



UNIVERSITY OF KWAZULU-NATAL

**EXPLORING CONSUMERS' PERCEPTIONS OF USING CELEBRITY ENDORSERS
TO ADVERTISE COSMETICS IN THE CHINESE BEAUTY INDUSTRY**

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Commerce**

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DECLARATION

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ABSTRACT

This study aims to explore consumers' perceptions of using celebrity endorsers to advertise cosmetics within China's beauty industry. A plethora of research has established that a favourable celebrity endorser has the power to persuade consumers into making a purchase of a cosmetic product, by enhancing an organisations' brand image, brand loyalty and brand awareness.

Seeing as China's female consumers represent a lucrative market segment for marketing teams to infiltrate within the beauty industry, a questionnaire was administered for the purpose of uncovering whether a relationship exists between the use of celebrity endorsers as an advertising strategy and consumers' perceptions of celebrity endorsers; and to determine the impact that this relationship has regarding an organisation's brand image, brand loyalty, brand awareness and Chinese media platforms and coverage on consumers' purchase intentions and perceptions. A sample of 217 consumers from a popular cosmetic franchise named Sephora located at six shopping malls in Dalian, North of China, was extracted for data collection using the convenience sampling technique. The data collected was evaluated in order to test the hypotheses of the study and the researcher employed both descriptive and inferential statistics.

The empirical findings indicate that a significant difference exists among consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage within the beauty industry, celebrity endorsers' influence on brand image, brand loyalty and brand awareness. It was also discovered that Chinese consumers are inclined to purchase a cosmetic product if the celebrity endorser is famous, white-skinned and from a western country. The results generated from this study created a framework which elucidates the recommendations for enhancing the understanding of consumers' perceptions of celebrity endorsement. This framework is beneficial to marketing teams who aspire to improve advertising strategies, brand image, brand loyalty, brand awareness, and achieve an inordinate amount of media coverage using popular social media platforms in China.

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CHAPTER ONE

INTRODUCTION AND OVERVIEW OF THE STUDY

1.1 Introduction

In this introductory chapter, the research background and problem statement form the foundation of this study. Additionally, the researcher outlines the research objectives and research questions followed by a concise literature review. Moreover, the researcher discusses the contribution of the study and rationale, as well as includes a brief overview of the research methodology that the study will utilise. This chapter will be concluded with a brief outline of the ethical considerations as well as the limitations of this study.

1.2 Background of the Study

Cosmetics are defined as products or substances used to alter and enhance the facial appearance, body fragrance and texture (Ramsbrock, 2015). According to Schneider, Gohla, Schreiber, Kaden, Schönrock, Schmidt-Lewerkühne, Kuschel & Diembeck (2005), cosmetics are a mixture of chemical elements derived from either natural, artificial or synthetic sources. Make-up is a type of cosmetic product that enhances the facial appearance upon application. There are other cosmetic products applied on the body and hair such as body lotion and shampoo.

Elliot (2018) defines a celebrity as a popular person with high social status and has the ability to create awareness on social and environmental matters. According to Lee & Thorson (2008), marketers use celebrity endorsements as a form of a marketing strategy and hope that the celebrity's positive image will influence the product's or brand's image.

Celebrity endorsement has been adopted by beauty and fashion brands worldwide. According to Belch & Belch (2018), the marketing strategy involving celebrity endorsement is highly effective since celebrities can influence a large population through their fame and popularity. Celebrity endorsement of cosmetic products in Western countries dates back to the 18th century (Pradhan, Duraipandian & Sethi, 2016). Li (2016) argues that in China, however, modern marketing strategies such as celebrity endorsements were initiated during the last three decades. Since China is an emerging economy, most brands and products are in the development stage in the product

life-cycle and the new consumers and markets are being targeted by most brands (Hung, Chan & Caleb, 2011). China's beauty industry has experienced exponential growth due to the rapid economic development over recent years.

Xiang (2013) argues that China's female population have progressively developed the habit of applying make-up and has formed the dominant consumer group for cosmetic products in the beauty industry. According to Jiang, Huang, Wu, Choy & Lin (2015), the female population forming the dominant consumer group belong to the post 80's and 90's generation. The dominant consumer group is highly aware of the current product updates since they fiercely value current trends and appearances of cosmetic products. Due to the current trends in the beauty industry, most cosmetic brands have collaborated with celebrities as a marketing strategy to boost sales (Lee & Um, 2014).

Knoll & Matthes (2017) highlight how celebrities endorse products by carrying out an investigation on the significance of celebrity endorsement. The investigation involved forty-six studies that applied multi-level meta-analysis of celebrity endorsement on marketing. The investigation findings showed that there were strong, positive effects of celebrity endorsement on cosmetic products and brands. According to Aureliano-Silva, Lopes, De Lamonica Freire & Da Silva (2016), celebrity endorsement has been applied in traditional products and brand marketing in the beauty industry. Moreover, according to Aureliano *et al.*, (2016), consumer behaviour and attitude towards a cosmetic product are altered through celebrity endorsement. Most studies have investigated cosmetic products and the effect of celebrity endorsement based on the various models of the beauty industry's advertising functions (Bergkvist & Zhou, 2016).

Celebrity endorsement of beauty products is assumed to influence the consumer perception of the advertised product. According to Miller & Allen (2012), consumers assume that a product or brand has specific attributes related to the celebrity such as high product price with a famous celebrity. Celebrity endorsement has the potential of grabbing the consumer's attention and interest in a product or brand. Dean & Biswas (2001) proposes that celebrity endorsement in the beauty industry influences the consumer's interest, attention, awareness and perception.

1.3 Problem Statement

Consumers' perceptions of using celebrity endorsers to advertise cosmetics in the beauty industry in China is of great importance in determining the outcome of the marketing strategy. A negative outlook on a celebrity endorser can result in the failure of the strategy, thus causing many drawbacks for the image of the brand, product and even the retailer. The success of the cosmetic products being advertised will be compromised since the new consumers will not feel motivated or persuaded to use the cosmetic products and existing consumers will no longer feel convinced to continue using the product (Xiang, 2013). The benefits and setbacks of adopting celebrity endorsers in China's beauty industry will be analysed to ensure that the strategy is a success. Furthermore, all the factors that are responsible for influencing the way celebrity endorsers are perceived by consumers will be scrutinised.

According to China Trade Research (n.d.), retaining consumers has a variety of benefits, therefore research will need to be conducted with the aim of establishing the impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry. The factors influencing celebrity endorsers' impact on consumers' perceptions and buying behaviour are consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage within the beauty industry, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness and celebrity endorsers' influence on brand image. These dimensions will be under investigation. Additionally, due to China's Internet censorship law, many popular Internet services such as Google and other social media websites have been blocked in China (VA4Business, n.d). For this reason, an investigation needs to be conducted to determine whether limitations in consumer knowledge about celebrity endorsers or barriers in their information processing abilities influence their buying decisions, thus impacting the marketing outcomes.

1.4 Research Questions

This study aims at exploring the impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry. The research questions stated on the following page aim at achieving the objective of the research study.

1. What are the factors affecting consumers' perceptions of using celebrity endorsers to advertise cosmetics in the beauty industry in China? In this regard, the sub-questions of the study include:
 - 1.1 How will a negative outlook of the celebrity influence consumers' perceptions?*
 - 1.2 In what way will the popularity of the celebrity influence consumers' perceptions?*
 - 1.3 How will the credibility of the celebrity influence consumers' perceptions?*
 - 1.4 How will the knowledge and skills of the celebrity influence consumers' perceptions?*
 - 1.5 In what way will an overexposed celebrity influence consumers' perceptions?*
 - 1.6 How will the brand-fit of the celebrity influence consumers' perceptions?*
 - 1.7 How will the physical appearance of the celebrity influence consumers' perceptions?*
 - 1.8 In what way will the nationality of a celebrity influence consumers' perceptions?*
2. How do celebrity endorsers influence consumers' brand loyalty in the beauty industry in China?
3. What impact does celebrity endorsers have on consumer behaviour in China's beauty industry?
4. Can limitations in consumer knowledge about celebrity endorsers or barriers in their information processing abilities influence their buying decisions in China's beauty industry?
5. How can the marketing management team in China adapt and improve their marketing campaigns and strategies to more effectively reach Chinese consumers in the beauty industry? In this regard, the sub-questions of the study include:
 - 5.1 Do offline or online marketing campaigns offer the best coverage?*
 - 5.2 What are the unique characteristics of Chinese media platforms such as WeChat, Weibo, Tencent QQ, Toudou Youku and other social media?*
 - 5.3 Will the use of celebrity endorsers make a brand stand out from competitors?*
6. What is the influence of the biographical variables (age, ethnic group, region, income, occupation and marital status) on respondents' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand preference and brand awareness within the beauty industry?

1.5 Research Objectives

This study investigates how celebrity endorsement influences consumers' perceptions and buying behaviour within China's beauty industry. The objectives are listed below.

1. To determine the factors that are affecting consumers' perceptions of using celebrity endorsers to advertise cosmetics in the beauty industry in China. In this regard, the study will:
 - 1.1 *Determine how a negative outlook of the celebrity will influence consumers' perceptions.*
 - 1.2 *Establish how the popularity of the celebrity will influence consumers' perceptions.*
 - 1.3 *Deduce how the credibility of the celebrity will influence consumers' perceptions.*
 - 1.4 *Learn how the knowledge and skills of the celebrity will influence consumers' perceptions.*
 - 1.5 *Deduce how an overexposed celebrity will influence consumers' perceptions.*
 - 1.6 *Determine how the brand-fit of the celebrity will influence consumers' perceptions.*
 - 1.7 *Uncover how the physical appearance of the celebrity will influence consumers' perceptions.*
 - 1.8 *Determine how the nationality of a celebrity will influence consumers' perceptions.*
2. To investigate how celebrity endorsers influence consumers' brand loyalty in the beauty industry in China.
3. To assess the impact of celebrity endorsers on consumer behaviour in China's beauty industry.
4. To determine whether limitations in consumer knowledge about celebrity endorsers or barriers in their information processing abilities influence their buying decisions in China's beauty industry.
5. To provide recommendations to the marketing management team in China, in order to adapt and improve their marketing campaigns and strategies to more effectively reach Chinese consumers in the beauty industry. In this regard, the study will:
 - 5.1 *Determine whether offline or online marketing campaigns offer the best coverage.*
 - 5.2 *Uncover the unique characteristics of Chinese media platforms such as WeChat, Weibo, Tencent QQ, Toudou Youku and other social media.*

5.3 Ascertain whether the use of celebrity endorsers can make a brand stand out from competitors.

6. To determine the influence of the biographical variables (age, ethnic group, region, income, occupation and marital status) on respondents' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand preference and brand awareness within the beauty industry.

1.6 Hypothesis

In this study, eight hypotheses will be measured using inferential statistics. The hypotheses are outlined below.

Hypothesis 1

Consumers' perceptions of celebrity endorsement relating to buying behaviour are different.

Hypothesis 2

There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents.

Hypothesis 3

There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' age groups.

Hypothesis 4

There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' ethnic groups.

Hypothesis 5

There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' regions.

Hypothesis 6

There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' income.

Hypothesis 7

There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' occupations.

Hypothesis 8

There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' marital status.

1.7 Structure of the Literature Review

In this study, five variables will be discussed. These variables include consumers' perceptions of celebrity endorsers in China, celebrity endorsers' influence on brand image, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness and Chinese media platforms and coverage within the beauty industry. Furthermore, the literature review will include an introduction to celebrity endorsement in the beauty industry, the effect of celebrity endorsement in advertising, factors that contribute to celebrities' influence on consumers, as well as the advantages and disadvantages of utilising celebrity endorsers in the Chinese beauty industry.

1.7.1 Consumers' Perceptions of Celebrity Endorsers in China

This variable will focus on whether consumers would still consider purchasing a product if they did not favour the celebrity endorsing it or not. It will also look at the likelihood of consumers buying cosmetic products that have been endorsed by celebrities in comparison to those which have not been endorsed by celebrities. Moreover, factors such as trust, background information, credibility, suitability, physical features and nationality of the celebrity will be surveyed.

1.7.2 Celebrity Endorsers' Influence on Brand Image

This dimension will look at how celebrities influence the image of the brand. It will observe the manner in which a celebrity endorser impacts a cosmetic advertisement, along with how their negative past experiences could affect the brand image. Additionally, this variable will question whether Chinese consumers are more inclined to purchase a cosmetic product if the celebrity is Chinese or of a foreign nationality.

1.7.3 Celebrity Endorsers' Influence on Brand Loyalty

According to this variable, the aim is to investigate how the loyalty towards a brand is affected by celebrity endorsers. This variable will question whether celebrity endorsement leads to brand loyalty or not. It will also determine whether consumers' loyalty towards a cosmetic brand will be affected attributable to a celebrity's undesirable past. Furthermore, it will observe if consumers' loyalty remains within a cosmetic brand only if their favourite celebrity endorses the brand, as well as monitor whether the use of a celebrity endorser influences the repurchase of a cosmetic product or not. Additionally, this variable will look at whether a consumer will switch to another cosmetic brand if their favourite celebrity endorser decides to switch to another brand.

1.7.4 Celebrity Endorsers' Influence on Brand Awareness

This dimension will look at whether the use of a celebrity endorser helps to recognise a brand or not. It will observe whether the use of a celebrity endorser helps to familiarise the consumer with a cosmetic brand and denotes the importance of the celebrity's social status. Additionally, this variable will look at whether a celebrity endorsed advertisement gets more coverage online or offline, as well as monitor whether celebrity endorsers influence brand recall or have the power to make a brand stand out from competitors.

1.7.5 Chinese Media Platforms and Coverage

Media platforms in China refer to the mediums used to gain coverage to the general public. This variable will look at the likelihood of the consumers seeing a marketing campaign offline or online. Moreover, it will observe WeChat, Weibo, Tencent QQ and Toudou Youku, as well as examine the time spent on social media in order to distinguish which social media platform is the most popular among the consumers, which will hence, get the most media coverage.

1.7.6 Introduction to Celebrity Endorsement in the Beauty Industry

The use of celebrity endorsement for the promotion of cosmetics in the beauty industry can be regarded as an extremely popular method of advertising (Belch & Belch, 2018). Celebrity endorsement acts as a communication channel for the brand, verifying the brand's position and claim (Kotler & Keller, 2009).

The most common celebrities who have endorsed beauty products and brands include Ariana Grande and Victoria Beckham. Ariana Grande has endorsed Carter's Beauty Supreme gel liner and promoted the brand on her music video. Victoria Beckham endorses Weleda's Skin Food. Figures 1.1 and 1.2 depict the images of the celebrities.

Figure 1.1

Ariana Grande



Source: KYBERT, A. (2019) *The 14 Best Celebrity-Endorsed Beauty Products for Under £25* [Online] Grazia Daily. Available from: <https://graziadaily.co.uk> [Accessed on 21/05/19].

Figure 1.2
Victoria Beckham



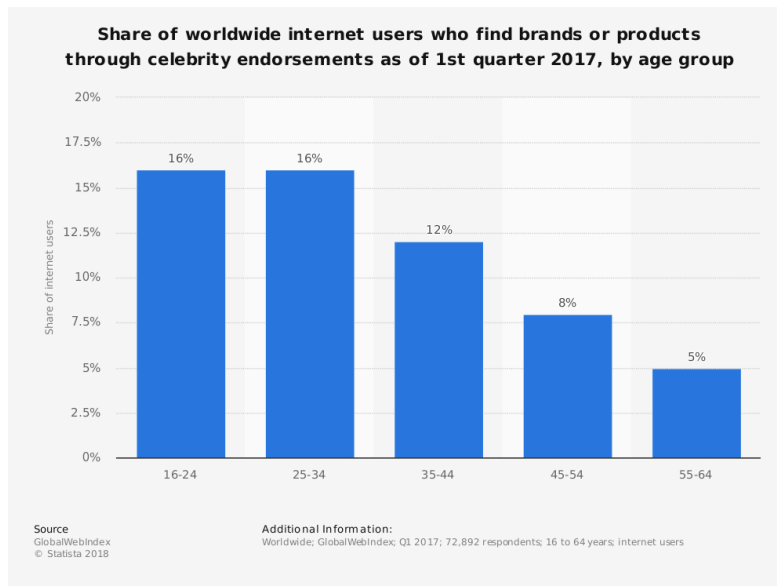
Source: KYBERT, A. (2019) *The 14 Best Celebrity-Endorsed Beauty Products for Under £25* [Online] Grazia Daily. Available from: <https://graziadaily.co.uk> [Accessed on 21/05/19].

Celebrity endorsement creates product awareness and has the power to make a brand prominent in the market if it is used effectively (Kamin & Anker, 2014). A celebrity endorsed product tends to experience increased purchases compared to the product without a celebrity (Thompson, 2010).

Khatri (2006) states that celebrity endorsement is used as a promotion strategy to attract customers. An analysis of the beauty industry shows that there is a need for the use of various celebrities to associate with the brand and create a unique identity while increasing the product's popularity. The use of a celebrity to advertise a product is meant to create a buzz and increase the product's popularity. According to Silvera & Austad (2004), a product or brand acquires specific descriptions and insights that go beyond the name or symbol. The graph on the subsequent page represents the data on the acceptance of brands and products by age group as a result of celebrity endorsement.

Figure 1.3 below illustrates Internet users' detection of brands owing to the use of celebrity endorsement.

Figure 1.3
Brand Discovery Through Celebrity Endorsement



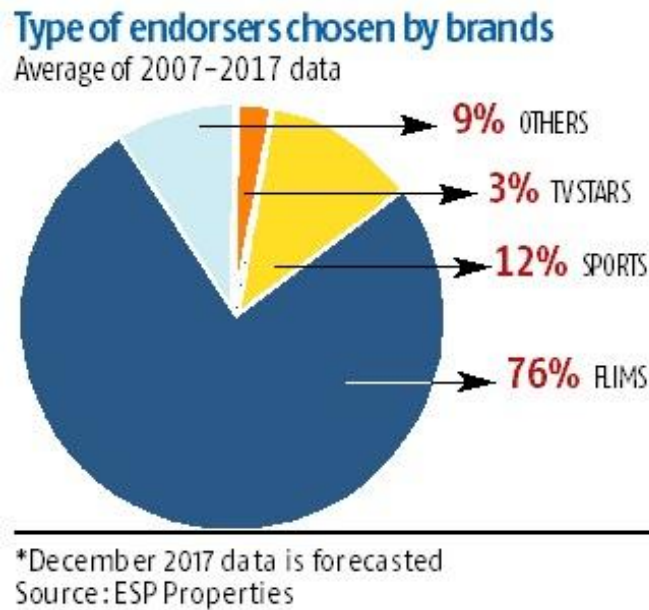
Source: STATISTA. (2018) *Online brand discovery through celebrity endorsements 2017 by age* [Online] Statista. Available from: <https://www.statista.com> [Accessed on 15/05/19].

According to Figure 1.3, the age groups that are highly affected by celebrity endorsement when choosing brands or products are 16-24 years and 25-34 years.

As stated by Zafar (2009), celebrity endorsement is used to attract the customer's attention. The type of celebrity endorser adopted by a company determines the consumer's purchase decision. Figure 1.4 on the following page, illustrates the type of celebrity endorsers employed by various companies to advertise their products.

Figure 1.4

Endorsers That Were Chosen by the Brand



Source: ESP PROPERTIES. (2017) *Data Tracker: The Power of Celebrity* [Online] Business Standard. Available from: <https://www.business-standard.com> [Accessed on 15/05/19].

1.7.7 The Effect of Celebrity Endorsement in Advertising

Elizabeth (2001) believes that the media has a direct and indirect effect on consumer behaviour, beliefs, and attitude. In advertising, celebrity endorsements affect the dimensions of feeling, acting and thinking, level of anxiety and reality perceptions (Black, Bryant & Thompson, 2001). Furthermore, celebrity endorsements in advertising within the beauty industry is extremely common as it helps to build trust with current and potential consumers. The demand for a product is often achieved through the use of a celebrity who is successful, attractive and talented (Lee & Thorson, 2008).

1.7.8 Factors that Contribute to Celebrities' Influence on Consumers

Identity

Identity refers to the personal association with the celebrity. An individual can mimic and get attracted to another individual through continuous observation (Westen, 2009). The audience

perceives celebrities to be superior beings, consequently bringing about the perception of copying their actions and identifying themselves with celebrities in order to have a similar image to them.

Association

Association refers to a community that people socialise with and see as role models (Westen, 2009). Association focuses on the identification and achievement of a sense of belonging that helps an individual to relate with friends, family and society (Westen, 2009).

Media

According to Black, *et al.* (2001), media plays a significant role in influencing an individual's thoughts in what they see, hear or read. Kamins, Meribeth, Brand & John (2009) state that the cognitive responses of information receivers have differences. In advertisements without celebrities, the receivers focused more on the brand features, however, there is a shift in receiver concentration once a celebrity endorser is part of the advertisement. Kumar (2010) debates that compared to advertisements lacking endorsers, the presence of celebrities in advertisements have a positive effect and an increased purchase intention.

1.7.9 Advantages of Using Celebrity Endorsers in the Beauty Industry

Credibility Establishment

When a celebrity approves a brand, a sense of trust is created among target customers, especially in the cosmetic industry. Consumers feel that if a brand is good enough for the celebrity, then it's good enough for them (Malik & Guptha, 2014). Hsu & Hsu (2018) argue that when celebrity endorsement is used as a promotion strategy, the product acquires a unique identity resulting in the establishment of the brand and product credibility.

Ensured Attention

According to Zafar (2009), celebrity endorsements have been used to attract the consumer's attention through the involvement of the best models when advertising since they have the potential to ultimately capture the consumer's attention towards the product.

Brand Recall

Consumers associate the product with the celebrity that endorses it increasing the product's recall value. Bergkvist & Taylor (2016) suggest that celebrity endorsement provides a clear delivery message, creates brand loyalty and emotional attachment of the brand or product.

Build Brand Awareness

In comparison to the traditional types of advertising, celebrity endorsers help build brand awareness at an exponential rate. Some celebrities have proved to be good due to their universal appeal and ability to generate interest among the population (Malik & Guptha, 2014). Silvera & Austad (2004) suggest that a brand signifies and describes the company's products and services hence the need to use celebrity endorsement to develop the brand's awareness.

Attract New Users

Attracting new users is a challenge for many small organisations, however using celebrities to advertise a product appeals to consumers who have never tried the brand before (Kotler & Keller, 2009). Consumers who see celebrities in advertisements for certain products may be persuaded to try it (Seno & Lukas, 2007).

Breathe Life into a Falling Brand

A celebrity endorser creates excitement and interest among consumers thereby energising a falling brand (Ansary & Nik, 2018).

1.7.10 Disadvantages of Using Celebrity Endorsers in the Beauty Industry

Change of Product Image

The celebrities' reputation may be affected negatively once they endorse a brand or product. If the celebrity previously endorsed a product with a negative reputation then the brand may acquire a negative image resulting in the change of consumers' attitudes towards the cosmetics that they are endorsing (Keller, Aperia & Georgson, 2011).

Celebrities Become Overexposed

When celebrities work with many companies and endorse many brands, their credibility becomes questionable. Consumers may feel that they will be the face of any brand as long as they make money (Shimp & Andrews, 2013).

Celebrities Can Overshadow Brands

When consumers focus on the celebrity instead of the product, the product is overshadowed by the celebrity. This is harmful to the brand when celebrities endorse many products at a time. The consumers recall the celebrity and not the brand (Keller, Aperia & Georgson, 2011).

1.8 Theoretical Framework

This study is based on the framework of three theories. These theories include the cognitive perspective theory, social learning theory and diffusion of innovation theory, which will assist in understanding how consumers form their perceptions of using celebrity endorsers to advertise cosmetics in the beauty industry in China.

1.8.1 Cognitive Perspective Theory

Black *et al.*, (2001) describe cognition as a mental process. Barnes-Holmes, Mchugh & Barnes-Holmes (2004) add that cognitive personality, derived from the cognitive perspective theory, attempts to explain the relationship between the changes in human behaviour and how individuals process information.

According to O'Neil, Baker & Perez (2014), the vision created in the minds of people, highly affects their interactions and initiates the shaping of perception, self-image, responses and behaviour. When a person discovers a match to a significant other, it can be determined how the person will respond to a celebrity endorsing a product (Mesner-Andolšek & Andolšek, 2015).

This research study focuses on the factors affecting celebrity images and the impressions created in the consumers' minds about a product. This study highlights the consumers' thought processes which is a good approach when combined with other effective approaches.

1.8.2 Social Learning Theory

The social learning theory states that an individual learns through the observation of another individual's behaviour (Westen, 2009). Imitating the behaviour of another individual can be regarded as observational learning (Parker, 2014). This theory explains that observational learning affects consumer's buying decisions (Parker, 2014). Consumers perceive celebrities in a certain way mostly due to observational learning. According to the theory, consumers watch celebrities and then emulate their behaviour.

This theory is applicable to the study because it rationalises how the use of celebrity endorsers affects or influences consumers' perceptions and purchase intentions. The intention to purchase arises because consumers observe and then would want to purchase the products that celebrities endorse.

1.8.3 Diffusion of Innovation Theory

The diffusion of innovation theory is derived from the communication process (Rogers, 2005). This theory describes how an idea or product gains speed and spreads over time through a specific population (Rogers, 2005). The outcome of this diffusion is that individuals adopt a new idea, behaviour or product differently than before. The new idea, behaviour or product is perceived in an innovative way (Tinguely, 2013).

In this study, the theory is relevant because celebrity endorsers will be the innovation and consumers' perceptions of using celebrity endorsers based on the influence of their environment will be the adoption process. The consumers will be confronted with the innovation and will consequently have a reaction. The consumers acquire information about the product endorsed by the celebrity. Thereafter they formulate their own opinions and attitudes about the innovation or idea. This theory highlights the customer segment differentiation, resource allocation, boosts profitability and reduces the risk of introducing new products (Tang & Werner, 2017).

1.9 Contribution of the Study

This study will contribute to the current literature pertaining to celebrity endorsements in the beauty industry in China, the factors affecting consumers' perceptions of using celebrity endorsers

and the effects that celebrity endorsers have on consumers' purchasing habits. The firms that are in the process of implementing this strategy in the Chinese market will be able to predetermine the outcome of the strategy and therefore view this study as a valuable asset. Furthermore, this study will be beneficial to the marketing management team in China, who want to adapt and improve their marketing campaigns and strategies to reach Chinese consumers more effectively within the beauty industry.

1.10 Rationale

This study should be conducted in order to explore consumers' perceptions of using celebrity endorsers to advertise cosmetics within the beauty industry in China. If this study is not conducted, marketers will be unaware of the factors that influence consumers' perceptions, as well as the impact that celebrity endorsers have on consumers' buying behaviour. Additionally, the marketing management team in China will be ignorant of the approaches they could use to adapt and improve their marketing campaigns and strategies to reach Chinese consumers more effectively in the beauty industry.

Celebrity endorsement in the beauty industry has become a multi-million dollar industry. Marketers are using celebrities to endorse their products and as a result the product sales margin increases and consumers' perceptions of the brand and product changes thereby creating a positive impact on the consumer's buying behaviour. This research study, therefore, focuses and explores the impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry. Based on the review of past studies and literature on celebrity endorsement of beauty products and brands, it is evident that celebrity endorsed products and brands attract more customers compared to the non-endorsed products. Therefore, it can be acknowledged that celebrities' attributes have a significant relationship with brand perception and the consumer's buying behaviour.

1.11 Research Methodology

1.11.1 Research Design

This study will involve secondary information by conducting a literature review. The resources used will include textbooks, journals and articles which were published within the last two decades

in order to assist in exploring what has been investigated by other scholars, specifically the factors that affect how the usage of celebrity endorsements influences consumers' buying behaviour. Additionally, raw data will be collected and analysed to further investigate consumers' perceptions of using celebrity endorsers to advertise cosmetics in the beauty industry in China.

The research design adopted for this study will be descriptive. The researcher will describe the respondents based on the survey responses. The descriptive research design will involve the observation of consumers in different age clusters in order to investigate the impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry.

1.11.2 Research Approach

The research approach employed during this study is quantitative due to the use of questionnaires. The questionnaires will consist of a list of close-ended questions only, that will be personally administered by the researcher. The close-ended questions will provide both nominal and ordinal data. The nominal data will be restricted to a few options while the ordinal data will involve a continuous rating scale used for ranking. The questionnaires will be effective at measuring consumer behaviour, preferences and attitude towards celebrity endorsement in the beauty industry since the researcher will not influence the respondent's behaviour.

1.11.3 Study Site

This study will be conducted in one geographical location in The People's Republic of China. The geographical location will include a city in the North of China. The chosen city in the North of China is Dalian. This city has been selected due to convenience. Furthermore, the population to be studied will be found at a popular cosmetic franchise named Sephora located at six shopping malls in the above-mentioned city. The shopping malls include Wanda Shopping Centre, Park Land Shopping Centre, Pavilion Shopping Centre, Galleria Square Shopping Centre, MYKAL Shopping Centre and Olympia66 Shopping Centre.

1.11.4 Target Population

This study requires the target population from which the sample will be selected to be Chinese females who are eighteen years or older and are shopping for cosmetics at Sephora stores located in Dalian.

1.11.5 Sampling Strategies

The non-probability sampling method will be utilised in order to select the consumers for this study. This system of sampling was chosen solely for a readily available and suitable selection process. Due to convenience and time efficiency advantages, the strategy of convenience sampling will be carried out. According to the Sephora area manager in Dalian, the average number of customers per day visiting Sephora stores in the six popular shopping malls are 500.

According to Table 1.1 on the subsequent page, the sample size for this study, for the six Sephora stores, located in Dalian will be 217 respondents. Consumers who are shopping for cosmetics at Sephora stores located in Dalian will be the respondents in this study. The research study will utilise the convenience sampling strategy since it is the quickest and most convenient sampling strategy. For convenience sampling, the sample will be chosen depending on the accessibility of the members of the population (Ramsey, Newton & Harvill, 2002).

1.11.6 Sample Size

The total participation of 217 consumers from six Sephora stores located in the city of Dalian in The People's Republic of China will be used for this study. The sample size has been determined using Table 1.1 on the following page.

Table 1.1
Sample Size for Given Population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3200	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Source: SEKARAN & BOUGIE (2013). *Research Methods for Business: A Skilled-Building approach*. 4th ed, West Sussex, United Kingdom: John Wiley & Sons.

1.11.7 Sample

The sample drawn from the population will be consumers shopping at Sephora in six popular shopping malls located in Dalian. The sample will be Chinese adult females who are eighteen years or older seeing as they constitute the highest consumer group within the beauty industry. The sample should be able to read Chinese characters or English and may fall under any income bracket.

1.11.8 Data Collection Methods

In selecting the system for data collection in this study, informative data is required that is focused on exploring different consumers' perceptions of using celebrity endorsers in the beauty industry. A questionnaire will be personally administered to the respondents. Time constraints for the study were also carefully considered. The time taken to complete the questionnaire will be approximately

fifteen minutes and will consist of only closed-ended questions. The questionnaire will feature the Likert scale which will be used to rank ordinal data.

