| **RESEARCH ARTICLE**

Mismatched Endorsement: Role of Korean Endorsers on Philippines' Telecommunication Brands

Earl E. Pantoja[1] ✉ Wennie Dela Torre[2], Amabelle D. Inacay[3] and Jadyn Gail Q. Ornopia[4]

[1234]*College of Commerce and Business Administration, University of Santo Tomas, Manila, Philippines*
Corresponding Author: Earl E. Pantoja, **E-mail**: eepantoja@ust.edu.ph

| **ABSTRACT**

In today's competitive market, advertising has become crucial for businesses to establish their presence and relevance. They implement different strategies that are inclusive of the celebrity endorsement wherein businesses hire a prominent figure as a spokesperson for their brand or product. The Philippine market is no stranger to this advertising strategy and has, in fact, brought in foreign celebrities as endorsers for Filipino brands. This can be seen with the recent advertisements of Philippine telco companies Globe and Smart featuring Blackpink and BTS, respectively. However, there is a clear mismatch between the endorsers and the brands since the Korean endorsers are not users of the products of Globe and Smart. This mismatch may result in the advertisement being ineffectual, especially since previous studies have already shown that the credibility of the endorser is key in generating purchase intention from the consumers. It is for this reason that the researchers wished to determine how the mismatch influences the behavior of Filipino telco consumers. The researchers generated hypotheses for the study that were tested through confirmatory analysis. Purposive sampling was used to identify respondents, and a digital survey was sent out to gather data from the 300 respondents. Data analysis of the study was conducted through the aid of Statistical Package for the Social Sciences (SPSS) software. The results showed that not all Filipino consumers notice the mismatch between the Korean celebrity endorsers and Globe and Smart. Furthermore, the current study contradicted the findings of previous research regarding the source credibility model. It found that the Korean celebrity endorsers' questionable credibility did nothing to negatively affect Globe and Smart. Rather, they further enhanced the consumers' brand perception of the companies and positively influenced their purchase intention.

| **KEYWORDS**

Celebrity endorsement, mismatched endorsement, celebrity-brand congruence, purchase intention, celebrity endorser credibility

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1. Introduction
1.1 Background of the study
The roots of advertising may be traced back to the period of "ancient empires," such as Egypt, Babylon, and Rome. Their forms of advertising share some similarities with the advertising that we know in our contemporary time. Egyptians promoted their goods and services through papyrus, while Romans used what they called "libellus," which is a posting that promoted local shows, sales, and lost things. All these took a turn when the Middle Ages gave birth to the printing press, easing the mass production of promotional materials quicker and easier. Newspapers began to circulate countries, such as France, the USA, and England, and soon enough, businessmen caught wind of this new medium and put their advertisements on its pages. The purpose of these advertisements at the time was to simply make the market aware of their products. However, as time passed by, this old medium of advertising has turned different as the modern age came into life. Post-World War I saw advertising change people's lifestyles as advertisements now set the tone with how life was to be lived by the "consumer," and post-World War II saw even more forms of media for advertising, such as radio and infomercials. Such media are still being used today with the additions of television advertising, retail advertising, and internet advertising. Contemporary advertising has seen even more evolutions in terms of the

media used in reaching a business's target market. In fact, advertisers now apply the "convergence of media channels" with their promotions so as to create more stir in the market from the very day that the promotion is launched. In doing so, consumer interactivity is stimulated, which generates even more brand-oriented content in the market.

Celebrity endorsement is a common advertising strategy used by brands to enhance their brand image in the market. It is believed that the market's perceptions of a certain brand may be influenced by the chosen celebrity endorser's image. Through celebrities, strong brand equity may be built, resulting in brand differentiation amongst competitors and becoming the market's top-of-mind as it may gain their trust due to its representation by a supposedly credible person. This strategy is still being effectively utilized by brands even up to this date.

