

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

THE EFFECTS OF CELEBRITY ENDORSEMENT ON
CUSTOMER ATTITUDES AND PURCHASE INTENTION
TOWARD LOCAL FOOD BRANDS

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MBA II – 77

MBA 24th BATCH

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ACADEMIC YEAR (2018 – 2023)

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“A thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)”

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ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of Celebrity Endorsement on Customer Attitudes and Purchase Intention toward Local Food Brand**” has been accepted by the Examination Board for awarding for the degree of Master of Business Administration (MBA).

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ABSTRACT

This study focuses on the effect of celebrity endorsement on customer attitudes and purchase intention toward local food brands in Myanmar. This study objectives are to examine the effect of celebrity endorsement on customer attitudes and to analyze the effect of customer attitudes on purchase intention toward local food brands. Based on the information of Directorate of Investment and Company Administration (DICA) data, there are 47 registered food businesses registered from 31st January 2019. Among them, three local food brands are randomly selected to study. This study uses a judgmental sampling method to collect the data. In this study, 145 respondents were asked using a structured questionnaire. Items in this survey's questionnaire are measured on a Five-Point Likert scale. The collected data has been analyzed using descriptive statistics and multiple linear regression analysis. The results of the study indicate that celebrity trustworthiness, celebrity expertise, celebrity attractiveness, celebrity similarity, celebrity liking, celebrity familiarity, and celebrity-brand congruence have a huge effect on customer attitudes and purchase intentions. Celebrity expertise has the greatest influence on consumer attitudes and purchase intentions toward local food products because consumers focus on how skilled the celebrity is with these brands and how much experience they have with these brands. Additionally, the study assesses the role of celebrity endorsement in amplifying these attitudes and driving intentions to purchase local food products. The result of this study sheds light on the relationship between celebrity endorsements, customer attitudes, and purchase intention toward local food brands. Based on the findings of this study, local food companies should use celebrity endorsements that could reach their message directly to customers and save on advertising budgets. Besides, they have to select the right celebrity who is skilled, trustworthy, familiar with the audience, and attractive to achieve a target market position in the local food industry.

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CHAPTER 1

INTRODUCTION

Celebrity endorsement is one of the most popular marketing strategies in marketing communication to gain exposure and create a positive brand image and it is a marketing tool designed for all businesses sizes to use a celebrity or influencer as a spokesperson or advertising strategy in order to promote brands, products and services. It can be recognized as a type of marketing that makes use of well-known persons or celebrities who are admired, prominent, respected, or trusted among the general public. These people serve as brand ambassadors for a business by endorsing goods and services with their names, appearance, status and images in front of the audience. As a competitive and differentiated feature, endorsement plays a big role in brand management. Because they are visually appealing, endorsers are frequently used to reach target consumers. Brand recall, recognition, and awareness could all be provided in this way. Using celebrities to endorse the brand or product is a ubiquitous feature of modern marketing (McCracken, 1989).

Celebrity endorser can be defined as any individual who enjoys public recognition and takes advantage of this recognition by appearing with consumer good in an advertisement (McCracken, 1989). Many business frequently used actors, sport figures and entertainers as a brand spokesperson or company spokesperson and product endorsers (Friedman et al., 1978). Celebrity endorsers are crucial because they increase the value of a business, brand, or product by transferring meaning to it (Amos et al., 2008). Customers will be persuaded to purchase the products as a result "in the hope of transferring some of these meanings to their own lives" (Amos et al., 2008). Brands believe that celebrity endorsements will encourage target markets to buy their products. Celebrity Endorsement can assemble a sense of urgency and encourage the people to feel like they have to purchase this product instantly before it is out of stock. Today's celebrity endorsements seem very different from those of the past. Before social media platforms emerged, celebrities promote products through print ads, TV commercials, and other traditional methods of marketing. Celebrities are now more influential among customers, given the increase in their presence in social media.

According to McCracken (1989), the meaning of celebrity familiarity is knowledge of source through exposure. Familiarity means the consumer often sees the celebrity and

recognizes him/her, then it makes it easier to recall the brand or product when the need arises. The term of familiarity is stated as the knowledge that a celebrity endorser has acquired via exposure (Belch & Belch, 2001). When brands choose a celebrity to promote their brands, it is important to what extent consumers are familiar with the celebrity. The more familiar the consumer is with the celebrity, the more positive customer attitudes and purchase intention. It is also widely recognized that consumers who are more familiar with and exposed to celebrities are more likely to prefer the brand or product that celebrity has promoted. When the celebrity is frequently exposed, the effect of familiarity on attitude increases. The familiarity was measured using the dimensions of recognition, popularity and acceptance (Belch & Belch, 2001). Celebrity liking can be described as the affection for a source based on its physical appearance or behavior. When they like celebrity physical appearance, voice, attitudes, behaviors, or style, people may be more likely to desire to use a given product themselves if they see their favorite celebrities using or eating it. Celebrities can evoke strong emotions and connections with their fans. When a beloved celebrity endorses a local food brand, it can create a positive emotional association, which could lead to increased popularity and brand loyalty. For the Celebrity Endorsement to be effective, the target audience must like and respect the celebrity.

Celebrity similarity is resemblance between the source and the audience. Similarity means correlation between the audience and the endorsers (Ha & Lam, 2016). Celebrity expertise is the perceived ability of the source to make valid assertions. Expertise means the endorser had experience and skills to give reliable reviews about the brand or product. The perceived willingness of the source to make valid assertions might be characterized as celebrity attraction. McCracken (1989) suggests that the effectiveness of advertisements depends on the physical attractiveness of the celebrity endorser. Similarly, Tingchi-Liu and Brock (2011) also found that advertisements endorsed by an attractive celebrity have a significant positive association with consumer attention, recall of advertisement messages and purchase intention. According to study by Pornpitakpan (2004), people frequently choose products recommended by beautiful celebrities. According to the previous study of Chaiken (1979), attractive celebrities can generate favorable perceptions and as a result physically attractive celebrities are more successful at changing beliefs, attitudes and generating purchasing intention. Kahle and Homer (1985) found that celebrities with attractive appearances had a favorable impact on buying habits, brand memory, customer attitudes and desire to purchase. Advertisers use physically attractive celebrity endorsers to

stimulate consumers senses, developing an atmosphere based on the presumption that consumers believe they would acquire the same prized qualities if they bought the products these celebrities used (Till et al., 2008).

The definition of celebrity trustworthiness is perceived willingness of the source to make valid assertions and is simply one factor that influences a message's success. Furthermore, Malik et al., (2013) concluded that using trustworthy celebrities' in an advertisement is an effective strategy to increase consumer purchase intention. Trustworthiness means the endorser is perceived by the public as a figure that is always consistent, honest, and has high integrity. Consumer has generally a consideration that celebrities are trustworthy sources of communicating information (Goldsmith et al., 2000). Celebrity endorsements can lend credibility to local food brands, especially if the celebrity is respected and trusted by the public. Consumers may perceive the brand as more reliable and trustworthy, leading to an increase in popularity. Celebrity-brand congruence can be described as a good match-up between a celebrity and a product is more effective for generating positive advertisement evaluations that enhance endorser believability and advertising effectiveness than a bad fit between the two (Davies & Slater 2015). According to Friedman and Friedman (1979), the product type and endorser type should match. A celebrity who has a congruent image with the product can lead to better advertisement (Levy, 1959). A fit between an images of the celebrity appearing in the endorsement should match with a product or brand to ensure effective communication (Kamins & Gupta, 1994). Choi and Rifon (2012) state that a match between the celebrity and the customer's ideal self is desirable too, as this has positive effects on the endorsement's effectiveness. Product match-up is one of the factors of effectiveness of celebrity endorsement revealed that product match-up indeed had positive influence to generate higher purchase intention despite the attractiveness of endorser is low (Tingchi Liu et al., 2007). A harmonious relationship between the celebrity and the brand must also be considered into consideration.

Brand attitude represents consumers' overall evaluation about the brand (Faircloth et al., 2001). Sengupta and Fitzsimons (2000) defined brand attitude as the psychological assessment of a brand's attributes and features by a customer based on prior information and experience, as well as the consumer's behaviors that are affected by their personal cognitive evaluation and emotional attribution. Consumers' brand attitudes are closely related to cognitive and emotional satisfaction of consumers (Ha & Perks, 2005). The brand attitude will reveal what consumers think about a product or service, if it satisfies a demand of the

customer, and how much the consumer needs the thing. Planning an advertising strategy benefits greatly from having an understanding of brand attitude. Purchase intention is part of consumer behavior. Purchase intention is widely used as a predictor of subsequent purchase (Grewal et al., 1998). As stated by Dodds et al. (1991), the definition of purchase intention applies to a consumer's potential willingness to purchase products. Purchase intention has been described by Bagozzi and Burnkrant (1979) as a person's behavioral tendency toward a certain product. Intention to purchase is the consumer's inclination to act toward an object (Kim & Kim, 2004). In addition, Spears and Singh (2004) defined purchase intention as the effort made by an individual who is seriously considering purchasing a brand's products.

Celebrity endorsement is profoundly utilized in food products advertisements. The utilizing of celebrities is getting to be a progressively common strategy in the food industry. Myanmar's local food is deeply rooted in its cultural heritage, reflecting the country's history, traditions, and diverse ethnicities. As people take pride in their culinary traditions, local food brands have a special place in the hearts of the population. Rising popularity of local food brands, many local food brands operate through food stalls. Many local food brands attract locals and tourists seeking delicious and budget-friendly options. There is a growing interest in healthier and more natural food choices. Local food brands that emphasize the use of fresh, locally sourced ingredients align with this trend, attracting health-conscious consumers. In the digital age, celebrities' endorsements on social media can have a significant impact. Social media platforms allow for quick and widespread sharing of endorsements and it also impacts the local food brand products industry. Myanmar has a celebrity culture, and fans often admire and follow the lifestyle choices of their favorite stars. If a celebrity endorses a local food brand, it can influence their fans to try the products and contribute to increased popularity. Celebrity endorsements can open up new market opportunities for local food brands, including the potential to reach a more diverse customer base beyond their usual target audience.

To better understand how celebrity endorsement affects food purchase intention and the effect of customer's attitude toward brand for the food products, more research is needed to establish. Significant efforts have been made in marketing research to comprehend the underlying elements that influence consumer behavior through celebrity endorsements. Three theoretical frameworks; source credibility and source attractiveness models, affect transfer theory, and match-up theory which try to investigate the

fundamentals of the influence of celebrity endorsement on consumer behaviors have been largely developed on previous researches on celebrity endorsement. To the best of the authors' knowledge, this research is to investigate the impact of celebrity endorsement on customer attitudes and purchase intention toward local food brands.

1.1 Rationale of the Study

Celebrity endorsement is a popular marketing strategy used by brands to increase product visibility and appeal. Understanding its impact on customer attitudes and purchase intention can help local food brands when making decisions related to marketing strategies and resource allocation. Celebrity endorsements may influence consumer perceptions and their likelihood of purchasing products. Understanding this relationship can provide valuable insights for brand managers and marketers. Celebrity endorsements can be a significant investment for local food brands. Local food brands often face intense competition from larger, well-established brands with bigger marketing budgets and resources. Analyzing the effects of celebrity endorsement on local food brands can help explore how celebrity endorsement factors influence consumer attitudes. Celebrities often lend their credibility to endorse products, which can affect customers' perception of quality and trust in the endorsed brand. Investigating this relationship can provide insights into how local food brands can build trust with consumers. Assessing the impact of celebrity endorsement on customer attitudes can help local food brands evaluate the effectiveness of this marketing approach and determine whether it aligns with their target audience and business objectives. Exploring the effects of celebrity endorsement can help local brands to identify potential opportunities to level the playing field and enhance their brand perception. Therefore, studying the effects of celebrity endorsements on customer attitudes and purchase intention toward local food brands in Yangon can help to contribute to the broader understanding of consumer behavior.

In Myanmar, local food brands and businesses have become increasingly developing and popular in recent years. Myanmar has a rich culinary heritage with a variety of dishes that characterize Burmese cuisine, a unique blend of Burmese, Mon, Indian and Chinese influences. Locals and visitors likewise increasingly admire nation's unique and diverse cuisine. With numerous local food brands competing for consumer attention, a celebrity endorsement can help a brand stand out from the competition, attracting more

customers and increasing popularity. The popularity of local food brands and products due to the celebrity endorsement has helped to promote local food and support local farmers and local business. Based on the information of Directorate of Investment and Company Administration (DICA) data, there are 47 registered food businesses registered from 31st January 2019. Among the local food brands who use celebrity endorsement, Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding, Hti Mi Gwi by Hein Thit Ready Made Food are randomly selected to study. Selecting these three brands to represent one business as a brand for this study. These three brands also endorse their brands by celebrities' eating their food products in Facebook lives. In this way, they made their brands well known among consumers and consumers became interested in the brand and would like to try their brands. Because of celebrities recommending these three brands online, customers have a good and positive opinions of these brands as good, delicious and clean food and they have developed a desire to try to eat this brand. These three selected brands can also contribute to the growing knowledge on local food brands and their utilization of celebrity endorsements. There are many local food brands using celebrity endorsement and there is a limited focus to study intensively on how celebrity endorsements effect on customer attitudes and purchase intention towards local food brands. Thus, these three brands are randomly selected representing one business as one brand from the brands that are currently popular on social media by utilizing celebrity endorsement. The selection of these three brands seamlessly aligns with this study objectives, which encompass exploring the influence of celebrity endorsements on customer attitudes and purchase intention within the local food industry.

According to earlier studies, endorsement has been the most important component in advertising or the sale of the products. However, there is significant criticism of celebrity endorsements, and they do not necessarily ensure success. There are various aspects that have been noticed that can affect the successful outcome of the celebrity endorsement. This paper presents research on the factors that, if advertisers neglect to take into account, may negatively impact their advertising campaign and have a negative impact on sales and the company's reputation, making all of their efforts ineffective. This study is done in order to verify the most influential factors of celebrity endorsement on customer attitudes and purchase intention and to gain comprehensive insights and offer valuable contributions to the fields of marketing and consumer behavior, with a particular emphasis on local food businesses.

1.2 Objectives of the Study

The objective of this study is to analyze the effect of celebrity endorsement on customer attitudes and purchase intention toward local food brands. The study addresses the following key objectives:

1. To examine the effect of celebrity endorsement on customer attitudes toward local food brands in Yangon
2. To analyze the effect of customer attitudes toward local food brands on purchase intention in Yangon

1.3 Scope and Method of the Study

The scope of the study would involve examining the effects of celebrity endorsement on consumer attitudes toward local food brands and customer purchase intention regarding local food brands. The study focuses on a particular geographic area (Yangon) and a specific target demographic (local food brand consumers). This study is constructed to understand how celebrity endorsements influence consumer attitudes and whether they have a positive or negative effect on purchase intention. According to the Directorate of Investment and Company Administration (DICA) data, there are 47 registered food businesses registered from 31st January 2019 to present. From these, three brands are randomly chosen to study in this study by representing one brand for one food business. These three selected local food brands, Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding, and Hti Mi Gwi by Hein Thit Ready Made Food, were randomly selected to study because these brands also use celebrities and food influencers or food bloggers to promote their brands among local food consumers. The selection method is carefully determined by judgmental sampling method of non-probability sampling methods to enhance the study's validity and the sample size for this study includes 145 local food consumers.

