YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

**CELEBRITY ENDORSEMENT AND ACTUAL PURCHASE
OF CONSUMERS ON BELLA COSMETIC PRODUCTS**

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ACADEMIC YEAR (2017 – 2019)

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Lecturer	**MBA II – 10**
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A thesis submitted as a partial fulfillment of the requirement for the Degree of Master of Business Administration

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Yangon University of Economics   **2017 - 2019**

ACCEPTANCE

This is to certify that the thesis entitled "**Celebrity Endorsement and Actual Purchase of Consumers on Bella Cosmetic Products**" has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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SEPTEMBER, 2019

ABSTRACT

This paper aims to study celebrity endorsement and actual purchase of consumers on Bella cosmetic products. This study is conducted by collecting structured questionnaires to 255 members of Bella Fan page who have been using or used Bella products. This study found that most of Bella users are middle age, educated and employed in private companies. It is also found that celebrity endorsed advertisements are more effective at attracting people as compared to non-celebrity advertisements. Results of this paper indicates that celebrity endorsement include physical attractiveness, trustworthiness, expertise which have a positive effect on actual purchase. Attractiveness of the celebrity is the biggest contributor on celebrity endorsement. Customers recognize the celebrities who have beautiful, fair complexion, nice gesture and smart when doing Bella products endorsement. Myanmar people like celebrity endorsed advertisements. Customers interest to try Bella products and consider to buy because of positive image of brand and their favorite celebrity endorsing it. Celebrity endorsement have a positive and significant effect on purchase intention and actual purchase of consumers on Bella cosmetic products.

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INTRODUCTION

A large number of studies have been make conduct about the effectiveness of advertising. There are many tools to increase the effectiveness of advertising; celebrity endorsement includes in those tools as one. Since its inception, i.e., 19th century till now, this strategy has stand the most effective tool of advertising or marketing a product or brand. The purpose of this strategy is to get the attention of target market and the desired result from them in terms of their buying behavior regarding the product or brand being marketed through the strategy named celebrity endorsement (Khalid, 2018).

In today's world the celebrities play as a role model. People are keeping change their life style as their favorite celebrity. Celebrities have the potential to help the advertisements stand out from the surrounding clutter (Gupta, 2015). It has been experienced that the products endorsed by celebrities help them to standout and make more noticed while shopping because of their improved level of product recall (Bowman, 2002). The association with the celebrity's name usually begin the selling point of the campaign (Priyankara, 2017) .

(Khan, 2016) reveals that celebrities are well perception personalities. It has a strong appearance and affecting power to follow the audience either by their attractiveness, trust with brand. It leads in conception of strong brand value in observer minds. It becomes an important thing to introduce the product by well-known and credible personality in a competitive marketing world (Gheysari, 2012). Celebrities are cultural symbols. They reflect the values and ideas of a particular culture (Hassan, 2014).

Nowadays, globalization and westernization also effect on lifestyle of Myanmar women. Up until five years ago, the majority of women in Myanmar were not interested in anything more than basic color cosmetics and Thanaka. In rural Myanmar, most people work in fields and they mainly use Thanaka as a sunscreen for protection against sunburns and other damage caused by sun. Now they changed from applying traditional Thanaka to applying cosmetic products as in an effort to step up their style quotient and overall personality. Cosmetic play an important role in enhancing one's inherent beauty and physical features. Men are also using cosmetics in their daily routine including

various types of fragrances and deodorants. This growing demand of cosmetic products has led to the increasing of cosmetics market across the world in turn.

To get such celebrities image in the form of capturing their fan following becoming their customers and ultimately such brands market share would get increase, organizations are spending a lot on celebrity endorsement for their brands. Because Myanmar people madly love celebrities and try to follow each and every action of their favorite celebrities. The most famous celebrities in Myanmar have endorsed for the popular brand Bella cosmetic to increase the awareness and its market share. For both academics and practitioners, a very important issue is understanding the effectiveness of endorsers. A large number of studies have analised whether, and under what conditions, celebrities for suitable product endorsers. Of them, some generally support the celebrity endorsement's effectiveness. Nevertheless, recent studies are bringing new information about the profitability and applicability of celebrity endorsement (Carvalho, 2012). Studies have stated the use of celebrity endorsers can create a more positive response and a higher purchase intention than non-celebrity endorsers. Industry experts guarantee the increasing of sales will raise because of the more common availability of celebrity endorsed products that are attracting a consumers (Priyankara, 2017).

1.1   Rationale of the Study

It is not possible for viewers to remember all such commercials because consumers are bombarded with hundreds of advertisements daily on an average. That's why marketers try to give up the way what they have used before and every time try to come up with more innovative ideas.

To catch the attention of the consumers, the key is doing an effective communication because of the competitive environment in which companies are working on. There are a various communication strategies. These communication allow the advertisers to reach their target. In the advertising industry, celebrities are used as spokespersons as common strategy. (Carvalho, 2012). The hundreds of television stars, movies, sport athletes and other well-known celebrities are a daily access. There are five major mass advertising media: television, radio, magazines, newspapers, and internet (WidartoRachbini, 2018).

The most important one for every organization especially in the cosmetics market is understanding actual purchase. Actual purchase is very complex for marketers because of each consumer' different mind and attitude about a purchase, consumption, and disposal of product (Solomon, 2009). Moreover, studying consumer behavior helps in many aspects. As there is a constant change in the living standards, tend, fashion, and change in technology varies consumer's attitude towards the purchase of cosmetics product (Kumar, 2014). Understanding the influencing factors is of utmost importance because the marketing of cosmetics product is largely dependent on these factors. Thus, as a successful tool for marketers, actual purchase behavior serves in their sales objectives.

Current cosmetic market in Myanmar is very competitive as there are lots of cosmetic products coming from foreign countries such as Thailand, China, Korea, America etc. and local brand such as Bella, SaiCosmetic, Super Red etc. Data from Nielsen emerging insight survey in 2014 stated that Myanmar consumer allocates 6% of their monthly household spending to cover personal care products especially makeup and lipstick. According to Myanmar Marketing Research & Development Company (MMRD), beauty products consumption is increased by 0.2%, mainly in metropolitan areas, with a 1.3% increase since 2014.

Nowadays as a game changer or winning technique, celebrity endorsement is becoming popular. It helps consumers to remember the brand's message or unique selling proposition or points of differentiation of the brand endorsed by well-known celebrities. This research significance has been very beneficial, and because of their celebrities' endorsement in advertisement, it really helpful to learn that how much people get interesting towards product and brand. This research also helped to determine consumer buying pattern, how they are creating a good image by selecting strong publicly desirable celebrities and helps to marketers in learning about the brand manager they hire and to create an idea to endorse those celebrities and the relevance to the product type and its promotion, to take celebrities in their ads as it is really helpful for success of the product and company.

1.2   Objectives of the Study

The objectives of the study are

1. To examine the effect of celebrity endorsement on purchase intention in Bella cosmetic products.

2. To analyze the effect of purchase intention on their actual purchase in Bella cosmetic products.

1.3   Scope and Method of the Study

Celebrity endorsement, its effect on customer purchase intention and on their actual purchase in Bella cosmetic products are focused on this study. To explore celebrity endorsement towards Bella cosmetic products, primary data is collected from 255 respondents who are selected by simple random sampling method. Mean value of each variable is calculated in this study. Credibility model is applied in this study. A regression analysis is conducted to find out the relationship between these variables. Both primary and secondary data are used in this study. A structured questionnaires which are designed with 5-point Likert scales are used to collect primary data from Facebook users of 'we love Bella cosmetic' in Facebook page. Secondary data is collected from website, Facebook pages, relevant text books, previous research papers, journals and articles from local and international. The sample size is calculated based on the total members of 'we love Bell cosmetic' Facebook page which has 4,240. According to the calculation result, the sample size for this study includes 255 members.

1.4   Organization of the Study

In this study, it includes five main chapters. Chapter one includes the introduction which includes rationale of the study, objectives of the study, scope and methods used in the study. Chapter two describes theoretical background. In this chapter, celebrity endorsement, consumer purchase intention and their actual purchase are stated. Chapter three presents background of cosmetic industry in Myanmar, the effect of celebrity endorsement on Bella cosmetic products are stated. Chapter four includes the analysis of celebrity endorsement and actual purchase of consumers on Bella cosmetic products.

Chapter five include the conclusion of the findings and the needs for further study are stated.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter establishes a theoretical basis for satisfying the research objectives and for providing the operationalization of the constructs used in this study. This chapter consists of the explanation of celebrity endorsement, purchase intention and actual purchase. This section presents theories that are relevant for this study.

2.1   Celebrity

"A sign of a celebrity is that his name is often worth more than his services". Public recognition is the most expected one for celebrities and they enjoy it. They often have distinctive attributes such as attractiveness and trustworthiness. (McCracken, 1989) (Silvera, D.H. and Austad, B, 2004).

An individual who is known to the public is the meaning of celebrity such as actors, sport figures, entertainers' and others for their achievements in their respective areas other than the product endorsed by them (Friedman, 1979). According to McCracken (1989), "It can include people from movies, television, sports, politics, business, artists and persons from the military".

Celebrity Endorser

McCracken (1989) give definition about celebrity endorser as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (p.310)".

(Kamins, 1989), give definition about celebrity endorser as "an individual known to the public for his or her achievements in areas other than that of the product endorsed". (Stafford, M.R., Spears, N.E., Hsu, C.K., 2003), gave a clear definition by defining celebrity endorser as "person who uses public recognition to recommend or co-present with a product in an ad".

