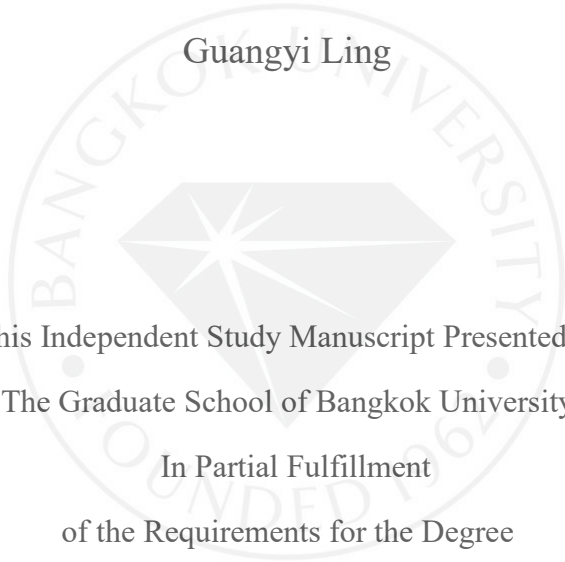THE IMPACT OF CELEBRITY CREDIBILITY, AND CORPORATE

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PHONE "HONOR" BRAND AMONG CHINESE CUSTOMERS

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AND CORPORATE REPUTATION ON THEIR INTENTION TO PURCHASE

HONOR BRAND AMONG CHINESE CUSTOMERS

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The Impact of Celebrity Credibility, and Corporate reputation on their Intention to

Purchase smart phone "HONOR" Brand among Chinese Customers（79pp.）

Advisor Independent Study: Assoc. Prof. Dr. Pacharaporn Kesaprakorn

ABSTRACT

Celebrity endorsement is an effective strategy for marketers to communicate

with the consumers, that not only increase product exposure, but also to enhance

consumers' corporate reputation of the brand and increase sale volume in China. The

study aims to examine the impact of celebrity endorsements on corporate reputation

and Chinese consumers' intention to buy, with HONOR products. Two hundred

Chinese respondents participated in the questionnaire and data was analyzed using

Multiple Regression analysis at the statistical significance at .05. Chinese customers

age 20-35 years were selected using convenience sampling methods.

The findings revealed that (1) All source characteristics including attractiveness, expertise, and trustworthiness of advertising recognition are accountable for 51% of HONOR' s corporate reputation. When examining the influence of each dimension, expertise and trustworthiness are significant positive predictors of corporate reputation but attractiveness is not significant predictor. Trustworthiness has the greatest positive effect on a customer's perception of reputation, followed by expertise, but attractiveness has a negative effect on corporate reputation. (2) All source characteristics including attractiveness, expertise, and trustworthiness of advertising recognition are accountable for 34.6% of the customer' purchase intention. In addition, expertise is not a significant predictor but trustworthiness and attractiveness are significant positive predictors of customer's purchase decision.   (3) all   source characteristics including emotional appeal, product and service, workplace environment, social and environmental responsibility, financial performance of reputation recognition are accountable for 39.5% of the customer' purchase intention , which is considered to be quite high (R^2= .395*, p > .05). When examining the power of each dimension, the findings found that only corporate social responsibility and financial performance had a positive effect on customers' purchase intention of
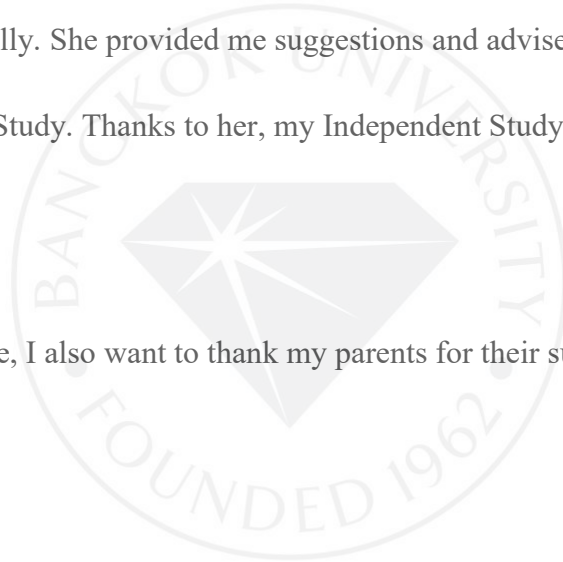
HONOR.

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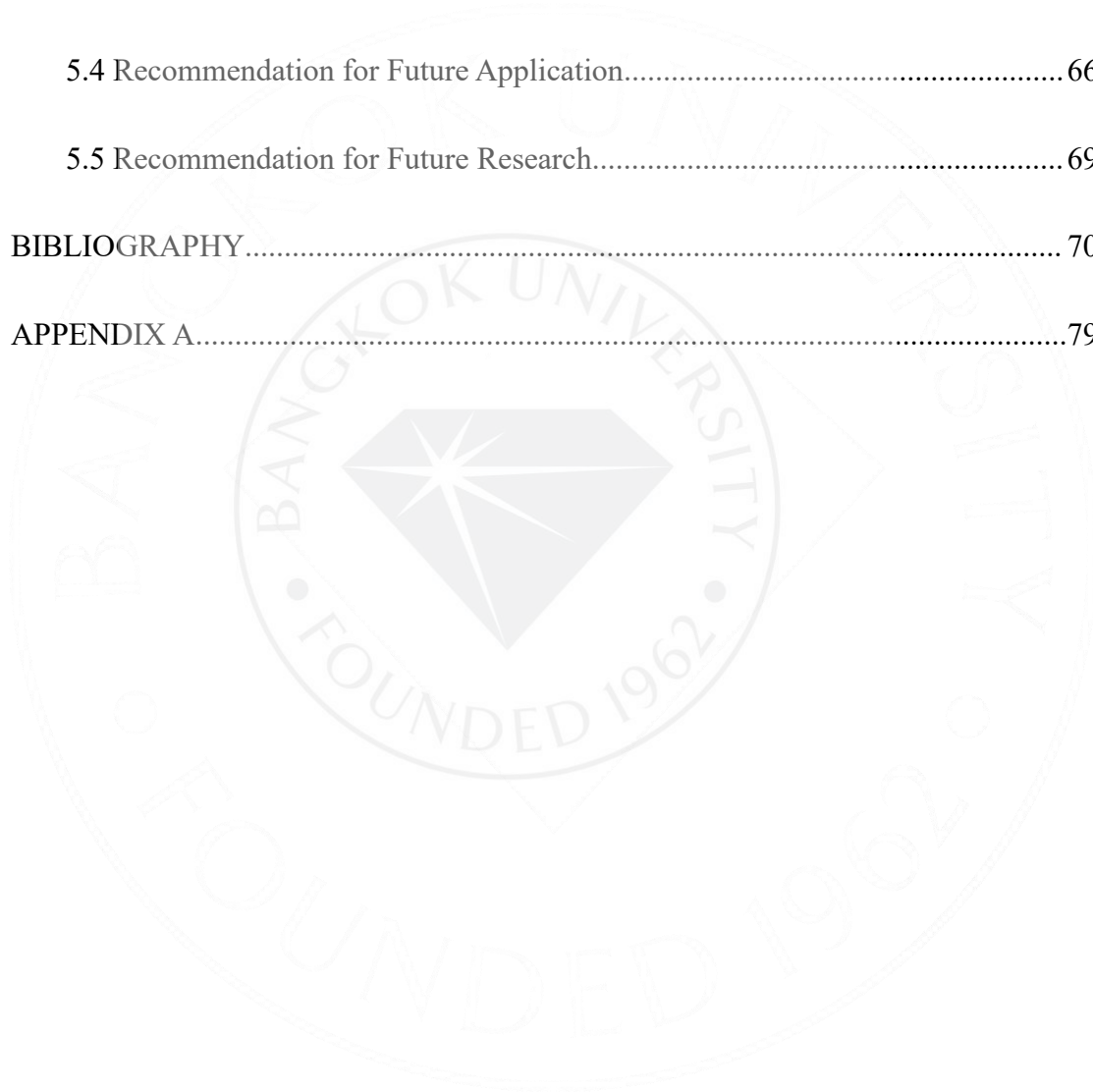
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CHAPTER I

INTRODUCTION

1.1 Rationale and Problem Statement

During the past decade, people around the world have experienced a rapid change in relation with technology, especially the use of mobile phones. On the one hand, the mobile phone market is getting bigger and bigger. PewResearch (2018) showed that as early as 2016, per capita mobile phone ownership reached 98%, and the proportion of mobile phones was 68%. Mengmeng, (2018) reported that the Chinese mobile phone shipments slowed down in 2017 with close to 468 million mobile phones shipped. HUAWEI secured the leading position in the Chinese mobile phone market during the final quarter of 2017 and for the full year 2017 it registered 19% year-on-year growth. This allowed the world's third largest mobile phone brand to capture 19% share of the mobile phone market, its highest ever for a full year. For HUAWEI, the bulk of the growth was driven by its sub-brand HONOR which contributed to more than 60% of its shipments during the year. Four domestic of Chinese brands have almost more than 90% of the market share. With such a large market demand, every passing day is contributing new products in market.

On the other hand, with the current performance and quality of mobile phones becoming more and more excellent, product gap is getting smaller, the replacement

cycle of the mobile phone becomes longer, and the desire to change machines is getting lower and lower. According to the latest data from the Nielsen (2016), in the first half of 2016, the overall share of domestic high-end mobile phones (2000 yuan or more models) has reached 47.59%, an increase of nearly 4.38%, while the overall share of models below 1000 yuan has further declined, and the phenomenon of consumer upgrading is obvious.

Therefore, it is difficult that to enter the market to ensure and maintain consumer attention for marketer. In this highly competitive marketing environment, if any service or product wants to be quickly known by consumers so that they can recall it, then it should focus on advertising activities, which are mainly to remember products or services for customers (Esangbedo, 2011). The question is how to quickly attract the attention of consumers and occupy a certain position in their hearts will win the first step?

Celebrity endorsement has become one of the marketing highlight in the domestic mobile phone market. McCracken (1989, p.310-321) defined celebrity endorsement as "Anyone who is recognized by the public and through the interpretation of product advertising, in order to the product is recognized by consumers." If a company wants to establish an image for its products or services, choosing the right celebrity endorsements is the most effective because it can effectively affect the target customers. Their exposure and communication are impressive and they can convince the audience through their trust .

Advertisers use celebrities to attract more attention and attract viewers to products or advertisements, because celebrities who talk about any product in an advertisement will attract more people than ordinary people, which is called celebrity endorsement. Celebrity carry out brand or product endorsements, on the one hand, they can expand brand influence. On the other hand, they can carry out more effective brand communication and draw closer to consumers from the emotional level, thus achieving brand premium or sales performance improvement. Through the endorser to establish the communication between consumers and products, so that consumers quickly understand the characteristics of the product, and ultimately win the market.

