
FACTORS INFLUENCING CHANGSHA TEENAGERS' PURCHASE INTENTION TOWARDS CELEBRITY-ENDORSED APPARELS

Ling Chang ¹

Abstract: *This research aims to investigate the relationship between psychological factors (motivation), socio-cultural ones (social classes, culture, subcultures and economic situation), product attributes (price, quality, brand, attraction, fashion, trustworthiness and prestige), attitude (feelings about celebrity-endorsed apparel) and teenager's purchase intention towards celebrity-endorsed apparels. this study is also focus on the difference on teenager's purchase intention towards celebrity-endorsed apparel based on age levels, gender and education levels. The research used self-administered questionnaires. The target population was teenagers in the city of Changsha, China, 12 to 19 years old considered to be potential buyers of celebrity-endorsed apparels. The data was collected from 384 young students in six schools in the Changsha area only. There were seven hypotheses. The results show a significant relationship between attitude of the teenagers in Changsha towards celebrity-endorsed apparels and their purchase intention; and between psychological factors, product attributes and purchase intention. On the contrary, there were no difference in purchase intention based on age levels, gender and education levels. There was also no relationship between socio-cultural factors and teenagers' purchase intention towards celebrity-endorsed apparels. Price and brand were shown to be related to purchase intention. Most of teenagers in this city would consider purchasing celebrity-endorsed apparels.*

Key words: *celebrity-endorsed apparels, purchase intention, psychological factors, socio-cultural factors, product attributes, attitude.*

Introduction

Consumer's attention, evaluation and purchase intention can be influenced by celebrity endorsement (Ohanian, 1991). In China, the first celebrity endorsement appeared on television in 1989. The endorser, Li Maoran, was a famous movie star in China. He endorsed a traditional Chinese medicine produced by a small medicine company located in southern China. Its brand name was "999." Still, it took another ten years of development for domestic companies and advertisers to begin to notice the power of celebrity endorsements and for people to overcome their prejudices about this kind of advertisement.

Take ANTA for example, a leading company in the Chinese sports products market. The company was established in 1994. In 1997, it had total sales revenue of CNY ¥50 million (US\$7.9 million) and a total net profit of CNY ¥2.5 (US\$396,000). The company, then not satisfied with its sales, adjusted its brand strategy from traditional invited Kong Linhui, the famous Pin Pang

athlete, promotion to celebrity-endorsed one and in 1999 to be their endorser for a fee CNY ¥800,000 (US\$126,600). They also paid an additional CNY ¥5 million (US\$792,000) to air the advertisement on CCTV5, a national Sports Channel. In 2000, Kong Linghui won the gold medal at the Sydney Olympic Games. That year, ANTA total sales were CNY ¥300 million (US\$47.5 million), six times the 1997 amount, suggesting that Kong Linghui's endorsement and Olympic success were instrumental in the soaring statistics.

According to Solomon (2002), one of the main reasons for using celebrity endorsement is its potential to create awareness, positive feelings towards the advertising and brand. In addition, advertisement featuring celebrity endorsement is also oftentimes perceived to be entertaining.

Celebrity endorsement advertising is "a ubiquitous feature of modern marketing" (McCracken, 1989). In the USA, a survey showed that in 1997, almost one quarter of all advertisements featured a celebrity endorser (Stephens and Rice, 1998). That same year, in Japan, nearly 70 percent of advertisements use celebrity endorser (Kilburn, 1998). Today in China, the use of celebrity endorsers as a

¹Ling Chang recently graduated from Assumption University, Master of Business Administration, Graduate School of Business. This research was completed under the supervision of Dr. Aaron Loh.

marketing communication strategy in mainstream advertising has become a trend and a perceived winning formula to build corporate image and market products. This research focuses on a number of factors related to teenagers who intend to buy celebrity-endorsed apparel. It looks at youngsters in one Chinese city, Changsha, the capital of Hunan province. The researcher chose Changsha for four reasons: First, the purchasing power of teenagers in Changsha City is higher than in many other cities in China. According to the National Bureau of Statistics of China (NBS), in 2010, Changsha City was ranked 37th out of a total of 283 Chinese cities in terms of per capita income and 9th in terms of per capita consumption level, indicating that young consumers have higher purchasing power there than in many other Chinese cities (<http://www.stats.gov.cn/tjgb/>). Second, teenagers in this city seem to share a common value of celebrity-orientation as evidenced by the innumerable girls and boys chasing their favorite celebrities, one city after another. Third, in China, teenager fans have become a social phenomenon - or a problem - to education experts and sociological researchers. Fourth, teenagers are a lot more inclined to purchase apparel compared with other age groups as shown by a 2009 survey conducted by the China Youth & Children Research Centre (CYCRC). When asked: "If you have extra money by the end of each month, what would you like to buy?", 41% of the 200 teenagers interviewed responded that they would purchase apparel such as clothing and shoes if they have extra money, suggesting that teenagers in China are likely to indulge in such apparel purchases.