To lend their personality to a product or brand, advertisers often hire celebrities (Kaikati, 1987). The use of celebrities has been expanded because it could provoke

attitudinal and emotional reactions (Kanungo, R.N. and Pang, 1973) than a non-celebrity endorser (Atkin & Block, 1983). Therefore celebrities stated as models are seen as in support of the product. Its claim are known as endorsers (Tellis, 1998). In order to be effective, as a celebrity endorser, there must be the credibility to attract attention, expanded awareness of the endorsed product and influence the purchase decision of the targeted audience.

2.2   Celebrity Endorsement

Celebrity endorsements is been accepted to be a "ubiquitous feature of modern day marketing" (McCracken 1989). It has also been seen that one quarter of all advertisement use a celebrity to endorse a product or brand. This approved the Celebrity endorsements' effectiveness as a means of persuasive communication. It had the potential to enhance audience attentiveness. It make the advertisement more memorable, believable, and desirable and add attraction to the endorsed product (Spielman, 1981).

Research has highlighted that celebrities are more effective than other types of endorsers, such as "the professional expert", "the company manager", or "the typical consumer"(Friedman and Friedman, 1979). Because celebrity endorsers are perceived as dynamic, attractive and likable, companies may easily crack into the symbolic association of consumer to an aspirational reference groups by using celebrity endorsers, (Assael, 1984) (Atkin, 1983).

Using celebrities in advertisements is not a new phenomenon (Kaikati, 1987). Celebrity endorsement has a very distinguished history. It is used as a marketing practice. In the eighteenth century, using celebrities to advantage is pioneered by a famous potter Josiah Wedgwood and he used it for his advantage. Once when Queen Charlotte began to use his products, Wedgwood took advantage of his new status by referring himself as the "Potter to Her Majesty" (Dukcevich, 2004). Queen Victoria associating with Cadbury Cocoa is one of the early examples (Sherman, 1985).

Endorsement process in different endorser roles and endorsement types are conceptualized by McCracken (1989). An expert, a spokesperson associated with a product, or an aspirational figure with no particular knowledge or relationship with the

product are taken by Celebrity Endorser as the role. There could be four kinds of Endorsement; Explicit (I endorse this product), Implicit (I use this product), Imperative (You should use this product), or co-presentational mode (merely appearing with the product).

Having a spark to grab the attention of viewers, fascinate them and produce desired actions from general public towards items are the significance of celebrity (Gupta, 2009). Thus, the marketing strategy of using famous persons to advocate brands is the meaning of the term superstar's support. Celebrity advocacy verified to be a helpful tool in promoting the deals in relation to brand, in bringing desired sentiments towards brands and creating the recognition of proprietary name. They recognized individuals speaking about any brand creates a great degree of appeal and public's trust on such speech would be much greater than on those speeches made by any unknown model(s). Superstar advocacy have been utilized as a premise of showcasing techniques for the advancements of the marked items (Klaus & Bailey, 2008). They are an all-inclusive component embraced by overall proprietary names (O'Mahony, Sheila and Tony Meenaghan, 1998).

For the accomplishment of engaging impact, a fitting association between the big names and, either the items supported or the famous people's identities in accordance with a few parts of the items is imperative (Ohanian, 1991). Celebrity endorsers has a considerable impact for brands. Those brands have a strong impact on consumers' mind. For example, when form apparel and gems retailers embrace big name representative, it can create a more noteworthy unwavering quality and additionally reassuring brand appraisal from purchasers (Friedman, 1979) (Dean, D.H and Biswas, A, 2001).

2.2.1   Celebrities as a Form of Aspirational Reference Group

As a theoretical perspective, Celebrities are organized in the category of heroes as reference groups and opinion leaders. They are recognized as effective endorsers because of their symbolic aspirational reference group associations (Assael, 1984). The potential to influence the cognitive processes of consumers is for Celebrities to be heroes (Wilkes and Valencia 1989). The relationship between values and heroes could be bidirectional. The existing cultural meaning and encourage the reform of cultural values and categories are shaped and refined by celebrities (Biswas et al. 2009). Therefore by using celebrity

endorsers, companies may tap into consumer's symbolic association to an aspirational reference groups because they are perceived as dynamic, attractive and likable (Assael, 1984; Atkins and Block, 1983).

Celebrities, particularly movie stars, TV personalities, popular entertainers and sports legends provided a very common type of reference group appeal (Schiffman and Kanuk 2004). Consumers tend to form an attachment to any object. Any object strengthens one's self identity or desired image. It renders feelings of connectedness to a group or a personality. It perhaps the most common example of this form are the celebrities (O'Mahony and Meenaghan, 1998). To influence the consumers, the ability lied in the celebrities as a power even though they are physically and socially far from a common consumer (Choi & Rifon, 2007).

Brands endorsed by celebrities are described as a source of symbolic brand by McCracken's (1989). It can be assumed that consumers connect the symbolism associated with the celebrity and the brands they endorse, transferring these meanings from the brand to themselves by actively using those brands (Escalas and Bettman 2005). Consumers accepted meanings from the brands endorsed by a celebrity whom they perceive as similar to themselves or whom they aspire to be like. For example, a consumer considered himself to be athletic and fashionable, like David Beckham, who currently endorses many brands, including Adidas and Police. Because of his aspiration to Beckham, he may choose to buy an Adidas gear and wear Police watches. As a result, he may form a self-brand connection to these brands endorsed by Beckham (Schiffman and Kanuk 2004).

2.2.2   Celebrity versus Non-Celebrity Endorsements

In accordance with (Seno, D & Lukas B.A, 2007), celebrities have more power than other kinds of endorsers such as the company manager, typical consumer and the professional expert etc. Since companies develop these characters, they got great control over created spokespersons. They developed characters which was consistent with their brands and target audiences. They ensure that these characters was exclusively endorsing only one particular product (Tom, et al. 1992). On the contrary, since companies have created their public persona themselves over the years, to control over the celebrity

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endorsers in limit are held by them. Previous research about celebrity endorsement revealed that celebrity endorsers created more positive attitudes towards advertising and greater purchase intentions than a non-celebrity endorser (Atkin and Block 1983; Ohanian 1991). On the contrary, Mehta (1994) argued that there were no statistically significant differences in attitudes towards advertising, brand and purchase intention on endorsed brand between celebrity and non-celebrity endorsements. However, there were differences in cognitive responses generated by respondents.

2.2.3   Advantages of Celebrity Endorsement

Marketing technique had lots of advantages despite that it's a costly. The organizations could rise numerous benefits by using the famous people open acknowledgment. Firstly, if a brand is used by a reputed personality, shoppers started to think in a direction that. Then this brand must be of that caliber. If the brand endorsed by presence of famous persons or superstars got grabbed the attention of viewers is another big advantage. When well-known celebrities use or wear that brand and go anywhere, getting easily free exposure of brands in public e.g., TV, newspaper, magazine, news, shows, etc., is the third advantage. Fourthly, if brands are endorsed by famous person, it usually costly so profitability. Return on investment would probably be higher in this way (Endorgan, 2001). Fifthly, to help customers in recognizing the brands, their points of differentiation with the competitive brands and also in retaining and recalling such brand names, this technique showed as a successful one.

2.3   Credibility

It refers to the level of believability. It has towards a message given by the source and expertise of the source or deliverer (Ohanian, 1990). Previous literature on source effects are combined by Ohanian (1990). He proposed three components of celebrity endorser credibility: 1. attractiveness, 2. trustworthiness, and 3. expertise. Trio facets of it which are trustworthiness, expertise & attractiveness are described in Past publications (Baker, M. J., & Churchill Jr, G. A., 1977). The source credibility model holds a message's effectiveness and it is based on the perceived level of expertise and trustworthiness of an endorser.

Celebrity's integrity relies on physical attractiveness, trustworthiness and expertise. Researchers who want to study the effectiveness of celebrity endorsement have to consider this model (Ohanian, 1990). The knowledge, experience or skill possessed by an endorser are the meaning of the term expertise. The degree of consumer's confidence in the communicator's message is the meaning of Trustworthy. It consists of dependability, reliability, sincerity and honesty of the celebrity endorser. The perceived appeal of the source is the meaning of Attractiveness. The major components of attractiveness are classy, beauty, elegant features of an endorser.

2.3.1 Physical Attractiveness

To catch the attention of viewers easily is the power of attractiveness. But it is not related with the body. The attractiveness which includes, hair color, facial features, height, weight, complexion, etc measure the entire physical traits and it comes under the measure of attractiveness and to have an influence on their audience and viewers. Normally public figures have to be attractive. How physically attractive, elegant or likeable the source is to the audience means attractiveness. Therefore endorsers are considered credible and in turn induce consumers' positive attitudinal and behavioural responses to the brand and the product. They are perceived to be knowledgeable, reliable, and attractive (Ohanian, 1991).

2.3.2 Trustworthiness

The degree of believability or trust listeners for communicator are the meaning of trustworthiness (Hovland, 1953). In case of celebrities, trustworthiness means the buyer's trust on celebrities message for brand (Ohanian, 1991). On the other hand, if customers trust about celebrities' endorsement, the message of such celebrities will be more influential. It will help a lot in changing the minds of customers towards the desired action what organizations need for their brand by customers (Miller, G.P. and John B, 1969). The more customers have a trust on communicator the more they get persuaded by the message of that communicator and the more chances of getting customers mind change for the purchase of that brand was researched in Previous.