The year 2016 is a especial year of mobile phone endorsers. Almost every mobile phone company is using tool of celebrity endorsement in their advertisements. In China, over 29 celebrity endorsed the top 10 brand. OPPO celebrity endorser family has more than 10 celebrities. Absolutely the largest number of endorsers in all mobile phone brands, and each endorser is the current popular celebrity, including Yang Mi (Actress), Li Yifeng (Actor), William Chan (Actor,singer), Di Lireba(Actress), Zhang Zhen (Actor), Yang Yang (Actor), TFBOYS (Singer), Luhan (Actor,singer), etc., even the supreme of superstars Jay Chou were also on the list. Song Joong Ki (Korean actor), Eddie Peng(Actor), NiNi (Actress) endorsed the VIVO. HONOR signed Brooklyn Beckham (Beckham's eldest son) as the global ambassador, Kris Wu(Singer) as the endorser for China, Louane Emera as the French endorser, Saina Nehwal as the endorser for India. JINLI signed the contract with Feng Xiaogang (Director) and

Shawn Yue (Actor). Huawei signed Lionel Messi, Henry Cavill , Scarlett Johansson.

Nubia signed C Ronaldo. Even Xiaomi that has always been a maverick in marketing,

also found Wu Xiubo(Actor), Liu Shishi(Actress) and Liu Haoran(Actor) as mobile

phone endorsers. At present, almost all mainstream mobile phone manufacturers

already have their own brand endorsers (Shuai, 2017).

In 2017, mobile phone manufacturers reduced the number of endorsers. For

HONOR , because Kris Wu had a scandal, they replaced the endorser with Hu Ge. For

mobile phone manufacturers, endorsers can bring about the following effects: increase

product exposure, increase sales, and increase brand awareness.

Mobile phone industry big data 2017 report that if OPPO news content related to

William Chen, the new can obtain nearly 100,000 reading exposure per day. Wang

Junkai, another spokesman of OPPO, contributed the most to the retention rate of

OPPO . Fans are most likely to buy the brand again.

Moreover, the choice of endorser is a long-term marketing point for

manufacturers. In addition to stimulating sales commissions and sales volume, the

endorser's own public image and product image can be used to communicate product

positioning, so that potential customer groups can perceive product tonality, even if

the current user will not change, but also in advance layout and establish the user's

brand awareness and impression.   HuGe, who has no black spots in his career,

Counterpoint (2018) showed that HuGe got the highest score of the organization in

these three aspects and became the most valuable mobile phone endorser in 2017.

Meanwhile, according to a survey report of HONOR 9, the content of the survey focused on the various selling points of HONOR9 , in which "HuGe" endorsed with more than 30,000 votes, 54% absolute advantage to kill product functionality and brand influence. Become the biggest selling point of HONOR9.

The reputation is as important as the endorser of the mobile phone brand. The HONOR brand is also undergoing repeated brand upgrades to make its brand closer to consumers. As a brand that has only been established for 6 years, there has never been any negative news about the mobile phone quality or brand image. At the end of 2018, HONOR carried out brand upgrade. Five years ago, the young user group facing HONOR was mainly post- 85s and 90s. Now, Z generation (post- 95) is standing on the social stage center. This generation is the first generation of real in the sense of the Internet aborigines, they used the first mobile phone maybe a mobile phone, they want to have a more interesting online life. First of all, HONOR has created a platform for the establishment of the "HONOR Youth" community, aiming at taking the content as the core to undertake the brand culture and creating a diverse and open communication environment for young people around the world. This platform will also become a higher-level way of communication between HONOR and young people. Through this communication platform, it will provide support for HONOR reputation.

In addition, the evolution of the new generation of young people's unique concept of life. HONOR brand upgrade is to continue to lead young people in the field of environmental protection, public welfare to guide the young people to contribute to the society. It is reported that the first flagship store that HONOR is preparing to build, and some floors and shelves are constructed from crop straw and bamboo waste to promoting environmental awareness. Moreover, HONOR mobile phone also has its own global mobile phone recycling system. At present, the recycling center construction has covered 48 countries and regions in the world, with a total amount of more than 1,000. HONOR's emphasis on product innovation and user experience has accumulated great popularity and reputation. As of October 2018, HONOR mobile phone online equipment over 100 million in China, HONOR club APP registered users exceeded 97 million.

For HONOR, the influence of endorsers and brand reputation as a more important influence on consumers is the significance of this article.

1.2 Objectives of Study

The main aim of the study is to explore the consumer's purchase intention through the celebrity endorsement. This study aims to achieve the following specific objectives:

1) To examine the influence of exposure to celebrity endorsement of Honor on

Chinese customers' perceived credibility toward the celebrity.

2) To examine the influence of Chinese customers' perceived credibility toward celebrity on their corporate credibility of Honor brand.

3) To predict whether credibility toward celebrity and corporate credibility are significant predictors of Chinese customers' intention to purchase HONOR brand.

1.3 Scope of Study

This study will focus on the impact of brand endorsers on consumer' intention to purchase smartphone. Through the study of HONOR endorser's credibility, this study explores whether the credibility and exposure of endorsers affect corporate credibility. In addition, this study analyzes whether the endorser and corporate credibility is an important factor in the purchase decision of smartphones. Because HONOR mobile phone as an Internet mobile phone, its earliest goal was to compete with Xiaomi and Meizu. Therefore, the consumer positioning is younger than Huawei mobile phones. The design of the HONOR mobile phone emphasizes the young fashion design concept, and HAWEI provides the excellent technical support in the hardware. Nevertheless，the price of HONOR is not too high, so the HONOR formed a image of higher cost-effective, also in accordance with the needs and purchasing capacity of young people.

For HONOR mobile phone users, according to the Aurora Big Data Report

（2018）, the user statistics of the past models of mobile phones in the past are more than 75% of the population between the ages of 18 and 35.

Therefore, the study will use a quantitative survey method to investigate 200 Chinese aged between 18 and 35 to fill out the questionnaire as a method of collecting statistical data for specific information, aiming to reveal the relationship attractiveness, expertise, trustworthiness, celebrity exposure, corporate credibility and customer' purchase intention.

1.4 Research Questions

Research Questions#1: What is the relationship between the credibility of Chinese endorsers and the influence of corporate reputation?

Research Questions#2:   How do the credibility of Chinese celebrities influence their decision to buy a mobile phone?

Research Questions#3: How do the corporate reputation of Chinese celebrities influence their decision to buy a mobile phone?

1.5 Significance of Study

This study aims to investigate the impact of HuGe on brand awareness in the HONOR mobile phone endorsements. Using celebrity's reliability model to analyze What kind of source credibility combination has the greatest influence on consumers '

purchase intention? Several past studies have found that advertising appeal, celebrity endorsement, and advertising repetition have a positive and significant impact on purchase intention（Priatna, 2018). Celebrity endorsement had a significant impact on brand image. This indicates that celebrity endorser plays an important role in building the brand image (Harvey and Morris, 2017).

Meanwhile, It will help marketers how to choice a celebrity through the model. Because marketers can understand how HONOR through HuGe on the one hand to expand brand influence, enhance the brand grade. On the other hand, more effective brand communication can be carried out, from the emotional level to bring customers closer to the distance, so as to achieve brand premium or sales performance improvement.

In addition, the study provides empirical evidences to demonstrate success of HONOR brand in China by using celebrity endorsement.

1.6 Definition of Terms

(1) Celebrity refers to the person who is known to public is known as celebrity for example sports personalities, actors, entertainers and etc.（Hershey,1979）

(2) Celebrity endorser is defined as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement.(McCracken, 1989)

(3) Credibility is defined as beliefs, opinions, attitudes and/or behaviour through a process called internalisation, which occurs when receivers accept a source influence in terms of their personal attitude and value structures (Erdogan, 1999). The key components include expertise, trustworthiness and attractiveness. This survey research will examine the three components as follows:

(3.1)Trustworthiness is defined as perceived trustworthiness is the attribute of dignity, believability and honesty possessed by the endorser and observed by consumers (Friedman et al., 1976).

(3.2) Expertise is defined as the degree of perceived understanding, skills, and knowledge that the endorser has (Hovland et al., 1953)

(3.3) Attractiveness is defined as an affect-based stimulus attribute refers to the presenter's physical attractiveness as perceived by the receiver. (McGuire, 1985).

(4) Corporate reputation is defined as the extent to which consumers believe that a firm can design and deliver products and services that satisfy customer needs and wants. (Keller，1998，p.426)

(5) Intention to purchase：Purchase intention or referring to willingness to buy is widely defined as the likelihood of a consumer to purchase a product or service (Dodd & Supa, 2011).

CHAPTER II

LITERATURE REVIEW

This chapter aims to synthesize the past studies on communication strategy of celebrity endorsement, reputation of HONOR Co., Ltd., presents concept of credibility's factors such as attractiveness, expertise, trustworthiness, and discusses how credibility's factors and corporate reputation influenced customers' attitude and purchase intention. The theoretical framework and related hypothesis will be presented. The chapter summarizes the topics as follows:

2.1 Synthesis of related past studies

2.2 Concept of Celebrity Endorsement

2.3 Impact of Celebrity Endorsement in Advertising

2.4 Concept of Celebrity Credibility

2.5 Concept of Corporate Credibility

2.6 Concept of Customers' Intention of Purchase

2.7 Theoretical Framework

2.8 Research Hypothesis

2.1 Synthesis of related past studies

Research on celebrity endorsers and brands has always been a topic that scholars are frequently to study. on the one hand, fan-economy can make product sales better, the celebrity's exposure is the exposure of the product (Chevalier and Mayzlin, 2006). On the other hand, Successful products can bring the celebrity beautiful resume and reward, so that more manufacturers can find their value.

Because celebrity endorsements can affect the impression of brand symbols in consumers' image, the corporate that frequently communicate with users have a stronger influence. For celebrities with positive information, the positive impact of matching the brand is stronger for brands that are considered less relevant than brand users (Mukherjee, 2012). Researchers tested the direct impact of corporate reputation on the spread of positive word-of-mouth to consumers and customer identity through empirical research in the mobile phone industry. Celebrities are often seen as opinion leaders (Wang , 2012）.

In the mobile phone endorsement field, Kantar (2018) reported that advertising impact is the fifth factor on consumer purchasing, and top four factors in front of it are: price, friend's recommendation, previous mobile phone user experience and experience that try the new phone. The advertisement can directly promote the content for a company, which plays an important role in marketing. Thus, endorsement have a positive effect on mobile phone purchase decisions, the same is

true for university students.(Khan & Rohi，2013). Celebrity endorsements are a good choice because they can spread product characteristics, but for mobile phones, cell phone quality is the primary factor in purchasing (Maulani & Pratama, 2019). Advertising appeal, celebrity endorsement, and advertising repetition have a positive and significant impact on purchase intention OPPO (Priatna，2018).

2.2 Concept of Celebrity Endorsement

Celebrities are "People who influence others' opinions, attitudes, beliefs, motivations, and behaviors". They often hired by advertisers to lend their personality to a product or brand (Kaikati, 1987). Celebrities are hired because they are perceived to be higher credibility of products compared to non-celebrities. Celebrities have a major impact on people's opinions, using of celebrities as part of marketing communications strategy is a fairly common approach for corporate in creating brand awareness (Premeaux,2005), a positive brand image, a positive brand attitudes or increased intention of purchase (Caller & Homer, 1985).

In China, also a strong positive effect is created by celebrity endorsement practices on communication with audiences (Gan, 2006). Advertisements featuring a celebrity deliver a higher degree of appeal, attention, recall rate and possibly purchase, compared to the ads without celebrities (Dean & Biswas, 2001).