Analytical and descriptive research methods are applied for the study. Both primary and secondary data are used in this study. Primary data are gathered from local food consumers with structured questionnaires to acquire realistic influential factors of celebrity endorsement on customer attitudes and customer purchase intention toward local food brands. The questionnaires in this study are structured with relevant and reliable questions related to celebrity endorsements and its impact on customer attitudes and consumers

purchase intention toward local food brands. The questionnaire includes Likert Rating scale questions with 5 options, yes or no questions and multiple-choice questions. Secondary data and literature review are obtained from previous research papers, academic research papers, text books and related websites, e-books and internet search engines. The required information of Myanmar local food brands is collected from appropriate websites, journals, and magazines. This study uses Simple Linear Regression Model and Multiple Linear Regression Model for analyzing the data to study the effect of celebrity endorsement on customer attitudes and purchase intention toward local food brands.

1.4 Organization of the Study

This study is constructed with five chapters. Chapter one includes introduction, rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter two is about theoretical background of celebrity endorsement on customer attitudes and purchase intention. Chapter three is composed of profile of local food market, profile of three selected local food brands and celebrity endorsement of local food brands in Myanmar. Chapter four is the analysis on the effect of celebrity endorsement on consumer attitudes and the effect of consumer attitudes on purchase intention toward local food brands in Yangon. Chapter five includes key findings, discussions, suggestions, recommendations and needs for further research. References and appendix are also attached in the last section of the study.

CHAPTER 2

THEORETICAL BACKGROUND

The study of the effect of celebrity endorsement on customer attitudes and purchase intention toward local food brands enables marketers to understand and predict consumer behavior of local food products consumers. In this chapter, theoretical background of celebrity endorsement, customer attitudes, purchase intention, theoretical framework of previous studies and theoretical framework of this study is discussed.

2.1 Theories and Models of Celebrity Endorsement

According to Lord and Putrevu (2009), the popularity of celebrity has risen as a powerful force in the 21st century and plays an important role in contemporary culture. There are various methods to define celebrities. By Kotler et al., (2007) a celebrity is a person whose name can attract public attention, ignite public interest, and create individual values from the public. Early definition of celebrity endorsement by Freiden (1984), celebrity endorsement means celebrity in direct connection to an advertised product. McCracken (1989) said that a celebrity can be defined as an individual who enjoys public recognition and who uses this recognition on behalf of a customer by appearing with it in an advertisement. Celebrity endorsement is one of communication channels that are used by celebrities as a means of expressing their words to promote the brand on the basis of their fame and personalities by the reference of Kotler et al. (2007). However, perhaps the most impressive and widely referenced definition is Daniel Boorstin (1982), in which he defined as the Celebrity is a person who is known for his well-knowingness.

By referencing the following above definitions; the term “Celebrity Endorsement” can be defined as by using a well-known and influential person, typically a celebrity to promote a product, brand, or service as a part of marketing strategy. To enhance the profile, credibility and attractiveness of the endorsed product or brand, the marketers usually use the celebrity who might be an actor, performer, social media influencer, athlete or public figure who can contribute their popularity and notoriety. The celebrity's expertise, achievements, and reputation in their field impact their credibility as an endorser. Consumers are more likely to be influenced by a celebrity who is seen as knowledgeable and trustworthy. In this marketing technique, the celebrity's image, reputation, and public

persona are leveraged to create a positive association with the product or brand. The goal is to influence consumers' attitudes and purchase decisions by capitalizing on the emotional and aspirational connections that fans have with the celebrity endorser. When consumers see a product endorsed by a celebrity they admire, they may perceive the product as more trustworthy, valuable, and desirable. Celebrity endorsements are prevalent across various industries, including fashion, beauty, food, technology, and sports. Companies invest in celebrity endorsements as a means of increasing brand recognition, expanding their customer base, and gaining a competitive advantage in the market.

2.2 Factors of Celebrity Endorsement

Celebrity endorsement is a marketing strategy where a brand partners with a well-known celebrity or public figure to promote their products or services. The goal is to leverage the celebrity's popularity and influence to enhance the brand's image, increase brand awareness, and drive sales. As a result of celebrity endorsement, consumer behavior and attitudes can alter but these effects may differ depending on the product category. This effect is referred to as the significance of the kind of product promoted. The product category and type of product being advertised also play an essential and active role in determining the influence of the endorser on customer behavior. More specifically, charming and good physical appearance spokespersons efficiently promote low-involvement items and fast-moving consumer goods that are bought by regular decision-making and rapidly selected by customers without a thorough information search or comparison. It should be emphasized that prior study mostly looked at and found strong evidence for celebrity endorsement's effectiveness in food selection and food consumption when discussing celebrity endorsement of food goods.

The presence of celebrity endorsing food products in online social media posts, such as Instagram, has a bigger influence on customer behavioral responses than any other kind of endorser, as demonstrated by recent studies. Several factors contribute to the effectiveness of celebrity endorsements are celebrity trustworthiness, celebrity expertise, celebrity attractiveness, celebrity similarity, celebrity familiarity, celebrity likeability, and celebrity-brand congruence.

2.2.1 Celebrity Trustworthiness

The concept of celebrity trustworthiness relates to the degree to which customers feel the endorser has moral character and is honest since it deals with the issue of whether a person might be considered to be believable. A different way of explaining this concept in terms of the credibility of well-known celebrities is the prominent willingness of the celebrity to make truthful comments. The source credibility model states that the factor that supports source credibility that affects customers' attitude changes is trustworthiness. Similar to other societal effects, a celebrity endorser who is seen as trustworthy is more likely to affect customers' views and behavioral intention and will have a larger persuasive power on consumers. As a result, the celebrity's trustworthiness becomes critical since customers are more favorable to the influence of an individual they trust. Therefore, the celebrity's trustworthiness has a positive effect on customer attitude and purchase intention.

2.2.2 Celebrity Expertise

In the context of the Source Credibility model, the source expertise may be described as "the skills, knowledge, or experience possessed by an endorser" or as "the degree of an endorser's knowledge, experience, and skills in a specific area." As a result, the endorser's proficiency is derived from his or her capacity to share knowledge based on experience, aptitude, or training. Additionally, celebrity expertise was shown that customers' attitudes and behaviors were favorably correlated with the knowledge and proficiency of the endorser. On social media platforms, celebrities frequently publish their daily schedule, activities, thoughts, or suggestions based on their previous professional experiences. As a result, celebrities are regarded as experts in their professions, and consumers are more likely to take recommendations from celebrities who are accepted as experts by the audience. More specifically, the expertise of a celebrity provides consumers with detailed and specific information on products, leading to a more favorable attitudes toward the endorsed product, to attitudinal change and to higher purchase intention. Finally, the expertise of an endorser has been shown to have a positive influence on customer attitudes and on consumers purchase intention.

2.2.3 Celebrity Attractiveness

As a result, endorsers who are widely recognized, popular, and considered as being similar to the target audience will be attractive and hence persuasive. Similar to this, other scholars have stated that an endorser's attractiveness relates to their attractive characteristics, including charm, personality, familiarity, and attractive physical appearance. According to certain scholars, an attractive lifestyle and intellectual skills are also part of the endorser's attraction. Furthermore, according to earlier study, it stated that attractiveness is a dimension of source credibility and physical beauty affects the person who receives information and helps physically attractive individuals more effectively enable attitudes change. Researchers who studied the Source Attractiveness Model discovered that physically attractive celebrities have a more positive influence on consumers' behavior and attitudes than less attractive celebrities do, and that the physical attractiveness of the celebrity endorsers has a positive effect on consumers' purchase intention. Finally, an endorser's attractiveness has a positive effect on trustworthiness.

2.2.4 Celebrity Similarity

The relevance of the product or service being endorsed to the celebrity's lifestyle or profession can enhance the effectiveness of the endorsement. The individual message is accepted and affected by the similarity between the receiver and the sender. According to the source-attractiveness model, a message's effectiveness is influenced by the source's familiarity, similarity and likeability. The Source Attractiveness model is also grounded in social psychology, which gives us another viewpoint to better understand the perception of consumers and how those sources affect those consumers (Ohanian, 1990). Celebrity similarity refers to the perceived resemblance or shared characteristics between an individual and a celebrity. It's a complex psychological and sociological construct that can manifest in various ways. Celebrity culture has become an integral part of contemporary society, with celebrities wielding immense influence on public opinion, trends, and consumer behavior. One intriguing aspect of this phenomenon is celebrity similarity, a concept that explores the degree to which individuals identify with or perceive similarities between themselves and their favorite celebrities. This phenomenon plays a pivotal role in shaping the way people relate to and engage with the world of fame.

2.2.5 Celebrity Liking

The likeability of the celebrity on Physical attractiveness and overall can play a significant role in capturing consumers' attention and creating a positive association with the brand. Celebrity liking refers to the strong positive emotions, admiration, and affection individuals feel toward certain celebrities. Celebrity liking involves a deep emotional connection and a genuine fondness for a celebrity, often resulting from their talents, personality, or life story. In today's media-driven world, celebrities occupy a unique and influential space in audience lives. One of the fundamental aspects of this celebrity fascination is celebrity liking. This concept delves into the emotional and personal connections people form with celebrities, often leading to admiration and affection. Celebrity liking plays a significant role in shaping consumers perceptions, choices, and even consumers sense of self.

2.2.6 Celebrity Familiarity

The celebrity's visibility and reach in the media and on social platforms can amplify the brand's message and extend its exposure to a broader audience. The frequency of the celebrity's appearance in advertisements, social media platforms and the timing of the endorsement campaign can influence its effectiveness on celebrity familiarity with the audience. The celebrity's engagement and following on social media platforms can significantly impact the reach and effectiveness of the endorsement, especially in the digital age. Long-term partnerships between brands and celebrities can build stronger associations and credibility over time compared to one-off endorsements. The acceptance and impact of each communication depends on how familiar the sender and recipient are. Celebrity Familiarity is the degree to which a celebrity is recognized and known by the public. Celebrity familiarity measures the extent to which a celebrity's name, face, or achievements are familiar to a broad audience, regardless of whether individuals personally admire or follow the celebrity. One vital aspect of this culture is celebrity familiarity, a concept that delves into how well-known and recognizable a celebrity is to the general public. Celebrity familiarity plays a pivotal role in shaping perceptions, influencing consumer behavior, and defining popular culture.

2.2.7 Celebrity-Brand Congruence

The alignment between the celebrity and the brand is crucial. The celebrity should be a natural fit with the brand's values, target audience, and image. When there is a strong match, the endorsement feels authentic and believable to consumers. Brands need to carefully consider these factors when selecting a celebrity endorser to ensure the partnership delivers the desired impact and resonates with the target audience effectively. Additionally, monitoring the performance and consumer feedback on the endorsement is essential for assessing its success. In a world saturated with media and entertainment, celebrity culture is pervasive.

Celebrity-Brand Congruence is a pivotal concept in the world of marketing and advertising. Celebrity-brand congruence refers to the alignment or compatibility between a celebrity endorser and the brand or product they are promoting. This alignment is vital for establishing an authentic and convincing connection with the audience, and it plays a fundamental role in the success of celebrity endorsements. Congruence between celebrities and brands is an important consideration in celebrity endorsements. Brands carefully select celebrities whose values, image, and appeal align with their target audience. This congruence fosters trust, relatability, and authenticity, leading to more effective and influential endorsements. In the competitive world of marketing, forging these authentic connections is often the key to success.

2.3 Customer Attitudes Toward Brands

Jung and Seock (2016) investigated the relationship between company reputation, brand-related attitudes, and purchase intention. To figure out if a new connection develops, a relationship between brand awareness and perceived quality was proposed. After collecting the data and analyzing it with the multiple regression method, it was discovered that there is a clear association between brand awareness and perceived quality on the attitude maintained on the same by consumers. However, negative feedback may have a substantial impact and harm the model's overall connection. The development of brand attitude is significantly influenced by the recall of the brand as well. Regression analysis was used to examine the model's association between self-congruity, entertainment, brand placement, brand recall, brand attitude, and purchase intention (Abdul Adis & Jun Kim, 2016). Gomathy and Sabarirajan (2018) provided evidence of the connection between

intention to purchase, social media use, and print media usage. Although print media and social media both contribute to the wide range of purchase intention approximately equally, social media appears to receive more attention for fitting the model than does traditional print media.

2.4 Purchase Intention

When it comes to long-term strategy, negotiating strategies, and industry competition's plans and products, purchase intention are absolutely crucial. When products and services fulfill quality requirements, they often sell well and provide a good impression (Ma & Yang, 2018). Purchase intention can be influenced and affected by a wide range of factors. Brands are under pressure because of their ability to persuade people to buy them (Laroche et al., 1996). Additionally, it illustrates buyers' intention by demonstrating their desire to make a purchase via the internet Purchase intent refers to a customer's willingness to purchase a particular product or service. The increase in return on investment for marketing efforts results from marketing that uses purchase intentions as a measurement. Knowing a consumer's intentions in advance or being able to measure them accurately would enable to better focus marketing efforts and provide the intended outcomes, such as stronger customer engagement and return on investment. The growth of the e-commerce business characterizes and defines the environment for online purchases. Social media, meanwhile, has recently risen to importance similar only to online behaviors and intention. Social media platforms are going to determine the way how consumers are likely be influenced on internet space.

2.5 Previous Studies

The prior studies that are associated with the title of this research are presented in this section. Previous studies have examined how celebrity endorsement affects customer attitudes toward brands and purchase intention depending on a wide variety of backgrounds, products, and industry environments. As a result, there may be some differences when comparing the findings of previous studies with the findings of this research. Additionally, there are differences in the implementation of celebrity endorsement across various businesses and industries. The following section covers the

relationship between celebrity endorsement and customer attitudes toward brand and the relationship between customer attitudes toward brand and purchase intention.

2.5.1 Relationship between Celebrity Endorsement and Customers Attitudes Toward Brand

Customer's attitudes toward a brand is an approach that focuses on whether a company's commercial advertisement on the endorsed product or brand will have a positive or negative influence on that brand. Lutz et al. (1983) defined that customer attitudes toward a brand is the customer's emotional reaction toward a brand advertisement. Customer attitudes toward a brand refers to the overall evaluation, perception, and emotional response that customers have toward a particular brand. It encompasses their feelings, beliefs, opinions, and experiences related to the brand. If a client has a favorable or unfavorable purchasing intention toward a brand, it is related to how they feel about that brand. A positive customer attitude is crucial for building brand loyalty, attracting new customers, and fostering long-term relationships with the existing ones.

