



Full Length Research Paper

The Effect of Television Advertisement Celebrity Endorsement on Domestic Tourists Visiting Intension to Arba Minch Tourism Destination

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Abstract

This research endeavour intended to investigate the effect of television advertisement celebrity endorsement on domestic tourist visiting intention. A total of 334 valid questionnaires were considered for analysis using explanatory study design. The explanatory study design of this study is grounded in quantitative data, and it employed a quantitative research approach. With the use of SPSS software version 26, the data were examined using both descriptive and inferential statistics, including the analysis of multiple regression and correlation. The findings confirmed a positive and significant relationship between celebrities' attributes, namely, Trustworthiness, Product matchup, Expertise, and Attractiveness with domestic tourist visitation intention. Trustworthiness has high significant and positive impacts on domestic tourist visitation intention. While the present research highlighted implications for destination managers, it has recommended that future research should encompass social, political, economic, and environmental considerations, as well as newer media outlets like Facebook, YouTube, Twitter, and TikTok.

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1. Introduction

Celebrity endorsement is an advertising technique that leverages the status of a well-known individual to promote a company's products or services. According to McCracken (1989), a person is considered a celebrity if they are widely recognized by a specific audience and use their fame to endorse products through advertisements.

In a celebrity endorsement, the famous individual typically appears in print or digital ads, commercials, or promotional materials. They may promote the product through direct endorsements, product placements, or other associations with

the brand. Endorsements can be overt, where the celebrity explicitly expresses support for the product, or covert, where their association is subtler. As Legendre and Baker (2021, p. 1814) state, "Nothing sells like a celebrity." In the travel and hospitality sectors, celebrity endorsements have gained credibility as an effective advertising strategy, shown to enhance travel intentions (Huo et al., 2022).

Celebrities tend to attract more attention, recall, and loyalty compared to other types of endorsers. They appear in various public contexts, including sporting events, performances, publications, and social media platforms like Facebook, where they share narratives about the brand to market

products and services. Furthermore, endorsements serve as a marketing strategy where renowned individuals act as brand ambassadors, validating the brand's claims due to their elevated status and personalities (Zipporah & Mberia, 2014). In today's competitive marketing landscape, effective and engaging advertisements are crucial for success (Aurangzeb et al., 2017). Businesses need to establish robust frameworks to create captivating ads. Celebrity endorsements can enhance the appeal and effectiveness of advertisements, thereby increasing viewership (Jang & Lee, 2018).

Through various media channels—such as radio, television, billboards, newspapers, magazines, and the internet—brands aim to capture a small portion of consumers' attention to inform them about the unique features of their products (Rahman et al., 2021). Udo and Stella (2015) describe celebrity endorsement as a marketing tactic where companies recruit well-known individuals as brand ambassadors.

Television ads featuring celebrities are particularly effective at influencing consumer purchasing intentions, as most people find celebrities appealing and are drawn to the products they endorse. Television strikes a balance between visual and auditory content, making its advertisements particularly engaging. It has a significant impact on audiences and encourages them to initiate the

2. Literature Reviews

2.1 Theoretical Framework

Celebrities emerge from the cultural ideals of their upbringing, the public's fascination with entertainment and sports, the media's power to shape opinions, and marketing demands. Research shows a clear link between the societal components a celebrity represents and the level of respect they receive (Lee et al., 2008; Hsieh & Chang, 2005; van der Veen, 2008). Clothing and perfume brands frequently utilize traditional celebrity endorsement methods, such as television ads and event appearances.

McCracken (1989) defines a celebrity endorser as someone widely recognized who leverages

purchasing process (Majeed & Razzak, 2011). In an effort to compete and attract more customers, marketers today invest heavily in showcasing their products and services. As consumer preferences evolve rapidly, becoming more informed and discerning, they seek products that align with their tastes.

In the competitive landscape of today's business world, nearly every company aims for profits and growth. This is especially true in the travel and hospitality sectors, where brands face intense competition. Celebrity endorsements have become a powerful marketing strategy for businesses, highlighting their offerings to maintain competitiveness (Ruta, 2017).