The questionnaire will have six sections which will include a section for biographical data and sections for the five variables being investigated. In this study, the dependent variable is consumers' perceptions of celebrity endorsers while the independent variables include Chinese media platforms and coverage, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness and celebrity endorsers' influence on brand image. While administering the questionnaires, the researcher will be accompanied by a translator who will be responsible for translating the questions to the respondents in their native language for a better understanding.

1.11.9 Data Quality Control

Saunders, Lewis & Thornhill (2009) state that data quality control is conducted to enable the respondents to answer the questions in a problem-free manner as well as to enable the researcher to record the data with ease. Data quality control is an essential aspect of a research study as it helps in ensuring the sustainability and truthfulness of the collected data (Saunders *et al.*, 2009). The researcher will conduct a pre-test of the questionnaire to achieve data quality control, as well as carry out pilot testing to verify validity and reliability.

Validity

Sekaran & Bougie (2013) define validity as the extent to which a research instrument provides accurate and truthful results and whether it measures the required variables. In this study, the factor analysis will be used to test for validity. The variables will be observed for the purpose of identifying similar patterns of responses seeing as they are all associated with the latent variable. The factor analysis method will investigate whether the theoretical dimensions emerge.

Reliability

Sekaran & Bougie (2013) describe reliability as the degree of consistency of the results obtained from the research instrument thereby eliminating bias and irregular results. To ensure the reliability of results in this study, the Cronbach's Alpha reliability coefficient will be used. This method of

testing reliability will analyse the Likert scale to ensure that the choice of multiple-question survey is reliable by showing the positive correlation between results and data in a set.

Pre-Testing

Westbrook (2014) defines pre-testing as the process of administering sample questionnaires to the target population preceding data collection. After the questionnaire is formulated and prior to pilot testing, the researcher will conduct a pre-test with five respondents to determine whether they understand the questions and to ensure that the questionnaire will produce compelling and reliable data. Additionally, the researcher will seek advice from experts in the Marketing field who will review the questionnaire, confirm its appropriateness and the items being measured.

Pilot Testing

According to Rasinger (2013), pilot testing refers to the method of investigating how the survey will be conducted in the real situation by administering the questionnaires to a few people. In this study, a pilot test will be conducted and will include twenty respondents. The pilot testing will be conducted to identify the adjustments required and ensure that the questionnaire is unambiguous, understandable and clear.

1.11.10 Measurements

The questionnaire for this study will contain closed-ended questions and the 5 Point Likert Scale will be used. Questions regarding consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness and Chinese media platforms and coverage will be asked.

1.11.11 Data Analysis

As described by Sekaran & Bougie (2013), data analysis is the process of evaluating and analysing the data obtained. Data analysis involves classification, interpretation, analysis, and the representation of information so that the research study conclusions can be made. In this study, the data will be captured in SPSS editor after coding on a spreadsheet on Microsoft Excel. Inferential and descriptive statistics will be used.

1.11.12 Descriptive Statistics

Measures of central tendency, measures of dispersion, frequency and percentages will be used in descriptive statistics in order to interpret the five variables in discussion. These five variables include consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness, celebrity endorsers' influence on brand image and Chinese media platforms and coverage within the beauty industry.

Frequencies and Percentages

Frequencies in descriptive statistics describe the number of times a specific value for a variable occurs. The value will be communicated as a percentage of the total number of variables and it will be illustrated using pie charts and bar graphs.

Measures of Central Tendency

According to Sekaran & Bougie (2013), the measures of central tendency include the mean, median and mode. The measures will be used to describe the data distribution and frequency. The mean or the average will be obtained by dividing the sum of values by the number of the data set. The median is the central item and will be obtained after arranging the data in ascending order. The mode will be the most repeated value.

Measures of Dispersion

During the analysis of the results, the measures of dispersion will be used to illustrate the data's variability. The standard deviation, range and variance will be obtained to illustrate dispersion of data.

1.11.13 Inferential Statistics

The research study will apply inferential statistics when attempting to establish study conclusions that might go beyond the primary data collected. Various inferential statistics that will be used in this study include Pearson Correlation, T-test, Analysis of Variance (ANOVA) and Multiple Regression.

Pearson Correlation

The Pearson Correlation matrix will be used in this study. It will be applied to show the direction, strength and significance of the relationship among the variables within the study. The variations between the different variables will be assessed after the correlation is derived.

T-Test

A T-Test is used to establish a difference between environments when they are not so obvious. A T-Test is used to investigate the relationship between the independent and dependent variables. The difference between the independent and dependent variable for the consumer group will be tested when the variance of the variable's normal distribution is unknown.

Kruskal-Wallis Analysis of Variance (ANOVA)

The ANOVA test is used when it is under the assumption that the sample is drawn from a normally distributed population with an equal population variance. The ANOVA test has more than one independent variable and is therefore applicable to this study. The ANOVA test will be carried out to investigate whether any significant differences exist in a dependent variable among the consumers.

Multiple Regression

The multiple regression analysis is used to uncover the connection between several independent variables that act on behalf of a single dependent variable. The multiple regression analysis will be applied to assess the relationship between the dependent and independent variables. When applying multiple regression, the variance of the dependent variable is determined by one independent variable.

Factor Analysis

A factor analysis is used to establish the correlations among numerous variables and to recognise the highly interrelated variables that reflect themes (Witte & Witte, 2017).

Friedman Test

This test is a non-parametric statistical test. This test is used to identify variances in behaviours across multiple test attempts. In this process, each row will be ranked together and the values of the ranks are summed up by columns (Garson, 2012). In this study, the questionnaire relating to the variables will undergo this test in order to detect the differences in the data obtained from respondents.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)

During this test, the appropriateness of the data for the factor analysis can be measured (Garson, 2012). Furthermore, this test will measure the sampling adequacy for each of the five variables in this study. Moreover, this test will determine whether the five variables in this study share a common variance by measuring the proportion of variance among the five variables.

Bartlett's Test of Sphericity

This test compares the correlation matrix to the identity matrix (Witte & Witte, 2017). When this test is conducted, there is an observation to see if there is a certain idleness between the variables that can be recapped using a scarce number of factors.

1.12 Ethical Considerations

The ethical considerations for this study will be outlined below and on the subsequent page.

Ensuring the Respondents Have Been Given Formal Consent

The researcher will inform the respondents about the aim of the study in writing and request formal consent (Saunders *et al.*, 2009).

Ensuring No Harm Comes to Respondents

The researcher needs to ensure that the study respondents are safe throughout the research process by safeguarding their information from third parties and granting the respondents freedom to decide whether they want to complete the assessment or not (Saunders *et al.*, 2009).

Ensuring Permission Is Obtained

The researcher will formally request permission through the official channels and explain the reason for the data collection (Saunders *et al.*, 2009).

Ensuring Confidentiality and Anonymity

The researcher will ensure that the respondent's personal identity will remain anonymous and unavailable to third parties unless the respondents give their consent (Saunders *et al.*, 2009).

1.13 De-limitations of the Study

This study is limited considering only 217 female respondents within the Chinese beauty industry from one city in The People's Republic of China will be the sample for this study. Due to their busy schedules or unwillingness to participate, most consumers may find completing questionnaires to be time consuming or annoying. This may result in the respondents completing the questionnaires casually which will not reflect the correct results and may cause challenges in the data collection process. The convenience sampling strategy can also pose as a limitation of the study because the respondents are selected upon availability and accessibility. The researcher could encounter some challenges when interpreting the results due to the prejudice of the sampling strategy used.

The language barrier is a major limitation of the study since the study respondents speak Mandarin Chinese, while the researcher is proficient in the English language. Due to the language barrier, the researcher may encounter some difficulty when requesting for the Gatekeeper's permission letter in order to conduct the study. Additionally, the language barrier may pose as a limitation again when administering the questionnaires. The questionnaires will need to be bilingual and a translator will be required to assist the researcher. The translation process may be time consuming as well as expensive.

The respondents may not answer the questionnaire correctly since the respondents' answers may get lost in translation. Time is a significant constraint. The time devoted to individual respondents cannot be added. This is due to the sample size and the translation process which will consume a considerable amount of time spent on each respondent. The biases and hesitation of respondents

to participate in the survey due to the different preferences and perceptions by the consumer groups can pose as a challenge to the researcher. There are respondents who may have a negative attitude towards market surveys hence will give a biased opinion. A biased opinion will have a negative impact on the questionnaire's data analysis. Obtaining the Gatekeeper's permission letter from Sephora's relevant authority from Dalian could be a challenge due to the Chinese culture and the availability of the relevant authority.

Access to the study location is a limitation of the research study. The researcher will have to travel to the different locations which might create a strain of resources. Internet censorship in China results in the lack of access to websites such as Google and social media platforms such as Instagram, Twitter, and Facebook. This will become a challenge since the researcher will not be able to access information or research a particular issue without purchasing a VPN. The purchase of a VPN poses as another limitation seeing as it does not always function efficiently and is an additional cost for the researcher.

1.14 Structure of the Thesis

The dissertation is divided into seven chapters. An outline of each chapter is stipulated below.

CHAPTER ONE: Introduction and Overview of the Study

In this introductory chapter, a comprehensive synopsis of the entire study is presented. The research background, problem statement, research objectives, as well as the research questions are deliberated. Furthermore, there is a discussion on the hypothesis, significance and justification of the study along with the research methodology and de-limitations of the study.

CHAPTER TWO: Celebrity Endorsement in the Beauty Industry

An abridgement of celebrity endorsement in the beauty industry is depicted in this chapter. There will be a discussion on how an effective use of celebrity endorsement has the power to make a brand stand out by enhancing brand image, brand loyalty and brand awareness. Common celebrities who have endorsed beauty brands and products are explored, accompanied by the effects of celebrity endorsement in advertising and the factors that contribute to celebrities' influence on consumers. Additionally, the five variables relevant to this study will be elucidated.

CHAPTER THREE: The Three Theories Associated with Celebrity Endorsement

Chapter three offers a meticulous summation of the three theories associated with celebrity endorsement in this study, as well as illustrates how they are applied in the Chinese beauty industry. The three theories comprise of the social learning theory, cognitive perspective theory and diffusion of innovation theory. The social learning theory is also referred to as observational learning, which occurs as individuals learn by observing the behaviour of others. The cognitive perspective theory demonstrates how peoples' interactions are strongly affected by the images a person forms in their mind, whereas the diffusion of innovation theory is the process through which an innovation is communicated through certain channels.

CHAPTER FOUR: Research Methodology

This chapter outlines the elements of the research methodology exercised in this study. It will discuss the research process, followed by the research design and research approach that will be used to obtain the necessary data. Each element in this research model plays a significant part in ensuring that the research objectives are attained by imparting a robust foundation for the data gathered. Furthermore, the ethical considerations and limitations of the study will be deliberated.

CHAPTER FIVE: Presentation of Results

Chapter five exhibits the research findings obtained in this study. Additionally, the statistical methods used for data analysis will be defined in this chapter. This study utilised the SPSS (Statistical Package for the Social Sciences) software package to analyse the data. The data collected for this study is interpreted for the purpose of creating a more comprehensible arrangement for the reader.

CHAPTER SIX: Discussion of Results

The data collected for this study is deduced and clarified in this chapter for the purpose of appearing in a more logical manner for the reader.

CHAPTER SEVEN: Recommendations and Conclusion

This concluding chapter derives inferences from the data collected. Moreover, recommendations are made for marketing managers in the Chinese beauty industry to improve their marketing strategies and techniques. Furthermore, additional research is outlined for forthcoming researchers to broaden the scope of this study.

1.15 Conclusion

Firstly, chapter one provided a solid foundation for the dissertation with the inclusion of a conspectus of the research study. The researcher emphasised on the investigation of how consumers think, feel, reason and their ability to select between different alternatives of cosmetic brands, products and retailers in order to explore consumers' perceptions of using celebrity endorsers to advertise cosmetics in the beauty industry in China.

Furthermore, the researcher included the psychology of how consumers are influenced by their environment and the impact it has on their buying decisions. In addition, this study will focus on Chinese adult females who are eighteen years or older, who are shopping at Sephora in six popular shopping malls located in Dalian. The sample will be an attempt to unearth the impact of celebrity endorsement on cosmetic products in China's beauty industry. Moreover, the problem statement, research objectives and research questions were deliberated. The contribution of the study and rationale were also elucidated. Additionally, the researcher conferred a robust synopsis of the literature and research methodology. Finally, the ethical considerations, de-limitations and the structure of the dissertation were presented.

The subsequent chapter will introduce the reader to celebrity endorsement in the beauty industry. This is the first subdivision of literature under the microscope that will be introduced and interpreted, thereafter, the three theories will be deliberated.

CHAPTER TWO

CELEBRITY ENDORSEMENT IN THE BEAUTY INDUSTRY

2.1 Introduction

Celebrity endorsement or celebrity branding is a marketing strategy, or a form of advertising campaign used by companies and brands. It involves the use of celebrities or individuals whose social status and fame can promote a product, service and create awareness (Jaikumar & Sahay, 2015). In most cases, marketers use celebrity endorsement as a way of creating a positive image of the brand since the positive attributes of the celebrity endorser are associated with the product or service. Celebrity endorsement as a marketing strategy is commonly used in the fashion and beauty industry even though other sectors such as the food industry and pharmaceuticals have begun using celebrity endorsement too (Redmond, 2019). The celebrity endorsement of a product or service is effective seeing as celebrities can reach a wide range of prospective consumers.

Furthermore, the use of a celebrity to advertise a product or service helps consumers to remember the advertisement message and the brand being advertised (Jaikumar & Sahay, 2015). The global economy has become competitive due to the increased exposure of consumers to different voices and images advertising a product or service. Therefore, advertisers attempt to capture consumers' minds through celebrities and people of high social status.

Consequently, this chapter will take a closer look into celebrity endorsement in the beauty industry and explore the common celebrities who have endorsed beauty brands and products. Moreover, the researcher will discuss the effects of celebrity endorsements in advertising followed by the factors that contribute to celebrities' influence on consumers. Additionally, there will be a discussion on the five variables relevant to this study. These variables include consumers' perceptions of celebrity endorsers in China, celebrity endorsers' influence on brand image, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness and Chinese media platforms and coverage within the beauty industry.

The researcher will conclude this chapter by deliberating the advantages and disadvantages of the marketing strategy involving celebrity endorsement in China's beauty industry.

2.2 Celebrity Branding

Branding can be defined as a marketing practice performed by organisations for the purpose of making their products or services easily identifiable and distinguishable from competitors (Jaikumar & Sahay, 2015). According to Jaikumar & Sahay (2015), celebrity branding is a common marketing strategy that uses the popularity of a celebrity to promote a brand. In this study, celebrity endorsers influence brand image, brand loyalty and brand awareness.

2.2.1 Brand Image

Brand image refers to customers' perception of the brand based on their personal impressions and ideas about the brand (Kotler & Keller, 2009). Different customers perceive the brand differently, therefore the formation of a positive, consistent brand image is essential for the success of any organisation (Kotler & Keller, 2009). As stated by Adeyanju (2015) a strong brand image has the power to increase an organisation's profits, makes the task of introducing new products under the same brand easier, assists in retaining existing customers and helps build better business-customer relationships. In recent times, celebrity endorsement has been rendered as one of the most effective marketing tools in building a brand's image (Adeyanju, 2015).

2.2.2 Brand Loyalty

Brand loyalty can be defined as a scenario where customers prefer a particular brand over its competitors (Sharma & Kumar, 2013). Loyal customers do not need to be persuaded, given that they already enjoy a brand's products and choose it over opposing brands with similar product offerings (Sharma & Kumar, 2013). According to Thubelihle & Chuchu (2016), a rigid customer base can be regarded as a significant advantage for organisations, seeing as the positive behaviour from customers turn them into regular customers and advocates for the brand. Celebrity endorsement is often used by marketers to retain customers, thus creating brand loyalty (Thubelihle & Chuchu, 2016).

2.2.3 Brand Awareness

Brand awareness is the ability of customers to recognise and remember a brand (Homburg, Klarmann & Schmitt, 2010). According to Homburg, *et al.* (2010), brand awareness is important because it helps customers familiarise themselves with the brand, consequently increasing the

likelihood of a purchase. When a customer is aware of a brand, they begin to recognise it without any assistance. Furthermore, customers start seeking the brand out to make a purchase and begin preferring it over similar brands (Homburg, *et al.*, 2010). Brand awareness has the power to embed itself into customers' purchase habits and lifestyles. Over the years, celebrity endorsement has been used as a marketing strategy to boost brand awareness (Jaikumar & Sahay, 2015).

2.3 Celebrity Endorsement in the Beauty Industry

Belch & Belch (2018) define advertising as the situation where a sponsor engages in a paid non-personal form of communication to promote a product, service, idea, or organisation. In the beauty industry, celebrity endorsement has been used as a marketing technique for advertising cosmetic products. According to Chan, Leung & Luk (2013), a celebrity refers to a prominent individual whose achievements in a specific field are recognised by the general public. Similarly, Redmond (2019) defines a celebrity as a rich and famous person with a popular appeal. Therefore, a celebrity is an individual who has a high profile in the entertainment and sports industry among others and is frequently in the public eye.

Endorsement is defined by Kotler & Keller (2009) as a communication channel where a celebrity acts as a spokesperson for the brand. By doing so, the celebrity extends their personality and popularity to the product or service certifying the brand's position and claim. Similarly, Adeyanju (2015) identifies endorsement as the action or statement that shows that a person approves and supports a product, service, idea, or an organisation. Consequently, when a celebrity endorses a product, they appear in media advertisements showing their support for the product or service. Companies in the beauty industry have realised that celebrity endorsement can enhance their brand's credibility by creating awareness and affecting the brand image and consumer purchase behaviour (Kotler & Keller, 2009). According to Adeyanju (2015), celebrities have strong brand images and massive followers, hence their potential to be powerful influencers to potential clients.

In the beauty industry in China, the Chinese are extremely critical when selecting a celebrity to endorse their beauty products (Wang, 2019). As stated by Wang (2019), the Chinese have their own perception of what they think is beautiful and they strongly abide by these standards of beauty. Therefore, the right choice for a celebrity endorser is of vital importance when implementing the

organisation's marketing strategy. Common celebrities who have endorsed brands and products in the beauty industry include Kate Moss, Emma Watson, Jourdan Dunn and Amal Clooney. Kate Moss endorses Clinique's high impact mascara which she terms as a good product and loves to smudge it for her signature grunge look. Emma Watson endorses the Body Shop's red pomegranate cheek and lip stain and states that it makes her look healthier and less exhausted. Jourdan Dunn endorses the Pixi glow tonic and states that it leaves a great feeling on her skin and exfoliates well. Finally, Amal Clooney endorses Charlotte Tilbury's instant facial dry sheet mask and claims that it reduces wrinkles, as well as brightens and lifts the skin. These celebrities are highly admired for their social status and physical appearance throughout China's beauty industry (Kybert, 2019). Figures 2.1-2.4 depict images of these celebrities, which are illustrated below and on the subsequent pages.

Figure 2.1

Kate Moss



Source: KYBERT, A. (2019) *The 14 Best Celebrity-Endorsed Beauty Products for Under £25* [Online] Grazia Daily. Available from: <https://graziadaily.co.uk> [Accessed on 18/10/19].

Figure 2.2
Emma Watson



Source: KYBERT, A. (2019) *The 14 Best Celebrity-Endorsed Beauty Products for Under £25* [Online] Grazia Daily. Available from: <https://graziadaily.co.uk> [Accessed on 18/10/19].

Figure 2.3
Jourdan Dunn



Source: KYBERT, A. (2019) *The 14 Best Celebrity-Endorsed Beauty Products for Under £25* [Online] Grazia Daily. Available from: <https://graziadaily.co.uk> [Accessed on 18/10/19].

Figure 2.4
Amal Clooney



Source: KYBERT, A. (2019) *The 14 Best Celebrity-Endorsed Beauty Products for Under £25* [Online] Grazia Daily. Available from: <https://graziadaily.co.uk> [Accessed on 18/10/19].

Kamin & Anker (2014) argue that if implemented effectively, celebrity endorsement makes a brand or product stand out. Similarly, Neubauer (2015) agrees with Kamin & Anker (2014) and adds that celebrities such as sportsmen and actors assist in gathering significant public attention and boosts sales. According to Li (2016), Chinese consumers have a high admiration for specific celebrities which have resulted in a positive impact on celebrity endorsement through television commercials. Therefore, Thompson (2010) debates that a brand or product endorsed by a celebrity generates more purchase records compared to products or brands without celebrity endorsers. This study aims to explore the factors that lead to Chinese consumers developing a high admiration for certain celebrities only. Additionally, it will close a gap in research by looking at celebrity endorsers from the eyes of the consumers and explore their perceptions of the use of celebrity endorsers in the Chinese beauty industry.

According to Jaikumar & Sahay (2015), celebrities with a huge fan following create a huge impact on celebrity endorsement to consumers. Consequently, effective use of celebrity endorsement enhances brand recall and facilitates the instant product and brand awareness. In the beauty

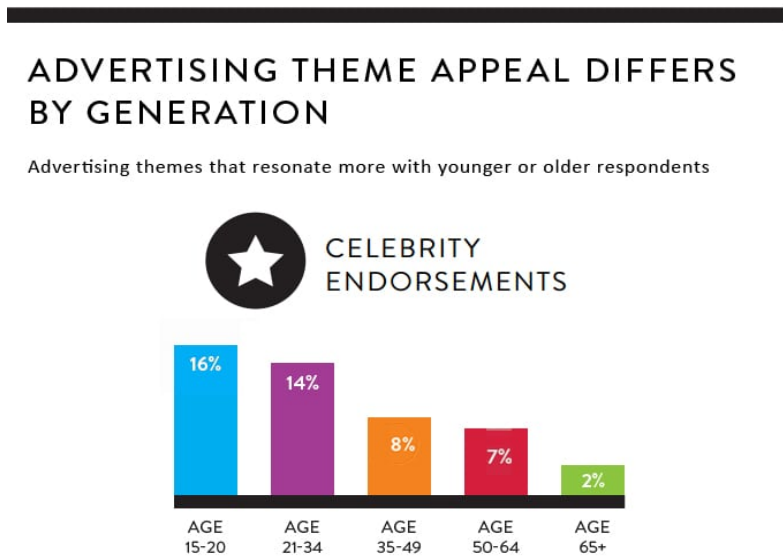
industry, celebrity endorsement allows a brand and product to be noticed amidst the numerous products and rush in the cosmetics market. However, Karasiewicz & Kowalczyk (2014) argue that celebrity endorsement as an advertising technique does not guarantee success. Similar to most managerial decisions, celebrity endorsement in the beauty industry poses risks which include a mismatch between the celebrity and the product, or the brand being advertised and obscuring of the brand by the overwhelming celebrity. In addition, celebrity endorsement poses a risk to a product or brand when the celebrity receives negative publicity which undermines the brand's reputation. These conflicting messages and the loss of public attention by the celebrity results in a reduced interest in the product (Jaikumar & Sahay, 2015). However, most players in the beauty industry have used celebrity endorsement to boost their products where the celebrities presumably use and attest to the product's efficacy (Raluca, 2013). The beauty companies often attribute the celebrity's beauty to the product they advertise. As a result, the consumer then believes in the possibility of achieving the celebrity's beauty by purchasing and using the product.

Companies in the beauty industry have long-standing relationships with famous actors, actresses and high-profile individuals since they have prospects of working together on a project that promotes their products (Raluca, 2013). According to Raluca (2013), companies such as Maybelline and L'Oréal use celebrity endorsements and images. In addition, Raluca (2013) claims the rise of the supermodel has created a different type of celebrity endorsement in the beauty industry. The supermodel's style and sensibility has resulted in recognition of the products and brands they endorse. Therefore, Khatri (2006) states that companies use celebrity endorsement as promotion strategies to attract new consumers and expand their market base.

Celebrities promoting and vouching for beauty products and brands create awareness, familiarity and trust. Brand awareness, familiarity and trust are essential variables affecting the consumers' decision-making process when making a purchase. Hani, Marwan & Andre (2018) argue that consumers are more sympathetic towards a product or brand that has been promoted by a celebrity they relate to and admire. The brand sympathy is a psychological effect that triggers the consumer's subconscious self to believe that purchasing the product promoted by the celebrity will allow them to emulate the traits and confidence of the celebrity (Hani *et al.*, 2018). Consumers often associate the celebrity's beauty and success to the product or brand. According to Zoovu

(2019), consumers aged 18 and 24 often develop their appearance and identities based on celebrities, thus are prone to celebrity endorsement on a product compared to other age groups. Figure 2.5 is a graphical representation of celebrity endorsement appeal across different generations. According to the graph in Figure 2.5, celebrity endorsements relate strongly to audiences aged 15-20 years and 21-34 years who are referred to as Generation Z and Millennials, respectively.

Figure 2.5
Celebrity Endorsement Appeal across Different Age Groups

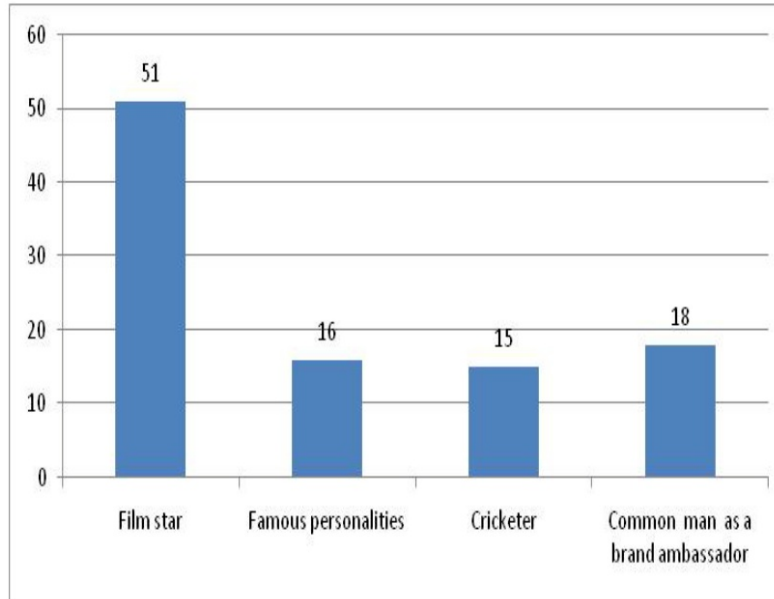


Source: ZOOVU. (2019) *Impact of Celebrity Endorsement on Consumer Buying Behaviour* [Online] Available from: <https://zoovu.com> [Accessed on 18/10/19].

2.3.1 Types of Celebrity Endorsers

The type of celebrity endorsement plays a significant role in the persuasion of a consumer when purchasing a product. According to Zafar (2009), the best models are used to advertise the brand or product and motivate consumers into purchasing the affected brand. Figure 2.6 illustrates the various types of celebrity endorsers preferred by consumers and who persuade a higher number of consumers to purchase a product. According to Figure 2.6, most consumers are persuaded by film stars or actors to purchase the products or brands they endorse.

Figure 2.6
Types of Celebrity Endorsers



Source: KUMAR, D. (2017) Influence of Celebrity Endorsement on the Consumer's Purchase Decision. *Usha and Lakshmi Mittal Institute of Management*.

The concept of celebrity endorsement is understood by defining a celebrity. Freire, Filipe, Diego & Pedro (2018) define a celebrity as a person who is recognised by the public and considered to be a role model. According to Freire *et al.*, (2018), a celebrity refers to a famous actor, athlete, singer, or model whose status is determined by their physical appearance or professional competence. Hung, Chan & Caleb (2011) argue that companies are investing in celebrity endorsement as an advertisement strategy due to the influence they exert over consumers. Hung *et al.*, (2011) argue that in China, celebrity endorsement is a salient marketing strategy where celebrities endorse numerous products. Although the concept of celebrity endorsement has been defined, there is a knowledge gap on the application of celebrity endorsement in the Chinese beauty industry. The beauty industry is highly affected by celebrity endorsers, hence the need to extensively explore celebrity endorsement within the beauty industry in China.

2.4 The Effect of Celebrity Endorsement in Advertising

The media has direct and indirect impact on consumer beliefs, attitude and behaviour (Elizabeth, 2001). Karasiewicz & Kowalczyk (2014) claim that the use of celebrity endorsement in the advertising industry appeared in the 19th century and further developed with the emergence of other forms of advertising media such as television, radio and the Internet in the 20th century. According to Karasiewicz & Kowalczyk (2014), the use of celebrity endorsement as an advertising technique is one of the most effective ways to reach consumers with an estimate of 25 percent of advertising campaigns in the United States being endorsed by celebrities. Similarly, Ford (2018) agrees with Karasiewicz & Kowalczyk (2014) and states that the use of celebrity endorsement in advertising has gained popularity.

Hani *et al.*, (2018) state that the use of celebrity endorsement in advertising attracts the attention of consumers and traders while strengthening the advertising message. Consequently, the use of celebrity endorsement in advertising refines a product's or brand's image, providing the brand with an opportunity to penetrate other geographical markets. However, Sridevi (2012) argues that the use of a celebrity to endorse and advertise a product or brand does not guarantee success and increased sales. In celebrity endorsement, the celebrities' various associations are transferred to the brand and product they advertise. Elizabeth (2001) agrees with Sridevi (2012) and states that when adopting celebrity endorsement as an advertising technique, a company should determine the brand's symbolic features which are to be strengthened by the celebrity endorsement. Therefore, the choice of the celebrity to endorse the product should consider the relationship between the product's image and the celebrity's image, as well as the perceived attributes and benefits. According to Elizabeth (2001), the right choice of a celebrity in advertising boosts the product's awareness, enhances brand visibility and credibility, as well as exposes the product to new markets. Therefore, celebrity endorsement in advertising has both positive and negative effects.

Celebrity endorsers include famous actors, athletes, musicians, or models. According to Knoll & Matthes (2017), various research studies have investigated the role of actors, models, musicians and athletes in endorsements. Knoll & Matthes (2017) argue that the studies indicate that consumers tend to develop relationships with celebrities they have known through the media as they would with

other people in the real world. Similarly, Wang & Scheinbaum (2018) state that consumers tend to create a strong relationship with the celebrity based on how frequently they encounter the celebrity in the media. Consequently, Wang & Scheinbaum (2018) further argue that based on the interactive relationship between the consumer and a celebrity, consumers are more likely to create a stronger relationship with actors compared to other types of celebrity endorsers.

Although the studies have discussed the types of celebrity endorsers, there are no existing research to date that has explicitly explored the reasons for choosing specific celebrity endorsers used in China's beauty industry. Furthermore, majority of the studies focuses on consumers' perceptions from western countries such as America and The United Kingdom. Therefore, this research study on celebrity endorsement in the beauty industry in China will contribute to the marketing field by exploring consumers' perceptions of using celebrity endorsement in the Chinese beauty industry.

2.5 Factors that Contribute to Celebrities' Influence on Consumers

2.5.1 Identity

According to Lim, Abu, Pengurusan, Pembangunan & Manusia (2011), the success of a brand highly depends on the celebrity's identity. To consumers, identity refers to their personal association with the celebrity (Westen, 2009). Therefore, when a company chooses a celebrity to advertise their products, the celebrity must be compatible with the brand in terms of identity and personality. An identity match between the celebrity and targeted consumers should be consistent to ensure that the celebrity endorser and the brand they advertise have a strong influence on the consumer's thoughts and create a positive brand perception (Westen, 2009). Therefore, a company should select a unique celebrity endorser for their products in order to enable a clear transfer of their personality and identity.