Clothing in China can be seen as a symbol of the country's culture and history. Its development highlights the change in people's mind and in the social structure as well in the state of China's economy, whose GDP has grown by over 10% a year on average since 2006 (NBS, 2010). Promoting domestic consumption in an effort to diminish the reliance on exports has also been a goal of China's leaders since 2004. Chinese people have now more purchasing power than ever before. This is a major departure from the past, especially from the days before China's Open Policy kicked in, a time when Chinese people could not buy the clothes they wanted or liked

because of their limited budgets and also because the central government prohibited it. People wore beautiful apparels only at some very special events, such as marriages or when meeting important people. In those days, dressing in colourful clothes was regarded as a symbol of capitalism and was not accepted by society. Now, Chinese people have more money in their pocket and the attitude toward the clothes of the young generation has totally changed as compared to the youth in those days. This contrast was the initial reason that prompted the researcher to select clothing as the object of her study.

Specifically, the purpose of this research is to examine the factors influencing Changsha teenager's purchase intention towards celebrity-endorsed apparel. They include a psychological factor (motivation); socio-cultural ones (social classes, culture, subcultures and economic situation); product attributes (price, quality, brand, attraction, fashion, trustworthiness and prestige) and attitude (feelings about celebrity-endorsed apparel).

Although people who belong to the same age differ in many other ways, they do tend to share a set of values and common cultural experiences that they carry throughout life (Solomon, 2000). However, there are limitations to this study. Data collected in one city and its results might not be applicable to other cities and the behavior in other Chinese cities may or may not be explained by this research. Moreover, other product types might not be explained by the purchasing intention model of this research. Because of different product characteristics, consumers will have different perceptions about the product which will in turn influence their purchase intention toward the product.

After reviewing the relevant literature, the

1. Literature Review

- Psychological Factors

Psychological factors include motivation, perception, learning, personality and attitude (Schiffman et al., 2008). Motivation consists of needs that provide motives for consumer behavior. Perception is a foundation for forming beliefs as different perceptions may lead to different beliefs towards an object. Learning refers to stimuli, drives and responses. Personality is a person's distinguishing psychological characteristics

that lead to relatively consistent and lasting responses to his or her environment. As to attitude, it pertains to a person's tendency toward an object or an idea and his/her value evaluations and feelings about something (Schiffman et al., 2008).

Motivation as a factor to stimulate consumer's purchase intention is now well established. For example, Lee and Lee (1997), who studied the relationship between appearance consciousness and self-confidence of elderly women and purchasing behavior, showed that people's intention to buy cosmetics and clothing was influenced by the intrinsic motivation of having their image enhanced.

In this study, the researchers combined the conformist psychology theory with that of Maslow's hierarchy of needs to illustrate a consumer's motivation to purchase celebrity-endorsed apparel. Three questions related to consumer's motivation in the questionnaire read as follows:

1. I would buy celebrity- endorsed apparel for no reasons but just simply following my friends and classmates;
2. I need to buy celebrity-endorsed apparel to build my own image;
3. I need to be unique by wearing celebrity-endorsed apparel (Lee and Lee 1997).

- *Conformist Psychology*

As Liu (2006) stated, "the psychology of following the crowd" or "conformist mentality" refers to an individual's beliefs and behavior that would be kept consistent with the majority of people due to the leading or pressure of the group. Hogg and Vaughan (2002) defined conformity "as a change in a person's behavior or opinions as a result of real or imagined pressure from a person or group of people."

Conformity is a common social-psychological phenomenon. Consumers may purchase products because of conformity pressures from others. In terms of marketing, conformity means the concordance of attitudes and behavior of an individual with the values and habits of the reference group. A consumer's purchase intention and evaluation towards a product is influenced by his/her peer group (Lascu and Zinkhan, 1999). While conformist psychology is a common phenomenon for each of us, it is even more so for teenagers who typically go through an

unstable transitional period of psychological forming of their behavior, attitudes, and minds and are most likely to be affected by the group. For instance, if a boy saw that some of his friends bought a pair of "Nike" shoes to show off, he might persuade his parents to buy him the same brand in order to follow the trend or he might be afraid that they might look down upon him if he did not have the same brand.

