

CELEBRITY AND BELIEFS AFFECT ETHICAL CONSUMPTION INTENTIONS

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Abstract

The purpose of this study was to determine the role of celebrity endorsement in influencing personal ethical beliefs and to examine the impact of these personal ethical beliefs on ethical consumption intentions. Data were collected via questionnaire, from 140 consumers aged 15 years and over in Bangkok. Using a simple linear regression technique to test the hypotheses, the results found that celebrity endorsement has a low influence on personal ethical beliefs in respect of “bad behavior” and a moderate influence in respect of “good behavior”; consumers could differentiate between ethical and unethical behavior; and that only regarding good behavior, personal ethical beliefs have a moderate influence on ethical consumption intentions. Data were collected mainly in a school setting, thus, respondents were limited to two main occupations: teachers and students. This paper suggests that celebrities should behave well in order to be good role models for the society; family, as the smallest unit of society, should take care of their children, in terms of teaching them ethics, to ensure they know how to recognise good behavior. Doing this in the early stages of life may help to improve personal ethical beliefs regarding good behavior, and result in better consumption activities.

Keywords Ethical Consumerism, Ethical Consumption, Celebrity Endorsement

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INTRODUCTION

What does the world think about ethical consumption? Consumer demands have changed; nowadays, consumers care not only for price and quality, but also social responsibility (He & Lai, 2014). The World Trade Organization has asserted that 43% of the purchasing decisions of consumers have been heavily influenced by products sold by good companies, in terms of their well-known commitment to social values. This information is derived from a survey of 30,000 consumers from 60 countries (Coulson-Geissmann, 2019). The finding from this survey also shows that many consumers (56%) are willing to pay a higher price for products from these “good” companies (Coulson-Geissmann, 2019). To compare developed markets with developing markets such as Latin America, Africa, the Middle East, and Asia, 23-29% of consumers in these markets are more willing to pay a premium price for sustainable products than those of developed markets (Coulson-Geissmann, 2019). Thailand, which is where this study was conducted, is also a developing market, and also in Asia, so extrapolating from this information, it can be said that the ethical consumerism trend in Thailand is also rising.

There are plenty of debates and literature regarding CSR (Corporate Social Responsibility), while the consumer side of CSR or CnSR (Consumer Social Responsibility), defined as the consumers’ role in mobilizing CSR, has yet to be

explored sufficiently, and is hence under-theorized (Caruana & Chatzidakis, 2014). Cho & Krasser (2011) also mentioned and supported that there is greater and greater awareness and concern regarding society, and thus, consumers desire more socially and environmentally responsible products to purchase and use. Papaoikonomou, Valverde & Ryan (2012) asserted that the popularity of the ethical consumer movement and the presence of a variety of ethical shared communities is flourishing. It is interesting to know what makes such ethical consumers become ethical, in terms of their consumption behavior.

Lu, Chang & Chang (2015) found that the personality traits of consumers significantly impact their ethical beliefs, with some ethical belief facets acting as the antecedents of the green product purchasing intentions of consumers. From this perspective it can be seen that the variable which leads to the intention to practice green consumption is consumer ethical beliefs. This study, however, does not focus only on green consumption intentions, but extends the notion to ethical consumption intentions. Ethical in this sense, includes environmental concerns, and a sense of morality, for example animal welfare, fair trade, or social facets such as labor standards, as well as health matters concerning the rise in sales of organic food (Cho & Krasser, 2011).

This paper also studies celebrity endorsement. Due to expensive cost that companies pay for such

endorsement, academic research in studying how performance assessments, such as purchase intent, brand recall, and advertising attitudes, are affected by celebrity endorsements, is interesting (Keel & Natarajan, 2012). In this study purchase intent will be analogous to ethical consumption intentions. The role of personal ethical beliefs in mediating celebrity endorsement, and ethical consumption intentions, will also be examined, as personal ethical belief is an interesting variable. As already mentioned above, the study of Lu, Chang & Chang (2015), found that some facets of consumer ethical beliefs precede green product purchasing intentions. This study probes into the influences that celebrities have on the personal ethical beliefs of consumers, which does not appear to have been studied to date, and to study the influences of celebrities on personal ethical beliefs, which will also generate knowledge of the importance of the role that celebrities play for the people who are exposed to them, especially vulnerable people such as children and adolescents, as these groups of people are not as mature and may be easily affected or misled by bad behaviors.

In short, this study aims to probe into the influence that celebrities may have on the personal ethical beliefs of consumers, and the influences of such beliefs on ethical consumption intentions. As mentioned earlier, studying the influence of celebrities will reveal how celebrities and their behaviors can impact people, or more specifically consumers, and especially the personal ethical beliefs of the

consumers who are exposed to them. To study the influences of personal ethical beliefs on both bad and good aspects of behavior regarding ethical consumption intentions shows us how beliefs can affect consumption intentions and conform to the Theory of Planned Behavior; intentions are the immediate antecedent of behavior, thus results will indicate the importance of beliefs that may eventually have real impacts on the environment, society, animal welfare, and other ethical considerations. In the end beliefs may turn into actual behavior.