Min (2019) argues that marketers use celebrity endorsement to promote consumer recognition of the product or brand. However, Min (2019) suggests that once a direct link has been created between the celebrity and the product or brand, the celebrity's negative identity may reflect on the endorsed product and consequently affect the consumer's purchasing intention. Similarly, Muhammad & Hussain (2019) agree with Min (2019) and states that the celebrity's publicity and identity play an important role in consumer behaviour related to their attitude towards the endorsed

product or brand and purchase intention. Although the studies have highlighted the effect of celebrity identity on consumers' purchase intentions, there exists limited studies that have focused on the beauty industry. Therefore, the research study will discuss celebrity identity in China's beauty industry.

2.5.2 Association

The association between a brand or product and a celebrity plays a significant role in influencing the consumer's behaviour towards a product (Lim *et al.*, 2011). Celebrity association is useful in determining whether a brand is forgettable or memorable in the eyes of its targeted consumer group. According to Lim *et al.*, (2011), celebrity association has a positive influence on brand recall among consumers. Consequently, brand recall plays a significant role in creating customer loyalty and increased product sales. Similarly, Gan (2016) states that celebrity association and the resulting brand recall influence consumers' purchase behaviour and brand preferences. Furthermore, Gan (2016) indicates that the influence is due to consumers idolising celebrities and emulating their lifestyles. When consumers see their favourite celebrity being associated with a brand, they tend to have a stronger inclination and preference towards the brand (Westen, 2009).

Wang & Scheinbaum (2018) argue that the association between a brand or product and a celebrity plays a critical role on consumer attitude and purchase intention. Similarly, Aziz, Omar & Ariffin (2019) agree with Wang & Scheinbaum (2018) and add that there is a relationship between a celebrity's attractiveness, trustworthiness, and consumer purchase intention. Aziz *et al.*, (2019) carried out a quantitative research study to gain insight on the effect of celebrity attractiveness and trustworthiness on consumers' purchase intentions. Although the study indicates a positive relationship between association and consumer purchase intention, there is a need for further research on the effect of celebrity association within the beauty industry in China.

2.5.3 Media

Black, Bryant & Thompson (2001) claims that the media is a useful tool in advertising that exposes consumers to an abundance of information. Therefore, the media plays a major role in influencing the consumer's thoughts and perception towards a particular brand or product. Voramontri & Klieb (2019) argue that the media has enabled the growth of content which is user-generated and has a

significant impact on consumer purchase behaviour. In the era of globalisation and technological advancement, social media has become a critical factor in the influence of celebrities on consumer behaviour. According to Voramontri & Klieb (2019), the social media revolution has created new ways of obtaining information about a brand and the celebrity endorsing the product. Media has enabled consumers to discuss and connect with celebrity endorsers and the associated brands thereby influencing consumers' opinions and purchase behaviours (Choi & Rifon, 2007).

Companies are abandoning traditional celebrity endorsements increasingly in favour of the use of media such as social media. Schouten, Janssen & Verspaget (2019) carried out a study that investigated the effect of social media on celebrity endorsement. The study's results indicated that social media plays a significant role in determining the effectiveness of celebrity endorsement and consumer purchase intention. Yu & Hu (2019) agree with Schouten *et al.*, (2019) and claim that social media marketing is widely used in celebrity endorsement. However, Schouten *et al.*, (2019) argue that celebrity endorsers are confronted with the challenge of whether to localise or standardise their endorsement in different markets. Therefore, there is a need for extensive research on the effect of different social media on the product endorsements within different markets in China.

2.6 The Five Variables Relating to Consumers' Perceptions of Celebrity Endorsers in the Chinese Beauty Industry

2.6.1 Consumers' Perceptions of Celebrity Endorsers in China

Celebrity endorsement is a type of advertisement where a company uses a well-known person in promoting a product or service (Pradhan, Duraipandian, & Sethi, 2016). Such advertisement creates a great impact in forming brand awareness, preference and trust of the company's products (Chan, Leung & Luk, 2013). It is a marketing strategy that continues to grow in popularity. In China, at least 40 percent of the youth advertisements feature a minimum of one celebrity, making it evident that celebrity worship has an impact on consumers' perceptions (Hung, Chan & Caleb, 2011).

People perceive celebrities as icons due to their fame and developed relational bonds, thus creating an endorsing effect. However, credibility and trustworthiness of a celebrity endorser is a critical factor to the target audience (Khan & Lodhi, 2016). Physical attractiveness may be a source of

credibility, which may also rely on intellectual skills, personality properties and lifestyle (Felix & Borges, 2014).

In this study, consumers' perceptions of celebrity endorsers in China, bridges the gap in research by looking at the effect of using celebrity endorsers to advertise beauty products, the favourability of the celebrity and how factors such as trust, background information, credibility, suitability, physical features and the nationality of the celebrity influences consumers' purchase intentions.

2.6.2 Celebrity Endorsers' Influence on Brand Image

Celebrity endorsement in China has positively impacted on the brand image as celebrities have been able to reach millions of users (Islam, 2017). For instance, in 2016, L'Oréal increased its sales by 33 percent from the previous year through celebrity endorsement (Prasad & Jayanthi, 2013). According to Fong & Wyer (2012), celebrity endorsers from the same nationality have a higher influence in comparison to celebrities of a different nationality, seeing as the target consumers may have a different attitude about the nationality. However, the celebrity endorsers can make mistakes or the endorser's name may get tarnished due to the allegations of illegal, unethical, or untrustworthy actions, which can lead to a lower opinion of the endorser, thus lowering public opinion regarding the endorsed products (Fong & Wyer, 2012).

This dimension bridges the gap in research by exploring how celebrities' influence brand image, by observing the impact of having a celebrity endorser in a cosmetic advertisement, the effect of a celebrities' negative past experiences on the brand, as well as how nationality could influence the image of the brand.

2.6.3 Celebrity Endorsers' Influence on Brand Loyalty

Celebrity endorsement influences consumers' perceptions due to physical attractiveness (Kim, Young, Choe, & Petrick, 2018). It is possible for the marketers in China's beauty industry to use the attractiveness of a celebrity as a way of enhancing their customers' brand loyalty (Sharma & Kumar, 2013). This is an advertising technique where the sales managers use it to persuade their potential customers into believing that their brand is superior to others and therefore, they gain an optimal brand loyalty for their cosmetic products (Thubelihle & Chuchu, 2016). However, some

consumers may concentrate more on celebrities than the actual product. Consumers may fail to differentiate between product loyalty and celebrity loyalty (Kim *et al.*, 2018).

The aim of this variable is to study how the loyalty towards a brand is affected by celebrity endorsers. This variable bridges the gap in research by looking at the factors that lead to brand loyalty in China's beauty industry, such as, the use of celebrity endorsement, the effect of a celebrity's negative past experience and how celebrities' likeability could affect the loyalty of the brand.

2.6.4 Celebrity Endorsers' Influence on Brand Awareness

Brand awareness is the ability to identify a brand and the likelihood that the brand name can be easily remembered (Homburg, Klarmann & Schmitt, 2010). Brand recognition is a crucial factor in the buying decision process. Advertisements using celebrity endorsements affect how the consumers can remember both the advertisement and the product being advertised (Brajesh & Gouranga, 2011). Celebrity endorsement and brand awareness can be explained by the associative network memory model, whereby the celebrity endorsement becomes an added node in the memory. Celebrity endorsement is expected to have a great social status in terms of respect, honour and good morals to the target audience (Wang, Xuehua, & Yang, 2010). According to Wang *et al.*, (2010), online coverage has an upper advantage in celebrity endorsement in comparison to offline coverage, seeing as social media posts can reach millions of users in China.

The factor, celebrity endorsers' influence on brand awareness, bridges the gap in research by looking at how the use of a celebrity endorser helps to recognise a brand, familiarises the consumer with a cosmetic brand, influences brand recall, observes whether the use of a celebrity endorser has the power to make a brand stand out from competitors and explores whether a celebrity endorsed advertisement gets more coverage online or offline in the Chinese market.

2.6.5 Chinese Media Platforms and Coverage

According to Chiu, Chris & Silverman (2012), China has a dynamic, unique and the most powerful social media network in the whole world. The networks dominated by local platforms are Weibo, WeChat and Tencent QQ (Chiu *et al.*, 2012). Interestingly, an individual will spend almost half of

their day online, for about five hours and fifty minutes, thus providing a large number of target users – about 850 million users. WeChat has the highest share with about one billion users worldwide; Weibo has 241 million daily active users, while Tencent QQ has 267.7 million daily active users (Chiu *et al.*, 2012).

The dimension, Chinese media platforms and coverage, bridges the gap in research by exploring the likelihood of consumers seeing a marketing campaign offline or online. Furthermore, it will observe WeChat, Weibo, Tencent QQ, Toudou Youku and other popular social media platforms, in order to identify the trending application among consumers that gets the most media coverage. Figure 2.7 below displays the three most popular Chinese media platforms in 2017.

Figure 2.7
Chinese Media Platforms



Source: LINKFLUENCE. (2017) *Top Chinese Social Media Sites* [Online] Linkfluence. Available from: <https://www.linkfluence.com> [Accessed on 20/06/20].

2.7 Advantages of Celebrity Endorsement in the Beauty Industry

2.7.1 Brand Credibility

According to Hsu & Hsu (2018), the use of celebrity endorsement as a promotion strategy enhances the product's or brand's credibility through the acquisition of a unique identity. In the beauty industry, the consumer's trust of a celebrity endorser has a significant influence on brand

credibility. Similarly, Hani *et al.*, (2018) state that consumers are attached to a particular celebrity hence their endorsement of a product builds customer trust and reassures the consumer on the product's quality. Wang & Scheinbaum (2018) applied the source-credibility theory to explain the brand outcomes such as brand credibility as a result of celebrity endorsement. Thus, this study will assist in validating the theory by determining whether celebrity endorsement improves the brand or product credibility through exploring consumers' perceptions of using celebrity endorsers in the Chinese beauty industry.

2.7.2 Increased Customer Attention

Malik & Guptha (2014) state that celebrity endorsement increases the attention of the target consumers through the advertisements that ensure the brand stands out. Therefore, companies in the beauty industry have used celebrity endorsements to capture the attention of consumers and introduce their brands and products in the market. The companies use celebrities with a huge fan base to increase their customer population. Faizan (2018) highlights that in celebrity endorsement, the celebrity transfers their values to the brand and product hence creating a link between them and the product and consequently increasing the customer's attention. Due to the significance of increased attention, there is a need for further research on how celebrity endorsers can increase a products visibility and consequently the consumer's attention in the Chinese beauty industry.

2.7.3 Brand Recall

The use of celebrity endorsement as an advertising technique in the beauty industry promotes brand recall. Hani *et al.*, (2018) state that the use of a celebrity to advertise products and brands helps consumers to differentiate the brands from other available options in the market by making the product memorable. Celebrity endorsement ensures that consumers remember the product by creating the impression that the brand is associated with their favourite celebrity. Therefore, this study will determine whether celebrity endorsements are directly and significantly associated with brand recall and recognition. The study conducted will also explore the effect of celebrities on brand recall and look at the implications on marketers and companies within the beauty industry in China.

2.7.4 Opening up New Markets

In the beauty industry, celebrity endorsement opens a product or brand to new markets. According to Shimp & Andrews (2013), companies partner with celebrities to venture into geographical and demographic markets in which the celebrities have a large fan base. Consumers within the targeted markets may be persuaded to use the products when they see that it is associated with their favourite celebrity. The intended research will determine if celebrity endorsement creates brand credibility, thus consequently exposing the products to new markets and establish whether marketers have used celebrity endorsements in an attempt to venture into new markets within the beauty industry in China.

2.7.5 Revive Falling Brands

Ansary & Nik (2018) argue that celebrity endorsement can be used to revive brands and boost the sales volume since celebrities are able to create interest and excitement among consumers. Compared to other advertisement techniques, celebrity endorsement creates brand awareness at an exponential rate. Francis & Yazdanifard (2013) claim that celebrity endorsements have been used as key marketing strategies since celebrities help to restore faith in consumers over a falling brand and consequently revitalises it. Hence, the study conducted will conclude whether celebrity endorsers help revive falling brands within the Chinese beauty industry.

2.7.6 Build Brand Awareness

Ansary & Nik (2018) claim that the use of celebrity endorsement as an advertisement technique creates brands awareness. According to Ansary & Nik (2018), the use of celebrity endorsers by a firm creates awareness for its brands and products, as well as creates leverage on the celebrity's fan following and popularity. This study will close a gap in research by determining whether celebrity endorsers assist in producing a positive impact on consumers' brand awareness, hence increasing the brand value in the Chinese beauty industry.

2.7.7 Attract New Users

Batra & Pamela (2014) suggest that the use of celebrity endorsers to promote and advertise a product or brand attracts new users from the celebrity's fan following. According to Batra & Pamela (2014), celebrities enjoy visibility and public interest, hence they generate large publicity

for the brand by attracting new consumers. The intended study is necessary because it will investigate whether the use of celebrity endorsers exposes a brand or product to new markets and consequently attracts new users in the beauty industry in China.

2.8 Disadvantages of Celebrity Endorsement in the Beauty Industry

2.8.1 Overshadowing

A celebrity's popularity may overshadow the brand or product they endorse. According to Barnes, Thwaites & Lowe (2011), if an advertisement's main focus is the celebrity, then the consumer's brand recognition will be negatively affected since the only memorable factor will be the celebrity and not the brand they endorse. Also, when a celebrity endorses too many products, consumers may not identify with the brand if it does not stand out from the rest. Hence, the research conducted will contribute to existing literature by verifying if celebrity endorsers overshadow the product that they are endorsing, consequently leading to the diminishing impact on consumer purchase behaviour, consumer attention and brand awareness.

2.8.2 Negative Publicity

When a company signs a celebrity to represent their product or brand, they choose to accept the positive and negative features associated with the celebrity (Keller, Aperia, & Georgson, 2011). Therefore, if a celebrity experiences negative exposure or is faced with a scandal that affects their image, then the products and brands they endorse receive the same negative coverage. The resulting negative image may trigger changes in consumers' attitudes and purchasing behaviour. Therefore, there is a need for this study to be conducted in order to ascertain if celebrity endorsers can create a negative impact on the brand or product image due to the celebrity's negative publicity within the Chinese beauty industry.

2.8.3 Overexposure

Although celebrity endorsements create positive benefits for a product or brand, a celebrity may engage in activities that create a negative image for the brand and the risk of overexposure and dilution of the marketing effectiveness (Shimp & Andrews, 2013). According to Shimp & Andrews (2013), celebrity endorsers are used as key marketing strategies and negative events may greatly affect the product's performance. Consequently, this study will aid existing literature by

determining whether consumers tend to shy away from celebrities who endorse multiple products within China's beauty industry.

2.8.4 Financial Risk

For a company to get a celebrity endorsement, it must use substantial financial resources (Barnes *et al.*, 2011). Therefore, a company needs to assess whether the projected sales volume and consumer interest is worth the cost of celebrity endorsement (Barnes *et al.*, 2011). Although celebrity endorsers may attract new users and create brand awareness, there is a need for additional research to substantiate if the cost of advertising through celebrity endorsers is costly and not favourable for small brands in the Chinese beauty industry.

2.8.5 Less Equity

Wang & Scheinbaum (2018) state that celebrity endorsers have a significant impact on brand credibility and brand equity. However, the celebrity's negative image may reduce the brand's equity (Wang & Scheinbaum, 2018). This study is essential in determining whether the brand's equity in the Chinese beauty industry will be affected in an adverse way. The disadvantages of celebrity endorsement have been summarised in Figure 2.8 below.

Figure 2.8
Disadvantages of Celebrity Endorsement



Source: BARNES, B.R., THWAITES, D, and LOWE, B. (2011) The Impact of Negative Publicity on Celebrity Ad Endorsements. *Impact of Negative Publicity on Celebrity Ad Endorsements*.

2.9 Conclusion

Celebrity endorsement has formed a significant part of advertising in the beauty industry. Most companies in the beauty industry, for instance L'Oréal, has recognised the value of celebrity endorsement in strengthening their brand's value and consumer interest. Celebrities endorsing the products presumably use and testify to their quality thereby attracting consumers from their fan base. The increased competition in the beauty industry trigger most firms to sign deals with celebrities in order to promote their products.

Factors such as consumers' perceptions of celebrity endorsers in China, celebrity endorsers' influence on brand image, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness and Chinese media platforms and coverage are valuable dimensions in this study, seeing as they assist the researcher in exploring consumers' perceptions of using celebrity endorsers in the Chinese beauty industry. Additionally, it is important to determine celebrity endorsers' impact on consumer behaviour and product image, as well as the advantages and disadvantages of celebrity endorsement within the beauty industry.

The three theories comprising of the cognitive perspective theory, the social learning theory and the diffusion of innovation theory will be discussed in the next chapter.

CHAPTER THREE
THE THREE THEORIES ASSOCIATED WITH CELEBRITY
ENDORSEMENT

3.1 Introduction

This chapter discusses the three theories associated with celebrity endorsement which include the social learning theory, cognitive perspective theory and diffusion of innovation theory. Chapter three will illustrate how the three theories are applied in celebrity endorsement and explain why it is an effective advertising strategy specifically in the beauty industry. It is important to understand the theories applicable in celebrity endorsement since they provide insight on consumer behaviour and the impact on celebrities. In the beauty industry, celebrity endorsement is a common type of marketing strategy (Osei-Frimpong, Donkor & Owusu-Frimpong, 2019). Therefore, organisations in the beauty industry use celebrity endorsement to create a unique identity for their products and brands. When choosing the celebrity, there are several factors that must be considered hence the need to understand the theories applied in celebrity endorsement. The highly competitive beauty industry has forced organisations to seek strategies that create brand and product royalty and maximise their profitability (Osei-Frimpong *et al.*, 2019). Therefore, for long term brand royalty and effective advertising, organisations need to understand the theories related to the advertisement technique and their application in celebrity endorsement.

3.2 Theoretical Framework

The research study is based on three theories relating to celebrity endorsement, which include the cognitive perspective theory, social learning theory and diffusion of innovation theory. The theories will provide an understanding of the celebrity endorsement concept and how consumers' perceptions are created through celebrity endorsers within the beauty industry in China.

3.2.1 The Cognitive Perspective Theory

To understand people's interpretation of everything around them based on the events and stimuli, psychologists studied the learning process (Black, Bryant & Thompson, 2001). The psychologists focused on a person's actions based on their understanding. Therefore, cognition is defined as a person's perceptions, thoughts, understanding and expectations which indicates that cognition is a

mental process. According to Rescher (2001), the cognitive perspective theory describes the varying human behaviour and is a psychological perspective. Also, Cooper (2003) states that cognitive perspective is critical in the development of the understanding of the human mental processes which include thinking, memory, perception, problem-solving and the interaction between human behaviour and the mental processes. Similarly, Barnes-Holmes, McHugh & Barnes-Holmes (2004) agree with Rescher (2001) and Cooper (2003) and claim that the cognitive perspective theory derives a cognitive personality. According to Cooper (2003), the cognitive personality explains the differences and changes in human behaviour in relation to how people think and process information.

According to Telci, Maden & Kantur (2011), cognition is the activities that occur between stimulus and behaviour. Telci *et al.*, (2011) further add that the theory of cognitive perspective focuses on knowledge creation of the critical psychological processes of people. Consequently, the theory focuses on association between elements of knowledge in cognition that affect an individual's attitude, behaviour, perception, belief, environment and emotional feelings. In advertising, the cognitive perspective theory is critical in explaining the consumer's attitude, purchasing behaviour and perception of a brand or product (Telci *et al.*, 2011). In the beauty industry, it helps in determining whether celebrity endorsement is an effective strategy. Similarly, Herbert, Gaudio & Forman (2013) explain that the cognitive perspective theory mainly focuses on a person and their social psychology.

Furthermore, Herbert *et al.*, (2013) claim that the theory has led to several research studies that are aimed at developing an understanding of the cognitive consistency that determines a group's behaviour. Additionally, Herbert *et al.*, (2013) argue that marketing and management scientists have adopted the theory to understand the changes in consumers' attitudes and behaviours towards a brand and product. In marketing and advertising, the cognitive perspective theory is applied when investigating the consumer's perception of celebrity endorsement after the purchase, brand loyalty and service quality perceptions. However, Lu, Wu & Hsiao (2019) argue that there exists a challenge in the application of the cognitive perspective theory in predicting and explaining consumer behaviour and attitude. The challenges involve the difficulty in measuring cognition in relation to the marketing constructs. Self-image, responses, behaviour and perceptions are shaped

by the vision a person creates in their mind which highly affects the individual interactions (O'Neil, Baker & Perez, 2014). Menser-Andolsek & Andolsek (2015) claim that an individual's response to celebrity endorsement of a product or brand is determined once the individual finds a significant match. In this research study, the sample population will be analysed to create an understanding of consumers' perceptions of celebrity endorsement in the beauty industry. The cognitive perspective theory is applicable in this study since it supports the concept of celebrity endorsement as a form of advertising. Based on the theory, consumer purchase behaviour is determined by access to information (Black *et al.*, 2001). Consumers tend to trust additional information about a brand or product presented to them in such a way that it enhances a celebrity's appearance. With the additional information, the brand or product image is enhanced and the consumers have trust in the product information which guides the consumer's consumption habits and decisions; this results in consumers being inclined to purchase the endorsed product (Black *et al.*, 2001).

In relation to this study the sample population will be analysed for the purpose of understanding how they view celebrity endorsers in cosmetic advertisements. The cognitive perspective theory is relevant to this study because it supports celebrity endorsement as it believes that consumers' purchase decisions are influenced depending on their access to information (Black *et al.*, 2001). If more information is stated or presented to consumers about a product, such as it enhances a famous celebrity's appearance, then the more consumers trust the information to guide their consumption decision and they become more inclined to purchase the product. The study will also look at the factors that affect the images of celebrities created in the minds of the consumers. This is a good approach seeing as it highlights individuals' thought processes and can be combined with other approaches, however, it dismisses important factors in human behaviour that can lead to generalisations and is based on controlled experiments which may question its validity. These weaknesses can be addressed by taking other factors into account that may affect behaviour and by exposing the sample to several stimuli at once.

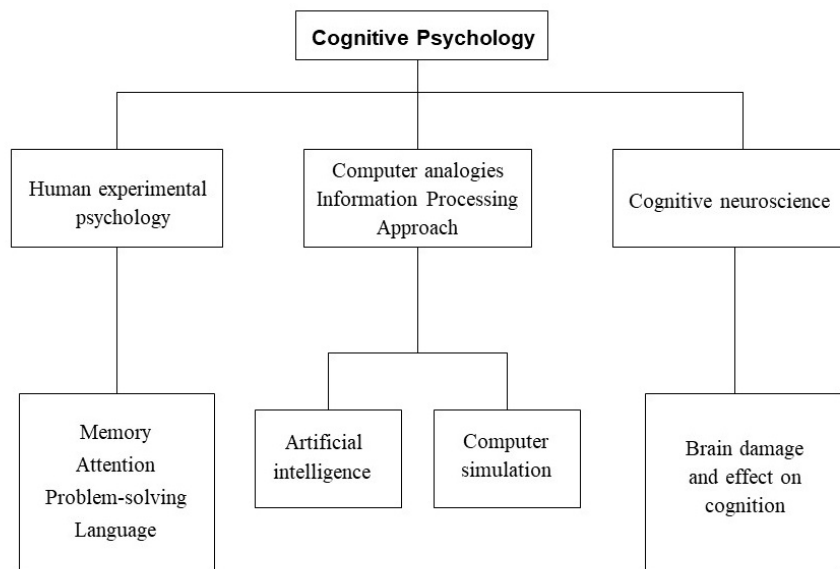
According to Wells & Martin (2017), the cognitive perspective theory is concerned with a person's internal processes involved in defining and making sense of the environment and consequently making a decision. This research study examines the effect of celebrity endorsement in the beauty industry and considers the drivers of advertising from a cognitive perspective.

According to Wells & Martin (2017), the cognitive perspective theory defines the drivers of consumer behaviour and factors that determine the development of the consumer's brand loyalty. Cognition involves several stages which include stimulus, attention and perception, thought process, decision and response. To effectively implement celebrity endorsement as a marketing strategy in the cosmetic industry in China, it is important to define and understand the stages of cognition. The stimulus will address the aspects of the celebrity that stimulates or excites the consumer through sensory memory. The attention concept includes the celebrity's attractive features that draws the consumer to the celebrity. The perception stage defines the consumer's outlook on the celebrity. The consumer relates the incoming information to the concepts and ideas in their existing memory, to the newly acquired material with the intention of making it more memorable. The consumer goes through the thought process in order to decide whether the brand being endorsed deserves their loyalty. Finally, the consumer subsequently re-assesses the information by either recalling previously stored information or recollecting pre-generated stimuli to initiate a response on the product being advertised. The response initiated by the consumer will be the deciding factor whether to purchase the product or not. Therefore, it is important to understand cognition or the activities that occur between stimulus and behaviour or response when investigating celebrity endorsement in the beauty industry.

Knoll & Matthes (2017) argue that consumers purchase products based on both logic and emotion. In celebrity endorsement as a form of advertising, the cognitive perspective theory explains the behavioural and emotional aspects of consumers' decisions. Consequently, the cognitive perspective theory, when applied in celebrity endorsement, determines the effectiveness of the celebrity in promoting brand awareness and creating product or brand loyalty among the target consumers. In this research study, on the effect of celebrity endorsement in the beauty industry, the cognitive perspective theory will be used to analyse consumer data and identify the most appropriate type of celebrity endorsement within the beauty industry. Consequently, the application of the cognitive perspective theory will help shape the future of celebrity endorsement as a marketing strategy.

Figure 3.1 is a chart illustrating the cognitive perspective model. The flow chart shows the build-up of information processing based on the cognitive psychology model. The model displays the processing that occurs in an individual's mind including attention, memory, language, perception, consciousness and thinking. The cognitive model suggests that an individual's behaviour is dependent on situational factors and traits.

Figure 3.1
Cognitive Perspective Model



Source: RESCHER, N. (2001) *Cognitive pragmatism: The theory of knowledge in pragmatic perspective*. Pittsburgh, Pa.: University of Pittsburgh Press.

3.2.2 The Social Learning Theory

The social learning theory adopts the concept of observational learning which refers to the situation where an individual learns through observing another person's behaviour (Westen, 2009). According to Westen (2009), an individual's daily life is hugely impacted by observational learning. In observational learning, modelling is the situation where a person imitates the behaviour of a model (Parker, 2014). According to Parker (2014), the model's prestige, attractiveness and likability highly determines whether an individual imitates the model's behaviour. Parker (2014) states that based on the social learning theory, the consumer's buying

behaviour is influenced through observation, listening and watching. In celebrity endorsement, consumers apply observational learning when describing the celebrity's image. Therefore, based on the social learning theory, consumers watch and emulate the celebrity's behaviour which then influences their buying behaviour towards the endorsed product.

In this study, the social learning theory has been applied to rationalise the use of celebrity endorsers and their impact on consumers' perceptions and buying behaviour in the Chinese beauty industry. Consequently, consumer buying behaviour is a result of observation, hence the reason why consumers tend to buy the products that are endorsed by celebrities. The theory can be applied as an experiment, thus its suitability in the research study and the measurement of consumer behaviour.

However, the theory has some disadvantages during the application process. One of the disadvantages includes observer bias when observing consumer behaviour (Buckler, 2015). Additionally, during the duration of the study, an observer may overlook a critical observation and fail to predict factors that consumers refer as positive (Buckler, 2015). In addition, changes in consumer behaviour during the research period may pose a challenge in the application of the social learning theory. However, the theory's disadvantages can be corrected using different observers during the study or spyware (Buckler, 2015).

Jo & Kate (2018) claim that behaviourism cannot explain the entire learning process. Jo & Kate (2018) add that an individual's environment determines their behaviour through the observational learning process. Furthermore, they believe that the environment and behaviour affect each other. Therefore, the theory stipulates the social-environmental characteristics which motivate an individual and facilitates the reproduction of the model (Jo & Kate, 2018). Consequently, Jo & Kate (2018) argue that individuals learn through social interactions where they observe and develop similar behaviours. In celebrity endorsement, the theory is applied when implementing the concept as a marketing strategy, since the consumer's behaviour will be influenced by the model or celebrity. Consumers tend to imitate and replicate the behaviour of their favourite celebrity and consume the products or brands they endorse. In the social learning theory, the modelling process is critical seeing as it determines how individuals learn the observed behaviour

(Jensen, 2017). According to Jensen (2017), the modelling process involves several steps which include the individual paying attention to the model, retention or remembering the observed behaviour, reproduction or imitation of the observed behaviour and motivation. In the beauty industry, the social learning theory is applied in celebrity endorsement and the modelling process is initiated (Jensen, 2017). The consumer pays attention to the celebrity endorsing the product then retains the information relayed by the celebrity and attempts to replicate and imitate the model's behaviour by purchasing the endorsed product (Jo & Kate, 2018).

