effective through celebrity endorsement. They opined that consumers tend to have faith in advertisements related with superstars because due to the conscious of the personality's acknowledgement of his high profile in the society and what he might lose if the brand he signifies is substandard or inferior to others.

D. Global Marketing

Selling on a world-wide scale with reconciliation or making profitable benefits of universal functioning variances, resemblances and prospects in order to meet international aims is global marketing (Kaikati, 1987). It was asserted by Hunter & Davidsson, (2008), that marketers often find themselves at the forefront of a company's global expansion. He further argued that using celebrities in advertisements can go a long way in creating a global awareness about a product since most celebrities are recognized beyond their national boundaries.

E. Boosting Sales

Organizations crave to sustain financial growth which can only be achieved if sales is boosted (Hunter & Davidsson, 2008). Logically, brands cannot be patronized if when left in shelves; thus, promotion is typically used to create awareness about them and their buyer-desired features in the open place (Hunter & Davidsson, 2008). Advertisements using celebrities as spokespersons is one of the most effective ways of creating awareness and convincing consumers to purchase the advertised products

(Kaikati, 1987). He further argued that celebrity endorsement haven created awareness about a product, stimulates purchase of such product by consumer which will further boost sales of the advertising organization.

2.3.2. Factors against Celebrity Endorsement

While celebrity endorsement has a few advantages, extant literature also reveals a number of negative effects (disadvantages) that could arise from the adoption of celebrity endorsement. According to Kaikati, (1987), there are three main disadvantages of celebrity advertising, and they are:

- Celebrities can overshadow brands.
- Celebrity endorsements are expensive.
- Celebrities are humans too.

A. Celebrities can overshadow brands.

According to Kaikati, (1987), some celebrities are really great, and their popularity can easily cover the brand. He further argued that this might happen when the celebrity advertises for many companies and as such becomes an advertising figure. If this occurs, expenses on much money on such endorsements will no longer make sense (Kaiakti, 1987).

B. Celebrity endorsements are expensive.

Celebrities are expensive figures, they portray expensive lifestyle and as such getting them to endorse a product may turn out to be very expensive (Kaikati, 1987). So, unless a company is ready to spend millions from its revenue, it should not think of going down employing celebrity endorsement.

C. Celebrities status is temporary

According to Kaikati, (1987), one of the principal disadvantages of celebrity endorsement is that as and when the prominence falls, the quantity of fans will also begin to decrease, and the company may have to suffer the costs as well. He further argued that this is the reason most establishments deal on contract basis and could decide to engage different celebs at end of the term.

2.3.3. Choosing an Endorser

In choosing an endorser, an organization may be faced with different challenges as well many conditions that needs to be considered. Some of these challenges as well the factors are discussed below.

- Problems when picking the right superstar include other endorsement activities, they are engaged in. The effectiveness of an ad can be limited significantly is there are overexposure by encouraging different products which will break the agreement between a luminary and a specific company product (Keller 2008).

- Promoters need to also be conscious of the span of time the star is expected to be important or in the peoples' eye. Sportsmen known for receiving medals do lose their personalities as influencers after a duration of time, as their level of importance may diminish.

- Adding to the athlete performance risks, the risk of brand excess exposure when an sportsperson endorses so many brands may receive undesirable attention (Erdogan & Kitchen 1998). Examples of excess fame can be seen in sportspersons such as Marcus Rashford, Lionel Messi, etc. Hein (2009) discovered that these sportspersons may have endorsed numerous businesses that customers get confused, and the engagement of celebrities no longer means so much. Additional possible challenge is that superstars may create awareness for themselves and not for the products or companies as consumers may take note the superstar but not the product been sold.

2.4. Theories Supporting Celebrity Endorsement

This section focuses on various theories as they relate to celebrity endorsement. The theories\models to be discussed are as follows:

- Reference group theory
- The social adaptation theory
- Source attractiveness model
- The meaning transfer model
- Source credibility model

2.4.1. Reference Group Theory

A reference group is a make-believe person or cluster considered of having weighty importance upon an individual's assessment, ambitions, or behavior. Three significant motivating stimuli of a locus group must be identified based on this definition.

- **Informational reference group influence**

   People look for products that have been proven to have good integrity by unbiased expertise and that help them maintain their current knowledge or familiar environment. (Whan & Parker 1977). Many buyers see superstars as highly dependable source of validation of their familiarity of a brand. In other words, a celebrity endorser can be a very good source of reference to consumers (Whan & Parker).

- **Utilitarian influence**

  People need certain resemblance in a buying circumstance, otherwise, it is dangerous not to be similar. Looking for a tie to what other people or group desires or gratifies is relevant when deciding a repurchase choice as communal relations exist (Whan & Parker 1977).

- **Value expertise influence**

  Individuals look for or a thing in mutual like purchasing foodstuffs used or those prescribed by the locus group. A good self-esteem is relevant, since a person is more willing to be related with good referrals as a substitute for bad ones (Whan & Parker 1977). Buyers perceive these famous people as reliable referrals and do not mind seeking recommendations with celebrities endorsing a product (Whan & Parker, 1977).

2.4.2. Theory of Social Adaptation

Even if it envisions the shape of numerous interaction relations and actions, subjective self-image relates to interactive relations and behaves in a certain way (Kahle, Kulka & Klingel 1985). People tend to remember facts passed by a popular source than other traditional source (McGuire, 1985). The popularity of a celebrities cannot be undermined, and consumers tend to remember the few adverts that have celebrities as spokespersons.

2.4.3. The Source Attractiveness Model

The origin of this theory is in a social-psychological study which was a portion of the source valence model of McGuire (1985). This model's argument is focused on the efficacy of a communication passed by a superstar depends on sources' understanding, amiability, likability, and attractiveness to respondent (Ohanian 1991).

When talking about familiarity, Belch & Belch (2001) defined it as the of familiarity a celebrity has of a product to buy. If a business thinks of selecting a personality for their advertising activities, they need to examine the preceding information a star has or how he\she will employ their knowledge in the exposure phase (Belch & Belch, 2001). The familiarity of a celebrity endorser will go a long way in the advert effective.

Likeability has to do with the fondness for the cause\celebrity because of the celebrity's bodily presence and actions (McGuire, 1985). He further argued that consumers often love celebrities for no reason order than the celebrity's attractiveness which may act as encouragement for their buying intention.

Appeal does not necessarily only mean bodily appeal but embraces several other honorable features that buyers might observe in an endorser (McGuire, 1985). Promoters have selected endorsers based on their appeal to get from dual effects of celebrity position and bodily appeal (Singer, 1983). Consumers tend to form positive stereotypes about such people, and it might encourage the buyers repurchasing the marketed product(s), (Singer, 1983).

2.4.4. The Meaning Transfer Model

According to McCracken (1989), utilizing celebrities to promote a product has not resulted in particularly interesting theoretical perspectives on the subject. Erdogan (1999) contends both the source credibility, and the attractiveness theory is not satisfactory in generating enough insights or assessment technique for picking the appropriate superstar. The meaning transfer model would not occur in an automatic manner, it requires collaboration from the personality to the commercial coordinator, and even from the other stakeholders involved (McCracken 1989). Customers, as the final act in the transmission process, would be able to identify the relationship between the celebrity and the brand to complete the transference process (McCracken 1989).

2.4.5. Source Credibility Model

This model signifies a recognized philosophy of source credibility that can define or predict the message value. It covers the three most important cause effects on buying commitment: brand attributes, price, and availability and behavior towards a commercial (Amos, Holmes, & Strutton, 2008). The foundation is built on a superstar advocate's competence, trustworthiness, and attractiveness as predictors of brand commitment, brand integrity, purchase intent, and involvement. According to Belch & Belch, (2001), this theory recognizes Expertise and Trustworthiness as factors that celebrities should possess to be seen as a credible source. Here, we will look at three machineries of source credibility.