2.3 Impact of Celebrity Endorsement in Advertising

On the one hand, compared with advertising, celebrity advertising offers a higher degree of attractiveness, attention, repurchase rate and possible purchases without celebrities, which has a substantial positive impact on the company's financial returns (Gordon & Kenneth, 2000; Erdogan, Baker & Tagg, 2001). According to previous studies, Hovland and Weiss (1951) argue that when celebrities have a high degree of credibility, consumers have a positive attitude towards advertising, products and brands. Speck, Schumann and Thompson (1988) argued that consumers have clearer memory of product information endorsed by expert celebrities than products endorsed by non-expert celebrities. expert celebrities produced higher recall of product information than non-expert celebrities. Maclnnis, Rao, & Weiss（2002）believed that as the exposure of the advertisement increases, the sales of the product will also increase, and in this case, most of the advertising content has celebrities involved. Research by Low and Lin (2012) showed that respondents' research shows that celebrity endorsers help them easily identify and differentiate brands in the market, so that better product knowledge is more confident in their purchasing decisions. In addition, appropriate use of celebrities in advertising can increase brand awareness (Chan, Leung Ng & Luk, 2013). Celebrity endorsements are important to the company's ability to attract consumers because viewers are influenced by the willingness of celebrities to buy (Ahmed, Farooq & Iqbal, 2014).

On the other hand, when the company develops its own characteristics, it is more likely to resonate with the endorsers who are consistent with the target audience (Tom, et al. 1992). According to the model of meaning transfer, the model has three stages to transfer the celebrity image to product. In the first stage, because a certain cultural environment gave celebrities a certain symbolic meaning, a certain image symbol was established. It is an image that symbolizes a specific gender, age, social status, personality, or lifestyle. In the second stage, when the name is applied to the product, the product has a certain symbolic meaning. In the third stage, the consumer obtains these symbolic meanings through the use or consumption of this product. He believes that the source credibility of celebrity advertising is different from the general advertising spokesperson. The spokesperson has a positive impact on consumer purchase intentions (McCracken,1986).

Mowen, Brow and Schulman（1980）pointed out that in advertising, product interests are related to product interests, in order to establish or re-establish consumer attitudes toward products, and integrate balance and attribution theory to explain consumers. Therefore, using a celebrity endorser to obtain a product/brand may bring substantial benefits to the company.

2.4 Concept of Celebrity Credibility

There are many studies that explored all aspects of source credibility. Applbaum and Anatol (1972) have pointed out the credibility and expertness as a core element of

source credibility. DeSarbo and Harshman (1985) further emphasized the four aspects of source credibility, which are expertness, attractiveness, trustworthiness and likability. Ohanian (1990) on the basis of summarizing the literature, factor analysis is used to study the structure of celebrity credibility, and the source credibility measurement index with reliability and validity has been developed, which has become an important empirical literature in this field. She believes that celebrity credibility includes three dimensions: expertise, trustworthiness and attractiveness. Expertise refers to how much knowledge it has about the goods involved in the advertisement, and trustworthiness refers to whether it is a measure of credit or his opinion is objectively attractive.

2.4.1 Concepts of Celebrity Endorsement Expertise

The term expertise is defined as "the extent to which communicator are considered to be persuasive in the field and at the same time authoritative sources of information in the field " (Hovland, Irving & Harold, 1953).Belch and Belch (1994) said that the audience was very confident that the communicators had the relevant knowledge and expertise to be an advocacy figure in their field.

Compared with celebrity with low expertise, celebrity with high knowledge and skills have strong recommendation skills (Ohanian, 1990). Celebrity expertise is one of the reasons for understanding its impact on recipients of information (Amos et al., 2008). Ilicic and Webster (2015) argued that in order to give consumers a positive

impression of the product, the endorser is considered an expert in the products advocated, and tend to respond to authentic, attractive, successful, and expert celebrities.

2.4.2 Concepts of Celebrity Endorsement Trustworthiness

According to Ohanian (1991), trustworthiness is attributed to the extent to which consumers believe that advertising endorsers are honest, integrity, and so on. In their communication activities or advertisements, the opinions they convey can be effectively communicated to consumers, and consumers are also trust it, which indicates that the spokesperson has trustworthiness.

Goldsmith (2000) argued that the trustworthiness of celebrity endorsers has a direct impact on advertising attitudes. The higher the trustworthiness of endorsers, the better the attitude of consumers to their endorsement products, and the high trustworthiness of celebrity. It also has an indirect positive impact on the purchase intention and brand attitude of its endorsement products.

2.4.3 Concepts of Celebrity Endorsement Attractiveness

According to Ohanian (1991), it is believed that attractiveness of the celebrity is how the consumer is attracted by the celebrity's characteristics, such as, behavior appearance, personality, etc. The personal attractiveness of celebrities is the third component of celebrity credibility. Keller (1998) interprets the "attractiveness" of the

endorser as a favorite level and uses "popular, attractive, beautiful, lively" to describe the attraction. Suki (2014) extended on attractiveness should include the viewer's stereotype or first judgment, especially is "weight, height, and facial beauty."

About the impact of attractiveness. Petroshius, Crocker (1989) found that an attractive celebrity advertising source, the audience will have a positive attitude towards the brand and higher purchase intentions. PatzerPatzer (1983) also found that an advertising source was more attractive, accordingly, their expertise and trustworthiness were higher. This leads to an increase in audience trust and likeness, which ultimately leads to a positive brand attitude and a higher purchase intention. Eisend and Langner (2010) argued that the effect of appeal is more relative to physical products than to information products.

2.5 Concept of Corporate Reputation

2.5.1 Definition of Corporate Reputation

Corporate reputation is defined as the factors that affect consumers' evaluation of the company's reliability and consumer experience; it covers consumers' basic awareness and trust of the company, and the corporate' s reputation can reflect consumers' expectations from the company' s services or products The difference between the benefits obtained and the actual results (Goldsmith & Lafferty, 2000), Therefore, consumers can rely on the public's evaluation of the company's reputation

to evaluate the company's products or services.

In addition, when the evaluation is compromised, this affects the attitude of the public to its endorsement brand. According to Keller (1991), corporate reputation is the extent to which consumers believe that a company can provide products and services when they catch the information about corporate. According to the researchers, considering the impact on advertising, corporate reputation also represents an important impression in the shopping environment.

Therefore, in the marketing literature, corporate reputation has always been considered a key factor in successful marketing. A good reputation can bring many strategic benefits, such as reducing company costs (Deephouse, 2000), increasing profitability (Roberts & Dowling, 2002), enable Firms to charge premium prices, attracting customers (Fombrun, 1996).

2.5.2 Dimensions of Corporate Reputation / Reputation Quotient (RQ)

Fombrum is the earliest scholar to define corporate reputation as an attitude, which he considers an emotional appeal. At the same time, it was also the first scholar to put forward the Reputation Quotient scale, which divided the measurement of reputation into six factors:

Table2.1：Reputation Quotient

Dimension	Content
Emotional appeal	-Feel good about the company -Appreciate and respect the company -Trust the company
Product and service	-The company believes in its products and services -The company provides quality products and services -Develop innovative products and services -Provide value for money products and services
Social and environmental responsibility	-Support good cause -Responsible for the environment -Treat people
Workplace environment	-Properly managed -Seems to be a good company to work for -Seems to have good staff
Financial performance	-Profit history -Low risk investment -Strong prospects for future growth -Often outperforms competitors
Vision and Leadership	-Excellent leadership skills -Have a clear vision for the future -Recognize and capitalize on market

	opportunities

Source:Fombrun, C.J., Gardberg, N.A., & Sever, J.M.2000. The reputation quotient: A

multi-stakeholder measure of corporate reputation. *Journal of Brand*

Management, 7(4),241-255.

2.5.3 The relationship of Corporate Reputation and Customers' Intention of Purchase

A good corporate reputation helps promote consumer intentions to buy products and services. Brown (1998) research showed that if consumers cannot obtain the necessary information about the product to be purchased before making a purchase decision, they will not be able to fully evaluate the product, so consumers will judge the product based on their impression of the company Information, and corporate reputation is one of the influencing factors. In addition, Expertise and trustworthiness are key factors shaping consumer perceptions. Kim and Choi (2012) because consumers cannot directly understand the product or check the product quality when shopping online, their perception of corporate reputation will affect their assessment of the quality of the product itself, thus affecting purchase experience. In modern society, corporate reputation has become a symbol of a company's main characteristics and a source of competitive advantage.

From the perspective of consumers, if the corporate has a good reputation, the consumer's purchase intention will increase, and company with bad reputation of the

corporate will convey negative signals in behavior. Nguyen & Leblance (2001) argued that when consumers find that corporate have a good reputation, their loyalty will increase, and that corporate often use ways to increase customer loyalty to raise prices and repurchase rates. Walsh & Beatty (2007) corporate reputation has a significant positive impact on consumer trust through research and analysis, and further pointed out that factors such as customer demand orientation and good employers have the most significant impact on consumer trust. Keh & Xie (2009) argued that corporate reputation can influence customer attitudes and buying behavior, and measuring customer behavior reveals the effectiveness of corporate reputation in attracting good behavior.

2.6 Concept of Customers' Intention of Purchase

Purchasing intention is defined as the possibility that consumers plan to purchase or intend to purchase a certain product or service in the future (Wu,Yeh, & Hsiao, 2011), the cognitive process has played a role behind several factors that consumers have real concerns about the product or source. In the study of purchasing intentions, the main focus of the research is the attitude towards the source or the celebrity endorsement.

Mulle (2002) argued that consumers' purchase intention is generally influenced by their attitudes towards products and brands and their external conditions, so they are seen as the subjective willingness of consumers to purchase a product and as an

important criterion for predicting their purchase behavior. The attributes of celebrities form an attitude towards purchase. Amos, Holmes and Struton (2008) consumers' positive attitude towards the source celebrities support the brand to increase purchase intentions. Yoon et al. (1998) also found a significant result of the celebrity's willingness to purchase, which has a greater influence on the willingness to purchase based on his attractiveness.