Monitoring and understanding customer attitudes toward a brand is crucial for companies to adapt their strategies, improve customer satisfaction, and build a stronger brand presence in the market. It's important to note that while celebrity endorsements can be highly effective in marketing, they also come with risks. If the celebrity's image or reputation becomes tarnished, it could negatively impact the brand they endorse.

a) Celebrity Trustworthiness

According to Erdogan et al. (2001), the honesty, integrity, and believability of an endorser are considered to be important qualities of trustworthiness. Based on the study of Goldsmith et al. (2000), a celebrity is considered as trustworthy person. According to Erdogan (1999), a person's trustworthiness is a compilation of their positive characteristics and enhanced message acceptability. According to Ohanian (1990), the most valuable and efficient tool for increasing client confidence and reliability on a brand is trustworthiness and they found out the more positive a customer attitude toward brand will be if they believe a celebrity to be more trustworthy.

b) Celebrity Expertise

In the words of Hovland et al. (1953), expertise is the level of knowledge and experience that a person may obtain in a specific field that is acknowledged as valid. According to the previous studies conducted by Speck et al. (1988) and Hoekman & Bosmans (2010), if the celebrity is an expert in a specific field, it will result in a higher brand endorsement than the celebrity who is not expert in a related field. Based on the research studies developed by Aaker (1997) and Ohanian (1991), they found out the more celebrity expertise is perceived by the customer, the more positive the customer attitudes toward the brand will be.

c) Celebrity Attractiveness

McGuire (1985) established the source attractiveness model, in accordance to which individual message is accepted and affected by the similarity between the receiver and the sender together with the familiarity and likeliness. Aristotle, a well-known philosopher, has stated that beauty is a greater recommendation than any letter of introduction and his intention to make it readily apparent that attractiveness and beauty are of the most importance (Hoekman & Bosmans, 2010).

Bardia (2011) said that Physical attractiveness transited via a person's weight, height, and facial beauty is the very first expression perceived by another. The concept takes into account more than just physical appearance in addition it depends on mental skills, attitude, lifestyle, and creativity. The celebrity builds their image among the public to improve their attractiveness. Because people aspire to be like the celebrity they adore, his or her attractiveness boosts persuasiveness toward the customers.

d) Celebrity Similarity

The source similarity refers to the perceived resemblance between the endorser and the consumer. Based on McGuire (1985), similarity is defined as "a supposed resemblance between the source and the receiver of the message." In other words, a customer may be similar to the endorser. When people see similarities between themselves and the endorser, it will be easier to persuade people. A stronger relationship will be created if the celebrity and the audience have common characteristics, such as a common passion or lifestyle.

e) Celebrity Liking

The source likeability could be understood as the affection for the source derived by her/his physical appearance, physical attractiveness and behavior. A study by McGuire (1985), likeability is the "affection for the source as a result of the source's physical appearance and behavior". Additionally, according to McGuire, when consumers like a celebrity, they will also like the brands/products that the celebrity is linked to.

f) Celebrity Familiarity

The source familiarity refers to the knowledge of the source through exposure. Erdogan (1999); Belch & Belch (2004) stated that familiarity is the perception of a sense of resemblance based on feelings and connection with a celebrity. When a client feels a connection to a celebrity, celebrity familiarity will have a greater positive effect. The mere exposure effect is what is meant by this (Zajonc, 1968). The impacts of familiarity will boost the customer attitude toward the brand when the customer's short interactions with the celebrity are carried out by longer contact intervals. On the other hand, when they make frequent and long experiences, the effect is negative (Bornstein, 1989).

g) Celebrity-Brand Congruence

Cooper (1984) and Forkan (1980) conducted a number of research studies that show the importance of celebrity-brand congruence with the brand or product. Celebrity-brand congruence can be defined as matching between celebrity and the product or the company is an important aspect of celebrity endorsement. In comparison to a product image pushed by a less well-known, less relevant person and a product is advertised by a celebrity with a fitting image that is highly relevant to the product, it will make the higher confidence in the advertisement and the celebrity by based on the study (Kotler, 1997).

2.5.2 The Relationship between Customer Attitudes and Purchase Intention

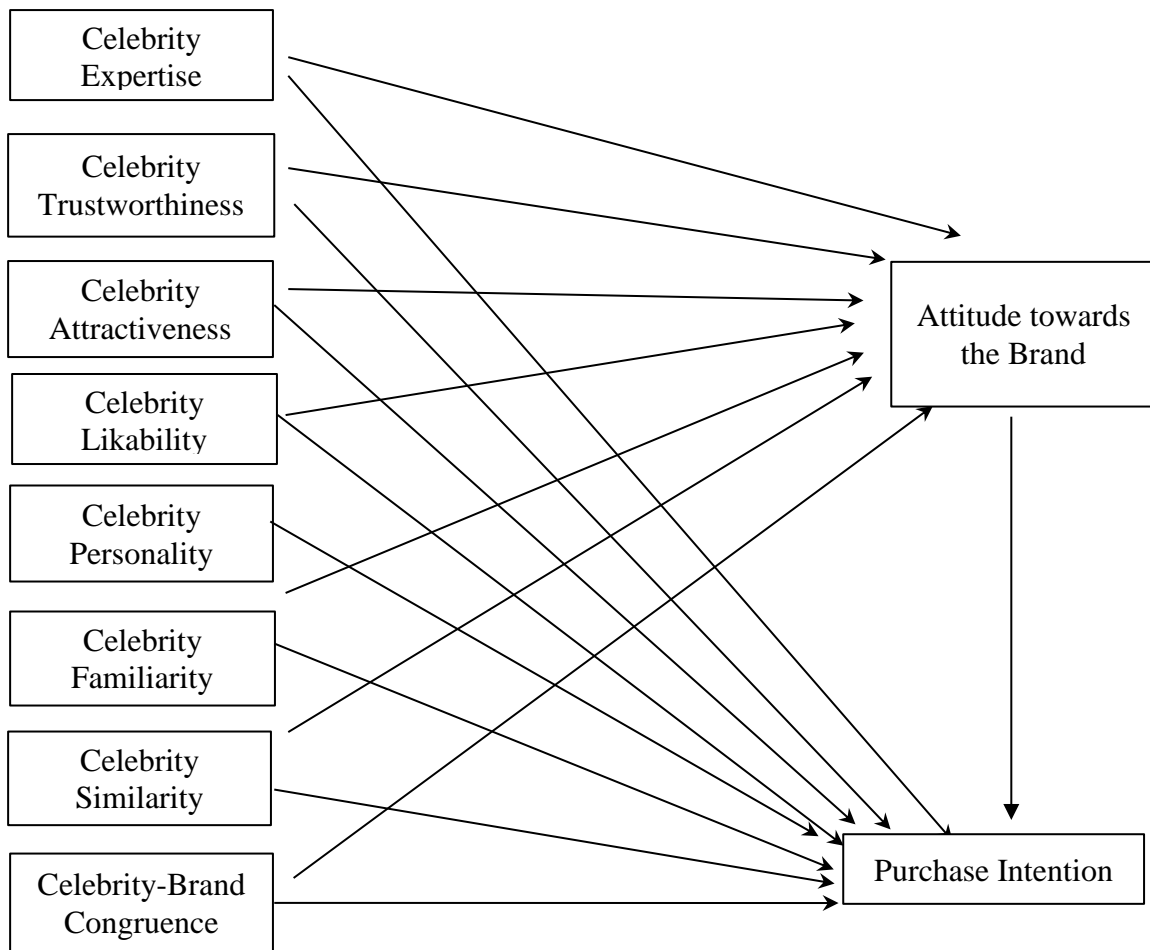
According to the research study by Belch and Belch (2004), the desire to purchase a certain brand or product is addressed by the customer's purchasing intention. Purchase intention also reveals a person's likelihood of making a purchase (Phelps & Hoy, 1996). As

stated by Amos, et al. (2008), a customer's buy intention will increase if they have favorable insights toward celebrity endorsement. Additionally, according to several studies (Mitchell and Olson, 1981; Gresham & Shimp, 1985; Batra & Ray, 1986; Phelps & Hoy, 1996), customer attitudes about a brand have influences on purchase intention in a positive and significant way. According to the previous studies as mentioned above, an assumption is proposed as the more favorable a customer's attitude toward a brand is, the more favorable their intention to make a purchase will be.

2.5.3 Conceptual Framework of Previous Studies

This study is based on two previous research papers from international research papers. The following previous researches conducted their conceptual frameworks to discuss the impact of celebrity endorsement on customer attitudes toward brand and purchase intention. The first conceptual framework of previous research studies is shown as Figure (2.1). These researchers would like to know the impact of celebrity endorsement through social media on customer attitudes toward brand and purchase intention of local food brands in Indonesia.

Figure (2.1) Conceptual Framework of Komalasari and Liliani

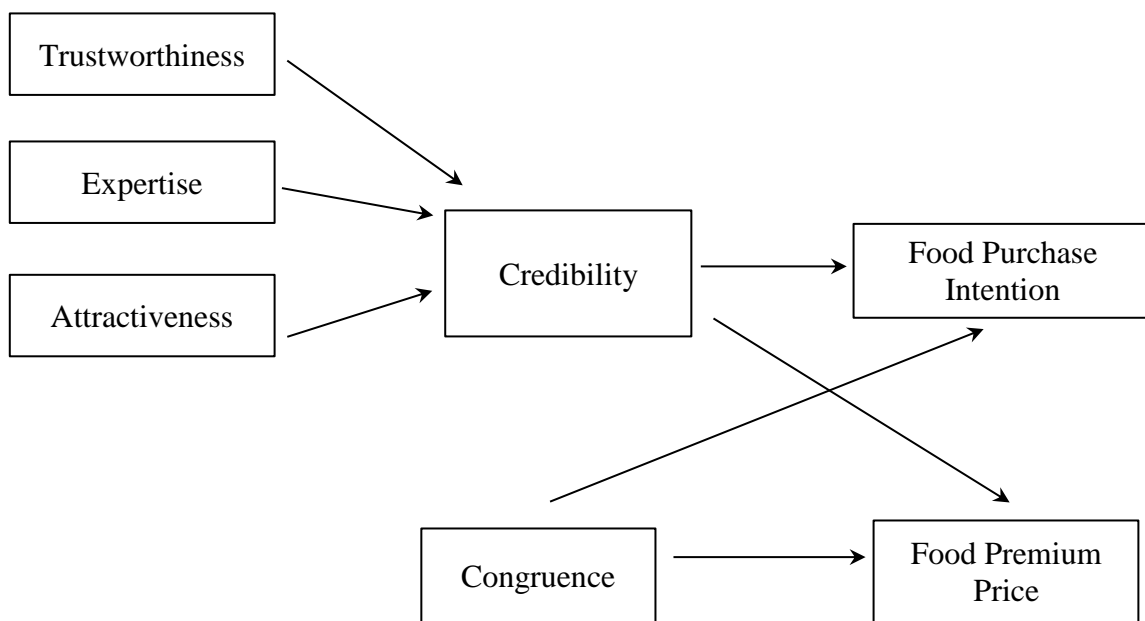


Source: Komalasari and Liliani, (2021)

The research objectives of the previous research are as follows: (1) to figure out the effect of celebrity endorsement on customer attitude towards brand and on customer's purchase intention; and (2) to figure out the effect of customer attitude towards brand on customer purchase intention of local food brand in Indonesia. Hence, this research results are usable to business players of local food brands in Indonesia to develop their business through social media by utilizing the celebrity endorsement as a marketing channel. According to the research of this previous research, celebrity expertise doesn't have a positive effect on customer attitude towards brand and purchase intention for local food brands. Celebrity trustworthiness doesn't influence both an attitude towards brand and purchase intention. The more celebrity attractiveness is perceived by the customer, the more positive the customer's attitudes toward the brand will be but celebrity attractiveness doesn't influence purchase intention. Celebrity personality and customer attitude towards

brand have a relationship although it doesn't influence purchase intention. Celebrity familiarity doesn't have a significant impact on both customer attitude towards brand and purchase intention. Celebrity similarity does not influence customer attitude towards brand but influences purchase intention. Celebrity match-up congruence with the brand influences customer attitudes toward the brand, unfortunately it doesn't influence purchase intention.

Figure (2.2) Conceptual Framework of Calvo-Porrall et al.



Source: Calvo-Porrall et al. (2021)

The conceptual framework of previous research study as mentioned in Figure (2.2) is to examine the influence of celebrity characteristics on consumers' food purchase intention and their willingness to pay premium prices for food items recommended by celebrities.