2.5. Repeat Purchase Intention and Celebrity Endorsement

From revising of literature, a few research have focused on the outcome's celebrity endorsement on purchase intent of consumers.

Research by Gupta, Verma & Kishore, (2015), impact of celebrity endorsement on consumers repurchases intentions. They found out that celebrity endorsement, taking into consideration the specific characteristics of celebrities (trustworthiness, perceived expertise, attractiveness, and credibility) have a significant impact on repurchase intentions of consumers. They further stated that the significance is on a positive note.

Karen (2015) looked at the impact of celebrity endorsement in his study, considering several celebrity traits such as trustworthiness, credibility, perceived knowledge, and attractiveness. It was concluded in the study that the fore mentioned attributes affect consumers purchase intention significantly. It was also concluded that appeal of a celebrity has the uppermost influence on customers repurchase intentions, followed by trustworthiness, and then perceived expertise and credibility was said to be the least influential factor amongst the attributes identified.

Udo and Stella, (2015) in their study, a theoretical reflection of celebrity endorsement in Nigeria recognized celebrity attractiveness, perceived expertise and trustworthiness as independent variables. They concluded that based on the listed attributes, celebrity endorsement has a positive relationship with repeat purchase intention.

2.5.1. Perceived Expertise

Belch & Belch, (2001) discusses that spokespersons are mostly chosen because of their knowledge, experience, and expertise in a brand. The level of conviction required to persuade customers to buy is aided by the competence of the endorser. This feature has a good effect on both product commitment & buying intent (Till & Busler, 2000). If a customer notices that a superstar who endorsed a product has a great degree of expertise, they are likely to be influenced by the communication in the commercial (Amos et al., 2008).

2.5.2. Trustworthiness

An important construct in theoretical study of celebrity endorsement is how worthy someone is of trust. Celebrities' efficiency is contingent on their reliability and dependability, and these factors should be taken extremely important when choosing celebrities for campaign ads. Celebrities who have great public image could increase the brand acceptance among customers because of their supposed features (Ibok, 2013). When compared to expertise, a celebrity needs to be dependable when recommending a brand (Belch & Belch, 2001).

2.5.3. Attractiveness

Endorser appeal is a significant feature to buyers who are very involved. A celebrity endorser's attractiveness, as regarded by buyers, is possibly important in addition to their reliability and knowledge. Attractiveness is defined by one's physical appearance. For example, attractiveness refers to someone who is regarded as attractive, smart, or trendy (Amos et al., 2008).

2.6. Repeat Purchase Intention and Independent Variables

In this section, we will link each of the three independent variables considered in this study to repeat purchase intention. These independent variables are as follows.

- Perceived Expertise of celebrities
- Trustworthiness of celebrities &
- Attractiveness of celebrities

2.6.1. Perceived Expertise of Celebrities and Repeat Purchase Intention

Here, we will look at the relationship between perceived expertise of celebrity and repeat purchase intentions. Awareness of the expertise associated with celebrity nominations is only recognized by supporters as a source of valid claims. (Erdogan, 1999). With regards to repeat purchase intentions and its relationship with expertise, the aim of this thesis is to determine if how customers perceive the expertise of celebrity influencers, affect their purchase decisions, and ultimately repeat purchase intentions. A previous study says it is important that consumers think and believe a celebrity has expertise (Ohanian, 1991). This might go a long way in impacting how the degree of customers repeat purchase intentions. Speck, Schumann & Thompson (1988) stated that superstars who are considered authorities in a specific field produce higher brand awareness than celebrities who are considered non-experts. Hence there could be repeat purchase on the part of the customers. The more a superstar is perceived as an expertise.

3, the likely it will b more impactful for customers to be influenced positively (Amos, Holmes & Strutton, 2008).

2.6.2. Trustworthiness of Celebrities and Repeat Purchase Intention

Trustworthiness refers to the honesty, integrity, and believability of an endorser (Erdogan 1999). Companies seek to find supporters who are widely believed to be credible, honest, credible, and perceived as credible (Shimp, 1997). Trustworthiness is the maximum essential component with reference to the supply credibility and impacts credibility (Friedman, 1978). It's the most important factor to impact customers repeat purchase intentions. The trustworthiness is of major importance for effective endorsers. When consumers believe and trust their supporters, they increase the credibility of their ads and increase their attitude. When a celebrity receives negative news coverage, it can affect the credibility and credibility of its supporters and may impact on customers they have previous influenced to get a product. Also, the brand image and sales of the related product going forward may be negatively affected, hence negatively impacting repeat purchase. Previous research however,

argued that the credibility had nothing to do with the consumer's intent to buy the brand (Ohanian 1991).

2.6.3. Attractiveness of Celebrities and Repeat Purchase Intention

The term "appeal" refers to more than just physical attraction. Intellectual competence, personality attributes, lifestyle, athletic ability, and supportive skills are all examples of attractiveness. (Erdogan, 1999). Celebrities, for example, can be attractive because they have achieved great sporting achievements and people are very respectful of those achievements. They use this advantage to influence their followers to purchase brands they recommend – especially skin care related products. On the other hand, there are examples of celebrities who express the image that the company wants to create, although it may not be very attractive. If there is a match between the brand and the celebrity, the attraction is less important, so the company may choose a less attractive celebrity as this may not affect customers purchase decisions. There are many physically attractive celebrities who support the product. An example is Beyonce. Many people are attracted to Beyonce. Beyonce is always fashionable and attractive, so women want to connect with beautiful, iconic, and talented fashionable women like Beyonce, but men are physically attracted to her looks. She is very reliable and attractive, and people want to be like her and hence using this feature to influence her followers come easily.

2.7. A Review of Popular Celebrities in Turkey

Turkey entertainment industry have a long history. This cuts across local celebrities and even international once who have had lots of influence on Turkish brands. Because of this, several Turkish celebrities have become very popular all around the world. For example, Turkish TV series are constantly exported to other countries. They also have a prominent football league (Süper Lig) with top football clubs and their players represented in European and even World Football. In terms of music, Turkish stars are best known for some of its international superstar such as Gaye Su Akyol, Kalbenthere who do so much more to the Turkish music scene. They have some of the best young musicians in the Europe, currently making their mark through their unique style, from synth pop to reggae, acoustic to hip-hop and more.

Here are some of the popular celebrities in Turkey, ranging from various industry (filming, music, football, social media, etc.).

A. **MESUT ÖZIL**: Mesut Özil is professional footballer who plays for one of the top Turkish clubs – Fenerbahçe. In January 2021, Turkish powerhouse Fenerbahçe completed the transfer of former Germany midfielder Mesut Özil from English Premier League side Arsenal. Although Mesut was born German, he however has his root in Turkey. His wife is also a top

model of the country. In terms of influence, Mesut is a major go-to celebrities when it comes to social media influence. He has a large fan base, with over 26 million followers on Twitter, ranking him as the third most followed footballer in that space (after Ronaldo and Neyman).

B. HANDE ERCEL: Hande Erice is a Turkish actress and model. She also played the role of Hazal on star TV Siyah ınci. In 2020, Erice, along with Kerembersin, played a leading role in Turkey's acclaimed Senthal Capmi.