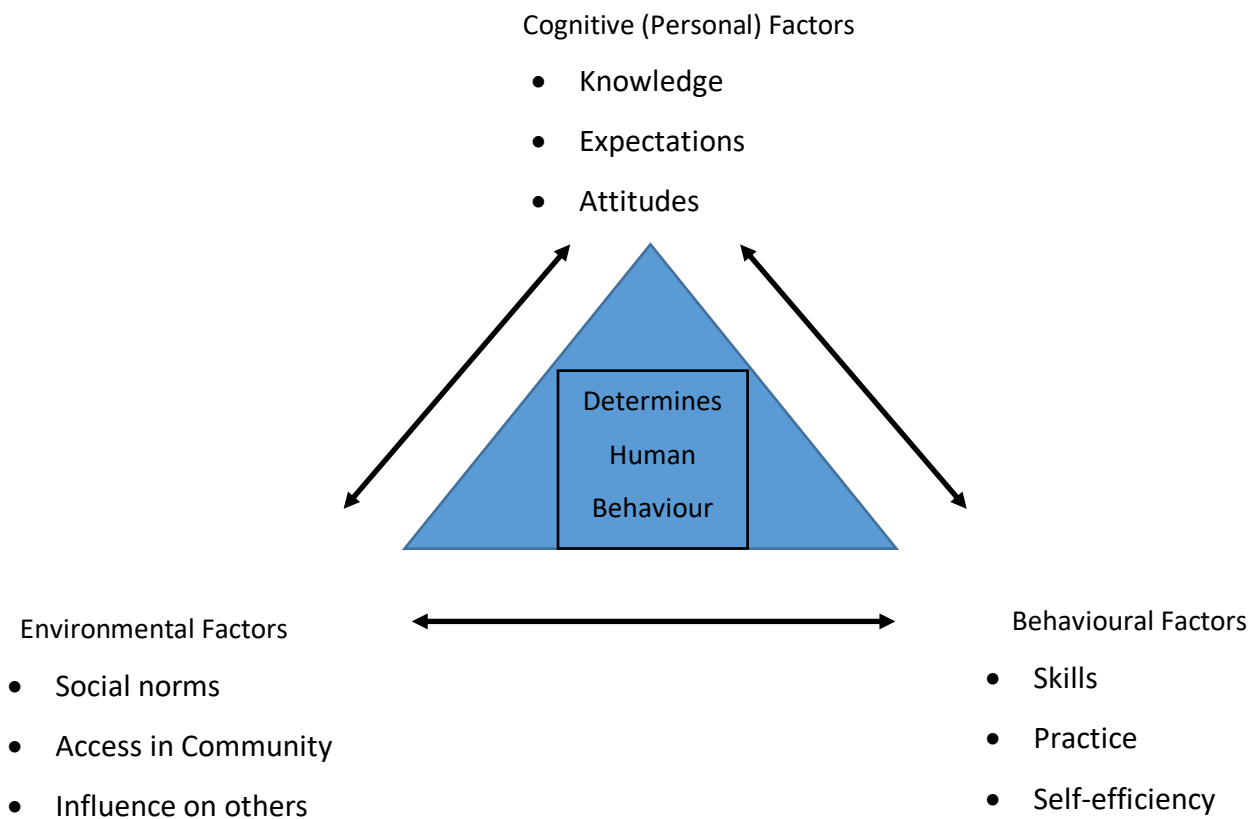
The social learning theory states that people learn from one another through imitation, modelling and observation. According to Ihlen & Fredriksson (2018), the social learning theory is the connection between the cognitive and behaviourist learning theories since it focuses on memory, attention and motivation. Ariagy (2018) also argues that most human behaviour is acquired observationally through modelling of other people's attitude, behaviour and outcomes. In social learning, attention is a required condition for effective behaviour modelling. According to Lunz (2013), factors that influence the amount of attention paid include affective valence, distinctiveness, prevalence complexity and functional values. In addition, Lunz (2013) indicates that arousal level, sensory capacities, past reinforcement, and perpetual set has the power to influence attention. Lunz (2013) adds that in the social learning theory, a person retains information by creating mental images, symbolic coding, motor rehearsal and cognitive organisation. Moreover, according to Lunz (2013), reproduction and motivation are part of the learning process.

The social learning theory has been extensively applied in advertising since it is based on the concept that human beings learn through observation and imitation (Ihlen & Fredriksson, 2018). People learn new behaviours through observation and imitation, however, they practice what they learn based on the positive responses or refrain from imitating based on the negative responses. According to Ariagy (2018), the social learning theory is widely applied in advertising and communication. Similarly, in celebrity endorsement, the social learning theory is used in understanding and predicting consumer buying behaviour. With reference to celebrity endorsement as a marketing strategy, the theory suggests that customers derive motivation and positive attitude towards a brand or product from socialisation agents through social interactions.

In this study, the theory will be applied to understand the buying behaviour of Chinese consumers through the celebrities as socialisation agents. The theory will also explain the impact of celebrity endorsers on consumers' buying behaviour. In addition, the social learning theory will allow the researcher to understand how celebrity endorsement within the beauty industry in China influences consumers' perceptions and buying behaviour through observation and imitation.

Figure 3.2 depicts the social learning theory and illustrates how the behavioural, personal, and environmental factors are interconnected. Therefore, the figure explains the social determinants that affect consumer buying behaviour and perception towards a product or brand in celebrity endorsement.

Figure 3.2
Factors Affecting Human Behaviour Based on the Social Learning Theory



Source: BANDURA, A. (2002) *Social learning theory*. Englewood Cliffs, N.J: Prentice-Hall.

3.2.3 The Diffusion of Innovation Theory

The diffusion of innovation theory refers to the process of carrying out the communication of innovation through specific channels over a defined time among members of society. Rogers (2005) states that the diffusion of innovation theory originated from the communication process that describes how fast an idea or product spreads through a targeted population over a specified time. According to Tinguely (2013), the diffusion of new ideas is affected by the time, social systems and the communication and innovation channels. Due to the diffusion process, a person adopts a new behaviour, idea, product, or brand that they would not have chosen before (Tinguely, 2013). Therefore, individuals perceive the new behaviour, product, or idea in an innovative way. In this study, the diffusion of innovation theory is applied when describing the celebrity endorsement concept, consumers' perceptions, and innovation. The theory will help in determining the use of celebrity endorsement in the beauty industry and the adoption process influenced by the environment.

Consequently, when applying this theory, consumer behaviour is affected by innovation hence the reaction. In the reaction phase, consumers obtain information regarding the endorsed product and then formulate their attitudes and opinions about the product or brand (Rogers, 2005). In addition, Tang & Werner (2017) state that the diffusion of innovation theory highlights resource allocation, customer segment differentiation while increasing profitability and reducing risks involved in the introduction of new brands or products. However, Benhabib, Perla, & Tonetti (2017) argue that the theory is not flexible when applied in complex situations since it tends to oversimplify realities which cannot be applied in different situations. Therefore, Benhabib *et al.*, (2017) state that the challenges can be addressed through elaboration and provision of additional information regarding the new idea or product. Consequently, in the beauty industry, the diffusion of innovation theory is applied in determining and defining consumers' perceptions and how it is influenced using celebrity endorsement to advertise cosmetic products within the beauty industry.

Dearing & Cox (2018) define diffusion as the social process people go through in response to the introduction of an idea or product innovation. According to Dearing & Cox (2018), diffusion involves the communication of innovation through specific channels within a social system. The

time of adoption of the innovated product is a dependent variable with the subsequent implementation being a measure of change. Furthermore, Lin (2018) argues that diffusion is explained using three variables which include the characteristics of the adopter, the innovation's attributes and a set of pros and cons. Lin (2018) further adds that when an individual learns about a new product, they tend to respond to the resulting uncertainty by searching for more information hence the individual determines whether the product requires further exploration. In addition, the individual may engage in a secondary information search from a person they consider to be an expert and whose opinion matters (Lin, 2018). In the beauty industry, consumers tend to seek secondary information from celebrities seeing as they consider them to be experts in the field. Therefore, when a new product is innovated, consumers rely on the celebrity associated with the product for additional information. Therefore, based on the diffusion of innovation theory, celebrity endorsement when applied as an advertising strategy, influences consumer behaviour, consumers' perceptions of a product and determines the buying patterns of consumers.

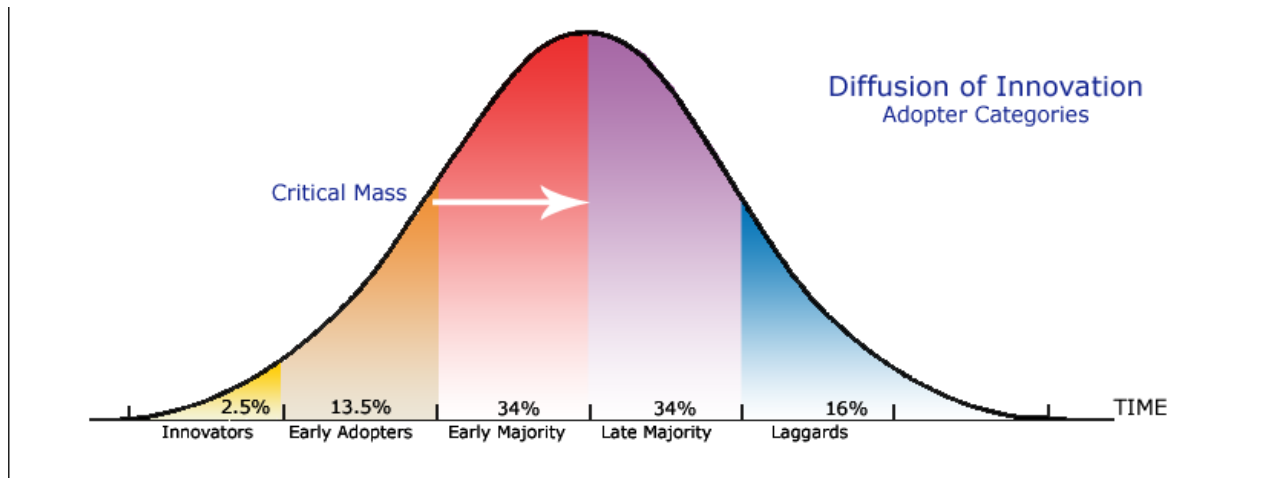
The diffusion of innovation theory is defined as the theory that seeks to explain how a concept or an idea spreads (Tang & Werner, 2017). In advertising, the theory explains how a product or brand spreads across the market. Based on the theory, the spreading of a product or brand is influenced by four elements which include the product or brand itself, time, communication channel and the social system. Most firms apply the diffusion of innovation theory to determine how their products are adopted by the target consumers. The diffusion of innovation theory is applied in celebrity endorsement, seeing as it helps the company to advertise their products using celebrities and the process through which the products are absorbed or rejected by consumers.

In this study, on the effect of celebrity endorsement within the beauty industry in China, the diffusion of innovation theory is applied to create an understanding on the process involved when a consumer accepts a product or brand. The adoption process occurs in five stages which include knowledge, persuasion, decision, implementation and confirmation (Ariagy, 2018). The first step is knowledge where the celebrity endorser is first exposed to the product. The second stage is the persuasion stage where the company seeks to find a celebrity endorser that will effectively convey the benefits of the product. The decision stage will involve weighing the pros and cons of adopting a celebrity endorser. At the decision stage, consumers create a positive or negative attitude towards

a product. At the implementation and confirmation stage, consumers' buying behaviour is greatly affected by the celebrity endorser since consumers tend to imitate the celebrity when purchasing the product. Therefore, the diffusion of innovation theory is applied in this study to determine how a product is accepted or rejected in the Chinese market and the effect of celebrity endorsement in the implementation and confirmation stage.

Figure 3.3 illustrates the diffusion of innovation theory and describes the process involved in adopting new ideas or products. The categories indicated in Figure 3.3. include the innovators, early adopters who spread the word, the early majority who are the opinion leaders, late majority who respond to peer pressure and the laggards who are suspicious of the new product or idea (Dearing & Cox, 2018). The concept of celebrity endorsement is implemented to influence every category involved in the theory.

Figure 3.3
The Diffusion of Innovation Theory



Source: DEARING, J.W. and COX, J.G. (2018) Diffusion of Innovations Theory, Principles, And Practice. *Health Affairs*, 37 (2), pp. 183-190.

3.3 Conclusion

In the beauty industry, celebrity endorsement has become a basic business practice for increased sales and market share. People are influenced by celebrities and tend to change their buying behaviour and product perceptions based on celebrity endorsers. This chapter discusses the cognitive perspective theory, social learning theory and diffusion of innovation theory which are applicable in celebrity endorsement concepts within the beauty industry. The cognitive perspective theory explains the differences in consumer behaviour, attitude and perception of a product. On the other hand, the social learning theory explains how consumers adopt and purchase products endorsed by their favourite celebrity through observation. Finally, the diffusion of innovation theory explains how consumers react to a new product and how they use celebrity endorsers as a source of the product's secondary information.

The following chapter will discuss the research paradigm of the study, which includes the research design, research approach, study site, target population, the sampling strategies, the sample size, data collection methods and other facets pertinent to the research methodology of the study.

CHAPTER FOUR

RESEARCH METHODOLOGY

4.1 Introduction

The research methodology chapter discusses the research approach and design applied throughout the research study and outlines the data collection and analysis processes applied by the researcher. Leedy, Ormrod & Johnson (2019) state that the research methodology defines the reality of the research subject, which results in the increased need for its examination, review and justification. The lack of a well-defined and justifiable research methodology may result in the generation of unreliable and invalid results, as well as data misinterpretation. Therefore, the review and justification of the research methodology are aimed at providing a clear understanding of consumer perceptions when using celebrity endorsement to advertise cosmetic products within China's beauty industry.

4.2 Problem Statement

When determining the outcome of celebrity endorsement when applied as a marketing strategy, the analysis of consumers' perceptions of the cosmetic products advertised using celebrity endorsers in China's beauty industry is of great importance. Failure of the adopted marketing strategy can trigger a negative perception of a celebrity endorser, which may result in negative consequences on the brand or product image and even the retailer. As such, the success of the cosmetic product or brand being endorsed by the celebrity may be negatively affected since the target consumers may not be persuaded or motivated to purchase the product. In contrast, the existing consumers may not feel the need to remain loyal to the brand and continue using the product. According to Storm (2013), negative publicity, especially when using celebrity endorsement as a marketing strategy, has a negative influence on the consumers' perception towards a product or brand. Therefore, the research study aims at analysing the advantages and disadvantages of using celebrity endorsers to advertise cosmetic products in China's beauty industry. Furthermore, the researcher aims to establish how organisations can ensure that the marketing strategy is successful. As such, the researcher will scrutinise the factors affecting consumers' perceptions of the use of celebrity endorsers in advertisements and determine the

impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry.

According to Bowen & Ozuem (2015), customer retention is a significant factor in the beauty industry. Bowen & Ozuem (2015) argue that the acquisition of new customers for cosmetic companies is a challenging task even with the application of robust marketing strategies, it is paramount for organisations to implement strategies that allow them to enjoy the benefits of customer retention. Therefore, there is a need for investigating whether the use of celebrity endorsement as a marketing strategy has an impact on customer retention and consumer brand loyalty. Moreover, Feng & Guo (2013) argue that although China has the largest Internet population, the government has implemented Internet censorship, where it traces trajectory mechanisms and blocks websites such as Google, as well as social media platforms including Instagram, Twitter, Facebook and other platforms that were not developed in China. Consequently, this research study is critical in determining the challenges associated with Internet censorship on consumer knowledge about celebrity endorsers. The study also seeks to investigate the barriers attributed to Internet censorship on the consumer's information processing abilities that have an impact on their purchasing decisions and consequently, an organisation's marketing outcome.

4.3 Objectives of the Study

This study investigates how celebrity endorsement influences consumers' perceptions and buying behaviour within China's beauty industry. The objectives are stated below.

1. To determine the factors that are affecting consumers' perceptions of using celebrity endorsers to advertise cosmetics in the beauty industry in China. In this regard, the study will:
 - 1.1 Determine how a negative outlook of the celebrity will influence consumers' perceptions.*
 - 1.2 Establish how the popularity of the celebrity will influence consumers' perceptions.*
 - 1.3 Deduce how the credibility of the celebrity will influence consumers' perceptions.*
 - 1.4 Learn how the knowledge and skills of the celebrity will influence consumers' perceptions.*
 - 1.5 Deduce how an overexposed celebrity will influence consumers' perceptions.*

1.6 Determine how the brand-fit of the celebrity will influence consumers' perceptions.

1.7 Uncover how the physical appearance of the celebrity will influence consumers' perceptions.

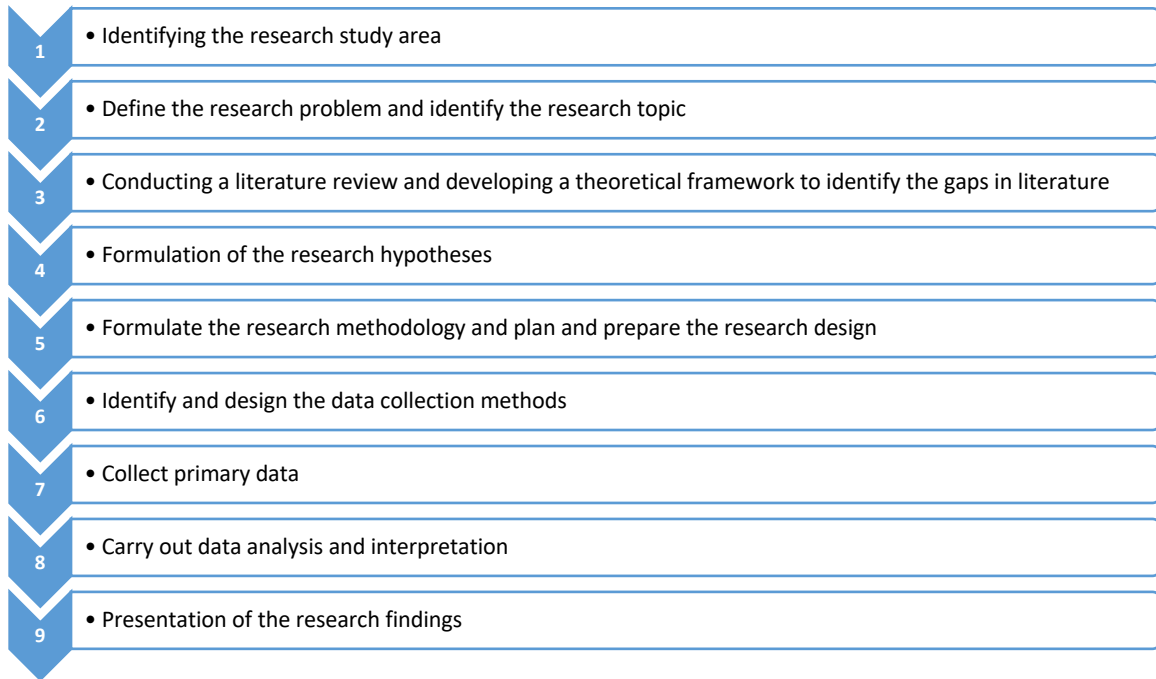
1.8 Determine how the nationality of a celebrity will influence consumers' perceptions.

2. To investigate how celebrity endorsers influence consumers' brand loyalty in the beauty industry in China.
3. To assess the impact of celebrity endorsers on consumer behaviour in China's beauty industry.
4. To determine whether limitations in consumer knowledge about celebrity endorsers or barriers in their information processing abilities influence their buying decisions in China's beauty industry.
5. To provide recommendations to the marketing management team in China, in order to adapt and improve their marketing campaigns and strategies to more effectively reach Chinese consumers in the beauty industry. In this regard, the study will:
 - 5.1 Determine whether offline or online marketing campaigns offer the best coverage.*
 - 5.2 Uncover the unique characteristics of Chinese media platforms such as WeChat, Weibo, Tencent QQ, Toudou Youku and other social media.*
 - 5.3 Ascertain whether the use of celebrity endorsers can make a brand stand out from competitors.*
6. To determine the influence of the biographical variables (age, ethnic group, region, income, occupation and marital status) on respondents' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand preference and brand awareness within the beauty industry.

4.4 The Research Process

The flow diagram depicted in Figure 4.1 on the subsequent page illustrates the research process relating to this study which investigates the impact of celebrity endorsement on consumers' perceptions and buying behaviour when used to advertise cosmetic products in China's beauty industry.

Figure 4.1
The Flow Diagram Illustrating the Research Process



Source: GERRISH, KATE, JUDITH and LATHLEAN. (2015) *Research Process in Nursing*. West Sussex, England: Wiley Blackwell.

The research process illustrated above provides the steps adopted by the researcher to carry out the study (Gerrish *et al.*, 2015). The first step involved the identification of the research study area. During this step, the researcher identified the significance of brand and product image in the beauty industry, therefore, investigating the impact of celebrity endorsement on consumers' perceptions and buying behaviour when advertising cosmetic products in China's beauty industry. The increased importance facilitated the investigation of the impact of celebrity endorsement on consumers' perceptions. After identifying the research area, the researcher identified the research problem and developed the research topic, which involved the investigation of consumers' perceptions when using celebrity endorsers in China's beauty industry to advertise cosmetic products (Gerrish *et al.*, 2015). The researcher has then carried out a literature review and developed a theoretical framework. During the literature review, the researcher had critically reviewed and analysed peer-reviewed articles and journal publications, academic sources, and industry publications.

The themes discussed in the literature review included celebrity endorsement in the beauty industry, factors contributing to the celebrities' influence on consumers, as well as the advantages and disadvantages of celebrity endorsement in the beauty industry. Furthermore, the variables relating to this study were discussed. The variables discussed were consumers' perceptions of celebrity endorsers in China, celebrity endorsers' influence on brand image, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness and Chinese media platforms and coverage within the beauty industry. In the theoretical framework, the theories reviewed were the cognitive perspective theory, social learning theory and diffusion of innovation theory. After conducting the literature review and the theoretical framework, the researcher developed the research hypotheses. To test the research hypotheses, the researcher formulated and developed the research plan and methodology, which helped to define and describe the research approach and research design adopted for the research study. After defining the research approach and design, the researcher designed the data collection method used to collect the primary data. The data collected was then cleaned, analysed and interpreted to generate findings and prove the research hypotheses. The final step in the research process was the write-up and presentation of the research findings.

4.5 Research Methodology

Research methodology can be defined as the strategic process of collecting information and data for the sole purpose of making informed decisions (Mitchell & Jolley, 2013).

4.5.1 Research Design

The researcher adapted a descriptive research design. Mitchell & Jolley (2013) describe the descriptive research design as a scientific technique that involves the observation and description of the research subjects' behaviour without interfering with the variables. After applying the descriptive research design, the researcher carried out the study of investigating the impact of celebrity endorsement on consumers' perceptions and buying behaviour in China's beauty industry without affecting the consumer's normal behaviour. According to Hammond, Malec, Nick & Buschbacher (2015), the descriptive research design is most applicable in market research where the researcher can investigate consumer behaviour without affecting their regular purchasing habits. Therefore, the researcher was able to determine consumers' purchasing habits for cosmetic

products endorsed by celebrities in China's beauty industry. As such, the researcher used the survey responses to describe the respondents' purchasing behaviour. However, since the beauty industry in China is large, the nature of the study was limited since it did not allow for the measurement and testing of the sample. Therefore, by understanding the study's limitation, the inability of the research results to answer or disapprove the research hypotheses definitively was anticipated. The descriptive research design was most appropriate and used as a valuable scientific tool in this study. Consequently, the descriptive research design applied in the study facilitated the observation of consumers within the age group of 18-23, 24-29, 30-35, 36-39 and 40+, as well as the five variables under investigation, which were consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness and the Chinese media platforms and coverage.

4.5.2 Research Approach

The researcher adopted a quantitative research approach that involved the use of close-ended questionnaires. By applying the quantitative research design, the researcher focused on the statistical and numerical analysis for the objective measurement of the primary data and research variables (Azungah, 2018). The primary data collected using the close-ended questionnaires permitted the researcher to develop patterns and facts on consumers' perceptions of cosmetic products advertised through celebrity endorsement in China's beauty industry. Also, the quantitative research design allowed the researcher to avoid bias, hence the achievement of greater accuracy, validity, reliability and objectivity of the results. Since the sample population was relatively large due to the size of China's beauty industry, the use of close-ended questionnaires for the quantitative study was appropriate compared to a qualitative research approach, such as unstructured interviews. The questionnaire developed by the researcher provided ordinal and nominal data, where the ordinal data applied the continuous rating scale for ranking while the nominal data was restricted to a few options.

The research study also applied the deductive research approach that was aimed at emphasising the description of the primary data collected through the close-ended questionnaires by examining the existing theories. The researcher was able to explain the influence of using celebrity endorsers to advertise cosmetic products on consumers' perceptions and buying behaviour within China's

beauty industry through the use of the deductive approach. According to Jebb, Parrigon & Woo (2017), the deductive research approach involves the development of a causal relationship and a research strategy that is aimed at establishing the relationship between the research variables. Therefore, by applying the deductive approach, the researcher was able to identify the expected pattern on consumer perception and buying behaviour, which was then tested against the quantitative data obtained, consequently distinguishing the actual pattern from the undefined one.

4.5.3 Study Site

The location of the study was within Liaoning Province. The city of Dalian was the pivotal site where the study was conducted.

Since the researcher investigated the influence of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry, the geographical location of the research study was in The People's Republic of China. The research study took place in Dalian City located in the North of China. Dalian city was a convenient location for the study due to the presence of a popular cosmetic franchise and a variety of shopping malls. Sephora was the popular cosmetic franchise used for this study in Dalian. The shopping malls housing the Sephora cosmetic franchise included Wanda Shopping Centre, Park Land Shopping Centre, Pavilion Shopping Centre, Galleria Square Shopping Centre, MYKAL Shopping Centre and Olympia66 Shopping Centre.

4.5.4 Target Population

The research study targeted Chinese female consumers who purchased cosmetic products. The sample population included female consumers aged 18 years and above who shopped for cosmetic products at Sephora stores located in the six shopping malls in Dalian city. The use of female consumers as the target population was significant for this study since females are the primary consumers of cosmetic products in China's beauty industry.

4.5.5 Sampling Strategies

The researcher applied the non-probability sampling technique, namely the convenience sampling strategy for the selection of the female consumers for the study. Convenience sampling was

preferred for the study due to the strategy's time efficiency and convenience advantages. According to Gravetter, Frederick & Forzano (2018), convenience sampling is preferred by most researchers due to its ease of research and sampling simplicity. Besides, Lewis, Michael, Bryman & Liao (2014) claim that a convenience sampling strategy is cheaper to implement since data collected is facilitated within a short period and is essential for hypothesis generation and pilot testing. Therefore, during the study of investigating consumers' perceptions of cosmetic products advertised through celebrity endorsement in China's beauty industry, the researcher selected the female consumers depending on their ease of access. During the selection, the researcher required the respondents to volunteer to take part in the study given the large sample frame of consumers in China's beauty industry.

4.5.6 Sample Size

Based on the information provided by the Sephora area manager, the average number of female consumers who visited the Sephora stores located in the six shopping malls were 500 consumers per day. Therefore, for this study, the optimal sample size of the female consumers shopping for cosmetics at Sephora stores in Dalian city was 217 female consumers. The researcher utilised the sample size table depicted in Table 1.1 in chapter one for the purpose of determining the optimal sample size for the given population. Based on this table, for a sample population of 500 consumers, the optimal sample size was 217 consumers who had a confidence level of 95% and a margin of error of 5%.

4.5.7 Sample

While investigating the impact of celebrity endorsement on consumers' perceptions and buying behaviour in China's beauty industry, the researcher targeted a sample of 217 female consumers who shopped at the Sephora stores located in six shopping malls in Dalian city. According to Chiang, Chiang-Tzu & Wan-Chen (2010), the highest consumers of cosmetic products are female consumers above 18 years of age. The study sample comprised of female consumers aged 18 years and above and those who were able to understand either Chinese characters or the English language. However, the respondents were not selected based on their income characteristics.

According to the Sephora area manager in Dalian city, the following population sizes were extracted from the “WeChat VIP” database. A “WeChat VIP” shopper at Sephora stores can be described as a consumer who has an electronic card with the franchise via a popular application called WeChat. This electronic card generates points when purchases are made at the store and can be redeemed for discounts or rewards. Figure 4.2 illustrates a “WeChat VIP” consumer at Sephora.

Figure 4.2
Electronic card of a “WeChat VIP” at Sephora



Source: SEPHORA WECHAT MINI PROGRAMS. (2020) *Sephora* [Online] WeChat. Available from: <http://loyalty.sephora-me.com> [Accessed on 10/03/20].

The average daily information obtained from the “WeChat VIP” database at Sephora pertinent to each of the six shopping malls of interest is outlined below:

1. Wanda Shopping Centre – 95
2. Park Land Shopping Centre – 55
3. Pavilion Shopping Centre – 113
4. Galleria Square Shopping Centre – 61
5. MYKAL Shopping Centre – 74
6. Olympia66 Shopping Centre – 102

From the above statistics, it can be construed that the total population size (N) aggregates to 500. Furthermore, with a confidence level of 95% and the margin of error being 5%, the sample size was calculated using Table 1.1 in chapter one to be 217, with N = 500. In addition to Table 1.1, the researcher used a sample size calculator featured in Figure 4.3 below with the intention of calculating the sample size. Moreover, the researcher opted to employ the statistical formula depicted below in order to ensure that simplifications about the entire Chinese population were omitted from this study. The formula displayed below was applied with the aim to calculate the sample size 'n'.

Figure 4.3
Sample Size Calculator

Find Out The Sample Size
This calculator computes the minimum number of necessary samples to meet the desired statistical constraints.

Result

Sample size: 217

This means 217 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within ±5% of the measured/surveyed value.

Confidence Level: Use 50% if not sure

Margin of Error:

Population Proportion: Use 50% if not sure

Population Size: Leave blank if unlimited population size.

Source: CALCULATOR.NET. (n.d) *Sample Size* [Online] Available from: <https://www.calculator.net> [Accessed on 12/03/20].

The statistical formula for calculating the sample size is displayed below:

$$n_0 = \frac{\hat{p} \times (1 - \hat{p}) \times z^2}{MOE^2}$$

$$n = \frac{n_0}{1 + n_0 / N}$$

For this calculation, it is important to note:

- n_0 : sample size pre-correction that has been rounded up to the nearest integer
- \hat{p} : expected sample proportion decimal
The expected sample proportion decimal used for this study will be 0.45

- z : extracted from the z-score table
With a 95% confidence level, $(100 - 95) \div 2 = 2.5$ is the area in each tail of the standard normal curve.
 $100 - 2.5 = 97.5$ indicates the cumulative area up to the second tail
Find $97.5 \div 100 = 0.975$ in the z-table to get a z-score of $1.9 + 0.06 = 1.96$

- MOE: margin of error that will be divided to get a decimal
The margin of error is $100\% - 95\% = 5\%$
 $5 / 100 = 0.05$

- n : sample size

- N : population size
The population size is 500 according to the “WeChat VIP” database from the area manager in Dalian.

Therefore, the inputs were substituted and n was calculated to be as follows:

$$\begin{aligned}n &= \frac{0.45 \times 0.55 \times 1.96^2}{0.05^2} \\n &= \frac{381}{1 + (381/500)} \\&= 216.232 \\&= 217\end{aligned}$$

With a margin of error of $\pm 0.05\%$ and an expected sample proportion of 0.45, the sample size would need to be 217.

Additionally, the researcher had a 100% response rate. The results attained will be interpreted and discussed in the upcoming chapters.

4.5.8 Data Collection Methods

Primary and secondary data was used in this study. The primary data was collected through close-ended questionnaires administered to 217 female consumers that purchased cosmetic products from Sephora stores located in the six shopping malls in Dalian city. The respondents took approximately fifteen minutes to complete the closed-ended questionnaire that contained a Likert scale for ranking ordinal data. According to Lavrakas (2018), by applying a Likert scale, the researcher obtains more precise and definite responses that are easy to understand. Therefore, the female consumers that took part in the study provided precise responses regarding their perceptions of cosmetic products advertised by celebrity endorsers, which allowed the researcher to analyse and interpret the primary data effectively.

The close-ended questionnaire aimed at measuring five variables under investigation, which included consumers' perceptions of celebrity endorsers and the independent variables - celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness, celebrity endorsers' influence on brand image and the Chinese media platforms and coverage used within the beauty industry.

Due to the language barrier during the collection of primary data, the researcher used a translator who was required to be bilingual and hold a certificate of proficiency in English and the native Chinese language. The certificate of proficiency was stamped by the Commissioner of Oaths in China. The use of a translator ensured that the results were reliable and valid since respondents had the questions translated for better understanding and accurate responses. The researcher obtained secondary data through a literature review. The literature was sourced from academic sources, peer-reviewed articles, journals and industry publications published within the last two decades.