The study demonstrates a considerable impact of celebrity endorsement on consumer purchase habits, which provides empirical data to help understand the impact of celebrity endorsement on customer perception and purchasing behaviors in a growing market. The objectives of this previous study research have three main objectives. They are as follow: (1) to explore the relationship between celebrity endorsement and consumer purchase intention, (2) to examines the concept of celebrity endorsement and its effects on

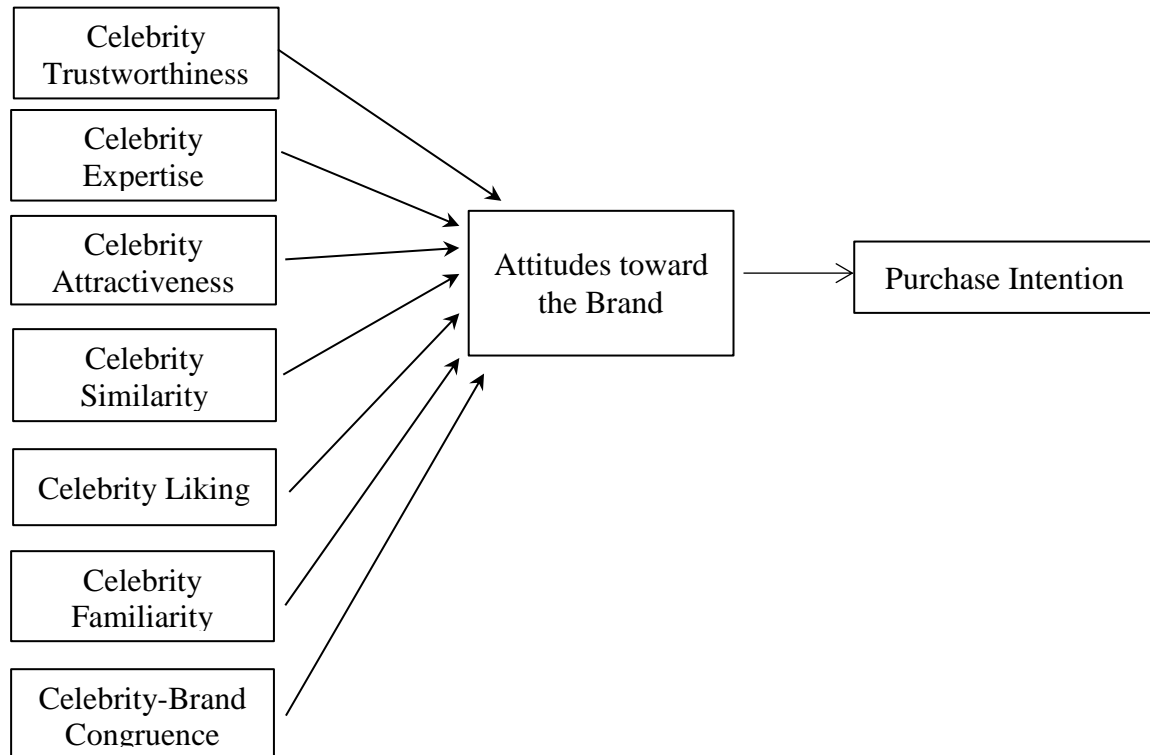
consumers' perception of quality and loyalty, and (3) to establish the moderating effects of negative publicity of the celebrity endorser on purchase intention. The key findings of this research study are mentioned below. In this study, the influence of celebrity endorsement on consumer perceptions and purchasing behavior in a specific emerging market has been established. It is argued that the correlation between celebrity endorsement and consumers' purchase intention is not significantly moderated by negative publicity of celebrity endorsers. Key findings of this previous study are the endorser's relevant characteristics, such as familiarity with the product, attractiveness, and reliability, affect the consumer's perception of the brand's quality, boost brand loyalty, and most significantly, influence the consumer's buy intention. According to this study, a celebrity endorser who is perceived by customers as being recognizable, beautiful, and trustworthy is beneficial in influencing consumers' buy intention in this particular rising market. The outcomes also imply that celebrity endorsement influences customer perceptions of brand quality and drives brand loyalty. Additionally, this study discovered that 'customer impression of quality' and 'brand loyalty' had favorable and substantial effects on consumers' intention to make purchases. Therefore, the results imply that celebrity endorsement increases consumer purchase intention in emerging economies by raising brand awareness, improving consumer perception of quality, and strengthening brand loyalty.

2.6 Conceptual Framework of the Study

This study is to analyze the effect of celebrity endorsement on customer attitudes toward brand and purchase intention. And it is also to discuss the positive effect of customer attitudes and purchase intention toward local food brands. Therefore, the following conceptual framework is developed based on the previous studies.

Figure (2.3) Conceptual Framework of the Study

Celebrity Endorsement



Source: Own Compilation based on previous studies (2023)

The use of celebrities to advertise products is made rational by the simple reason that consumers consume celebrity images, and advertisers expect that consumers will also consume products related to celebrities (Erdogan 1999). In light of this, celebrity endorsement has a significant influence on consumers' impression of brands and purchase intention. People like to buy the products more if they are sponsored by the celebrity, which illustrates how today customers are aware and influenced by the media. It has also been noted that celebrity endorsement advertising increases sales and product purchases.

The study has contributed in developing a framework that has seven direct relationships and one mediating relationship. The conceptual framework of this study displayed the relationship between independent variables (celebrity trustworthiness, celebrity expertise, celebrity attractiveness, celebrity similarity, celebrity familiarity, celebrity likeability, and celebrity-brand congruence) that related to celebrity endorsement to dependent variable (customer attitudes) and the relationship between independent variable (customer attitude) and dependent variable (purchase intention). An examination of the effect of celebrity endorsements on customer attitudes and purchase intention is

conducted by seven factors of celebrity endorsement based on prior concepts and research studies. These factors are as follows: celebrity trustworthiness, celebrity attractiveness, celebrity expertise, celebrity similarity, celebrity liking, celebrity familiarity, celebrity-brand congruence which are described as independent varieties. Customer attitudes toward a brand represent a temporary variable. Purchase intention means dependent variable.

This study proposes a conceptual model to investigate how celebrity characteristics affect customer attitudes and customer desire to purchase local food brands endorsed by celebrities as shown in Figure (2.3). The conceptual model is conceptually grounded in the previous conceptual framework of Komalasari and Liliani, (2021) and the previous conceptual framework of (Calvo-Porrall et al., 2021). This study is constructed to understand the effect of celebrity endorsement on customer attitudes and purchase intention toward local food brands.

CHAPTER 3

PROFILE AND CELEBRITY ENDORSEMENT OF LOCAL FOOD BRANDS IN MYANMAR

This chapter includes a profile of the local food market in Myanmar, profile of three selected local food brands, demographics profiles of respondents and reliability analysis of this study.

3.1 Profile of Local Food Market in Myanmar

Profile of local food market in Myanmar nature of local food in Myanmar, profile of local food and brands and profile of three local food brands: Phaung Sein Food Brand Ambrosia Naat Suddha Myanmar Coconut Sago Pudding and Hti Mi Gwi Food.

3.1.1 Nature of Local Food Products

The variety of local food products available in Myanmar reflects the nation's rich tradition of cooking, cultural and ethnic diversity, and geographic differences. In addition to its own distinctive traditions, Myanmar's cuisine is inspired by its nearby neighbors China, India, Thailand, and Bangladesh. Here are some crucial characteristics of Myanmar's regional cuisine products:

a) Rice and Noodles

Rice is a staple cuisine in Myanmar; rice is frequently eaten with a variety of curries, stir-fries and accompanying foods. Noodles made with either rice or wheat are commonly found in soups and salads.

b) Myanmar Curry Meals

The delicious and flavorful curries and sauces of Myanmar cuisine are well-known. The national food of Myanmar is a fish-based rice noodle soup called mohinga. Other curries frequently include a range of meats, seafood, and vegetables in addition to toppings such as balachaung (a spicy shrimp relish) and ngapi (fermented fish paste). The addition of

a limitless supply of boiled vegetables, pickled vegetables, chili oil, and soup sets up the pleasure of eating a meal and rice in Myanmar. The lunch includes a variety of curry options, including pork, fish, shrimp, beef, or mutton, despite the fact that the rice is plain. The curry is rich, sour, spicy, and oily. Fresh fish, salted dried fish, or hot pickled fish were all used to make fish curries. A fish paste, a spicy mixture of chiles, garlic, and fried dried shrimp, nuts, and a liquid fish sauce may also be used in the dish.

c) Street Food

Street food plays a significant role in showcasing the country's flavors and culture. There are several street food sellers selling a variety of delicious foods on the streets of Myanmar, including samosas, grilled meat skewers, tea leaf salads, and uncommon fried treats.

d) Salads

Salads are a staple of Myanmar cuisine and are frequently prepared using a variety of vegetables, herbs, and legumes. Tangy sauces are occasionally added, as well as crunchy fried garlic or nuts. Salads are called A Thoke in Myanmar, and Burmese people are well-known for creating salads using everything. One of the uncommon nations where even tea leaves are consumed is Burma. The pride of Myanmar's cuisine is tea leaf salad, or Laphet Thoke as it is known in Burmese. Tea leaves should be pickled or fermented before adding chopped cabbage, sliced tomatoes, peanuts and sesame or other nuts, peas, crunchy deep-fried beans, chopped chilies, sliced ginger, and some garlic or peanut oil. All of these components combine with the spicy, sour, bitter sweet tea leaves to create a dessert, side dish, or distinct snack. This salad could also include fried shrimp and crab in higher-end versions.

e) Traditional Sweets

A variety of traditional desserts and sweets are produced in Myanmar using materials such glutinous rice, coconut, and jaggery. "Mont lone yay paw," which are glutinous rice balls packed with jaggery and shredded coconut, is a well-known dessert. The majority of the ingredients used to make Burmese sweets, often referred to as nouns, include shredded coconut, coconut milk, sweetened milk, rice flour, tapioca, various fruits,

sesame, raisins, and other nuts. Perhaps desserts are a regular item at tea cafes, local markets, or on roadside stands because they are popular as snacks.

f) Fermented Foods

In Myanmar, fermentation is a widespread method of food preservation and flavoring. Fermented foods are an integral part of Myanmar's culinary tradition, adding unique flavors and textures to the country's diverse cuisine. Here are some examples of fermented foods commonly found in Myanmar. A common component of the well-known "Laphet Thoke" or tea leaf salad is fermented tea leaves. Ngapi is also a fermented food in Burmese cuisine and is made by fermenting fish, typically small fish like anchovies, with salt. It's used as a condiment and flavor enhancer in many dishes, such as curries and salads. Fermented rice, known as "htamin gyin," is a traditional Burmese dish made by fermenting cooked rice. It's often served with side dishes and condiments. A specialty from the Shan State, Shan fermented tofu is made by soaking tofu in brine until it acquires a distinctive flavor and texture. It's often used in Shan-style dishes. These fermented foods contribute to the complex and diverse flavors of Burmese cuisine, showcasing the country's rich culinary heritage and the creative use of fermentation techniques.

As a result of the impact of the many ethnic groups residing there, various regions of Myanmar have developed their own distinctive cuisines and culinary traditions. For instance, the cuisine of the Shan state and the Rakhine state are different. In general, the native food in Myanmar reflects a strong focus on sharing and community meals, a close relationship to nature, and a wide variety of tastes and flavors. As the nation deals with developing cultural and economic environments while maintaining its traditional origins, its cuisine is also experiencing transformation.

3.1.2 Profile of Local Food and Brands

There are several well-known local food brands in Myanmar that have gained popularity for their traditional and innovative products. Here are a few well-known local food brands in Myanmar:

a) Mohingar Ready Made Local Food Brands

Considered the national dish of Myanmar, Mohinga is a flavorful rice noodle soup served with a fish-based broth, often containing catfish, and flavored with lemongrass, ginger, and other spices. It's commonly enjoyed as a breakfast dish. There are some local food brand of Mohinga product: Khin Htwe Yee Dry Mohinga Powder, Nan Tha Pyay, Myaung Mya Daw Cho, San Pya Daw Kyi, Shwe Nyar, Moe Mohinga, Eaint Chat Mohingar, Pi Ti Mohingar and Hti Mi Gwi by Hein Thit Mawlamyaing Mohingar.

b) Shan Noodles Ready Made Local Food Brands

Originating from the Shan State, these noodles are served in a variety of ways, often with a choice of chicken, pork, or tofu. The dish is characterized by its tangy sauce and toppings like crispy fried garlic, peanuts, and green onions. These are a few instances of popular regional shan noodle ready-made brands: Shan Min Thar, Ae' Mee, Nan Htet Oo, 999 Shan Noodle, Lady Shan, Shan Yoe Ma and Duck brand Shan Noodle. These are just a few examples of the vibrant and delicious street food offerings might encounter in Myanmar. The country's cuisine is influenced by its neighboring countries and its own unique cultural heritage, making it a delightful culinary experience for anyone exploring its street food scene.

c) Traditional Desserts Local Food Brands

Myanmar has a rich culinary heritage, and its desserts reflect a mix of flavors, textures, and ingredients. Here are some traditional Myanmar desserts that might find delightful. They are Mont Let Saung, Htamanè, Shwe Yin Aye, Hsan Hmont also known as "rice dumplings in jaggery syrup", Sanwin Makin often referred to as "golden semolina cake," Myanmar Traditional Pancakes, Kyauk Kyaw, Coconut Sago Pudding, Htoe Mont, Pathein Halawar, Mont Let Kauk (Chewy Rice Snack), Mont Lone Yay Paw and etc. These are just a few examples of the many delicious Myanmar local desserts brands that showcase the country's unique flavors and culinary traditions: Myint Myint Khin Mandalay Traditional Dessert, Shwe Myin Pyan Halawar, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding, Myanmar Phyi Thar, May Htite Tan Mandalay Dessert, Shwe Myin Pathein Halawar and etc.

d) Myanmar Curry Paste and Soup Ready Made Local Food Brands

Myanmar cuisine features a variety of flavorful curry pastes and soups that add depth and richness to dishes. Here are some traditional Myanmar curry pastes and soups: Ngapi Yay, Balachaung, Pounded Curry Paste (Ngapi Kyaw), Burmese Style curry paste, Shan Traditional Curry and Soup, Chin Traditional Curry and Soup Paste, Kachin Curry and Soup Paste. These curry pastes and sauces form the foundation of many delicious Burmese dishes, each contributing its unique flavor profile to the final creation. Here are some popular Myanmar curry ready-made food products developed by Myanmar local people such as Zalongyi, Phaung Sein Food, Hti Mi Gwi by Hein Thit Ready Made Food, U Mhan Gyi Myanmar Traditonal Food, Eain Chat Ready Made Food, Khin Htwe Yee Dry Mohinga Powder, H&H Traditional Food, Myat Myanmar Food, Shwe Latt Yar Ready Made Food, Grandma Style Food, Zalongyi Curry Paste, Min Thar Gyi Food, Shwe's Villa Food, Pyi ~ Daw Oo Traditional Rice Salad, Best Ready Made Food and Shwe Pan Pwin Swun Tan Soup.

3.2 Profile of Three Selected Local Food Brands

These are the brands that may be the best evidence that they have become popular due to celebrity endorsements and boosted sales. They have become well-known due to celebrity feedback and recommendations from celebrity's social media especially on facebook and tik tok and their sales have become booming.

i) Phaung Sein Food Brand

Phaung Sein Food Brand seems to be established in 2019. They sell Myanmar home cook curry, snacks and paste like Nga Pi Htaung, Mutton Curry, Marian Palm and Fish Paste Curry, Fried Shrimp Paste, Fried Sweet Chili, Djenkol Bean with coconut, Fish Curry, Mutton Djenkol Bean Tea Leaf pounded, Red Pork Curry, Pork Pone Ye Kyi Curry and fried cricket. This brand became well-known because of famous Actress, Aye Myat Thu's live performance and recommendation. Also many famous actors and celebrities also consume Phaung Sein Food in their lives and tiktok. The effect of celebrity endorsement on the phaung sein brand led to their popularity among facebook and tiktok audience.

ii) Ambrosia Naat Suddha Myanmar Coconut Sago Pudding

Ambrosia Naat Suddha Myanmar Coconut Sago Pudding was established in 2017. They use celebrity and food influencers to make their brand popular. They give the PR gifts to food influencers and celebrities in order to introduce their products and to reach wider audiences. In this way, they penetrated the local food market. Their food products are Burmese Semolina Cake (Sanwin Makin), Duarin Sticky Rice (Kaut Nyinn Nga Cheik), Coconut Sago Pudding, Sweet Potato Chips, etc.

iii) Hti Mi Gwi Food by Hein Thit

The owner of Hti Mi Gwi Food, Model and Actor, Hein Thit penetrated the market in his own way. This brand owner promotes this brand by eating and cooking food with Hti Mi Gwi Food Products in Facebook live videos. This brand owner broadcasted food eating show and made this brand to distribute among local food consumers and housewives. This brand owner makes cooking videos with housewives by using with his products. And also gave Public Relations Gifts to Celebrity, Social Influencers and Gaming Influencers. People are interested in this brand and would like to taste the products of this brand. This is the way this brand owner started to announce this brand, the way this brand owner introduced it, without being too advertising style. This brand owner started and penetrated the market by using and cooking with Hti Mi Gwi Food products at home casually. In this way, Hti Mi Gwi Food products become very popular among housewives by utilizing the owner popularity and charm. Hti Mi Gwi Food products are based on umami taste. The products of Hti Mi Gwi Food are Aung Pan Potato Chips, Mawlamyaing Mohingar Paste, Shan Fried Spicy Peanuts and Nga Pi Chat Paste with Chili.