- *Psychological Needs*

Everyone is considered to have psychological needs, i.e., long-term goals that one expects to accomplish over a lifetime (Kasser and Ryan, 1993). Whether people strive for money, popularity or for more internally oriented rewards such as self-satisfaction, they relentlessly and naturally pursue personal growth by satisfying their psychological needs over and above physiological needs (Maslow, 1954).

Although previous research has highlighted the important effects of aspirations on human behavior, there is a paucity of research in marketing concerning the effects of aspirations on consumer behavior (Solomon and Englis, 2004). Some researchers, for example, Ball and Tasaki (1992) and Kleine, Robert and Chris (1995) have also determined that people will be satisfied by owning something with the feeling of fulfilling some psychological needs which will contribute to the increase of their self-concept, reinforcing and expressing self-identity, and allowing them to differentiate themselves and assert their personality.

In this study, the researcher considers psychology as one of the factors that might influence teenagers' purchase intention towards celebrity-endorsed apparel since those born in the 1990s and living in cities have totally changed their attitude towards clothing. Celebrity-endorsed apparels, typically fashion symbols, are oftentimes expensive and prestigious. While some teenagers may just like to focus on their studies and get high scores to fulfill their dreams, some might not be satisfied with their scores and they may thus want to build their self-image by changing their dressing style and using brand names, which can be seen as a need for self-esteem. The researcher intends to examine whether this behavior applies to Changsha young consumers.

- *Socio-cultural Factors*

In this research, sociological and cultural factors are also treated as important factors

influencing teenagers' purchase intention towards celebrity-endorsed apparel. The socio-cultural factors include three categories: social classes, culture and subculture (Schiffman et al., 2008). Social classes refer to the fact that all social members are divided into different social groups (social classes), each of which having similar behavior models, values and interests. What is meant by culture is a reference to a group or a nationality, a firm's or a family' beliefs, behavior, customs, and habits formed in a certain period. A subculture involves people in a small group who have different preferences in terms of clothing, music or other interests and have their own value systems based on common life experiences and situations (Schiffman et al., 2008).

The fact that sociocultural factors affect consumer buying behavior is well established. Aaker and Schmitt (2001), for example, found differences between Chinese and Americans in terms of self-construal patterns and self-expression, which eventually impact their product choices and purchase decision. Moreover, oftentimes, a consumer's purchasing behavior is dominated by one's economic situation (Kotler and Armstrong, 1994).

- Product Attributes

In this study, product attributes are divided into two concepts: product-related attributes, which include price, brand, and quality and celebrity-related attributes, which include some characteristics of celebrity, two of which are considered in this study; trustworthiness and attractiveness. Product-related attributes refer to a product's physical composition or a service's requirement that determines the nature and level of product performance. Lee and Burns (1993) stated that style, quality, comfort, size/fit and price significantly affect consumer behavior in apparel purchase.

- Price refers to the perceived value of goods and service measured in some medium of exchange. Actual price is an objective external characteristic of a product which consumers perceived as a stimulus. Therefore, price has both objective external properties and subject internal representations that are derived from the perceptions of price, thus resulting in some meaning to consumers (Jacoby and Olson, 1997).

- Quality is a measure of how well a product performs and how long it will perform.

It is common sense that if quality is too low, the buyer will not repurchase. But if quality is too high, higher than the buyer requires, it will also hurt sales because they buyer may not be willing to pay the higher price it commands. Product quality from the consumer's perspective is associated with the capacity of a product to satisfy consumer needs (Archibald, 1983).

- Brand is a name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors (Keller, 1998).

- Attractiveness as a source attribute affects the receptivity of the message. The positive consequences of employing attractive spokespersons are based on the principle that receivers make more favorable evaluations of the advertisement and the product when attractive models are used in the advertisement. In this study, the sub-variables under attractiveness are attractive, fashionable and prestige.

- Trustworthiness refers to the consumer's confidence in the source for providing information in an objective and honest manner (Ohanian, 1991).