4.5.9 Data Quality Control

According to Westbrook (2014), quality control in a research study is the procedures and efforts that the researcher applies to ensure that the accuracy and quality of the primary data are achieved. As such, in this study, the researcher applied the quality control procedures to the questionnaires. Westbrook (2014) states that quality control procedures ensure the appropriate monitoring of the respondents' behaviour and other aspects of the survey process. For quality control, the researcher conducted a pre-test of the questionnaire. Furthermore, the researcher tested for data validity and reliability, as well as conducted pilot testing.

4.5.9.1 Validity

Wang, Ziad & Lee (2012) define data validity as the indication of how sound the research results are and the degree to which the data collected represents the phenomenon being measured. While investigating the impact of celebrity endorsement on consumers' perceptions and buying behaviour relating to the cosmetic products advertised by celebrity endorsers in China's beauty industry, the researcher applied factor analysis to test for data validity. According to Gorsuch (2015), factor analysis extracts the standard variables and classifies them into factors. By applying the factor analysis, the researcher was able to obtain a more concise representation of the market situation.

4.5.9.2 Reliability

Wang *et al.*, (2012) define data reliability as the extent to which the research method produces consistent and stable results. Therefore, for this study, the researcher applied the Cronbach's Alpha reliability coefficient, which analysed the Likert scale to ensure a positive correlation between the results and data in a set.

4.5.9.3 Pre-Testing

Pre-testing can be defined as the preliminary testing of the target population prior to the final distribution of the questionnaires (Westbrook, 2014). According to Westbrook (2014), pre-testing is important as it tests the reliability and validity of the survey instrument. After the questionnaire was formulated and prior to pilot testing, the researcher conducted a pre-test with five respondents. The pre-testing was successful, as the researcher experienced no

difficulties in getting the respondents to participate and complete the questionnaire and the respondents happily volunteered to assist the foreign researcher. The five respondents were able to complete the questionnaire under five minutes without any difficulties. Pre-testing was also conducted after the questionnaire was formulated, whereby the researcher sought advice from two experts in the Marketing field who reviewed the questionnaire and confirmed its appropriateness along with the items being measured.

4.5.9.4 Pilot Testing

Pilot testing is used to investigate how the survey was conducted for the purpose of identifying the need for adjustments and improvements (Jackson, Chris & Furnham, 2010). The researcher also conducted a pilot test for this study prior to the actual survey administration. The pilot test involved twenty respondents and was aimed at examining the questionnaire duration, guidelines' transparency and whether the questions were vague or if they made the respondents feel uncomfortable. Pilot testing was conducted using the same procedures as the final study and from the pilot study it was evident that the respondents understood the appropriateness in terms of the instruction, wording and construction of the questionnaire. It was clearly evident that the respondents understood the items and scales utilised, hence no further modifications to the questionnaire were made. Lenz, Schmid, Wilrich & International Workshop on Intelligent Statistical Quality (2012) suggested that in order to find out the necessary information, the following should be asked during the pilot testing:

- The duration of the questionnaire,
- The transparency of the guidelines,
- Whether or not any questions were unclear,
- Whether any questions caused discomfort to the participant,
- Whether the arrangement was immaculate and eye-catching,
- Any further observations made regarding the assessment.

4.5.10 Measurements

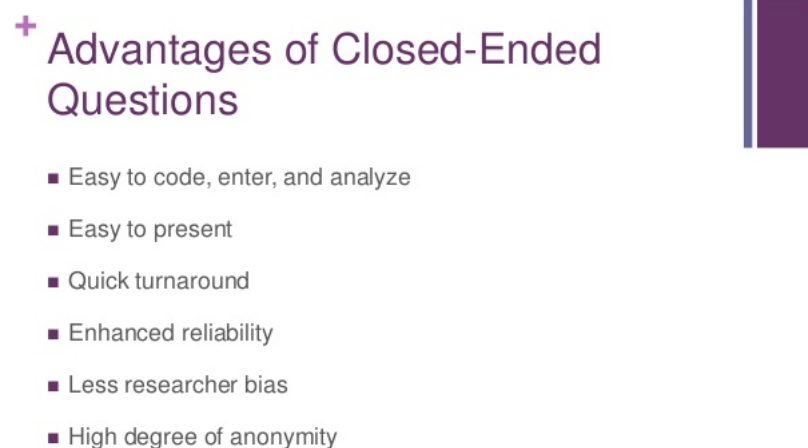
Closed-ended questions were contained in the questionnaire for primary data collection and a 5-point Likert scale was used to measure consumers' perceptions of celebrity endorsers, celebrity

endorsers' influence on brand image, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness and the Chinese media platforms and coverage in the beauty industry.

The 5-point Likert scale provides more accurate and definite responses; therefore, it was selected to be used in this study. This scale authorises the revelation of five degrees of only two responses, agreement, or disagreement. It is easy to interpret and is less cumbersome than other scales of measurement.

According to Figure 4.4 below, closed-ended questions were chosen for this research instrument due to its numerous advantages. Closed-ended questions are easy to code, enter and analyse, thus allowing the researcher to compare and rate the answers of several respondents with ease. Closed-ended questions are also easy to present (Bombich, 2015). Majority of the respondents experienced no difficulty in answering the questionnaire. Furthermore, closed-ended questions have a quick turnaround seeing as they are effortless and quick to answer. Additionally, this method of questioning is reliable, has minimal researcher bias and a high degree of anonymity (Bombich, 2015).

Figure 4.4
Advantages of Closed-ended Questions



Source: BOMBICH. (2015) *How to ask survey questions* [Online] WUSTLibraries.
Available from: <https://image.slidesharecdn.com> [Accessed on 14/03/20].

There were six sections in the research instrument that was used to measure respondents' perceptions of celebrity endorsers, brand image, brand loyalty, brand awareness and the Chinese media platforms and coverage within the beauty industry.

Hereunder is the list of each of these sections:

Section A: Biographical Data,

Section B: Consumers' Perceptions of Celebrity Endorsers,

Section C: The Influence of Celebrity Endorsement on Brand Image,

Section D: The Influence of Celebrity Endorsement on Brand Loyalty,

Section E: The Influence of Celebrity Endorsement on Brand Awareness and

Section F: The Chinese Media Platforms and Coverage in the Beauty Industry

There is a summation of the sections incorporated in the questionnaire below.

Section A: Biographical data

In this section respondents were asked a series of questions pertaining to their biographical profile namely: age group, ethnic group, region within China, income, occupation, marital status and most used application.

Section B, C, D, E and F consisted of statements that were categorised into relevant sections that related to the key dimensions of this study, which are listed below:

- Consumers' Perceptions of Celebrity Endorsers,
- The Influence of Celebrity Endorsement on Brand Image,
- The Influence of Celebrity Endorsement on Brand Loyalty,
- The Influence of Celebrity Endorsement on Brand Awareness and
- The Chinese Media Platforms and Coverage in the Beauty Industry

4.5.11 Data Cleaning

Data cleaning is referred to as the process of preparing the data for analysis by eliminating or altering any data that is unnecessary or unhelpful to the study (Westbrook, 2014). The researcher successfully cleaned the data by monitoring errors to fix incorrect data, followed by standardising the point of entry to reduce the risk of duplication. Thereafter the researcher captured the data by using SPSS on Microsoft Excel.

4.5.12 Data Analysis

Westbrook (2014) defines data analysis as the systematic application of logical and statistical methods to illustrate and describe data. For this study, the researcher applied descriptive and inferential statistics and captured the data in SPSS after coding using Microsoft Excel.

4.5.13 Descriptive Statistics

The descriptive statistics employed for this study include frequencies and percentages, measures of central tendencies and measures of dispersion.

Frequencies and Percentages

Frequencies will be used to determine the number of occurrences, while percentages will be applied to generate a contingency table derived from the data's frequency distribution (Aldous, 2016). A frequency distribution was carried out to represent the biographical variables in this study. The biographical variables included, age group, ethnic group, region within China, income, occupation, marital status and most used application. The data collected from the sample was displayed as "N" and was converted into percentages totalling 100% for each biographical variable. The data was then graphically presented in the form of bar graphs.

Measures of Central Tendency

The measures of central tendency will involve the clustering of data around a central value by determining the mean, mode and median (Aldous, 2016). In this study, the average or mean was calculated by dividing the entirety by the total number of the data set. The central element is called the median (Aldous, 2016). The median was achieved after arranging the data in an ascending order. The most repeated value is referred to as the mode of the data set (Sekaran & Bougie, 2013).

Furthermore, the minimum and maximum attainable score was presented. In this study, the key dimensions of the impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry was measured. The key dimensions included consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness and the Chinese media platforms and coverage.

Measures of Dispersion

The measures of dispersion, such as the standard deviation and variance determines the degree of variability of the questionnaire results (Aldous, 2016). The measure of dispersion was applied to the five key variables in this study. These variables comprised of consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness and the Chinese media platforms and coverage.

4.5.14 Inferential Statistics

Inferential statistics was used to determine whether the data obtained represented the entire population of consumers in China's beauty industry and included the use of the Pearson Correlation, T-test, Analysis of Variance (ANOVA) and Multiple Regression (Witte & John, 2017).

Pearson Correlation

The Pearson Correlation Matrix was used to determine the strength, direction and significance of the correlation between the study variables (Witte & John, 2017). The variables evaluated included consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness and the Chinese media platforms and coverage. The interval or ratio level was used to measure the variables. The dissimilarities between the different variables was assessed after the correlation was derived. The Pearson Correlation was a fitting measurement for this study, since it was the most suitable measurement taken from an interval scale and it did not depend on any suppositions to be correct.

T-Test

The T-Test explores the association between the dependent and independent variables. Moreover, the T-Test is used to establish the difference between the environments that are not noticeable. Furthermore, the T-Test is also used to explore the relationship between the independent and dependent variables (Witte & John, 2017). The researcher used the T-Test to determine the differences between the environments since the study involved six different locations in Dalian city. In this study the dependent variable included consumers' perceptions of celebrity endorsers, while the independent variables consisted of celebrity endorsers' influence on brand image, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness and the Chinese media platforms and coverage. When the variance of the variable's normal distribution is unknown, the difference between the independent and dependent variable for the consumer group will be assessed (Witte & John, 2017).

Kruskal-Wallis Analysis of Variance (ANOVA)

The ANOVA test is critical in investigating the differences in the dependent variable (Witte & John, 2017). The dependent variable in this study was consumers' perceptions of celebrity endorsers. The ANOVA test was suited for this study since it has multiple independent variables, but only one dependent variable. This study's independent variables included celebrity endorsers' influence on brand image, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness and the Chinese media platforms and coverage. The ANOVA test was used under the assumption that the sample was drawn from a normally distributed population with an equal population variance (Witte & John, 2017). The ANOVA test was carried out to investigate whether any significant differences existed in the dependent variable among the consumers.

Multiple Regression

Multiple regression is used to determine the association between numerous independent variables that assume the role of a dependent variable (Witte & John, 2017). This method of analysis was appropriate for the study since it had many independent variables such as celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness, celebrity endorsers'

influence on brand image and the Chinese media platforms and coverage, but only one dependent variable which was consumers' perceptions of celebrity endorsers.

Factor Analysis

This form of examination is used to determine the correlations among many variables and to identify highly interrelated variables that reflect themes (Witte & John, 2017). In this study, correlations were observed in five variables. These variables included consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness, celebrity endorsers' influence on brand image and the Chinese media platforms and coverage.

Friedman Test

This is a non-parametric statistical test. It is used to detect differences in behaviours across multiple test attempts. In this procedure, the values in each row are ranked together from low to high (Garson, 2012). Each row is ranked separately. Thereafter it sums up the ranks in each column (Garson, 2012). This matched test was used to control the experimental variability between the variables, consequently increasing the power of the test. In this study, the questions listed in the questionnaire pertaining to the five variables underwent the Friedman test. The five variables comprised of consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness, celebrity endorsers' influence on brand image and the Chinese media platforms and coverage.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)

This test is used to compute the data suitability for the factor analysis (Garson, 2012). Sampling adequacy for each of the five variables in this study was measured during this test. Additionally, the proportion of variance among the five variables was measured to determine if they share a common variance. When the proportion of the variance is lower, it can be deliberated that the data is more appropriate for factor analysis (Garson, 2012). According to Garson (2012), a mediocre result can be conferred when the value is at a minimum of 0.5 or between the range of 0.5 and 0.7. Furthermore, the values between 0.7 and 0.8 can be regarded as good, while great values are those between 0.8 and 0.9. However, values above 0.9 are considered to be outstanding. In this study,

the data obtained had a value of 0.954. The value obtained in this study fell into the range of being outstanding, therefore the sample size was satisfactory for factor analysis.

Bartlett's Test of Sphericity

When this test is applied, the correlation matrix is compared to the identity matrix (Witte & John, 2017). This test observes if there is a certain redundancy between the variables that can be summarised using a fewer number of factors. In this study, the five variables that were observed included consumers' perception of celebrity endorsers, celebrity endorsers' influence on brand loyalty, celebrity endorsers' influence on brand awareness, celebrity endorsers' influence on brand image and the Chinese media platforms and coverage. The strength of the relationship among the five variables was measured using the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) and the Bartlett's Test of Sphericity. These tests are illustrated and presented in tabulation forms in chapter five of this study.

4.6 Ethical Considerations

The ethical considerations for this study will be outlined below and on the following page:

4.6.1 Ensuring the Respondents Have Been Given Formal Consent

According to Kirchhoffer & Richards (2019), informed consent involves the acquisition of permission from study respondents indicating that they are aware of the possible consequences of the research. The researcher ensured that the respondents understood the aim of the study and signed the consent form.

4.6.2 Ensuring No Harm Comes to Respondents

The researcher is required to protect the safety of the respondents and assure them of the freedom to withdraw from the study at any time (Kirchhoffer & Richards, 2019). The researcher allowed the respondents to fill the questionnaires without restrictions.

4.6.3 Ensuring Permission is Obtained

The researcher obtained written permission from the University of KwaZulu-Natal (UKZN) and the Gatekeeper's permission letter from Sephora's manager in Dalian city. In addition, the researcher also attained ethical clearance from the university.

4.6.4 Ensuring Confidentiality and Anonymity

To ensure the anonymity of the study respondents, the researcher should not collect sensitive information that may reveal their identity (Kirchhoffer & Richards, 2019). The researcher ensured that third parties have no access to the data and respondents' information. Additionally, the researcher requested the omission of names to safeguard their identity.

4.7 Limitations of the Study

The drawbacks experienced by the researcher for the duration of this study will be outlined below and on the succeeding pages.

4.7.1 General Limitations of the Study

The study was limited in terms of the sample size of 217 female consumers located in one city in China, hence it may not be a true representation of the large population in China's beauty industry. Time was also a limitation due to the participants' busy schedule, which led to a few hastily completed questionnaires. The language barrier between the researcher and respondents was a limitation, hence the need for a translator, which increased the research costs and affected the validity and accuracy of the results. Moreover, due to the language barrier, the translation process was time-consuming, which harmed the respondents' willingness to participate in the study. The study was also limited in terms of the study location, which meant that the researcher had to travel to the six different locations in Dalian city where the Sephora stores were located. The need for travel created significant financial constraints.

4.7.2 Obtaining Permission for Data Collection

The researcher was aware that conducting a study in a foreign country would be challenging, however obtaining permission for data collection at Sephora stores was the most demanding task.

The researcher went to multiple Sephora stores in Dalian to request permission to conduct the study. All the floor managers refused. They did not acknowledge the researcher's official letters from UKZN. Thereafter, the researcher had to contact the area manager. To the researcher's dismay, the highly educated area manager could not speak English. Fortunately, the researcher had survival Chinese speaking skills and was able to understand that the area manager could not allow the data collection process to take place at any of his stores. The researcher refused to give up and asked a Chinese friend to speak to the area manager. After a long conversation, the area manager indicated that according to the Chinese law, such a study is forbidden at stores in Dalian because they fear that their ideas will be stolen.

The researcher showed the area manager the official UKZN letters again, but this time had them translated in Chinese. He still refused. The following day the researcher asked her colleague at work to phone the area manager and plead for a chance to talk. The colleague explained that the researcher is legally employed at her company and the visit to the Sephora stores will be strictly for research purposes only. The area manager finally agreed and demanded that the researcher bring all the necessary documents such as a work contract, passport with residency permit and work permit card. The researcher, colleague and the area manager met at one of the Sephora branches in Dalian, where the area manager indicated that no one performs this type of research any longer, as everything is done electronically. He did not understand why the researcher wanted to be in the store to administer questionnaires and was extremely suspicious. Thereafter, the manager stated that he has never had this request before, especially from a foreigner. After a long negotiation, the area manager finally said "ke yi" which means okay in Chinese and permission was granted to collect data at all six Sephora stores in Dalian.

4.7.3 Obtaining a Gatekeeper's Permission Letter

Attaining any formal document in China can be a very long and arduous process. Regrettably, obtaining a Gatekeeper's Permission letter was another problematic hurdle that the researcher had to overcome.

The area manager refused to draft a permission letter for the researcher. He said that he could not and continued to decline until the researcher suggested to produce the letter and the area manager

could sign and stamp it. He eventually agreed. The researcher returned the next day with the letter, however, the area manager refused to stamp or sign anything until the letter was explained in detail. Thereafter, the area manager insisted that the researcher include additional information on the letter, such as the following: no pictures will be allowed to be taken at any of the stores; if the researcher is found guilty of such an offense, there will be a penalty; the researcher will not be allowed to exchange any personal information with the consumers and the only person who can accompany the researcher is the translator who needs to show her Identity card to verify her information. Furthermore, the researcher was instructed to present all personal documentation to the floor managers at the six Sephora stores. The researcher was requested to include this information in the letter and return it the next day. The following day, the researcher presented the letter to the area manager. After scrutinizing the letter, the area manager took a picture of it and translated it using an application on his phone. Finally, he made some notes on the letter, stamped and signed it.

Even though the researcher managed to obtain a Gatekeeper's Permission letter from Sephora, the letter was not on an official Sephora letterhead. Letterheads are only used for business-related purposes in China and nothing given to the general public contains a letterhead. Due to this, the researcher was unable to provide UKZN with a Gatekeeper's Permission letter on an official Sephora letterhead, as China is suspicious of everyone. They have laws that the researcher cannot comprehend or explain.

4.7.4 During Data Collection

The respondents were excited and interested to participate in the study due to the researcher being a foreigner and they did not need much persuasion, as they were fascinated to have an interaction with a non-national. The researcher used her foreign nationality to draw respondents to Sephora stores. The floor managers were thrilled with the uncommon influx of customers and the boost in sales for the day.

Even though the researcher was a magnet for the customers, the researcher was unable to explain the objective of the study to the respondents or answer any related questions due to the language barrier. The researcher had a basic level of the native language; thus, the use of a translator was an

extremely important element during the data collection process and the researcher would have been unable to collect the relevant data if the translator was not present.

Furthermore, a few respondents were in a hurry and completed the questionnaire hastily. Some respondents were more absorbed in taking pictures with the foreign researcher instead of directing their attention to the questionnaire. The researcher used it to her advantage and offered to take a picture with respondents on completion of the questionnaire. Additionally, the data collection process was smooth; the researcher had no difficulties meeting the research target and the respondents had no trouble understanding or answering the questionnaire.

4.8 Conclusion

This chapter provided justification for the research methods applied by the researcher. The quantitative research approach was adopted for this study, which used a questionnaire with close-ended questions. This ensured that the researcher achieved the research objectives due to the ability of generalisation of the data obtained from the results. In addition, the questionnaires permitted the researcher to effectively measure the variables, thus allowing the researcher to close the research gap, despite the plethora of challenges experienced along the way.

Chapter five will introduce the reader to the analysis and presentation of the results obtained from the study. Moreover, this chapter will provide further insight on the various statistical tests used in order to generate the results of the study.

CHAPTER FIVE

PRESENTATION OF RESULTS

5.1 Introduction

The research findings for this study will be presented in this chapter. Moreover, this chapter will provide further insight into the various statistical tests used in order to generate the results of the study. Tables, figures and graphs will be depicted for the purpose of forming the pivotal argument in this chapter. Descriptive and inferential statistics were employed to process the data collected. Furthermore, data was analysed to reach the objectives of the study. The factors influencing consumers' perceptions of using celebrity endorsers in the Chinese beauty industry were determined through the use of Multiple regression, T-tests and Analysis of Variance (ANOVA). The research findings were evaluated and presented using tables and figures through employing the Statistical Package for the Social Sciences – SPSS, version 22.

For clarification on the objectives of the study, an empirical analysis was conducted. Questionnaires were personally administered by the researcher to the consumers shopping at six major shopping malls at Sephora in Dalian city. At the end of the data collection process, each completed questionnaire was then analysed in order to generate the results of this study.

Chapter five successfully answers the six critical research questions, which are accentuated below and extends to the following page:

1. What are the factors affecting consumers' perceptions of using celebrity endorsers to advertise cosmetics in the beauty industry in China? In this regard, the sub-questions of the study include:
 - 1.1 How will a negative outlook of the celebrity influence consumers' perceptions?*
 - 1.2 In what way will the popularity of the celebrity influence consumers' perceptions?*
 - 1.3 How will the credibility of the celebrity influence consumers' perceptions?*
 - 1.4 How will the knowledge and skills of the celebrity influence consumers' perceptions?*
 - 1.5 In what way will an overexposed celebrity influence consumers' perceptions?*
 - 1.6 How will the brand-fit of the celebrity influence consumers' perceptions?*

- 1.7 How will the physical appearance of the celebrity influence consumers' perceptions?*
- 1.8 In what way will the nationality of a celebrity influence consumers' perceptions?*
2. How do celebrity endorsers influence consumers' brand loyalty in the beauty industry in China?
 3. What impact does celebrity endorsers have on consumer behaviour in China's beauty industry?
 4. Can limitations in consumer knowledge about celebrity endorsers or barriers in their information processing abilities influence their buying decisions in China's beauty industry?
 5. How can the marketing management team in China adapt and improve their marketing campaigns and strategies to more effectively reach Chinese consumers in the beauty industry? In this regard, the sub-questions of the study include:
 - 5.1 Do offline or online marketing campaigns offer the best coverage?*
 - 5.2 What are the unique characteristics of Chinese media platforms such as WeChat, Weibo, Tencent QQ, Toudou Youku and other social media?*
 - 5.3 Will the use of celebrity endorsers make a brand stand out from competitors?*
 6. What is the influence of the biographical variables (age, ethnic group, region, income, occupation and marital status) on respondents' perceptions of celebrity endorsers and Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand preference and brand awareness within the beauty industry?

5.2 Results of the Study – Profile of the Sample

5.2.1 Descriptive Statistics: Frequency Distribution

The profile of the sample population was established by the use of frequencies and percentages. The application of the means and standard deviations were used to assess the overall responses. A frequency distribution is one of the best ways to give an overview of the data (Cohen, 2009). The subsequent section will provide an explication on the demographic profile of the respondents. The demographics of the 217 respondents were measured by asking respondents questions concerning their demographic profile, which comprised of their age, ethnic group, region within China, income, occupation, marital status and most used application.

The profile of the sample is shown in Tables 5.1 below.

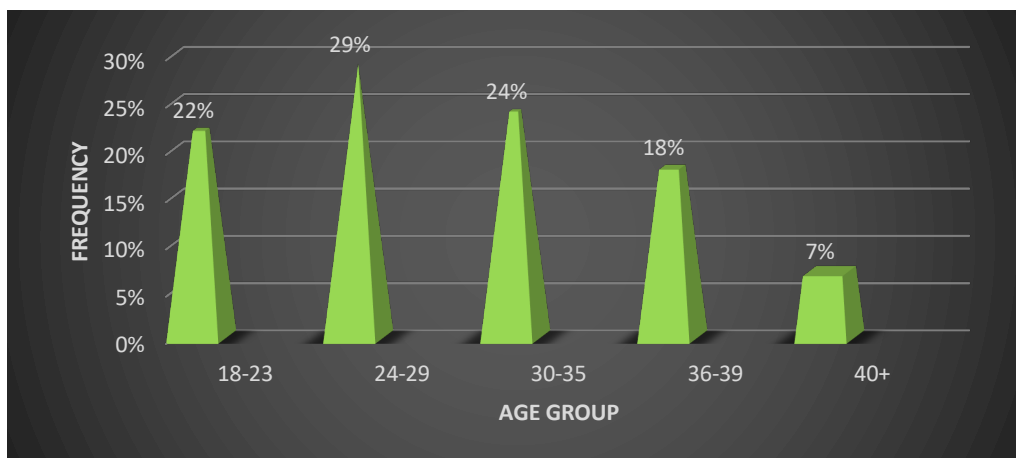
Table 5.1
Frequency Distribution of the Biographic Variables

Biographical Variables		N	Percentage
Age Group	18-23	47	22%
	24-29	64	29%
	30-35	51	24%
	36-39	39	18%
	40+	16	7%
Total		217	100%
Ethnic group	Han	144	66%
	Zhuang	41	19%
	Manchu	12	6%
	Hui	5	2%
	Other 52 minorities	15	7%
Total		217	100%
Region within China	Liaoning	107	49%
	Jilin	55	25%
	Inner Mongolia	2	1%
	Hebei	32	15%
	Other regions in China	21	10%
Total		217	100%
Income	1. < 1 500RMB	28	13%
	2. 1 501RMB – 3 000RMB	37	17%
	3. 3 001RMB – 6 000RMB	63	29%
	4. 6 001RMB – 9 000RMB	49	23%
	5. 9 001RMB +	40	18%
Total		217	100%

5.2.1.1 Age Group

According to Table 5.1, the ages of respondents are grouped according to the age clusters of 18-23, 24-29, 30-35, 36-39 and 40+. The majority (29%) of the respondents who participated in the survey were aged between 24-29 years and comprised of 64 respondents. The minority (7%) of respondents were aged above 40 years, which is indicated by the smallest bar in Figure 5.1 below. Additionally, from the bar graph depicted in Figure 5.1, it can be interpreted that the first age bracket only consisted of 47 respondents (22%), whereas the respondents in their 30's were grouped into two age clusters. The age group 30-35 comprised of 51 respondents (24%), however the age group 36-39 consisted of 39 respondents (18%) only.

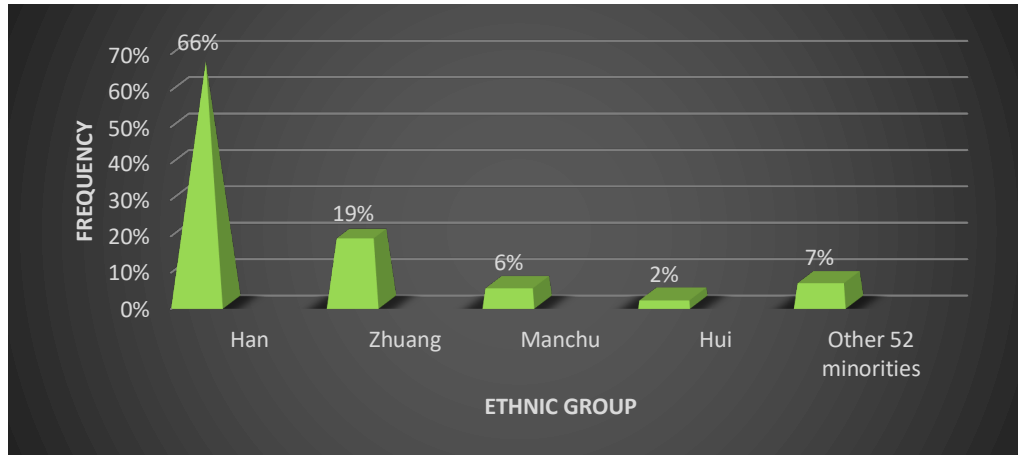
Figure 5.1
Respondents' Age Group



5.2.1.2 Ethnic Group

The data was collected from several ethnic groups in Dalian as stated in Table 5.1. The Han ethnic group contributed to the most significant number of respondents (66%) who were 144 out of the total of 217 respondents. This is denoted by the first bar in the bar chart in Figure 5.2 on the next page. The Zhuang ethnic group followed behind with only 41 respondents (19%). The third bar in Figure 5.2 indicates the Manchu ethnic group with 12 respondents (6%). Furthermore, the other 52 minorities only consisted of 15 of the total respondents (7%). However, the Hui ethnic group had the smallest number (2%) of merely 5 respondents. The results disclose that respondents were not evenly distributed among the available ethnic groups since there is one group representing a very large proportion of respondents in comparison to the other ethnic groups.

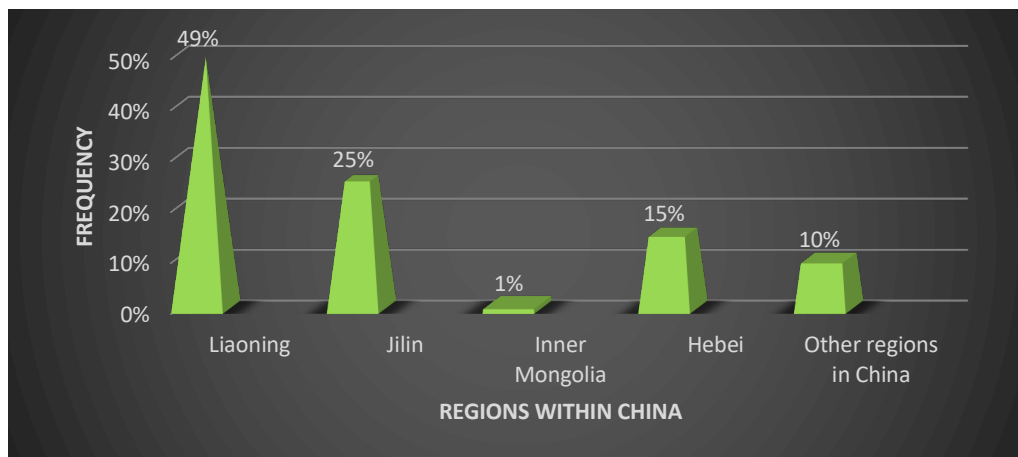
Figure 5.2
Respondents' Ethnic Group



5.2.1.3 Region within China

In accordance with Table 5.1, all 217 respondents were chosen from Dalian. However, some of the respondents were born in different regions within China. The largest inhabitants of the respondents (49%) were from the Liaoning region in China which totalled to 107 of the sample population. However, 55 of them were from the Jilin region (25%). Hebei had 32 respondents (15%), while only 2 from the grand total of 217 were from Inner Mongolia (1%). The remaining 21 were from other regions in China (10%) that was not listed in the questionnaire. A bar graph indicating the numbers of respondents per region is displayed below.

Figure 5.3
Respondents' Region within China



5.2.1.4 Income

Data was collected from individuals with different levels of earnings as per Table 5.1. The researcher captured the information of those earnings as low as 1RMB. Majority (29%) of the respondents totalling 63, earn between 3 001RMB – 6 000RMB. The subsequent bracket that had a large sum of respondents (23%) was those earning between 6 001RMB and 9 000RMB, thus amounting to 49 of the sample population. The shortest bar in Figure 5.4 below, depicts 28 of the respondents (13%) who earn 1 500RMB or less. Additionally, 37 respondents (17%) earn between 1 501RMB and 3 000RMB, followed by 40 respondents (18%) who earn 9 001RMB or more respectively. The mass of respondents who participated in the survey earn above 3 001RMB, which can be clearly seen in the bar graph below.

