Track 3: International Marketing - Competitive Paper

Celebrity Influence on Cross-Cultural Consumer's Buying Intentions: A comparison between Australia and Singapore.

Abstract

Societies have always had a need for heroes to define new heights of achievements, new thresholds of ability, endurance and aspirations. Different societies around the world produced different types of heroes and famous people with varying representations of complex aspirational roles and behaviours for the followers to emulate. Famous people and celebrities have been globally used to endorse various products. Research findings suggest that celebrities can be effective catalysts of influence to overcome cultural barriers for global brands. This cross cultural study explores the differences of Australian and Singaporean consumer purchase intentions as a result of celebrity influence. The results support the hypotheses that consumer intention to buy an endorsed brand is influences by consumer aspirations and need for fame which is mediated by their favourite celebrity's personality and lifestyle attributes. Managerial implications for international marketing are discussed.

Introduction

Throughout the twentieth and twenty-first centuries the phenomenon of celebrity popularity has increased enormously. A number of authors have documented the growth of celebrity mass-production, resembling many other mass-manufactured tangible and physical products (Gamson, 1994, 2011; Rojek, 2004, 2012; Rowlands, 2008; Turner, 2004, 2006). The global growth of celebrity popularity has overtaken all other forms of traditional merit based types of celebrities, for example, politicians, generals, painters, scientists, etc. Rowlands (2008) coined the name of *vfame* (a new variant of fame) to describe the new type of fame which is

unconnected to any form of publicly acknowledged achievement of excellence. Good examples of vfamous people are the Kardashian girls and Paris Hilton.

The availability of more mass media outlets, for example, proliferation of television channels, internet and mobile phones provide more opportunities for everyone to get exposure to large numbers of audiences globally. Consequently in recent times, the numbers of all kinds of celebrities have increased. The popularity of reality television shows and globally available social media have contributed to the proliferation of large numbers of ordinary people becoming celebrities due to their mere exposure to mass media. Gamson (1994, 2011) suggests that many ordinary consumers of mass media believe fame is attainable and living the lifestyle of a celebrity is an achievable goal. Monetary benefits and hedonic pleasures appear congruent with celebrity lifestyles and younger generations of mass media consumers are increasingly attracted to such extrinsic motives (Twenge, 2014).

The growth of the celebrity culture has a strong influence on many consumers. Choi and Berger (2010) suggest that Western and Asian consumers form strong imaginary relationships with celebrities. Celebrity admiration and worshiping has become compulsive preoccupation and appears to be a new form of mass population addiction around the world (Rowlands, 2008). This growing need for celebrity following and worshiping creates a global pseudo-information industry trading gossip and storytelling content in various formats. A sizeable commercial industry has developed to feed the insatiable consumer needs for celebrity news, regarding products they buy, activities they engage and lifestyles for others to emulate (Gabler, 1998). Celebrities have become living, embodied brands and have a great deal of influence on consumer attitudes and lifestyles. Giles (2000) suggests that famous celebrities affect many people's lives globally much more than just the products they recommend. Celebrities have become dominant role models for many young consumers ready made for wholesale imitation of their attitudes, values and lifestyles.

The Need for Fame and Celebrity Worshiping Influence

McCracken (1989) argues that consumer identity construction is influenced by celebrity role models. Famous celebrities become important aspirational figures to emulate and form vicarious relationships via mass media. The need for mass consumption of famous people and the new phenomenon of massification of fame is a new and growing field of research in Marketing and Cultural studies (Gountas et al., 2012; Maltby, 2010; Maltby et al., 2008). Gountas et al. (2012) have developed a new scale measuring extrinsic and intrincic motives affecting consumer aspirations to attain famous celebrities lifestyles.

The Celebtity Attidude Scale (CAS) explores personality traits which are associated with the celebrityh worshiping attidudes (Maltby et al. 2001; 2002). The CAS identifies three facets of celebrity worship traits, Entertainment-Social, Intense-Personal involvement, and Borderline Pathological tendencies. The construct of why consumers need to become famous is not clearly understood and it is evolving with the changing technological and socio-cultural developments especially with younger age consumers. Maltby et al. (2006) found that celebrity worship can become an obsession and it is correlated with fantassy proness and lack of self esteem (North et al. 2007). Celebrity worhiping is associated with narcissism (Ashe, Maltby, & McCutcheon, 2005) and they tend to be less responsible and submissive followers (McCutcheon & Maltby, 2002). Levels of maturity and gender differences (Roe, 1983) influence the degree of celebrity worshiping, with young females expressing higher admiration of famous pop stars than boys do (Raviv et al., 1996). Teenage boys express more confidence in the chances of becoming famous, but girls believe that fame is more likely through relationships with famous partners (Garratt, 1990; Engle and Kasser, 2005). Kowalczyk and Royne (2013) investigated the fit of celebrity brand extensions have a weaker relationship if consumer worshiping attitudes are high.