- Attitude

According to Schiffman and Kanuk (1999), attitude consists of three components: cognition, affective, and conation. Cognition is a consumer's knowledge or experience about a product. It makes the consumer form perceptions or beliefs about the product. Affective refers to the emotions or feelings of consumers. These various emotional states may enhance positive or negative experiences for the consumer. Conation is concerned with the probability that an individual will do a specific action or behave in a particular way with regard to the object. In this research, the object is celebrity-endorsed apparels. Typically, the consumer will first be stimulated by the product, perhaps through advertisements, family members, friends or peers, then he/she will form beliefs, feelings or behavioral intention associated with the product attributes based on his/her previous personal knowledge and experience. Lastly, the consumer will develop an overall attitude toward the apparel.

In many situations, a positive attitude towards celebrity-endorsed product can promote consumers' intentions to purchase the product. Celebrity endorsers positively

influence consumers' attitudes towards endorsed products and thus enhance the consumers' purchase intentions as consumers may consider what they would buy without considering all product information (Amos and Strutton 2008). Celebrity endorsers can influence consumers' purchase intentions even if they do not consider thoroughly the cues regarding products (Lafferty and Goldsmith, 1999).

- Product Involvement

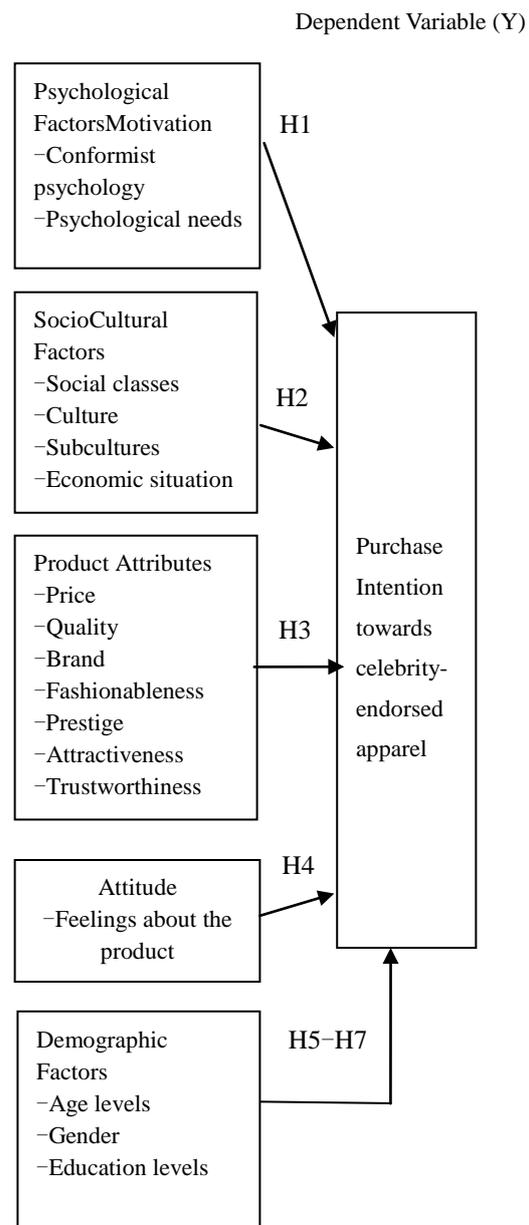
Product involvement is frequently used by researchers to illustrate the consumer's purchase intention. According to Solomon (2000), product involvement is related to a consumer's motivation to attain the goal influencing his or her desire to expend the effort necessary to attain the products or services believed to be instrumental in satisfying that objective. Involvement is the perceived importance or personal relevance of an object or event. It is about the degree to which the consumer feels attached to the product and brand, and the loyalty felt towards it. Attitude toward a particular product by those consumers who have a high product involvement is likely to be quite different from that of those consumers with lower involvement. More importantly, it is widely believed that the consumer's attitude formation and decision making process are different among high-involvement and low-involvement consumers. The possible results of involvement are perceived differences in product attributes, preference of a particular brand, purchase intention and type of decision rule used in making a choice.

Celebrity-endorsed apparel was considered as a low involvement product in China. The positive attitude towards celebrity endorsement product can be formed by setting successful endorser strategy, which can also enhance consumers' recognition to celebrity-endorsed brands, positively influences consumers' attitude to the product and reinforce consumers' purchase intention and preference towards brands (Liu et al, 2007).

2. Conceptual Framework and Research Hypotheses

Since the object of this research is to investigate the factors influencing purchase intention towards celebrity-endorsed apparels, the independent variables consist of all the

Figure 1 - Modified Conceptual Framework



Source: Created by the author for this study

factors considered, namely, psychological factors, socio-cultural factors, product attributes, attitudes, and demographic factors. All of them are linked to the dependent variable, purchase intention towards celebrity-endorsed apparel.