While some studies have focused on non-tourism sectors, such as the impact of celebrity endorsement on customer behavior in the Ethiopian banking industry (Edom, 2017) and its effects within the Commercial Bank of Ethiopia (Mola, 2019), research on celebrity endorsements in tourism remains limited. Although such content is prevalent in other industries, Ethiopia's tourism sector could benefit from consistent celebrity endorsements as modern marketing tools. Thus, this study aims to investigate how celebrity endorsement attributes specifically attractiveness, expertise, trustworthiness, and product compatibility of TV ads influence domestic travelers' intentions to visit the Arba Minch tourist destination.

that recognition to promote consumer products. This strategy is crucial for influencing purchase decisions, as marketers understand that a celebrity's positive image can enhance message persuasiveness (Choi & Rifon, 2007). Consequently, companies globally incorporate celebrities into their advertising campaigns (Zipporah & Mberia, 2014). According to Kaur and Garg (2016), celebrities possess significant media presence and influence. They are often chosen for their personalities and appearances, which align with the products being marketed. Khatri (2006) identified four types of celebrity endorsements: testimony, where a celebrity uses a product and

praises it; endorsement, where they promote products without being experts; acting, where they demonstrate a product as part of a character; and spokesperson, where they represent a brand through various media appearances.

Domestic tourism involves travel by residents within their own country's borders (Hall & Lew, 2009) and includes trips over forty kilometers, whether for day visits or overnight stays (Becken, 2009). Historically, domestic travel likely predates civilization (Pierret, 2010) and now constitutes 74% to 86% of total tourism globally, with an estimated 5.6 billion travelers expected (UNWTO, 2016; Pierret, 2010). The development of domestic tourism is vital for ensuring economic, socio-cultural, and political benefits (Mazimhaka, 2007). A tourist destination's competitiveness and sustainability depend on favorable environmental conditions (Mihalič, 2000). While international tourism statistics are reliable and comprehensive, domestic tourism is often overlooked despite its substantial contributions to overall arrivals, as seen in China, where domestic tourists outnumber international visitors (WTTC, 2006; National Bureau of Statistics of China, 2007). Promoting domestic tourism through various advertising methods can enhance the economy and support local businesses (El-Haddadeh et al., 2012). Social media has become a primary platform for traditional advertising efforts (Lee & Hong, 2016).

The history of advertising in Ethiopia can be traced back to the late 19th century, with Menelik II introducing modern mass media. The first media outlet was a French-language newspaper, *La Semained'Ethiopie*, published in 1890. The first Amharic newspaper, *Aemero*, followed in 1902. Many subsequent publications were government-controlled, and the *Berhanena Selam* Printing Press was established in 1965. The development of electronic media began with Ethiopian Radio and Television in 1935 (Tatek, 2018).

Ethiopian celebrities, like long-distance runners Haile Gebrselassie and Tirunesh Dibaba, have promoted tourism by showcasing the country's

landscapes and culture. Renowned musicians such as Aster Aweke and Mahmoud Ahmed have also played significant roles in promoting Ethiopian culture. Each ethnic group in Ethiopia has cultural musicians who contribute to tourism promotion. For example, Tedy Afro endorses the Hadiya people through his song "Boyaselem," which reflects their cultural greetings (Braukamper, 1980).

Globally, governments have sponsored celebrities to endorse their countries. The Rwandan government partnered with Arsenal Football Club to improve its international image through the "Visit Rwanda" campaign. Despite its troubled past, this partnership aims to attract tourists and investment, showcasing Rwanda as a stable destination (RDB, 2024). Similarly, celebrities like Cristiano Ronaldo for Portugal, Priyanka Chopra for India, and Lionel Messi for Argentina have promoted their countries on the world stage.

Celebrities can enhance brand equity and influence customer perceptions (Kaikati, 1987). They quickly build trust and credibility within advertisements, impacting purchase intentions (Tripp et al., 1994). McCracken (1989) advises that a recommended brand should have a distinct identity associated with the endorser.

While celebrity endorsements significantly affect customer attention and attitudes, marketers must carefully choose endorsers due to potential risks (Erdogan, 1999). The Source Credibility Model suggests that an endorser's perceived expertise and trustworthiness can enhance message effectiveness (Zaheer, 2018). Reliable sources influence consumer beliefs and attitudes through internalization (Erdogan, 1999). This model includes expertise and trustworthiness, with Ohanian adding physical attractiveness as a third dimension (Ohanian, 1990).