LITERATURE REVIEW

THEORY REVIEW

Theory of Planned Behavior

The superior aim for many practitioners and theorists in the fields of decision making science, and social science, is to understand the foundation of behavioral determinants (Chen, 2008 cited in Ferdous, 2010). The Theory of Planned Behavior has achieved successful utilization in an abundance of studies regarding attitudes and behavior (Conner & Armitage, 1998; Sutton, 1998 cited in Cordano & Frieze, 2000).

The Theory of Planned Behavior by Ajzen (Ajzen, 1985, 1987, 1991, cited in Cordano & Frieze, 2000) consists of attitudes, subjective norms, and perceived behavioral control, as the three independent variables. These independent variables jointly influence behavioral

intentions. One's frame of mind toward a behavior is measured by the attitudes variable, while features of one's social environment are included in the subjective norms variable. The ability of an individual in controlling their performance of behavior is directed by the perceived behavioral control variable. The immediate precedent variable of behavior, conforming to the Theory of Planned Behavior by Ajzen, is the behavioral intention.

The amount of endeavor that an individual wields in order to execute a behavior is signified by their behavioral intention for that behavior. The motivational determinants which construct planned behaviors are grasped by this behavioral intention. Regarding the Theory of Planned Behavior, the greater the behavioral intention, the greater the chances for an individual to execute a specific behavior.

EMPIRICAL REVIEW

As mentioned earlier, some facets of a consumer's ethical beliefs are antecedent to the consumer's green product purchase intentions (Lu, Chang & Chang, 2015).

As there are not only green products, but many other social concerns or awareness (Cho & Krasser, 2011) this study aims to extend beyond the concept of green products, probing into the links between ethical beliefs and ethical consumption intentions, including environmental concerns, sense of morality, and other social facets.

Ethical Consumption Intentions

Green buying is viewed as a type of ethical behavior among consumers (Papaoikonomou et al., 2011 cited in Lu, Chang & Chang, 2015). The green consumerism concept, or sustainable consumption, relates to individuals who are enthusiastic in purchasing products which are ecologically friendly in terms of production methods and product ingredients, in order to minimize their effect upon the environment (Jaiswal, 2012 cited in Lu, Chang & Chang, 2015).

However, ethical consumption is not limited to just green consumerism or environmental concerns, instead it has been extended to cover a broader sense of morality, to include the facet of labor standards, and health matters in regard of the rise in organic food sales. All of the mentioned facets can be identified as aspects of social consideration. In the broad sense, these also cover animal welfare, and fair trade (Cho & Krasser, 2011).

Personal Ethical Beliefs

Consumer ethical beliefs refers to attitudes, in terms of ethics, with respect to the questionable practices of consumers (Lu, Chang & Chang, 2015). In this study, personal ethical beliefs are divided into two parts, which are bad behavior, and good behavior.

According to Mitchell et al. (2009) cited in Lu, Chang & Chang (2015), every performance that is able to lead to consumers or organizations losing their reputation or money as a consequence of the direct or indirect behavior of the consumer is unethical.

The beliefs of individuals influence the attitudes they have toward the behavior they perform and their subjective norms; ethical beliefs also relate to moral judgement and intentions. Ethical beliefs, thus, affect behavioral intentions (Fishbein & Ajzen, 1975 cited in Lu, Chang & Chang, 2015; Hunt & Vitell, 1986, 2006 cited in Lu, Chang & Chang, 2015).

In addition, the aforementioned notion has been confirmed by empirical findings which demonstrate that ethical beliefs positively affect ethical intentions. Hence, the higher the ethical beliefs of the consumers, the greater the chance they will have the intention to practice ethical consumption (Singhapakdi et al., 2000 cited in Lu, Chang & Chang, 2015).

Muncy & Vitell (1992), and Vitell & Muncy (1992) cited in Lu, Chang & Chang (2015) were the first to present the consumer ethics scale (CES), used to measure the ethical beliefs of the consumer. These researchers generated a scale which consists of four dimensions, in order to determine the way that consumers perceive specific questionable behaviors as right or wrong in terms of ethics. The four dimensions of the scale are active, passive, questionable, and noharm, where "Active" refers to the benefits derived from actively joining activities, which are perceived illegal. The active dimension is associated with the benefits that consumers gain through executing illegal practices deliberately, for example, drinking soda in a shop and not paying (Vitell et al., 1991 cited in

Lu, Chang & Chang, 2015). "Passive" refers to the benefits derived from passively joining questionable activities, for instance when receiving incorrect change and not saying anything, or telling a lie about the age of a child so as to receive a lower rate (Vitell and Muncy, 1992 cited in Lu, Chang & Chang, 2015). "Questionable" refers to the benefits derived from actively joining deceitful or questionable activities, that are perceived to be legal, for example, expanding the truth about an income tax return (Vitell et al, 1991 cited in Lu, Chang & Chang, 2015). "NoHarm" refers to performing what most consumers perceive as activities causing "no harm" or no direct harm to others, for example not paying for an album or software but instead recording it or installing a copy (Vitell et al., 1991, cited in Lu, Chang & Chang, 2015).