In this study, the EBM Model is used to illustrate the relationship of all the variables since this model is very suitable to deal with all kinds of situations.

A total of 7 hypotheses are used for this study (see Appendix One). Hypotheses 1, 2, 3, 4 illustrate the correlations between the

independent and dependent variables, and hypotheses 5, 6, 7 the difference in terms of purchase intention based on age levels, gender and education levels.

3. Research Methodology

This study relied on the descriptive research method which is typically used to determine the frequency with which something occurs or the relationship between two variables (Churchill, 1991). It seeks the answers to the “who, what, when, where and how” questions (Zikmund, 2003).

To obtain information, the researcher adopted the survey method, used for collecting descriptive data and explaining what is happening or for learning reasons behind certain activities (Zikmund, 2003). Information was gathered by the respondents by distributing self-administered questionnaires, i.e., questionnaires filled in by each respondent rather than by an interviewer. A self-administered questionnaire is also a data collection technique in which the questions need to be answered by the respondents (read and answer) themselves (Zikmund, 2003).

The target population in this research is teenagers who have never purchased celebrity-endorsed apparels before and are thus considered to be potential consumers of such products. They are both males and females between 12 and 19 years old from high school and university. The minimum requirement for this research was 384 respondents.

Data collection involved three steps. First, six schools were selected by using the purposive sampling method. Three of them are located in the centre part of Changsha city; one in the north; one in the east and one is a University in the south since these institutions in those areas have more students compared with other schools. Next, the stratified sampling method was employed to divide the population into three groups: junior high school, senior high school and university. The stratified sampling method is used to divide up the population into smaller groups, and randomly sampled from each group (Zikmund, 2000). 64 samples were collected from 6 schools in order to get the total sample of respondents to be equal to 384 respondents. Finally, the questionnaires were directly distributed to teenagers by using the

convenience sampling method; i.e., to those teenagers willing to reply to the questionnaire (Zikmund, 2000).

The questionnaire consists of three parts and twenty-one questions with an additional three questions designed for collecting personal information. Part 1 includes questions about the factors influencing Changsha teenagers' purchase intention towards celebrity-endorsed apparels and Part 2 questions about their willingness to purchase any of them. All these questions were measured with a 5- point Likert scale ranging from 1 “strongly disagree” to 5 “strongly agree” with the precisely designed questions listed in the questionnaire. Much research in academia uses a five-point scale because researchers believe that it produces more reliable or valid results (Zikmund, 2003). The close-ended questions in Part 3 gather information about the respondents' demographics profile. Close-ended questions mean that respondents are given limited answers and they can select the closest to individual recognition (Zikmund, 2003).

4. Results

173 of the respondents were girls and 211 boys, accounting respectively for 54.9 % and 45.1 % of the whole population. In terms of education level, they covered the whole spectrum, from junior high school to grade one of University. The respondents included 50% teenagers from junior high school and 33% senior high school students. 17% of them were studying in university. 116 were 12 or 13 years old, accounting for 30.2% of the total respondents. Another 104 (27.1%) were 14 and 15 years old, 76 (19.8%) were either 16 or 17 years old and 88 (22.9%) 18 or 19 years old.

The researcher used significant value at the 0.05 level of SPSS software for the Pearson correlation, two-tailed hypothesis test. If the *p*-value is less than 0.05, the null hypothesis will be rejected and indicate that there is a relationship between the variables. *p*-value greater than 0.05 will show no relationship between the variables. The researcher also used both the *t*-test to test whether there is a significant difference in purchase intention toward celebrity-endorsed apparels based on gender and an ANOVA analysis to test whether there is a significant difference in purchase intention towards celebrity-endorsed apparels

based on age and education levels.

Hypotheses 1, 3, and 4 show statistically significant correlations between the independent and dependent variables. Hypothesis 2 shows no correlation between the independent and dependent variables. As to hypotheses 5, 6, and 7, they show no difference on purchase intention based on age, gender and education levels (See Appendix Two).

The fact that the mean score ($m=3.42$) is higher than the group mean when measuring attitude and that 54.4% of the respondents agreed that they like celebrity-endorsed apparels proved that teenagers in Changsha city have a positive attitude toward celebrity-endorsed apparels. But wearing celebrity-endorsed apparels, however, will not help them increase their confidence and make them feel more comfortable.