Figure 5.4
Respondents' Income

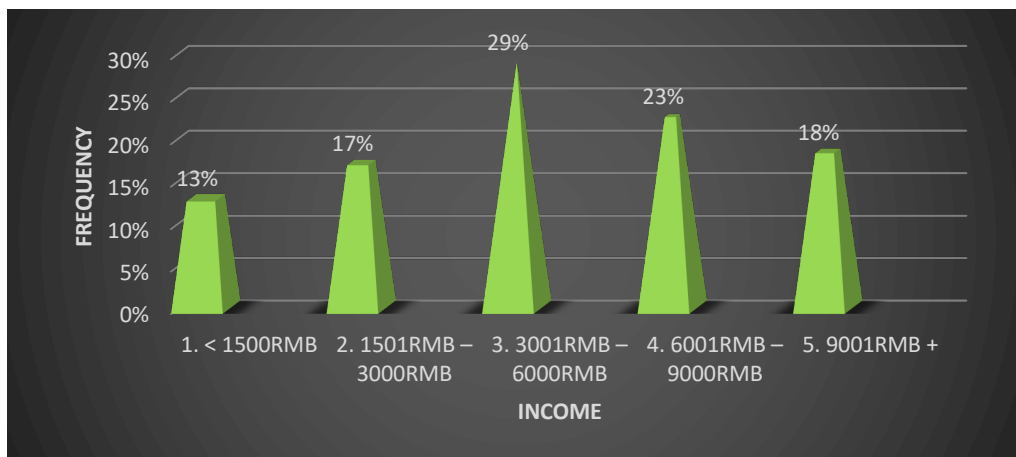


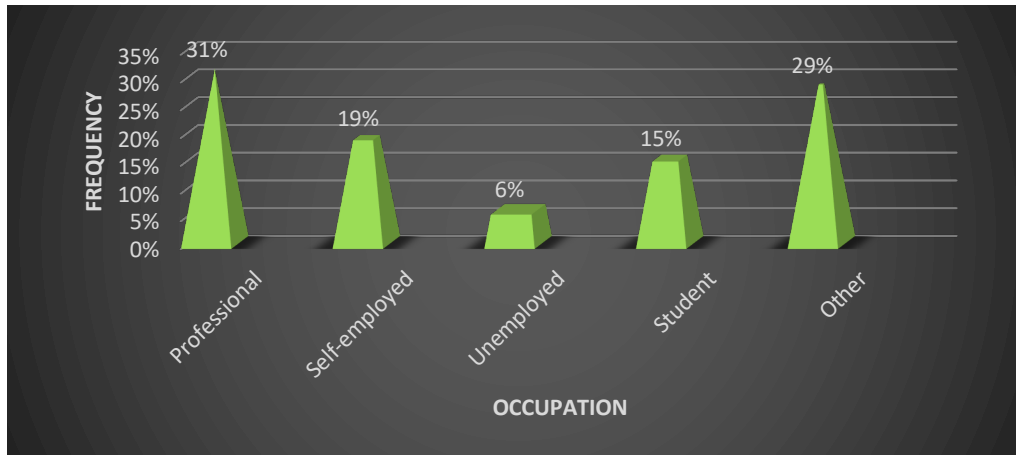
Table 5.1
Frequency Distribution of the Biographic Variables *Continued*

Biographical Variables		N	Percentage
Occupation	Professional	68	31%
	Self-employed	41	19%
	Unemployed	13	6%
	Student	33	15%
	Other	62	29%
Total		217	100%
Marital Status	Single	56	26%
	Married	157	72%
	Divorced	3	1%
	Widowed	1	1%
Total		217	100%
Most used application	WeChat	201	93%
	Weibo	7	3%
	Tencent QQ	5	2%
	Toudou Youku	2	1%
	Other	2	1%
Total		217	100%

5.2.1.5 Occupation

According to Table 5.1, five types of occupations were included in the questionnaire. These occupations were professional, self-employed, unemployed, student and other. The bulk of the respondents (31%) indicated that they were involved in professional activities. A total of 41 respondents (19%) said that they were self-employed, whereas 33 were students (15%). However, only 13 respondents (6%) said that they were not employed. There was another group of respondents (29%) who said that they were involved in other activities that were listed in the questionnaire as “Other”. This information is represented in a bar chart in Figure 5.5 on the subsequent page.

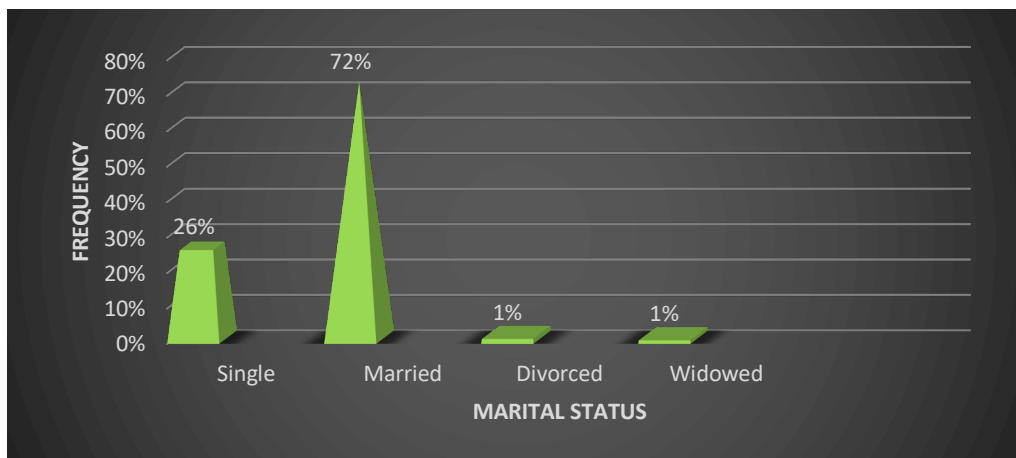
Figure 5.5
Respondents' Occupation



5.2.1.6 Marital Status

Marital status influences people's way of living (Fukuda, Yoshiharu & Hivoshi, 2013). In this study, the researcher captured data on the marital status of the respondents. The largest sum of the respondents (72%) comprising of 157 of the sample population were married. This figure accounted for more than half of the total respondents. Furthermore, 56 respondents (26%) who participated in the survey said that they were single, while only 3 respondents (1%) said that they were divorced and 1 (1%) was widowed, respectively. A bar chart representing this information is shown in Figure 5.6 below.

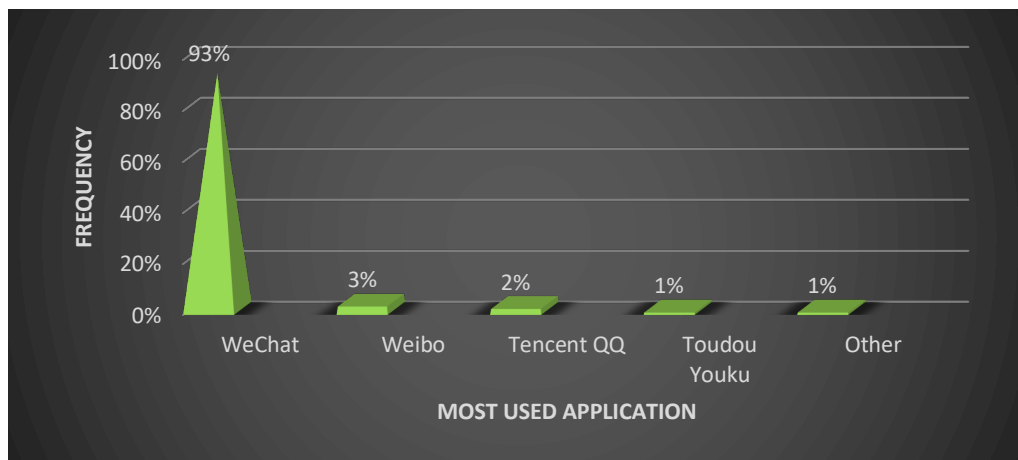
Figure 5.6
Respondents' Marital Status



5.2.1.7 Most Used Application

The type of application a person uses has a great impact on the type of data that the individual is more prone to get (Berthon & Pierre, 2012). The researcher was able to capture the type of applications that the respondents mostly use. In accordance with Table 5.1, WeChat had the largest proportion of the users (93%). WeChat accounted for more than 90% of the application users with a total of 201 respondents. However, Weibo, Tencent, Toudou Youku, had 7 (3%), 5 (2%) and 2 (1%) users respectively. Furthermore, only 2 respondents (1%) said that they were using other applications that were not listed in the questionnaire. A bar chart in Figure 5.7 below represents this information.

Figure 5.7
Respondents' Most Used Application



5.2.2 Descriptive Statistics: Key Dimensions of the Impact of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour within China's Beauty Industry

The key dimensions of the impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry are presented and reflected in Table 5.2.

Table 5.2

Descriptive Statistics: Key Dimensions of the Impact of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour within China's Beauty Industry

Dimension	N	Statistic				
		Mean	Med.	Std. Dev.	Min.	Max.
Chinese Media Platforms and Coverage	217	4.37	4.40	0.58	1.00	5.00
Celebrity Endorsers' Influence on Brand Awareness	217	4.08	4.20	0.92	1.00	5.00
Consumers' Perceptions of Celebrity Endorsers	217	4.03	4.13	0.75	1.00	5.00
Celebrity Endorsers' Influence on Brand Loyalty	217	3.53	3.60	0.91	1.00	5.00
Celebrity Endorsers' Influence on Brand Image	217	3.47	3.60	0.92	1.00	5.00

Table 5.2 depicts the key dimensions of the impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry (consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand awareness, brand image and brand loyalty) that impact consumers' perceptions and buying behaviour in varying degrees. In descending level of impact, the mean scores are indicated below.

- Chinese Media Platforms and Coverage (Mean = 4.37)
- Celebrity Endorsers' Influence on Brand Awareness (Mean = 4.08)
- Consumers' Perceptions of Celebrity Endorsers (Mean = 4.03)
- Celebrity Endorsers' Influence on Brand Loyalty (Mean = 3.53)
- Celebrity Endorsers' Influence on Brand Image (Mean = 3.47)

Among the five key dimensions of the impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry, respondents have a positive view on Chinese

media platforms and coverage and its influence on consumers' perceptions and buying behaviour. However, when compared against a maximum attainable score of 5, the findings clearly show that there is room for improvement. To understand how to improve Chinese media platforms and coverage, descriptive statistics were computed. A description on the key dimensions of the impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry is outlined below.

5.2.2.1 Chinese Media Platforms and Coverage

While exploring the influence of Chinese media platforms and coverage in the beauty industry, the findings indicated that 98% of the respondents agreed on spending more than 25 hours per week on social media, with a mean of 4.88 and standard deviation of 0.52. Additionally, 89% of the respondents agreed that online marketing campaigns are more popular than offline ones. The lowest result was found with respect to an increased likelihood of seeing an online marketing campaign instead of an offline one with a percentage of 72%, mean of 3.91 and standard deviation of 0.11.

5.2.2.2 Celebrity Endorsers' Influence on Brand Awareness

While exploring the influence of celebrity endorsers on brand awareness, the findings denoted that 76.5% strongly agreed/agreed that celebrity endorsers for cosmetic brands should be famous, while 14.7% strongly disagreed/disagreed that celebrity-endorsed advertisements get more coverage online than offline. The respondents identified the impact of celebrity endorsers on brand awareness in terms of thinking that celebrity endorsers for cosmetic brands should be famous with a percentage of 59%, a high mean of 4.3 and standard deviation of 0.93. However, the lowest result was found with respect to the influence of celebrity endorsers on brand awareness in terms of celebrity-endorsed advertisements getting more coverage online than offline, with a percentage of 65%, mean of 3.8 and standard deviation of 0.30.

5.2.2.3 Consumers' Perceptions of Celebrity Endorsers

With reference to the sub-dimension of consumers' perceptions of celebrity endorsers, the results indicated that 100% of the respondents are more inclined to purchase a celebrity-endorsed product if the celebrity is white. Additionally, the results denoted that 96% of respondents strongly agreed

to this phenomenon, while 4% just agreed, with a mean of 4.96 and standard deviation of 0.18. On the other hand, the lowest result obtained from the respondents was 56%, pertaining to the attraction to buy a cosmetic brand endorsed by a celebrity if the background information about the celebrity was known, with a mean of 3.5 and standard deviation of 1.18. Furthermore, 5% of respondents strongly disagreed that they were attracted to buying a cosmetic brand endorsed by a celebrity if they knew the celebrity's background information, whereas 16% just disagreed.

5.2.2.4 Celebrity Endorsers' Influence on Brand Image

With reference to the next sub-dimension pertaining to celebrity endorsers' influence on brand image, 70% of the respondents strongly agreed/agreed that celebrity endorsement is a smart way to enhance the brand image with a mean of 3.8 and standard deviation of 0.18. Moreover, the lowest results obtained was when 56% of respondents strongly disagreed that they are more inclined to purchase a celebrity-endorsed product if the celebrity is Chinese with a mean of 2.7 and standard deviation of 0.53.

5.2.2.5 Celebrity Endorsers' Influence on Brand Loyalty

In terms of the sub-dimension of exploring the influence of celebrity endorsers on brand loyalty, 61% of the respondents strongly agreed/agreed that the use of celebrity endorsers makes them repurchase a cosmetic product with a mean of 3.7 and standard deviation of 0.27. However, 26% of the respondents strongly disagreed/disagreed that if their favourite celebrity endorsers switch to another cosmetic brand, it will affect their loyalty towards the brand with a mean of 3.3 and standard deviation of 0.29.

5.3 Inferential Statistics

One-sample Kolmogorov-Smirnov test was computed to ascertain if the data assumes a normal distribution. The results indicated that the data does not follow a normal distribution. To mitigate the issue, non-parametric tests, namely the Friedman test and Kruskal-Wallis ANOVA test were used to test the formulated hypotheses.

5.3.1 Impact of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour

The following hypotheses were formulated to ascertain the influence of celebrity endorsement on consumers' perceptions and buying behaviour.

Hypothesis 1

Consumers' perceptions of celebrity endorsement relating to buying behaviour are different.

The results are depicted in Table 5.3 below.

Table 5.3

Friedman Test: Celebrity Endorsement: Consumers' Perceptions and Buying Behaviour

N	217
Approx. Chi-Square	430.592
Df	7
Asymp. Sig	0.000

a. Friedman Test

According to Table 5.3, the results show that there is a significant difference in consumers' perceptions of celebrity endorsers relating to buying behaviour (Chi-square = 430.592, $df = 7$, $p < 0.001 < 0.05$). Therefore, consumers' perceptions of celebrity endorsers in relation to buying behaviour are different. Hence, hypothesis 1 may be accepted.

Hypothesis 2

There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents.

The results are shown in Table 5.4 on the subsequent page.

Table 5.4

Friedman Test: Sub-dimensions of the Impact of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour within China's Beauty Industry

N	217
Approx. Chi-Square	278.434
Df	3
Asymp. Sig	0.000

a. Friedman Test

According to Table 5.4, the results show that there is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents (Chi-square = 278.434, $df = 3$, $p < 0.001 < 0.05$).

Hence, hypothesis 2 is accepted as the result shows there is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents.

5.3.2 Impact of Biographical Variables

The biographical variables (age group, ethnic group, region, income, occupation and marital status) on celebrity endorsement and its impact on consumers' perceptions and buying behaviour were evaluated using the test of difference (Kruskal-Wallis ANOVA test).

Hypothesis 3

There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' age groups.

The results are displayed in Table 5.5 on the following page.

Table 5.5

Kruskal-Wallis ANOVA Test: Sub-Dimensions of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour by Age Group

Sub-Dimensions of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour	Chi-Square	df	P
Consumers' Perceptions of Celebrity Endorsers	15.10198	4	0.004494
Celebrity Endorsers' Influence on Brand Image	17.67448	4	0.001429
Celebrity Endorsers' Influence on Brand Loyalty	5.169552	4	0.270339
Celebrity Endorsers' Influence on Brand Awareness	10.11725	4	0.038498
Chinese Media Platforms and Coverage	1.388	4	0.846

***p > 0.05**

According to the findings in Table 5.5, there is a significant difference in consumers' perceptions of celebrity endorsers (Chi-square = 15.10198, df = 4, $p < 0.05$), celebrity endorsers' influence on brand image (Chi-square = 17.67448, df = 4, $p < 0.05$) and brand awareness (Chi-square = 10.11725, df = 4, $p < 0.05$) among the respondents' age groups. Additionally, there is no significant difference in the influence of celebrity endorsers on brand loyalty (Chi-square = 5.169552, df = 4, $p > 0.05$), as well as Chinese media platforms and coverage (Chi-square = 1.388, df = 4, $p > 0.05$) among the respondents' age groups. Furthermore Hence, hypothesis 3 may be only partially accepted in terms of consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image, brand awareness, along with Chinese media platforms and coverage.

Hypothesis 4

There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' ethnic groups.

The results are displayed in Table 5.6 on the succeeding page.

Table 5.6

Kruskal-Wallis ANOVA Test: Sub-Dimensions of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour by Ethnic Group

Sub-Dimensions of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour	Chi-Square	df	P
Consumers' Perceptions of Celebrity Endorsers	11.79225	4	0.018965
Celebrity Endorsers' Influence on Brand Image	11.111	4	0.025344
Celebrity Endorsers' Influence on Brand Loyalty	8.763655	4	0.067286
Celebrity Endorsers' Influence on Brand Awareness	6.948488	4	0.138636
Chinese Media Platforms and Coverage	5.827	4	0.212

***p > 0.05**

According to Table 5.6, the results show there is significant difference in consumers' perceptions of celebrity endorsers (Chi-square = 11.79225, df = 4, $p < 0.05$) and celebrity endorsers' influence on brand image (Chi-Square = 11.111, df = 4, $p < 0.05$) among the ethnic groups. Additionally, there is no significant difference in the influence of celebrity endorsers' on brand loyalty (Chi-Square = 8.763655, df = 4, $p > 0.05$), brand awareness (Chi-Square = 6.948488, df = 4, $p > 0.05$) and Chinese media platforms and coverage (Chi-Square = 5.827, df = 4, $p > 0.05$) among respondents' ethnic groups. Hence, hypothesis 4 may be rejected in terms of the respondents' age group. Hence, hypothesis 4 may only be partially accepted in terms of consumers' perceptions of celebrity endorsers and celebrity endorsers' influence on the brand image only.

Hypothesis 5

There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' regions.

The results are depicted in Table 5.7 on the next page.

Table 5.7

Kruskal's-Wallis ANOVA Test: Sub-Dimensions of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour by Regions

Sub-Dimensions of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour	Chi-Square	df	P
Consumers' Perceptions of Celebrity Endorsers	14.47222	4	0.005931
Celebrity Endorsers' Influence on Brand Image	13.72366	4	0.008231
Celebrity Endorsers' Influence on Brand Loyalty	17.30074	4	0.001689
Celebrity Endorsers' Influence on Brand Awareness	9.042387	4	0.060049
Chinese Media Platforms and Coverage	8.241	4	0.083

***p > 0.05**

As indicated in Table 5.7, the results show a significant difference in consumers' perceptions of celebrity endorsers, (Chi-Square = 14.47222, df = 4, $p < 0.05$), celebrity endorsers' influence on brand image, (Chi-Square = 13.72366, df = 4, $p < 0.05$) and brand loyalty (Chi-Square = 17.30074, df = 4, $p < 0.05$) among the respondents' regions. However, no significant difference exists in brand awareness (Chi-Square = 9.042387, df = 4, $p > 0.05$) and Chinese media platforms and coverage (Chi-Square = 8.241, df = 4, $p > 0.05$) among the respondents' regions. Hence, hypothesis 5 may only be partially accepted in terms of consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image and brand loyalty only among the respondent's regions.

Hypothesis 6

There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' income.

The results are represented in Table 5.8 on the following page.

Table 5.8

Kruskal-Wallis ANOVA Test: Sub-Dimensions of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour by Income

Sub-Dimensions of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour	Chi-Square	df	P
Consumers' Perceptions of Celebrity Endorsers	6.263985	4	0.180282
Celebrity Endorsers' Influence on Brand Image	4.512149	4	0.341109
Celebrity Endorsers' Influence on Brand Loyalty	12.98678	4	0.011341
Celebrity Endorsers' Influence on Brand Awareness	3.619874	4	0.459887
Chinese Media Platforms and Coverage	4.153	4	0.386

***p > 0.05**

According to Table 5.8, there is a significant difference in the influence of celebrity endorsers on brand loyalty (Chi-Square = 12.98678, df = 4, $p < 0.05$). However, there is no significant difference in consumers' perceptions of celebrity endorsers (Chi-Square = 6.263985, df = 4, $p > 0.05$), celebrity endorsers' influence on brand image (Chi-Square = 4.512149, df = 4, $p > 0.05$) and brand awareness (Chi-Square = 3.619874, df = 4, $p > 0.05$), as well as Chinese media platforms and coverage in the beauty industry (Chi-Square = 4.153, df = 4, $p > 0.05$) among the respondents' income. Hence, hypothesis 6 may only be partially accepted in terms of the influence of celebrity endorsers on brand loyalty.

Hypothesis 7

There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' occupations.

The results are depicted in Table 5.9 on the next page.

Table 5.9

Kruskal-Wallis ANOVA Test: Sub-Dimensions of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour by Occupation

Sub-Dimensions of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour	Chi-Square	df	P
Consumers' Perceptions of Celebrity Endorsers	25.84423	4	0.0034
Celebrity Endorsers' Influence on Brand Image	17.89536	4	0.001294
Celebrity Endorsers' Influence on Brand Loyalty	30.39002	4	0.00408
Celebrity Endorsers' Influence on Brand Awareness	10.47479	4	0.033146
Chinese Media Platforms and Coverage	13.895	4	0.008

***p > 0.05**

Table 5.9 shows that there is a significant difference in consumers' perceptions of celebrity endorsers (Chi-Square = 25.84423, df = 4, p < 0.05), celebrity endorsers' influence on brand image (Chi-Square = 17.89536, df = 4, p < 0.05), brand loyalty (Chi-Square = 30.39002, df = 4, p < 0.05), brand awareness (Chi-Square = 10.47479, df = 4, p < 0.05) and Chinese media platforms and coverage in the beauty industry (Chi-Square = 13.895, df = 4, p < 0.05) among the respondents' occupations. Hence, hypothesis 7 is fully accepted since results show that there is a significant difference in consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image, brand loyalty, brand awareness, as well as Chinese media platforms and coverage among the respondents' occupations.

Hypothesis 8

There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' marital status.

The results are depicted in Table 5.10 on the subsequent page.

Table 5.10

Kruskal-Wallis ANOVA Test: Sub-Dimensions of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour by Marital Status

Sub-Dimensions of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour	Chi-Square	df	P
Consumers' Perceptions of Celebrity Endorsers	25.542	2	0.000
Celebrity Endorsers' Influence on Brand Image	17.789	2	0.000
Celebrity Endorsers' Influence on Brand Loyalty	23.525	2	0.000
Celebrity Endorsers' Influence on Brand Awareness	12.315	2	0.002
Chinese Media Platforms and Coverage	10.259	2	0.006

***p > 0.05**

Table 5.10 shows that there is a significant difference in the consumers' perceptions of celebrity endorsers (Chi-Square = 25.542, df = 2, p < 0.05), celebrity endorsers' influence on brand image (Chi-Square = 17.789, df = 2, p < 0.05), brand loyalty (Chi-Square = 23.525, df = 2, p < 0.05), brand awareness (Chi-Square = 12.315, df = 2, p < 0.05) and Chinese media platforms and coverage in the beauty industry (Chi-Square = 10.259, df = 2, p < 0.05) among the respondents' marital status. Hence, hypothesis 8 is fully accepted since results show that there is a significant difference in consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image, brand awareness, brand loyalty and Chinese media platforms and coverage in the beauty industry among the respondents' marital status.

Table 5.11

Rank Table for Friedman Test on the Sub-Dimensions of Consumers' Perceptions

Sub-dimensions of Consumers' Perceptions	Mean Rank
Celebrity Endorsement	3.55
Celebrity Endorsers' Influence on Brand Image	2.01
Celebrity Endorsers' Influence on Brand Loyalty	2.11
Celebrity Endorsers' Influence on Brand Awareness	3.63
Chinese Media Platforms and Coverage	3.70

Table 5.11 demonstrates that Chinese media platforms and coverage in the beauty industry has the highest mean rank statistic of 3.70. The Friedman rank test showed (Chi-Square = 270.980, df = 4, $p < 0.05$). The findings indicate that we reject the null hypothesis and conclude that not all mean groups are equivalent.

5.4 Summary of the Hypothesis Testing

All eight hypotheses were tested to determine whether they were accepted or rejected. The summary of the hypotheses is included in Table 5.12.

Table 5.12
Summary of the Hypotheses Tests

Number	Hypothesis	Result
H1	Consumers' perceptions of celebrity endorsement relating to buying behaviour are different.	Significant difference exists - Accepted
H2	There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents	Significant difference exists - Accepted.
H3	There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' age groups.	No significant difference in celebrity endorsers' influence on brand loyalty and Chinese media platforms and coverage - Rejected.

		<p>Significant difference exists in consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image and brand awareness – Accepted</p>
H4	<p>There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' ethnic groups.</p>	<p>Significant difference exists in consumers' perceptions of celebrity endorsers and celebrity endorsers' influence on brand image – Accepted</p> <p>No significant difference in brand loyalty, brand awareness and Chinese media platforms and coverage – Rejected</p>
H5	<p>There is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' regions.</p>	<p>Significant difference exists in consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image and brand loyalty – Accepted</p> <p>No significant difference in celebrity endorsers'</p>

		influence on brand awareness and Chinese media platforms and coverage – Rejected
H6	There is a significant difference in consumers’ perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers’ influence on brand image, brand loyalty and brand awareness among the respondents’ income.	Significant difference exists in celebrity endorsers’ influence on brand loyalty – Accepted No significant difference in consumers’ perceptions of celebrity endorsers, celebrity endorsers’ influence on brand image, brand awareness and Chinese media platforms and coverage – Rejected.
H7	There is a significant difference in consumers’ perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers’ influence on brand image, brand loyalty and brand awareness among the respondents’ occupations.	Significant difference exists – Accepted.
H8	There is a significant difference in the consumers’ perceptions of celebrity endorsement, celebrity endorsers’ influence on brand image, brand loyalty, Chinese	Significant difference exists – Accepted.

media platforms and coverage in the beauty industry and brand awareness among the respondents' marital status.

5.5 Statistical Analysis of the Questionnaire

The psychometric properties of the questionnaire were statistically evaluated.

5.5.1 Validity of the Questionnaire

The validity of the research instrument measuring the respondents' perceptions pertaining to the key dimensions of the impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry were evaluated by using Factor Analysis.

Table 5.12 presents the factor loadings for the key dimensions of the impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry. All the loadings with a coefficient of 0.5 were significant. However, the items that loaded on more factors and had a higher loading were more important.

Table 5.13

Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.954
Bartlett's Test of Sphericity	Approx. Chi-Square
	2836.649
	df
	231
	Sig.
	0.000

According to Table 5.13 above, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy had a coefficient value of 0.954. This coefficient value is above 0.9 indicating that the sample was adequate and therefore a factor analysis can be computed.

Five factors with Eigenvalues greater than unity were generated, as evident in Table 5.14 on the next page.

Table 5.14

Validity of the Questionnaire Relating to the Key Dimensions of the Impact of Celebrity Endorsement on Consumers’ Perceptions and Buying Behaviour within China’s Beauty Industry: Factor Analysis

Item	Component				
	1	2	3	4	5
2.1	0.874				
2.2	0.644				
2.3	0.818				
2.4	0.609				
2.5	0.617				
2.6	0.817				
2.7	0.624				
2.8	0.804				
3.1		0.624			
3.2		0.677			
3.3		0.724			
3.4		0.541			
3.5		0.818			
4.1			0.544		
4.2			0.644		
4.3			0.533		
4.4			0.776		
4.5			0.543		
5.1				0.847	
5.2				0.695	
5.3				0.921	
5.4				0.803	
5.5				0.742	
6.1					0.861
6.2					0.642
6.3					0.594
6.4					0.504
6.5					0.840
Eigenvalue	7.635	3.573	3.958	4.466	9.237
Percentage (%) of Variance	20.80	9.88	8.48	9.35	33.95

Table 5.14 displays all the actual factors that were extracted and illustrates that 8 items load significantly on Factor 1, which accounts for 20.80% of the total variance. The 8 items relate to

consumers' perceptions of celebrity endorsers. Since the highest coefficient loading in Factor 1 with 0.874 thereby can be labelled as *consumers' perceptions of celebrity endorsers*.

Furthermore, Table 5.14 depicts that 5 items load significantly on Factor 2 and accounts for 9.88% of the total variance. Furthermore, the highest coefficient of the 5 items under Factor 2 is 0.818. The results indicate that the 5 items relate to celebrity endorsement on brand image, hence, Factor 2 can be labelled as *celebrity endorsers' influence on brand image*.

Table 5.14 also indicates that 5 items load significantly on Factor 3 and accounts for 8.48% of the total variance. The findings indicate 5 items, one of which had the highest coefficient of 0.776 and can be considered to measure celebrity endorsement on brand loyalty. Ergo, Factor 3 can be labelled as *celebrity endorsers' influence on brand loyalty*.

Moreover, as depicted in Table 5.14, 5 items load significantly on Factor 4 and accounts for 9.35% of the total variance, with 0.921 being the highest coefficient. All the items listed under Factor 4 relate to celebrity endorsement on brand awareness, hence, Factor 4 can be labelled as *celebrity endorsers' influence on brand awareness*.

Table 5.14 also indicates that 5 items load significantly on Factor 5, which accounts for 33.95% of the total variance. The findings indicate 5 items, one of which had the highest coefficient of 0.861, hence, the item can be considered to measure Chinese media platforms and coverage in the beauty industry. Factor 5 can be labelled as *Chinese media platforms and coverage*.

From the results portrayed in Table 5.14, which reflects the key dimensions of the impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry, the five Factors are labelled as follows:

Factor 1 – Consumers' Perceptions of Celebrity Endorsers

Factor 2 – Celebrity Endorsers' Influence on Brand Image

Factor 3 – Celebrity Endorsers' Influence on Brand Loyalty

Factor 4 – Celebrity Endorsers' Influence on Brand Awareness

Factor 5 – Chinese Media Platforms and Coverage

Seeing as celebrity endorsers' influence on brand awareness and Chinese media platforms and coverage feature prominently in sequence with consumers' perceptions of celebrity endorsers, it can be presumed that celebrity endorsers' influence on brand awareness and Chinese media platforms and coverage play a significant role in influencing consumers' perceptions and buying behaviour within the Chinese beauty industry.

5.5.2 Reliability of the Questionnaire

The reliability of the questionnaire measuring the impact of celebrity endorsement on consumers' perceptions and buying behaviour were evaluated using Cronbach's Coefficient Alpha as depicted in Table 5.15.