The CES scale was also additionally adapted by Vitell and Muncy (2005), cited in Lu, Chang & Chang (2015), adding two dimensions which were new, and also adapting the "NoHarm" dimension (Vitell et al., 2007 cited in Lu, Chang & Chang, 2015). The added new dimensions included "Recycling", in reference to activities that demonstrate awareness about recycling, including actions deemed to be good to the environment, for example choosing to buy products made of recycled ingredients even if the purchase cost is higher (Vitell & Muncy, 2005 cited in Lu, Chang & Chang, 2015). The other newly added dimension was "DoGood" used in reference to

behaviors deemed to be right or good and performed by consumers. For example, when a cashier makes a mistake by miscalculating or forgetting to charge for an article and the consumer correcting this mistake (Vitell & Muncy, 2005 cited in Lu, Chang & Chang, 2015).

Celebrity Endorsers

Celebrity endorser refers to any person who is publicly well known and who utilizes his or her public recognition through the presentation of him or herself in advertisement for merchandise (McCracken, 1989 cited in Miller & Lacznia, 2011). The definition of celebrity endorsement is also comprised of subsequent categories. First, “explicit” which refers to when endorsers explicitly suggest the product. Second, “implicit” which refers to when endorsers use such a product. Third, “co-present” which refers to when an endorser is merely seen with the product.

The characteristics of endorsers, which increase their potential for leading to negative or positive attitudes toward a brand, are the center of attraction in traditional academic studies about celebrity effects. According to the findings of related studies, such characteristics are attractiveness (Kamins, 1990 cited in Miller & Lacznia, 2011), expertise (Till & Busler, 2000 cited in Miller & Lacznia, 2011), and trustworthiness (Ohanian, 1990 cited in Miller & Lacznia, 2011). However, the result about the alignment of the expertise of the celebrity and the product is still inconclusive.

Regarding the perspective of McCracken (1989), as cited in Miller & Lacznia (2011), the effectiveness of an endorser is affected by the cultural meaning of the celebrity and the transfer of such meaning. The process can be explained as follows: first, from the public roles he or she has, an athlete obtains meaning, second, the product is implanted with the meaning of the athlete through the advertising system and third, the new meaning of product is applied by the consumer into their own life.

The study of Miller & Lacznia (2011) concluded that the personal ethical beliefs or values of celebrity endorsers and their sponsors should be aligned with each other.

Celebrity Endorsements’ impacts

A related current of research investigates the impact of celebrity endorsers on the financial system. From the employment of event studies, utilization of celebrity endorsers has been found to create irregular positive stock returns (Agrawal & Kamakura, 1995; Mathur, Mathur & Rangan, 1997 cited in Keel & Nataraajan, 2012). More currently, research has investigated the effects of news relating to endorsers, both positive and negative, on returns in the stock market. Not surprisingly, positive news related to a celebrity endorser leads to an expectation of higher cash flow, while negative news produces the opposite effect (Russel, Mahar & Drewniak, 2005 cited in Keel & Nataraajan, 2012). Perception of a celebrity endorser’s guilt is a moderator of the

unfavorable impact from their engagement in unacceptable events. In plain English, the greater the perceived guilt of the celebrity the smaller the return in stock (Louie, Kulik & Jacobson, 2001 cited in Keel & Natarajan, 2012).

Having such great impact, however, means that whatever celebrity endorsers do, no matter if it is good or bad, may influence the people who are exposed to their actions; these people may include vulnerable people such as children and adolescents who are not fully mature in terms of their cognitive abilities and life experiences. If this perspective is true, then the ethics of celebrities are also important and may be involved with the ethical consumption behavior of consumers, which is the focus of this study.

One symbol of status and prestige is closeness to celebrities, with this closeness not only worthwhile in entertainment but also in politics (Halpern, 2008 cited in Choi & Berger, 2010).

Moreover, in defining success and ambitions, obtaining fame is one comprehensive way (Choi & Berger, 2010).

All of the aforementioned may be reasons for mission creep, enterprise enlargement by furthering initial goals (Hyde, 2009 cited in Choi & Berger, 2010). In the 21st century, celebrities are involved in opinions and beliefs, for example in politics and religion, for instance Scientology; all of these are due to the global impact of the internet (Choi & Berger, 2010).

The effect of additional fame in the 21st century through the existence of a global internet network, leads to celebrity mission creep, regarding global politics, religion, and climate change.

It can be implied from such mission creep, that celebrities have a great impact upon the entire world, and this of course includes consumers, regarding their opinions and beliefs about many things. The fact that beliefs and opinions regarding the religions of consumers are also affected by celebrities implies that the ethical beliefs of consumers will also be affected by celebrities.

Thus, it is interesting to study whether celebrity endorsement has any impact on the personal ethical beliefs of consumers.

Evolution

These days, consumers do not care only for traditional factors, such as price and quality, but are also concerned about social responsibility (He & Lai, 2014). There has been an abundance of debates on CSR (Corporate Social Responsibility), while CnSR (Consumer Social Responsibility, or the consumer aspect of CSR) has not been sufficiently investigated and is thus under-theorized (Caruana & Chatzidakis, 2014).