From the international perspective, brands invest so much in celebrity endorsements, pitching on celebrities' followership for awareness and improved sales performance. These celebrity endorsements go from various product categories, such as apparel, cosmetics, fragrance, airlines, tech products, and beverages. An example of this is Selena Gomez's celebrity endorsement for Coach's apparel products in 2016, wherein the brand may have leveraged Gomez's Instagram followers, which was then at 104 million. Locally speaking, the Philippines has its fair share of celebrity endorsements coming from Filipino and foreign celebrities. In December of 2020, PhilStar released an article about Forbes list of 100 top digital stars, and one factor considered was brand endorsements. Among the Filipino celebrities that made it in the list based on the criterion, Marian Rivera-Dantes was included with Nestle Nido, Philippine National Bank, and Tough Mama among her brand endorsements. Another is Anne Curtis, who did endorsements for Jollibee, Louis Vuitton, and Pantene. On the end of foreign celebrity endorsements, Filipino brands have done endorsement deals with Korean celebrities on different product categories and western celebrities, such as Katy Perry and, most recently, Chris Evans. One industry that has recently been using foreign celebrities in its advertisements is the telecommunications industry, with the two leading companies, Globe and Smart, using Korean bands as endorsers. Globe telecom uses Blackpink as their endorsers, while Smart telecom uses BTS. These endorsement deals appear to be an incongruent celebrity-brand pairing as these chosen Korean celebrity endorsers will not be using the product of the telco brands, thereby giving the impression of a lack of brand credibility. However, it seems to be a trend for these two companies as they continuously partner with Korean groups and celebrities to promote their brand.

This incongruence in the brand and celebrity pairing may actually create a negative image among the market with regard to the brand. Hadiwidjojo and Vidyanata (2018) explain in their study that celebrity endorsement does not automatically generate purchase intention from the consumers. Rather, the market must first deem that the brand's chosen celebrity endorser is a credible source in order to create a positive attitude towards the brand and for the brand itself to be seen as credible by the market and this positive attitude and perception by the market determine their purchase intention. However, with regards to the two telco brands, the credibility of the endorsers is already questionable due to them being non-users of the brand. In this study, the researchers refer to the issue of endorsers being non-users as a mismatch. The effects of celebrity endorsement given the mismatch will be explored in the study while also noting that the Korean celebrities chosen by these telco brands have huge followings, which may have been the reason behind their choice. This leverage on the celebrities' followership was clarified by Akram et al. (2019) as making the brand easier to be remembered by the consumers. But they also indicated that good brand awareness and brand perception are still necessary before celebrity endorsement could influence the buying behavior of the market. Applying this in the case of the two telco companies, source credibility may have been overlooked with regards to the Korean endorsers' insufficient knowledge of the Philippine telco products that they are advertising.

1.1 Research Problem

It is not new for local brands to tap on Korean celebrities as their endorsers. However, there is a mismatch between the pairing of the telecommunication brands, Globe and Smart, with Korean celebrities as the latter are non-users of these brands, and this mismatch may be ineffectual for these telecommunication companies in evoking a positive brand attitude from the market, as well as, in influencing consumer buying behavior and generating purchase intention. It is worth noting that for a celebrity to be credible, the honorability factor, which speaks of the endorser's trustworthiness and expertise, must also be considered, as was presented by Banerjee and Singh (2018) in their celebrity credibility scale that they based off of the match-up hypothesis theory. The importance of this facet in celebrity endorser credibility is echoed in the study of Saupi et al. (2019), wherein they have concluded that a trustworthy and expert celebrity endorser positively impacts brand attitude and purchase intention and that there exists a "positive relationship" linking these two. Moreover, for purchase intention to be generated by the celebrity endorsement positive brand attitude must first be evoked from the consumers. With these in mind, the researchers would like to study the role and impact of such endorsement by Korean celebrities on Filipino consumers' telco brand perception and purchase intention. The following hypotheses were formulated to help determine:

H1: Filipino consumers notice the incompatibility of Korean Korean endorsers with Philippine telecommunication brands

H2: Filipino consumers, despite noticing, would increase their telco brand consumption because of these Korean Korean endorsers

H3: Filipino consumers, despite noticing, see the telecommunication brand on a positive side because of the Korean Korean endorser