2.3.3 Expertise

Expertise is measure by communicator's aptitude and attitude. Communicator's aptitude and attitude have influences customers' decision towards purchase of a brand. The believe of researchers is that celebrities with relative and high expertise prove to be more successful in persuading the customers than those who just have physical attractiveness not the combination of attractiveness and expertise (Till and Busler 1998). The ability of a communicator is expertise and it proved as a helpful factor in taking the decision by shopper. The sayings of learned and expert communicators inspired them in generally. Proficient learning skills and expertise of endorsers has a significant reliability effect on customers believe towards the communication of such endorsers (Silvera, D.H. and Austad, B, 2004).

2.4 Previous Studies on Celebrity Endorsement and Purchase Intention

The attachment of celebrity endorsement in advertisement has drew in previous studies and it showed powerful results on credibility, communication invoke, recall and the advertisements' acceptability and finally on purchase intentions. Moreover, celebrity endorsement had a positive effect on purchase intention. This meaning that an endorser that had higher credibility would result in a higher purchase intention (Ohanian, 1991).

2.4.1 Celebrity Endorsement and Purchase Intention

Purchase intention is his expertise rather than any other. It is the only result of single celebrity opinion. Message of advertisement is easily reminded and likable of advertisement increases because of involvement of celebrity. The involvement of celebrity results in buying intention (Pringle, H. Binet, L., 2005). The significance influence toward product by using advertisement is found in indirect association with intention to purchase and source endorser (Goldsmith et al.,2000) .

To ensure campaigns as effective as possible is the most important one and factors including the public perception of the brand and the celebrity endorsement determined that campaigns to be ensured. (Chan, 2013) showed that using a celebrity in an advertisement would enhance purchase confidence (intention to purchase). (Gupta, 2015) conducted and proved in previous research that celebrity endorsements have a

significant effect on consumers' purchase intention. It showed that a low degree of correlation between celebrity endorsements and purchase intention, but the celebrity endorsements can be an effective marketing tool to the marketers as it shows a significant positive effect on consumers' purchase intentions is found in their study. The effectiveness and the positive influence of the endorsements by the celebrities in advertising, particularly on endorser's credibility, message reminder, announcements approval and purchase intention are proved in many researches empirically (Gupta, 2015).

The celebrity which grab the attention of consumers and the main purpose of a celebrity endorsement making the product popular is the study of (Pugazhenti, A. Ravindran, D.S, 2013) and he conducted it. Therefore that people may recognize it clearly. It is because of the presence of these celebrities. If they endorse in person, the product is noticed and remembered by the consumers. If celebrity endorsement is used effectively, the brand stands out from the rest of the brands and it make easy instant awareness. In (Gupta, 2015) study, he successfully proved that the celebrity endorsement has a positive and significant effect on consumers' buying intentions. It formed on the basis of three dimensions (expertise, trustworthiness, and attractiveness)

2.4.2 Celebrity Endorsement and Actual Purchase Behavior

Actual purchase refers to an idea of making a decision or showing willingness to buy a product after identifying a particular need. Purchase behavior is an important and complex area for marketers due to different people have different needs. The study (Khan M.A., 2014) concluded that celebrity endorsed advertisements effect customer buying behavior to actual purchase a product rather than non- celebrity advertisements.

The use of celebrity for endorsements of brands build a positive effect on the consumer and it make a bond which helps to attract the customer towards the product and force them to purchase that product. Ranjbarian, Shekarchizade & Momeni (2010) agreed that celebrity endorsement advertisement means the action. That action persuades individuals of any particular market to buy product or service. There are many different ways to be spread the advertisement message. For example, TV ads, radio publicity, print promotion, online advertising, billboard marketing, instore advertise, and endorsement are the different ways of spreading. The question arises on the best category of promotion

and the answer is the best nature of advertisement which depends on the type of industry or firm and its necessities and desires.

Basically, purchase intention represent to what consumers consider they will buy (Blackwell, 2001). In accordance with (Brown, 2003), consumer with intentions to buy certain product will exhibit higher actual purchase rates than those customers who demonstrate that they have no intention of buying. Consumer's intention of purchasing is the first step in developing demand for products.

Intention and Actual Purchase

The relationship between intention and actual purchase behavior is one of the central in the TPB. Purchase intention is defined as the consumer's readiness and willingness to purchase a product. Actual purchase behavior is defined as involvement in purchase and use of a product (Ajzen, I. &Fishbein, M. , 1975). The relationship between intention and actual purchase, the two have been tested empirically and confirmed by many studies investigating purchasing behavior of consumers (Yoo, B., & Donthu, N. , 2005).

Consumer Purchase Behavior

Consumer behavior defined as "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society" (Kumar A. , 2010). The study of consumption behavior is concerned with description and explanation of the behavior of aggregates of consumers on consuming units, again at a given time or over a period of time. A five stage purchase decision process is the consumer buying decision process. The problem recognition, information search, evaluation of alternatives, purchase and post purchase evaluation include in a five stage purchase decision process (Kotler, 2003).

The only one stage of the process is the actual act of purchase. It is not the first stage. It is not all decision processes, once initiated. It leads to an ultimate purchase; the individual may terminate the process at any stage. Not all consumer buying decision include all five stages. These paths of purchase behavior enable marketers to interpret the buyer in one of these steps and change his decision.

The beginning of the buying process is problem recognition. It is the matter of perception by consumers. A lot of factors mean celebrity advertisement, window display;

personal selling etc. It acts as an incentive to buy. Psychological factors mean motivation, perception, learning, personality and attitudes. It also influence the problem recognition stage.

The second stage of information is information search. It starts to seek with cognitive internal search- recalling information stored in memory. It may lead to further stages of buying decision process. External search is seeking information from sources other than memory and the consumer may start this external search.

Realizing the alternative available in front of him of the consumers is Evaluation of alternatives. While evaluating alternatives the consumers consider the factors like brand name, price, functions performed, appearance, warranty, technical aspects and after sales services. Weightage may differ from consumer to consumer and each of these factors is assigned some weightage. Different information are provided by Advertisement about the product or brand and these advertisement helps to the consumers.

A crucial phase in respect of buying is purchase. Here buyer tries to rank the alternatives available in front of him. If the consumers do not get the preferred brand, their decisions may change and they may prefer the second ranked brand.

The stage of post purchase analysis is post purchase evaluation. Consumers may be either satisfied or dissatisfied. If the products are satisfied by the consumers, these products will be bought again. If these are not satisfied, another brand the consumers will be bought by the consumers next time. Cognitive dissonance is the dissatisfaction of consumer.

2.5   The Conceptual Framework of the Study

The basic concept is to examine celebrity endorsement and actual purchase of consumers on Bella cosmetic products. The framework has developed to conceptualize the relation between dependent and independent variables. The conceptual framework of the study is shown in Figure 2.1.

In this study, credibility includes physical attractiveness which includes beauty, pleasant appearance, gesture etc., trustworthiness which includes trustworthy, reliability, sincerity etc., and expertise which includes qualify, knowledge, acquaintance

etc., are independent variables and actual purchase is dependent variables. Purchase intention shows the mediating role between celebrity endorsement and actual purchase.

Figure 2.1   The Conceptual Framework of the Study

Celebrity Endorsement
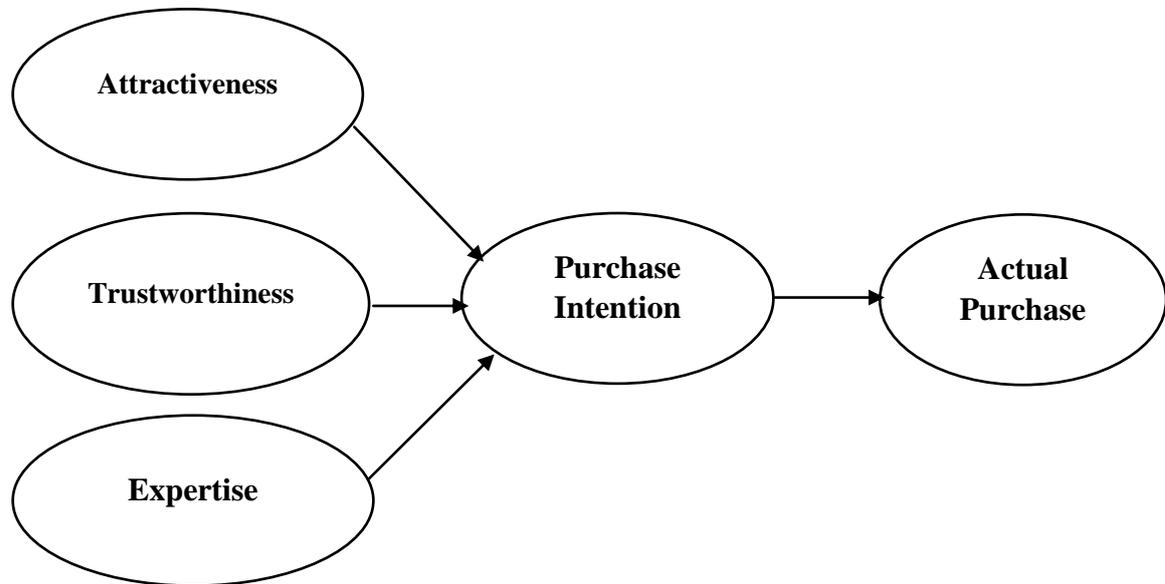
Source: Own Compilation (2019)

The image of the products and celebrity endorsed advertisements grab the attention of customers. Therefore, customers interest and wants to purchase those product. Favorite celebrities and their effective communication effect the customers' purchase intention. These have the direct relationship and effect on actual purchase.