C. BURAK ÖZÇIVIT: Burak Özçivit is one of the well-known actors in Turkey. He commenced his profession as a version in 2003 and have become 2nd in 2005`s Best Model of the World. He later commenced his performing profession and have become one of the industry`s massive names in a quick period. He featured in countless ads, movies, and popular TV series such as Küçük Sırlar, Muhteşem Yüzyıl, Çalıkuşu and Kara Sevda. Nowadays, he is starring in Kuruluş: Osman as Osman, the emperor of the Ottoman Empire. He recently became investment consulting company Trem Global brand ambassador.

D. OTHERS: In terms of influence for popular brands however with focus on our case study-Pepsi Cola, most of the celebrity influencers have more encompassing geographical appeal, cutting across Turkey, Europe, Asia and the world at large. Some of the popular celebrity influencers for Pepsi Cola with big image presence in Turkey are.

- **LEO MESSI:** Lionel Messi is an Argentine footballer who plays forward for both PSG and the Argentina national team. He holds the record for most FIFA Ballon d'Or/Best FIFA Men's Player accolades with six, as well as six European Golden Shoes. During his career with Barcelona, he helped them win a total of 34 titles, a club record. He's one of the most popular Pepsi celebrity influencers.

- **BEYONCE KNOWLES**: Beyonce is a popular and influential singer, with hundreds of awards and projects. It is said that, one post from "Queen Bey" as she is popularly called, across her social media platforms is worth over $1 million. She is the first and only influencer to cross that million-dollar value line. She has served multiple times as one of Pepsi's major brand influencers.

- **CARDI B:** Cardi B is a music star and social media star who has created a great online brand and personality and quickly gained fame. Cardi B quickly became famous in both the music industry and social media, thanks to her clever online marketing tactics. Cardi B used her unique tactics across the digital media platform to create a very compelling story. She is one of Pepsi's media influencers.

- **MARCUS RASHFORD:** Rashford is a Manchester United & England player. On Instagram, he has over 11 million followers, while on Facebook, he has over 9 million and on Twitter, he has about 5 million. He has successfully utilised social media to promote his campaigns on food insecurity, homelessness, and children's literature, and he has persuaded the government to reverse its position on food vouchers during the school holidays. He has also served as a Pepsi brand ambassador.

2.8. Hypothesis

The hypotheses for this thesis are seen below.

Hypothesis 1

- **Ho:** The perceive expertise of celebrities does not significantly impact consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.
- **Ha:** The perceive expertise of celebrities significantly impacts consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.

Hypothesis 2

- **Ho:** The trustworthiness of celebrities does not significantly impact consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.
- **Ha:** The trustworthiness of celebrities significantly impacts consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.

Hypothesis 3

- **Ho:** The attractiveness of celebrities does not significantly impact consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.
- **Ha:** The attractiveness of celebrities significantly impacts consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.

2.9. Findings on Celebrity Endorsement

The target audience of advertisements must be put into consideration when choosing representatives and if a personality is the best channel to influence them with. In research by Biswas (2009), it was observed that individuals between 18 to 25 years have the highest caliber to remember brands using celebrity endorsers when compared with a group of older individuals. The chief cause for this outcome was that the former age set were seeking for more data in commercials, while the celebrity drives focused on the state of mind and awareness the buyers.

Also, the appointment of star commercials in websites like YouTube where several of audiences are moderately young, data-rich, and net geniuses, proposes that fame-based commercials are no more related to old-style ads mediums (Biswas 2009). This helps covers the issue that the new generation naturally change networks during TV ads or are in the habit of using disruptive tools to bypass infomercials (Biswas 2009).

Due to the too many variances in routines between customers and superstars, most respondents in the Biswas (2009) study did not agree that celebrities used in promotion operations really used the brands they were representing.

CHAPTER THREE

METHODOLOGY

3.1. Introduction

The methodology chapter focuses on the way the thesis work is carried out, the instrument used, research techniques and the statistical tool used in the data analysis. This research is an empirical study

which involves a survey needed to have an insight into the impact of celebrity endorsers, to arrive at a valid conclusion of their influence on repeat purchase intentions of consumers.

3.2. The Research Design

In this thesis, a convenience sampling technique which is simple random sampling will be employed. To gather data for the analysis of this thesis, survey research design will be used. The information will be collected from the students of Istanbul Gelişim University who consumer Pepsi Cola. The students will be given a survey to fill.

3.3. The Population of The Study

The study focuses on the impact of celebrity endorsement on repeat purchase intention of customers. The universe of research consists of all the students (full time & part time) of the various faculties and departments in Istanbul Gelişim University who consumes the Pepsi Cola beverage. The reasons for choosing Istanbul Gelişim University as the research universe are as follows:

- Presence of young people
- Possibility of a good number of Pepsi beverage consumers
- Ease of accessibility

Currently the universe number of Gelişim University student is around 13380 according to Roc-Apply (2020).

3.4. The Sample and Sampling Technique

This thesis' sample will consist of students of the different faculties of Istanbul Gelişim University who consume Pepsi Cola beverage. Since this study is working with a large population, Yamane's Sample Calculation Formula can be used (Yamane, 1973).

$$n = \frac{N}{1 + Ne^2}$$

n = Sample Size:

N = Size of population: 13380 students

e = Level of Precision/Sampling of Error "the level of repeatability of measurements": 0.05

$$n = \frac{13380}{1 + 13380(0.05)^2}$$

$$n = \frac{13380}{1 + 33.45} \qquad n = 388$$

According to this Formula the sample size is 388.

To ensure a good representative size, the sampling method used for this research work is simple random sampling. The sampling method chosen also ensures that every possible sample the population distribution is represented.

3.5. Data Source

Primary data source will be used in this thesis. The data would be gathered through questionnaire administered to randomly selected students of various departments in various faculties of Istanbul Gelişim University. The questionnaire will be drawn up to acquire information for the measurement of the conceptual model's construct; repeat purchase intention, celebrity perceived expertise, celebrity trustworthiness and celebrity attractiveness.

3.6. The Research Instrument

The primary data collection technique using a questionnaire will be deployed in this thesis. This method involves administering questionnaires to respondents to fill. The questionnaires contain questions that are related to the variables under consideration in this research work. A direct survey will be used in the administration of questionnaires. The questionnaire will comprise of two sections, A and B. Section A is the first part which contains the demographic details of the respondents with items such as age, gender, education level, etc. while section B will encompasses questions about the variables to be answered by the sample to test the hypothesis and drawing of inference.

3.7. Method of Data Analysis

Given the questions to analyzed and the hypotheses to be tested, data obtained from the administered questionnaires will be analyzed using regression analysis which seeks to investigate the statistical relationship between the dependent variable (repeat purchase intentions of customers) and the independent variables (perceive expertise of celebrities, trustworthiness of celebrities and attractiveness of celebrities).

CHAPTER FOUR

RESULT AND ANALYSES

4.1. Introduction

Here we present the result of the questionnaire and the analyses, from the data obtained from students of Istanbul Gelişim University who consume Pepsi Cola. The analyses and discussions in this chapter focused on the relationship of celebrity perceived expertise, trustworthiness, attractiveness, and customers' repeat purchase intention. The subtitles discussed include the response rate, demographics information, the connection amongst repeat purchase intention (the dependent variable) and independent variables (celebrity perceived expertise, trustworthiness, and attractiveness), presented by regression and correlation analyses, and the discussion of findings.

4.2. Response Rate

Table 1: Response Rate

	FREQUENCY	PERCENTAGE
Responded	352	90.7
Did not respond	36	9.3
Total	388	100.0

Source: Author's Calculations, 2021.