3.3 Demographic Profile of Respondents

There are 145 respondents who are mostly from seven townships such as Botahtaung, Kyauktada, Tamwe, Thingankyun, South Dagon, North Dagon and Sanchaung Townships. The data of respondents' profiles are collected from survey questionnaires which are attached in Appendix E as a detail.

Gender, age, education, occupation, monthly income, marital status and family size represent the demographic characteristics of respondents in this study. Each question is

structured as a multiple-choice question, and responders have to select the answer that is relevant to them. Table (3.1) presents the background information with regard to the survey respondents.

Table (3.1) Demographic Profile of Respondents

N o.	Demographic Factors		Number of Respondents	Percentage
Total			145	100.0%
1	Gender	Male Female	50 95	34% 66%
2	Age	Under 20 20-29 30-39 40-50 Above 50 Years	36 49 39 11 10	25% 34% 27% 8% 7%
3	Education	Primary Secondary University Bachelor Master	5 10 20 80 30	3% 7% 14% 55% 21%
4	Occupation	Student Company Staff Government Staff Business Owners Others	25 68 20 27 5	17% 47% 14% 19% 3%
5	Monthly Income	Under 100,000 kyats 100,000-300,000 kyats 300,000 - 500,000 kyats 500,000 – 700,000 kyats Above 700,000 kyats	5 4 55 50 31	3% 3% 38% 34% 21%
6	Marital Status	Single Married without child Married with children Others	73 25 43 4	50% 17% 30% 3%
7	Family Size	1-4 5-10 Above 10 persons	85 55 5	59% 38% 3%

Source: Survey Data (2023)

According to the study, there are 50 male respondents and 95 female respondents. The male respondents are 34% and female respondents are 66%. For this reason, the ratio of female respondents is greater than male respondents.

In terms of age groups, respondents are divided into 5 groups – age group under 20 years, age group between 20 and 29, the age group from 30 to 39, the age group from 40 to 50 and the rest age group is above 50 years old. The result is that 36 respondents are under 20 years old, 49 respondents are between 20 and 29 years old, 39 respondents are between the ages of 30 and 39, 11 respondents are between 40 and 50 and another 10 respondents are above 50 years old. This can be seen in percentage as 25%, 34%, 27%, 8% and 7% respectively. It can conclude that the aged group between 20 and 29 has the highest respondents than other aged groups.

In the education level, there are 5 categories – Primary, Secondary, University, Bachelor and the last one is Master. The respondents who have primary status are 5, the respondents whose education status is secondary are 10, the respondents who are attending university are 20, and the respondents who hold bachelor degrees are 80 and Master Degree respondents are 30 respondents. When these frequencies turn into percentage, the results are 3%, 7%, 14% 55% and 21% respectively. It can indicate that the majority of the respondents are graduated people who hold bachelor degrees.

Occupation is categorized into student, dependent, company staff, government staff, business owners and others. When dividing the occupation status, the number of respondents who are students are 25, the respondents who are working in a company are 68, the respondents who work as government staff are 20, and the respondents who own business are 27. Others respondents are 5. These figures are changing to percentage, 17%, 47%, 14%, 19%, and 3% respectively. According to the result of this study, company staffs are bigger respondents' size.

This is the amount of pocket money received per month. Monthly income types are under 100,000 kyats, between 100,000 and 300,000 kyats, between 300,000 and 500,000 kyats, between 500,000 and 700,000 kyats and above 700,000 kyats. The respondents who received fewer than 100,000 kyats are 5, between 100,000 kyats and 300,000 kyats are 4, between 300,000 kyats and 500,000 kyats are 55, between 500,000 kyats and 700,000 kyats are 50 and above 700,000 kyats are 31. These can be shown by percentage as 3%, 3%, 38%, 34% and 21% respectively. Thus, the respondents who have between 300,000 kyats and

500,000 kyats monthly income are highest among the respondents who are categorized in terms of pocket money per month.

In marital status, categories are divided into single, married without child, married with children and others. According to the result, 73 respondents are single, 25 respondents are married without children, 43 respondents are married with children and 4 respondents are others. In terms of percentage share, there are 50%, 17%, 30% and 2% respectively.

When studying the consumption habits toward curry powder, the family size is one of the important consideration factors. So, the sizes of families are 1 to 5 persons, 5 to 10 persons and above 10 persons. Concerning the family size, respondents who have 1 to 5 family members are 85 persons, 55 respondents have 5 to 10 family members and respondents who have above 10 family members are 5 persons. These can be shown by percentage as 59 %, 38% and 3% respectively. As the categories are summarized, respondents who have 1 to 5 family members are the most.

3.4 Reliability Analysis

Reliability analysis is required to assess the internal consistency of the questionnaire's variables. The questionnaire's internal reliability can be measured by Cronbach's alpha, which is presented in Table (3.2).

Table (3.2) Reliability Analysis

Category	Cronbach's Alpha	No. of Items
Celebrity Trustworthiness	.919	8
Celebrity Expertise	.932	6
Celebrity Attractiveness	.789	9
Celebrity Similarity	.711	5
Celebrity Liking	.754	7
Celebrity Familiarity	.754	8
Celebrity-Brand Congruency	.953	9
Celebrity Endorsement on Customer Attitudes	.853	39
Celebrity Endorsement on Purchase Intention	.942	18

Source: Survey Data (2023)

Cronbach's Alpha is used to check if factors are reliable and according to Tavakoi and Dennick (2011), if Cronbach's Alpha value is above 0.6, it is considered to be reliable and valid. The Cronbach's Alpha values for Celebrity Trustworthiness, Celebrity Expertise, Celebrity Match-Up Congruence with the Brand/Product and Celebrity Endorsement on Purchase Intention are higher than 0.9. And the value of Cronbach's Alpha for Celebrity Similarity and Celebrity Endorsement on Customer Attitudes are greater than 0.8. Celebrity Attractiveness, Celebrity Liking, Celebrity Familiarity all have Cronbach's Alpha values that are more than 0.7.

In this study all factors have Cronbach Alpha values within a range of .711 to .953 (see in Table 3.2) therefore there is no need to exclude items from factors, and it is reliable to proceed using these questions in a comprehensive survey. As a result, the reliability test of data for independent and dependent variables of this study are acceptable within a reasonable range.

CHAPTER 4

ANALYSIS ON EFFECT OF CELEBRITY ENDORSEMENT ON CONSUMERS ATTITUDES AND PURCHASE INTENTION TOWARD LOCAL FOOD BRANDS

In this chapter, it is analyzed the effect of celebrity endorsement on consumer attitudes and purchase intention by dividing five categories: factor of celebrity endorsement, customer attitudes and purchase intention toward local food brands in Yangon, analysis on the effect of celebrity endorsement on customer attitudes toward local food brands in Yangon, analysis on the effect of customer attitudes on purchase intention toward local food brands in Yangon and analysis on the effect of celebrity endorsement on purchase intention toward local food brands in Yangon.

4.1 Descriptive Analysis of Celebrity Endorsement Factors

This study uses a structured questionnaire to assess the effects of celebrity endorsement on consumer attitudes about brands and purchase intention of local food companies in Yangon. The structured questionnaire uses a five-point Likert scale to examine the impact of celebrity endorsement on consumer attitudes about brands and purchase intention. The mean and standard deviation for the measurement are then obtained using descriptive statistics. In order to examine the impact of celebrity endorsement on consumer attitudes about brands and purchase intention, a regression model was designed and calculated. Customer brand attitudes and purchase intention are the dependent variables in the model, while seven other factors such as celebrity trustworthiness, celebrity expertise, celebrity attractiveness, celebrity similarity, celebrity liking, celebrity familiarity and celebrity-brand congruence make up the independent variables. In accordance with Best (1977), the mean value of a five-point Likert scale is interpreted as follows: a score between 1.00 and 1.80 indicates a strong disagreement, a score between 1.81-2.60 indicates disagreement, a score between 2.61-3.40 indicates neutrality, a score between 3.41-4.20 indicates agreement, and a score between 4.21 and 5.00 indicates a strong agreement.

4.1.1 Celebrity Trustworthiness

Celebrity trustworthiness is also defined as the degree of confidence in the communicator's desire in expressing information that the communicator believes to be the most credible. Respectability, honesty, and reliability of an endorser are indicators of trustworthiness in the viewpoint of the targeted target market. Celebrity endorsements have the potential to significantly enhance the trustworthiness of local food brands, ultimately driving consumer preference and purchase decisions. The findings regarding celebrity trustworthiness of local food brands consumers in Yangon are presented in Table (4.1).

Table (4.1) Celebrity Trustworthiness

Sr. No	Celebrity Trustworthiness	Mean	Std. Deviation
1	Confidence in the information/recommendations provided by celebrities regarding food products.	4.37	0.66
2	Celebrities show a high level of commitment to the consumers.	4.29	0.59
3	Celebrities have high integrity when recommending food products.	4.28	0.57
4	Celebrities care and are concerned about consumers.	3.77	0.73
5	Celebrities recommending food products seem to be honest.	4.19	0.78
6	Food celebrity influencers consume the same food products they recommend.	3.97	1.22
7	Celebrity food influencers are a good reference for purchasing and consuming food products.	4.56	0.56
8	Celebrity food blogger/influencer is a trustworthy person.	4.50	0.76
	Overall Mean	4.24	

Source: Survey Data (2023)

Table (4.1) reports the fact that most of the respondents agreed that celebrity's recommendations/information are a trustworthiness reference when they purchase or

consume local food brands and they believe the celebrities recommendations and reference and the products they endorsed have good quality because the overall mean score is 4.24. Among the factors, celebrity food influencers are a good reference for purchasing and consuming food products and got the highest mean score 4.56. As a result of mean score of 4.50, it got the second highest mean core and it indicates that respondents of this study agree that celebrity food blogger/influencer is a trustworthy person. Most of the respondents have confidence in the information and recommendation provided by celebrities regarding food products because it got a mean score of 4.37. The mean scores of Celebrity show high level of commitment and celebrity have high integrity when recommending food products are 4.29 and 4.28. The lowest mean score of 3.77 indicate that most of the respondents agreed celebrities are concerned about consumers and they care about consumers.

According to the research data that have been collected, it was found out that consumers believe food bloggers/influencers as a trustworthiness, consumers believe food celebrity influencers consume the products they endorsed, their source is reliable and trustworthy, celebrities have high integrity when recommending food products and they care and concerned about their fans and consumers. Consumers think the food brands that celebrities recommend or endorsed are honest and trustful. Consumers have confidence in the information and recommendation by celebrities. That is why, when they purchase or consume local food products, they mostly take the reference from celebrities and food influencers.

4.1.2 Celebrity Expertise

Celebrity expertise is described as an endorser's knowledge and experience in the sector in which they work. Customers or viewers draw the conclusion that the celebrity's expertise leads to a positive opinion of the product based on their own use or consumption of it. The result from the descriptive analysis of celebrity expertise of local food brand is presented in Table (4.2). There are six questions related to celebrity expertise.

Table (4.2) Celebrity Expertise

Sr. No	Celebrity Expertise	Mean	Std. Deviation
1	Celebrity is an expert in the field that he/she represents.	4.64	0.59
2	Celebrity has experience in using the brand.	4.32	1.033
3	Celebrity has a lot of knowledge about this brand.	4.55	0.63
4	Celebrity has got high professional qualifications.	4.29	0.68
5	Celebrity has skilled this brand.	4.46	0.73
6	Celebrities recommending food products are qualified and skilled in this area.	4.59	0.74
	Overall Mean	4.48	

Source: Survey Data (2023)

According to the Table (4.2), the overall mean for celebrity expertise is above 4.4. It means that respondents believe that the products advertisers/celebrities/food influencers have a lot of knowledge and experiences in their related field and the products they endorsed. Due to the data calculated in SPSS software, celebrity is an expert in the field that he/she represents has the highest mean 4.64, the second one is celebrities recommending food products are qualified and skilled in this area by the mean 4.59 and then followed by the celebrity has a lot of knowledge about this brand by the mean 4.55, the celebrity has skilled this brand by the mea 4.46 and the celebrity has experience in using the brand with 4.32. And the lowest mean score of 4.29 can interpret that most of the respondents agree the celebrity has got a high professional qualification.

As shown in the Table (4.2), most of the respondents agreed that the celebrities who recommended or endorsed Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding and Hti Mi Qwi by Hein Thit Ready Made Food are experts and professionals in their related fields, they have a lot of knowledge about these brand and they have using experiences of these brands and they has skilled in this brand.

4.1.3 Celebrity Attractiveness

It is more likely that physical attractiveness and characteristics like elegance, handsomeness or beauty, and manners are associated to celebrity attraction. A good and positive point of view on purchasing intention can be created through attractiveness. Besides physical appearance, there are other ideas and factors that contribute to attractiveness, including personality characteristics, endorsement talents, a physically active manner of life, and intellectual ability. Celebrity attractiveness is the third analysis of celebrity endorsement in this study. Table (4.3) is the result from descriptive analysis of celebrity attractiveness, as follows.

Table (4.3) Celebrity Attractiveness

Sr. No	Celebrity Attractiveness	Mean	Std. Deviation
1	Celebrity has got a strong attractiveness.	4.77	0.67
2	Celebrity is a very classy.	4.55	0.96
3	Celebrity has a very pretty face.	4.06	0.55
4	Celebrity has a very elegant fashion style.	4.35	0.96
5	Celebrity has a very attractive eating style.	4.81	0.41
6	Celebrity has a very persuasive voice.	4.59	0.53
7	Celebrity has a very professional manner.	4.14	0.41
8	The celebrity recommending the food product is attractive.	4.87	0.41
9	Paying more attention toward advertisements/recommendations presented by attractive/beautiful celebrities.	4.27	0.93
	Overall Mean	4.49	

Source: Survey Data (2023)

In this study, the respondents were asked whether they agreed or not on the scale of five degrees: strongly disagreed, disagreed, neutral, agreed or strongly agreed. Then, the results are calculated and presented on the Table (4.3). The mean value will give the information on how celebrity attractiveness influences on respondents of this study.