CHAPTER 3

PROFILE AND CELEBRITY ENDORSEMENT OF BELLA COSMETIC PRODUCTS

This chapter includes the background of Myanmar cosmetic industry and profile of Bella in Myanmar. After that, celebrity endorsement of Bella cosmetic Myanmar is introduced.

3.1   Background of Cosmetic Industry in Myanmar

In coming year, Myanmar's cosmetics market is trying to grow significantly. Myanmar includes in Southeast Asia's largest populations (53 million people) and a growing middle class. Myanmar's cosmetics market boats to it. However, when Myanmar is compared with many countries in the region, the stage of consumer sophistication and spending power remains low. In accordance with the World Bank, the gross national income per head was US$1280 in 2014. Growing middle class and increasing consumer sophistication also bolstered sales of non-essential products, such as beauty and personal care, tissue and hygiene and home care products. In 2013, a market value of US$ 318 million was from Beauty and personal care, after reaching at a CAGR of 14% since 2009.

Now foreign trade and investment are opened up in Myanmar slowly and international sanctions are lifting because the democratization has increased. Though Myanmar is considered as a poor country, there are sales opportunities: "There is a lot of money, especially in [the commercial capital of] Yangon. Increased incomes is not necessarily, but the budget setting aside more is important. It is because people want to look good. Schimpl said "because of the influence of [widely popular] Korean movies and the fact that goods available, they want to look good". But for foreign cosmetics companies, she warned that to do business in Myanmar is at risk because the infrastructure lacks in Myanmar, a legal framework is weak and commercial rents are high. This commercial rents can exceed US$20,000 a month for one industrial unit (Mudditt, 2017).

Current cosmetic market in Myanmar is very competitive. There are lots of cosmetic products coming in from neighboring countries such as Thailand, China, Taiwan & Korea and local brands such as Bella, SaiCosmetic, Super Red etc. Well known and globally trusted cosmetic brands like Revlon, Lorea'l and Maybelline are also popular in Myanmar. Local manufacturing is very limited at the moment due to high manufacturing cost. Schimpl said that China and Thailand import cosmetics to Myanmar. They are the dominant countries of importing. In commanding Burmese sales, South Korea and Japan also import western brands to Myanmar. They are leading by western brands except shampoo sachets because western brands especially Pantene has dominated this shampoo sachets. Furthermore, Nivea distributes into smaller cities. It has the biggest market, personal care brand. It has established for a long time in Myanmar. In future, to buy more of European and US products, these brands may expect to raise their sales for local consumers. Maybelline, L'Oréal and Revlon are imported from Thailand and the most interested products in Myanmar people.

Although the country's Food and Drug Administration (FDA) takes responsibility for regulation. Fake cosmetics are imported to Myanmar and it make flooding Myanmar market. According to An FDA spokesperson, for market approval certification, they demand five samples and companies wait for six months. It is the reason of smuggling products into Myanmar via Thailand and China. In accordance with Schimpl, that is a part of the problem and it takes a long time to establish brands. For example, the products from Pantene or Nivea are imported into Myanmar illegally for a long time because this black market is stopped little by regulators.

Since economy is opened up in Myanmar, these brands owners control their brands and these are marketed and distributed. But they can't import themselves because of the need of a local importer and it make them a difficult situation. Building distribution channels also challenge them, because the market is highly fragmented. Moreover, The parallel imports are flooded from China or other countries and there are also fakes. According to the Data of Myanmar Marketing Research & Development Company (MMRD), the result shows a consistent increase in consumer consumption year on year from 2008 to 2012. The consumer of hair care products has increased by 2.6% every year in the country. The average increase of rural areas was 3.2% every year and it is the biggest increase of rural areas.

Interestingly, although the liberalization process has prompted urbanization in Asian countries such as China, the rural population of Myanmar is still growing. During the same period, the consumers who buy body care products increased by 1% per year. Again, people living in rural areas contributed this and the increase of average is 1.8%. The figures for facial skin care increased by just 0.2%. Moreover metropolitan areas is the main increase areas of consumers and it was 1.3% increase (Mudditt, 2017).

According to the research company, the increase of cosmetics market in media and advertising spend grew by 77% every year from 2008 to 2012. At present, the personal care products sector uses 25% to spend on media and advertising across all types of consumer goods. And this spending increases fast. From 2008 to 2012, for hair care, the increase of average was 97.5% (with a 181% increase in 2012); while for facial skin care products the increase of average was 70.25% (an 129% increase in 2012). For body care, the increase of average was lowest, at 63%. But in 2012, the spending of 170% was a spike (Mudditt, 2017)

3.2 Profile of Bella Cosmetic

Bella cosmetic is a Myanmar brand and founded by the managing director of the ABC convenience store chain Wai Thit Lwin in (2016). Daw Wai Thit Lwin launched Bella cosmetics in August, (2016). It is today the popular cosmetics brand through other existing brands in Myanmar. Within 3 years, Bella cosmetic can build Bella fan page by loyal customers. Now it has members (4.2 k) and its page is very active in social media. Bella cosmetics products are available in all cities.

Bella products are all about innovation, style and colors. It is recognized as an authority in colors and created products with seasonal color combination in hottest shades. It has nearly twenty products in it portfolio and includes items for eyes like mascara, eye shadow, eyeliner and eyebrow, foundation, powder, blusher, beauty egg, lipstick, Thanakha sleeping mask, soothing gel, facial foam, cushion, love water, sun water, baking soda. A great innovation for cushion was introduced in 2016 with the launch of Mafia Creamy lipstick, 3D tattoo tint, eyeliner, blusher, mascara, Golden Perfection. The significant product of Bellla cosmetic is All in One cushion. In 2017, Bella transformed the category again with the lunch of its 2 way powder and Thanakha foundation. Bella introduced the most comprehensive color collection at Rainy Days

lipstick. The packaging displays picture of celebrity which is divided into color families which allowed women to easily identify their desired color. The latest success from Bella was the introduction of Thanakha facial foam, perfume and soothing gel which intended for both man and momen.

Table 3.1   Types of Bella Products

Sr. No	Types	Products	Price (Kyat)	Year
1.	Powder Cushion	All in One	5995	2016
2.	Lipstick	Lollipop	3850	2016
3.	Foundation	Thanakha Foundation	4995	2017
4.	Powder	Thanakha Cushion	4995	2017
5.	Eyebrow	3D Tatoo Tint	3285	2017
6.	Eyeliner	Artist Brush	3250	2017
7.	Mascara	3D Thick	3995	2017
8.	Sponge	Magic Sponge	1990	2017
9.	Eye shadow	Golden Perfection	5750	2017
10.	Powder	Loose Powder	3850	2018
11.	Toner	Kiss Water	2995	2018
12.	Remover	Love Water	1995	2018
13.	Scrub	Baking Soda	2995	2018
14.	Lip Scrub	Sugar Lip Scrub	2950	2018
15.	Sunscreen Spray	Sun Water	2995	2018
16.	Soothing gel	Thanakha & Aloe Vera	3750	2018
17.	Lipstick	Rainy Days lipstick	3950	2018
18.	Facial Foam	Thanakha facial foam	1795	2018
19.	Eye shadow	Rainy Eye Shadow	5750	2018
20.	Makeup Base	Hydra Water Gel	4995	2018
21.	Night Cream	Sleeping Mask	4850	2019
22.	Skincare	Cooling Massage Gel	2950	2019
23.	Perfume	Perfume	3950	2019

Source: Social Media, 2019

Bella targets lower-class section of society and its aim is to offer accessible cosmetics to every woman. Bella has adopted several promotional plans for its products in market. Currently, it has launched several advertisements campaigns that have been shown via television, fashion magazines, social media channels and billboards. Bella has adopted competitive pricing policy as it offers qualitative products. It has kept its product prices and this has helped in gaining a large market share in Myanmar.

3.3 Celebrity Endorsement of Bella Cosmetic Products

Bella is local brand and the most popular cosmetic in local. The ranges of products that fall under the brand Bella include Cushion, Foundation, Powder, Lipstick, Eyeliner, Eyebrow, Eye shadow, Mascara, Thanakha facial foam, Soothing gel, Love water etc. Since Bella found cosmetic company, they approaches the celebrity endorsement strategy for their desired market share until now.

Bella has managed to rope in the top celebrities to endorse its rand and let audience believe that cosmetic is essential for getting as beautiful as stars and this brand is endorsed by celebrities and the packaging displays picture of celebrities. So, Bella plays strongly on celebrity endorsement.

In advertisement, Bella used many celebrities who are Eaindrar Kyaw Zin, Khine Thin Kyi, Soe Myat Thuzar, Moe Hay Ko, Htun Eaindrar Bo, Htet Htet Moe Oo, Aye Myat Thu, Phway Phway, and now Paing Phyoe Thu, Witt Hmome Shwe Yi, Shwe Hmone Yati, Thet Mon Myint, Phyu Phyu Kyaw Thein.

A big proof of celebrities is Academy Award for endorsing Bella and grabbing the desired market share because Bella cosmetic provided and sponsored to this Award and it has a big platform. Academy platform is a place for all the superstars to recognize them, their style, fashion and beauty.