H4: Filipino consumers who did not notice the incompatibility would increase their telco brand consumption because of these Korean endorsers

H5: Filipino consumers who did not notice the incompatibility look at the telecommunication brand on a positive side because of the Korean Korean endorser

1.2 Gap in Literature
Present literature has identified the effects of celebrities that represent a certain brand, but these only discuss their influence in encouraging the market to purchase the products of the brand that they are representing. However, there is still not enough information as to how endorsements are able to tap the target market through these celebrities, let alone how exactly they are able to affect the purchase decisions of the consumers. Knowing these is crucial for marketers, especially since the celebrity endorsement strategy is still very prevalent and effective in our time in being able to penetrate into a new market segment. Moreover, the strategy has gone beyond international borders as local brands from different product categories are opting to leverage the reputations of foreign celebrities. Although this may seem fitting in driving fresh-to-the-firm revenue and increasing the market share, there may be an incongruence between the brand and the chosen celebrity due to some factors, such as the product category and the market being served by the brand. This incongruence may have a negative effect on the brand. Furthermore, there is not enough research done regarding the impact of advertising on the growth of a telecommunications company and how it affects the decisions of consumers to switch from another brand to a new one.

1.3 Significance of the Study
The significance of the study is for the Telecommunication brands to; (1)determine if the endorsers are effective in order to attain their marketing objectives; (2) better understand the factors affecting the impact of Korean celebrities and; (3) identify other ways for telecommunication companies to build brand credibility in their marketing collaterals. It is also beneficial for Consumers in; (1) identifying the credibility of the endorsers in representing the brand and; (2) establishing identification with endorsers to improve relationships with the brand. Meanwhile, future researchers can: (1) use the research as their background to their study or; (2) use the research as a springboard for further research on telecommunication advertising. Lastly, it will be significant to marketers and students as they will: (1) know how the Korean endorsers can entice more consumers in the present market and; (2) use the research to improve marketing collateral in the telecommunications industry in the Philippines.

2. Literature Review
2.1 Celebrity Endorsement
Focusing on celebrity endorsement and its impact, Chan & Fan (2020) studied how mature consumers perceive celebrity endorsement. Among 38 mature consumers, they were interviewed with five themes. The result of the first theme of the study depicted that the advertisements were more likable and familiar when the celebrities matched or fitted to the brand they were endorsing. Second, the more frequent advertisements are seen on television, the higher the recall. Third, the more famous a celebrity is and has a clear name in the industry, the more likely brands will consider a celebrity as their endorser. Fourth, the interviewees admitted that through celebrities, optimistic feelings are built that add up to the brand. Lastly, in theme 5, the mature respondents said that the youth would be the market in which the advertisements will be effective. The sample size of this study was small; however, the results were worth emphasizing. It showed that celebrity endorsement draws very well to capture the audience's attention and to have brand identification. The effectiveness of endorsement to the younger generation is supported in research conducted on students to determine their perceptions about Korean celebrity endorsement in television. Roslan et al. (2018) supported the impact of celebrity endorsement by concluding that its research subjects were influenced by the celebrity endorser, but such influence still depends on the type of advertisement. The specifications of this research, such as respondents and the locale, are quite far from the present study, but it is worth considering that its conclusion seems to suggest that the influence of a celebrity endorser may be limited to certain types of advertisements. In the case of the present study, the mismatch between the brand and celebrity is the focus as it may have an impact on the celebrities' ability to persuade consumers to support the brand being endorsed.