The respondents strongly agreed that celebrity attractiveness has a strong influence on them because the overall mean is 4.49. Regarding the celebrity attractiveness factors, the respondents strongly agreed that the food product recommended by celebrities is attractive for them because it got the highest mean value of 4.87. The second mean value of 4.81 demonstrates that celebrity has a very attractive eating style. Celebrity has got a strong attractiveness with mean value of 4.77. Most of the respondents also agreed the statements “celebrity has a very persuasive voice” with mean value of 4.59, “celebrity is a very classy” with mean value of 4.55, “celebrity has a very elegant fashion style” with mean value of 4.35, “celebrity has a very professional manner” with mean value of 4.14, and “celebrity has a very pretty face” with mean value of 4.06. It also found that most of the respondents pay more attention toward advertisements/recommendations presented by attractive/beautiful celebrities because it got the mean value of 4.27. The lowest mean value of 4.06 represent that most of the respondents agree concerned with this statement “celebrity has a very pretty face”. Therefore, respondents of this study pay more attention to the local food brands such as Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding and Hti Mi Qwi by Hein Thit Ready Made Food because these brands are endorsed or recommended by celebrities/food influencers. These celebrities/food influencers have pretty faces, strong attractiveness, very elegant fashion style, very persuasive voice, very attractive eating style, and very professional manner and they are very classy.

4.1.4 Celebrity Similarity

In this study, five questions are asked for measuring the influence of celebrity similarity on respondents of this study who consume Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding and Hti Mi Qwi by Hein Thit Ready Made Food.

According to the definition of celebrity similarity, there must be equality between the message's creator and its recipient. As a result, a customer may imagine that they are on a comparable basis with the endorser and share certain characteristics. When people believe they have something in common with the endorser, they are more likely to be persuaded. When the consumer and the celebrity share essential factors like lifestyle and interests, there will have a stronger connection. Celebrity similarity should be defined as

celebrity and audience should have similar lifestyle, similar interests, similar perspectives, similar liking and share the same culture.

Table (4.4) Celebrity Similarity

Sr. No	Celebrity Similarity	Mean	Std. Deviation
1	Having the same culture with celebrity.	2.08	1.15
2	Having a similar lifestyle with celebrity.	1.71	0.73
3	Sharing similar interests with celebrity.	3.74	1.35
4	Sharing similar perspectives with celebrity.	4.25	0.80
5	Sharing similar likings with celebrity.	4.13	0.76
	Overall Mean	3.18	

Source: Survey Data (2023)

Table (4.4) states that most of the respondents neither agree nor disagree that celebrity similarity has influence to them because the overall mean score is 3.18 which is slightly higher than the cut off mean 3. It is clear that celebrity similarity is not the main influencing factor of celebrity endorsement that persuaded them to interest in these brand. Among the factors, celebrities and respondents sharing the same culture had 2.08 and celebrities and the respondents sharing similar lifestyles got 1.72. By looking at these mean values, the respondents didn't agree that celebrities and they have the same culture and share similar lifestyles and for the respondents of this study, having same culture and similar lifestyle with celebrity are not important factors of celebrity endorsement. But respondents of this study agreed that celebrities and they share similar perspectives and similar liking because these statements have mean values 4.25, 4.13 respectively. And also the statement saying "sharing similar interests with celebrity" has mean value 3.74 which is closed with mean 4. It means that most of the respondents agreed that celebrities and they share similar interests.

4.1.5 Celebrity Liking

Celebrity liking is the attachment and affection generated by the source's actions, perspective, and physical characteristics. Customers will enjoy celebrity-related brands if

they enjoy being associated with celebrities. Additionally, when people find a celebrity interesting, they will like the celebrity and think the brand the celebrity is endorsing is a good one, which leads them to like the brand as well. This is the rationale for the usage of celebrities in advertising strategies like commercials and advertisements. Celebrity liking includes liking the celebrity’s behaviors, appearance, voice, fashion style and professional manner. There are seven questions related to celebrity liking.

Table (4.5) Celebrity Liking

Sr. No	Celebrity Liking	Mean	Std. Deviation
1	Liking the celebrity’s behaviors.	4.53	0.61
2	Liking the celebrity’s appearance.	3.98	1.13
3	Celebrity is very popular.	4.67	0.47
4	Liking the celebrity’s voice.	3.81	1.05
5	Liking the celebrity’s fashion style.	3.87	1.02
6	Liking the celebrity’s professional manner.	4.72	0.56
7	Liking the celebrity overall.	4.47	0.50
	Overall Mean	4.29	

Source: Survey Data (2023)

Table (4.5) reports that the overall mean score is 4.29 which represents the respondents considered celebrity liking as one of the most important facts in celebrity endorsement and it has strong connection with celebrity endorsement. Most of the respondents agreed that they like celebrity’s behaviors and celebrity’s professional manner because their mean values are higher than 4. Most of the respondents also agreed that celebrities are very popular and overall they like the celebrity. Liking the celebrity’s appearance, celebrity fashion style and celebrity’s voice got the mean values scores 3.98, 3.87 and 3.81. Among them, the mean value of liking a celebrity’s professional manner is the highest. It indicates that they like celebrities' professional manners the most.

4.1.6 Celebrity Familiarity

According to Erdogan, celebrity familiarity suggests a sense of intimacy through interactions and emotions with their idol/celebrity. On the other hand, according to Zajonc, consumers will be more receptive to celebrity familiarity if they discover that their daily habits and way of life are similar to that of the celebrity. It can be described as part of the category of the simple exposure effect. If a well-known person is endorsing a product, beauty has a big effect on perceptions about the brand. Seeing a celebrity on TV screen or seeing it outside often, seeing them in events, festivals, on the stage or reading about the celebrity news in the newspaper or hearing about the celebrity on the radio make the celebrity familiar. In this study, there are eight questions related to celebrity familiarity.

Table (4.6) Celebrity Familiarity

Sr. No	Celebrity Familiarity	Mean	Std. Deviation
1	Frequently seeing the celebrity on TV.	4.72	0.56
2	Frequently seeing the celebrity on the stage or in the cinema.	4.47	0.50
3	Frequently seeing the celebrity at events or festivals.	3.63	1.08
4	Frequently seeing the celebrity on the advertising boards.	4.41	0.99
5	Frequently seeing the celebrity in the newspapers.	4.90	0.31
6	Frequently seeing the celebrity in person.	2.48	1.52
7	Frequently seeing the celebrity on the Internet.	4.91	0.54
8	Frequently listening to the celebrity over the radio.	1.65	1.18
	Overall Mean	3.89	

Source: Survey Data (2023)

According to the results as shown in Table (4.6), the over means score is 3.89 and it reports that most of the respondents agree that celebrity familiarity is one of the most

considerable factors of celebrity endorsement. The mean value of statements saying frequently seeing the celebrity on the Internet, frequently seeing the celebrity on the newspapers, and frequently seeing the celebrity on the TV got the highest mean values of 4.91, 4.90 and 4.72. It means that customers of Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding and Hti Mi Qwi by Hein Thit Ready Made Food often see the celebrity who endorsed these brands on the Internet, newspaper and TV. The respondents often see the celebrity on the stage or in the cinema and on the advertising boards according to the mean value 4.47 and 4.41 but they also possibly agree with the statement “Frequently seeing the celebrity at events or festivals” because its mean value is over than cut off mean 3 by 3.63. The respondents didn’t often see the celebrity in person because its mean value is 2.48. The lowest mean value is the statement “Frequently listening to the celebrity over the radio” with the mean value of 1.65 and it means that only a few people notice the celebrity over the radio.

4.1.7 Celebrity-Brand Congruence

The term "Celebrity-Brand Congruence" refers to the degree of harmony and compatibility between a chosen celebrity and the brand or product they represent. This alignment plays a pivotal role in shaping consumer perceptions, brand credibility, and overall marketing success. In this analysis, there are nine questions related to celebrity-brand congruence.

Table (4.7) Celebrity-Brand Congruence

Sr. No	Celebrity-Brand Congruence	Mean	Std. Deviation
1	Frequently seeing the celebrity in the advertisements of this brand.	4.66	0.47
2	Thinking that celebrity image suits this brand.	4.28	0.54
3	Thinking that this brand is totally suitable for the celebrity to represent.	4.54	0.58
4	Thinking that the celebrity that represents this brand is trustworthy.	4.58	0.49
5	Believing that the celebrity is using this brand.	3.97	1.16
6	Logical connection between the food product and the celebrity.	4.60	0.49
7	Match-up between the food product and the celebrity.	4.66	0.48
8	The adequate combination of the food product and the celebrity.	4.28	0.54
9	The intimate connection between celebrities endorsing food products and the image of celebrity.	4.61	0.49
	Overall Mean	4.47	

Source: Survey Data (2023)

As stated in the Table (4.7), the respondents strongly agreed that they considered the celebrity match-up congruence with the brand/product as a strong important factor of celebrity endorsement. The highest mean value score is 4.66 with two statements saying “Frequently seeing the celebrity in the advertisements of this brand” and “Match-up between the food product and the celebrity”. The second strongest concern is the statement saying “The intimate connection between celebrities endorsing food products and the image of celebrity” with the mean value of 4.61. The respondent also strongly agreed the statements that logical connection between the food product and the celebrity, thinking that the celebrity that represents this brand is trustworthy, thinking that this brand is totally suitable for the celebrity to represent, thinking that celebrity image suits this brand, the

adequate combination of the food product and the celebrity, and believing that the celebrity is using this brand because their mean values are between the range 3.97 and 4.60.

4.1.8 Comparison of Celebrity Endorsement Factors

The survey results of Celebrity Endorsement factors such as celebrity trustworthiness, celebrity expertise, celebrity attractiveness, celebrity similarity, celebrity liking, celebrity familiarity and celebrity match-up congruence with the brand/product are as shown in Table (4.8).

Table (4.8) Summary of Celebrity Endorsement Factors

Sr. No	Celebrity Endorsement Factors	Mean
1	Celebrity Trustworthiness	4.24
2	Celebrity Expertise	4.48
3	Celebrity Attractiveness	4.49
4	Celebrity Similarity	3.18
5	Celebrity Liking	4.29
6	Celebrity Familiarity	3.89
7	Celebrity-Brand Congruence	4.47

Source: Survey Data (2023)

Among celebrity endorsement factors, the overall mean value of celebrity attractiveness is 4.49 which is the largest mean value compared with other factors. It states that celebrity attractiveness is the most influencing factor among others and most of the respondents of this study are interested in these local food brands because of the celebrity attractiveness. The second criteria is celebrity expertise with the mean value of 4.48 and it indicated that most of respondents agree celebrity expertise make these brands interesting. Celebrity liking got the overall mean 4.29, celebrity trustworthiness is 4.24 and it also represents that endorsing with respondents' favorite celebrities and respondents trust celebrities makes them pay attention to the endorsed brands. Celebrity familiarity got the mean value of 3.89 and it indicates that endorsing brands with celebrities who are family with the consumers has been found to be effective. Celebrity similarity has the lowest mean score 3.18 which is higher than cut off mean value 3, indicating that it is a neutral influential

factor of celebrity endorsement and celebrity with similar lifestyle, similar culture, similar liking, similar interest and similar perspectives can't make most of the respondents in this study to get interested in these brands. According to the result, the respondents agree with all the factors except celebrity similarity have strong influential factors of celebrity endorsement.

4.2 Descriptive Analysis of Customer Attitudes and Purchase Intention toward Local Food Brands in Yangon

This section explains customer attitudes and purchase intention toward local food brands in Yangon with the descriptive statistics. There are 32 questions related with customer attitudes and 18 questions related with purchase intention.

4.2.1 Descriptive Analysis of Customer Attitudes toward Local Food Brands in Yangon

The overall assessment made by consumer toward a certain brand can be described as their attitudes toward that brand. This is an evaluation of the consumer's response. It also provides advantages and disadvantages for a brand's reputation. Other than that, another definition focuses on the potential for unfavorable and advantageous effects on a product that develop when customers view the brand's advertisement. Additionally, the customer's response is also an emotional one. On the other hand, it has been discovered that celebrity endorsement positively impacts customer attitudes about brands. In this study, brand attitude is evaluated by 6 statements. The findings of customer attitudes toward local food brands in Yangon are mentioned in the Table (4.9).

Table (4.9) Customer Attitudes toward Brands

Sr. No	Customer attitudes toward brands	Mean	Std. Deviation
1	Believing that this brand is a good one.	4.87	0.34
2	This brand is very interesting.	4.90	0.29
3	Likeness of this brand.	4.77	0.42
4	Thinking that this brand has good quality.	4.84	0.36
5	Satisfaction with this brand.	4.60	0.49
6	Confidence in this brand.	4.66	0.47
	Overall Mean	4.26	

Source: Survey Data (2023)

Table (4.9) indicates that most of the mean values are higher than 4 and overall mean value is 4.26. It represents that celebrity endorsement has strongly and direct effect on the customer attitudes and most of the respondents agreed celebrity endorsement can make a positive perception on these brands. The highest mean value of 4.90 indicate that most of the respondents strongly agree that these three brands such as Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding and Hti Mi Qwi by Hein Thit Ready Made Food are very interesting for them. The second mean value is 4.87 and it means that most of the respondents strongly agree that they believe these brands are good food products. Most of the respondents think that these brands has a good quality according to the mean value of 4.84. Based on the results as stated in Table (4.9), most of the respondents also strongly agree that they like these brands, they have satisfaction with these brands and also have confidence in these brands.

4.2.2 Descriptive Analysis of Purchase Intention Toward Local Food Brands in Yangon

Purchase intention is the likelihood or willingness to purchase particular products. Another definition of purchase intention is the decision made by an individual to purchase a product when going to a market. Customer willingness is one of the factors that affects customers' consideration of purchasing a product, choice to purchase a product in the

future, and intention to repurchase a product. Attitude toward a brand is one of the factors influencing purchasing intention. In this study, 6 statements are used to investigate purchase intention. The results of descriptive analysis of purchase intention toward local food brands are presented in Table (4.10).