The result is consistent with the theory of comfortable psychology. When asked about the motivation for purchasing celebrity-endorsed apparels, over half (51%) of the teenagers said they simply follow others. Clearly, Maslow's needs theory when applied to this study has some relationship to their purchase intention as shown by the mean score, 3.03. Need for uniqueness, however, presented a low score ($m=2.79$). Although the economic situation played the most important role among all the sociological factors, 68.4% of the teenagers in Changsha agreed that celebrity-endorsed apparels are affordable. However, when combined with the other three factors, the results show no relationship between sociological factors and purchase intention. Few of them agreed that wearing celebrity-endorsed apparel would give them social approval ($m=2.84$), make them be accepted ($m=2.95$) and make a good impression on others ($m=2.82$).

In addition, when purchasing celebrity-endorsed apparels, 47.1% of the respondents agreed that while price was important, quality was not. However, 48.9% of the teenagers believed that celebrity-endorsed apparels are attractive. Some of them said they did not trust apparels endorsed by celebrity. One of the reasons may be the credibility of the celebrities as many negative news reports related to their favorite stars come up in the media.

Still, 39.6% of the respondents will consider buying celebrity-endorsed apparels.

Some of these teenagers would buy them for practical purposes. Some would like to buy celebrity-endorsed apparels only if they really need them ($m=2.85$) which may mean they do not think these apparels would help them differentiate them from others by wearing celebrity-endorsed apparels.

Conclusion and Recommendations

Based on these findings, some suggestions can be made and implications drawn for domestic marketers who are interested in using celebrities as endorsers to promote their apparel sales as well as for foreign brand apparel companies who would like to enter the market. These may prove useful for them to adjust or evaluate their marketing strategies.

First, these marketers need to be cautious about whom they choose to endorse their products. As endorsers, the appropriate celebrities will - or will not - influence teenage consumers to purchase the product as most of the respondents in this study agreed that celebrity-endorsed apparels are attractive (the highest mean score of product attributes). However, in their advertisements, marketers should select celebrities who are attractive to teenagers. Consumers may use appearance as a differentiating variable between advertisements which they like and remember and those which they do not like. Yet, this does not seem to have any influence on either the believability of the advertisements or purchase intentions since some of the respondents said they did not trust celebrity-endorsed apparels. The implication is that advertisers also need to be cautious when using celebrity advertising as they may not be believable in certain instances and may not deliver the intended effect. This is certainly true of those celebrities who are seen as endorsing many types of products across a wide spectrum.

Second, it is important for firms to understand how teenage consumers in Changsha city relate to the celebrity endorser they have selected. As the results of this study make it clear, price and brand are important factors that influence teenagers' intention to purchase celebrity-endorsed apparels. Therefore, markers should focus on these two attributes and have clear pricing and branding strategies. These will enhance teenagers' focus on the product. The endorsed brand and its price are likely to be superficially processed by them as they engage in consumption

processing without carefully considering details regarding product's quality or other attributes. This may be characteristic of Generation Y consumers whom this study mostly represents.

Third, marketers need to recognize that, in this research, consumers' purchase intentions toward celebrity-endorsed apparels are related to celebrities either through entertainment values or intense attachment needs. While external needs such as social classes, culture, social approval, subcultures and economic situation are also related to their purchase intention, they are not considered to play the primary role. Therefore, it is necessary for marketers to develop and monitor consumer-celebrities relationship from the perspective of internal motivation and product attributes.

Fourth, since the findings indicate that attitude towards celebrity-endorsed apparels has a significant influence on purchase intention, marketers should put more efforts into developing a customer relationship strategy to influence the positive attitude towards the product.

Fifth, new apparel firms expecting to attract more teenage consumers should take advantage of the new technologies to get close to them. Since, as this study shows, teenagers would like to purchase celebrity-endorsed apparel for no reasons but simply to follow others, this means that teenage consumers' purchase behaviors are more likely to be influenced by their friends and classmates. Therefore, marketers should find a channel, such as TV or Internet, on-line social networks in particular, to attract this consumer group and thereby affect their behavior. In a 2010 CYCRC survey on entertainment/media in which around 800 teenagers participated, one of the questions was: "What channels are you using to approach your favorite idols?" The answers included newspapers, magazines, radio, TV, network, and friends. The results were as follows: 19.56% of the respondents selected radio, 25% friends, 31.1% newspapers, 47.4% magazines, 74.6% TV and up to 81.6% networks. Today more and more products are introduced by celebrities on TV. This has become a common phenomenon all over the world. This kind of advertisement is aired during prime time on TV stations. Why it is so popular? Compared with other communication tools, it is the fastest, most