2.2 Celebrity Endorser Credibility

Phaik et al. (2020) utilize the source credibility model in their study that states that the expertise, trustworthiness, and attractiveness of the celebrity endorser are the characteristics that persuade the market to buy the product or service that they are endorsing. Their study also found that endorsers' credibility affects consumer attitude towards brand credibility and the brand itself. This model served as the framework of the scale that Banerjee and Singh (2017) developed in order to further determine the credibility of a chosen endorser. The scale had three factors that each corresponded to a character in the source credibility model: the honorable factor fell under the expertise and trustworthiness, while the exquisite personality factor fell under attractiveness. The scale introduced dignified image as a factor that determines credibility since their study found out that a celebrity endorser's behavior in public affects how consumers perceive the image of a brand that he or she is endorsing. This perception from these three factors affects their attitude towards the brand the advertisement and determines if purchase intention will be generated from the consumers as was concluded in the same researchers' consequent study in 2018. Chin et al. (2017) agree with this as their research suggests that a celebrity endorser becomes credible when he or she is an expert on the brand that he or she endorses. This, in turn, generates purchase intention from consumers. Vidyanata and Hadiwidjojo (2018) echo the importance of betting on a credible celebrity to endorse a brand in order to generate purchase intention. They also note that brands must not make the degree of followership of a celebrity the primary consideration when choosing an endorser. However, Burnasheva and Su (2020) note the importance of other factors that aid credibility in generating purchase intention. In their study, they found how parasocial relationships between celebrities and consumers affect their decisions and behavior that result in generating purchase intention. Moreover, their study stressed consumers' connection with the brands as a trigger for their purchase intention. Putting these two together in the selection of a celebrity endorser would result in consumers making the purchase. But with all these said, Paul and Bhakar's (2018) findings suggest that there is no connection between endorser credibility and consumers' attitude towards the brand, which implies the need to further research on the subject matter in various contexts as it may result in different findings.

2.3 Celebrity Brand Congruence

In their study about parasocial relationships and self-brand connection, Escalas and Bettman (2017) specifically tackled the: a) parasocial relationship between the celebrity and the consumers, and b) the symbolic match between the celebrity and brand. The findings of their study showed that through celebrity endorsement, consumers were able to build appropriate brand meaning and self-concepts and that symbolic match between celebrity and the brand is significant for those who have a lower need to belong. Such findings are taken into consideration in the current study as there seems to be no definite symbolic match between the Philippine Telecommunication brands and the Korean celebrity endorsers. Furthermore, Roy (2018) highlighted the celebrity-brand congruence model in his study by stating that both variables must match in order to make the collateral congruent because of the associations to be attached to the celebrity and the representing brand. The current study focuses on the effects brought by the Philippine telecommunications companies' use of Korean celebrities to endorse their service given that these two variables, celebrity and brand, are not a match by the means that these Koreans are non-users of Philippine telco brands. Meanwhile, in the study of Carrillat & Ilicic (2019), it was stated that the capital life cycle of celebrities must be considered in choosing the celebrity to represent the brand, and this can support the study of Chan and Fan (2020) about the consideration of brands in selecting their endorser. Under the Redemption/Resurgence stage of Celebrity Capital Life Cycle, the match-up effect was mentioned; the meanings attached to the celebrities can help to match them to a specific brand. In the present times, even the celebrities are not a match to the brand; brands only consider the familiarity of celebrities, just like what was mentioned in Chan and Fan's (2020) research. Chang et al. (2019), on the other hand, considered publicity, along with celebrity-brand congruence. The SOR (stimulus-organism-response) theory and balance theory were both used as a springboard in explaining how the attitude of consumers and their behavior in the market may be altered when they are presented with advertisements that may or may not have congruent celebrities as their endorsers along with the publicity related to the celebrity endorser whilst also explaining the relationship of these variables side-by-side. The study found out that congruence between the brand and the chosen celebrity endorser plays a crucial role in evoking a positive attitude among the consumers towards the brand and that this congruence paired with positive publicity of the celebrity evokes an even more appealing effect for the brand in question. Such a positive consumer attitude resulted in the desired change in terms of the consumers' purchase intention.

2.4 Mobile Telecommunications Industry

Grigoriou et al. (2018) aimed to identify the underlying factors that make consumers prefer a mobile telco brand over another, and they found out in their research that a good quality in the following drivers causes for the consumers' brand-switching behavior: voice communications, data download, billing experience, pricing plans, call center experience, in-store experience, and country location. Furthermore, the study mentioned that all these drivers must be integrated into the business plan of a mobile telco provider to avoid losing customers to another brand. However, the research did not make mention advertising as a driver for the brand switching behavior of mobile telecommunication companies' customers. Rather, it only focused on the technical drivers, which makes the current study even more necessary for marketers in the mentioned industry.

