

**THE EFFECT OF CELEBRITY ENDORSEMENT TOWARDS
PURCHASE INTENTION WITH ATTITUDE TOWARDS
ADVERTISEMENT AS MEDIATION**

A FINAL PROJECT

Presented as Partial Fulfilment of the Requirements to Obtain the Bachelor Degree in
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MUHAMMADIYAH UNIVERSITY OF SURAKARTA
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ABSTRACT

Endorsement can be defined as an act of giving one's public approval or support to someone or something. A celebrity endorser is an individual who is known to the public (actor, sports figure, entertainer, etc) for his or her achievements in areas other than that of the product class endorsed. The purpose of this study is to analyze the effect of purchase intention of customer towards celebrity endorser with the mediation of customer's attitude towards advertisement. The population in this study is people who know JKT48 that endorsing Pocari Sweat and Honda Mio J with 200 samples using purposive sampling. The primary data required includes the results of the questionnaire data from the respondents. The analysis results physical attractiveness and source credibility were not supported while celebrity and brand congruence and attitude towards advertisement were supported.

Keywords: celebrity endorsement, mediation, physical attractiveness, source credibility, celebrity and brand congruence, attitude towards advertisement, purchase intention.

APPROVAL PAGE

The supervisor of international management class hereby testifies for this final project entitled:

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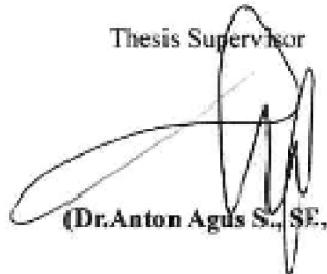
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The final research has been accepted and approved.

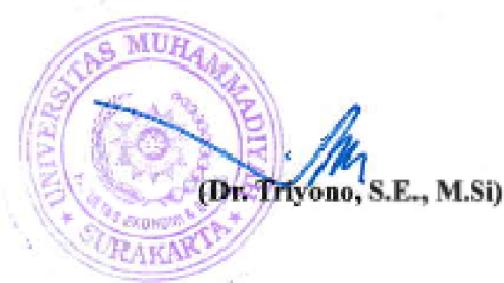
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1. INTRODUCTION

Celebrities are popular people who have been found to be highly effective in product promotion. One of the popular strategies of creatively breaking through the clutter is by using celebrities to endorse the company's brand in the advertisement. Celebrities increase consumers' odds of getting attention, make the copy more memorable, humanize the company, add glamour to the product, and make it more desirable, credible and trusted. A celebrity endorser is someone who enjoys public recognition and who uses that recognition on behalf of a consumer good by appearing with it in an advertisement. As Muda says, "the effectiveness of celebrity endorsement is usually examined within the framework of the source credibility, physical attractiveness, and celebrity – brand congruence" (Muda et al., 2011). Salam says that "the literature defines physical attractiveness, source credibility, and celebrity and brand congruence has indirect relationship with purchase intention through attitude towards advertisement" (Salam et al., 2012).

2. LITERATURE REVIEW

A. Physical Attractiveness. The physical of the celebrity is the one that can attract the customer to buy the product. According to Salam, "attractiveness is related to how likeable or physically attractive the source is to the audience" (Salam et al., 2012). This added physical attractiveness due to the celebrity endorsement is expected in turn to enhance consumers' attitude toward the attitude towards advertisement (Salam et al., 2012). Salam et al., (2012) proves that "the physical attractiveness of endorser has normal significance on respondent's purchase intention." Endorser physical attractiveness has indirect relationship with purchase intention through attitude towards advertisement and this happen when consumer possess affective response toward advertisement then he/she form positive purchase intention toward company's product or service, (Salam et al., 2012).

Physical attractiveness has a significant and positive effect on purchase intention through attitude towards advertisement (Salam et al., 2012).