Green, et al. (2014) found that young consumers who scored high on materialism values would also tend to worship celebrities and would be positively associated with envy. Mores specicifically, consumers scoring high on the Borderline Pathological subscale of the CAS correlated strongly with materialistic values and envy. Reeves et al. (2012) found simmilar correlations between young consumer's celebrity worship and materialism values, compulsive buying and weak self concept clarity. Celebrity worship is also associated with lower levels of well-being, and compromised self identities due to feeeling of emptiness with life.

Swami et al. (2009) and Maltby (2011) found strong correlations between acceptance of cosmetic surgery scores and celebrity worship. Young females are more likely to accept elective cosmetic operations if they have an intense personal attachment to their favourite celebrities. The power of celebrities to influence young consumer's choices and behaviour is evident even among relatively educated young consumers. The research evidence strongly supports the idea that celebrities are effective endorsers of various products, brands and services and many consumers emulate celebrity behaviours. The need for fame and celebrity worshiping tendencies are likely to affect many areas of people's lives and are strong indicators of buying intentions and identity construction (Gountas et al., 2012). Celebrities are human living products created by the media and marketing forces (Gamson, 1994), and convey important symbolic attributes (Um, 2013). Certain celebrity attributes lead consumers to develop strong positive feelings and parasocial imaged relationships. As a result, consumers emulate and imitate their lifestyle and product choices.

Celebrity Admiration and Adoration Influence on Consumers

Consumers tend to develop emotional feelings towards celebrities because of their symbolic as well as cognitive attributes. The global celebrity consumption phenomenon is clearly evidenced by the voluminous celebrity blog and stories. This is an example of

conceptual consumption because consumers focus on intangible attributes and benefits which are cognitive and affective (Ariely & Norton, 2009). Often people express admiration and adoration towards media celebrity personalities without any real knowledge of what the reality is. Even though consumers do not have direct interaction with celebrities, many believe that they know and have a personal connection with them. Such remote admiration and adoration are consumer self-projected feelings onto their favourite celebrities which can be agents for personal change and self-development. People tend to imitate celebrities they admire and adore. Admiration is related to emulation, while adoration leads to mimicry (Schindler et al. 2013). Feelings of admiration and adoration are generated for real and imaginative media celebrity relationships (Schindler et al., 2013; Boon & Lomore, 2001). The potential influence of celebrities on consumer decisions is very powerful for domestic and international audiences and followers.

Celebrities Influence on Marketing Communications

Celebrities are perceived to be at the top of the social pyramid (Giles, 2000). Social prominence enables famous celebrities to transfer cultural meanings and values to their followers. Celebrities tend to be transmitters of aspirational personality traits and lifestyles through their consumption (McCracken, 1989). Famous celebrities portray important symbolic brand meanings which are often imitated due to the celebrities' strong social influence on consumer aspirations (Bush, Martin, & Bush, 2004; McCracken, 1989; Um, 2013). Celebrities can be important messengers of symbolic brand significances (McCracken, 1989). Famous celebrities therefore have been used extensively in marketing communications, to raise brand/product awareness; to build a brand image, launch a new brand or reinforce and change an established brand position. Celebrities are capable of transcending cultural borders and therefore can act as effective international marketing catalysts supporting global marketing campaigns (Erdogan, 1999). Global celebrities with high consumer following are perceived to

be human brands capable of effective marketing communicating with many cross-cultural consumers (Luo et al., 2010; Thomson, 2006). Ries (2013) suggests that marketing used to be about products, but now celebrities have a great influence on consumer product adoption.

Consumers' motivations are the result of perceived rewards associated with products, behaviours, and attitudes (Botvinick & Braver, 2015). Admired celebrities are embodied role models of material achievements, attractive lifestyles, readily accessible for mass global imitation. Celebrities are capable of influencing consumer lifestyle goals which are important drivers of consumers buying decisions (Fishbach & Dhar, 2005). If consumers are not able to emulate a celebrity's fame they can however imitate smaller parts of their lifestyle such as a luxury hand bag. Rojek (2013) suggests that younger consumers have a higher tendency to imitate celebrities and they are more likely to develop ambitious aspirations for extrinsic goals such as becoming wealthy and attaining high social status (Twenge, 2014).