In the subcontinent, the promoting methodology is an extremely old fixing to utilize big name supports in the formula of making extravagance marks a win. There is no worry about the identity mix of the brand with its endorsee and moment popularity is ensured. Bella also focused on social media marketing. Myanmar people love to follow celebrities and more using social media. These two reasons above mentioned are the success of Bella and these make Bella to achieve the desired market share in Myanmar.

Bella use the instrument of superstar affiliations because it has an extremely prominent extravagance brand. In the recent promotion of Bella, four beautiful ladies, May Myint Mo, Shwe Eain Si, May Toe Khine, Naw Phaw Eh Htar are used as the endorsers. The strong position, marketing and advertising has helped Bella to maintain its position at the top in local brand.

3.3.1 The Attractiveness of Endorsement on Bella Cosmetic

Myanmar people like celebrity endorsement advertisements and the products endorsed by many beauty ladies who have physical attractiveness when doing products endorsement. Bella use many famous film stars like Eaindrar Kyaw Zin, Phway Phway, Witt Hmome Shwe Yi, Thet Mon Myint for their products endorsement to catch the attention of customers. These stars acting in Bella products have fair complexion, beautiful, nice gesture and smart and make attractiveness of customers. Grabbing the attention of customers is the power of Attractiveness. Customers consider himself to be star like celebrity and try to buy Bella cosmetic products.

3.3.2 The Trustworthiness of Endorsement on Bella Cosmetic

When doing Bella products endorsement, the stars give the message and recommendation about Bella cosmetic products to get trustworthy of customers. Moreover, these stars use products which they themselves endorse to build trust of customers. For example, stars advertise Thanakha liquid foundation which is washable and long-lasting. Customers got trustworthiness on Bella products because message given by the celebrities are reliable and accurate.

3.3.3 The Expertise of Endorsement on Bella Cosmetic

Bella use famous film stars and beauty blogger who have expertise like Nay Chi Oo, Phyo day by day and Win Min Than to get attractiveness and trustworthiness of customers. These stars are wearing cosmetic everyday in their life to do for work or in movies. They got many experience, good knowledge and good training in using Bella cosmetic. Using their expertise, they grab attractiveness and trustworthiness of customers.

Customers trust the experience of these stars in using Bella cosmetic to endorse the Bella products.

CHAPTER 4

ANALYSIS ON CELEBRITY ENDORSEMENT AND ACTUAL PURCHASE OF CONSUMERS ON BELLA COSMETICS

This chapter presents the descriptive and analytical results with three sections. In the first section, the demographic profile and characteristics of the respondents are presented. In the second part, celebrity endorsement findings are presented. Finally, the relationship of the entities are presented in the third section. The first two sections are presented with frequency, percentage and scores based on the findings. The third sections is presented with celebrity endorsement and its effect on actual purchase based on the linear regressions results from SPSS.

4.1   Profile of Bella Cosmetic Users

In this study, 255 Bella products users from 'we love Bella cosmetic' fan page on Facebook are surveyed. Demographic characteristics of customers include such questions as gender, age, education level, occupation and monthly income. The majority of the questions comprised of multiple-choice questions. Table 4.1 shows the demographic data of the respondents.

It is found that most of respondents are females who are participated in the research because most of Bella products are cosmetic products for beauty. There have 10.2% of male in the fan group and most respondents are females 89.8% as females use Bella products more than males. The result showed that managers should develop some more marketing strategies to attract Male customers, means that even through it is makeup products, and men can buy the products as a present for their colleague or for their personal use. It can be seen that Bella can create some new creative marketing and advertising strategies to attract both female and male users for future business development.

Most of the respondents are educated, got bachelor degree, and have an occupation and affordable to buy cosmetics with their pocket money. Other majority group are high school and under graduate. The smallest proportion of respondents is from the master degree background.

Table 4.1   Demographic Data of the Respondents

Sr. No	Particular		No.of Respondents	Percentage
	Total		**255**	**100**
1.	Gender	Male	26	10.2
		Female	229	89.8
2.	Age	20 years and below	75	29.4
		21 – 30	93	36.5
		31 – 40	57	22.4
		41 – 50	26	10.2
		51 years and above	4	1.6
3.	Education	High School	83	32.6
		Under Graduate	69	27.1
		Graduated	85	33.3
		Post Graduate	18	7.1
4.	Occupation	Student	77	30.2
		Employee	85	33.3
		Government Employee	38	15.0
		Business Owner	25	9.8
		Housewife	30	11.8
5.	Income	Kyats < 100,000	90	35.3
		Kyats 100,001 – 300,000	101	39.6
		Kyats 300,001 – 500,000	41	16.0
		Kyats 500,001 – 700,000	19	7.5
		> 700,000 Kyats	4	1.6

Source: Survey data, 2019

The most dominant age group among respondents is between 21 to 30 years old and followed by 20 years and below 36.5% and 29.4% respectively. It can be said that design, color, and the price range of Bella are most attractive creation for young consumer market. Other respondents are between 31 to 40 years old and it represents 22.4% and of the sample population. It can be said that Bella target customer group is not

only young consumer but also middle aged person. This indeed affirms the findings on the age bracket indicating the ages that use cosmetics products.

The result also displayed that most of the respondents are employees group who are working under stable income range. These implies that most of respondents are wearing cosmetics every day in their life to go for work. Respondents whose monthly income in Myanmar Kyats ranges between 100,001 to 300,000 are occupied in the largest consuming rate because most respondents are fresh graduates with zero working experience and is the basic salary for them. 35.3% of the respondents are earned below 100,000 Kyats because most of these respondents are students.

4.1.1 Reasons for Choosing Bella Products of Respondents

In this study, in order to know the consumer perception on celebrity endorsement of respondents, the questionnaire are based on multiple-choice questions. The reasons for choosing of respondent on celebrity endorsement is presented in Table 4.2.

Table 4.2   Reasons for Choosing Bella Products of Respondents

Sr. No	Particular	No. of Respondents	Percentage
	Total	**255**	**100**
1.	**More Attractive Advertisement**		
	Celebrity endorsed advertisements	249	97.7
	Non – celebrity advertisements	6	2.3
2.	**More Influence Celebrity**		
	Actors or Actresses from movies	200	78.4
	Sports Stars	17	6.7
	Business Persons	38	14.9
3.	**Information Source**		
	TV	102	40.0
	Internet (Facebook)	148	58.0
	Magazines	4	1.6
	Newspaper	1	0.4

Source: Survey data, 2019

The 255 respondents were asked that the more attractiveness of advertisements, celebrity endorsed or non-celebrity endorsed. 249 respondents is the advertisement celebrity endorsed and for non-celebrity advertisements, only 6 respondents responds. Celebrity-endorsed advertisements are more attractive in the perception of the viewers. Celebrity endorsement advertisements boosting up the sales and purchase of cosmetic, respondents like to buy the cosmetic more if endorsed by the celebrity and it shows that today's customer is aware and influenced by media.

The respondents were asked that what celebrity is influential them more, 78.4% of respondents said that actors or actresses from movies, followed by business persons and sport stars and respectively. Actors or actresses from movies are more influence in the perception of the viewers because Myanmar people love to follow celebrity who are actors or actresses from movies.

The respondents were asked that the important medium to watch celebrity advertisements. 58% of respondents said that internet (Facebook), followed by TV medium. Facebook medium is more likely to convey celebrity endorsed advertisements because Myanmar people are more using social media (Facebook) and they have influence by usage of Bella products by many beauty experts and write a review on social media.

4.1.2 Buying Behavior of Respondents

Other characteristic of total 255 respondents were analyzed and displayed in following Table 4.3.

According to the Table 4.3, 26% of total respondents usually buy cosmetic products once in three months as the beauty taste of females are changing and they always want to be fashionable among others. The buying frequency of the respondents in once two months is 21.6% as some of respondents are wearing cosmetics every day in their life to go for work.

In terms of good brand components to the respondents, 50.2% of them are more favorable in good image of the brand which is the most important factor in creating a good brand. The respondents said that they are more favorable in quality of the product because a product without a good quality can damage the consumers' trust and value upon the brand.

Table 4.3   Buying Behavior of Respondents

Sr. No	Particular	No. of Respondents	Percentage
	Total	**255**	**100**
1.	**Times of Buying Bella Cosmetic**		
	Once a month	20	7.8
	Once in two months	55	21.6
	Once in three months	66	26.0
	Once in four months	30	11.8
	Once in five months	23	9.0
	Once in six months	47	18.4
	Once in a year	4	1.6
2.	**Reason for Buying Bella Cosmetic**		
	Quality of the product	72	28.2
	Competitive pricing	54	21.2
	Good image of the brand	128	50.2
	Others	1	0.4
3.	**Bella Products**		
	Foundation	40	15.7
	Cushion	33	13.0
	Powder	33	13.0
	Lipstick	26	10.2
	Eyebrow	13	5.1
	Eyeliner	9	3.5
	Eye shadow	14	5.5
	Golden Perfection	5	2.0
	Mascara	9	3.5
	Soothing gel	24	9.4
	Love water	10	4.0
	Thanakha facial foam	31	12.2
	Others	8	3.1

Source: Survey data, 2019

In this survey, respondents usually buy Bella foundation because of a wide variety of color shade and different makeup looks, the long-lasting and coverage powder and 13% of them buy the cushion which is the significant product of Bella brand.