Utilization of celebrities in selling products has been performed for a long time, and can be traced back to the second half of the nineteenth century. Feldman (2007, cited in Keel & Natarajan, 2012); and Erdogan

(1999, cited in Miller & Laczniak, 2011) however, claim that celebrity endorsement has been performed since the late 1800s. The escalation in the usage of celebrity endorsement can be seen in the fact that 25 percent of all advertising now features celebrities (Shimp, 2003 cited in Keel & Natarajan, 2012). Whereas, in the late 1970s, only 17 percent of all advertising featured celebrities (Howard, 1979 cited in Keel & Natarajan, 2012).

Nevertheless, it is expensive to use celebrities to endorse a product or service (Rovell, 2010, cited in Keel & Natarajan, 2012). As companies must pay an expensive cost, academic research has grown interested in celebrity endorsement's effects on performance through performance evaluation (Keel & Natarajan, 2012).

Related Research

Keel & Natarajan (2012) studied the existing research in the field of celebrity endorsement. Miller & Laczniak (2011) studied the ethics of endorsement by celebrity athletes in terms of assessing whether to maintain an endorsement relationship with corrupt celebrity partners. Lu, Chang & Chang (2015) probed into the context of green behavior, in terms of the ethical decision making of consumers, aiming to determine if there was any linkage between the impact of the personality traits of consumers and their green buying intentions, as well as examining the mediating effects of the ethical beliefs of the consumer. Caruana & Chatzidakis (2014) explored

consumer social responsibility (CnSR), to be able to better understand consumers' roles in stimulating CSR, including developing knowledge of the reasons behind consumer influence on CSR; these included instrumental, relational, and moral, demonstrating the varied level of agents influencing consumers' power to encourage CSR. Cho & Krasser (2011) studied the motivations that impact ethical consumerism, as well as the factors that impact on such motivations; these factors included psychologically derived factors, attention to media, and cultural values.

Before proceeding to the hypotheses, it is necessary to explain the inspiration for the framework which relates to the TPB.

This study's framework is inspired by the ideas in the Theory of Planned Behavior.

The attitude variable and the subjective norms variable are independent variables in the TPB, and according to the TPB both have influences on intentions.

In this study, the celebrity endorsement variable can be compared to 'subjective norms' in the TPB, as subjective norms refers to the reference variables that have effects on other variables, namely intentions in the TPB, and personal ethical beliefs (both good and bad behavior) in the present study.

The 'attitudes' variable in the TPB can be compared to personal ethical beliefs (both good and bad behavior) in the present study, as attitudes, according to Ajzen, 1985,

1987, 1991, cited in Cordano & Frieze, 2000, refers to the frame of mind one has toward a behavior, and it can be implied from this meaning that attitudes are analogous to beliefs.

Also, from the framework of this study, both celebrity endorsement and personal ethical beliefs (both bad and good aspects of behavior) are hypothesized to have an effect on ethical consumption intentions, that is, celebrity endorsement has an indirect effect on ethical consumption intentions and personal ethical beliefs (both bad and good aspects of behavior) have a direct effect on ethical consumption intentions.

This idea is in line with the idea that both attitudes and subjective norms influence intentions in the TPB.

The TPB studies attitudes, subjective norms, and intentions in general. However, in the present study, these variables are studied in the context of ethical consumerism. Also, it is interesting to study celebrity endorsement due to its importance as discussed in the literature review, therefore the celebrity endorsement variable is inserted into the framework of the present study, inspired by the subjective norms variable in the TPB. As mentioned in the literature review, in the 21st century, celebrities have greater involvement in peoples' opinions and beliefs due to the global presence of the internet (Choi & Berger, 2010). It is therefore interesting to know if celebrities have influence over the personal ethical beliefs of consumers.

Hypotheses

According to the theory and discussion, the following hypotheses have been developed:

H1: Celebrity endorsement positively influences personal ethical beliefs in respect of bad behavior.

H2: Celebrity endorsement positively influences personal ethical beliefs in respect of good behavior.

H3: Personal ethical beliefs regarding bad behavior positively influence ethical consumption intentions.

H4: Personal ethical beliefs regarding good behavior positively influence ethical consumption intentions.

All of the hypotheses are shown in the framework in figure 1.

METHODOLOGY

Samples

The population chosen for this study consisted of consumers in Bangkok aged 15 years and over. The reason for choosing such consumers was that consumers who were less than 15 years of age may be too young to understand the context of the research and the questionnaire, while narrowing the scope to be 18 or 20 years of age would eliminate potential consumers that have already started to make purchases without parental guidance and who were old enough to understand the context of the research and questionnaire. Moreover, Bangkok is a large city with a high diversity of people. Data were