Table 5.15

Reliability of the Questionnaire: Cronbach's Coefficient Alpha

Factors	Reliability Cronbach's Alpha	No. Items	Comments
Consumers' Perceptions of Celebrity Endorsers	0.803	8	Accepted
Celebrity Endorsers' Influence on Brand Image	0.744	5	Accepted
Celebrity Endorsers' Influence on Brand loyalty	0.718	5	Accepted
Celebrity Endorsers' Influence on Brand Awareness	0.891	5	Accepted
Chinese Media Platforms and Coverage	0.781	5	Accepted

As evident in Table 5.15, above, consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand

awareness have a Cronbach's Alpha coefficient above 0.70, thus, the results of the study are highly reliable.

5.6 Conclusion

This chapter provided the justification for the research methods used by the researcher in this study. Chapter five was initiated by presenting the biographical results of the 217 respondents, proceeded by the interpretations and presentations of the findings in descriptive statistics, relating to each of the five key dimensions of the impact of celebrity endorsement on consumers' perceptions and buying behaviour in the Chinese beauty industry.

The inferential statistics was portrayed in the concluding section of the chapter. The One-sample Kolmogorov-Smirnov test was calculated to determine if the data assumes a normal distribution. According to the results, there was an indication that the data did not follow a normal distribution. Therefore, to alleviate the issue, non-parametric tests such as the Friedman test and Kruskal-Wallis ANOVA test were used to test the formulated hypotheses. Additionally, the biographical variables (age, ethnic group, region, income, occupation and marital status) on consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness were assessed using the test of difference (Kruskal-Wallis ANOVA test).

Furthermore, the psychometric attributes of the questionnaire were statistically evaluated. Factor Analysis was used to assess the validity of the questionnaire and Cronbach's Coefficient Alpha was utilised to evaluate its reliability.

Chapter six will provide a detailed discussion on the outcomes attained from this study.

CHAPTER SIX

DISCUSSION OF RESULTS

6.1 Introduction

This chapter discusses findings generated from the study about consumers' perceptions of the critical dimensions of celebrity endorsement among female consumers shopping at Sephora in six popular shopping malls located in Dalian. The female consumers are the highest consumer group within the beauty industry in China. Literature dictates that a marketing strategy involving celebrity endorsement is highly effective since celebrities can influence a large population through fame and popularity. Hence, this study aims to establish the influence and impact of celebrity endorsement on consumers' perceptions and buying behaviour relating to cosmetic products and brands within China's beauty industry.

This study was evaluated using five key dimensions: consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand awareness, celebrity endorsers' influence on brand image, celebrity endorsers' influence on brand loyalty and the influence of Chinese media platforms and coverage in the beauty industry. The results generated from an empirical analysis of the study have been presented in a tabular format and interpreted in the previous chapter. This chapter presents the discussion on how the results generated from the study impact the key dimensions of consumers' perceptions of celebrity endorsement within the Chinese beauty industry in tandem with the impact of these dimensions on the biographical variables of the respondents.

6.2 Discussion of the Results

6.2.1 The Impact of Celebrity Endorsement on Consumers' Perceptions and Buying Behaviour within China's Beauty Industry

This section will seek to explore the results generated from the study that pertain to the five key dimensions relating to the impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry. These five variables include consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand awareness, celebrity endorsers' influence on brand image, celebrity endorsers' influence on brand loyalty and the influence of Chinese media platforms and coverage within the beauty industry. According to Lee & Thorson

(2008), marketers use celebrity endorsements as a form of marketing strategy and hope that the celebrity's positive image will influence the product's or brand's image. Celebrity endorsement of cosmetic products in Western countries dates back to the 18th century (Pradhan, Duraipandian & Sethi, 2016). However, recent studies have shown modern marketing strategies such as celebrity endorsements were initiated during the last three decades (Lee & Thorson, 2008). Therefore, for this study, the researcher utilised five key dimensions in order to understand the impact of celebrity endorsement on consumers' perceptions and buying behaviour relating to cosmetic products and brands within China's beauty industry.

In terms of the sub-dimension relating to consumers' perceptions of celebrity endorsers, the empirical findings indicate that consumers are more inclined to purchase a celebrity-endorsed product if the celebrity is white. The research also indicates that Chinese consumers believe that white skin is beautiful. Being beautiful means having white skin. Therefore, if a celebrity endorser is of a darker skin tone, they are considered to be unattractive. A Chinese consumer would not want to purchase a beauty product endorsed by a dark-skinned celebrity with the fear of getting dark skin too. Furthermore, according to the research conducted, Chinese consumers expect to use a beauty product endorsed by a physically attractive, white celebrity and develop similar skin appearances. A slightly tanned Chinese consumer expects nothing less than to have white skin when she has completed her course of cosmetic products endorsed by a white skinned celebrity. Ergo, it can be deduced that most consumers in the Chinese beauty industry are more inclined to purchase a celebrity-endorsed product if the celebrity is white.

Additionally, consumers are more inclined to be persuaded to buy a cosmetic that is endorsed by a celebrity if they know the background information about the celebrity. In compliance with the research conducted in this study, Chinese consumers consider background information to be extremely important seeing as it gives them an insight about the celebrity. A deeper understanding about a celebrity structures a connection between the celebrity and Chinese consumers, consequently making the Chinese consumers favour the celebrity. Therefore, Chinese consumers are attracted to buying celebrity-endorsed cosmetic products if they know the celebrity's background information.

According to previous findings by Dean & Biswas (2001), celebrity endorsement has the potential to grab the consumers' attention and interest in a product or brand. The previous results propose that celebrity endorsement in the beauty industry influences the consumers' interest, attention, awareness and perception. The findings indicate that consumers' perceptions of celebrity endorsement are statistically significantly different. This notion is supported by the early studies of Junokaitė, Alijošienė & Gudonavičienė (2007), in which consumers assume that a product or brand has specific attributes related to the celebrity, such as high product price with a celebrity. Moreover, Elliot, Elliot, Balma, Schuster, Rex & Veytser (2018) defined a celebrity as a popular person with high social status, who can create awareness on social and environmental matters that support the findings of this research.

In terms of the respondents' perceptions of the following sub-dimension, celebrity endorsers' influence on brand image, Chinese consumers believe that celebrity endorsement is a smart way to enhance the brand image. The results also presented a considerable percentage of negative responses from respondents who were less inclined to purchase a celebrity-endorsed product if the celebrity was Chinese. According to the results obtained from this study, Chinese consumers perceive foreigners to be extremely physically attractive. They prefer "western" facial features instead of their "unattractive Chinese features". During data collection, the researcher learned that majority of the respondents did not like their "big face" or "small eyes". They desired to look "beautiful" like foreigners, hence Chinese consumers are less likely to purchase a celebrity-endorsed product if the celebrity was Chinese.

Using a celebrity to endorse a cosmetic product in China fascinates Chinese consumers since they strive to look like celebrities too. Therefore, celebrity endorsement can be deduced as a smart way to enhance the image of a brand. As stated by Lee & Thorson (2008), these findings indicate that celebrity endorsement is considered to be a smart way in enhancing the brand's image, therefore marketers use celebrity endorsements as a form of a marketing strategy with the hope that the celebrity's positive image will influence the product's or brand's image. Furthermore, Dom, Ramli, Chin & Fern (2016) added that the marketing strategy involving celebrity endorsement is highly effective seeing as celebrities can influence a large population through their fame and popularity.

According to Hung, Chan & Caleb (2011), the current generation of Chinese consumers are inclined to embrace celebrities as brand endorsers, since celebrities play a significant role in enhancing brand image. Hung (2014) further supports the empirical findings that celebrity endorsement effects consumers' brand awareness and brand trust positively. Additionally, according to Dwivedi, Johnson & McDonald (2015), the perceived quality of the brand is enhanced by celebrity endorsement and is correlated with the intention to use. Furthermore, Erdogan (2009) argued that predominantly in Western cultures, such as the US and European countries individualism is valued, while Asian cultures, such as China, Japan, Korea and Hong Kong often value collectivism. Most of the respondents were less inclined to purchase a celebrity-endorsed product if the celebrity was Chinese due to the use of collectivism when the celebrity-endorsed advertisement is sighted. Collectivist values, including a sense of belonging and family, are more likely to be reflected in advertisements in China in comparison to the United States (Choi, Lee & Kim, 2005).

In terms of the respondents' perceptions of the sub-dimension of celebrity endorsers' influence on brand loyalty, respondents profoundly believed that the repurchase of a cosmetic product is owing to the use of a celebrity endorser. A few respondents declared that their commitment to a brand will be affected if their favourite celebrity endorser switches to another cosmetic brand. The research conducted in this study showed that majority of the Chinese consumers will remain loyal to the brand if it is associated with a celebrity endorser. Additionally, if Chinese consumers favour the celebrity endorsing a brand, the likelihood of them sticking with that brand is higher. Therefore, it can be deduced that the use of celebrity endorsers increases the repurchasing of a cosmetic product.

According to Knoll & Matthes (2017), consumer behaviour and attitude towards a cosmetic product are altered through celebrity endorsement, which are consistent with the empirical findings from this study. According to Murray (2014), consumers assume that a product or brand has specific attributes related to the celebrity, such as a higher product price with a celebrity. As per the findings of this research, celebrity endorsement has the potential of grabbing the consumer's attention and interest in a cosmetic product or brand.

In terms of respondents' perceptions of the sub-dimension of celebrity endorsers' influence on brand awareness, respondents identified the impact of celebrity endorsement on brand awareness in terms of thinking that celebrity endorsers for cosmetic brands should be famous. According to the research findings, Chinese consumers follow fame. They like to be associated with popular celebrities. Chinese consumers would purchase a cosmetic product just because it has been endorsed by a famous celebrity. The well-known name accompanying the product or brand is much more important for Chinese consumers instead of the actual product or brand.

Additionally, pertaining to the influence of celebrity endorsement on brand awareness, the statement about celebrity-endorsed advertisements getting more coverage online than offline received an unfavourable response from the respondents. The research findings also indicated that consumers believe that even though online media coverage is currently trending in China, due to the easy access to Wi-fi and hardware, such as mobile phones and computers, traditional media coverage is just as popular. Chinese consumers are compelled to see offline advertisements in their daily lives. Extremely attractive advertisements are presented to the Chinese consumers in lifts, along escalators, on every building and wall, in all forms of public transport and anywhere that could possibly accommodate an advertisement. As stated by the respondents during data collection, celebrity-endorsed advertisements are captivating irrespective if they are featured online or offline. Chinese consumers believe that it would be impossible for an advertisement of an attractive, famous celebrity to be overlooked in China. For this reason, a celebrity-endorsed advertisement is likely to get media coverage online and offline.

However, Knoll & Matthes (2017) argue that online media coverage has grown over the years and has dominated the traditional methods of advertising. The advancements in technology have persuaded media outlets to shift online in order to transmit information faster and gain a wider media coverage (Knoll & Matthes, 2017).

According to DeGennaro (2019), traditional methods of advertising in China, such as television advertising, radio and broadcasting advertising, as well as elevator and movie theater advertisements still constitute nearly 50% of the yearly advertising costs in China. Even though online advertising in China is growing at a rapid rate, traditional advertising is experiencing growth

too, seeing as the viewers are unable to escape certain advertisements, including the LED screens that are placed in elevators in residential and commercial buildings, thus forcing the audiences to involuntarily watch the advertisements (DeGennaro, 2019).

Furthermore, DeGennaro (2019) discloses that the digital landscape in China is far more fragmented in comparison with other countries, due to users constantly switching between applications, consequently making it difficult to capture their attention. There are thousands of social media platforms operated throughout China, however observing an online advertisement on social media cannot be guaranteed (DeGennaro, 2019). Therefore, the empirical findings of this research is in line with previous studies.

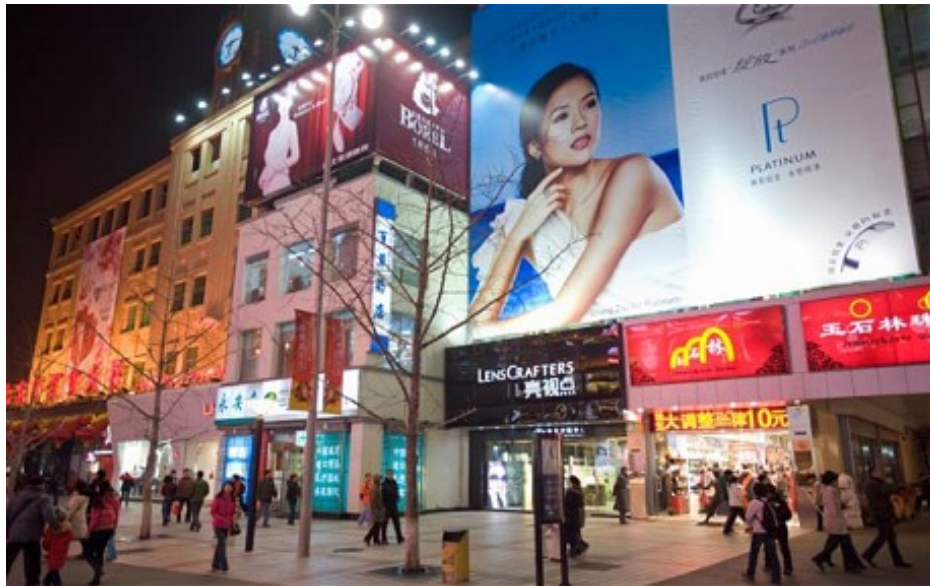
Figure 6.1 below and Figure 6.2 on the following page, reflect the offline media coverage in China.

Figure 6.1
Metro Station Walls in China



Source: LUANG, H. (2019) *Smartphone Market Reports-2019* [Online] Available from: <https://www.nextstephub.com> [Accessed on 21/06/20].

Figure 6.2
Buildings in China



Source: WANG, B. (2019) *Luxury advertising in Beijing* [Online] Available from: <https://secure.i.telegraph.co.uk> [Accessed on 21/06/2020].

As per the empirical findings of this research, it can be deduced that celebrity endorsement creates a reputation for the cosmetic product or brand. Burke (2017) argued that celebrity endorsement has the power to make a brand stand out if used effectively, indicating that this study is coherent with previous research. Additionally, it allows the recognition of a brand in the market, thus creating product awareness. A similarity between the consumer and celebrity endorser, as well as a similarity between the celebrity endorser and the brand or cosmetic product can result in a more positive attitude towards the brand or product endorsed, thus increasing the likelihood of a purchase.

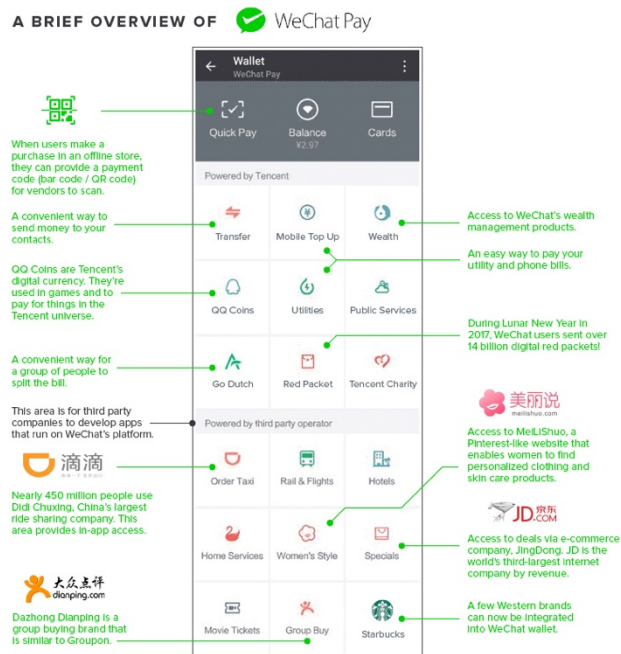
According to Eisend & Langner (2010), the celebrity-endorsed product tends to experience increased purchases compared to the product without a celebrity. The revelation from previous studies indicate that effective celebrity endorsement can lead to a favourable attitude towards the endorsed cosmetic product or brand and purchase intentions (Van der Veen, 2008). According to Chan & Prendergast (2008), celebrity endorsers who are chosen by marketers are usually attractive, credible or have expertise, while at the same time matching up with the desired brand image. A

brand's image can be improved by physically attractive celebrity endorsers, as well as encourage consumers to purchase that particular brand. Burke (2017) disclosed that credible celebrities have the power to persuade consumers into believing claims about a brand if they have relevant skills, knowledge, experiences or are perceived to be unbiased, which correlates with this study.

With regards to the sub-dimension relating to consumers' perceptions of the influence of the Chinese media platforms and coverage in the beauty industry, respondents identified the impact of Chinese media platforms and coverage in the beauty industry in terms of spending more than 25 hours per week on social media. During the data collection process, the researcher discovered that Chinese consumers are unable to function in China without their mobile phones and the use of social media applications. Social media applications such as WeChat, allows Chinese consumers to not only socialise online, but also to make instant payments by simply scanning a generated WeChat barcode. Additionally, Chinese consumers are able to top up their phone credit, make various online payments, access public services and order any product or service by using social media applications. Social media applications are more than merely a way of socialising online in China. Hence, Chinese consumers spend more than 25 hours per week on social media. In Figure 6.3 on the subsequent page, a glimpse into the functions of a popular social media application identified as WeChat, is presented.

Figure 6.3

A Brief Overview of WeChat Pay



Source: ROUTLEY, N. (2017) *China's Digital Wallets Offer a Glimpse at the Future of Payments* [Online] Available from: <https://www.visualcapitalist.com> [Accessed on 22/06/20].

Moreover, respondents indicated an increased likelihood of seeing an online marketing campaign than an offline marketing campaign. The empirical findings indicate that the more hours spent on social media platforms increases media coverage in the beauty industry. Additionally, the results from the study suggest that online campaigns play a significant role pertaining to the media coverage in the Chinese beauty industry in comparison to the traditional offline campaigns. The empirical findings are congruent with previous research, which argue that the resilient film, television and music industries in Hong Kong, provide a constant supply of beauty coverage (Chan & Luk, 2013). According to Chan & Luk (2013), celebrity endorsement is the most popular marketing strategy used in television commercials and magazine advertisements for the purpose of attracting the youth.

Moreover, according to Chan & Prendergast (2008), the utilisation of social media for beauty coverage has a positive correlation on the endorsements of beauty products. Davies & Slater (2015)

state that celebrity endorsers have the power to influence audiences' attitudes and perceptions of beauty products through social media. Active users of social media can be regarded as "Internet celebrities", who use social media platforms for beauty coverage (Davies & Slater, 2015). They take pleasure in having a high level of social presence that sequentially triggers a powerful influence on the audiences' behaviour towards beauty products. Furthermore, Davies & Slater (2015) argue that individuals who enjoy having a high social status are generally referred to as "E-celebrities". Celebrity endorsement is said to be particularly effective in the promotion of products and services as status symbols (Davies & Slater, 2015). The domination of social media platforms has led to the profound influence on people's lives, thus rendering social media influencers as online opinion leaders, who influence their online fans in various areas within the beauty industry, consequently making it one of the most influenced sectors.

The biographical variables (age group, ethnic group, region, income, occupation, and marital status) on celebrity endorsement and its impact on consumers' perceptions and buying behaviour were evaluated using the test of difference (Kruskal-Wallis ANOVA test).

As evident from the results of the study, respondents who were 30 years and above formed more than half of the 217 total respondents collected. The empirical results indicated that there is a significant difference in consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image and brand awareness. However, there is no significant difference in celebrity endorsers' influence on brand loyalty and the impact of Chinese media platforms and coverage within the beauty industry among the respondents' age groups. According to the data collected by the researcher, the respondents who were 30 years and older were more conscious about their appearance. Chinese women are terrified of aging and have an immense fear of looking unattractive. Therefore, older female Chinese consumers are easily persuaded to purchase cosmetic products with the intention to "retain" their beauty.

As stated by Xu (2015), older age is habitually associated with being respectful and wise in the Chinese culture, however, their self-perceived age is usually younger than their actual life age. Chinese consumers are obsessed with looking years younger than they essentially are, as they firmly believe that looking younger leads to feeling younger, which is the secret to a healthier,

positive life and longevity (Xu, 2015). Furthermore, Baxter & Kulczynski (2016) discovered that older consumers form the majority of the Chinese population, therefore past research as well as the research conducted in this study are aligned.

The empirical findings from the study indicated that from the 217 respondents, 144 belonged to the Han ethnic group. There is a significant difference in consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image and brand loyalty only, among the respondents' ethnic group. According to the findings, it can be deduced that the majority of the respondents came from the Han ethnicity. The Han are known to be the dominant ethnic group in China, thus constituting of the majority of the population.

According to Xu (2015) in Xinhua News, The Han people form the largest ethnic group in The Peoples' Republic of China, constituting a large percentage of 91.51% of the total population in 2010. The Han Dynasty is believed to be one of the first great eras in Chinese history (Minahan, 2015). China is known to be a country with an ancient civilisation, therefore the modern-day Chinese standards of beauty mimics those from centuries ago. The ancients from The Han Dynasty (206 B.C. – 220 A.D.), associated white skin with social prestige. They believed that women who had white skin lived a luxurious life (McCool, 2018). Moreover, The Han people grew an intense interest in enhancing the shape of their lips by using “rouge” made from plants - similar to lipstick, which was intended to heighten their beauty and display the feeling of tenderness (China daily, 2011). The research conducted in this study is consistent with previous findings, which argued that understanding cultural nuances are often considered a prerequisite for successful international advertising (De McCartney & Pinto, 2014).

Figure 6.4 on the following page represents a typical Chinese woman from The Han Dynasty, adhering to the Chinese standards of beauty.

Figure 6.4
A Chinese Woman from The Han Dynasty



Source: CHINA DAILY. (2011) *Chinese philosophy of beauty* [Online] Available from: <https://www.chinadaily.com.cn> [Accessed on 08/08/20].

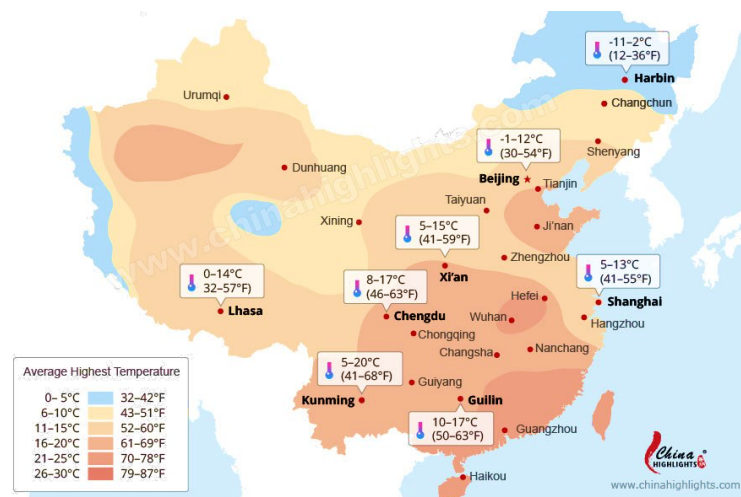
As evident from the results of the research instrument, respondents from Liaoning Province constituted the majority of the respondents. Moreover, celebrity endorsers' influence on brand image and brand loyalty are higher among respondents within that location. According to the empirical findings, Liaoning Province is situated in the north of China. The north of China is spared from harsh summer conditions, thus preventing the people of that region from getting a darker skin tone due to the harmful rays of the Sun. Chinese consumers from the north of China are more concerned about “remaining white in colour” and enhancing their physical appearances. Furthermore, Chinese consumers believe that a darker skin tone is associated with poverty. Having dark skin signifies a low social status. Hence, the majority of the respondents were from Liaoning Province.

According to McCool (2018), the Chinese population relates skin colour to the type of life a person lives. Having a dark-skinned colour denotes that a person is an underprivileged, hard worker who toils the fields, whereas a person with white skin is wealthy and lives a life of leisure (McCool,

2018). Van Hindsbergh (2019) specified that the weather in China varies greatly in different regions due the magnitude of the country. During March, the north of China is cold, whereas the south of China experiences humid weather conditions. The diverse weather conditions affect skin colour, which is an unfortunate phenomenon for the people living in the south of China (McCool, 2018). Even though the population living in the north of China do not experience the harsh weather conditions in comparison to the south, they still adopt certain behaviours in order to maintain white skin (McCool, 2018). According to McCool (2018), the Chinese women in the northern regions of China are often sighted wearing long sleeved shirts and huge hats during summer, carrying umbrellas and are fully clothed at Chinese beaches to prevent getting “black”. Furthermore, the Chinese women in particular, invest in a variety of skin products to alter the appearance of their skin (McCool, 2018). The findings from this study indicates that majority of the respondents who purchase cosmetic products, belong to the north of China, therefore this study correlates with past literature.

Figure 6.5 below is a representation of the varying weather temperatures in China during the month of March.

Figure 6.5
China Temperatures in March



Source: VAN HINSBERGH, G. (2019) *Weather in March* [Online] Available from: <https://www.chinahighlights.com/weather/march.htm> [Accessed on 08/08/20].

Additionally, the findings depict that more than half of the respondents had an income equal to or more than 3 001RMB. The findings further exhibited that a significant difference existed in celebrity endorsers' influence on brand loyalty. However, there is no sign of a significant difference in consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image and brand awareness. The research also revealed that the minimum wage in China is below 3 001RMB, therefore, Chinese consumers who earned an income equal to or more than 3 001RMB would be able to afford expensive beauty products.

According to Murray (2014), the maximum amount of money that a consumer is prepared to pay for a product can be defined as the willingness to pay. The findings indicated that professionals formed the majority of the respondents. A significant difference exists in consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image, brand loyalty and brand awareness, as well as Chinese media platforms and coverage within the beauty industry among the respondents' occupations. As the profession can be linked with income level, the findings may be further supported by Praet (2001). Additionally, the researcher discovered that Chinese consumers who are professionals earn a higher income. In China, high income earners are expected to purchase expensive beauty products and spend a fortune on their physical appearance. Consequently, high income earners and professionals comprise of the greater part of the total respondents.

The empirical analysis indicated that more than half of the respondents are married and there is a significant difference in consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image, brand loyalty, brand awareness and Chinese media platforms and coverage within the beauty industry among the respondents' marital status. According to Chinese consumers, a married woman is more likely to purchase cosmetic products, as she constantly needs to impress her husband by always "looking beautiful". Chinese women are afraid that if their husbands lose interest in them, they may pursue other women. Therefore, the need to continually be visually pleasing exists. Furthermore, married Chinese women tend to purchase expensive beauty products for the purpose of spending their husbands' money. During data collection, the researcher ascertained that some of the married respondents are unconcerned about the

effectiveness of the beauty products and more attentive to “splurging” their husbands money and showing off to the public for a higher social status. Moreover, majority of the Chinese women who are married receive a great deal of criticism from their in-laws. The pressure to be an attractive daughter-in-law is excessive in a Chinese household, thus married Chinese women constitute the largest percentage of respondents in the marital status category.

In accordance with Wenting (2011), traditionally after a woman is married in China, she becomes a part of her husbands’ family and is expected to live with his parents. Chinese mothers-in-law are renowned for being controlling, tough and extremely critical with their daughters-in-law due to their rigid attachment to their sons’, as well as their habituation of always getting their way (Ackerman, 2012). Chinese mothers-in-law are very attached to their sons as a result of the one child policy in China. For this reason, they believe that they have a right to meddle in their sons’ relationships and control their daughters-in-law (Ackerman, 2012). Additionally, mothers in China generally enjoy boasting about their children and their successes. According to Ackerman (2012), a beautiful daughter-in-law is also regarded as a success in the Chinese community, since it is believed that a beautiful daughter-in-law will bare beautiful children. Therefore, a Chinese mother-in-law is very critical when it comes to her daughter-in-law’s appearance and will pressurise her daily to ensure that she always looks her best (Ackerman, 2012). Married women comprise of the largest percentage of the consumer group in the beauty industry attributable to the pressure of their mothers-in-law in a Chinese household, thus the research conducted in this study is congruent with past literature.

Figure 6.6 on the subsequent page illustrates the behaviour of a typical Chinese mother-in-law in a Chinese household.

Figure 6.6
Controlling Chinese Mother-in-law



Source: WENTING, Z. (2011) *The mother-in-law of all family battles* [Online] China Daily. Available from: <http://www.chinadaily.com> [Accessed on 08/08/20].

6.3 Conclusion

Chapter six provided a comprehensive discussion on the key dimensions of the impact of celebrity endorsement on consumers' perceptions and buying behaviour within China's beauty industry. Consumers are more inclined to purchase a celebrity-endorsed product if the celebrity is white, famous and from a western country. The findings reveal that celebrity endorsement is a smart way to enhance brand image, brand awareness and brand loyalty. Additionally, it can be concluded that the use of celebrity endorsers increases purchasing power when the consumers are able to establish a connection with the celebrity. Moreover, a celebrity-endorsed advertisement is likely to get media coverage online and offline in China due to the equal success of traditional advertising as well as e-commerce.

Furthermore, some demographic characteristics, such as age group, ethnic group, region, income, occupation and marital status show a significant difference in consumers' perceptions of celebrity endorsers, celebrity endorsers' influence on brand image, brand loyalty, brand awareness and Chinese media platforms and coverage within the beauty industry. Older Chinese consumers

belonging to The Han ethnicity from the north of China form the greater part of the Chinese population due to their obsession of retaining their beauty and enhancing their appearance. Ergo, Chinese consumers who were high income earners, professionals and had a married status comprised of the majority of the total respondents.

The subsequent chapter will offer a concise description about the recommendations and conclusions grounded on the results generated from the study.

CHAPTER SEVEN

RECOMMENDATIONS AND CONCLUSION

7.1 Introduction

The findings from the data analysis conducted in this study will be clarified in this chapter. The researcher will determine the influence of the biographical variables such as age, ethnic group, region, income, occupation and marital status on respondents' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand preference and brand awareness within the beauty industry. Additionally, the researcher will uncover recommendations on how the marketing management team in the Chinese beauty industry can use the research outcomes in order to succeed in the highly competitive beauty industry in China. The researcher will also provide recommendations for further studies involving consumers' perceptions of using celebrity endorsers to advertise cosmetics in China's beauty industry. Finally, the researcher will conclude this study by making deductions based on the research findings.

7.2 Conclusion and Recommendations based on the Empirical Findings of the Study

The empirical findings in this study is based on consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand preference and brand awareness within the beauty industry. The conclusion and recommendations based on the empirical findings of the study will be deliberated in this section.

7.2.1 Conclusion based on the Empirical Findings of the Study

The number of sales that a company makes is one of the critical determinants of whether the company will be able to survive in a highly competitive economy or not. However, the amount of sales that a company can make depends on their consumers' perception, which can be either positive or negative. A negative perception will reduce sales, while a positive perception will result in an improved sales volume, which is the ultimate goal of any organisation.

According to the findings, consumers' perceptions are affected by celebrity endorsement in advertising. The researcher found that Chinese consumers have a positive outlook on celebrity endorsers, thus influencing their buying behaviour by persuading them to purchase beauty

products. Using celebrity endorsers to advertise an organisation's beauty products will help to improve brand awareness, brand image and brand loyalty, which are crucial in determining the number of sales that a company can make.