4.2 Perception on Celebrity Endorsement

In this section, the structural model of the effect of celebrity endorsement include (1) attractiveness, (2) trustworthiness, (3) expertise. The attributes and perceptions are measured on five-point Likert scale within 1 to 5 (strongly disagree, disagree, neutral, agree, strongly agree) to score and rate to the responds. All data are displayed by analyzing mean value and standard deviation for each dimension.

4.2.1 Attractiveness of Celebrity Endorsement

Grabbing the attention of customers is the power of Attractiveness. In this study, the combination of six survey questions are used to explore the perception on attractiveness of celebrity endorsement of Bella cosmetics. The result is shown in Table 4.4.

Table 4.4   Customers Perception on Attractiveness of Celebrity Endorsement

Sr.No	Description	Mean	SD
1	Having physical appearance that elegant	3.95	0.858
2	Having physical appearance that beautiful	4.05	0.722
3	Having physical appearance that attractive	3.97	0.786
4	Having physical appearance that fair complexion	3.50	0.896
5	Having physical appearance that nice gesture	3.92	0.835
6	Having physical appearance that smart	3.93	0.742
	Overall Mean	3.9	

Source: Survey data, 2019

In accordance with Table 4.4, in all six questions, the mean values of attractiveness is more than the neutral score of 3. 3.9 is for the whole attractiveness mean and it is more than neutral score of 3. Physical attractiveness of celebrity endorsement in Bella is good. The mean value of endorser has physical appearance that beauty is highest value which can be said that being handsome and beautiful in celebrity endorsement is crucial and Grabbing the attention of customers is the power of Attractiveness. Bella need to consider those kind of physical attractiveness for advertisement. Moreover, Bella user think that endorser have attractive, elegant, smart and nice gesture when doing Bella product endorsement. These physical attractiveness have an influence on their audience and viewers.

4.2.2 Trustworthiness of Celebrity Endorsement

In this study, the combination of six survey questions are used to explore the perception on trustworthiness of celebrity endorsement of Bella cosmetics. The result is shown in Table 4.5.

Table 4.5   Customers Perception on Trustworthiness of Celebrity Endorsement

Sr.No	Description	Mean	SD
1	Being trustworthy in celebrity endorsement	3.57	0.88
2	Being sincere in celebrity endorsement	3.29	0.94
3	Being reliable message given by celebrity endorsement	3.33	0.99
4	Being true of Endorser's recommendations	3.07	1.15
5	Being accurate of Endorser's recommendations	3.18	1.11
6	Using products which celebrities themselves endorse	3.14	1.03
	Overall Mean	3.26	

Source: Survey data, 2019

In accordance with Table 4.5, in all six questions, the mean values of trustworthiness is more than the neutral score of 3. 3.26 is for the whole trustworthiness mean and it is more than neutral score of 3. Trustworthiness of celebrity endorsement in Bella is good. The mean value of Bella products endorsed by celebrities are trustworthy is

highest with the value of 3.57 which can be said that Bella users have a trust on celebrity when doing products endorsement. The messages of such celebrity have an influence and help a lot to change the customers' mind. The mean value of endorser's recommendation to be true stands at the lowest score because people have many skin type, tone and their personal usage of cosmetic are different from others. Bella users have a trust on celebrity being endorsed but users do not believe the celebrities use Bella products which they themselves endorse. Therefore, the degree of believability or trust of endorser's recommendations stand at the lowest score.

4.2.3 Expertise of Celebrity Endorsement

In this study, the combination of six survey questions are used to explore the perception of expertise of celebrity endorsement of Bella cosmetics. The result is shown in Table 4.6.

Table 4.6   Customers Perception on Expertise of Celebrity Endorsement

Sr.No	Description	Mean	SD
1	Having expertise in using Bella cosmetic	3.59	0.95
2	Having experience in using Bella cosmetic	3.64	0.83
3	Having very acquaintance in using Bella cosmetic	3.50	0.87
4	Having good knowledge in using Bella cosmetic	3.62	0.97
5	Having good training in using Bella cosmetic	3.47	1.05
6	Having qualify in using Bella cosmetic	3.63	0.87
	Overall Mean	3.58	

Source: Survey data, 2019

In accordance with Table 4.6, in all six questions, the mean values of expertise is more than the neutral score of 3. The whole expertise mean is 3.58, which is greater than neutral score of 3. Expertise of celebrity endorsement in Bella is good. The mean value of endorser experienced in using Bella cosmetic is highest with the value of 3.64 which can be said that Bella users think endorser has experience in using Bella cosmetic because all celebrities in Bella endorse advertisement are actors or actresses from movies and they

are wearing cosmetics every day in their life to do for work. Bella are endorsed by beauty artists and beauty blogger who have expertise in using cosmetics. Using their expertise, they grab trustworthiness of customers. Customers trust the experience of these stars in using Bella cosmetic. The mean value of endorser which has good training in using Bella cosmetic stands at the lowest score. Bella use famous film stars when doing Bella products advertisements. Customers think these stars have not extra time to train in using Bella cosmetic. Moreover, customers do not believe that celebrities use Bella products and they are beautified by make-up artists when using cosmetics. Therefore, the degree of endorser has good training in using Bella cosmetic stands at the lowest score.

4.2.4 Purchase Intention of Bella Cosmetic

In this study, the combination of six survey questions are used to explore the perception of purchase intention of Bella cosmetics. The result is shown in Table 4.7.

Table 4.7 Purchase Intention of Bella Cosmetics

Sr.No	Description	Mean	SD
1	Wanting to know about the Bella product after viewing	4.02	0.75
2	Interesting to try about the Bella product after viewing	3.99	0.76
3	Intending to seek out about the Bella product after viewing	3.63	0.90
4	Being willing to recommend others	3.49	1.08
5	Considering to buy about the Bella product after viewing	3.98	0.68
6	Having about the Bella product after viewing	3.82	0.88
	Overall Mean	3.82	

Source: Survey data, 2019

In accordance with Table 4.7, in all six questions, the mean values of purchase intention is more than the neutral score of 3. 3.82 is for the whole purchase intention

mean and it is more than neutral score of 3. Consumer purchase intention of Bella product is good. The mean value of willing to know about the Bella product after viewing content uploaded by endorser is 4.02 which mean that the respondents think that Bella cosmetic is essential for getting as beautiful as stars. Bella is endorsed by top celebrity in Myanmar and Bella advertisement is very attractive because many celebrities include in advertisement and these beautiful ladies have endorsed different flavors of Bella products. The mean value of willing to recommend others has the lowest value score. They do not recommend others because people have different skin type and some people have a skin that is sensitive. Cosmetic users feel risky to switch over another brand that are harm users. Moreover, customers are not willing to recommend others to buy Bella products but they write a positive review on social media

4.2.5 Actual Purchase of Consumer on Bella Cosmetic

In this study, the combination of ten survey questions are used to explore the perception of buying behavior of Bella cosmetics. The result is shown in Table 4.8.

In accordance with Table 4.8, in all ten questions, the mean values of actual purchase is more than the neutral score of 3. 3.82 is for the whole actual purchase mean and it is more than neutral score of 3. Consumer buying behavior of Bella product is strong. Good reputation of Bella has the highest mean value. Bella share the same core value to their customers and focuses on building a positive brand image by identifying the key customer touch points and building positive first impressions. Another highest mean value is good quality. The more the customer-driven quality is, the more opportunities to invest the time saving into new product development and creating new market.

Table 4.8   Actual Purchase of Bella Cosmetics

Sr.No	Description	Mean	SD
1	Like to purchase	3.81	0.89
2	Feel risky to switch over another brand	3.58	1.00
3	Employees' willingness to explain	3.56	1.05
4	Good quality	4.13	0.79
5	Getting easily in everywhere	3.91	0.89
6	Unique features and product displays	3.46	0.89
7	Brand's good reputation	4.19	0.84
8	Special promotion	3.31	0.95
9	Buying frequently even without plan	3.07	0.89
10	Endorsement of Favorite celebrity	4.06	0.75
	Overall Mean	3.7	

Source: Survey data, 2019

The mean value of customers frequently for Bella products even without plan to buy is lowest score because the cosmetic is long-lasting products and customers remember to take into consideration the expiry dates of the products. These out of date products are harmful to skin. Moreover, beauty taste of females are changing and they always want to be fashionable among others. Therefore, Bella users want to buy latest items.

4.3   Analysis on the Effect of Celebrity Endorsement on Purchase Intention

This section includes mainly about the analysis of celebrity endorsement on purchase intention. To know the detailed about this, linear regression method has been used. The result for this can be seen in Table 4.9.

According to Table 4.9 described the result, 0.32 is for R Square and 0.312 is for Adjusted R Square. This model can explain 31.2% about the variance of dependent variable with the independent variable. The Standardized Coefficient (Beta) indicates that

all variables have positive relationship with purchase intention (dependent variable) of this study. This relationship was considered to be linear because the value of F test and the overall significance of the model significant is at 1 percent level. The Durbin-Watson d = 1.546 is nearly 2. So we can suspect that there is no auto-correlation in the data. In accordance with VIF data, all the variables are less than 5 and it can assume that there is no multi-collinearity problems at respondent's survey.

The expected positive sign is for attractiveness variable on purchase intention. It is highly significant coefficient value at 1 percent level. The positive relationship states that the increase of attractiveness has more effect on purchase intention of Bella cosmetics products users. An increase in attractiveness by 1 unit will also raise the effect on purchase intention by 0.305 units.