2.7 Theoretical Framework

Figure1: Theoretical Framework
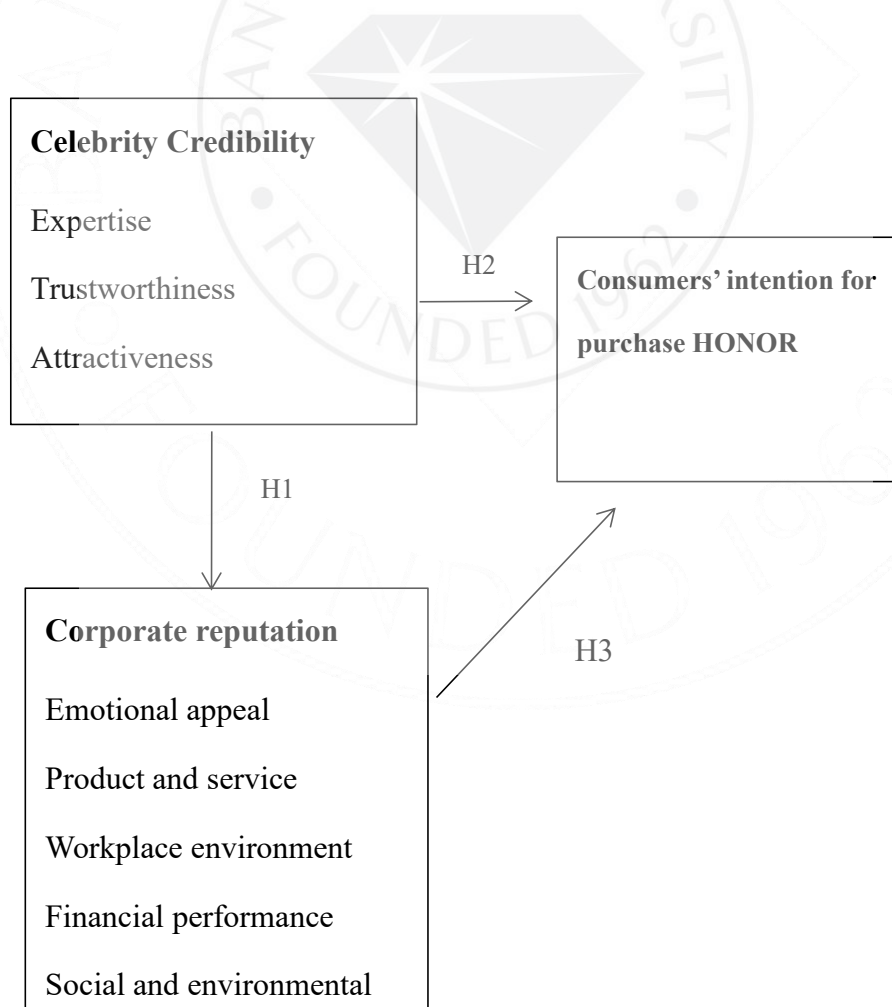
2.8 Research Hypothesis

The variables of this study include attractiveness of advertisement endorsed by celebrity, expertise of advertisement endorsed by celebrity, trustworthiness of advertisement endorsed by celebrity, attractiveness of advertisement endorsed by celebrity and corporate reputation of advertisement endorsed by celebrity, based on these factors, the research hypothesis follows as:

H1: Chinese customers' perceived credibility toward celebrity significantly influence their corporate reputation of Honor brand.

H2: Chinese customers' perceived celebrity credibility of Honor brand are significant predictors of their intention to purchase.

H3: Chinese customers' perceived corporate reputation of Honor brand are significant predictors of their intention to purchase.

CHAPTER III

METHODOLOGY

This chapter reveal the relationship among customers perceive the characteristic of HONOR's celebrity endorsement advertisement, customers' intention to purchase HONOR's mobile phone which involves research methodology and the sampling method to described. Based on this, the chapter sections are as follow:

3.1 Research Design

3.2 Population and Sampling Method

3.3 Research Instrument

3.3.1 Interpretation of the Scale

3.4 Research Pretest

3.5 Data Collection Procedure

3.6 Demographic Data of the Samples

3.1 Research Design

This study will extend the research of three scales. The first one examines the customer perceived of HONOR endorsement, based on Erdogan (1999)celebrity endorsement advertising theory, this study aims to develop the attractiveness, expertise, trustworthiness of celebrity endorsement advertisements. The second one is the Fombrun, et al. (2000b)'s Reputation Quotient (RQ) scale that from emotional

appeal, product and service, environment workplace, social and environmental, and

financial performance five dimensions reflect the brand's reputation. The ultimate

goal is to explore whether the relationship between the two variables affects the

Chinese consumer's willingness to purchase HONOR mobile phones by quantitative

research.

Data collection is distributed to respondents based on an online questionnaire,

which is the primary tool. The questionnaire was designed to accumulate enough

relevant information to reach the research objectives.

HONOR V20 advertisement with HUGE was selected in this study. Since the

HONOR was lunched on December 26, 2018, it immediately became the sales

champion of the price range of 3,000 yuan or more, and the sales exceeded 1 million

yuan after 2 months.

Figure2: Celebrity Endorsement Advertisement of HU GE

Table 3.1: Criteria for degree of agreement dimension

Opinion toward the statement	Score	Criteria	Meaning
Strongly Disagree with the statement	1	1.00 - 1.50	Strongly Disagree
Disagree with the statement	2	1.51 - 2.50	Disagree
Neutral with the statement	3	2.51 - 3.50	Neutral
Agree with the statement	4	3.51 - 4.50	Agree
Strongly agree with the statement	5	4.51 - 5.00	Strongly agree

After the data collection is completed, all the collected data will be put into a statistical software called SPSS (Statistical Package for the Social Sciences). Respondents' scores are then systematically aggregated to show the total score for each measuring instrument. Therefore, the average of the data scores can be analyzed from these data.

3.2 Population and Sampling Method

The purpose of this study was to test the correlation between brand spokespersons and brand reputation and the extent of the impact on consumer's purchase intention. The study population is based on users who have the intention to purchase mobile phones, and the study population is from almost 20 to 35 years old Chinese.

The reason for choosing these people which on the one hand, because they just entered the university or society, the price is a important factor on their choice of mobile phones, they are targeted by the company for the product. On the other hand,

young people have a strong interest and awareness of the content provided by the advertisement, as well as a high degree of advertising recognition, can be combined with their own actual situation to answer questions, also they have curiosity and demand for products. the mobile phone would be the second mobile phone purchase, its purpose is mainly to distinguish between work and life, or to buy for the elders at home.

Quantitative research methods will be applied to this study. In order to reflect the relationship between celebrity endorsement advertising reliability, corporate reputation and customer purchase intention. In order to enable the duration of course Independent Study, the questionnaire was randomly sent to 200 Chinese consumers via an Internet by using convenience sampling method to conduct the survey, They filled out the questionnaire according to their own situation ,and received back 205 samples from internet, which is not including 30 of pre-test sample are used Simple Random Sampling method to collect the survey.

3.3 Research Instrument

The questionnaire is divided into four main sections, including demographic information, the other three sections aims to roughly reflect the customer's perception of the relationship among customers' perception of the characteristic of celebrity endorsement advertisement of HONOR, as well as the customer's perception of the

HONOR of the brand's reputation and customers'intention to purchase HONOR mobile phone.

Section 1: Personal Demographic Data

The first part is the question of Chinese consumers specifying demographic data, including whether honor products, gender, age, occupation, educational background and monthly income have been purchased.

Part 2: Customer Perceptions of Celebrity Endorsements in Advertisement

This section of the questionnaire includes the following three dimensions:

The celebrity endorsement was adapted from Ohanian (1990)the scale that measures consumer expertise, trustworthiness, and expertise appeal for celebrity endorsements. which has three components, including attractiveness, credibility, and expertise, with the five-point Likert scale to measure that, the scale ranges from strongly disagree (1) to strongly agree (5). Attractiveness of advertisement endorsed by celebrity: (1) Celebrity who endorses advertising of HONOR catches my eyes;(2) Celebrity who endorses advertising of HONOR good looking; (3) Celebrity who endorses advertising of HONOR is interesting.

1. Expertise of advertisement endorsed by celebrity: (1) The celebrity who endorses advertising of HONOR is top professional. (2) The celebrity who endorses advertising of HONOR is knowledgeable. (3)The celebrity who endorses advertising of HONOR is skillful in his/her work area.

2. Trustworthiness of advertisement endorsed by celebrity: (1) Celebrity who endorses advertising of HONOR is reliable. (2)Celebrity who endorses advertising of HONOR is sincere. (3)Celebrity who endorses advertising of HONOR is unbiased.

Section 3: Reputation Quotient Scale

The third part of the questionnaire includes questions designed to measure customers' perceptions with the corporate reputation. Corporate reputation is measured using a 5-factor and 17-item reputation quotient (RQ) constructed by Fombrun et al. (2000b) is used to measure corporate entities. The instrument uses a five-point Liker scale the ranges from strongly disagree (1) to strongly agree (5).

What is your attitude toward the corporate reputation of HONOR?

Emotional appeal	1. Generally speaking, I have a good feeling about the HONOR.
	2. I admire and respect the HONOR.
	3 .I trust the HONOR.
Product and services	4. HONOR stands behind its products and services.
	5. HONOR develops innovative products and services.
	6. HONOR offers high quality products and services.
	7. HONOR offers products and services that are good value for money.
Workplace environment	8. HONOR is well managed.
	9. HONOR looks like a good company to work for.

	10. HONOR looks like a company that would have good employees.
Social and environmental responsibility	11. HONOR supports constructive social causes.
	12. HONOR is an environmentally responsible company.
	13. HONOR maintains a high standard in the way it treats people.
Financial performance	14. HONOR has a strong record of profitability.
	15. HONOR looks like a low-risk investment.
	16. HONOR tends to outperform its competitors.
	17. HONOR looks like a company with strong prospects for future growth.

Section 4: Customers' Intention to Purchase Honor mobile phones.

The last part uses four questions to ask customers about their purchase intentions after watching the advertisement. The five-point Likert scale is used to check customer purchases under celebrity endorsements. The scale was from Majeed,and Razzak,(2011) which established by analyzing whether the effect of endorsement endorsements will affect consumer purchase expectations. Questions are as follows:

(1) I buy a product based on the attractiveness of the celebrity

(2) I remember a brand just because the celebrities are endorsing it.

(3) I think celebrity endorsement is an important factor when I make my decision.

(4) I would buy a brand if my favorite celebrity is endorsing it.

3.4 Research Pretest

Questionnaires for this study were prepared in English and Chinese. Firstly, we cr

eated a questionnaire in English. After checking its wording and validity question, it

was translated into Chinese to make sure the questions in this study are easy to unders

tand and answer. The questionnaire was send to 200 Chinese via social network. Cron

bach's Alpha coefficient is used to evaluate the reliability of the instrument the

instrument was shown as follow

Table 3.2: The Reliability of instrument

Variable	Cronbach's Alpha	N of Items
The overall of Celebrity Credibility	.898	9
Attractiveness of Advertisement Endorsed by celebrity	.785	3
Expertise of source of advertising endorsed by celebrity	.743	3
Trustworthiness of advertisement endorsed by celebrity	.799	3

Table 3.2(Continued): The Reliability of instrument

The overall of Corporate Reputation	.931	17
Emotional appeal	.722	3
Product and Service	.771	4
Workplace environment	.741	3
Social and environment responsibility	.713	3
Financial performance	.848	4
Intention to purchase Honor mobile phones	.749	4

The reliability of a project is measured by a coefficient α (Cronbach, 1951).

As shown in Table 3.1, the customer's credibility of the celebrity (α= 0.898),

including the attractiveness of the source (α= 0.785), the credibility of the source

(α= 0.743), the expertise of the source (α= 0.799). Results for all items were above

0.7 and showed excellent reliability.

In addition, in terms of company reputation, the overall reliability of

consumers' perceived (α= 0.931), including the emotional appeal (α= 0.722), product

and Service (0.771), workplace environment(0.741), social and environment

responsibility (0.713), financial performance (0.848) and the final customer purchase

intention to Honor mobile phones (0.749) the results of all items were higher than 0.7

and showed excellent reliability.

3.5 Data Collection Procedure

When I have created the questionnaire in English and translated it into the Chinese, the data collection procedure is as follows:

The questionnaire has been running on Tencent Questionnaire, this is a widely used questionnaire website in China, people can put out the questionnaire and answer the questionnaire, after the establishment of the questionnaire, I spent 250 yuan on Tencent's questionnaire platform, put in 100 questionnaire samples and collected 100.

At the same time I shared the link to my friends and family in WeChat group. In this way I collected 57 questionnaires.

Finally, 55 questionnaires were collected through the QQ group. 200 samples were obtained by deleting invalid questionnaires.

3.6 Demographic Data of the Samples

Demographic information includes purchasing experience, gender, age, education background, occupation and monthly income. A brief descriptive analysis of the frequency and percentage of 200 samples was performed. In the following tables summarized and presented the frequency and percentage of demographic profile of the sample.