According to the research results, the type of celebrity appearing in an advertisement affects brand awareness. A well-known celebrity should be used in promoting the beauty products since they have more impact on improving brand awareness, brand loyalty and brand image than those who are less famous. Furthermore, the skin colour of the celebrity is of immense importance in influencing consumers' perceptions of a given cosmetic product. According to the analysis in this study, consumers' perceptions can be improved drastically when a famous, white skinned celebrity is used in the advertisement to endorse a cosmetic product. Additionally, the study indicated that foreign celebrities from western countries have a higher capability of influencing consumers to purchase cosmetic products than celebrities from China or within the Asian continent.

Chinese consumers need to have good background knowledge of the celebrity used in the advertisement to endorse beauty products. According to the data gathered from respondents, Chinese consumers are more inclined to purchase cosmetic products when they are well versed on the history of the celebrity and Chinese consumers use this knowledge to relate to the celebrity endorser and to establish a connection.

The first null hypothesis, which stated that consumers' perceptions of celebrity endorsement relating to buying behaviour are different, was not rejected. Failing to reject the hypothesis is a clear indication that different consumers in China's beauty industry will be influenced differently when a celebrity has been used in a cosmetic advertisement.

According to the findings, promoting cosmetic products in the beauty industry online is more effective in comparison to the traditional offline forms of advertising. When an advertisement is more effective, the company can compete for favourability against competitors, which makes them more successful. Additionally, the research findings indicate that the majority of the respondents spend more than 25 hours a week on various popular social media applications, which is an

opportunity for marketing teams to promote their products online and gain exposure on Chinese media platforms.

Chinese media platforms are extremely popular throughout China, due to the extra features such as “WeChat Pay” that makes it impossible to not use social media on a daily basis. According to the research conducted in this study, every person who has access to a mobile phone, voluntarily or involuntarily uses social media.

7.2.2 Recommendations based on the Empirical Findings of the Study

Advertising a product can change consumers' perceptions. However, one should carefully choose the type of advertising strategy, seeing as not all methods can improve the consumer's perception of the organisation's beauty products or brand. Ergo, it is recommended that the marketing management team distinguish how to retain their existing consumers and explore ways to attract new ones. Moreover, marketing managers of an organisation need to understand what influences their consumers' intention to purchase their products, as well as be aware of the factors affecting their brand loyalty, brand image and brand awareness. Furthermore, the marketing team will need to consider ways to improve their advertising strategies. Celebrity endorsement is one of the most effective methods of advertising in the cosmetic industry. Therefore, in order to obtain the optimum results of using celebrity endorsers within China's beauty industry, it is imperative to explore consumers' perceptions of using celebrity endorsers to advertise cosmetic products within the beauty industry in China. The results obtained from testing the null hypothesis can help the marketing management team in China's beauty industry to make informed decisions and hence, be able to improve on their consumers' perceptions.

Furthermore, the findings depict that Chinese consumers view celebrity endorsers in a positive light. Therefore, celebrity endorsers influence consumers' purchasing decisions of beauty products through persuasion. Hence, it is recommended that the marketing management team in China's beauty and cosmetic industry consider using celebrity endorsers to advertise a company's products. This marketing strategy will assist the organisation in improving its brand awareness, brand image and brand loyalty, while simultaneously improving the sales.

Furthermore, for a marketing management team to improve the company's turnover, they should select a popular, white skinned celebrity from a western country, who has a suitable personality for the beauty product being endorsed. Moreover, the data collected from this study denotes that consumers are able to relate to a celebrity when they are familiar with their background knowledge. Using a celebrity whose background information is unpopular to Chinese consumers will make the advertisement ineffective, hence resulting in low sales. For this reason, the marketing management team in China should ensure that the celebrity endorsers used to endorse their beauty products are well-known to the consumers.

Targeting a specific group among the entire population is a crucial achievement for the organisation. The marketing team should identify the needs of the different groups of consumers and search for a technique to improve their perceptions before presenting the celebrity-endorsed advertisement to them. Tailoring marketing strategies in order to reach consumers is an excellent way of ensuring that the advertisement is useful, hence creating a surge in the organisation's sales.

The marketing management team of an organisation can improve their marketing strategies by conducting the necessary market research to ascertain a better understanding of their consumers. Additionally, a variety of events can be hosted to familiarise the consumers to the cosmetic product being advertised. These events can include a product launch, an online party, a live stream press conference or a “meet and greet” with the celebrity endorsing the beauty product or brand. Furthermore, the marketing management team can promote the celebrity endorsed product by including a gift with every purchase. The gift can include signed merchandise by the celebrity endorser. It is also recommended that the marketing team use creative techniques when composing the advertisement. A before and after picture of a celebrity using the beauty product that they are endorsing will definitely attract consumers. These marketing strategies and techniques can be used to improve consumers' influence on brand image and brand awareness. Brand loyalty can be improved by offering unique perks such as rewarding loyal consumers with celebrity approved merchandise or even an interaction with the celebrity endorser. It is also essential that the marketing management team meets the needs of the celebrity endorser to ensure that the celebrity endorser does not switch to another cosmetic brand. Some consumers' brand loyalty reduces when

their favourite celebrity endorser switches to another cosmetic brand, which in turn will cause a reduction in the organisation's sales.

Due to the surge in e-commerce over the years, there is an explicit need for marketing managers to consider advertising their products online using Chinese media platforms. As a result of its popularity, the marketing team within various companies can use Chinese media platforms to their greatest advantage. This can be achieved by creating “pop-up” advertisements while Chinese users are browsing through social media applications such as WeChat, Weibo, Tencent QQ, Toudou Youku or other well-known media platforms. Additionally, it is recommended that the marketing team create an official company account on each Chinese media platform, offering updates, product information, access to the online store and additional background information about the celebrity endorsing the beauty products. Furthermore, the marketing management team can ensure that the consumers are always included in product launches, press conferences and webinars by hosting them online. This strategy will assist the organisation to gain a wider coverage in the beauty industry.

7.3 Conclusion and Recommendations based on the Biographical Variables on Respondents' Perceptions of Celebrity Endorsers

This research study was also based on the biographical variables of the respondents, namely age, ethnic group, region, income, occupation, and marital status for an improved understanding of the respondents. This section will discuss the conclusion and recommendations based on the biographical variables on the respondents' perceptions of celebrity endorsers.

7.3.1 Conclusion based on the Biographical Variables on Respondents' Perceptions of Celebrity Endorsers

The hypothesis testing indicated a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' age groups. According to the data collected in this study, different age groups will be influenced in different ways. A young, trendy celebrity endorser may appeal to the younger age groups; however, the same celebrity may not

interest the older consumers. Therefore, age groups need to be taken into consideration in order to successfully reach individual age groups of the target consumers.

According to the findings, a significant difference exists in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' ethnic groups. Cultural differences can influence the way consumers perceive an advertisement. Some ethnic groups may be open minded, whereas others may find the information presented to be offensive and inappropriate. Thus, it is an imperative task to ensure that knowledge about the different ethnic groups are gained and their preferences and nuances are comprehended.

A significant difference exists in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' marital status, income, occupation and region. According to the findings, married Chinese consumers are more inclined to purchase beauty product due to the pressure from their husbands' family. Information regarding marital status is an important guideline in targeting consumers. Furthermore, consumers' occupation is related to their level of income, therefore consumers with good professions earn a higher income and are more likely to purchase celebrity endorsed products. Knowledge about consumers' professions, as well as their level of income can assist in determining whether they will be able to afford the beauty product being advertised or not. Additionally, respondents from the northern region of China are easily persuaded to purchase cosmetic products as a result of the obsession in the north to be white-skinned for a superior social status. The region in China is essential in deciding on the most appropriate location to advertise beauty products.

7.3.2 Recommendations based on the Biographical Variables on Respondents' Perceptions of Celebrity Endorsers

With respect to the research conducted in this study among the respondents' age groups, a significant difference exists in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness. Therefore, it is recommended that the marketing team of an organisation consider the

age groups of the potential target market before presenting an advertisement to them seeing as consumers from different age groups will be influenced differently. Proper identification of the targeted age group will assist the marketing team in determining the type of celebrity to use in the cosmetic advertisement, as well as determine how to design and present the advertisement in a way that it attracts the target consumers.

Additionally, a significant difference exists in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' ethnic groups. As a result, the marketing team should determine their targeted ethnic groups before exhibiting an advertisement to the Chinese consumers since certain ethnic groups will react differently due to cultural nuances. Marketing teams should also consider the preferences of each ethnic group in China in order to prevent an offensive interpretation of the advertisement, consequently losing potential consumers.

Furthermore, a significant difference exists in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness among the respondents' marital status, income, occupation and region. According to the findings, it is recommended that marketing teams in China gain a comprehensive understanding of their potential consumers. This can be done by sending regular surveys to their consumers to extract information and conclude research. The surveys will assist the marketing team to determine the biographical data of the respondents, hence disclosing information such as marital status, income, occupation and region. Depending on consumers' occupation, which is related to the level of income, the marketing team will be able to determine the affordability of its target market.

Celebrity endorsement is one of the most effective techniques to be used in an advertisement. When properly utilised, a company operating in the Chinese beauty industry can improve on their consumers' perceptions. Acquiring a positive consumer perception should be the main objective of the company's marketing team. This can be obtained through celebrity endorsement in advertising.

Celebrity endorsement in advertising a cosmetic product can be more expensive than other forms of advertising. However, there is no guarantee that the use of a celebrity would be successful in influencing consumers' brand awareness, brand loyalty or buying behaviour. Moreover, there is a need for companies to have a clear understanding of potential consumers and their preferences. Hence, it is highly recommended that the marketing team conduct market research before creating an advertisement. Through proper market research, the marketing team can determine the most suitable celebrity to use in their advertisement and the methods to implement in presenting the advertisement to their consumers. As discussed earlier, the marketing team needs to understand the consumer's age group, marital status, occupation, income, region and ethnic group. It is also recommended that the marketing team maintains their celebrities so that they do not switch to other cosmetic brands, hence affecting their sales. An appropriate choice of celebrity to endorse the beauty products will lead to increased sales.

The aforementioned recommendations aimed at the marketing management team within the Chinese beauty industry are clearly and graphically presented in Figure 7.1 on the following page.

Figure 7.1

Recommendations for Enhancing Consumers' Perceptions of Celebrity Endorsers



AN ENHANCED UNDERSTANDING OF CONSUMERS' PERCEPTIONS OF CELEBRITY ENDORSEMENT

7.4 Recommendations for Future Research

The study indicates that there is a significant difference in consumers' perceptions of celebrity endorsers, Chinese media platforms and coverage, celebrity endorsers' influence on brand image, brand loyalty and brand awareness. A significant difference also exists among consumers from different ethnic groups, age groups, marital status, geographical region, occupation, and the level of income.

It is necessary for further research to be conducted in order to determine the exact variance that exists among the variables studied, for the purpose of equipping the marketing teams with knowledge to deal with specific consumers. By identifying the preferences of each consumer cluster, the marketing team of an organisation can be in a better position, than their competitors, to uncover more effective advertising strategies by choosing the most appropriate celebrities to endorse their beauty products. Additionally, future research can include a larger sample size due to the population magnitude in China. It is highly recommended to use a greater sample size for a more accurate representation of results.

Furthermore, future researchers should consider using a more diverse sample unit to explore consumers' perceptions by including male respondents in the study. Lastly, future research can expand to other geographical regions in China, as this study was limited to the north of China, however the south, east and west of China is yet to be explored.

7.5 Conclusion

The empirical findings of the study were highlighted in this chapter in tandem with some of the recommendations that marketing managers within the Chinese beauty industry should take into consideration when devising their advertising techniques in order to effectively reach future Chinese consumers. The recommendations provided in this study were generated from the results obtained during data collection, for the purpose of improving advertising strategies in China's beauty industry. Therefore, when these recommendations are carefully deliberated and implemented accordingly by the marketing team, it will have the potential to influence consumers' purchase decisions and cause an escalation in sales. The recommendations provided will assist the

marketing team in China to improve brand loyalty, brand awareness and brand image, consequently increasing consumers' purchase intentions.

As specified in the introductory chapter, the aim of this study was to explore consumers' perceptions of using celebrity endorsers to advertise cosmetics in the Chinese beauty industry. Furthermore, the challenge was to determine the extent of consumers' perceptions of celebrity endorsers, celebrity endorser's influence on brand loyalty, brand image, brand awareness and the influence of Chinese media platforms and coverage in the beauty industry.

The empirical findings, thus, indicate that the use of a famous, white-skinned celebrity from a western country will increase the purchase intentions of Chinese consumers. The research also indicates that a strong relationship exists among the five dimensions that were under investigation. Moreover, the biographical variables including age, ethnic group, region, income, occupation and marital status should be researched extensively in order to successfully reach the targeted consumers.

In addition, the recommendations for future research were deliberated upon. It is suggested that future researchers should ensure that enough market research is conducted with the intention of enhancing their understanding of the prospective consumers. Furthermore, a larger diverse sample size in other geographical regions in China is strongly recommended in order to receive more accurate results.

Hence, taking the aforementioned into consideration, the purpose of this research has been fulfilled.

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APPENDIX A:
LETTER OF INFORMED CONSENT

**UKZN HUMANITIES AND SOCIAL SCIENCES RESEARCH ETHICS
COMMITTEE (HSSREC)**

1. **Information Sheet and Consent to Participate in Research**

Date: 6 September 2019

To whom it may concern

My name is Keriscia Govender. I am a Master of Commerce student, at the School of Management, Information Technology and Governance, at the University of KwaZulu-Natal in South Africa.

Contact Number: +8613061774649, **Student Number:** 211555647,

E-mail: 211555647@stu.ukzn.ac.za, **Supervisor's contact number:** +27312608136

You are being invited to consider participating in a study that involves research on exploring consumers' perceptions of using celebrity endorsers to advertise cosmetics in the Chinese beauty industry. The aim and purpose of this research is to investigate the important variables involved in celebrity endorsements such as consumer perception, consumer purchase behaviour, brand awareness, cultural value, trust and interest.

The study is expected to enroll 217 participants in total, from the Sephora cosmetic franchise at six popular shopping malls in Dalian. It will involve the following procedures: a quantitative research design with a descriptive research approach and a structured questionnaire will be personally administered to 217 Chinese female participants, who are eighteen years or older and are shopping for cosmetics at Sephora stores located in Dalian. These participants will be approached according to their accessibility and will be asked to volunteer to complete the questionnaire.

You need to know that your participation in this research is completely voluntary and this study will provide no direct benefits to participants. Should you agree to participate, you can withdraw from the study any time.

The duration of your participation if you choose to participate and remain in the study is expected to take you about 15 minutes to complete the survey.

This study has been ethically reviewed and approved by the UKZN Humanities and Social Sciences Research Ethics Committee (HSS/00000654/019M).

In the event of any problems or concerns/questions you may contact the researcher at (211555647@stu.ukzn.ac.za/+8613061774649) or the UKZN Humanities & Social Sciences Research Ethics Committee, contact details as follows:

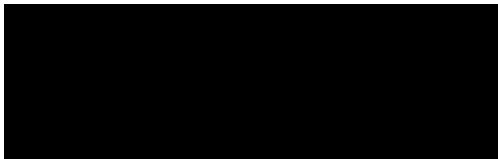
HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION

2. Research Office, Westville Campus
3. Govan Mbeki Building
Private Bag X 54001
Durban 4000 KwaZulu-Natal, SOUTH AFRICA
Tel: 27 31 2604557- Fax: 27 31 2604609
Email: HSSREC@ukzn.ac.za

Your participation in the study is voluntary and by participating, you are granting the researcher permission to use your responses. You may refuse to participate or withdraw from the study at any time with no negative consequence. Your anonymity will be maintained by the researcher and the School of Management, I.T. & Governance and your responses will not be used for any purposes outside of this study.

All data, both electronic and hard copy, will be securely stored during the study and archived for 5 years. After this time, all data will be destroyed.

If you have any questions or concerns about participating in the study, please contact me or my research supervisor at the numbers listed above.



Sincerely
Keriscia Govender

CONSENT TO PARTICIPATE

I _____ have been informed about the study entitled Exploring consumers' perceptions of using celebrity endorsers to advertise cosmetics in the Chinese beauty industry conducted by Keriscia Govender.

I understand the purpose and procedures of the study to investigate the important variables involved in celebrity endorsements such as consumer perception, consumer purchase behaviour, brand awareness, cultural value, trust and interest.

I have been given an opportunity to ask questions about the study and have had answers to my satisfaction.

I declare that my participation in this study is entirely voluntary and that I may withdraw at any time without affecting any of the benefits that I usually am entitled to.

If I have any further questions/concerns or queries related to the study I understand that I may contact the researcher at **Researcher: Keriscia Govender, Contact Number: +8613061774649, E-mail: 211555647@stu.ukzn.ac.za Supervisor's contact number: +27312608136**

If I have any questions or concerns about my rights as a study participant, or if I am concerned about an aspect of the study or the researchers then I may contact:

HUMANITIES & SOCIAL SCIENCES RESEARCH ETHICS ADMINISTRATION

4. Research Office, Westville Campus
5. Govan Mbeki Building
Private Bag X 54001
Durban
4000
KwaZulu-Natal, SOUTH AFRICA
Tel: 27 31 2604557 - Fax: 27 31 2604609
Email: HSSREC@ukzn.ac.za

Signature of Participant

Date

APPENDIX B:
LETTER OF INFORMED CONSENT (TRANSLATED IN MANDARIN)

UKZN 人文社会科学研究伦理委员会

6. 资料表及参与研究同意书

日期：2019年9月6日

致相关人士

我的名字是 Keriscia Govender。我是南非夸祖鲁-纳塔尔大学管理、信息技术和治理学院的商务硕士生。

联系电话：8613061774649，学号：211555647，

邮箱：211555647@stu.ukzn.ac.za，主管联系电话：+27312608136

我们邀请您考虑参与一项研究，该研究涉及探索消费者对在中国美容行业使用名人代言人做化妆品广告的看法。本研究旨在探讨名人代言所涉及的重要变数，如消费者认知、消费者购买行为、品牌认知、文化价值、信任与兴趣。

这项研究预计总共有 217 名参与者，他们来自大连六家知名商场的丝芙兰化妆品专营店。这将涉及以下程序：采用描述性研究方法和结构化问卷对 217 名 18 岁或 18 岁以上在大连丝芙兰商店购买化妆品的中国女性参与者进行定量研究设计。这些参与者将根据他们的可及性进行接触，并被要求自愿填写问卷。

你需要知道，你参与这项研究是完全自愿的，这项研究不会给参与者带来直接的好处。如果你同意参加，你可以随时退出学习。

如果您选择参与并继续学习，您的参与时间预计需要 15 分钟来完成调查。

本研究已由 UKZN 人文社会科学研究伦理委员会（批准文号）伦理审查和批准。

如有任何 问题 或 担忧 / 疑问 , 请 联系 研究 人员
(211555647@stu.ukzn.ac.za/+8613061774649) 或 UKZN 人文 社会 科学 研究 伦理 委员会 ,
联系 方式 如下 :

人文 社会 科学 研究 伦理 管理

韦斯特维尔 校区 研究 室

戈万姆贝基 大厦

私人包 x 54001

德班 4000 夸祖鲁-纳塔尔, 南非

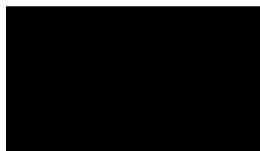
电话 : 27 31 2604557-传真 : 27 31 2604609

电子邮箱 : hssrec@ukzn.ac.za

您 参与 本 研究 是 自愿 的 , 通过 参与 , 您 将 授予 研究 人员 使用 您 的 回答 的 权限 。 您 可以 随时 拒绝 参加 或 退出 本 研究 , 不会 产生 任何 负面 影响 。 您 的 匿名 性 将 由 研究 人员 和 管理 学院 , I.T. 和 治理 部 维护 , 您 的 回复 将 不会 用于 本 研究 之外 的 任何 目的 。

所有 数据 , 包括 电子 和 硬拷贝 , 将 在 研究 期间 安全 存储 并 存档 5 年 。 在此 之后 , 所有 数据 都 将 被 销毁 。

如果 您 对 参与 本 研究 有 任何 疑问 或 疑虑 , 请 按 上述 号码 与 我 或 我 的 研究 主管 联系 。



真诚的
Keriscia Govender

APPENDIX C:
QUESTIONNAIRE

Please tick the box indicating the most appropriate responses to the following questions below:
请勾选下列问题最合适的答案：

Section A: Biographical Data

A 部分：传记资料

1. 1 Age Group 年龄组	18-23	1
	24-29	2
	30-35	3
	36-39	4
	40+	5

1.2 Ethnic group 少数民族	Han 汉	1
	Zhuang 壮族	2
	Manchu 满族	3
	Hui 回	4
	Other 52 minorities 其他 52 个少数民族	5

1.3 Which region are you from? 你来自哪个地区？	Liaoning 辽宁	1
	Jilin 吉林	2
	Inner Mongolia 内蒙古	3
	Hebei 河北	4
	Other regions in China 中国其他地区	5

1.4 Income 收入	1. < 1500RMB	1
	2. 1501RMB – 3000RMB	2
	3. 3001RMB – 6000RMB	3
	4. 6001RMB – 9000RMB	4
	5. 9001RMB +	5

1.5 Occupation 职业	Professional 专业	1
	Self-employed 个体经营	2
	Unemployed 失业	3
	Student 学生	4
	Other 其他	5

1.6 Marital Status 婚姻状况	Single 单一的	1
	Married 已婚	2
	Divorced 离婚	3
	Widowed 丧偶的	4

1.7 Most used application 最常用的应用程序	WeChat 微信	1
	Weibo 微博	2
	Tencent QQ 腾讯 QQ	3
	Tudou Youku 土豆优酷	4
	Other 其他	5

Section B: Consumers' Perceptions of Celebrity Endorsers

B 部分：消费者对名人代言人的看法

2.1 I wouldn't buy or consider buying a product if I didn't like the celebrity endorsing it. 如果我不喜欢名人代言，我就不会买或考虑买一件产品。	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

2.2 I am more likely to buy cosmetic products that have been endorsed by celebrities than those which are not endorsed by celebrities. 我更愿意购买那些得到名人认可的化妆品，而不是那些没有名人认可的化妆品。	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>2.3 I will only purchase a celebrity endorsed product if I trust the celebrity. 如果我信任名人，我只会购买名人认可的产品。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>2.4 I get attracted to buy a cosmetic brand endorsed by a celebrity if I know the background information about the celebrity. 如果我知道名人的背景信息，我会被名人认可的化妆品品牌所吸引。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>2.5 I wouldn't trust a product that is endorsed by a celebrity who endorses many other products. 我不相信有名人支持的产品，他也支持许多其他产品。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>2.6 I will only purchase a celebrity endorsed product if the celebrity is suitable for the product. 我只会购买一个名人认可的产品，如果名人是适合的产品。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>2.7 I am more inclined to purchase a celebrity endorsed product if the celebrity is white. 如果名人是白人，我更倾向于购买名人认可的产品。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

2.8 I am more likely to buy cosmetic products that have been endorsed by a foreign celebrity. 我更愿意购买得到外国名人认可的化妆品。	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

Section C: The Influence of Celebrity Endorsement on Brand Image

C 部分：名人代言对品牌形象的影响

3.1 I will only buy cosmetic brands that are endorsed by a celebrity. 我只买名人认可的化妆品品牌。	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

3.2 I believe that the presence of a celebrity endorser in a cosmetic advertisement will give me a positive image of the brand. 我相信一位名人代言人在化妆品广告中的出现会给我一个品牌的正面形象。	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

3.3 I believe that a celebrity's negative past experience will have a negative effect on the brand image. 我相信名人过去的负面经历会对品牌形象产生负面影响。	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

3.4 I am more inclined to purchase a celebrity endorsed product if the celebrity is Chinese. 如果名人是中国人，我更倾向于购买名人认可的产品。	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>3.5 I believe that celebrity endorsement is a smart way to enhance the brand image. 我相信名人代言是提升品牌形象的一种明智方式。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

Section D: The Influence of Celebrity Endorsement on Brand Loyalty

D 部分：名人代言对品牌忠诚度的影响

<p>4.1 I believe that the use of celebrity endorsement leads to brand loyalty. 我相信名人代言的使用会导致品牌忠诚度。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>4.2 I believe that a celebrity's negative past experience will affect my loyalty towards the brand. 我相信名人过去的负面经历会影响我对品牌的忠诚度。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>4.3 I am always loyal to a cosmetic brand that is advertised by my favourite celebrity endorser. 我一直对我最喜欢的美妆品牌名人代言人所宣传的化妆品品牌忠诚。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>4.4 I believe that the use of celebrity endorsers makes me repurchase a cosmetic product. 我一直对我最喜欢的美妆品牌名人代言人所宣传的化妆品品牌忠诚。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>4.5 I believe that if my favourite celebrity endorsers switch to another cosmetic brand it will affect my loyalty towards the brand.</p> <p>我相信，如果我最喜欢的名人代言人转向另一个化妆品品牌，这将影响我对该品牌的忠诚度。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

Section E: The Influence of Celebrity Endorsement on Brand Awareness

E 部分：名人代言对品牌知名度的影响

<p>5.1 I believe that the use of celebrity endorsers makes me familiar of cosmetic brands.</p> <p>我相信，如果我最喜欢的名人代言人转向另一个化妆品品牌，这将影响我对该品牌的忠诚度。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>5.2 I think that celebrity endorsers for cosmetic brands should be famous.</p> <p>我认为化妆品品牌的名人代言人应该是有名的。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>5.3 I always recall the cosmetic products that use celebrity endorsers.</p> <p>我总是记得那些使用名人代言人的化妆品。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>5.4 I believe that the use of celebrity endorsers makes a brand stand out from competitors.</p> <p>我相信，名人代言人的使用使品牌从竞争对手中脱颖而出。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>5.5 I believe that celebrity endorsed advertisements get more coverage online than offline.</p> <p>我相信名人支持的广告在网上比在线下得到更多的报道。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

Section F: The Chinese Media Platforms and Coverage in the Beauty Industry

F 部分：中国美容业媒体平台和报道

<p>6.1 I am more likely to see an online marketing campaign than an offline marketing campaign.</p> <p>比起线下营销活动，我更可能看到在线营销活动。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>6.2 I believe that advertisement pop ups on frequently used online media platforms such as WeChat, Weibo, Tencent QQ, Toudou Youku and other social media platforms get the most media coverage.</p> <p>我相信，在微信、微博、腾讯 QQ、投豆优酷等常用的网络媒体平台上弹出的广告得到的媒体报道最多。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>6.3 I spend more than 24 hours per week on social media.</p> <p>我每周花在社交媒体上的时间超过 24 小时</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>6.4 I prefer using WeChat because it is an all-in-one messaging app that includes text messaging, voice messaging, video gaming, e-commerce and mobile payments.</p> <p>我更喜欢使用微信，因为它是一款集短信、语音短信、视频游戏、电子商务和移动支付为一体的应用程序。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>6.5 If I am interested in a beauty product I will share it on Weibo because it is a social media platform where users come for information acquisition, sharing and commenting.</p> <p>如果我对一个美容产品感兴趣，我会在微博上分享它，因为它是一个社交媒体平台，用户来这里进行信息获取、分享和评论。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>6.6 If I need direct information from Sephora, I am more likely to use Tencent QQ because it has an instant messaging service aimed at businesses.</p> <p>如果我需要 Sephora 的直接信息，我更可能使用腾讯 QQ，因为它有一个针对企业的即时通讯服务。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>6.7 I believe that Tudou Youku offers the best coverage for video advertisements because it is a popular video hosting service where users can upload, view and share video clips.</p> <p>我相信土豆优酷为视频广告提供了最好的覆盖范围，因为它是一个流行的视频托管服务，用户可以上传、查看和共享视频剪辑。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

<p>6.8 I look for rich, authentic and relevant content and I will only look at an advertisement if it captures my attention with interesting content.</p> <p>我寻找丰富，真实和相关的内容，我只会看一个广告，如果它吸引了我的注意力与有趣的内容。</p>	Strongly Disagree 强烈反对	1
	Disagree 不同意	2
	Neutral 中性	3
	Agree 同意	4
	Strongly Agree 强烈同意	5

Thank you for your participation!

感谢您的参与！

APPENDIX D:
GATEKEEPER'S PERMISSION LETTER

6 September 2019

Miss Keriscia Govender (Student Number: 211555647)
School of Management, IT and Governance
College of Law and Management Studies
Westville Campus
University of KwaZulu-Natal (UKZN)
Email: keriscia@outlook.com

我会说英语.

我和 keriscia 讨论了这项研究.

Dear Miss Govender

RE: PERMISSION TO CONDUCT RESEARCH

Gatekeeper's permission is hereby granted for you to conduct research at our international cosmetic franchise named Sephora at Wanda Shopping Center, Park Land Shopping Center, Pavilion Shopping Center, Galleria Square Shopping Center, MYKAL Shopping Center and Olympia66 Shopping Center in Dalian only. We note that this research is for your postgraduate degree and the title of your research project is:

"Exploring consumers' perceptions of using celebrity endorsers to advertise cosmetics in the Chinese beauty industry."

It is noted that you will be constituting your sample with the help of a Chinese translator by handing out questionnaires to Chinese adult females who are eighteen years or older and are shopping at Sephora in the six mentioned shopping malls located in Dalian.

Please ensure that you abide by the following rules while conducting your research:

- No photographs are to be taken at any of our stores. We reserve the right to confiscate your mobile phone/camera if we find you guilty of this offense. 不要照片
- Do not ask any of our consumers for their WeChat contacts or any other personal information. 不要微信
- You may only bring one Chinese translator with a mainland Chinese identity card. 一个中国的翻译员
- Please present your passport with a valid residence permit and a work permit card to the floor manager at each of the six Sephora stores in Dalian. 我需要 一个护照

Yours sincerely

Area Manager

远中的

2019年9月6日

APPENDIX E:

ETHICAL CLEARANCE LETTER



31 October 2019

Miss Keriscia Govender (211555647)
School of Management, IT & Governance
Westville Campus

Dear Miss Govender,

Protocol reference number: HSS/00000654/019M

Project title: Exploring consumers' perceptions of using celebrity endorsers to advertise cosmetics in the Chinese beauty industry

Approval Notification – Expedited Application

This letter serves to notify you that your application received on 16 September 2019 in connection with the above, was reviewed by the Humanities and Social Sciences Research Ethics Committee (HSSREC) and the protocol has been granted **FULL APPROVAL**

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach and Methods must be reviewed and approved through the amendment/modification prior to its implementation. In case you have further queries, please quote the above reference number. PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

This approval is valid for one year from 31 October 2019.

To ensure uninterrupted approval of this study beyond the approval expiry date, a progress report must be submitted to the Research Office on the appropriate form 2 - 3 months before the expiry date. A close-out report to be submitted when study is finished.

Yours sincerely,



Professor Urmilla Bob
University Dean of Research

/ms

Humanities & Social Sciences Research Ethics Committee
Dr Rosemary Sibanda (Chair)
UKZN Research Ethics Office Westville Campus, Govan Mbeki Building
Postal Address: Private Bag X54001, Durban 4000
Website: <http://research.ukzn.ac.za/Research-Ethics/>

Founding Campuses: ■ Edgewood ■ Howard College ■ Medical School ■ Pietermaritzburg ■ Westville

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