Table 4.9   Analysis on the Effect of Celebrity Endorsement on Purchase Intention

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.572	.226		6.960	.000	
Attractiveness	.305***	.059	.291	5.140	.000	1.184
Trustworthiness	.166***	.048	.233	3.433	.001	1.704
Expertise	.145***	.050	.149	2.893	.004	1.652
R	.566					
R Square	.320					
Adjusted R Square	.312					
F	39.423***					
Durbin-Watson	1.546					

Source: Survey data, 2019

*** Significant at 1% level, ** Significant at 5% level, *Significant at 10% level

The expected positive sign is for Trustworthiness variable on purchase intention. It is highly significant coefficient value at 1 percent level. The positive relationship states

that the increase of trustworthiness has more effect on purchase intention of Bella cosmetics products users. An increase in trustworthiness by 1 unit will also raise the effect on purchase intention by 0.166 units.

The expected positive sign is for expertise variable on purchase intention. It is highly significant coefficient value at 1 percent level. The positive relationship states that the increase of expertise has more effect on purchase intention of Bella cosmetics products users. An increase in expertise by 1 unit will also raise the effect on purchase intention by 0.145 units.

Attractiveness, trustworthiness and expertise are positively significantly effect on purchase intention. The biggest contributor on celebrity endorsement is attractiveness of celebrity. It is because Myanmar people like celebrity endorsement advertisements and Bella use many famous film stars in advertisements. Catching the attention of customers easily is the power of attractiveness. Customers recognized the celebrity of Bella products who have fair complexion, beautiful, nice gesture and smart. They consider himself to be star like celebrity and try to buy Bella cosmetic products. Customers got trustworthiness on Bella products because the message and recommendation given by the celebrities are reliable when doing Bella products endorsement. Moreover, Bella are endorsed by beauty artists and beauty blogger who have expertise in using cosmetics. Therefore, customers trust the experience of these celebrity and want to purchase Bella cosmetic products.

4.4   Analysis on the Effect of Purchase Intention on Actual Purchase

Subsequently, the impact of the independent factor (purchase intention) was analyzed in the study of the dependent variable (actual purchase), linear regression analyses was conducted. The result of this analysis is shown in Tables 4.10.

In accordance with Table 4.2, when the value of R Square is 31.9 percent, the specified model could explain slightly about the various kind of actual purchase of Bella cosmetic users. The model can explain 31.9 percent about the various kind of the independent variable (purchase intention) and dependent variable (actual purchase) because of 0.316 Adjusted R Square. This specified model can be said valid because the value of F test, the overall significance of the model, is highly significant at 1 percent level.

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The standardized coefficient (Beta) of purchase intention is 0.565 and has contribution to the effect of consumer buying behavior of Bella cosmetic products. The overall evaluation reveals that models explain the variation in actual purchase well because the estimation produced expected signs and significant coefficients for purchase intention. The increase in purchase intention has the positive effects on actual purchase of consumers on Bella cosmetic products.

According to the result, expected positive sign is purchase intention. It is highly significant coefficient value at 1 percent level. The positive relationship states that the increase of purchase intention leads to positive impact on consumer buying behavior. An increase of purchase intention by 1 unit will also raise the effect on consumers' buying behavior by 0.528 units.

Table 4.10   Analysis on the Effect of Purchase Intention on Actual Purchase of Consumers

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.691	.187		9.043	.000	
Purchase Intention	.528***	.049	.565	10.883	.000	1.000
R	.565					
R Square	.319					
Adjusted R Square	.316					
F	118.439***					
Durbin-Watson	1.731					

Source: Survey data, 2019

*** Significant at 1% level, ** Significant at 5% level, *Significant at 10% level

Purchase intention is positively significant effect on actual purchase. After viewing content uploaded by endorser, customers interest to try Bella products and then consider to buy them because of a positive image of the endorsed brand and their favorite celebrity endorsing it. Customers consider himself to be a star like celebrity and try to buy

Bella cosmetic products. Favorite celebrities and their effective communication impact the customers' purchase intention. Moreover, these Bella products is available in everywhere, attractive packaging and its competitive pricing and reputation are good. Bella send PR packages to beauty artists and bloggers. They write the review about the Bella products. Customers want to purchase a beauty products that have a positive user review Therefore, their purchase intention increase to buy the Bella cosmetic products.

CHAPTER 5
CONCLUSION

This chapter presents the finding and discussion from analysis, suggestions and recommendation and needs for further study needs for Bella cosmetic products.

5.1   Finding and Discussions

Celebrity endorsement and actual purchase of consumers on Bella cosmetic products are the core of this study. This study gathered the primary data by distributing questionnaires to 255 respondents in 'we love Bella cosmetic products' fan group who have been used of Bella cosmetic products.

The respondents' profile includes gender, age, education level, occupation and monthly income. Young and young adult people prefer to use Bella products more than older people as it is one of the beaut items for them. High school students and graduated people consume more than under graduated and master degree. Private employees whose average monthly income level of below 700,000 Kyats use Bella products dominantly among all other occupation because they have finished university and start working in a private company and also that segment is the largest segment of spending power accordingly to the survey.

As per findings, celebrity endorsed advertisements are more attractive than the non – celebrity endorsed advertisements. Celebrity endorsement advertisements boost up the sales and purchase of cosmetic, respondents like to buy the cosmetic more if the celebrity endorsed and it states that today's customer is aware and influenced by media. Actors or actresses from movies are more influence in the perception of viewers because Myanmar people love to follow celebrity who are actors or actresses from movies. Moreover, respondents also gave voting Facebook and then TV as the best medium to watch the advertisements. Facebook medium is more likely to convey celebrity endorsed advertisements because Myanmar people are more using social media (Facebook) and they have influence by usage of Bella products by many beauty experts and write a review on social media.

The buying frequency of respondents' buying a Bella products is once in three months but some of them purchase once in two months. In terms of reason for buying cosmetic components, respondents mostly think good image of the brand creates a good brand image. Respondents buy Bella foundation which have variety of color shade, the long-lasting, coverage powder and some answered that Bella cushion, the significant product of Bella.

Regarding the analysis on celebrity endorsement on purchase intention, physical attractiveness have an influence on audience and viewers. Most of respondents think beauty in celebrity endorsement is crucial and catching the attention of viewers easily is the power of attractiveness. Bella need to consider those kind of physical attractiveness for advertisement. Moreover, Bella user think that endorser have attractive, elegant, smart and nice gesture when doing Bella product endorsement.

The study found that Bella products endorsed by celebrities are trustworthy is highest value and so it concluded that Bella users trust on celebrity endorsed then the message of such celebrity. Bella products endorser's recommendation to be true stands at the lowest score because people have many skin type, tone and their personal usage are different from others. Bella users have a trust on celebrity being endorsed but users do not believe the celebrities use Bella products which they themselves endorse.

Expertise of celebrity endorsement in Bella is good. Endorser has experience in using Bella cosmetic and so it concluded that Bella users think endorser has experience in using Bella cosmetic because all celebrities in Bella endorse advertisement are actors or actresses from movies and they are wearing cosmetics every day in their life to do for work. They got many experience, good knowledge and good training in using Bella cosmetic. Bella are endorsed by beauty artists and beauty blogger who have expertise in using cosmetics. Using their expertise, they grab trustworthiness of customers. Customers trust the experience of these stars in using Bella cosmetic.

Purchase intention of Bella product is good. Customers want to know about the Bella product after viewing content uploaded by endorser and Bella cosmetic is essential for getting as beautiful as stars. Bella is endorsed by top celebrities in Myanmar and Bella advertisement is very attractive because many celebrities include in advertisement and these beautiful ladies have endorsed different flavors of Bella products. Moreover,

cosmetic users feel risky to switch over another brand that are harmful to users. Therefore, Bella users are not willing to recommend others to buy Bella products.

According to statistically analysis, celebrity endorsement included attractiveness, trustworthiness, expertise have positively effect on purchase intention of Bella cosmetic products. Among three dimensions of celebrity endorsement, attractiveness of the celebrity is the biggest one to contribute on celebrity endorsement.

Moreover, purchase intention have positively effect on actual purchase. In summary, actual purchase of Bella is directed by purchase intention. The increase in purchase intention has the positive effects on actual purchase of consumers on Bella cosmetic products.

5.2 Suggestion and Recommendations

In advertising, the most effective tools to promote is celebrity endorsement and it informs a new product or service. According to the findings, attractiveness, trustworthiness, expertise are good enough for the celebrity endorsement of Bella product.

Within the findings of this study, female respondents are participated than male respondents in the study. Most of male respondents use Facial foam in Bella products. In such case, managers or marketers should develop some more strategies to attract Male customers. Cosmetic is for the women but men can buy the products as a present for their colleagues or for their personal use. Therefore managers should create some new marketing and branding strategies to attract both male and female users for future business development. Most of Bella cosmetic users are middle age women who is educated and employed. Therefore, Bella cosmetic marketers should target this group and study more details characteristics.

Celebrity endorsed advertisements are attractive more than non-celebrity endorsed advertisements. So, several aspect should be considered by marketing managers before choosing a celebrity to promote Bella products. The background of the artist associated with their attractiveness, trustworthiness, and expertise are also considered by them. It is highly profitable for the company to choice the right celebrity for the right product advertisements. The celebrity used in advertisements should have knowledge about the

advertised product, using the product, presentation skills and should be relevant to the products.