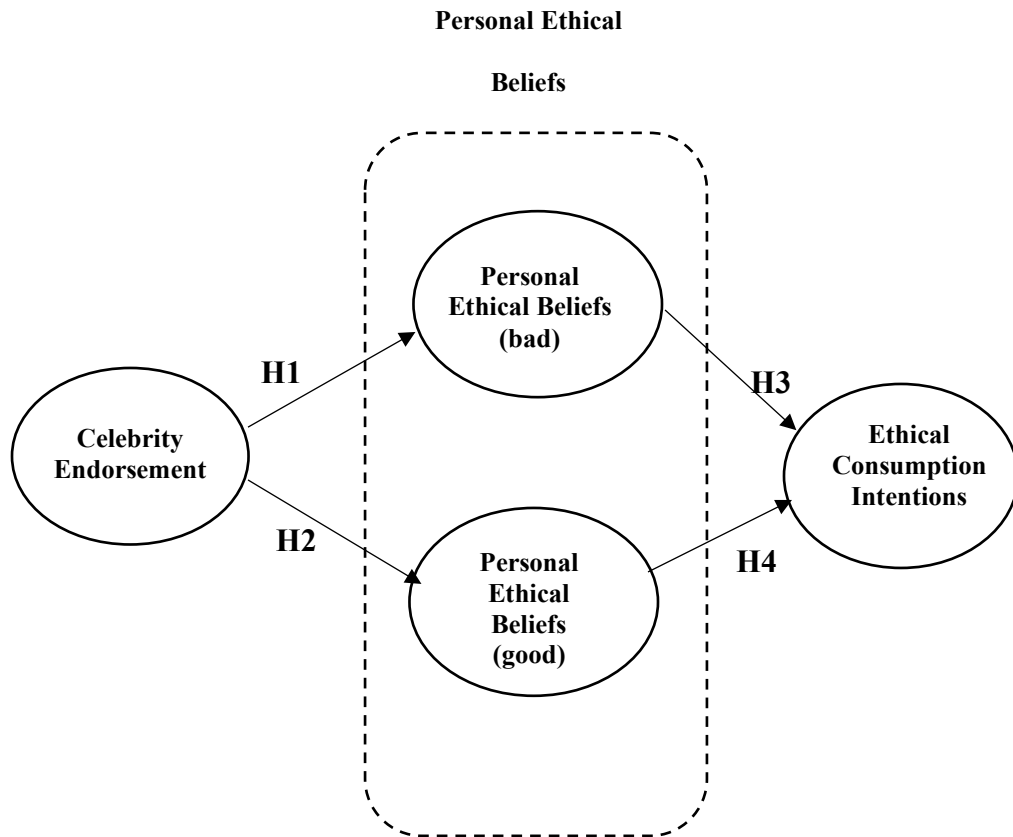


Figure 1.

collected by recruiting 140 respondents at a high school and a temple in Bangkok, utilizing a convenience sampling technique.

Questionnaire and data analysis methods

The original version of questionnaire consisted of 41 questionnaire items. However, following a pretest, item numbers 5 and 7 were deleted, such that the final

version of questionnaire held 39 items and thus the data analysis was based on 39 questions. The questionnaire was constructed from a review of the literature and related literature. A section on demographic data asked respondents to answer about their gender, age, educational level, income, and occupation. The personal ethical beliefs section of the questionnaire included 19 question items adopted from Vitell, Singh &

Paolillo (2007), and 8 question items adopted from Lu, Chang & Chang (2015). This construct contained six variables which were divided into two parts, with the first four variables included under the “bad behavior” aspects of personal ethical beliefs, and the last two variables included under the “good behavior” aspects of personal ethical beliefs. The six variables were the ‘active illegal dimension’, ‘passive’, ‘questionable or active/legal dimension’, ‘no harm’, ‘recycling’, and ‘do good’. In this section, respondents were asked to rate items from 1 to 5 on a 5-point scale, where 1 represents ‘strongly believe that it is wrong’, and 5 represents ‘strongly believe that this is not wrong’ (Vitell, Singh & Paolillo, 2007). An ethical consumption intentions section included 7 question items adapted from Lu, Chang & Chang (2015). In this section, respondents were asked to rate items from 1 to 5 on a 5-point scale, where 1 represents ‘strongly disagree’ and 5 represents ‘strongly agree’ (Lu, Chang & Chang, 2015). The celebrity endorsement section included 7 question items, some of which were adopted entirely, while some were adapted. The first 4 question items of this section were adopted or adapted from Malik & Guptha (2014), while the last 3 question items of this section were adapted from Cho (2010). Question item number 35 asked respondents to rate the item from 1 to 5 on a 5-point scale, where 1 represents ‘very low’ and 5 represents ‘very high’ (Malik & Guptha, 2014). Question items number 36 to 38 asked

respondents to rate the items from 1 to 5 on a 5-point scale, where 1 represents ‘strongly disagree’ and 5 represents ‘strongly agree’ (Malik & Guptha, 2014). Question items number 39 to 41 also asked respondents to rate the items from 1 to 5 on a 5-points scale, where 1 represents ‘strongly disagree’ and 5 represents ‘strongly agree’.

For questionnaire items please see appendix 1.

Descriptive statistics were used to report the demographic data of respondents; inferential statistics were also employed in this study, with a simple linear regression utilized for testing the hypotheses.

Assumptions Underlying Linear Regression

Lind, Marchal & Wathen (2003) assert that to properly apply linear regression, several assumptions must be met:

1. For each value of X, there is a group of Y values. These Y values follow the normal distribution.

2. The means of these normal distributions lie on the regression line.

3. The standard deviations of these normal distributions are all the same. The best estimate of this common standard deviation is the standard error of the estimate ($S_{y.x}$).