Expertise refers to the endorser's professional credibility, enhancing product reliability (Lafferty et al., 2000). Consumers often trust endorsers with relevant experience, such as doctors recommending medications. Research indicates that

expert endorsements increase trustworthiness, making advertisements more credible (Maddux & Rogers, 1980).

Physical attractiveness is vital in celebrity endorsements, especially in the hospitality sector. Attractive celebrities can positively influence consumer attitudes and increase intentions to visit (Marković et al., 2022). Aristotle emphasized that beauty holds significant persuasive power, making attractiveness a crucial factor in advertising effectiveness. The Source Attractiveness Model suggests that familiarity, likability, and similarity enhance message impact (Muda et al., 2017).

The Product/Celebrity Matchup Model posits that a successful endorsement requires a fit between the celebrity and the product (Erdogan, 1999; Musa et al., 2017). A strong match boosts credibility and positively affects consumer perceptions and purchase intentions (Muda et al., 2017). However, poor fit can diminish endorsement effectiveness (Osorio et al., 2021). The degree of congruence between the endorser and the product significantly influences believability and consumer attitudes (Renton, 2006).

2.2 Emerical Reviews

According to Zhang, Xu, and Gursoy (2020), the characteristics of celebrity endorsers such as attractiveness, trustworthiness, and expertise positively influence destination brand love through parasocial interactions among both previous visitors and potential tourists, suggesting that tourists can develop a platonic relationship with celebrities simply by encountering their images in advertisements. Fu, Ye, and Xiang (2016) explored the relationship between reality TV, audience engagement, and destination image, finding that audience involvement correlates positively with future travel intentions, mediated by both cognitive and affective images.

McCartney and Pinto (2014) suggested that strategically using celebrity endorsements could effectively target specific segments of Chinese

travelers, while Roy, Dryl, and de Araujo Gil (2021) highlighted the importance of consumer characteristics, such as local-global identity, in enhancing the effectiveness of celebrity-endorsed advertisements. In this context, Rafique and Zafar (2012) noted that celebrity endorsements significantly influence consumer perceptions and purchase intentions. Anjum et al. (2012) reinforced this, stating that commercial firms utilize celebrity endorsers to enhance brand equity and improve product recognition, ultimately benefiting both the business and its clients.

Seedani et al. (2015) found that celebrity endorsements elevate perceived brand quality and are linked to purchase intentions, as consumers' opinions are swayed by the endorser's attractiveness, credibility, and relevance in advertisements. Anna et al. (2023) examined the effectiveness of celebrity endorsements in tourism, discovering that local celebrities evoke higher travel intentions through emotional engagement, although this effect diminishes in unfamiliar settings.

In Nigeria, Ibok (2013) found that the expertise, attractiveness, and trustworthiness of celebrities significantly impact their advertising effectiveness. Dzisah and Ocloo (2013) studied the influence of celebrity endorsements on consumer behavior in Accra, concluding that this strategy effectively enhances marketing campaigns, though they cautioned that success relies on a combination of factors, including product pricing and features.

In Ethiopia, Alem (2014) investigated students' perceptions of source credibility and found that attractiveness significantly influenced intentions for male celebrities, while expertise and trustworthiness were impactful for both genders. Bahiru (2015) reported that consumers had positive attitudes toward celebrity-endorsed banking advertisements, with attributes like attractiveness, expertise, and trustworthiness enhancing consumer interest. Elias (2016) also indicated that these attributes positively affected intentions to

use banking services, with trustworthiness and expertise having the strongest influence.

Similarly, Birhanu (2017) found that expertise and trustworthiness affected consumers' usage behavior in banking services, and Beyene (2019) confirmed that expertise, trustworthiness, and celebrity congruence positively influenced purchase intentions, although attractiveness had a negative effect for the Commercial Bank of Ethiopia. Cheru (2018) highlighted that perceived at-

tractiveness and expertise of celebrities positively affected consumer preferences for Anbesa shoes, while trustworthiness did not show a significant influence. Guesh (2019) concluded that celebrity endorsements positively affect buying behavior based on the same four attributes, and Asrat (2019) found that trustworthiness, attractiveness, and celebrity-brand fit positively impacted consumer preferences in the garment sector, though celebrity expertise did not significantly affect buying behavior.