From the 388 respondents sampled to participate, 352 responded while 36 did not respond. This formed a response rate of 91%. The response rate was adequate to analyze the relationship between customers' repeat purchase intention and celebrity endorsers' features in focus since it was above 70% according to the recommendation of Mugenda & Mugenda (2003).

4.3. Demographics of Respondents

The demographic statistics shows information associated with the respondents' gender, age, education level, etc.

4.3.1. Gender of The Respondents

Table 2: Gender of the Respondents

RESPONDENTS' GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	149	42.3	42.3	42.3
	FEMALE	203	57.7	57.7	100.0
	Total	352	100.0	100.0	

Source: Author's Calculations by SPPS 21.0, 2021.

Gender features of the respondents disclosed that, more than average of the respondents' equivalent to 57.7% were female against 42.3% males. This is an indication that, views offered by respondents as regards the relationship between celebrity endorsers' perceived expertise, trustworthiness, attractiveness, and customers' repeat purchase intention, were from each gender category and that there are possibly more females than male students who consume Pepsi Cola in Istanbul Gelişim University.

4.3.2. Age of The Respondents

Table 3: Respondents' Age group

RESPONDENTS' AGE RANGE

		Frequency	Percent	Valid Percent	Cumulative Percent
	15-24years	82	23.3	23.3	23.3
Valid	25-34years	145	41.2	41.2	64.5
	35 and above	125	35.5	35.5	100.0
	Total	352	100.0	100.0	

Source: Author's Calculations by SPPS 21.0, 2021.

Majority of the respondents tallying to 41.2% were aged between 25 to 34 years, a proportion of 35.5% were aged above 35 years, while the remaining proportion of 23.3% were aged above 15-24 years. This indicated most of the Pepsi consumers in Istanbul Gelişim University are aged 25 or above.

4.3.3. Education Level of The Respondents
Table 4: Education Level of the Respondents

EDUCATION LEVEL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Undergraduate	109	31.0	31.0	31.0
	Postgraduate	243	69.0	69.0	100.0
	Total	352	100.0	100.0	

Source: Author's Calculations by SPPS 21.0, 2021.

Educational level of respondents showed that, 69% of the respondents are postgraduate students, while the remaining 31% of the respondents are undergraduate. This indicates that most of the respondents who provided the data for this study were mostly PG students.

4.3.4. Respondents Frequency Consuming Pepsi
Table 5: Frequency of consumption of Pepsi

FREQUENTLY CONSUMES PEPSI OR NOT?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	290	82.4	82.4	82.4
	No	62	17.6	17.6	100.0
	Total	352	100.0	100.0	

Source: Author's Calculations by SPPS 21.0, 2021.

Majority of the respondents tallying to 82.4% agreed that they frequently consume Pepsi drink. Only a proportion of 17.6% do not consume Pepsi on a regularly basis. This indicates that over three-quarter

of the students at Istanbul Gelişim University consume Pepsi Cola drink and serves as a great
population for this study.

4.3.5. Respondents Knowledge of Celebrities Used By Pepsi

Table 6: Respondents' knowledge of celebrities used by Pepsi to endorse their drink

RESPONDENTS KNOWLEDGE OF PEPSI CELEBRITY ENDORSERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	269	76.4	76.4	76.4
	No	83	23.6	23.6	100.0

Source: Author's Calculations by SPPS 21.0, 2021

An analysis of the knowledge level of respondents on Pepsi celebrity endorsers showed that, most of
the respondents, representing 76.4% know a few celebrities used by Pepsi for their endorsement. Only
23.6% do not know at least one.

4.3.6. Top Names of Celebrities Listed by Respondents

Table 7: Top names of celebrities listed by respondents.

TOP NAMES OF CELEBRITIES LISTED BY RESPONDENTS			
S/N	Names of Celebrities	Famous for	Industry
1	Lionel Messi	Football	Sports
2	Beyoncé	Singing	Musicals
3	Paul Pogba	Football	Sports
4	Mohammed Salah	Football	Sports
5	Cardi B	Rapping	Musicals

Source: Author's Calculations by SPPS 21.0, 2021

Respondents were asked to list out name(s) of Pepsi celebrity endorsers that readily come to their
minds. The top names listed by the respondents were Messi, Beyoncé, Pogba, Salah and Cardi B.

4.4. Cronbach's Alpha Test for Reliability

In testing for reliability, Cronbach's alpha testing was used in order to determine the internal
consistency. The result is presented below.

Table 8: Cronbach's Alpha Test Tables

Reliability for First Variable

Reliability Statistics

Cronbach's Alpha	N of Items
.907	5

Reliability for Second Variable

Reliability Statistics

Cronbach's Alpha	N of Items
.880	5

Reliability for Third Variable

Reliability Statistics

Cronbach's Alpha	N of Items
.849	5

Reliability for Fourth Variable

Reliability Statistics

Cronbach's Alpha	N of Items
.955	10

Source: Author's Calculations by SPPS 21.0, 2022.

From the analysis, the alpha coefficient for the twenty-five items was 0.954, suggesting that the items have relatively high internal consistency.

4.5. Factor Analysis Loading

The factor analysis results are presented below.

Table 9a: Factor Analysis Loading Summary

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.933
Bartlett's Test of Sphericity	Approx. Chi-Square	7546.537
	df	300
	Sig.	.000

Source: Author's Calculations by SPPS 21.0, 2022.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy co-efficient was 0.933. This is within the level of acceptance as it is greater than 0.70.

In respect to the Bartlett's Test of Sphericity, the p-value is focused here. The level of significant is 0.000 compared to the confidence level used in this thesis which is 0.05. The test is thus within the acceptable limit.

In order to establish the convergent and discriminant validity of the data, we employed confirmatory factory analysis. The factor analysis score ranges between 0.875 to .532. This shows that the factors are well loaded and they are within the accepted criteria (Cop, Alola & Alola et 2019).

Table 9b: Factor Analysis Loading Component Matrix

Rotated Component Matrix[a]

	Component			
	1	2	3	4
RPI25	.875			
RPI29	.869			
RPI28	.860			
RPI27	.849			
RPI30	.812			
RPI23	.809			
RPI24	.808			
RPI26	.804			
RPI22	.672			
RPI21	.611			
PCEX9		.865		
PCEX8		.843		
PCEX10		.796		
PCEX7		.795		
PCEX6		.720		
Attract17		.611		
Attract18		.587		
Attract20		.550		
Attract19		.514		
CEITRU11			.532	
CEITRU14			.803	
CEITRU15			.760	
CEITRU12			.712	
CEITRU13			.707	
Attract16			.533	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Source: Author's Calculations by SPPS 21.0, 2022.

The components matrix is also given above with most of the values showing strong and high loadings. Other details of the factor's analysis can be found on the appendix.

4.6. Analyses of Variables (Dependent and Independent)

Here focuses are on the regression result, the ANOVA result, and the coefficients of the dependent and independent variables.

4.6.1. The Regression Between Dependent and Independent Variable

Table 10: Regression between celebrity endorsements & customers repeat purchase intention

Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
				R Square Change	F Change	df1	df2	Sig. F Change
.606[a]	.367	.362	.89497	.367	67.246	3	348	.000

a. Predictors: (Constant), Celebrity Attractiveness, Celebrity Trustworthiness, Perceived Expertise

b. Dependent Variable: Repeat Purchase Intention

Source: Author's Calculations by SPPS 21.0, 2021.

The results shown in table 8 above sought to establish the regression between the repeat purchase intentions of Pepsi drink of students in Istanbul Gelişim University and celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. The degree to which celebrities' characteristics in focus are related to repeat purchase intention of Pepsi cola is expressed in the positive correlation coefficient (r) = 0.606 and coefficient of determination, (r2) =0.367 as shown on table 4.8 above. This implies that the three independent variables collectively predict about 36.7% of customers' repeat purchase intention.