3. Methodology

The study utilized quantitative and confirmatory research to test the hypotheses generated regarding how the present mismatch in the celebrity endorsements of Globe and Smart will impact the consumers' brand perception and purchase intention, furthering the research on the importance of celebrity-brand congruence on Philippine telecommunications companies. A non-probability sampling technique, specifically purposive sampling, was used to identify the respondents of the study. The respondents are users of either Globe or Smart Telecommunications, aware of Korean Celebrities, and living within the National Capital Region. The study is conducted digitally and through an online survey form. Three hundred (300) respondents were the sample size of the study and were asked to answer the online survey about Korean endorsers' credibility, Korean endorsers and brand perception, and Korean endorsers and purchase intention. The researchers ensured that all ethical consideration was in place to protect the respondents, information, and confidentiality.

4. Results and Discussion

The questionnaire was divided into four parts, namely (1) Qualifying Questions, (2) Korean Endorsers' Credibility, (3) Korean Endorsers and Brand Perception, and (4) Korean Endorsers and Purchase Intention. A total of 20 questions were in the survey questionnaire. Two of them belong to the qualifying questions to screen the prospective respondents, while the 18 remaining questions form the survey proper. The screened participants were aware of Korean Celebrities such as Blackpink, BTS, Hyun Bin, Son Ye Jin, Park Seo Jeon endorsing Globe and Smart. Participants who were not aware of these Korean Celebrities or not from Metro Manila, as well as those who had incomplete responses, were not considered in the study. Hence, only 296 out of 309 were considered. The Statistical Package for the Social Sciences (SPSS) software was then used to analyze the data gathered.

H1: Filipino consumers notice the incompatibility of Korean endorsers with Philippine telecommunication brands

Korean Endorsers' Credibility dimension was used to determine if Filipino consumers noticed the incompatibility of endorsers with the product. Only three items were considered in this dimension as a result of the reliability analysis. The mean of the responses of each respondent for these three items was computed as shown in Table 1.

Table 1: Statistics on the Responses in Korean Endorsers' Credibility			
		I think Korean celebrities have enough expertise to be endorsers of Globe and Smart. (Item 1)	I find these Korean celebrities as trustworthy endorsers of Globe and Smart. (Item 2)	I believe that the personalities of these Korean celebrities are a match to Globe and Smart. (Item 3)
N	Valid	296	296	296
	Missing	0	0	0
Mean		2.49	2.57	2.62
Std. Deviation		.942	.918	.871
Minimum		1	1	1
Maximum		4	4	4

The resulting mean per respondent is further classified as "Disagree" and "Agree." If the computed mean is less than or equal to 2.5, it is considered "Disagree" otherwise "Agree." Those who responded "Disagree" were considered as the ones who noticed the incompatibility of the endorsers with the product, while the rest were considered as those who did not notice the incompatibility. Table 2 shows the summary of the result.

Table 2: Statistics on the Korean Endorsers' Credibility – Grouped by "Agree" or "Disagree"			
Endorsers_Credibility_Mean			
Agree	N	Valid	157
		Missing	0
	Mean		3.1805
	Std. Deviation		.42783
	Minimum		2.67
	Maximum		4.00
Disagree	N	Valid	139
		Missing	0
	Mean		1.8585
	Std. Deviation		.46794
	Minimum		1.00
	Maximum		2.33

There were 157(53%) respondents who agreed that the Korean Endorsers were compatible with the product they endorse, while 139(47%) of them disagreed. A binomial test was conducted to determine if there is a significant difference between the proportions of those who agreed and who disagreed. Table 3 shows that there is no significant difference between their proportions, p = .323 >.05. This suggests that the proportion of those who agreed is equal to the proportion of those who disagreed. With enough percentage, half of those who agreed and noticed the mismatched endorsement will be further used and tested on the second hypothesis, and those who disagreed will be explained in the third hypothesis. It can be gleaned from the table above that not all Filipino consumers notice the incompatibility between the Korean endorsers and Globe and Smart, thus rejecting the hypothesis.