2.3 Conceptual Framework and Hypothesis Formulation

The study's primary goal is to determine the effect of celebrity endorsement on the domestic tourist travelling intentions of the Arba Minch

tourist destination. The conceptual framework, depicted in Figure 1, is designed based on the review of related material that was done above

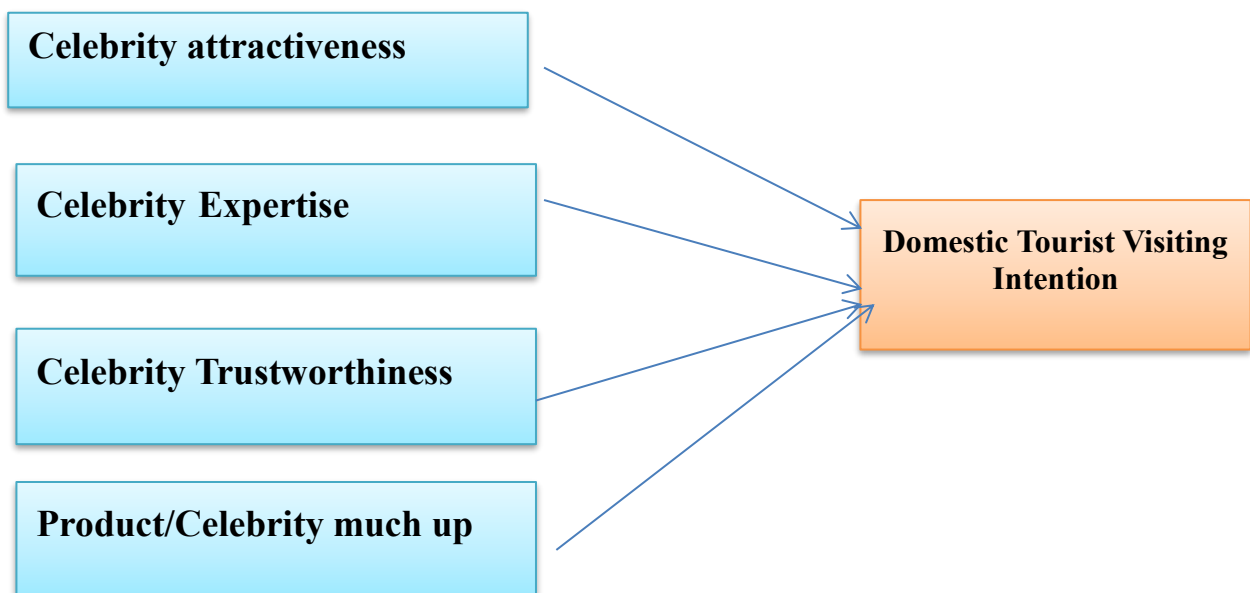


Figure 1 : Conceptual framework: Source adapted from (Mateen, 2018)

Thus, based on the conceptual framework and the literature reviewed, the following hypotheses are formulated.

H1: *Attractiveness of the celebrity has a positive and significant effect on domestic tourist visitation intention*

H2: *The expertise of the celebrity has a positive and significant effect on domestic tourist visitation intention.*

H3: *The Trustworthiness of the celebrity has a positive and significant effect on domestic tourist visitation intention*

H4: *Product/Celebrity Match has a positive and significant effect on domestic tourist visitation intention.*

3. Research Methodology

3.1 Research approach and design

To assess how celebrity endorsement influences domestic traveler intentions, the researcher adopted a quantitative study approach, which relies on statistical analysis to derive results and

3.2 Target Population and sampling design

The study focused on domestic tourists who visited Arba Minch tourist sites and utilized accommodations. While the target population could be considered infinite, it specifically targeted visitors to these sites. Data were collected from domestic tourists staying at 15 hotels and resorts in Arba Minch. A total of 384 questionnaires were distributed, yielding a response rate of 86% with complete and valid questionnaires. The effectiveness of celebrity endorsement in comparison to other business sectors suggests that using this advertising strategy can enhance market penetration. Thus, studying the impact of celebrity en-

emphasizes rigorous, systematic measurement (Geoffrey et al., 2005). The study utilized explanatory research methods to connect concepts and understand cause and effect, specifically examining the impact of celebrity endorsements in TV ads on domestic tourism intentions to Arba Minch city in the Gamo zone.

dorsement on visitation intentions among domestic tourists in Arba Minch is significant. For this purpose, musicians Asegie Dendesho, Serawit Fiker, Mulalem Taddess, Yigerem Dejen, Meseret Maberatie, and Rophinan were selected as celebrity endorsers of Arba Minch tourism resources.