Celebrity endorsement should be more effective when film stars used rather than other famous personalities. For Bella products advertisements, marketers should use film stars because people really follow those celebrities. Moreover, Facebook medium is more likely to convey celebrity endorsed advertisements. Therefore, in order to expand the exposure of the advertisements, number of followers in social media should be a consideration.

The consumer's intention changes because of advertisements of representing the product. So we realize that people attract towards those products endorsed by the celebrities in advertisement and publication. The consumers can recall the advertisements because of physical attractiveness of the celebrity. Marketers do not only focus on the physical attractiveness. They should also focus on celebrities' intellectual skill, personality properties, the way of living, and athletic performance. Marketers should employ those celebrities for cosmetics who have a reputation of being trustworthy.

For continuous improvement, managers should produce new innovative product features as customers' demand is updated over time and the beauty trends are always changing. The important thing is to track the market trends and consistency of maintaining and improving the product quality because Bella cosmetic compete the foreign brand and local brand that emerging from the local business owner: Hearty Heart, SAI cosmetic, Super Red. Better good quality products give the customers more satisfaction and attachment toward a brand.

Nowadays, consumers are more conscious about brand image and they would always be ready to pay for it. Because brand image has a high impact on consumer in buying and consumers think that products with crown brand name has relatively good quality instead of a low brand image product. The reason of buying Bella cosmetic is good image of the brand. Therefore, Bella should more devoted on building brand image and then customer satisfaction and loyalty. Bella users have weakly recommend to others. Marketers should create positive word-of-mouth activities that can help the consumers and can create the strong loyalty for Bella products.

5.3   Needs for Further Research

This study gathered data of 255 respondents only from 'we love Bella cosmetic products' fan group and further study can also be collected with larger sample size that appropriate with the number of users in Myanmar. Moving further, because the finding are based on one industry they may not be directly applicable to other industries or brand communities and more research is needed to generalize the results.

This study focuses only celebrity endorsement that it would affect consumer buying behavior. Future research could also take into account issues like: celebrity overshadowing, overexposure, and extinction of the celebrity endorser. This study focused only on celebrities' three attributes, i.e. attractiveness, trustworthiness, expertise. More studies are necessary for other attributes such as match-up congruence, similarity, familiarity, meaning transfer.

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APPENDIX

Appendix-I

Questionnaire

This questionnaire is a part of full- time MBA Programme from Yangon University of Economic. This is designed for Celebrity Endorsement and Actual Purchase of Consumers on Bella Cosmetic Products. This survey is designed for the master thesis purpose only. Therefore, the data in the survey is fully privacy and confidential.

Section-A: Personal Factors

1. Gender

☐ Male   ☐ Female

2. Age

☐ 20 years and below   ☐ 21 - 30

☐ 31 - 40   ☐ 41 - 50   ☐ 51years and above

3. Education

☐ High School   ☐ Graduated

☐ Under Graduate   ☐ Post Graduate

4. Occupation

☐ Student   ☐ Housewife

☐ Employee   ☐ Business Owner   ,

☐ Government Employee   ☐ Others: please specify ………..

5. Monthly Income or Monthly Family Income

☐ Below 100,000 Ks   ☐ 300,001-500,000 Ks

☐ 100,001-300,000 Ks   ☐ 500,001-700,000 Ks   ☐ Above700,000Ks

6. What attracts you more,

☐ Celebrity endorsed advertisements

☐ Non – celebrity advertisements

7. What type of celebrity do you think a more influential as endorsers?

☐ Actors or Actresses from movies ☐ Business persons

☐ Sport stars ☐ Others: please specify …………..

8. Which of the following medium do you think is more likely to convey celebrity endorsed   advertisement?

☐ TV ☐ Magazines

☐ Internet (Facebook) ☐ Radio ☐ Newspaper

9. Do you use Bella cosmetic products?

☐ Yes

☐ No

10. How often do you usually buy Bell cosmetic products?

☐ Once in a month ☐ Once in four months

☐ Once in two months ☐ Once in five months

☐ Once in three months ☐ Once in six months ☐ Once in a year

11. Which of the following does influence you most when you decide to buy Bella products? (multiple answers are accepted)

☐ Quality of the product ☐ Good Image of the brand

☐ Competitive pricing ☐ Others: please specify …………..

12. What kind of products from Bella do you usually buy? (multiple answers are accepted)

☐ Foundation ☐ Eyebrow ☐ Lipstick

☐ Cushion ☐ Eyeliner ☐ Soothing Gel

☐ Powder ☐ Eye shadow ☐ Love Water

☐ Thanakha Facial Foam ☐ Golden Perfection ☐ Mascara

☐ Others:please specify …………

Section-B: Please rate your agreement level of following question by ticking the number that corresponds to your choice.

Scales: 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree

No	*Celebrity Endorsement*					
	Attractiveness					
1	I think the endorser has a physical appearance that **elegant** when doing Bella products endorsement.	1	2	3	4	5
2	I think the endorser has a physical appearance that **handsome / beautiful** when doing Bella products endorsement.	1	2	3	4	5
3	I think the endorser has a physical appearance that **attractive** when doing Bella products endorsement.	1	2	3	4	5
4	I think the endorser has a physical appearance that **fair complexion** when doing Bella products endorsement.	1	2	3	4	5
5	I think the endorser has a physical appearance that **nice gesture** when doing Bella products endorsement.	1	2	3	4	5
6	I think the endorser has a physical appearance that **smart** when doing Bella products endorsement.	1	2	3	4	5
	Trustworthiness					
1	I think Bella products endorsed by celebrities are **trustworthy**.	1	2	3	4	5
2	The celebrity is **sincere** about the endorsed Bella product.	1	2	3	4	5
3	The message given by the celebrities are **reliable** when doing Bella products endorsement.	1	2	3	4	5
4	I think Bella product endorser's recommendations to be **true.**	1	2	3	4	5
5	I think Bella product endorser's recommendations are **accurate.**	1	2	3	4	5
6	I believe the celebrities use Bella products which they themselves endorse.	1	2	3	4	5
	Expertise					
1	I think the endorser has **expertise** in using Bella cosmetic to endorse the Bella product.	1	2	3	4	5

2	I think the endorser has **experience** in using Bella cosmetic to endorse the Bella product. .	1	2	3	4	5
3	I think the endorser has **very acquaintance** in using Bella cosmetic to endorse the Bella product.	1	2	3	4	5
4	I think the endorser has **good knowledge** in using Bella cosmetic to endorse the Bella product.	1	2	3	4	5
5	I think the endorser has **good training** in using Bella cosmetic to endorse the Bella product.	1	2	3	4	5
6	I think the endorser has **qualify** in using Bella cosmetic to endorse the Bella product. .	1	2	3	4	5
	Purchase Intention					
1	I **want to know** about the product of Bella after viewing content uploaded by endorser.	1	2	3	4	5
2	I **am interested to try** Bella products after viewing content uploaded by endorser.	1	2	3	4	5
3	I **intend to seek out** Bella products after viewing content uploaded by endorser.	1	2	3	4	5
4	I **am willing to recommend** others to buy Bella products after viewing content uploaded by endorser.	1	2	3	4	5
5	I **consider to buy** Bella products after viewing content uploaded endorser.	1	2	3	4	5
6	I **will have to have** Bella products after viewing content uploaded by endorser.	1	2	3	4	5
No	*Actual Purchase behavior*					
1	I am likely to purchase Bella products.	1	2	3	4	5
2	I buy Bella because I feel risky to switch over another brand.	1	2	3	4	5
3	I buy Bella because the counter staff are warmly eager to explain about the produts.	1	2	3	4	5
4	I buy Bella products because of its product quality.	1	2	3	4	5
5	I buy Bella products because it is available everywhere.	1	2	3	4	5

6	I buy Bella products because of its unique features and product displays .	1	2	3	4	5
7	I buy Bella products because of its reputation is good .	1	2	3	4	5
8	I buy Bella products because it have a special promotion.	1	2	3	4	5
9	I frequently buy Bella cosmetic products even I did not plan to buy.	1	2	3	4	5
10	I buy Bella products because my favorite celebrity is endorsing it.	1	2	3	4	5

Appendix-II

Regression Analysis Result on Celebrity Endorsement on Purchase Intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.566[a]	.320	.312	.41096	1.546

a. Predictors: (Constant), Expertisse, Attractiveness, Trustworthiness

b. Dependent Variable: Purchase_intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.975	3	6.658	39.423	.000[b]
	Residual	42.392	251	.169		
	Total	62.367	254			

a. Dependent Variable: Purchase_intention

b. Predictors: (Constant), Expertisse, Attractiveness, Trustworthiness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.572	.226		6.960	.000		
	Attractiveness	.305	.059	.291	5.140	.000	.845	1.184
	Trustworthiness	.166	.048	.233	3.433	.001	.587	1.704
	Expertisse	.145	.050	.194	2.893	.004	.605	1.652

a. Dependent Variable: Purchase_intention

Appendix-III

Regression Analysis Result on the Effect of Purchase Intention on Actual Purchase of Consumers on Bella Cosmetic Products

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.565[a]	.319	.316	.3834	1.731

a. Predictors: (Constant), Purchase_intention

b. Dependent Variable: Actual_purchase

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.410	1	17.410	118.439	.000[b]
	Residual	37.191	253	.147		
	Total	54.601	254			

a. Dependent Variable: Actual_purchase

b. Predictors: (Constant), Purchase_intention

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.691	.187		9.043	.000		
	Purchase_intention	.528	.049	.565	10.883	.000	1.000	1.000

a. Dependent Variable: Actual_purchase