B. Source Credibility. Source credibility, which refers to a message source's perceived expertise and trustworthiness, has history in persuasion research (Salam et al., 2012). Expertise can be defined as the extent to which the endorser (communicator) is perceived to be knowledgeable, skillful and experienced (Ahmed, 2011). Trustworthiness can be defined as the extent to which the endorser is perceived to be believable, honest and dependable. The endorser credibility has totally positive and significant effect on attitude toward advertising (Salam et al., 2012). Endorser source credibility has indirect relationship with purchase intention through attitude towards advertisement and this happen when consumer possess affective response toward advertisement then he/she form positive purchase intention toward company's product or service, Salam et al., (2012). Endorser credibility has significant and positive effect on purchase intention through attitude towards advertisement (Salam et al., 2012).

C. Celebrity and Brand Congruence. The celebrity – brand congruence proposition holds that in order to make an advertisement effective, there must be congruence or fit between the product and the celebrity in terms of characteristics such as image, expertise or attractiveness (Muda et al., 2011). The perfect congruence between endorser and product may lead to great endorser believability through identification process and favorably influence consumer attitudes toward ads and products as well as purchase intention (Muda et al., 2011). Choi and Rifon (2012) have been researched that purchase intentions were higher when the celebrity was congruent with the product they were endorsing. Choi and Rifon (2012) described that a high degree of congruence between the celebrity endorser and the product being endorsed will lead to more favorable attitude towards the advertisement and having an indirect relationship to purchase intention.

D. Attitude Towards Advertisement. Salam and Wahid (2012) define attitude as relatively global and enduring evaluation of an object, issue, person, or action. Attitudes are at the core of consumer decision-making because they are the measurable quality that explains the thought process and how consumers arrive at their decisions to select a product. Individuals' attitude towards advertising is affected by the individual experiences and belief constructs of individual about product information (Bamoriya and Singh, 2013). The consumer, who is effectively affected by advertising, may form a positive attitude towards advertisement that may then influence his/her purchase intention. Salam & Wahid (2012), found out that attitude towards advertisement had an effect on purchase intention and conclude that there is a direct relationship between attitude towards advertisement and purchase intention.

E. Purchase Intention. Shiddiqui (2014) defined advertising appeal as an attempt at creativity that inspires consumers' motives for purchase and affects consumers' attitude towards a specific product or service. A close relationship between intentions and choice may not always occur; consumers may make choices without completely processing all brand information (Chavda and Sethi, 2013). Purchase intentions were higher when the endorser was a celebrity than when the endorser was a non-celebrity. Previous research has suggested that celebrity endorsers influence purchase intentions because of their likability (Ahmed et al., 2012). Advertising moves people through a process from awareness to purchase. The celebrity endorser influences this process because they bring a recognize/ability (awareness) and likability with them that allows the consumer to develop a preference. It is this preference for the product that influences people's intention to purchase the product that leads to their actual purchase behavior (Ahmed et al., 2012).

3. RESEARCH METHODOLOGY

The population is the entire group of people, events, or things that the researcher desires to investigate (Sekaran, 2013). The population in this study is people who know JKT48 that endorsing Pocari Sweat and Honda Mio J. Since there is unknown number of population, the author decided to take 200 samples with the average age of 15 – 30. Sampling technique is the process of selecting items from the population so that the sample characteristics can be generalized to the population (Sekaran, 2013). The author decided to choose purposive sampling since there is unknown number of the population but segmenting the respondent in average age of 15 – 30. Purposive sampling is a non-probability sampling design in which the required information is gathered from special or specific targets or groups of people on some rational basis (Sekaran, 2013).The primary data source is the data that collected first-hand from the source of the data obtained directly from respondents by the researcher (Sekaran, 2013). In this study the primary data required includes the results of the questionnaire data from the respondents. Descriptive analysis is a data analysis method by changing the raw data into a form that is more easily understood and interpreted (Zikmund, 2000). Descriptive analysis was part of a study of statistical tools, techniques, or procedures used to depict or describe a collection of data or observations. Quantitative analysis is a method of data analysis using mathematical calculations. In the quantitative analysis performed: Validity and Reliability. Validity test is used to measure whether a valid or invalid questionnaires (Ghozali, 2012). The criteria of data that can be analyzed by factor analysis is data that shows the $KMO > 0.5$ and Bartlett's Test of Sphericity the significance > 0.05 . Reliability test is a tool to measure a questionnaire, which is an indicator of the variables or constructs. A questionnaire said to be reliable if someone answers the consistent statement from time to time (Ghozali, 2012). To determine the reliability of the technique used in this study Cronbach alpha. Cronbach alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran, 2013). If the value of Cronbach's Alpha