4.6.2. Anova Results

Table 11: ANOVA

ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	161.586	3	53.862	67.246	.000[b]
1	Residual	278.736	348	.801		
	Total	440.322	351			

a. Dependent Variable: Repeat Purchase Intention

b. Predictors: (Constant), Celebrity Attractiveness, Celebrity Trustworthiness, Perceived Expertise

Source: Author's Calculations by SPPS 21.0, 2021.

ANOVA (Analysis of Variance) was deployed to examine the significance of the regression model as it relates to variances in means of the dependent and independent variables as shown on table 9 above. The ANOVA test produced an F-value of 67.246 which is significant at p=0.000. This implies that the regression model is significant at 95% confidence level. Therefore, the regression model is statistically significant in how the three independent variables of celebrity endorsers predicts repeat purchase intention of customers for Pepsi cola amongst students in Istanbul Gelişim University.

4.6.3. Multiple Regression Analysis

Table 12: Multiple regression between perceived expertise, trustworthiness and attractiveness and repeat purchase intention.

Correlations

		perex	CelAT	Attact	Purchase
perex	Pearson Correlation	1	.751**	.632**	.419**
	Sig. (2-tailed)		.000	.000	.000
	N	352	352	352	352
CelAT	Pearson Correlation	.751**	1	.666**	.483**
	Sig. (2-tailed)	.000		.000	.000
	N	352	352	352	352
Attact	Pearson Correlation	.632**	.666**	1	.594**
	Sig. (2-tailed)	.000	.000		.000
	N	352	352	352	352
Purchase	Pearson Correlation	.419**	.483**	.594**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	352	352	352	352

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

Source: Author's Calculations by SPPS 21.0, 2021.

The findings on table 10 above are based on the following regression model:

$$REPUIN = \alpha_0 + \beta_1 PEC + \beta_2 TC + \beta_3 AC + \varepsilon$$

Where:

- REPUIN = Repeat Purchase Intention
- PEC = Perceive Expertise of Celebrities
- TC= Trustworthiness of Celebrities
- AC = Attractiveness of Celebrities
- α_0 = Constant
- $\beta_1, \beta_2, \beta_3$ = Coefficient of the independent variables
- ε = error term
- and a priori expectation:
- β_1's > oi = 1,2,3

Table 10 above shows that perceived expertise of celebrity endorsers has negative coefficients, implying that it inversely predicts repeat purchase intentions of customers. Trustworthiness and Attractiveness of celebrity endorsers however have positive coefficients, implying that it positively predicts repeat purchase intentions of customers.

Therefore, taking all independent variables (perceived expertise, trustworthiness, and attractiveness of celebrity endorsers) constant at zero (0); customers' repeat purchase intention of students in Istanbul Gelişim University will be at 0.269. Therefore, a unit increase in perceived expertise, trustworthiness, and attractiveness of celebrity endorsers, will lead to -0.026-, 0.622- and 0.254-unit increases/decrease respectively in the repeat purchase intentions of the students.

Perceived expertise has a negatively weak correlation, trustworthiness has a positive moderately strong correlation and attractiveness has a positive weak correlation. Showing that Trustworthiness of a leader has more impact on the customer's repeat purchase intention than the other two characteristics.

4.7. Decision Rule and Test of The Hypotheses

We reject the null hypothesis, if the p-value results is less than the level of significance (0.05). And we fail to reject the null hypothesis if the p-value is greater than 0.05. This is the decision rule.

The following are the null hypotheses:

Null Hypotheses

Ho: The perceived expertise of celebrities DOES NOT significantly impacts consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.

Ho: The trustworthiness of celebrities DOES NOT significantly impact consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.

Ho: The attractiveness of celebrities DOES NOT significantly impact consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.

Alternative Hypotheses

H₁: The perceived expertise of celebrities significantly impacts consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.

H₂: The trustworthiness of celebrities significantly impacts consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.

H₃: The attractiveness of celebrities significantly impacts consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.

Therefore, from the results gotten in table 4.10, the following decisions can be reached.

First, the outcome of the analysis indicates that p-value of = (0.758) for the perceived expertise of the celebrities, is more than the significance level of 0.05. The implication of this analysis is that we fail to reject the null hypothesis and conclude that the perceive expertise of celebrities DOES NOT significantly impact consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.

Secondly, the outcome of the analysis also indicates that p-value of = (0.000) for the trustworthiness of the celebrities, is less than the significance level of 0.05. The implication of this results is that we reject the null hypothesis and conclude that the trustworthiness of celebrities significantly impacts consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.

Lastly, the outcome of the analysis also indicates that p-value of = (0.015) for the attractiveness of the celebrities, is less than the significance level of 0.05. The implication of this results is that we reject the null hypothesis and conclude that the attractiveness of celebrities significantly impacts consumers' repeat purchase decision of Pepsi beverages among students of Istanbul Gelişim University.

CHAPTER FIVE
DISCUSSION

5.1. Discussion of Findings

The major aim of the thesis was to find out if the perceived expertise, trustworthiness, and attractiveness of celebrity endorsers of Pepsi significantly impacts on consumers repeat purchase intention. During this study, three characteristics of celebrity endorsers were used as independent variables to ascertain the impact celebrity endorsers have on repeat purchase decision amongst students of Istanbul Gelişim University.

In terms of gaps, various research has shown that endorsing celebrities for a product can suggestively upsurge customers' consciousness of an advertisement, get their attention and make the advertisement more unforgettable, thereby realising the three main goals of advertising. Differentiate, inform, persuade (Mellisa 2014). Isaac (2014) proposed that more research be conducted utilising a company in the service sector, as his study concentrated on the industrial sector. Another disadvantage identified by Nasir & Khan (2016) is that the survey focuses on a narrow component of celebrities, and future studies will focus on a broader aspect of celebrities. It was recommended to focus on those characteristics of superstars that has relationships with the consumer's willingness to buy.

Looking at some previous studies, in the research by Gupta, Verma & Kishore, (2015), impact of celebrity endorsement on consumers repurchases intentions, they found out that celebrity endorsement, taking into consideration the specific characteristics of celebrities (trustworthiness, perceived expertise, attractiveness and credibility) have a significant impact on repurchase intentions of consumers. They further stated that the significance is on a positive note. In that of Karen, (2015), the impact of celebrity endorsement took into consideration various attributes of celebrities including trustworthiness, credibility, perceived expertise and attractiveness, he cconcluded that the fore mentioned attributes affect consumers purchase intention significantly. It was also concluded that appeal of a celebrity has the uppermost influence on customers repurchase intentions, followed by trustworthiness, and then perceived expertise and credibility was said to be the least influential factor amongst the attributes identified.

Udo and Stella, (2015) in their study, however recognized celebrity attractiveness, perceived expertise and trustworthiness as independent variables. They concluded that based on the listed attributes, celebrity endorsement has a positive relationship with repeat purchase intention.

In terms of this thesis' findings, it was revealed that there is a significant association between trustworthiness and repeat purchase decision and attractiveness and repeat purchase decision amongst

students of Istanbul Gelişim University. This means that trustworthiness and attractiveness features of celebrity endorsers significantly influence repeat purchase decision of students of Istanbul Gelişim University.

The study also found out that there is no significant relationship between celebrities' perceived expertise and repeat purchase decision amongst students of Istanbul Gelişim University. This implies that the perceived expertise of celebrities used for endorsements has no significant influence on the repeat purchase decision amongst students of Istanbul Gelişim University.