Table 3: Binomial Test on the Grouped Responses on Korean Endorsers' Credibility						
		Category	N	Observed Prop.	Test Prop.	Exact Sig. (2-tailed)
Endorsers Credibility	Group 1	Agree	157	.53	.50	.323
	Group 2	Disagree	139	.47		
	Total		296	1.00		

H2: Filipino consumers, despite noticing, would increase their telco brand consumption

Korean Endorsers' Credibility and Purchase Intention were used to determine if there is a possible increase in the respondents' telco brand consumption. A Spearman rank correlation coefficient was computed on the responses of those respondents who disagreed with the credibility of the respondents to assess the relationship between Korean Endorsers' Credibility and Purchase Intention of the respondents. Furthermore, it was then tested to determine a significant relationship. The results are shown in Table 4. It was found that there was a moderate positive correlation between the two dimensions, ρ = .360, *N* = 139. The positive correlation indicates that as the respondents agree with the Korean endorsers' credibility to endorse the product, they tend to purchase the product. The relationship was found to be significant, *p* <.05. Respondents tend to increase their product consumption even though they noticed the incompatibility of the endorsers to the product.

Table 4: Correlations[a,c] Between Korean Endorsers' Credibility and Purchase Intention			Purchase Intention	Korean Endorsers' Credibility
Spearman's rho	Purchase Intention	Correlation Coefficient	1.000	.360**
		Sig. (2-tailed)	.	.000
	Korean Endorsers' Credibility	Correlation Coefficient	.360**	1.000
		Sig. (2-tailed)	.000	.
**. Correlation is significant at the 0.01 level (2-tailed).				
a. Endorsers_Credibility_Grouped = Disagree				
c. Listwise N = 139				

H3: Filipino consumers, despite noticing, see the telecommunication brand on a positive side because of the Korean endorser

Responses on Korean Endorsers' Credibility and Brand Perception were used to determine if endorsers' credibility would have a positive impact on the brand perception. A Spearman rank correlation coefficient was also computed on the responses of those respondents who disagreed with the credibility of the respondents to assess the relationship between Korean Endorsers' Credibility and Brand Perception of the respondents. The results are shown in Table 5. It was found that there was a strong positive correlation between the two dimensions, ρ = .511, *N* = 139. The positive correlation indicates that as the respondents agree to the Korean endorsers' credibility to endorse the product, their confidence in the telco company increases. The relationship was found to be significant, *p* <.05. This implies that the images of the Korean endorsers transfer to the telco companies and translate to the consumers' perception of the brand despite the incompatibility between the two.

Table 5: Correlations[a,c] Between Korean Endorsers' Credibility and Brand Perception			Korean Endorsers' Credibility	Brand Perception
Spearman's rho	Korean Endorsers' Credibility	Correlation Coefficient	1.000	.511**
		Sig. (2-tailed)	.	.000
	Brand Perception	Correlation Coefficient	.511**	1.000
		Sig. (2-tailed)	.000	.
**. Correlation is significant at the 0.01 level (2-tailed).				

a. Endorsers_Credibility_Grouped = Disagree
c. Listwise N = 139

H4: Filipino consumers who did not notice the incompatibility would increase their telco brand consumption because of these Korean endorsers

Respondents who agreed to the Korean Endorsers' Credibility were considered as those who did not notice the incompatibility. Hence, Spearman rank correlation coefficient was likewise computed on the responses of those respondents who agreed to the credibility of the respondents to assess the relationship between Korean Endorsers' Credibility and Purchase Intention of the respondents. The results are shown in Table 6. It was found that there was a moderate positive correlation between the two dimensions, ρ = .412, *N* = 157. The positive correlation indicates that as the respondents agree with the Korean endorsers' credibility to endorse the product, they tend to purchase the product. The relationship was found to be significant, *p* <.05. This implies that the Korean endorsers contribute to the brand consumption of the consumers despite their incompatibility with the telco companies.