greater (>) than 0.70 then it is said reliable (Ghozali, 2012). The aims test of F test to determine the effect of independent variables together (simultaneously) on the dependent variable that is seen from the comparison of F and F table. The aims t Test is to determine the effect of each independent variable on the dependent variable. This coefficient is used to measure the contribution of variation in the variables X and Y, and also to determine the accuracy of the above approach to analysis tools (Ghozali, 2012).

4. DATA ANALYSIS AND DISCUSSION

Table I
Characteristic Respondent

	Gender		Age		Occupation
Male	121	15 – 20	103	High School	34
Female	79	21 – 25	87	University	142
Total	200	26 - 30	10	Others	24
		Total	200	Total	200

Source: Primary data that have been process, 2014

The table above shows that the respondents were male as many as 121 people (60.5%), and female respondents by 79 people (39.5%). The results of the data showed that most respondents are male (60.5%). The above table shows that respondents who aged 15-20 years were 103 respondents (51.5%), aged between 21-25 years were 87 respondents (43.5%), aged between 26-30 years were 10 respondents (5%). The results of the data showed that the majority of respondents aged 15-20 years (51.5%). The above table shows that the respondents are students as much as 34 respondents (17%), the students as much as 142 respondents (71%), 24 respondents who answered the others (24). The

results of the data showed that most respondents are university student with the number of 142 respondents (71%).

Table II
Validity Table

Question	Result	Conclusion	Question	Result	Conclusion
PA 1	0.597	Valid	CBC 2	.678	Valid
PA 2	0.725	Valid	CBC 3	.801	Valid
PA 3	.635	Valid	CBC 4	.625	Valid
PA 4	.704	Valid	AAD 1	690	Valid
SC 2	.701	Valid	AAD 2	.668	Valid
SC 3	.836	Valid	AAD 3	.53.0	Valid
SC 4	.810	Valid	PI 2	.776	Valid
SC 5	.782	Valid	PI 3	.881	Valid

Source: Primary data that have been process, 2014

The results in Table II shows the results that have been extracted and has a loading factor values > 0.3 so that the whole grains to uncover each variable declared invalid. Based on Table X, it can be seen that at the initial stage of factor analysis with 27 items statement, the results have been grouped but there are some items that are not valid because it was not in accordance with the group.

Table III
Result of Reliability Test

Variable	Cronbach Alpha	Conclusion
Physical Attractiveness	.817	Reliable
Source Credibility	.851	Reliable
Celebrity – Brand Congruence	.743	Reliable
Attitude Towards Advertisement	.838	Reliable
Purchase Intention	.844	Reliable

Source: Primary data that have been process, 2014

Reliability testing results in the table above is known that in each of the studied variables have Cronbach alpha value > 0.60 which means the entire instrument in this study was reliable or reliable. Reliability test results in this study is known that physical attractiveness variables have Cronbach Alpha coefficient of 0.817 where values = 0.6 which means that the reliability of these variables is accepted. This means that the physical attractiveness variable consistency have capability of 81.7% when performed repeated measurements. To test the reliability of source credibility variables have Cronbach Alpha coefficient of 0.851 where values = 0.6 which means that the reliability of these variables is accepted. This means that the variable source credibility has the ability consistency of 85.1% when performed repeated measurements. To test reliability of celebrity and brand congruence variables have Cronbach Alpha coefficient of 0.743 where values = 0.6 which means that the reliability of these variables is accepted. This means that the variable celebrity and brand congruence has the ability consistency of 74.3% when performed repeated measurements. To test the reliability of the variable attitude towards advertisement has a Cronbach Alpha coefficient of 0.838 where values = 0.6 which means that the reliability of these variables is accepted. This means that the variable attitude towards advertisement has the ability consistency of 83.8% when performed repeated measure. To test the reliability of the variable purchase intention has Cronbach Alpha coefficient of 0.844

where values = 0.6 which means that the reliability of these variables is accepted. This means that the variable purchase intention has the ability consistency of 84.4% when performed repeated measurements.