It is important to note that, in this thesis, while trustworthiness and attractiveness may have had a significant relationship and was consistent with the results of some other authors mentioned above, this was not the case for perceived expertise. The reason why perceive expertise may not have had a significant relationship with customers repeat purchase intention in this study is simply due to the target audience – students. Belch & Belch (2001) explain perceived expertise with qualities such as knowledge and experiences. For most young people, students especially, these may not be important attributes for many. For example, a musician who releases his debut album, with no experience at all in the industry, smart or even knowledgeable about the product he or she is marketing, could still be highly rated by young people. A footballer who plays for the first time, could still be loved by students without caring if they are expert yet or not. In the popular celebrity endorsement article by Erdogan (1999), he said that "It does not really matter whether an endorser is an expert" (p.298).

From table 8 above in result and analysis chapter, it is evident from the R Square value (0.367) that is, 36.7% of the changes in the dependent variable (repeat purchase decision amongst of the students) are accounted for by the independent variables.

Based on the individual significance of the independent variables, it is evident judging from the t statistics values that perceived expertise of celebrities has a negative and insignificant relationship with repeat purchase decision (-0.308) is less than 2 which serves as a basis for deciding the individual significance of variables in the model.

Trustworthiness of celebrities has a positive and significant relationship with repeat purchase decision with t statistics value (8.325) which is greater than 2 which serves as a basis for deciding the individual significance of variables in the model.

Attractiveness of celebrities has a positive and significant relationship with repeat purchase decision with t statistics value (2.433) which is greater than 2 and serves as a basis for deciding the individual significance of variables in the model.

In answering the research questions of this thesis, we can then conclude the following;

1. Perceive expertise of a celebrity DOES NOT SIGNIFICANTLY impact consumers' repeat purchase decision.
2. Trustworthiness of a celebrity SIGNIFICANTLY impact consumers' repeat purchase decision.
3. Attractiveness of a celebrity SIGNIFICANTLY impact consumers' repeat purchase decision.

5.2. Summary of Findings

The response rate of this data collection was 91% gotten from 352 respondents out of 388 who responded to the questionnaire.

The analysis of celebrity endorsement and repeat purchase intention has been able to provide answers to the questions raised during this thesis. Sequel to the outcomes from the results of this thesis, these summaries have been made.

1. There is no significant relationship between perceived expertise of celebrities and repeat purchase intension.
2. There is a significant relationship between trustworthiness of celebrities and repeat purchase intension.
3. There is a significant relationship between attractiveness of celebrities and repeat purchase intension.
4. There are more female than male consumers of Pepsi cola at the University based on the sex distribution of the respondents.
5. Over 77% of the respondents were aged 25 and above, which shows the age distribution of Pepsi cola's consumption at the University.

Regression analysis also provided the degree to which celebrity endorsement relates to repeat purchase intention and the coefficient of determination, ($r2$) was 0.367. This implies that the three independent variables together predict about 36.7% of repeat purchase intension of the students (consumers).

CHAPTER SIX

CONCLUSION, LIMITATION OF STUDY, FURTHER STUDY

6.1. Conclusions

Considering the broad objectives of this thesis, in addition to the results from the findings of the research, it can be concluded that perceived expertise, trustworthiness and attractiveness of celebrity-endorsers' impact on the repeat purchase intention of students at Istanbul Gelişim University.

More specifically, it can be concluded that trustworthiness of the celebrity-endorses has the most impact on the students' repeat purchase intension (in terms of direction of relationship and significance). Attractiveness of the celebrity-endorsers has a significant relationship, but the degree is weak (positive weak correlation). Perceived Expertise of celebrity-endorsers has a negative correlation that is weak and insignificant.

6.2. Recommendations

This thesis supplements the prevailing theories on celebrity endorsement and consumer purchase intentions. The focus and bottom line of every business is to make profit. The results of this study will help the Marketing/Advertising/Communications business units of organizations to draw up the right plan when identifying potential celebrities and influencers for their ads and campaigns. This way, organization will be able to attract the most suitable superstars with the requisites characteristics that would positively and significantly impact on the consumption level of their products amongst the customers.

The findings of this research also opines that the right use of celebrity endorsement is positively associated increase in consumption levels of own products amongst the followers of these superstars which could significantly impact on the overall bottom line of the firm. Also, since two of the three characteristics is seen to have individual significant correlation with the repeated purchase of the Pepsi cola drink, the marketing and communications department is encouraged to select ambassadors and superstars who have a good history of trustworthiness and are physically appealing.

6.3. Contributions to Knowledge

As a complement to the findings by other researchers such as Nguyen & Nguyen (2017), numerous contributions to the theory and marketing practice exists in this thesis. The source credibility works because it clearly stresses the importance of trustworthiness over all other source attributes, taking the purchasers' participation into account.

6.4. Limitation/Further Research

Although this thesis objective was to make significant involvement to the body of information on celebrity endorsement and customer repeat purchase intention, certain expanses still need to be explored or expanded. Based on the conclusions of this thesis, using an academic institution only was a constraint of this study, since it is probable that the use of more respondents from various sectors could have given a different and broader picture and outcome of the effects celebrity endorsements had on repeat consumers purchase intention.

Secondly, the smallness of the sample size and the geographically location (Istanbul, Turkey) that was used is also a limitation, as Pepsi is a worldwide brand. The intended sample size of this thesis was originally 338. However, 352 was eventually used. This is also a limitation. Finally, the use of convenience sampling for the study, is also another limitation to this study.

This research is nevertheless a footstep in the direction of providing insight in body of knowledge of celebrity endorsement and here are some suggestions for further studies.

First, further studies should be carried out using other celebrity characteristics as variables that were not used in this study. Some of these variables that can be used could be level of fame, educational background, culture/race, family background, social status, etc.

Secondly, Istanbul Gelişim University was the focus of this research. Other organizations/industrial sectors should be used to produce insights in this area to see if the results will be consistent.

Thirdly, future studies ought to also collect info through the probability sampling technique, and not just convenience sampling used in this research, and found as a limitation.

Also, when there is a high and low credibility and/or presence, future studies can also focus on how shoppers perceive the product and celebrities,

Lastly, an interesting area of research might be carrying out an investigative or experimental research for comparability of outcomes of two dissimilar products.

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APPENDIX 1

QUESTIONNAIRE

CELEBRITY ENDORSEMENT AND REPEAT PURCHASE INTENTION AMONGST PEPSI BEVERAGE CONSUMERS (A CASE STUDY OF ISTANBUL GELIŞIM UNIVERSITY)

I am OLAYINKA EMMANUEL ADEOTI, an MBA student at Istanbul Gelişim University. As part of the prerequisite for my study, I am carrying out a thesis to produce insights in determining the relationship that exist between repeat purchase intention and celebrity endorsement amongst Pepsi beverage consumers in Istanbul Gelişim University.

Kindly provide the appropriate information needed in the spaces provided below. All data obtained will be treated in strict confidence and used only for academic purpose.

Thank you in anticipation.

SECTION ONE

1. Sex: Male [   ] Female [   ]
2. Age range: 15-24 [   ] 25-34 [ ] 35-above [   ]
3. Student Type: Undergraduate [   ] Post-Graduate [   ]
4. Do you drink Pepsi Often? Yes [ ] No [ ]
5. Are you aware of celebrities used by Pepsi in their promotional activities? Yes [   ]   No [   ]
   If yes, kindly mention any 2 of Pepsi celebrities you know (Footballers, Musicians, etc.)