Table 3.3: Purchase experience of the samples

Purchase Experience:	Frequency	Percentage (%)
Purchase	138	69
Never Purchase	62	31
Total	200	100

Table 3.4: Gender of the samples

Gender	Frequency	Percentage (%)
Male	112	56
Female	88	44
Total	200	100

Table 3.5: Age of the samples

Age	Frequency	Percentage (%)
Less than 16 year old	7	3.5
17-21 years old	52	26
22-26years old	70	35
27-31years old	44	22
32-36years old	18	9
Higher than 37 years old	9	4.5
Total	200	100

Table 3.6: Education background of the samples

Education background	Frequency	Percentage (%)
Lower than high school diploma	22	11
High school diploma	59	29.5
Bachelor's degree	115	57.5
Master's degree	4	2
Doctoral's degree	0	0
Total	200	100

Table 3.7: Occupation of the samples

Occupation	Frequency	Percentage (%)
student	38	19
Government officer	59	29.5
Employees	67	33.5
Freelancer	34	17
Others	2	1
Total	200	100

Table 3.8: Monthly income of the samples

Monthly income	Frequency	Percentage (%)
Less than 10,000 yuan	40	20
10,001-20,000 yuan	69	34.5
20,001-30,000 yuan	65	32.5
30,001-40,000 yuan	17	8.5
Over40001 yuan	9	4.5
Total	200	100

As shown in the table above, the descriptive analysis of demographic data showed that 69% of the samples had experience purchasing HONOR mobile phones (N = 138), while 31% of the samples claimed that they never purchased HONOR mobile phones (N = 62). And more than half (56%) of the samples were male (N = 112), and 44% were 88 female. The table indicated that the majority respondents were between age range of 17-36 years old (83%, N=166). Among them, 22-26 years old has the largest number, with 70 people, accounting for 35%, followed by 17-21 years old (26%, N = 52). In terms of their education background, 98% have degrees below the master's degree (N = 196), of which bachelor education accounted for 57.5% (N = 115), followed by high school education (29.5%, N = 59). In terms of their occupations, 33% of the samples was company employees (N = 67), followed by government officer (29.5%, N = 59) and students (19%, N = 38). Regarding their monthly income, 34.5% of the sample (N = 69) had a monthly income of 10,001-20,000 yuan, followed by 20001-30000 yuan (32.5%, N = 65) and less than 10,000 yuan (20%, N = 40).

After the data collection is completed, all the collected data will be put into a statistical software called SPSS (Social Science Statistics Package). Respondents' scores are then systematically aggregated to show the total score for each measuring instrument. So data can be analyzed from this data the average of the scores.

CHAPTER IV

DATA ANALYSIS

This chapter demonstrates data analyzed results of the quantitative statistic which was surveyed from 200 Chinese customers by means of online questionnaire. Linear Regression approach will be used for hypotheses testing. The topics outlines of this chapter are as follow:

4.1 Data Analysis and Interpretation

4.2 Summary on Findings of Descriptive Analysis

4.3 Hypotheses Findings and Testing

4.1 Data Analysis and Interpretation

SPSS window 22.0 (Statistical Package for Social Sciences) was used for the data analyzing. There were two independent variables, two dependent variable. The measurement of this study included Simple Regression.

H1:Chinese customers'perceived credibility toward celebrity significantly influence their corporate reputation of Honor brand.

The independent variable was the credibility toward celebrity by the customer.

The dependent variable was the reputation of HONOR corporate.

H2:Chinese customers'perceived celebrity credibility of Honor brand are significant predictors of their intention to purchase.

The independent variable was the credibility toward celebrity by the customer. The dependent variable was the intention to purchase HONOR mobile phone.

H3: Chinese customers'perceived corporate reputation of Honor brand are significant predictors of their intention to purchase.

The independent variable was the reputation of HONOR corporate. The dependent variable was the intention to purchase HONOR mobile phone.

The customers' perceived of the celebrities' credibility was measured in three dimensions: attractiveness, expertise and trustworthiness, and was measured by a five-point interval scale. The customers' perceived of reputation for HONOR brand is measured by five variables. Their impact on customers' purchase intentions will be measured separately, and simple regression analysis is used to find important predictors of dependent variables.

The researcher will use the following table to interpret the mean of the independent and dependent variables.

Table 4.1: Data Analysis for perceived the attractiveness, trustworthiness expertise of

advertisement endorsed by celebrity and perceived corporate reputation

toward HONOR.

Opinion toward the statement	Score	Criteria	Meaning
Strongly agree with the statement	5	4.21 – 5.00	Strongly agree
Agree with the statement	4	3.41 – 4.20	Agree
Neutral with the statement	3	2.61 – 3.40	Neutral
Disagree with the statement	2	1.81 – 2.60	Disagree
Strongly Disagree with the statement	1	1.00 – 1.80	Strongly disagree

Table4.2: Analyzing the degree of perceived the attractiveness, trustworthiness

expertise of advertisement endorsed by celebrity and perceived corporate

reputation toward HONOR.

Criteria	Source Characteristics	Corporate reputation
3.68 – 5.00	High perception	Positive reputation
2.34 – 3.67	Medium perception	Neutral reputation
1.00 – 2.33	Low perception	Negative reputation

4.2 Summary on Findings of Descriptive Analysis

SPSS window 22.0 (Statistical Package for Social Sciences) is used for data analysis. There are two Independent variables, the other two are Dependent variable. The measure for this study used simple regression.

As shown in Table 4.1, the mean, standard deviation of the descriptive statistical analysis, and the interpretation of the characteristics of the celebrity endorsement advertisements perceived by the customers indicated that the characteristics of the customers' total mean star endorsement advertisements are 3.86. The highest mean is the trustworthiness of celebrity endorsement ($\overline{X}$ =3.89), and the second is the attractiveness ($\overline{X}$ =3.86) the same as the expertise ($\overline{X}$ =3.86). The overall mean is between 3.51 and 4.50, which indicates that customers have a high perception toward the celebrity endorsed the HONOR.

Table 4.3: Means, standard deviation, and interpretation on the samples' perceived the

attractiveness, trustworthiness expertise of advertisement endorsed by

Celebrity.

Perception toward the source characteristics of the celebrity endorsement	$\overline{X}$	SD	Interpretation
Attractiveness of Advertisement Endorsed by celebrity			
Celebrity who endorses advertising of HONOR catches my eyes.	3.90	.997	Agree
Celebrity who endorses advertising of HONOR good looking.	3.77	.944	Agree
Celebrity who endorses advertising of HONOR is interesting.	3.90	.974	Agree
Total	3.86	.794	High perceived attractiveness
Expertise of Advertisement Endorsed by celebrity			
The celebrity who endorses advertising of HONOR is top professional.	3.84	.943	Agree

Table 4.3(Continued): Means, standard deviation, and interpretation on the samples'

perceived the   attractiveness, trustworthiness expertise of

advertisement endorsed by celebrity.

The celebrity who endorses advertising of HONOR is knowledgeable.	3.78	.968	Agree
The celebrity who endorses advertising of HONOR is skillful in his/her work area.	3.94	.998	Agree
Total	3.86	.769	High perceived expertise
Trustworthiness of Advertisement Endorsed by celebrity			
Celebrity who endorses advertising of HONOR is reliable.	3.92	.948	Agree
Celebrity who endorses advertising of HONOR is sincere.	3.84	.921	Agree
Celebrity who endorses advertising of HONOR is unbiased.	3.92	.923	Agree
Total	3.89	.734	High perceived trustworthiness
Total mean of customers perceived characteristics of celebrity endorsed advertisement.	3.86	.682	High perceived of source characteristics

As shown in Table 4.2, descriptive findings found that indicated that majority of the respondent has a positive reputation toward Honor ($\overline{X}$ = 3.86). According to the standard, if the average value is between 3.51 and 4.50, it means that the perceived corporate reputation of the Honor is positive. There are five dimensions of corporate reputation perceived by Chinese customers. Their highest mean is emotional appeal ($\overline{X}$ =3.89), followed by product and service ($\overline{X}$ =3.87), social and environmental responsibility ($\overline{X}$ =3.86), financial performance ($\overline{X}$ =3.83) and workplace environment ($\overline{X}$ =3.81), respectively. The lowest mean is financial and workplace environment.

Table 4.4: Means, standard deviation, and interpretation on the samples' perceived

corporate reputation toward HONOR.

Customers' Perceived Corporate Reputation	$\overline{X}$	SD	Interpretation
Emotional appeal			
Generally speaking, I have a good feeling about the HONOR.	4.02	.894	Agree
I admire and respect the HONOR.	3.74	.921	Agree
I trust the HONOR.	3.92	.979	Agree

Table 4.4(Continued): Means, standard deviation, and interpretation on the samples'
perceived corporate reputation toward HONOR.

Total	3.89	.764	Positive Reputation
Product and service			
4. HONOR stands behind its products and services.	3.87	.913	Agree
5. HONOR develops innovative products and services.	3.91	.938	Agree
6. HONOR offers high quality products and services.	3.85	.890	Agree
7. HONOR offers products and services that are good value for money.	3.85	.925	Agree
Total	3.87	.673	Positive Reputation
Workplace environment			
HONOR is well managed.	3.88	.907	Agree

Table 4.4(Continued): Means, standard deviation, and interpretation on the samples'

perceived corporate reputation toward HONOR.

HONOR looks like a good company to work for.	3.74	.915	Agree
HONOR looks like a company that would have good employees.	3.82	.953	Agree
Total	3.81	.739	Positive Reputation
Social and environmental responsibility			
HONOR supports constructive social causes.	3.91	.934	Agree
HONOR is an environmentally responsible company.	3.77	.913	Agree
HONOR maintains a high standard in the way it treats people.	3.90	.953	Agree
Total	3.86	.726	Positive Reputation
Financial performance			
HONOR has a strong record of profitability.	3.83	.914	Agree
HONOR looks like a low-risk investment.	3.79	.924	Agree
HONOR tends to outperform its competitors.	3.76	.989	Agree

Table 4.4(Continued): Means, standard deviation, and interpretation on the samples'

perceived corporate reputation toward HONOR.

HONOR looks like a company with strong prospects for future growth.	3.93	.927	Agree
Total	3.83	.723	Positive Reputation
Total mean of customers perceived corporate reputation.	3.85	.636	Positive Reputation

As shown in Table 4.3, descriptive statistical analysis of customers' purchase of HONOR mobile phones shows that customers' intentions to buy HONOR mobile phones are high ($\overline{X}$ =3.77, between 3.51 and 4.50). When examining each statement, the findings also suggested that consumers will purchase ($\overline{X}$ =3.89) and remember($\overline{X}$ =3.63) products because of the attractiveness of endorsers. At the same time, endorsers will also influence the purchase decision when they buy HONOR mobile phones ($\overline{X}$ =3.79). If they like a certain endorser, they will also buy HONOR mobile phones ($\overline{X}$ =3.76).

Table 4.5: Customers' intention to purchase HONOR

Customers' intention to purchase HONOR	$\overline{X}$	SD	Interpretation
I buy a product based on the attractiveness of the celebrity	3.89	.957	Agree
I remember a brand just because the celebrities are endorsing it.	3.63	.963	Agree
I think celebrity endorsement is an important factor when I make my decision.	3.79	.965	Agree
I would buy a brand if my favorite celebrity is endorsing it.	3.76	.969	Agree
Total	3.77	.740	Positive intention

4.3 Hypotheses Findings and Testing

Regression analysis is used to test the following three hypotheses：

H1： Chinese customers' perceived credibility toward celebrity significantly influence their corporate reputation of Honor brand.