Given the lack of statistical data on the number of domestic tourists in Arba Minch, the target population was treated as unknown. To calculate the sample size, the following formula for an infinite population was applied.

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where

nO -Sample size

Z – Value at specified confidence interval

p - Estimated proportion of an attribute present in the population

e – Desired level of precision

Equation 1: $nO = \frac{z^2pq}{e^2}$ (*formula for infinite population to take sample*) = $\frac{(1.96)^2(0.5)(0.5)}{(0.05)^2}$ Thus, the

sample size for the study was determined to be 384 respondents. The 50% proportion reflects maximum variability, often used for sample size determination. The researcher employed purposive sampling to select a subset of 15 hotels from the broader population, based on their industry expertise and willingness to participate. Consequently, 384 questionnaires were distributed, with a target of 25 respondents from each selected hotel.

3.3 Variables and Model Specification

Independent variables: Expertise, Trustworthiness, Attractiveness and Celebrity/product matchup. Dependent variable: visitation intention. This study is focused on these variables to find which independent variables affect the dependent variable.

Multiple regression analysis was computed to examine the impact of celebrity endorsement on domestic tourist visitation intention as measured by "expertise," "trustworthiness," "attractiveness," and "celebrity/product match up or fit." These relationships are expressed in the following regression equations

Equation 2: $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + e$

Where

Y – domestic tourist visitation intention

X1 - Trustworthiness

X2 - Expertise

X3 – Attractiveness

X4 – celebrity products match up in TV ads with the product. This presents and portrays the real

picture of Arba Minch tourist attraction in terms of celebrity endorsement in TV ads with respect to domestic tourist visitation intention.

3.4 Data Analysis and Presentation Techniques

With regard to data analysis, the study was used both inferential and descriptive statistical analysis. The Statistical Package for the Social Sciences (SPSS version 26) has used to enter and analyze the survey data. Simple quantitative analysis methods were employed, including charts, percentages, and frequencies. The study was used of both multiple regression analysis and descriptive statistical analysis for data analysis. The primary purpose of using descriptive statistics was to arrange and condense the respondents' demographic information as well as their general impression of the celebrity-endorsed ads. Also, it needs to calculate central tendency using measures like mean and standard deviation. However, multiple regression analysis and correlation were used to evaluate the influence of celebrity endorsement in TV commercials using the metrics of "trustworthiness," "expertise," "attractiveness," and "product celebrity." Compare the product's celebrity endorsement in TV commercials to the intention of domestic tourists to visit. In order to execute multiple regressions, a number of assumptions had to be established, such as those regarding normality, linearity, multi collinearity, and homoscedasticity. Additionally, transformations were used to turn the questions' ordinal data into scale data, and data reliability was assessed.

3.5 Validity and Reliability

Validity is a strategy for verifying data quality that allows it to measure what it is designed to measure (Ndegwa, 2013). Experts in marketing and tourism management validated the items of each construct to ensure content validity. Reliability refers to the consistency, stability, or dependability of the data. A reliable measurement is repeated a second time gives the same results as it is the first time. To measure the reliability of the data collection instruments, an internal consistency technique using Cronbach's alpha will be used (Mrope, 2017). A scale with a coefficient between 0.6 and 0.7 represents fair reliability (Okumu, 2020). As shown in

Table 1, all items of each construct have good internal consistency, with Cronbach's values exceeding 0.8.

4. Results and Discussion

4.1 Respondents' profile

A total of 384 questionnaires were distributed to domestic visitors of Arba Minch, with 39 deemed incomplete and 11 not collected. This resulted in 334 valid questionnaires, yielding a response rate of 86.98%. As shown in **Table 2**, the majority of respondents were female (66.8%), with 53.3% falling within the age range of 18 to 30. The trip purpose data reveals that the majority of domestic tourists visiting Arba Minch are primarily motivated by leisure and entertainment (26.3%), followed by conference and training (20.6%) and honeymoon (18.9%) purposes. A smaller proportion travel to visit friends and relatives (2.7%) or for religious missions (12.3%). Additionally, 8.1% come for business-related activities, while 5.1% are focused on education, and 1.8% engage in charity or social tourism. This diverse range of motivations highlights Arba Minch's appeal as both a leisure destination and a venue for professional and personal milestones, suggesting opportunities for tailored services in the tourism sector.