_____

SECTION TWO

From 1 to 5, highlight the number that closely tell how you feel towards the above celebrities

(5 being the most and 1 being the least)

CELEBRITY PERCEIVED EXPERTISE

S/N	ITEMS					
6	Pepsi celebrity endorsers are experts in their fields					
7	Pepsi celebrity endorsers are well experienced in their fields					
8	Pepsi celebrity endorsers are knowledgeable about their fields					
9	Pepsi celebrity endorsers are well qualified in their fields					
10	Pepsi celebrity endorsers are skilled in their fields					

CELEBRITY TRUSTWORTHINESS

S/N	ITEMS					
11	Pepsi celebrity endorsers are dependable					
12	Pepsi celebrity endorsers are honest					
13	Pepsi celebrity endorsers are reliable					
14	Pepsi celebrity endorsers are sincere					
15	Pepsi celebrity endorsers are trustworthy					

CELEBRITY ATTRACTIVENESS

S/N	ITEMS					
16	The celebrity Pepsi endorser appeals to me					
17	The celebrity Pepsi endorser strikes me as being classy					
18	I find the celebrity endorser for Pepsi as elegant					
19	Pepsi male celebrities are handsome					
20	Pepsi female celebrities are beautiful					

SECTION THREE

KEY: 5(VL) – Very Likely; 4(L) – Likely; 3(N) – Neutral; 2(U) – Unlikely; 1(VU) – Very Unlikely

REPEAT PURCHASE INTENTION

S/N	ITEMS					
21	How likely would you purchase Pepsi if seen in a store					
22	How likely and actively you do you seek out for Pepsi among other drinks					
23	Presence of celebrity in an ad encourage you to buy Pepsi					
24	Generally, brands endorsed by celebrities draw your attention					
25	Brands endorsed by celebrities influence your intention to purchase their products.					
26	You will mostly likely purchase a brand because your favorite celebrity endorsed it.					
27	You will buy a brand over and again if it is endorsed by your favorite celebrity.					
28	You patronize brands over and again because you like the personality of the celebrity who endorsed it.					
29	You are always excited whenever you purchase a brand that is endorsed by a known celebrity.					
30	You are in the habit of re-buying Pepsi over other drinks because of the celebrities in their ads					

APPENDIX 2

ANALYSIS OUPUT

Demographics Tables

Table 1: Sex

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
Female	203	57.7	57.7	57.7
Male	149	42.3	42.3	100.0
Total	352	100.0	100.0	

Table 2: Age

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
15-24years	82	23.3	23.3	23.3
25-34years	145	41.2	41.2	64.5
35 and Above	125	35.5	35.5	100.0
Total	352	100.0	100.0	

Table 3: Educational Level

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
Undergraduate	109	31.0	31.0	31.0
Postgraduate	243	69.0	69.0	100.0
Total	352	100.0	100.0	

Table 4: Respondents who drink Pepsi frequently

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
Yes	290	82.4	82.4	82.4
No	62	17.6	17.6	100.0
Total	352	100.0	100.0	

Table 5: Respondents who know at least one of Pepsi celebrities

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
Yes	269	76.4	76.4	76.4
No	83	23.6	23.6	100.0
Total	352	100.0	100.0	

Regression Analysis Tables

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.606[a]	.367	.362	.89497	.367	67.246	3	348	.000	1.603

a. Predictors: (Constant), Celebrity Attractiveness, Celebrity Trustworthiness, Perceived Expertise

b. Dependent Variable: Repeat Purchase Intention

Correlations

		perex	CelAT	Attact	Purchase
perex	Pearson Correlation	1	.751**	.632**	.419**
	Sig. (2-tailed)		.000	.000	.000
	N	352	352	352	352
CelAT	Pearson Correlation	.751**	1	.666**	.483**
	Sig. (2-tailed)	.000		.000	.000
	N	352	352	352	352
Attact	Pearson Correlation	.632**	.666**	1	.594**
	Sig. (2-tailed)	.000	.000		.000
	N	352	352	352	352
Purchase	Pearson Correlation	.419**	.483**	.594**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	352	352	352	352

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

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	161.586	3	53.862	67.246	.000ᵇ
	Residual	278.736	348	.801		
	Total	440.322	351			

Cronbach's Alpha Reliability

Reliability for First Variable

Reliability Statistics

Cronbach's Alpha	N of Items
.907	5

Reliability for Second Variable

Reliability Statistics

Cronbach's Alpha	N of Items
.880	5

Reliability for Third Variable

Reliability Statistics

Cronbach's Alpha	N of Items
.849	5

Reliability for Fourth Variable

Reliability Statistics

Cronbach's Alpha	N of Items
.955	10

Item Statistics

	Mean	Std. Deviation	N
Q6	4.14	1.174	352
Q7	4.28	.978	352
Q8	4.25	.939	352
Q9	4.11	1.138	352
Q10	4.24	1.012	352
Q11	3.82	1.053	352
Q12	3.74	1.120	352
Q13	3.89	1.029	352
Q14	3.65	1.184	352
Q15	3.85	1.026	352
Q16	4.25	.960	352
Q17	4.24	.938	352
Q18	4.24	.937	352
Q19	4.09	.959	352
Q20	4.31	.939	352
Q21	3.74	1.193	352
Q22	3.53	1.242	352
Q23	3.63	1.365	352
Q24	3.63	1.365	352
Q25	3.66	1.337	352
Q26	3.57	1.359	352
Q27	3.64	1.341	352
Q28	3.54	1.313	352
Q29	3.55	1.264	352
Q30	3.40	1.476	352

Factor Analysis Loadings

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Q6	4.14	1.174	352
Q7	4.28	.978	352
Q8	4.25	.939	352
Q9	4.11	1.138	352
Q10	4.24	1.012	352
Q11	3.82	1.053	352
Q12	3.74	1.120	352
Q13	3.89	1.029	352
Q14	3.65	1.184	352
Q15	3.85	1.026	352
Q16	4.25	.960	352
Q17	4.24	.938	352
Q18	4.24	.937	352
Q19	4.09	.959	352
Q20	4.31	.939	352
Q21	3.74	1.193	352
Q22	3.53	1.242	352
Q23	3.63	1.365	352
Q24	3.63	1.365	352
Q25	3.66	1.337	352
Q26	3.57	1.359	352
Q27	3.64	1.341	352
Q28	3.54	1.313	352
Q29	3.55	1.264	352
Q30	3.40	1.476	352

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.933
Bartlett's Test of Sphericity	Approx. Chi-Square	7546.537
	df	300
	Sig.	.000

Communalities

	Initial	Extraction
Q6	1	.588
Q7	1	.665
Q8	1	.747
Q9	1	.721
Q10	1	.682
Q11	1	.526
Q12	1	.729
Q13	1	.695
Q14	1	.769
Q15	1	.690
Q16	1	.541
Q17	1	.571
Q18	1	.574
Q19	1	.479
Q20	1	.514
Q21	1	.550
Q22	1	.610
Q23	1	.697
Q24	1	.742
Q25	1	.809
Q26	1	.744
Q27	1	.818
Q28	1	.805
Q29	1	.781
Q30	1	.766

Extraction Method: Principal

Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	11.889	47.554	47.554	11.889	47.554	47.554	8.920
2	3.615	14.460	62.014	3.615	14.460	62.014	9.360
3	1.308	5.232	67.246	1.308	5.232	67.246	7.690
4	.909	3.634	70.881				
5	.879	3.518	74.398				
6	.705	2.822	77.220				
7	.650	2.600	79.820				
8	.539	2.157	81.977				
9	.523	2.093	84.070				
10	.451	1.805	85.875				
11	.415	1.661	87.536				
12	.385	1.540	89.075				
13	.361	1.443	90.518				
14	.316	1.263	91.781				
15	.304	1.215	92.995				
16	.261	1.043	94.038				
17	.238	.952	94.990				
18	.218	.873	95.863				
19	.197	.790	96.653				
20	.175	.700	97.353				
21	.160	.642	97.995				
22	.147	.589	98.584				
23	.133	.533	99.117				
24	.119	.478	99.594				
25	.101	.406	100.000				

Extraction Method: Principal Component Analysis.