Consuming expectancies and celebrities attributes

Celebrities are able to connect effectively with large numbers of people globally and build social relationships. Celebrities portray certain personality and lifestyle characteristics deemed as attractive to certain market segments. Social intelligence is an essential skill to develop remote social relationships (Spunt & Lieberman, 2013). Famous celebrities are perceived to be successful in social presentations and social impression management, and manage to become inspirational social models (Lopes, Salovey, & Straus, 2003). Consumer imagination of celebrity like lifestyles appears to be a reason for worldwide celebrity popularity (Houran, Navik, & Zerrusen, 2005). Consumer aspirational desires for a better lifestyle drive their behaviours to emulate their favourite role models (Holmes & Redmond, 2006). International brand promotions based on associations with celebrity lifestyles are likely to be adopted by their followers.

Celebrities in cross-cultural studies

Consumers from different cultural backgrounds conform to their respective social norms (Choi et al., 2005; Paek, 2005; Um, 2013). Low-context cultures use more direct messages, while high-context cultures use more indirect messages (Hall, 1989). Marketing communications in high-context cultures tend to use more symbolic cues and emotional entertainment messages (Choi et al., 2005; Um, 2013). Celebrities in low-context western marketing communications tend to present themselves as ordinary regular people, as opposed to collectivist societies where they portray themselves as specific characters (Choi et al., 2005; Paek, 2005; Um, 2013). Consumers from collectivist societies are more likely to be more influenced by main stream media and, consequently, by celebrities.

In international marketing famous personalities are frequently used to overcome cross-cultural difficulties. Some global celebrities have developed distinctive international fan bases, so consumers from different nationalities can relate with them accordingly (Erdogan, 1999; Solomon & Assael, 1987; Um, 2013). Marketers assume that not only there are similarities in the global consumption habits, but also that celebrities might be the best promotional agents to succeed in cross-cultural endorsements (Erdogan, 1999). Global brand image projection is possible if a famous personality is relevant and has a strong connection with relevant global market segments. Relative similarities among global middle class consumers around the world enable global brand managers to target them with homogenous promotions and globally recognised celebrity endorsements (O'Cass & Lim, 2002). Despite some observed global convergence of consumer preferences, fundamental cultural values still create major differences and therefore consumers are divergent across the globe. Therefore, marketers need to understand cross cultural differences and communication preferences, especially with regards to personal celebrity endorsements (Erdogan, 1999; Kaikati, 1987; Levitt, 1983).

Cross-cultural differences play a crucial role in the relative varying degrees and reasons of celebrity influence on consumer's opinions and intentions to buy certain brands. However, the precise relationship between cross cultural consumers and celebrity influence has not been documented in the international marketing literature. This current study aims at addressing this gap in the literature and attempts to test the hypothesised differences between Singaporean and Australian consumer's attitudes and intentions to buy celebrity endorse brands. The assumed hypothesis of cross cultural differences between young Singaporean and Australian consumers are due to their significant cultural differences in cultural context and individualism vs collectivism (high vs low context; individualism vs collectivism). The conceptual model in Figure 1 indicates all the hypothesised relationships and the authors anticipate that the Singaporean sample will produce stronger correlations overall than the Australian.

This paper aims to understand the consequence of consumers' aspiration upon the celebrities whom consumers admire and develop relationships. These relationships may lead to consumers being actively influenced by these celebrities. The literature review leads to the following hypotheses:

H1. Need for fame tendencies and perceived celebrity attributes are positively related to cross cultural consumer's (Australia and Singapore) intention to buy brands endorsed by their favourite celebrities.

H2. Celebrity adoration/admiration is positively correlated with favourite celebrity attributes.

H3. Consumer opinions are directly and indirectly influenced by consumer's need for fame and consumer susceptibility/admiration of celebrities.

H4. Celebrity attributes are mediating the independent and dependent variables of the conceptual research model in figure 1.

H5. There are statistically significant differences between Singaporean and Australian consumers attitudes towards Celebrity influence on purchase intentions and influence on their opinions. We hypothesise that the collectivist Singaporean consumers will produce stronger correlations than the more individualistic Australian consumers.

[Figure 1]

Cross-Cultural Differences between Australia and Singapore

This study focuses on the cross-cultural differences between Singapore and Australia because Australia is characterised as an individualist low context culture and Singapore as a collectivist high context (Hofstede (2001). Consumer's nationality is used to identify cultural differences. There is a strong support towards this approach as people from a particular country share several resemblances, such as language, institutional systems and sense of identity (Hofstede, 1980; Soareset al., 2007).