Table 6: Correlations[a,c] Between Korean Endorsers' Credibility and Purchase Intention of the Respondents who Agreed to the Credibility of the Endorsers

			Purchase Intention	Korean Endorsers' Credibility
Spearman's rho	Purchase Intention	Correlation Coefficient	1.000	.412[**]
		Sig. (2-tailed)	.	.000
	Korean Endorsers' Credibility	Correlation Coefficient	.412[**]	1.000
		Sig. (2-tailed)	.000	.
**. Correlation is significant at the 0.01 level (2-tailed).				
a. Endorsers_Credibility_Grouped = Agree				
c. Listwise N = 157				

H5: Filipino consumers who did not notice the incompatibility look at the telecommunication brand on a positive side because of the Korean endorser

Responses on Korean Endorsers' Credibility and Brand Perception were used to determine if endorsers' credibility would have a positive impact on the brand perception. A Spearman rank correlation coefficient was also computed on the responses of those respondents who agreed to the credibility of the respondents to assess the relationship between Korean Endorsers' Credibility and Brand Perception of the respondents. The results are shown in Table 7. It was found that there was a strong positive correlation between the two dimensions, ρ = .512, *N* = 157. The positive correlation indicates that as the respondents agree to the Korean endorsers' credibility to endorse the product, their confidence in the telcos company increases. The relationship was found to be significant, *p* <.05. This implies that the images of the Korean endorsers transfer to the telco companies and translate to the consumers' perception of the brand despite the incompatibility between the two.

Table 7: Correlations[a,c] Between Korean Endorsers' Credibility and Brand Perception of the Respondents who Agreed to the Endorsers' Credibility

			Korean Endorsers' Credibility	Brand Perception
Spearman's rho	Korean Endorsers' Credibility	Correlation Coefficient	1.000	.512[**]
		Sig. (2-tailed)	.	.000
	Brand Perception	Correlation Coefficient	.512[**]	1.000
		Sig. (2-tailed)	.000	.
**. Correlation is significant at the 0.01 level (2-tailed).				
a. Endorsers_Credibility_Grouped = Agree				
c. Listwise N = 157				

4.1 Summary of Findings

H1: Filipino consumers notice the incompatibility of Korean endorses with Philippine telecommunication brands.

The first part of the questionnaire tested the ability of Filipino consumers to notice the incompatibility of these Korean celebrity endorsers with Globe and Smart. Data analysis showed an equal polarity from the responses. This means that 50% of the respondents disagreed and noticed the incompatibility of the Korean endorses with these two telco brands, while the other 50% agreed and did not notice the incompatibility between the two. Such is reflected in the Binomial Test done, which resulted in the proportion $p = .323 > .05$. Furthermore, the mean of the first item, "I think Korean celebrities have enough expertise to be endorsers of Globe and Smart," is at 2.50, and the mean of the second item, "I find these Korean celebrities as trustworthy endorsers of Globe and Smart," is at 2.58. Both expertise and trustworthiness are factors in the source credibility model.

Findings from this hypothesis were divided into the succeeding hypotheses. Data for those who disagreed and noticed the incompatibility were used for the second and third hypotheses, while data for those who agreed and did not notice the incompatibility were used for the fourth and fifth hypotheses.

H2: Filipino consumers, despite noticing, would increase their telco brand consumption because of these Korean endorsers.

The third part of the questionnaire determined how the purchase intention of the respondents who noticed the incompatibility is affected. It was hypothesized that those who noticed would still increase their consumption of the brand. Data analysis showed that there is a positive correlation between the Korean endorsers' credibility and the respondents' purchase intention, as is reflected in the spearman rank correlation coefficient computed $\rho = .360$, $N = 139$. Furthermore, there is a significant relationship between the two $p < .05$.

H3: Filipino consumers, despite noticing, see the telecommunication brand on a positive side because of the Korean endorser.