Table IV
Result of Regression Model 1

Variable Independent	Variable Dependent: Attitude Towards Advertisement				
	Unstandardized Coefficients	Standardize Coefficients	t	Sig	
	B	Std. Error			
(Constant)	0.289	0.172		1.680	0.094
Physical Attractiveness	0.371	0.047	0.396	7.929	0.000
Source Credibility	0.196	0.052	0.197	3.740	0.000
Celebrity – Brand Congruence	0.388	0.050	0.394	7.686	0.000
R Square			0.668		
Standard Error of Estimation			0.38744		
Standard Deviation of Dependent Variable			0.66763		
F Test			131.635		
Significance F			0.000		

Source: Primary data that have been process, 2014

R Square is also called the coefficient of determination. From the Table VIII, the R Square value is 0.688, it means that 68.8% attitude towards advertisement can be explained by the variable of physical attractiveness, source credibility, and celebrity and brand congruence. While the rest (100% - 68.8% = 31.2%) can be explained by other

causes. The range of the R Square value is between 0 and 1, the smaller the value of R Square, the weaker the relationship between the variables. Standard Error of Estimate from the Table VIII is 0.38744. Because Standard Error of Estimation smaller than standard deviation of attitude towards advertisement (0.66763), the regression model is better acting as an attitude toward advertisement predictor than the average attitude towards advertisement itself. The result of the ANOVA Test, or also called as F test, from the Table VIII is obtained by 131.635 with significance level of 0.000. Because of the probability (0.000) is smaller than 0.05, then the regression model can be used to predict the attitude towards advertisement. Therefore, the variable physical attractiveness, source credibility, and celebrity and brand congruence jointly affect the attitude towards advertisement. From the Table VIII, we can conclude that the regression formula can be writing as:

$$Y = 0.289 + 0.371 X_1 + 0.196 X_2 + 0.388 X_3$$

The regression coefficient of X_1 is 0.289; it means that if there is no physical attractiveness, source credibility, and celebrity and brand congruence, the attitude towards advertisement is equal to 0.289. The regression coefficient of X_1 is 0.371, it means that if there is an additional in variable physical attractiveness by 1, and then the variable physical attractiveness will increase variable attitude towards advertisement by 0.371. The regression coefficient of X_2 is 0.196, it means that if there is an additional in variable source credibility by 1, and then the variable source credibility will increase variable attitude towards advertisement by 0.196. The regression coefficient of X_3 is 0.388, it means that if there is an additional in variable celebrity and brand congruence by 1, and then the variable celebrity and brand congruence will increase variable attitude towards advertisement by 0.388.

Table V
Result of Regression Model 2

Variable Independent	Variable Dependent: Purchase Intention			
	Unstandardized Coefficients	Standardize Coefficients	t	Sig
	B	Std. Error		
(Constant)	1.292	0.286	4.520	0.000
Attitude Towards Advertisement	0.479	0.077	0.404	6.221
R Square		0.163		
Standard Error of Estimation		0.72569		
Standard Deviation of Dependent Variable		0.79145		
F Test		38.698		
Significance F		0.000		

Source: Primary data that have been process, 2014

R Square is also called the coefficient of determination. From the Table IX, the R Square value is 0.163; it means that 16.3% purchase intention can be explained by the variable of attitude towards advertisement. While the rest ($100\% - 16.3\% = 83.7\%$) can be explained by other causes. The range of the R Square value is between 0 and 1, the smaller the value of R Square, the weaker the relationship between the variables. Standard Error of Estimate from the Table IX is 0.72569. Because Standard Error of Estimation smaller than standard deviation of attitude towards advertisement (0.79145), the regression model is better acting as an purchase intention predictor than the average purchase intention itself. The result of the ANOVA Test, or also called as F test, from the Table IX is obtained by 38.698 with significance level of 0.000. Because of the probability (0.000) is smaller than 0.05, then the regression model can be used to predict the attitude towards

advertisement. Therefore, the variable attitude towards advertisement affects the variable purchase intention. From the Table V, we can conclude that the regression formula can be writing as:

$$Y = 1.292 + 0.479 X_1$$

The regression coefficient of X_1 is 1.292; it means that if there is no attitude towards advertisement, the purchase intention is equal to 1.292. The regression coefficient of X_1 is 0.479, it means that if there is an additional in variable attitude towards advertisement by 1, and then the variable attitude towards advertisement will increase variable purchase intention by 0.479.