Table 1: Reliability test

Constructs	Cronbach's Alpha	Number of Items	Mean	Std. Deviation
Attractiveness	0.840	5	4.34	0.57
Expertise	0.911	4	3.88	0.73
Trustworthiness	0.847	4	4.11	0.74
Celebrities match up	0.830	4	3.71	0.93
Visitation intention	0.941	7	4.42	0.64

Table 2: Respondents' profile

Categorical variables		Frequency	Percent
Sex	Male	111	33.2
	Female	223	66.8
Age	<18	16	4.8
	18-30	178	53.3
	31-40	67	20.1
	41-50	43	12.9
	>50	30	9.0
Educational level	Below high school	5	1.5
	High school complete	11	3.3
	Diploma	77	23.1
	Degree	203	60.8
	Masters and above	38	11.4
Occupation	Student	32	9.6
	Business owner	60	18.0
	Employees	208	62.3
	Other	34	10.2
Trip Purpose	Leisure and entertainment	88	26.3
	Conference and training	69	20.6
	Visiting Friends and Relatives (VFR)	9	2.7
	Business and work-related	27	8.1
	Education (Studying)	17	5.1
	Honeymoon	63	18.9
	Religious missions	41	12.3
	Charity/ social tourism	6	1.8
	Other	14	4.2
Total	334	100	

4.2 Descriptive analysis

Table 3 presents the descriptive results. The mean score for celebrity expertise is 3.88, while the product-celebrity matchup score is 3.705, indicating a strong response to these attributes. However,

the high standard deviation (1.073) for expertise suggests diverse opinions, which may diminish its overall influence on visitation intentions. The mean score for visitation intention is 4.42, underscoring the impact of celebrity attributes on tourist

behavior. Trustworthiness received the highest score at 4.105, demonstrating its significant influence on domestic tourists. Overall, attributes of

expertise and trustworthiness notably affect domestic tourists' decisions to visit Arba Minch.

Table 3: Descriptive results

Variables	Mean	Std. Deviation
Celebrity Expertise	3.88	1.073
Celebrity Attractiveness	4.34	0.57
Celebrity trustworthiness	4.105	0.734
Celebrity product matchup	3.705	0.93
Visitation intention	4.42	0.6
N=334		

4.3 Correlation results

The Pearson correlation matrix (**Table 4**) shows that all independent variables measuring domestic tourist visitation intention are positively and significantly correlated with each other ($p < 0.01$).

Visitation intention has moderate positive correlations with celebrity expertise ($r = 0.452$), trustworthiness ($r = 0.384$), and product/celebrity matchup ($r = 0.453$), while attractiveness shows a weaker correlation ($r = 0.38$, $p < 0.01$). This observed relationship allows for further regression analysis to draw inferences.

Table 4: Correlation results

Correlation		
Television Advertisement Celebrity Endorsement Dimensions	Visit intention	
	r	p-value
Celebrity Attractiveness	.038	.001
Celebrity Expertise	.452**	.000
Celebrity Trustworthiness	.384**	.001
Celebrity Trustworthiness	.453**	.000

** . Correlation is significant at the 0.01 level (2-tailed).

4.4 Regression Assumptions tests

Before discussing the findings of the multiple regression analysis, several assumptions were tested: normality, linearity, multicollinearity, and homoscedasticity.

Normality Test

Table 5 and **Table 6** present the skewness and kurtosis levels for the five constructs, consisting of 24 items. The recommended range for skewness and kurtosis values is typically -2 to +2 (George, 2011). The measures in this study fall within this range, indicating a normal data distribution.

Table 5: Skewness and Kurtosis for Normality Test

Constructs	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error

Celebrity Attractiveness	-0.106	.133	0.260	.266
Celebrity Expertise	-0.082	.133	-0.124	.266
Celebrity Trustworthiness	-0.127	.133	0.338	.266
Product Matchup	0.247	.133	-0.343	.266
Visitation Intention	-0.139	.133	0.252	.266

A z-test was applied for the normality test using skewness and kurtosis.