The second part of the questionnaire determined how the brand perception of the respondents who noticed the incompatibility is affected. It was hypothesized that those who noticed would still view Globe and Smart positively. Data analysis showed that there is a positive correlation between the Korean endorsers' credibility and the respondents' brand perception despite the incompatibility. This is reflected in the computed spearman rank correlation coefficient $\rho = .511$, $N = 139$. Furthermore, a significant relationship was seen between the two dimensions $p < .05$.

H4: Filipino consumers who did not notice the incompatibility would increase their telco brand consumption because of these Korean endorsers.

The fourth hypothesis theorized that the respondents who agreed and did not notice the incompatibility would have a positive purchase intention towards the products of Globe and Smart resulting from the Korean celebrity endorsers. Data analysis for this hypothesis is similar to the finding for the second hypothesis as it had a positive correlation, as well, computed at ρ = .412, *N* = 157. Furthermore, the relationship between the two dimensions was also significant at *p* <.05.

H5: Filipino consumers who did not notice the incompatibility look at the telecommunication brand on a positive side because of the Korean endorser.

The fifth hypothesis theorized that the respondents who agreed and did not notice the incompatibility would perceive Globe and Smart because of the Korean celebrity endorsers. Data analysis shows a parallel finding with the third hypothesis as a positive correlation was also found with the spearman rank correlation coefficient computed at ρ = .512, *N* = 157. Furthermore, the relationship between the two dimensions was also significant at *p* <.05.

5. Conclusion
The current study aimed to determine how the mismatch between the Korean celebrity endorsers and the Philippine telco companies, Globe and Smart, influence the consumers' brand perception and purchase intention. Based on the findings of the study, the researchers conclude that, while previous researches note the importance of celebrity credibility in generating purchase intention and improving brand perception, this does not seem to be entirely true with the present study. This is because half of the surveyed population do not even notice that there is an incompatibility between the Philippine telco brands, Smart and Globe, and its Korean endorsers. The incompatibility is due to the endorsers being non-users of Philippine telco brands, thus not having credibility; Moreover, both the respondents who did not notice such incompatibility and respondents who have noticed claim that they will increase their telco brand consumption and they develop positive brand perception because of the Korean endorsers. Therefore, these findings seem to suggest that the mismatched endorsement of Korean celebrities of Smart and Globe do not negatively affect consumers' purchase intention and perception of the brand. In fact, Globe and Smart were both able to improve their brand images and personalities as the Filipinos were convinced about the quality of products after seeing the advertisements. Due to the Korean Celebrities, Filipinos perceived them as preferable brands. This goes to show that the Korean celebrity endorsers helped to leverage the brand image of Smart and Globe, which means there was a clear relationship between the endorsers and the brand perception that was perceived by the consumer. Furthermore, the study proves that not all variables of the source credibility model play a role in generating purchase intention and improving the brand perception of consumers. It must be remembered that Banerjee and Singh (2018) created and proposed a scale through their study which stemmed from the match-up hypothesis theory. Out of the three scales, two consisted of the variables of the source credibility model. The honorable factor stood for trustworthiness and expertise, while the exquisite personality factor stood for attractiveness. The present study proved that when consumers see an endorser be trustworthy, even if the endorser is not an expert, it is enough to make him or her honourable to endorse the brand. Consequently, the endorsers' attractiveness for the consumers translates to their personality and how consumers connect with the brand through them. Thus, the current study maintains its contradicting stand with the findings of previous research that endorsers must be credible to positively influence the behavior of consumers. It also adds to the limited literature regarding the impact of advertisements of telco companies on consumer behavior. However, this study did not consider factors affecting the effectiveness of Korean endorsers like the respondents' socio-demographic variables and is focused on Philippine telecommunications where the industry is dominated by these two brands, Smart and Globe. Furthermore, Korean celebrities are also very popular with Filipinos; thus, the findings may not be applicable in different industries and countries. With this, the researchers recommend that future studies must explore other industries wherein Korean endorsers are being utilized to further investigate their general impact and efficiency.

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