Table (4.10) Purchase Intention

Sr. No	Purchase Intention	Mean	Std. Deviation
1	Seek more information on this product.	4.78	0.42
2	Actively seek this product.	4.63	0.83
3	Try this product when see it.	4.62	0.83
4	Having potential to purchase this product.	4.62	0.83
5	Celebrity appearance in the advertisement has motivated people to purchase this product.	3.97	1.19
6	In conclusion, have strong desire to eat local foods.	4.71	0.86
	Overall Mean	4.29	

Source: Survey Data (2023)

According to the Table (4.10), overall mean score is 4.29 and it is found the fact that most of the respondents of this study would like to purchase the local food brands such as Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding and Hti Mi Qwi by Hein Thit Ready Made Food because of celebrity endorsement. The highest mean value of 4.78 demonstrates that most of the respondents strongly agree that they seek more information of these products. The second mean score of 4.71 states that most of the respondents strongly agreed that they have an intense desire for eating local foods. The mean value of 4.63 represents that most of the respondents strongly agreed that they are continuously searching for these products. According to the mean value of 4.62, most respondents will try these products when they see them and they will intent to purchase these products. Celebrity appearance in the advertisement has motivated the most of the respondents to purchase this product according to the mean value of 3.97.

4.3 Analysis on the Effect of Celebrity Endorsement on Customer Attitudes toward Local Food Brands in Yangon

In this study, the effect of celebrity endorsement on customer attitudes toward local food brands in Yangon is analyzed by the use of the multiple linear regression model. The result of an estimated regression model of the effect of celebrity endorsement on customer attitudes toward brands has shown in Table (4.11), as follows. In this study, the independent variables which are celebrity trustworthiness, celebrity expertise, celebrity attractiveness, celebrity similarity, celebrity liking, celebrity familiarity and celebrity-brand congruence and dependent variable is customer attitudes. The survey results are shown in Table (4.11).

Table (4.11) Effect of Celebrity Endorsement on Customer Attitudes toward Brands

Variable	Unstandardized Coefficients		Beta	t-value	Sig	VIF
	B	Std. Error				
(constant)	2.557***	.204		12.548	.000	
Celebrity Trustworthiness	.134***	.028	.355	4.858	.000	2.670
Celebrity Expertise	.109***	.027	.307	3.984	.000	2.961
Celebrity Attractiveness	-.033	.026	-.061	-1.259	.210	1.156
Celebrity Similarity	-.018	.016	-.053	-1.148	.253	1.062
Celebrity Liking	-.019	.025	-.038	-.755	.452	1.291
Celebrity Familiarity	.085***	.026	.165	3.287	.001	1.256
Celebrity-Brand Congruence	.135***	.040	.244	3.418	.001	2.546
R	.852 ^a					
R Square	.726					
Adjusted R Square	.712					
Durbin Watson	1.193					
F- value	51.915***					

Source: Survey Data (2023)

Notes: *** Significant at 1% Level, **Significant at 5% Level, *Significant at 10% level

According to the Table (4.11), the value of R Square is around 73 percent and the adjusted R square is 0.712 which means the model explains 71.2 percent about the variance of the independent variable and dependent variable. The overall significance of the model, F value (the overall significance of the model), is highly significant at 1% level. In comparison to the variance within the samples, the bigger the F-value, the greater the variation between samples means. Both independent variables together explain around 71 percent of the variance (R Square) in customer attitudes toward brands which is highly significant as indicated by the F-value of 51.915. The value of R is 0.852 which lies between 0 and 1 and it indicates that both independent variables and dependent variables are correlate. All Variance Inflation Factor of independent variables are less than 10, so there is no problem of correlation between independent variables. On average, if Durbin-Watson is under 1.5 or greater than 2.5 then there may be a significant autocorrelation issue. Otherwise, if Durbin-Watson is between 1.5 and 2.5 then autocorrelation is probably not a problem. The Durbin-Watson Statistics is 1.193 which indicates that there is no auto correlation between them.

Among seven celebrity endorsement factors, only five factors such as celebrity trustworthiness, celebrity expertise, celebrity familiarity and celebrity-brand congruence have a significant effect on the customer attitudes toward the brand. They are statistically significant at 1% and 5% level. Celebrity Trustworthiness is extremely significant at 1% level. If there is an increase in celebrity trustworthiness by 1 unit, this will also raise the customer attitudes toward the brand by 134 units as a direct result of this change. It can interpret that it is important to get the customer trustworthiness on celebrity endorser and if the brand endorsers is trustworthiness person, it will have positive attitude toward brand. If the respondents believe the information/recommendation about endorsed brands provided by celebrity, they have confidence in the product.

Celebrity Expertise is also highly significant at 1% level. If there is an increase in celebrity expertise by 1 unit, it will also raise the customer attitudes toward the brand by .109 units as a direct result of this change. Because the respondents think that the celebrity is an expert in the field that he/she represents, the celebrity has experience in using the brand, the celebrity has a lot of knowledge about this brand, the celebrity has got high professional qualification, the celebrity has skilled this brand and celebrities recommending food products are qualified and skilled in this area.

Celebrity-Brand Congruence are also highly significant at 1 % level. So, if there is an increase in celebrity-brand congruence, by 1 unit, it will also increase the customer attitudes toward brands by .135 as a direct result of this change. Celebrity Familiarity is also significant at 1% level. If there is an increase in celebrity familiarity by 1 unit, there is an increase in customer attitudes toward brand by 0.085 units as a direct result of this change. This is because, the respondents often see the celebrity on the TV, at festivals or events, on the advertising boards, and on the internet make them familiar with the celebrity and recognize them.

The remaining two celebrity endorsement factors such as celebrity attractiveness, celebrity similarity and celebrity liking are not significant according to the regression analysis, if P-value which is greater than 0.05, it indicates weak evidence. Because there is no statistically strong relationship between celebrity attractiveness and customer attitudes toward brand, celebrity similarity and customer attitudes toward brand and celebrity liking and customer attitudes toward brand.

As a result, celebrity trustworthiness and celebrity-brand congruence have the positive and significant impact on changing customer attitudes toward local food brands like Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding, and Hti Mi Gwi by Hein Thit Ready Made Food, with a standardized coefficient (Beta) value of .134 and .135 among the seven explanatory variables. This is due to the fact that the effect is stronger, the larger the beta coefficient's absolute value.

4.4 Analysis on the Effect of Customer Attitudes on Purchase Intention toward Local Food Brands in Yangon

This research study analyzes the effect of customer attitudes toward brands on purchase intention of local food brands in Yangon. Regression model is utilized in SPSS Software in order to find out the effect of customer attitudes toward brands on purchase intention. The finding is shown in Table (4.12), as follows.

Table (4.12) Effect of Customer Attitudes toward Brands on Purchase Intention

Variable	Unstandardized Coefficients		Beta	t-value	Sig	VIF
	B	Std. Error				
(constant)	3.155* **	.082		38.693	.000	
Customer Attitudes toward Brands	.258***	.019	.754	13.721	.000	1.000
R	.754 ^a					
R Square	.568					
Adjusted R Square	.565					
Durbin Watson	.825					
F- value	188.269***					

Source: Survey Data (2023)

Notes: *** Significant at 1% Level, **Significant at 5% Level, *Significant at 10% level

According to the Table (4.12), the value of R Square is nearly 57 percent and the adjusted R square is 0.565 which means the model explains 57 percent about the variance of the independent variable and dependent variable. The overall significance of the model, F value (the overall significance of the model), is highly significant at 1% level. Both independent variables together explain 57 percent of the variance (R Square) in purchase intention. According to the value of F-test, the overall significance of the models, F-value of 188.269 indicates that customer attitudes is extremely significant at 1% level on purchase intention and has the predicted positive indication. The value of R is 0.754 which lies between 0 and 1 and it indicates that both independent variables and dependent variables are correlate. Variance Inflation Factor (VIF) of independent variable is less than 10, so there is no problem of correlation between independent variables. The Durbin-Watson Statistics is 0.825 which is between 1.5 and 2.5. The Durbin-Watson Statistics is 0.825 which indicates that there is no auto correlation between them.

The regression result shows that most of the respondents in this study are more likely to purchase local food brands as a direct and positive result of increased customer attitudes toward brands. The purchase intention will rise by 0.258 units for every unit higher

of customer attitudes toward the brand. This is due to the positive consumer perception that makes consumers purchase the products. If celebrity endorsement gives a positive perspective on brands and it lead to have a positive purchase intention toward brands. Therefore, customers are willing to purchase the local products due to the positive customer attitudes toward brand and celebrity endorsement. To sum up, the standardized coefficient (Beta) of customer attitudes toward brand variable has the value of 2.58 indicating that customer attitudes toward brand has the largest contribution to increase purchase intention of local food brands such as Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding and Hti Mi Gwi by Hein Thit Ready Made Food. This is because, the higher the absolute value of the beta coefficient, the stronger the effect.

CHAPTER 5

CONCLUSION

In today's media-saturated world, celebrities wield considerable power and influence over their followers. Their endorsements are often perceived as personal recommendations, impacting consumer attitudes and behaviors. Celebrity endorsements can shape how consumers perceive a brand. Positive associations with a well-regarded celebrity can lead to favorable brand attitudes, while negative associations can harm the brand's image. The study aims to explore how celebrity endorsements affect consumers' willingness to purchase a product. The study can provide insights into the varying effectiveness of celebrity endorsements across the local food industry. Local Food Industry might benefit more from celebrity endorsements due to the nature of the products they offer. With the rise of influencer marketing, consumers have become more discerning about endorsements. The study can shed light on whether celebrity endorsements are perceived differently from influencer endorsements. This study's major results will all be summarized in this last chapter, along with this study's conclusions. The chapter's conclusion will provide valuable insights for marketers and local food business owners. Additionally, it will offer helpful data for upcoming study. This chapter shows the findings and discussions, suggestions and recommendations and need for further research. It explores the effect of celebrity endorsement on customer attitudes and purchase intention toward Local Food Brands in Yangon. The limits of this theory will be stated at this chapter's last session, needed for further research. Moreover, this study describes the effects of celebrity endorsement on customer attitudes toward brands and purchase intention. It covers the relationship between dependent and independent variables. Based on the findings, this study suggests and makes recommendations in order to get a positive customer attitudes toward brands of local food products and increase purchase intention.

5.1 Findings and Discussions

Brands invest substantial resources in celebrity endorsements. Celebrity endorsement holds significant importance in marketing due to its potential to influence consumer behavior, shape brand perception, and drive sales. Celebrities are seen as credible and trustworthy figures by their fans. When a celebrity endorses a product or brand, their

endorsement lends credibility and trustworthiness to the offering, making consumers more likely to consider it. Celebrities have a massive following on various platforms, including social media. When they endorse a product, it gains exposure to a wider audience, increasing brand visibility and awareness. Celebrity endorsements create an emotional connection between the consumer and the brand. Fans feel a personal connection with their favorite celebrities, and this connection can extend to the endorsed products. Brands strategically choose celebrities whose values, image, and personality align with the brand's identity. This association can lead to positive perceptions and an enhanced image for the brand.

Celebrities draw viewers' attention and penetrate through the activity of advertising. Their endorsements make consumers stop and take notice, leading to better recall of the brand. Studies have shown that celebrity endorsements can impact consumer purchase decisions. Consumers might be more inclined to try a product endorsed by a celebrity they admire. In a competitive market, celebrity endorsements can differentiate a brand from its competitors. A well-matched celebrity can give a brand a unique edge. Celebrities are skilled communicators. They can effectively convey the benefits and features of a product in a relatable and engaging manner. Consumers often aspire to the lifestyle and image of their favorite celebrities. Endorsed products are seen as a way to get closer to that desired lifestyle. Celebrity endorsements can lead to quick results. An endorsement can create buzz and generate immediate interest in a product. Celebrities bring a narrative to the brand's story. Their personal experiences and narratives can be integrated into the brand's marketing, creating a compelling narrative for consumers. The criteria for celebrity endorsements include the celebrity trustworthiness, celebrity expertise, celebrity attractiveness, celebrity similarity, celebrity liking, celebrity familiarity, and celebrity match-up congruence with the brand or product. Data from 145 customers that consume local food brands including Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding, and Hti Mi Gwi by Hein Thit Ready Made Food were systematically collected for this study. In order to analyze the influence of celebrity endorsement on customer attitudes toward brand and purchase intention of local food brands is examined by using regression analysis. The next paragraphs explain significant results that were discovered as a result of the data analysis.

The reliability test result shows that all 8 statements of celebrity trustworthiness, 6 statements of celebrity expertise, 9 statement of celebrity attractiveness, 5 statements of

celebrity similarity, 7 statement of celebrity liking, 8 statements of celebrity familiarity, 9 statements of celebrity match-up congruence with the product and 6 statements of customer attitudes toward brand and 6 statements of purchase intention are valid. The reliability test result shows that all data are reliable.

According to the descriptive statistics, the majority of respondents agreed with the statements made for all factors. The respondents agreed that the celebrity who is endorsing a local food brand has a good expertise, trustable, attractive, has a positive personality, familiar, similar with them, and match-up with the brand. The respondents give these local food brands a positive assessment in relation to the attitude toward brand variables. Purchase intention is the last factor. It is clear that respondents have a willingness or preference to purchase these local food brands. As a result of the descriptive analysis of celebrity endorsement on customer attitudes, it can be concluded that celebrity endorsements factors such as celebrity trustworthiness, celebrity expertise, celebrity attractiveness, celebrity liking, celebrity familiarity and celebrity-brand congruence of local food brands have a significant positive impact on customer attitudes. However, celebrity similarity is not as strongly affected.

To examine the effect of celebrity endorsement on customer attitude and purchase intention, it is very important for this study. On the report of regression analysis, we conclude that celebrity trustworthiness on customer attitudes toward brand, celebrity expertise on customer attitudes toward brand, and celebrity-brand congruency on customer attitudes toward brand have high coefficients and thus strongly influence on customer attitudes. Celebrity trustworthiness on customer attitudes toward brand can therefore be identified as most important if credibility is to be positively influenced, as well as the attitudes toward the brand, which in turn affects purchase intention. According to the results data of regression in this study shows that celebrity trustworthiness, celebrity expertise, celebrity familiarity and celebrity-brand congruence make a highly significant positive effect on customer attitudes toward brands. Based on the results data of regression analysis of customer attitudes on purchase intention, the findings show that if positive customer attitudes toward brands increase, purchase intention also increase.

The conclusion that can be obtained through this research study, celebrity endorsement has a great influence on customer attitudes toward brands and purchase intention of local food brands: Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding and Hti Mi Gwi by Hein Thit Ready Made Food. For customer

attitudes toward brand, celebrity trustworthiness, celebrity expertise, celebrity familiarity and celebrity-brand congruence are crucial. Utilizing the celebrity endorsement in business marketing and advertising strategies create many opportunities for many local food businesses to survive among competitors and it is easy to spread their advertisements to customers with the cost effectiveness. To be effective in their marketing campaigns and advertising, many food brands use celebrity endorsement to reduce costs. Therefore, local food businesses need to review and develop advertising strategies that prioritize celebrity endorsements that can make positive assessments of customer attitudes toward the brand or advertisement and purchase intention.