Table 6: Z Value for Normality Test

Constructs	Z Skewness	Z Kurtosis
celebrity attractiveness	-.797	.980
celebrity expertise	-.615	-.465
celebrity trustworthiness	-.956	1.272
Product matchup	.186	-.913
Domestic tourist visitation intention	-1.047	.948

Linearity

The linearity assumption indicates that the data should follow a straight line when the independent variable changes consistently with the dependent variable. Figure 2: Normal P-P Plot illustrates a linear relationship between domestic tourist visit-

ation intention and the independent variables related to celebrity endorsement, suggesting that increases in attractiveness, trustworthiness, expertise, and product/celebrity match will lead to higher visitation intentions.

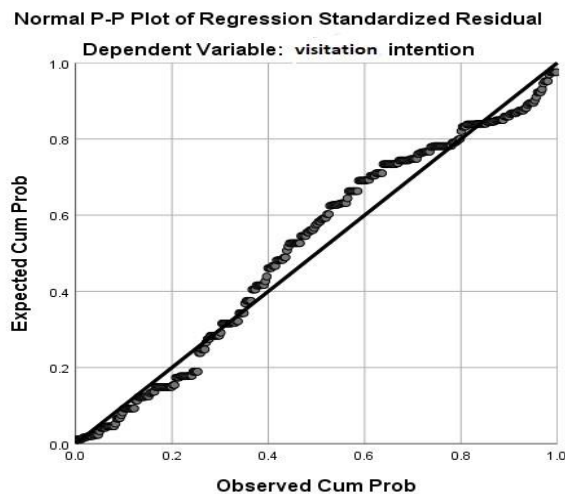


Figure 2: Normal P-P Plot

Multicollinearity

To assess multicollinearity, the variance inflation factor (VIF) and tolerance values were examined. A tolerance value above 0.1 indicates no multicollinearity issues, and VIF values below 5 support this conclusion.

The regression model summary in Table 8: Model Summary shows that 58.5% of the variance in domestic tourist visitation intention is explained by the predictors, with the remaining 42.5% attributed to other variables not included in the study. The model's goodness of fit is validated by the ANOVA results in Table 9 (F=116.123; sig=0.000).

Table 7: Multicollinearity test

Independent variable	Collinearity Statistics	
	Tolerance	VIF
Celebrity Attractiveness	.494	2.026
Celebrity Expertise	.889	1.125
Celebrity Trustworthiness	.488	2.050
Product matchup	.842	1.187

Table 8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740^a	.585	.565	.46528
a. Predictors: (Constant), celebrity product matchup, celebrity attractiveness, Celebrity expertise, celebrity trustworthiness				

Table 9: ANOVA Table

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	109.62	4	27.405	116.123	.000 ^b
	Residual	77.764	329	.236		
	Total	187.384	333			
a. Dependent Variable: visitation intention						
b. predictors: (constant), celebrity product matchup, celebrity attractiveness, celebrity expertise, celebrity trustworthiness						

4.5 Regression Coefficients

The regression coefficients presented in **Table 10** indicate that all celebrity attributes positively influence visitation intention. The constant value of 3.056 represents the baseline level of intention when all variables are zero. Celebrity attractiveness has a coefficient of 0.252 ($p = 0.002$), meaning that higher attractiveness increases visitation intention significantly. Celebrity expertise also contributes positively, with a coefficient of 0.105

($p = 0.000$), highlighting its importance in attracting tourists. However, celebrity trustworthiness stands out with the strongest influence, having a coefficient of 0.440 ($p = 0.000$), indicating it significantly boosts visitation likelihood. Lastly, product matchup shows a positive effect as well, with a coefficient of 0.279 ($p = 0.000$). Overall, these findings suggest that attractiveness, expertise, trustworthiness, and product alignment are crucial factors for promoting tourism in Arba Minch, with trustworthiness being the most impactful attribute.