H2: Chinese customers' perceived celebrity credibility of Honor brand are significant predictors of their intention to purchase.

H3: Chinese customers' perceived corporate reputation of Honor brand are significant predictors of their intention to purchase.

H1: Chinese customers' perceived credibility toward celebrity significantly influence their corporate reputation of Honor brand.

As shown in the Model Summary in Table 4.6, the customer' perception of attractiveness, expertise, trustworthiness in celebrity have strong statistical significance for the customer' perception of reputation for the HONOR corporate. While the correlation coefficient (R) is 0.714, the square is equal to 0.510, which indicated all source characteristics including attractiveness, expertise, and trustworthiness of advertising recognition are accountable for 51% of HONOR' s reputation, which is considered to be quite high.

In the ANOVA (Analysis of Variance) table indicated all all source characteristics including attractiveness, expertise, and trustworthiness of advertising recognition are accountable for 51% of HONOR' s corporate reputation, which is considered to be quite high ($R^2 = .510^*$, p > .05). Thus, the hypothesis is supported.

As shown in the Coefficient Table, when examining the power of each source characteristics, the findings suggested that attractiveness (Beta = -.059, p> .05) is not significant predictor but expertise (Beta = .406**, p < .05) and trustworthiness (Beta = .465*, p < .05) are significant positive predictors. The un-standardized coefficient Beta of attractiveness, expertise, and trustworthiness by celebrity is equal to -0.047, 0.336, 0.403, and the standardized factor is equal to -0.059, 0.406, 0.465, respectively. Trustworthiness has the greatest positive effect on a customer's perception of

reputation, followed by expertise, but attractiveness has a negative effect on corporate reputation.

Table 4.6: Multiple Regression Analysis of the characteristics of celebrity endorsed advertisement and customers' attitude to corporate reputation

Model Summaryᵇ									
				Std. Error of the Estimate	Change Statistics				
Model	R	R Square	Adjusted R Square		R Square Change	F Change	df1	df2	Sig. F Change
1	.714ᵃ	.510	.507	.44632	.510	205.830	1	198	.000

a. Predictors: (Constant), Customers' perceived credibility toward celebrity

b. Dependent Variable: Customers' perceived of corporate reputation

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.001	1	41.001	205.830	.000ᵇ
	Residual	39.441	198	.199		
	Total	80.442	199			

a. Dependent Variable: (Constant), Attractiveness of advertisement endorsed by celebrity, Expertise of source of advertising by celebrity, Trustworthiness of advertisement endorsed by celebrity, Celebrity-product congruence of advertisement endorsed by celebrity.

b. Predictors: (Constant), customers perceived of corporate reputation

Table 4.6(Continued): Multiple Regression Analysis of the characteristics of celebrity

endorsed advertisement and customers' attitude to corporate

reputation.

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.169	.175		6.668	.000	.823	1.515
	Attractiveness	-.047	.060	-.059	-.791	.430	-.166	.071
	Expertise	.336	.060	.406	5.639	.000	.218	.453
	Trustworthiness	.403	.060	.465	6.777	.000	.286	.521

a. **Dependent Variable: customers perceived of corporate reputation**

H2: Chinese customers' perceived celebrity credibility of Honor brand are significant predictors of their intention to purchase.

As shown in the Model Summary in Table 4.7, the customer' perception of attractiveness, expertise, trustworthiness in celebrity have strong statistical significance for the customer' purchase intention for the HONOR mobile phone. While the correlation coefficient (R) is 0.588, the square is equal to 0.346, which

indicated all source characteristics including attractiveness, expertise, and trustworthiness of advertising recognition are accountable for 34.6% of the customer' purchase intention for the HONOR mobile phone which is considered to be quite high.

In the ANOVA (Analysis of Variance) table indicated all all source characteristics including attractiveness, expertise, and trustworthiness of advertising recognition are accountable for 34.6% of the customer' purchase intention , which is considered to be quite high (R^2= .346*, p > .05). Thus, the hypothesis is supported.

As shown in the Coefficient Table, when examining the power of each source characteristics, the findings suggested that expertise (Beta = .156, p > .05) is not significant predictor but trustworthiness (Beta = .322**, p < .05) and attractiveness (Beta = .186*, p < .05) are significant positive predictors. The un-standardized coefficient Beta of attractiveness, expertise, and trustworthiness by celebrity is equal to -0.173, 0.151, 0.325, and the standardized factor is equal to 0.186, 0.156, 0.322, respectively. Trustworthiness has the greatest positive effect on a customer' purchase intention for the HONOR mobile phone, followed by attractiveness, but expertise has a negative effect on corporate reputation.

Table 4.7: Simple Regression Analysis of customers' attitude to celebrity and

customers' Intention.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.588[a]	.346	.343	.60062	.346	104.717	1	198	.000

a. **Predictors: (Constant), Attractiveness of advertisement endorsed by celebrity, Expertise of source of advertising by celebrity, Trustworthiness of advertisement endorsed by celebrity, Celebrity-product congruence of advertisement endorsed by celebrity.**

b. **Dependent Variable: Customers' intention to purchase HONOR mobile phone.**

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.777	1	37.777	104.717	.000[b]
	Residual	71.428	198	.361		
	Total	109.205	199			

a. **Dependent Variable: Customers' intention to purchase HONOR mobile phone.**

b. **Predictors: (Constant), Attractiveness of advertisement endorsed by celebrity, Expertise of source of advertising by celebrity, Trustworthiness of advertisement endorsed by celebrity, Celebrity-product congruence of advertisement endorsed by celebrity.**

Table 4.7(Continued): Simple Regression Analysis of customers' attitude to celebrity

and customers' Intention.

Coefficients^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.252	.248		5.052	.000	.763	1.741
Attractiveness	.173	.085	.186	2.042	.042	.006	.340
Expertise	.151	.084	.156	1.788	.075	-.015	.317
Trustworthiness	.325	.084	.322	3.865	.000	.159	.491

a. Dependent Variable: Customers' intention to purchase HONOR mobile phone.

H3: Chinese customers' perceived corporate reputation of Honor brand are significant predictors of their intention to purchase.

As shown in the Model Summary in Table 4.8, the customer' perception of emotional appeal, product and service.workplace environment, social and environmental responsibility, financial performance in corporate reputation have strong statistical significance for the customer' purchase intention for the HONOR mobile phone. While the correlation coefficient (R) is 0.628, the square is equal to 0.395, which indicated all source characteristics including emotional appeal, product

and service, workplace environment, social and environmental responsibility, financial performance of reputation recognition are accountable for 39.5% of the customer' purchase intention for the HONOR mobile phone which is considered to be quite high.

In the ANOVA (Analysis of Variance) table indicated all all source characteristics including emotional appeal, product and service, workplace environment, social and environmental responsibility, financial performance of reputation recognition are accountable for 39.5% of the customer' purchase intention , which is considered to be quite high (R^2= .395*, p > .05). Thus, the hypothesis is supported.

As shown in the Coefficient Table, when examining the power of each source characteristics, the findings suggested that emotional appeal (Beta = .114, p > .05) , product and service(Beta = .157, p > .05), and workplace environment (Beta = .004, p > .05) are not significant predictor but social and environmental responsibility (Beta = .413**, p < .05) and financial performance (Beta = .346*, p < .05) are significant positive predictors. The un-standardized coefficient Beta of the customer' perception of emotional appeal, product and service.workplace environment, social and environmental responsibility, financial performance corporate reputation is equal to -0.111, -0.173, 0.04, 0.422, 0 355 and the standardized factor is equal to 0.081, 0.103, 0.095, 0.089, 0.100， respectively. social and environmental responsibility has the greatest positive effect on a customer's purchase intention of HONOR mobile

phone, followed by financial performance, but emotional appeal, product and service, workplace environment has a negative effect on corporate reputation.

Table 4.8: Simple Regression Analysis of customers' attitude to corporate reputation

and customers' Intention

Model Summary[b]									
					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.628[a]	.395	.392	.57767	.395	129.251	1	198	.000

a. Predictors: (Constant), Emotional appeal of corporate, product and service of corporate, workplace environment of corporate, social and environmental responsibility of corporate, financial performance of corporate.

b. Dependent Variable: Customers' intention to purchase HONOR mobile phone.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.132	1	43.132	129.251	.000[b]
	Residual	66.073	198	.334		
	Total	109.205	199			

a. Dependent Variable: Customers' intention to purchase HONOR mobile phone.

b. Predictors: (Constant), Emotional appeal of corporate, product and service of corporate, workplace environment of corporate, social and environmental responsibility of corporate, financial performance of corporate.

Table 4.8(Continued):Simple Regression Analysis of customers' attitude to corporate

reputation and customers' Intention

	Coefficients[a]							
		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.002	.244		4.109	.000	.521	1.483
	Emotional appeal	.111	.081	.114	1.366	.173	-.049	.270
	Product and service	-.173	.103	-.157	-1.671	.096	-.377	.031
	Workplace environment	.004	.095	.004	.042	.967	-.184	.192
	Social and environmental responsibility	.422	.089	.413	4.755	.000	.247	.597
	Financial performance	.355	.100	.346	3.533	.001	.157	.553

a. Dependent Variable: Customers' intention to purchase HONOR mobile phone.

CHAPTER V

DISCUSSION

This chapter summarizes the main findings and results analysis. Suppose 200 valid questionnaires and data have been tested analysis to summarize and discuss quantitative findings will be chapter. The discussion and summary are summarized below:

5.1Summary of the Descriptive Findings and Discussion

5.1.1 Hypotheses Summary and Discussion

5.2 Conclusion of the Research

5.3 Limitations of the Study

5.4 Recommendation for Future Application

5.5 Recommendation for Future Research

5.1Summary of the Descriptive Findings and Discussion

Based on the questionnaire analysis of 200 Chinese customers, this study further analyzes and explores the results of empirical research, and expounds the impact of the three dimensions of the adman's letter on the corporate reputation and the consumer's purchase intention, as well as the influence of the five dimensions of the

corporate reputation on the purchase intention. And the author analyzes the enlightenment of the research results to the management practice.

It was first found that 69% of respondents had purchased HONOR phones, 58% cent of whom were men, so in this case gender did not explicitly point to the purchase of the brand's phones. The majority of respondents were aged 22 to 26, with 33.5% of employees and 57.5% having a bachelor's degree. And HONOR brand positioning crowd basically coincide，therefore in the brand image of the appeal of the spokesman's attractiveness, expertise, trustworthiness of the three dimensions of the corporate reputation found that the credibility of the spokesman for the corporate reputation has a positive impact, while the reputation of the corporate will also affect the consumer's intention to buy.

The study's conclusions are based on the theory of meaning transfer because there is a certain degree of information asymmetry between consumers and corporate, therefore, the consumer may have unknown concerns when the buying decisions. They cannot determine what results may occur before they buy. Spokespersons become a bridge between products and consumers. According to the characteristics of the meaning migration model, this means that corporate should fully evaluate the credibility of the spokesperson in the process of building brand trust by using brand image spokesperson strategy. The intention to buy is positive, they have a higher degree of recognition of HONOR's spokesperson, want to buy HONOR's mobile

phone. They feel that celebrity's sense shifts in recognition advertising, especially the credibility of the spokespersons, which means that their trust in celebrities can affect their trust in the HONOR brand and a highly positive attitude towards HONOR.