direct, and also it is one of the most effective methods to convey the relevant information to customers. In China, talent shows have dominated television programs; In Hunan, shows such as "Super Girls" and "Super Boys" are shown every Saturday night. There are other similar shows in big Chinese cities like Peking, Shanghai and Guangzhou. Teenagers make up much of the audience. So, marketers could place more advertisements of celebrity-endorsed apparel on TV and focus on cooperating with TV channels on entertainment programs.

In addition, marketers should consider working with Internet firms to attract those teenage consumers who play computer games day in and day out.

Finally, this research considers some factors related to teenagers' intention to purchase celebrity-endorsed apparel. Still, because of the limitation of this study, other factors (personal variables such as income, family situations and regions) are not considered in this research. Further research could put them together to test the significant difference between these additional factors.

Besides apparels, other celebrity-endorsed products could be studied. The sample used in this study concentrated on only young consumers, which as a particular group can not obviously represent all Chinese people. Further studies on different age groups could be conducted in this field. In addition, while this research used questionnaires to assess some of the factors influencing purchase intention towards celebrity-endorsed apparels, other methods could be used in future studies such as interview and E-survey.

References

- Aaker, J. and Schmitt, B. (2001). Culture-dependent assimilation and differentiation of the self. *Journal of Cross Cultural Psychology*, 32 (9), 561-76.
- Amos, C., Holmes, G., and Strutton, D. (2008). Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. *International Journal of Advertising*, 27(2), 209-234.
- Archibald, R. B., Haulman, C. A., Moody, C. E. Jr. (1983). Quality, price, advertising, and published quality ratings. *Journal of Consumer Research*, 9, 374-56.

- Asch, S. E. (1940). Studies in the Principles of Judgments and Attitudes: II. Determination of Judgments by Group and by Ego Standards. *Journal of Social Psychology*, 12, 433-465.
- Ball, A. Dwayne and Lori H. Tasaki. (1992). The Role and Measurement of Attachment in Consumer Behavior. *Journal of Consumer Psychology*, 2, 155-172.
- Churchill, G. A., Jr. (1991). *Marketing Research: Methodological Foundations* (5th ed.). Oklahoma, OK: Dryden Press.
- Hogg, M.K., Cox, A. J. and Keeling, K. (2000). The impact of self-monitoring on image congruence and product/brand evaluation. *European Journal of Marketing*, 34 (5/6), 641-66.
- Jocoby, J., Jerry C. and Olson. (1997). Consumer response to price: An Attitudinal Information Processing Perspective., Moving ahead in Attitude Research., Yoram Wind and Mashail Greenberg (Eds.). Chicago, IL: American Marketing Association.
- Kasser, T. and Ryan, R.M. (1993). A dark side of the American dream: correlates of financial success as a central life aspiration. *Journal of Personality and Social Psychology*, 65, 410-22.
- Keller K.L. (1998). *Building, Measuring and Managing Brand Equity*. New Jersey, NJ: Prentice-Hall.
- Kilburn, D. (1998). Star power. *Ad week (eastern edition)*, 39 (2), 20-1.
- Kolter P. and Armstrong G. (1994). *Principles of Marketing* (6th ed.). New Jersey, NJ: Prentice-Hall.
- Lafferty, B. A. and Goldsmith, R. E. (1999). Corporate credibility's role in consumers' attitudes and purchase intentions when a high versus a low credibility endorser is used in the Ad. *Journal of Business Research*, 44, 109-116.
- Lascu D., and Zinkhan, G. (1999). Consumer conformity: Review and applications for marketing theory and practice. *Journal of Marketing Theory and Practice*, 7(3), 1-12.
- Lee, M. and Burns, L. D. (1993). Self-consciousness and clothing purchase criteria of Korean and U.S. college woman. *Clothing and Textiles Research Journal*, 11 (4), 32-40.
- Lee, M. and Lee, E. (1997). A study on appearance interest and self-confidence of elderly women associated with demographic variables. *The Korean Society of Clothing and Textiles*, 21, 1072-81.
- Liu, T.M., Huang Y.Y. and Minghua, J. (2007). Relations among attractiveness of endorsers, match-up, and purchase intention in sport marketing in China. *Journal of Consumer Marketing*, 24 (6), 358– 365.
- McCracken, G. (1989). Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, 16 (3), 310-321.
- National Bureau of Statistics of China [NBS] (2010). *Chinese City Per Capita Income and Per Capita Consumption Level in 2010*. Retrieved from <http://www.stats.gov.cn/tjgb/>
- Ohanian. R. (1991). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness and Attractiveness. *Journal of Advertising*, 19 (3), 39-52.
- Schiffman, L., and Kanuk, L. (1999). *Consumer Behavior* (7th ed.). New Jersey, NJ: Prentice-Hall.
- Schiffman, L., Kanuk, L., and Hansen, H. (2008). *Consumer Behaviour-A European Outlook*. New Jersey, NJ: Prentice-Hall.
- Solomon, M. R. (2000). *Consumer Behavior*. New Jersey, NJ: Prentice-Hall.
- Solomon, M. R. (2002). *Consumer Behavior: Buying, Having, and Being* (5th ed.). New Jersey, NJ: Prentice-Hall.
- Solomon, M. R. and English, B. G. (2004). *Consumer preferences for apparel and textile products as a function of lifestyle imagery*. Auburn, AL: University of Auburn
- Stephens, A. and Rice, A. (1998). Spicing up the message. *Finance Week*, 76 (26), 46-7.
- The National Bureau of Statistics of China [NBS] (2010). *Report for 2006-2010 China's GDP and GDP's Increasing Rate*. Retrieved from www.stats.gov.cn/tjgb/ndtjgb/qgndtjgb/t20110228_402705692.htm
- Zhou, X. H. (1997). *Modern Social-Psychology*. Beijing: Shanghai People Press.343.