Table 10: regression coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.056	.305		10.021	.000
	Celebrity Attractiveness	.252	.041	.222	3.130	.002
	Celebrity Expertise	.105	.028	.195	3.700	.000
	Celebrity Trustworthiness	.440	.030	.467	5.713	.000
	Product matchup	.279	.036	.373	5.040	.000

a. Dependent Variable: Visitation intention

5. Conclusion, Implication, and Future Research direction

5.1 Conclusion

The role of celebrities in marketing has become increasingly significant, particularly in the context of heightened competition for consumer attention. This research explores the influence of celebrity endorsements in television advertisements on the visitation intentions of domestic tourists to Arba Minch, a prominent tourist destination in Ethiopia. The findings indicate that key attributes of celebrity endorsements namely Attractiveness, Trustworthiness, Expertise, and Product Matchup positively and significantly affect domestic tourists' intentions to visit. Among these attributes, Trustworthiness emerges as the most critical predictor of visitation intention. This suggests that when celebrities are perceived as credible and reliable, they can effectively sway potential tourists' decisions. Trustworthy endorsements instill confidence in consumers, making them more likely to engage with the destination being promoted. Following Trustworthiness, Product Matchup also plays a significant role, indicating that the alignment between the celebrity and the tourism product enhances the effectiveness of the endorsement. This alignment helps create a coherent message that resonates with the target audience, reinforcing the desirability of the destination.

The study also highlights the importance of Celebrity Attractiveness and Expertise, which contrib-

ute to shaping positive perceptions of the destination. An attractive celebrity can capture attention and generate interest, while a celebrity with recognized expertise can lend authority to the endorsement, thereby enhancing its persuasive power. These attributes collectively underscore the multifaceted nature of celebrity influence in marketing strategies. This research indicates the necessity for tourism marketers to strategically leverage celebrity endorsements. By focusing on Trustworthiness and ensuring a strong Product Matchup, marketers can enhance their promotional efforts, ultimately driving higher visitation intentions among domestic tourists. This approach not only helps in attracting tourists but also fosters a deeper emotional connection between the audience and the destination, making the endorsement more impactful.

Moreover, the findings suggest that celebrity endorsements should be carefully curated to align with the values and aspirations of the target demographic. As the tourism landscape evolves, understanding the nuances of consumer behavior in relation to celebrity influence will be crucial for developing effective marketing strategies that resonate with potential visitors. The implications of this research extend beyond Arba Minch, offering insights applicable to various tourism markets seeking to enhance their appeal through strategic celebrity partnerships.

5.2 Implications

The findings of this study have critical implications for the promotion of tourism in Arba Minch. First, tourism managers should strategically integrate celebrity endorsements into their marketing efforts, prioritizing celebrities who exhibit high levels of Trustworthiness. This choice enhances the credibility of the destination, fostering trust among potential tourists and increasing visitation intentions. In addition, the alignment of celebrity attributes with the unique features of Arba Minch is essential. Ensuring a strong Product Matchup can create a cohesive narrative that resonates with the target audience. Furthermore, maintaining consistency in endorsements over time can strengthen the association between the celebrity and the destination, enhancing brand recognition and recall.

Marketers should also diversify their media channels, incorporating social media platforms such as Facebook, Instagram, and TikTok to engage with potential tourists interactively. This approach allows for creative storytelling and real-time engagement, enhancing the impact of promotional efforts. Moreover, establishing long-term relationships with celebrities can lead to greater brand embedding in consumers' minds. Continuous partnerships allow celebrities to share personal experiences, amplifying authenticity and emotional connection. Lastly, monitoring the effectiveness of celebrity endorsements is crucial for optimizing marketing strategies, enabling adjustments based on consumer behavior and preferences. By adopting these strategies, Arba Minch can effectively enhance its appeal as a tourist destination, ultimately driving increased visitation and promoting sustainable tourism growth.

5.3 Limitations and Research Prioritizations

Acknowledging the limitations of this research is essential. One notable limitation is the exclusive reliance on quantitative methods, which may have constrained the depth of insights gleaned qualitatively. Incorporating qualitative approaches could enhance the comprehensiveness of the findings. Additionally, while the study focused on domestic tourists visiting Arba Minch, it did not explore the

broader range of tourist destinations available in the country. Future research should consider the influence of newer media platforms, such as social media, on visitation intentions. Conducting longitudinal studies or time-series analyses could yield more reliable insights into celebrity influence over time. Furthermore, future investigations into celebrity endorsements should account for a variety of social, economic, political, and environmental factors to better evaluate their impact on visitation intentions.

Conflicts of interest

The authors declare no conflicts of interest.

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