5.2 Suggestions and Recommendations

As reported by the finding of this study, customer attitudes toward brands is of utmost importance to marketers in order to achieve the higher sales of their brand. To achieve effectiveness of their advertisement and hit the brand's popularity, they should understand which celebrities are the best choices for their targeted market and their brand fit, and how their celebrity endorsement can impact on customer attitudes toward brands and the customers' purchase intention.

The findings of this study supports local food brands owners and marketers to better understanding the effect of celebrity endorsement such as celebrity trustworthiness, celebrity attractiveness, celebrity expertise, celebrity liking, celebrity similarity, celebrity familiarity and celebrity-brand congruence on customer attitudes and purchase intention toward local food brands . It turns out that credibility is crucial, and that an evidence-based approach should emphasize trustworthiness above all other factors. Therefore, credibility needs to be carefully considered in order to gather reliable evidence that will have a favorable impact on consumers' opinions about the advertisement, attitudes toward the brand, and purchase intention. To develop a successful endorsement strategy, endorsers should be carefully chosen to match the product that is to be marketed because it has been shown to be highly significant. Marketers should consider the celebrity trustworthiness, celebrity expertise, celebrity familiarity and celebrity-brand congruence before they choose the celebrity endorsers. As a result of this study, this study would like to suggest that celebrity should have a perfect fit with the endorsed product or brand. To have a positive effect on customer attitudes and purchase intention, brand owners and marketers should

select the right celebrity endorsers who have consumer's trust, who have skillful experience in using the endorsed product, match up with the endorsed brand and who has strong attractiveness.

The study concluded to a few key conclusions that businesses may use to create an effective celebrity endorsement strategies. Based an overview of the study's findings, the following recommendations are made. To use a credible endorser who is a recognized expert in their field, use an endorser with a successful career and attractive way of life, avoid focusing solely on a physically attractive celebrity endorser, it need to focus on selecting a well-known celebrity with a positive image because it is likely that the celebrity will carry over into the brand image; and use a celebrity who fits the brand in the most relevant ways. Use a celebrity endorser that target audience are familiar and can connect to when utilizing celebrity endorsement by selecting a nationally recognized. According to study, there are four factors which have strong and positive effect on customer's decisions to purchase the products that celebrities endorse: celebrity expertise, celebrity trustworthiness, celebrity familiarity and celebrity-brand congruence. Therefore, in order to improve their brand image and increase their market share, businesses or corporations should select attractive, reputable, trustworthy celebrities and celebrities who are match-up with the brand to endorse and promote their products. Based on the mean scores of each variable's survey questions are validated by hypothesis testing, the researcher makes a few important recommendations. Celebrity trustworthiness and celebrity expertise are the first consideration for the customers. It is also the main element influencing on customers attitudes and purchase intention to buy products/brands that celebrities recommend. Brands or businesses should concentrate on selecting celebrity endorsers who are more intelligence, expertise and trustworthy and fit with the product/brand. It is essential to carefully select the celebrity spokesperson depending on whether or not they have a strong reputation. The second most crucial factor is the expertise of celebrity endorser. And then follow by celebrity familiarity and celebrity-brand congruence. When celebrities promote things, consumers are persuaded by their appeal. The brand or organization needs to figure out how to make the celebrity endorser appear more desirable. Consequently, selecting an endorser with greater appeal will encourage more customers to purchase the product.

5.3 Needs for Further Research

In this digital age, it is necessary to use celebrity endorsement to grow the local food brand company. Celebrity attractiveness, celebrity personality, celebrity likeness, and celebrity match-up congruence with the brand are crucial aspects of celebrity endorsement that influence attitudes toward brands and buy intention. It is advised that local food brand business players pay more attention to the celebrity who will be the product's spokesperson. The celebrity should be appealing, have a positive attitude, reflect the brand, and be comparable to the intended audience. It is crucial that the celebrity endorser focus more on the aforementioned six elements. Being knowledgeable, creative, and popular is not sufficient. The celebrity must have a plan on how to have an attractive personality while also being knowledgeable about the qualities of the brands they are endorsing. This study concentrated on local food brands. The additional research might be conducted on additional industries or businesses or local brands. Local food Brands consumers in Yangon make up the population of this study. Therefore, conducting more study for those who are not Yangon might be advised. As an independent variable in this study, celebrity endorsement was employed. Researching the impact of celebrity endorsement on customer attitudes toward brands and purchase intention is interesting given the current increased use of celebrity/food influencers/food bloggers on social media. The impact of celebrity endorsement on customer attitudes and purchase intention is the topic of this thesis. This thesis aims to provide a deeper knowledge of how customer perceptions and purchase intention are impacted by celebrity endorsement. How the celebrity influences brand image and purchasing intention is the subject of the study questions. Therefore, from the viewpoint of the customers, it is a descriptive investigation using a qualitative methodology.

This study can guide marketers on selecting the right celebrity endorsements to maximize the impact on customer attitudes and purchase intention. The research can contribute to understanding evolving consumer behavior trends. Findings from the study can offer actionable insights for brands, helping them to create their endorsement strategies and better allocate resources for maximum impact. This research can contribute to the academic understanding of the psychology of consumer behavior. It can also provide a basis for further studies in related areas. By delving into this area, the study can offer valuable insights into the dynamics between celebrities, brands, and consumers in the context of modern marketing strategies. The celebrity and professional testimonies

employed in this study as stimulation material may be the subject of further investigation. An intriguing direction for future study may be to validate the model across cultures and age groups to see if the impacts of these testimonies and product types vary by culture and age. Additionally, there is a wide variety of items accessible, and if the model is applicable to goods other than those utilized in this study, this opens up possibilities for research. This study outlines the following above key findings and drawn conclusions based on the results of this study. This study makes a theoretical contribution by doing an empirical study to determine whether or not the preexisting theories are applicable to this kind of research. Many previous researches have been from the companies' perspective while this study is from the consumers' perspective. Furthermore, this study provides findings that contradict the theories and raises new questions for further research. This study may be expanded upon by including other variables or factors that have a greater impact on customer attitudes and purchasing intention. Altering the respondents' demographics and extending the research to examine the importance of media in marketing and promotion are two further recommendations for further research.

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APPENDICES

Appendix – A Questionnaires

This is the questionnaire for the study “Effects of Celebrity Endorsement on Customer Attitudes and Purchase Intention toward Local Food brand”. Your responses will be kept confidential and used only for the purpose of completing the thesis paper of the MBA program.

This survey questionnaire is concerned only for MBA thesis purposes. Not for business related reasons. Thank you for your responses.

Part A

Demographic Factors

1. Name:
2. Gender:
 - Male
 - Female
 - Other-----
3. Township:
4. Age:
 - Under 20
 - 20-29
 - 30-39
 - 40-50
 - Above 50 Years
5. Education
 - Primary
 - Secondary
 - University
 - Bachelor

Master

6. Occupation

Student

Company Staff

Government Staff

Business Owners

Others

7. Monthly Income

Under 100,000 kyats

100,000-300,000 kyats

300,000 - 500,000 kyats

500,000 – 700,000 kyats

Above 700,000 kyats

8. Marital Status

Single

Married without child

Married with children

Others

9. How many members are there in your family?

1-4

5-10

Above 10 persons

Part B

Celebrity Endorsement

10. Do you buy a product which is endorsed by a celebrity?
 Yes No
11. Do you get attached to buy a product/brand endorsed by a celebrity?
 Yes No
12. Do you think that ads having celebrities are more effective than those which don't?
 Yes No
13. Do you usually buy local food products?
 Yes No
14. Have you purchased these local food brands before?

	Yes	No
Phaung Sein Food		
Ambrosia Naat Suddha Myanmar Coconut Sago Pudding		
Hti Mi Gwi by Hein Thit Ready Made Food		
Purchase all above three brands		

If you answered no to No.14 question, please skip all the following questions below.

If you answered yes to No. 14 question, please answer the following questions.

15. Please kindly choose your answer in the following answers why you choose the local food brands: Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding and Hti Mi Gwi by Hein Thit Ready Made Food.

Celebrity Trustworthiness

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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1	I have confidence in the information/recommendations provided by celebrities regarding food products.					
2	Celebrities show a high level of commitment to the consumers.					
3	Celebrities have high integrity when recommending food products.					
4	Celebrities care and are concerned about consumers.					
5	Celebrities recommending food products seem to be honest.					
6	Food celebrity influencers consume the same food products they recommend.					
7	Celebrity food influencers are a good reference for purchasing and consuming food products.					
8	You think that the celebrity food blogger/influencer is a trustworthy person.					

Celebrity Expertise

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	You think that the celebrity is an expert in the field that he/she represents.					
2	You think that the celebrity has experience in using the brand.					

3	You think that the celebrity has a lot of knowledge about this brand.					
4	You think that the celebrity has got a high professional qualification.					
5	You think that the celebrity has skilled this brand.					
6	Celebrities recommending food products are qualified and skilled in this area.					

Celebrity Attractiveness

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	You think that the celebrity has got a strong attractiveness.					
2	You think that the celebrity is a very classy.					
3	You think that the celebrity has a very pretty face.					
4	You think that the celebrity has a very elegant fashion style.					
5	You think that the celebrity has a very attractive eating style.					
6	You think that the celebrity has a very persuasive voice.					
7	You think that the celebrity has a very professional manner.					
8	The celebrity recommending the food product is attractive to me.					

9	I pay more attention towards advertisements/recommendations presented by attractive/beautiful celebrities.					
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Celebrity Similarity

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	You think that the celebrity and you share the same culture.					
2	You think that the celebrity and you share a similar lifestyle.					
3	You think that the celebrity and you share similar interests.					
4	You think that the celebrity and you share similar perspectives.					
5	You think that the celebrity and you share similar likings.					

Celebrity Liking

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	You like the celebrity's behavior.					
2	You like the celebrity's appearance.					
3	You think that the celebrity is very popular.					

4	You like the celebrity's voice.					
5	You like the celebrity's fashion style.					
6	You like the celebrity's professional manner.					
7	Overall, you like the celebrity.					

Celebrity Familiarity

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	You often see the celebrity on TV.					
2	You often see the celebrity on the stage or in the cinema.					
3	You often see the celebrity at events or festivals.					
4	You often see the celebrity on the advertising boards.					
5	You often see celebrity in the newspapers.					
6	You often see the celebrity in person.					
7	You often see the celebrity on the Internet.					
8	You often listen to the celebrity over the radio.					

Celebrity Match-up Congruence with The Brand / Product

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	You often see the celebrity in the advertisements of this brand.					
2	You think that celebrity image suits this brand.					
3	You think that this brand is totally suitable for the celebrity to represent.					
4	You think that the celebrity that represents this brand is trustworthy.					
5	You believe that the celebrity is using this brand.					
6	There is a logical connection between the food product and the celebrity.					
7	There is a match-up between the food product and the celebrity.					
8	The combination of the food product and the celebrity is adequate.					
9	The image of celebrities recommending food products and the products recommended are closely related.					

Part C

Celebrity Endorsement on Customer Attitude toward Local Food Brand

16. Please kindly choose your answer in the following answers why you choose the local food brands: Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding and Hti Mi Gwi by Hein Thit Ready Made Food.

Customer's Attitude toward Brand

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	You believe that this brand is a good one.					
2	You think that this brand is very interesting.					
3	You like this brand.					
4	You think that this brand has good quality.					
5	You are satisfied with this brand.					
6	You are confident in this brand.					

17. Overall, to what extent do the following variables influence your perceived brand attitudes toward a celebrity endorsed brand?

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Attractiveness of the Celebrity					
2	Trustworthiness of the Celebrity					
3	Expertise of the Celebrity					
4	Similarity of the Celebrity					
5	Celebrity Liking					
6	Familiarity of the Celebrity					

7	Celebrity-Brand Congruence					
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Part D

Celebrity Endorsement on Purchase Intention

18. Is your willingness to purchase food products recommended by celebrities high?

- Yes No

19. Are you likely to purchase food products recommended by celebrities?

- Yes No

20. Do Celebrity recommendations inspire me to purchase the recommended food product?

- Yes No

21. Please kindly choose your answer in the following answers when you choose the local food brands: Phaung Sein Food, Ambrosia Naat Suddha Myanmar Coconut Sago Pudding and Hti Mi Gwi by Hein Thit Ready Made Food.

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	You will seek more information on this product.					
2	You will actively seek this product.					
3	You will try this product when you see it.					
4	You will purchase this product.					
5	Celebrity appearance in the advertisement has motivated you to purchase this product.					
6	In conclusion, you have strong desire to eat local foods.					

22. Overall, to what extent do the following variables influence your purchase intention toward a celebrity endorsed brand?

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Attractiveness of the Celebrity					
2	Trustworthiness of the Celebrity					
3	Expertise of the Celebrity					
4	Similarity of the Celebrity					
5	Celebrity Liking					
6	Familiarity of the Celebrity					
7	Celebrity-Brand Congruence					

THANK YOU

Appendix B

Statistical Output

1. Multiple Linear Regression Analysis of Celebrity Endorsement on Customer Attitudes

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.852 ^a	.726	.712	.12285	1.193

- a. Predictors: (Constant), Celebrity-Brand Congruence, Celebrity Familiarity, Celebrity Attractiveness, Celebrity Similarity, Celebrity Liking, Celebrity Trustworthiness, Celebrity Expertise
- b. Dependent Variable: Customer Attitudes

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.484	7	.783	51.915	.000 ^b
	Residual	2.068	137	.015		
	Total	7.552	144			

- a. Dependent Variable: Customer Attitudes
- b. Predictors: (Constant), Celebrity-Brand Congruence, Celebrity Familiarity, Celebrity Attractiveness, Celebrity Similarity, Celebrity Liking, Celebrity Trustworthiness, Celebrity Expertise

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.557	.204		12.548	.000		
	Trustworthiness	.134	.028	.355	4.858	.000	.375	2.670
	Expertise	.109	.027	.307	3.984	.000	.338	2.961
	Attractiveness	-.033	.026	-.061	-1.259	.210	.865	1.156
	Similarity	-.018	.016	-.053	-1.148	.253	.942	1.062
	Liking	-.019	.025	-.038	-.755	.452	.775	1.291
	Familiarity	.085	.026	.165	3.287	.001	.796	1.256
	Celebrity-Brand Congruence	.135	.040	.244	3.418	.001	.393	2.546

a. Dependent Variable: Customer Attitudes

2. Simple Linear Regression Analysis of Customer Attitudes on Purchase Intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.754 ^a	.568	.565	.15099	.825

a. Predictors: (Constant), Purchase Intention

b. Dependent Variable: Customer Attitudes

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.292	1	4.292	188.269	.000 ^b
	Residual	3.260	143	.023		
	Total	7.552	144			

a. Dependent Variable: Customer Attitudes

b. Predictors: (Constant), Purchase Intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.155	.082		38.693	.000		
	Purchase Intention	.258	.019	.754	13.721	.000	1.000	1.000

b. Dependent Variable: Customer Attitudes