Zikmund, W. G. (2000). *Business Research Methods* (6th ed.). Orlando: Harcourt.

Zikmund, W. G. (2003). *Business Research Methods* (7th ed.). Kentucky: Thomson Southwestern. 427.

Appendix One

Hypothesis one: *There is a low positive relationship between psychological factors and the teenagers purchase intention towards celebrity-endorsed apparel.*

Hypothesis two: *There is no relationship between socio-cultural factors and the teenagers' purchase intention towards celebrity-endorsed apparel.*

Hypothesis three: *There is a low positive relationship between product attributes and the teenagers' purchase intention towards celebrity-endorsed apparel.*

Hypothesis four: *There is a low relationship between teenagers' attitude and the purchase intention towards celebrity-endorsed apparel.*

Hypothesis five: *The purchase intention towards celebrity-endorsed apparel is not significantly different based on age levels.*

Hypothesis six: *The purchase intention towards celebrity-endorsed apparel is not significantly different based on gender.*

Hypothesis seven: *Purchase intention towards celebrity-endorsed apparel is not significantly different based on education levels.*

Appendix Two

Null Hypothesis	Description
H1o	There is no relationship between psychological factors and the teenagers' purchase intention towards celebrity-endorsed apparel
H2o	There is no relationship between sociocultural factors and the teenagers' purchase intention towards celebrity-endorsed apparel
H3o	There is no relationship between product attributes and the teenagers' purchase intention towards celebrity-endorsed apparel
H4o	There is no relationship between attitude and the purchase intention towards celebrity-endorsed apparel
H5o	There is no difference in the purchase intention towards celebrity-endorsed apparel based on age level
H6o	There is no difference in the purchase intention towards celebrity-endorsed apparel based on gender
H7o	There is no difference in the purchase intention towards celebrity-endorsed apparel based on education level

Null Hypothesis	Description	Sig. Level.	Result
H1o	There is no relationship between psychological factors and the teenagers' purchase intention towards celebrity-endorsed apparel	0.008	Reject
H2o	There is no relationship between sociocultural factors and the teenagers' purchase intention towards celebrity-endorsed apparel	0.201	Fail to reject
H3o	There is no relationship between product attributes and the teenagers' purchase intention towards celebrity-endorsed apparel	0.000	Reject
H4o	There is no relationship between attitude and the purchase intention towards celebrity-endorsed apparel	0.02	Reject
H5o	There is no difference in the purchase intention towards celebrity-endorsed apparel based on age level	0.504	Fail to reject
H6o	There is no difference in the purchase intention towards celebrity-endorsed apparel based on gender	0.833	Fail to reject
H7o	There is no difference in the purchase intention towards celebrity-endorsed apparel based on education level	0.544	Fail to reject