4. The Y values are statistically independent. This means that in selecting a sample a particular X does not depend on any other value of X. This assumption is particularly

important when data are collected over a period of time. In such situations, the errors for a particular time period are often correlated with those of other time periods.

RESULTS AND DISCUSSION

Demographic Data

Demographic data of respondents is shown in Table 1.

Table 1 Demographic Data of Respondents

Gender	Frequency	Percent
Male	55	39.3
Female	85	60.7
Total	140	100.0
Age	Frequency	Percent
15-19 years old	85	60.7
Over 19 years old	55	39.3
Total	140	100.0
Education	Frequency	Percent
High School	86	61.4
Bachelor	53	37.9
Master	1	0.7
Total	140	100.0
Income	Frequency	Percent
Under 10,000	83	59.3
10,001-20,000	41	29.3
20,001-40,000	15	10.7
40,001 and Over	1	0.7
Total	140	100.0
Occupation	Frequency	Percent
Student	86	61.4
Teacher	45	32.1
Others	9	6.4
Total	140	100.0

Opinions of Respondents

The mean and standard deviation for each variable are illustrated in table 2.

Considered separately from each dimension of the personal ethical beliefs construct, it can be seen that respondents could differentiate what is right from what is wrong. For example, the result for the personal ethical beliefs passive dimension (PP) shows that they believe that it is wrong to perform these actions. While the result for the personal ethical beliefs recycling awareness activities (PR) dimension shows that they believe that it is quite right.

Additionally, the overall result for personal ethical beliefs in respect of bad behavior (PB) shows that the respondents believe that performing

such actions is quite wrong, while the result for personal ethical beliefs in respect of good behavior (PG) shows that the respondents believe that performing these actions is quite right. These results confirm that the respondents could differentiate what is right from what is wrong.

Results of hypotheses testing

This study utilized simple linear regression, as the objective of the study focuses on studying the influence of celebrity endorsement on personal ethical beliefs and studying the influence of personal ethical beliefs on ethical consumption intentions. Simple linear regression was therefore considered to be appropriate

Table 2 Opinions of Respondents

	Mean	Std. Deviation
Celebrity endorsement (C)	2.8543	0.83108
Personal ethical beliefs active/illegal dimension (PAI)	2.0482	0.99995
Personal ethical beliefs passive dimension (PP)	1.9190	0.95784
Personal ethical beliefs active/legal dimension (PAL)	2.1161	0.93128
Personal ethical beliefs no harm/no foul dimension (PN)	2.5690	0.88936
Personal ethical beliefs recycling awareness activities (PR)	3.4964	1.14505
Personal ethical beliefs doing good activities (PD)	3.3464	1.10614
Personal ethical beliefs bad behavior aspects (PB)	2.2252	0.71384
Personal ethical beliefs good behavior aspects (PG)	3.4214	1.03038
Ethical consumption intention (E)	3.1990	0.98449

The following tables show the hypothesis testing results for the influence of celebrity endorsement on personal ethical beliefs in respect of bad behavior using simple linear regression.

From the R square value shown in Table 3, it can be interpreted that personal ethical beliefs in respect of bad behavior were influenced by celebrity endorsement by about 8%, with the remaining influences coming from other variables. Hypothesis 1 is therefore accepted. The regression equation is as follows: Personal

Ethical Beliefs in respect of bad behavior = $1.532 + 0.243(\text{Celebrity Endorsement})$. Based on this equation if celebrity endorsement increases by one unit, personal ethical beliefs in respect of bad behavior will increase by 0.243 units.

Table 4 shows the hypothesis testing results for the influence of celebrity endorsement on personal ethical beliefs in respect of good behavior, using simple linear regression.

Table 3 Regression (impact of celebrity endorsement on personal ethical beliefs in respect of bad behavior)

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.532	0.208		7.349	0.000
	Celebrity Endorsement	0.243	0.070	0.283	3.464	0.001

R	R Square	Adjusted R Square
0.283 ^a	0.080	0.073

a. Predictors: (Constant), Celebrity Endorsement

Table 4 Regression (impact of celebrity endorsement on personal ethical beliefs in respect of good behavior)

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.957	0.286		6.854	0.000
	Celebrity Endorsement	0.513	0.096	0.414	5.339	0.000

R	R Square	Adjusted R Square
0.414 ^a	0.171	0.165

a. Predictors: (Constant), Celebrity Endorsement

From the R Square value shown in Table 4, it can be interpreted that personal ethical beliefs in respect of good behavior were influenced by celebrity endorsement by 17.1%, with the remaining influences coming from other variables. Hypothesis 2 is therefore accepted. The regression equation is as follows: Personal Ethical Beliefs in respect of good behavior = $1.957 + 0.513(\text{Celebrity Endorsement})$. Based on this equation if celebrity endorsement increases by one unit, personal ethical beliefs in respect of good behavior will increase by 0.513 units.

Table 5 shows the hypothesis testing results of the influence of

personal ethical beliefs in respect of bad behavior on ethical consumption intentions using simple linear regression.