However, research shows that spokespersons are not an important decision-making factor for consumers' purchasing intentions, and the reputation of brands themselves will also be a factor for consumers to consider. Based on their views on The Spokesperson of Huge, and the reputation of the endorsement company, and the degree of willingness to buy HONOR phones. Analysis, consumers think that the credibility of the spokesperson will affect the brand reputation of HONOR mobile phone and consumer sought-after intentions, mainly the professionalism of the spokesperson and credibility will affect the consumer's view of the brand reputation, which is in line with the first.

Corporate reputation has a positive impact on consumer seeking to buy. And the impact of corporate reputation on consumer purchase intention is higher than the degree of corporate social responsibility on consumer purchase intention. This paper obtains the determination coefficient of the return of corporate reputation and consumer purchase intention by empirical research of 0.628. Thus, the model of this paper is assumed to be evidenced.

5.1.1 Hypotheses Summary and Discussion

All three hypotheses of this research were supported, demographic of respondents various in gender, age, occupation, income and education will affect their perceived different meaning of advertisement endorsed by celebrity so that affect attitude toward HONOR and intention to purchase its mobile phone, meanwhile their perceived different meaning of corporate reputation so that affect intention to purchase its mobile phone.

H1:Chinese customers' perceived credibility toward celebrity significantly influence their corporate reputation of Honor brand.

Multi-regression analysis for testing celebrity's credibility (attractiveness, expertise, trustworthiness) and perception of the corporate's reputation.In this hypothesis, In the ANOVA (Analysis of Variance) table indicated all all source characteristics including attractiveness, expertise, and trustworthiness of advertising recognition are accountable for 51% of HONOR's corporate reputation, which is considered to be quite high (R^2= .510*, $p > .05$). Thus, the hypothesis is supported. Explain that the spokesperson's expertise, the trustworthiness has a positive impact on consumer perceptions of the brand's reputation. Regarding the attractiveness of brand brand spokesperson has not had a significant impact on the brand reputation of this conclusion, this study believes that the possible explanation is that consumers for

mobile phone brand this low alternative product is less concerned with the emotional aspects of the spokesman, more attention is the professionalism of the spokesperson and his credibility on the reputation of the impact, on this basis may be the brand sentiment and brand symbol value formed a certain degree of cognition and judgment, the existence of this previous cognition affects the consumer's evaluation of brand reputation.

H2:Chinese customers'perceived celebrity credibility of Honor brand are significant predictors of their intention to purchase.

In the ANOVA (Analysis of Variance) table indicated all all source characteristics including attractiveness, expertise, and trustworthiness of advertising recognition are accountable for 34.6% of the customer' purchase intention , which is considered to be quite high (R^2= .346*, p > .05). Thus, the hypothesis is supported.

Explain that the spokesperson's attractiveness, trustworthiness has have a positive impact on consumer spree interest in the brand. For this, the professionalism on the purchase intention is not significant, may be due to the study selected the spokesman is a actor Hu Ge, he is a dedicated actor, and in the mobile phone industry is not an expert, many people will not treat his advertising as a professional advertising, so his expertise impact on the intention to buy is not obvious.

H3: Chinese customers' perceived corporate reputation of Honor brand are

significant predictors of their intention to purchase.

In the ANOVA (Analysis of Variance) table indicated all all source characteristics including emotional appeal, product and service, workplace environment, social and environmental responsibility, financial performance of reputation recognition are accountable for 39.5% of the customer' purchase intention , which is considered to be quite high ($R^2 = .395*$, $p > .05$). Thus, the hypothesis is supported.

Explain that for consumers to buy intention, only the social and environmental responsibility and finance of corporate are the factors that affect consumer's intention. Other effects are not obvious, perhaps because consumers are mostly young people, who are more focused on the impact of social responsibility on brands, while social responsibility and finance are the most directly noticeable brand reputations of consumers, and the other three are not important to young consumers.

5.2 Conclusion of the Research

This study analyzes the credibility of HONOR brand spokesperson and the emotional tendency of HONOR corporate reputation through empirical research, mainly the influence of spokespersons on the reputation of mobile phone corporate and the relationship between the two dimensions of customer purchase intention.

The main conclusions are: First, the credibility factor of the spokesperson has a significant positive correlation between the reputation of the corporate. Second, there

is a significant positive correlation between the credibility factor of the spokesperson and the intention to purchase the product. Third, the reputation of the corporate for the intention to purchase products there is a significant positive correlation.

Through this study, we can see that the spokesperson has a positive impact on the reputation of the corporate, which is in line with the previous research results, the credibility of the spokesperson has an impact on the consumer's intention to buy. But unlike previous studies, the impact of attractiveness on consumer spending intentions in this study is not obvious, perhaps because of the mobile phone industry. Consumers are more concerned about the information about the products, than the spokesperson himself.

At the same time, corporate reputation is an effective reflection of corporate identity, for the various stakeholder groups of corporate, corporate reputation is an important external embodiment of corporate identity communication. The above analysis shows that the customer has a significant positive influence on the impact of the spokesperson on the corporate reputation, and the corporate reputation can also affect the customer's purchase intention by affecting the customer's sense of identity to the corporate, which is not mentioned in the previous research, can be supplemented by future research.

5.3 Limitations of the Study

Firstly, It can be seen from the Chapter 3, the age of the respondents in this study is mainly between 17 and 36 years.This is just one part of the HONOR mobile phone consumer. It's hard to say if other age groups have similar consumption habits, It is necessary to further verify whether the results are applicable to all age groups.

Secondly, the questionnaires for this study are mainly sent online and shared with friends to fill out. For some questionnaires sent by the Internet, since most of the respondents are strangers. Therefore, it is impossible to explain the relevant information of the questionnaire survey for the respondents and timely answer the questions found in the process of filling in the questionnaire. Thus, the credibility of the respondents' answers was also affected.

Thirdly, the research object of this study is limited to Chinese consumers. The feedback sample of the questionnaire was mostly concentrated in the coastal areas of Guangdong and Zhejiang, and the sample of the inland northwest was less. Because depending on the distribution of economy of China, economic development in coastal areas is stronger than in inland areas. Therefore, I think consumers in inland regions may have different results of this study, and they may not be sensitive to the marketing model of spokesmen. Therefore, the study also has geographical limitations.

Fourthly, this research is based on the mobile phone industry. Mobile phones do have high representation and universality, but different products have different product attributes and characteristics. Therefore, for other products, the customer's perception of the celebrity, and the relationship between the emotional orientation and cognitive evaluation dimensions of the corporate reputation and purchase intention may be different from that of the mobile phone. Therefore, the applicability of the research conclusions of this paper to other industries and products needs further confirmation.

There are only a point that in the selection of measurement models. In order to simplify the model, in terms of the choice of brand image spokespersons and brand relationships, this study uses the three-dimensional model of brand image spokespersons proposed in Erdogan (1999) as a measurement model of brand image spokespersons based on literature review. Different measurement models can be used, hoping to provide more different perspectives for both the theoretical community and managers.

5.4 Recommendation for Future Application

First of all, when a company want to select a spokesman, should reasonably evaluate the credibility of the spokesperson, so that it can find a spokesman that is more relevant to the brand's image and maximize the effectiveness of the spokesperson. From the analysis results of this study,   it can be seen that the

credibility of celebrity has a significant positive impact on brand reputation. and the influence on brand reputation, and the brand reputation is the factor affecting consumers' purchase intention.

Therefore, corporate should make a full and detailed assessment of the credibility of brand image spokespersons, and choose a more reliable spokesperson. In order to prevent negative news from the spokesperson from negative impact on the corporate, corporate not only set a positive character of spokesperson to improve its credibility. It is necessary for an corporate to sign the relevant terms in the endorsement contract, and the contract shall be terminated immediately when the spokesman appears to be unfavourable to the corporate. Speakers aren't perfect, but as the focus of the spotlight, when they encounter misconduct, the negative impact quickly amplifies.

Secondly, because customers out of self-expression and self-reinforcing needs, and through the spokesperson can be the consumer's impression of the brand concrete, and produce a good reputation of the corporate identity. Therefore, in addition to actively improving the quality of core products and services, improve the market and financial performance of corporate, corporate managers should also actively use spokespersons to carry out a variety of effective marketing activities, strategic alliances with well-known corporate, flexible use of media publicity and other activities conducive to the establishment of corporate reputation, to actively manage and supervise the customer's perception of the reputation of the corporate.

Third, companies should use spokespersons to build strong brand relationships with consumers. This study suggested that spokespersons have a strong influence on corporate reputation and can drive the relationship between consumers and brands. The celebrity because of the personality, the interaction between the spokesperson and the consumer makes it easier for the consumer to understand the product and makes the consumer more willing to buy. In addition, the rational use of the spokesman can not only to a certain extent to improve the consumer's purchase intention, but also can be the spokesperson's unique symbolic value and brand link, while establishing the emotional relationship between the brand, improve the brand reputation. Finally, this paper believes that consumers' perception of corporate reputation will promote consumer awareness of brand mobile phones, so that consumers have an impact on the brand's mobile phone purchase intention. Marketing managers should actively measure the importance of spokespersons and corporate honors in consumer behavior.

Finally, this paper holds that the consumer's perception of the corporate reputation will directly affect the consumer's purchase intention, and indirectly affect the purchase intention through the customer's corporate recognition. Therefore, corporate can educate consumers, promote consumers to better perceive the reputation of corporate, so that consumers will pay more attention to the reputation of corporate, and corporate to carry out reputation management activities to respond positively, so that corporate in the market to establish a unique competitive advantage.

5.5 Recommendation for Future Research

(1) The factors affecting consumers' purchase intention, in addition to the credibility of the spokesperson and corporate reputation, matching degree, feasibility, negative news and other factors, with the introduction of fine processing possibilities model, these factors on the effect of advertising are the future direction that can be studied.

(2) Now more and more high-end mobile phones to adopt the practice of no spokesmen, this approach and a number of previous years a large number of endorsement wave of what difference, will be the future scholars can study the direction.

（3）The existing measurement of the reputation of corporate is to the corporate various stakeholder groups as the evaluation object of corporate reputation. This study only selects the interest-related group of customers, and on the basis of previous research, determines the direct impact of the customer's perception of the corporate reputation on the purchase intention and positive word-of-mouth communication. This study tries to study the corporate reputation as the ex-factor variable of customer corporate identification, learn from the mature scale of corporate reputation and the profound theoretical basis, which has played a complementary role in the research of the drivers of customer corporate identification, and also has a certain contribution to the research of organizational identity and customer corporate identification.

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APPENDIX A

Questionnaire in English

QUESTIONNAIRE

This questionnaire investigates the relationship between consumers' perception of HONOR Company's reputation and celebrity endorsement in advertising of HONOR Brand, their attitude toward the celebrity endorsement of HONOR, and their purchase intention. Please choose the answer that can best represent your opinion. Your responses will remain anonymous. Thank you in advance for your time and effort. Your answers will be treated confidentially for the researcher will be using the results of the surveys for educational purpose only.

Demographic Information

Direction: This part of questionnaire would like to ask about your personal information. Please put the cross mark (√) next the appropriate answer that can best represent your demographic profile.