Table X
Result of Regression Model 3

Variable Independent	Variable Dependent: Attitude Towards Advertisement				
	Unstandardized Coefficients		Standardize Coefficients	t	Sig
	B	Std. Error			
(Constant)	0.755	0.308		2.447	0.015
Physical Attractiveness	0.116	0.084	0.105	1.387	0.167
Source Credibility	0.098	0.094	0.083	1.048	0.296
Celebrity–Brand Congruence	0.441	0.090	0.378	4.880	0.000
R Square			0.243		
Standard Error of Estimation			0.69385		
Standard Deviation of Dependent Variable			0.79145		
F Test			20.975		
Significance F			0.000		

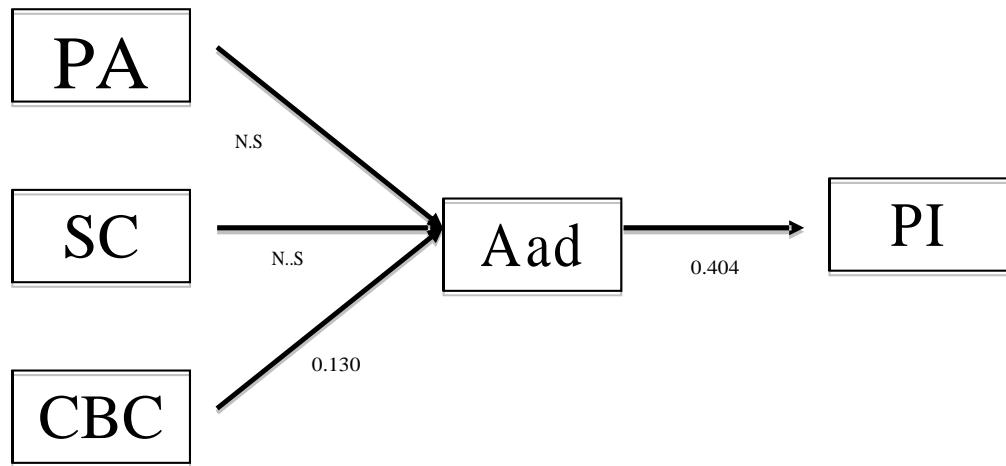
Source: Primary data that have been process, 2014

R Square is also called the coefficient of determination. From the Table X, the R Square value is 0.243, it means that 24.3% purchase intention can be explained by the variable of physical attractiveness, source credibility, and celebrity and brand congruence. While the rest ($100\% - 24.3\% = 75.7\%$) can be explained by other causes. The range of the R Square value is between 0 and 1, the smaller the value of R Square, the weaker the relationship between the variables. Standard Error of Estimate from the Table X is 0.69385. Because Standard Error of Estimation smaller than standard deviation of purchase intention (0.79145), the regression model is better acting as an purchaseintention predictor than the average purchase intention itself. The result of the ANOVA Test, or also called as F test, from the Table X is obtained by 20.551 with significance level of 0.000. Because of the probability (0.000) is smaller than 0.05, then the regression model can be used to predict the purchase intention. Therefore, the variable physical attractiveness, source credibility, and celebrity and brand congruence jointly affect the purchase intention. From the Table X, we can conclude that the regression formula can be writing as:

$$Y = 0.755 + 0.116 X_1 + 0.098 X_2 + 0.441 X_3$$

The regression coefficient of X_1 is 0.755; it means that if there is no physical attractiveness, source credibility, and celebrity and brand congruence, the purchase intention is equal to 0.755. The regression coefficient of X_1 is 0.116, it means that if there is an additional in variable physical attractiveness by 1, and then the variable physical attractiveness will increase variable purchase intention by 0.116. The regression coefficient of X_2 is 0.098, it means that if there is an additional in variable source credibility by 1, and then the variable source credibility will increase variable purchase intention 0.098. The regression coefficient of X_3 is 0.441, it means that if there is an additional in variable celebrity and brand congruence by 1, and then the variable celebrity and brand congruence will increase variable purchase intention by 0.441.