Rotated Component Matrixª

	Component			
	1	2	3	4
RPI25	.875			
RPI29	.869			
RPI28	.860			
RPI27	.849			
RPI30	.812			
RPI23	.809			
RPI24	.808			
RPI26	.804			
RPI22	.672			
RPI21	.611			
PCEX9		.865		
PCEX8		.843		
PCEX10		.796		
PCEX7		.795		
PCEX6		.720		
Attract17		.611		
Attract18		.587		
Attract20		.550		
Attract19		.514		
CEITRU11			.532	
CEITRU14			.803	
CEITRU15			.760	
CEITRU12			.712	
CEITRU13			.707	
Attract16			.533	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Component Correlation Matrix

Components	1	2	3
1	1	-.408	-.575
2	-.408	1	.493
3	-.575	.493	1

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

Respondents' Output from Questionnaire (Q6 – Q30)

Numbers in the questions and the Linkert scale they represent

Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Q6

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	18	5.1	5.1	5.1
2	25	7.1	7.1	12.2
3	38	10.8	10.8	23.0
4	80	22.7	22.7	45.7
5	191	54.3	54.3	100.0
Total	352	100.0	100.0	

Q7

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	6	1.7	1.7	1.7
2	18	5.1	5.1	6.8
3	42	11.9	11.9	18.8
4	90	25.6	25.6	44.3
5	196	55.7	55.7	100.0
Total	352	100.0	100.0	

Q8

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	4	1.1	1.1	1.1
2	16	4.5	4.5	5.7
3	50	14.2	14.2	19.9
4	101	28.7	28.7	48.6
5	181	51.4	51.4	100.0
Total	352	100.0	100.0	

Q9

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	18	5.1	5.1	5.1
2	20	5.7	5.7	10.8
3	42	11.9	11.9	22.7
4	97	27.6	27.6	50.3
5	175	49.7	49.7	100.0
Total	352	100.0	100.0	

Q10

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	8	2.3	2.3	2.3
2	22	6.3	6.3	8.5
3	34	9.7	9.7	18.2
4	103	29.3	29.3	47.4
5	185	52.6	52.6	100.0
Total	352	100.0	100.0	

Q11

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	12	3.4	3.4	3.4
2	26	7.4	7.4	10.8
3	83	23.6	23.6	34.4
4	125	35.5	35.5	69.9
5	106	30.1	30.1	100.0
Total	352	100.0	100.0	

Q12

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	16	4.5	4.5	4.5
2	26	7.4	7.4	11.9
3	104	29.5	29.5	41.5
4	94	26.7	26.7	68.2
5	112	31.8	31.8	100.0
Total	352	100.0	100.0	

Q13

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	12	3.4	3.4	3.4
2	16	4.5	4.5	8.0
3	88	25.0	25.0	33.0
4	120	34.1	34.1	67.0
5	116	33.0	33.0	100.0
Total	352	100.0	100.0	

Q14

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	24	6.8	6.8	6.8
2	28	8.0	8.0	14.8
3	100	28.4	28.4	43.2
4	94	26.7	26.7	69.9
5	106	30.1	30.1	100.0
Total	352	100.0	100.0	

Q15

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	4	1.1	1.1	1.1
2	34	9.7	9.7	10.8
3	90	25.6	25.6	36.4
4	108	30.7	30.7	67.0
5	116	33.0	33.0	100.0
Total	352	100.0	100.0	

Q16

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	4	1.1	1.1	1.1
2	17	4.8	4.8	6.0
3	54	15.3	15.3	21.3
4	90	25.6	25.6	46.9
5	187	53.1	53.1	100.0
Total	352	100.0	100.0	

Q17

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	6	1.7	1.7	1.7
2	16	4.5	4.5	6.3
3	38	10.8	10.8	17.0
4	118	33.5	33.5	50.6
5	174	49.4	49.4	100.0
Total	352	100.0	100.0	

Q18

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	8	2.3	2.3	2.3
2	8	2.3	2.3	4.5
3	50	14.2	14.2	18.8
4	112	31.8	31.8	50.6
5	174	49.4	49.4	100.0
Total	352	100.0	100.0	

Q19

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	4	1.1	1.1	1.1
2	18	5.1	5.1	6.3
3	69	19.6	19.6	25.9
4	112	31.8	31.8	57.7
5	149	42.3	42.3	100.0
Total	352	100.0	100.0	

Q20

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	28	8.0	8.0	8.0
2	33	9.4	9.4	17.3
3	92	26.1	26.1	43.5
4	199	56.5	56.5	100.0
5	352	100.0	100.0	

Q21

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	22	6.3	6.3	6.3
2	37	10.5	10.5	16.8
3	64	18.2	18.2	34.9
4	116	33.0	33.0	67.9
5	113	32.1	32.1	100.0
Total	352	100.0	100.0	

Q22

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	32	9.1	9.1	9.1
2	42	11.9	11.9	21.0
3	76	21.6	21.6	42.6
4	113	32.1	32.1	74.7
5	89	25.3	25.3	100.0
Total	352	100.0	100.0	

Q23

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	46	13.1	13.1	13.1
2	26	7.4	7.4	20.5
3	62	17.6	17.6	38.1
4	96	27.3	27.3	65.3
5	122	34.7	34.7	100.0
Total	352	100.0	100.0	

Q24

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	42	11.9	11.9	11.9
2	36	10.2	10.2	22.2
3	56	15.9	15.9	38.1
4	94	26.7	26.7	64.8
5	124	35.2	35.2	100.0
Total	352	100.0	100.0	

Q25

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	36	10.2	10.2	10.2
2	34	9.7	9.7	19.9
3	76	21.6	21.6	41.5
4	74	21.0	21.0	62.5
5	132	37.5	37.5	100.0
Total	352	100.0	100.0	

Q26

	No of Responses	Percentages		
1	42	11.9	11.9	11.9
2	34	9.7	9.7	21.6
3	78	22.2	22.2	43.8
4	77	21.9	21.9	65.6
5	121	34.4	34.4	100.0
Total	352	100.0	100.0	

Q27

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	34	9.7	9.7	9.7
2	46	13.1	13.1	22.7
3	61	17.3	17.3	40.1
4	84	23.9	23.9	63.9
5	127	36.1	36.1	100.0
Total	352	100.0	100.0	

Q28

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	40	11.4	11.4	11.4
2	38	10.8	10.8	22.2
3	68	19.3	19.3	41.5
4	105	29.8	29.8	71.3
5	101	28.7	28.7	100.0
Total	352	100.0	100.0	

Q29

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	38	10.8	10.8	10.8
2	34	9.7	9.7	20.5
3	64	18.2	18.2	38.6
4	127	36.1	36.1	74.7
5	89	25.3	25.3	100.0
Total	352	100.0	100.0	

Q30

	No of Responses	Percentages	Valid Percentages	Cumulative Percentages
1	60	17.0	17.0	17.0
2	50	14.2	14.2	31.3
3	42	11.9	11.9	43.2
4	90	25.6	25.6	68.8
5	110	31.3	31.3	100.0
Total	352	100.0	100.0	