1. Have you ever bought HONOR smart phone?

1)YES   2)NO

2. Gender of respondent

1)Male 2)Female

3.Age of respondent

1)Less than 16 year old

2)17-21 years old

3)22-26 years old

4)27 – 31 years old

5)32-36 years old

6) Higher than 37 years old

4.Level of Education

1)Lower than high school diploma

2)High school diploma

3)Bachelor's degree

4)Master's degree

5)Doctoral's degree

5. What is your current occupation?

1)Student

2) Government officer

3)Employees

4)Freelancer

5)Others

6. Monthly disposable income

1)Less than 10,000 Baht

2)10,001-20,000 Baht

3)20,001-30,000 Baht

4)30,001-40,000 Baht

5) Higher than 40,000 Baht

Section II: Customers' perception of celebrity endorsement in advertising This part of questionnaire would like to ask you about your perception of celebrity endorsement in advertising. By measuring sources' attractiveness, sources' trustworthiness, sources' expertise and celebrity-Reputation congruence.

Direction: Please put the cross mark (√) in the box that best represents your degree of agreement/disagreement on the following statements.

5. Strongly agree with the statement

4. Agree with the statement

3. Neutral – Not supporting any options of agree and disagree

2. Disagree with the statement

1. Strongly disagree with the statement

	5	4	3	2	1
Attractiveness of advertisement endorsed by celebrity					
1. Celebrity who endorses advertising of HONOR catches my eyes.					
2. Celebrity who endorses advertising of HONOR good looking.					
3.Celebrity who endorses advertising of HONOR is interesting.					
Expertise of advertisement endorsed by celebrity					
4.The celebrity who endorses advertising of HONOR is top professional.					
5. The celebrity who endorses advertising of HONOR is knowledgeable.					
6. The celebrity who endorses advertising of HONOR is skillful in his/her work area.					
Trustworthiness of advertisement endorsed by celebrity					
7. Celebrity who endorses advertising of HONOR is reliable.					
8.Celebrity who endorses advertising of HONOR is sincere.					
9. Celebrity who endorses advertising of HONOR is unbiased.					

Section III: Customers' attitude towards HONOR Brand . This part of questionnaire would like to ask you about your attitude towards the company. Direction: Please put the cross mark (√) in the box that best represents your degree of agreement/disagreement on the following statements.

5. Strongly agree with the statement

4. Agree with the statement

3. Neutral – Not supporting any options of agree and disagree

2. Disagree with the statement

What is your attitude toward the corporate reputation of HONOR?	5	4	3	2	1
Emotional appeal					
1. Generally speaking, I have a good feeling about the HONOR.					
2. I admire and respect the HONOR.					
3. I trust the HONOR.					
Product and service					
4. HONOR stands behind its products and services.					
5. HONOR develops innovative products and services.					
6. HONOR offers high quality products and services.					
7. HONOR offers products and services that are good value for money.					
Workplace environment					
8. HONOR is well managed.					
9. HONOR looks like a good company to work for.					
10. HONOR looks like a company that would have good employees.					
Social and environmental responsibility					
11. HONOR supports constructive social causes.					
12. HONOR is an environmentally responsible company.					

13. HONOR maintains a high standard in the way it treats people.					
Financial performance					
14. HONOR has a strong record of profitability.					
15. HONOR looks like a low-risk investment.					
16. HONOR tends to outperform its competitors.					
17. HONOR looks like a company with strong prospects for future growth.					

1. Strongly disagree with the statement

Section IV: Customer's' intention to purchase to HONOR This part of questionnaire would like to examine your intention to purchase to HONOR in the near future (6 months or more). Direction: Please put the cross mark ($\sqrt{}$) in the box that best represents your degree of agreement/disagreement on the following statements.

5. Strongly agree with the statement

4. Agree with the statement

3. Neutral – Not supporting any options of agree and disagree

2. Disagree with the statement

1. Strongly disagree with the statement

	5	4	3	2	1
1. I buy a product based on the attractiveness of the celebrity					
2. I remember a brand just because the celebrities are endorsing it.					

3. I think celebrity endorsement is an important factor when I make my decision.					
4.I would buy a brand if my favorite celebrity is endorsing it.					

APPENDIX A

Questionnaire in Chinese

本问卷调查了消费者对荣耀公司声誉的看法与荣耀品牌广告中名人代言的关系、对荣耀品牌名人代言的态度及其购买意向。请选择最能代表您意见的答案。您的回复将保持匿名。提前感谢您的时间和精力。您的答案将保密，因为研究人员将仅将调查结果用于教育目的。

*你的答案都将被视为机密,并且只作为一个整体用于本研究

人口信息统计：问卷的这一部分想询问您的个人信息。请选择最能代表您的人口统计资料的答案。

1.您是否购买过荣耀手机

1) 是

2) 否

2.您的性别是

1) 男

2) 女

3.您的年龄是：

1) 小于等于 16 岁

2) 17-21 岁

3) 3.22-26 岁

4) 4.27-31 岁

5) 5.31-36 岁

6) 6.大于等于 36 岁

4.您的教育程度是？

1) 高中以下

2) 高中

3) 本科

4) 研究生

5) 博士

5.您目前的职业是

1) 学生

2) 公务员/事业单位

3) 企业雇员

4) 自由职业

5) 其它

6.您的月收入是多少人民币

1) 少于 2000

2) 2001-4000

3) 4001-6000

4) 6001-8000

5) 8001 以上

Section II: 客户对广告中名人代言的看法　问卷的这一部分询问您对广告中的明星代言的看法。通过衡量信息来源的吸引力，信息来源的可信度，信息来源的专业知识和名人声誉一致性。

1=强烈同意的声明

2=同意的声明

3=中立-不支持任何同意和不同意的选项

4=同意的声明

5=声明强烈反对

	5	4	3	2	1
荣耀手机代言人胡歌的吸引力程度					
我认为代言人是胡歌很吸引我					
我认为代言人胡歌外貌很好看					
我认为代言人胡歌很有趣					
荣耀手机代言人胡歌的专业度					
我认为代言人胡歌是顶级专业人士					
我认为代言人胡歌是知识渊博的					

我认为代言人胡歌在其工作领域很出色					
荣耀手机代言人胡歌的可信度					
我认为代言人胡歌是一个可靠的人					
我认为代言人胡歌是一个真诚的人					
我认为代言人胡歌是一个公正的人					

请在表格空白处标记 (✓)

Section III: 客户对荣耀品牌的态度 问卷的这一部分想问一下您对荣耀公司的态度。方向：请在最能代表您对以下陈述的同意/不同意程度的方框中打叉（√）

1=强烈同意的声明

2=同意的声明

3=中立-不支持任何同意和不同意的选项

4=同意的声明

5=声明强烈反对

您对荣耀品牌的看法？	5	4	3	2	1
感性诉求					
总的来说，荣耀品牌给我很好的印象					
我认为荣耀是一个值得尊重和钦佩的品牌					
我相信荣耀这个品牌					
产品和服务					
我认为荣耀品牌能为其产品做背书					
我认为荣耀品牌在不断创新					

我认为荣耀提供高品质的产品和服务					
荣誉品牌提供了物有所值的产品和服务					
工作环境					
荣耀是一个善于管理的品牌					
荣耀看起来是一个值得员工奋斗的品牌					
荣耀看起来是一个拥有优秀员工的公司					
社会和环境的责任					
荣耀品牌支持有建设性的社会活动					
荣耀是一家对社会环境负责的公司					
荣耀在人权方面保持着高标准					
财务表现					
荣耀品牌有良好的利润					
看起来像一个低风险的投资					
往往优于竞争对手					
看起是一个未来前景增长强劲的公司					

Section IV: 客户对荣耀手机购买的意向　问卷的这一部分询问您打算在不久的将来（**6** 个月或更长时间）购买荣耀手机。方向：请在最能代表您对以下陈述的同意/不同意程度的方框中打叉（√）。
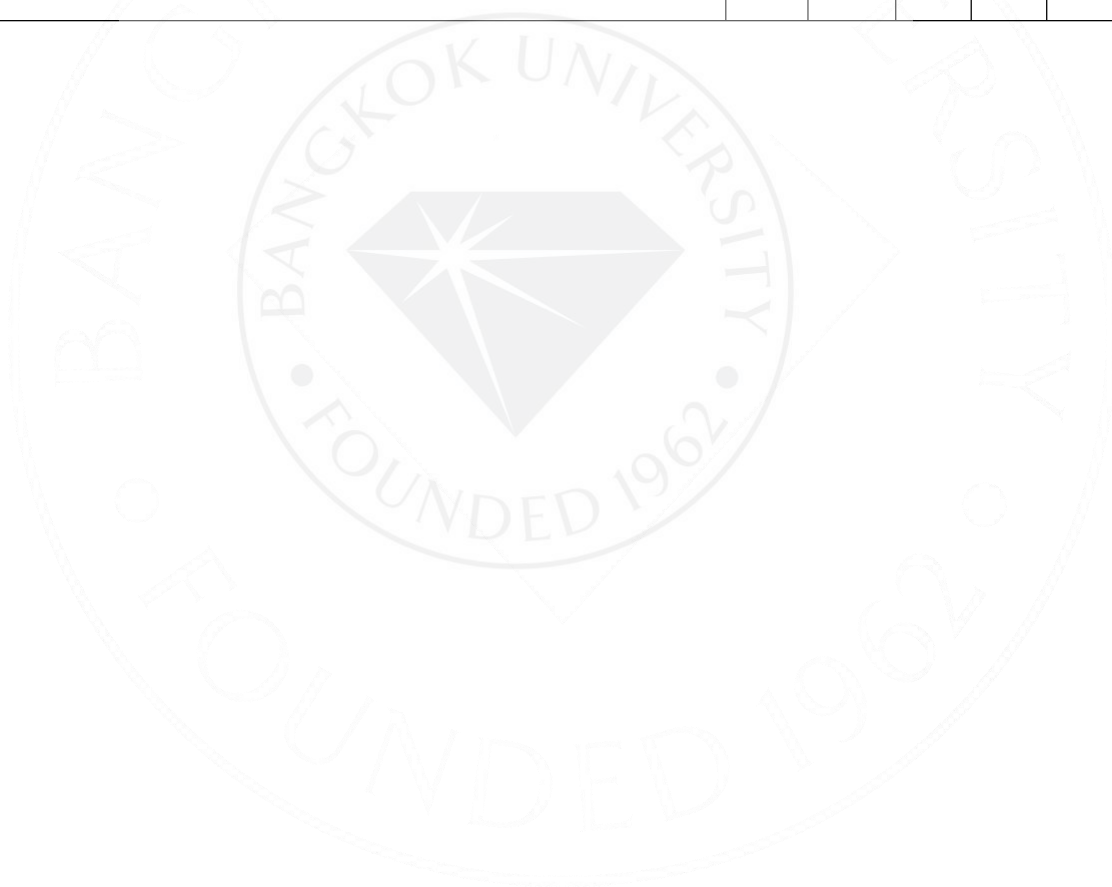
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2=同意的声明

3=中立-不支持任何同意和不同意的选项

4=同意的声明

5=声明强烈反对

	5	4	3	2	1
我会因为代言人具有吸引力而购买产品					
我记得这个品牌仅仅是因为它的代言人					
我认为品牌代言人是我购买决策的重要因素之一					
我会购买某品牌产品如果是我最喜欢的名人做品牌代言					

Bangkok University

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