In this study, attitude towards advertisement also proposed as a mediating variable. To explain the mediating variables, the writer used regression analysis is shown:



The figure shows that the physical attractiveness, source credibility and celebrity and brand congruence can directly influence the purchase intention and may also affect indirectly through attitude towards the advertisement (as a mediating variable). The magnitude of the direct effect is 0.396, 0.197, and 0.394. However variable physical attractiveness and source credibility only directly influence the attitude toward advertisement and not indirect effect on purchase intention. While the indirect effect should be calculated by multiplying coefficient.

5. DISCUSSION

Based on Table IV, shows that standardized coefficient beta of physical attractiveness (independent variable) towards attitude towards advertisement (mediation variables) is 0.396 with significant 0.000 ($p < 0.05$). Table V shows that standardized coefficient of attitude towards advertisement toward purchase intention is 0.404 with significant 0.000 ($p < 0.05$). Table VI shows that the physical attractiveness towards purchase intention's standardized coefficient is 0.105 with significant 0.167 ($p > 0.05$). It can be conclude that hypothesis 1 is not supported. Based on Table IV, shows that standardized coefficient beta of physical attractiveness (independent variable) towards attitude towards advertisement (mediation variables) is 0.197 with significant 0.000 ($p < 0.05$). Table V shows that standardized coefficient of attitude towards advertisement toward purchase intention is 0.404 with significant 0.000 ($p < 0.05$). Table VI shows that the physical

attractiveness towards purchase intention's standardized coefficient is 0.083 with significant 0.296 ($p > 0.05$). It can be conclude that hypothesis 2 is not supported. Based on Table IV, shows that standardized coefficient beta of celebrity and brand congruence (independent variable) towards attitude towards advertisement (mediation variables) is 0.394 with significant 0.000 ($p < 0.05$). Table V shows that standardized coefficient of attitude towards advertisement toward purchase intention is 0.404 with significant 0.000 ($p < 0.05$). Table V shows that the celebrity and brand congruence towards purchase intention's standardized coefficient is 0.378 with significant 0.000 ($p < 0.05$). It can be conclude that hypothesis 3 is supported. Based on Table IX, shows that standardized coefficient beta of attitude towards advertisement (independent variable) towards purchase intention (dependent variables) are 0.404 with significant 0.000 ($p < 0.05$). It can be conclude that hypothesis 4 is supported.

6. CONCLUSIONS

Physical attractiveness and source credibility of celebrity endorser didn't effects on purchase intention positively with the mediation of consumer's attitude towards advertisement. Celebrity and brand congruence of celebrity endorser effects on purchase intention positively with the mediation of consumer's attitude towards advertisement. The attitude towards advertisements positively effects on purchase intention. There is a different between the previous study and the research that the writer made on physical attractiveness and source credibility. In previous study, both physical attractiveness and source credibility were significance and supported the hypothesis that the previous researches made. In this research, the result was not significance and not supported the hypothesis that the writer made. The product, Pocari Sweat, is a familiar product among the consumers. Without celebrity endorsement itself, consumers would purchase this product. Products that need a celebrity endorsement are products that need a high involvement on buying behavior. For example motorcycle that have been advertised by Valentino Rossi. Consumers would purchase the motorcycle and think that the motorcycle has great specifications because a MotoGP racer endorsing these motorcycle. The authors recognize that there are limitations of this research. Several limitations of this study include: the results of this study are based only on respondents' answers to a questionnaire distributed and is not supported by in-depth interviews, the respondents

result was male dominated because they are more pay attention to the advertisement with JKT 48 as celebrity endorsement, respondents could also answer is not in accordance with the actual situation, and the research result is dominated with university students. Others researches can make it with variation respondent for example can take high school student or workers as respondents.

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