From Table 5 it can be seen that there is no influence of personal ethical beliefs in respect of bad behavior, on ethical consumption intentions at the 0.05 statistical significance level. Hypothesis 3 is therefore rejected.

Table 6 shows the hypothesis testing results for the influence of personal ethical beliefs in respect of good behavior on ethical consumption intentions using simple linear regression.

Table 5 Regression (impact of personal ethical beliefs in respect of bad behavior on ethical consumption intentions)

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.502	0.273		12.831	0.000
	Personal Ethical Beliefs in respect of Bad Behavior	- 0.136	0.117	- 0.099	- 1.165	0.246
	R	R Square	Adjusted R Square			
	0.099^a	0.010	0.003			

a. Predictors: (Constant), Personal Ethical Beliefs in Bad Behavior Part

Table 6 Regression (impact of personal ethical beliefs in respect of good behavior on ethical consumption intentions)

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.140	0.226		5.051	0.000
	Personal Ethical Beliefs in respect of Good Behavior	0.602	0.063	0.630	9.527	0.000
R	R Square	Adjusted Square		R		
0.630^a	0.397	0.392				

a. Predictors: (Constant), Personal Ethical Beliefs in Good Behavior Part

From the R Square value shown in Table 6, it can be interpreted that ethical consumption intentions are influenced by personal ethical beliefs in respect of good behavior by 39.7%, with the remaining influences coming from other variables. Hypothesis 4 is therefore accepted. The regression equation is as follows: Ethical

Consumption Intentions = 1.140 + 0.602(Personal Ethical Beliefs in respect of Good Behavior). Based on this equation, if Personal Ethical Beliefs in respect of good behavior increase by one unit, Ethical Consumption Intentions will increase by 0.602 units.

Table 7 Results of hypotheses testing

Hypotheses	Results	R Square
H1: Celebrity Endorsement positively influences Personal Ethical Beliefs in respect of Bad Behavior	Accepted	0.080
H2: Celebrity Endorsement positively influences Personal Ethical Beliefs in respect of Good Behavior	Accepted	0.171
H3: Personal Ethical Beliefs in respect of Bad Behavior positively influence Ethical Consumption Intentions	Rejected	0.010
H4: Personal Ethical Beliefs in respect of Good Behavior positively influence Ethical Consumption Intentions	Accepted	0.397

CONCLUSION AND IMPLICATION

Conclusion

The results found that celebrity endorsement has a low influence on personal ethical beliefs in respect of bad behavior and a moderate influence in respect of good behavior.

Consumers can differentiate between ethical and unethical behavior.

Only in respect of good behavior do personal ethical beliefs have a moderate influence on ethical consumption intentions.

Although, the R Square values of H1, H2 and H4 were all quite low, the influences of the independent variables on the dependent variables in H1, H2 and H4 were found to be statistically significant, thus the results found should be utilized, under the conclusion that celebrity endorsement positively influences personal ethical beliefs in respect of bad behavior, celebrity endorsement positively influences personal ethical beliefs in respect of good behavior, and personal ethical beliefs in respect of good behavior positively influence ethical consumption intentions. The results found can also be utilized in related studies, further studies, and in practice.

Regarding H1 and H2, there are a number of prior studies that have studied the impacts of celebrity endorsement, for example, the comparison between the impact of celebrity and non-celebrity endorsement on improvements in

brand attitude, advertising, or purchase intentions, but, to my knowledge, there have been no studies on the impact of celebrity endorsement on personal ethical beliefs. Therefore, this finding is quite interesting, and should add more knowledge to the field of ethical consumerism. Moreover, results from H1 and H2 show the importance of the role that celebrities play, and of their behavior regarding the people who are exposed to them.

Based on the results of this study, the findings of H3 or the bad behavior aspects in personal ethical beliefs are not consistent with the findings of Vitell and Muncy (2005) cited in Lu, Chang & Chang (2015), while the findings of H4 are consistent with the study of Vitell and Muncy (2005) cited in Lu, Chang & Chang (2015), in the sense that personal ethical beliefs positively influence ethical consumption intentions, but this consistency only occurs in one part of Vitell and Muncy's (2005) cited in Lu, Chang & Chang (2015) findings as their finding related to personal ethical beliefs generally, whereas in this paper, H4, which is consistent with their findings, refers only to the good behavior aspects of personal ethical beliefs. In addition, the study by Vitell and Muncy (2005), cited in Lu, Chang & Chang (2015), focuses only on green buying intentions, whereas this study broadens the definition to include other aspects of ethical consumerism. To compare personal ethical beliefs in our study to the attitudes variable in the TPB as mentioned earlier in this paper, the

findings of H4 are also supported by the TPB in the sense that personal ethical beliefs (good behavior aspects) positively influence ethical consumption intentions, while the attitudes variable in the TPB also influences intentions. The result of H4 is also consistent with the work of D' Souza et al. (2007), cited in Lu, Chang & Chang (2015), which demonstrated that the higher the ethical awareness of the consumer, the greater the tendency for he or she to purchase green products.

From the findings of hypothesis 4, we can see the importance of beliefs regarding good behavior (personal ethical beliefs in respect of good behavior), in that realizing what is good behavior can lead consumers to have the intention to consume more ethically, and as according to the TPB, intentions are the immediate antecedent of behavior; this may therefore lead to more ethical consumption eventually.

Additionally, the results of this study show that celebrity endorsement has indirect influences on ethical consumption intentions through personal ethical beliefs (regarding good behavior) as a mediator. It is therefore important for celebrities to realize their role and to know that their behavior, especially their good behavior (as personal ethical beliefs only in respect of good behavior act as a mediator), can also impact the consumption intentions and consumption behaviors of consumers.

Further Studies

1. Age groups is one interesting variable to study, in terms of the influence of celebrity endorsement on each age group.

2. The direct influence of celebrity endorsement on ethical consumption intentions is also so far lacking adequate studies, so studying this topic is still necessary.

Implications

1. Celebrities should behave appropriately, as they are role models affecting peoples' personal ethical beliefs.

2. As celebrities' endorsement behaviors affect personal ethical beliefs, they should be careful in their selection of the brands they will endorse and be sure to endorse only ethical brands.

3. Authorities should regulate or make legitimate some law or regulation that enforces celebrities to behave well in public, including regulations about what merchandise and brands celebrities can endorse.

4. Family as the smallest unit of society should take care of their children, in terms of teaching them ethics to ensure they know what good behavior is, doing this in the early stages of life may help to improve personal ethical beliefs in respect of good behavior and result in better consumption activities.

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APPENDIX

Appendix 1 Questionnaire items

Dimensions	Items	Items
Personal Ethical Beliefs		
Consumer ethics scale		
Active/illegal dimension (Vitell, Singh & Paolillo, 2007)	1	Changing price tags on merchandise in a retail store.
	2	Drinking a can of soda in a supermarket without paying for it.
	3	Reporting a lost item as “stolen” to an insurance company, in order to collect the money.
	4	Giving misleading price information to a clerk for an unpriced item.
	5	Using a long-distance access code that does not belong to you.
Passive dimension (Vitell, Singh & Paolillo, 2007)	6	Getting too much change and not saying anything.
	7	Moving into a new residence, finding the cable TV is still hooked up, and using it rather than signing up and paying for it.
	8	Lying about a child’s age, in order to get a lower price.
	9	Saying nothing when a waitress miscalculates a bill in your favor.
Active/legal dimension (Vitell, Singh & Paolillo, 2007)	10	Using an expired coupon for merchandise.
	11	Stretching the truth on an income tax return.
	12	Not telling the truth when negotiating the price of a new automobile.
	13	Using a coupon for merchandise you did not buy.

No harm/no foul dimension (Vitell, Singh & Paolillo, 2007)	14	Taping a movie off the television.
	15	Copying computer software or games that you did not buy.
	16	“Burning” a CD instead of buying it.
	17	Returning merchandise after trying it and not liking it.
	18	Downloading music from the internet instead of buying it.
	19	Buying counterfeit goods instead of buying the original manufacturers’ brands.
Recycling Awareness Activities (Lu, Chang & Chang, 2015)	20	Buying products labeled as “environmentally friendly” even if they don’t work as well as competing goods
	21	Purchasing something made of recycled materials even though it is more expensive
	22	Buying only from companies that have a strong record of protecting the environment
	23	Recycling materials such as cans, bottles, newspapers, etc.
Doing Good Activities (Lu, Chang & Chang, 2015)	24	Returning to the store and paying for an item that the cashier mistakenly did not charge you for
	25	Correcting a bill that has been miscalculated in your favor
	26	Giving a larger than expected tip to a waiter or waitress
	27	Not purchasing products from companies that you believe don’t treat their employees fairly
Ethical Consumption Intention (Lu, Chang & Chang, 2015)	28	I make a special effort to buy paper and plastic products that are labelled as made from recycled materials
	29	I make a special effort to buy only genuine products, for example

		DVD, smartphone, hand bags, watches
	30	I make a special effort to buy cosmetics for example, skincare, that claim to not use animal testing on their label
	31	I have switched products because of the negative news about the brand that I currently use that the brand exploits its labor through sweatshop
	32	I have switched products because of the sex discrimination seen in the advertising of the brand I currently use
	33	When I have a choice between two equal paper products, I purchase the one that according to the label uses only sustainable fiber sources
	34	When I have a choice between two equal agricultural products, I purchase the one that I know supports farmers
Celebrity Endorsement Attractiveness Trustworthiness Expertise Product match-up (Malik & Guptha, 2014)	35	To what extent do the following variables influence your purchase intention toward a celebrity endorsed brand? Attractiveness of the celebrity Trustworthiness of the celebrity Expertise of the Celebrity Product match-up
	36	Are you easily influenced by the celebrity endorser when you purchase a celebrity-endorsed brand?
	37	Have you ever considered purchasing a new product just because of the presence of a celebrity you like?
	38	Do you believe the celebrities also use those products that they endorse?

(Cho, 2010)	39	The opinion of the endorser about the product is very convincing
	40	According to the endorser, I believe this product is good in performance and quality
	41	According to the endorser, it is deserved to try this product