The Singaporean emerging middle class seems to define lifestyle consumption norms. Middle class Singaporeans emulate western lifestyles and brands to differentiate themselves from lower socioeconomic classes (O'Cass & Lim, 2002). Singapore is considered to be an even more materialistic society than the United States (Swinyard et al., 2001). Social 'conformity is ideologically promoted within a reinvented Asian tradition' (Huat & Ean, 1999: 145). Freedom of speech and political activism are not encouraged in order to promote the predetermined national 'greater good' (La Ferle & Chan, 2008). Singaporeans have been taught that the nation should be prioritised over the individual and they have a greater sense of conformity to authority structures and formal power rather than individual informal power influences emerging from opinion leaders.

Method

An online survey was conducted in Australia, N= 534 and Singaporeans N=274. Both samples comprise similar demographic characteristics. The Australian sample had average participant age is 26, with 67% female and 33% male. In the Singaporean sample the average age is 25, and 66% female and 34% male). The participants were university undergraduate and postgraduate students from a representative sample of four Australian based Universities and one Singaporean university. Students were not offered any incentives to participate. All constructs were pre-tested and questions used a 5 point Likert scale were 1= strongly disagree and 5= strongly agree.

The study uses measures from existing literature and some developed through extensive qualitative research. The emerging common themes formed the basis of the new measures and how these are categorised. The researchers conducted thirteen in-depth interviews with Australian and international students, four in-depth interviews with experts (casting agents, celebrity managers) working in the celebrity industry and six focus groups. Cronbach's Alpha scores confirmed the appropriateness of all construct items. Exploratory analysis using Promax showed robust factor structures. The constructs included in this study are:

1- **Celebrity-like Aspirations (Casp)** was measured using six items adapted from Kasser and Ryan (1993) and Grouzet et al. (2005) and include items such as' I wish I could have a positive impact in others people's lives as this celebrity has' and 'I wish I could have a similar lifestyle as this celebrity has'. Three items measured intrinsic celebrity-like aspirations and three items measured extrinsic celebrity-like aspirations.

Exploratory factor analysis, using Promax rotation, revealed a significant difference between the Australian and Singaporean samples (Table1). The Australian sample produced a two factor structure which clearly differentiates between intrinsic goal aspirations ($\alpha = 0.64$) e.g., I wish my life was as meaningful as the life of this celebrity; and extrinsic celebrity-like

aspirations items (α = 0.71), e.g., I wish I had a similar lifestyle as this celebrity has. The Singaporean sample produced one factor structure which does not differentiate between intrinsic and extrinsic goals (α = 0.81).

[Table 1]

2- **Desire for fame (DSF)** (Australia α = 0.88, Singapore α = 0.87) is a well validated scale measuring the overall desire for fame (Gountas et al., 2012). Eg. One day I would like to be famous; I would like to be famous because it would give me a higher social status.

3- **Admired celebrity attributes factor,** consists of two facets based on the qualitative stage of this research:

-Celebrity inspirational attributes (CelInsp) Items were adapted from Kasser and Ryan (1993) community feeling facet, John et al. (2008) agreeableness and Connor and Davidson (2003) resilience scale. This factor consisted of seven items e.g.,' I perceive this celebrity to be a caring person towards other people in need'; 'I perceive my favourite celebrity as being caring and unselfish towards others'; ' perceive my favourite celebrity as someone who does not give up when things look hopeless'.

-Celebrity lifestyle attributes (CelLife) (Australia α = 0.71, Singapore α = 0.78) was measured using four items. Items were adapted from Aaker (1997) sophistication facet and John et al. (2008) extraversion facet. Eg. 'my favourite celebrity appears to live a glamorous lifestyle'; 'my favourite celebrity likes to have an exciting lifestyle'.

4- **Celebrity Influence (CInf) factor** was measured using two distinct facets of celebrity influence:

- **Celebrity influence on consumer's thinking (InfIdeas)** (Australia α = 0.80, Singapore α = 0.88) was measured using four items that reflect the feeling of adoration

adapted from Schindler et al. (2013) adoration scale. Eg. My favourite celebrity influences the way that I think about life, I feel that I am guided and shaped by my favourite celebrity.

- Celebrity influence on consumer's buying intentions (InfProd) (Australia $\alpha = 0.84$, Singapore $\alpha = 0.89$) was measured using four items which measure celebrity influence in regards to the four main consumer's buying preferences (food, fashion, brand and product). Eg. my favourite celebrity influences my food consumption preferences; this celebrity influences my fashion preferences.

Data Analysis

The data were analysed using a partial least square (PLS) approach with WarpPLS (4.0) software program. This approach was chosen due to its efficiency with relatively small samples and complex models (Hair et al.,, 2014). WarpPLS is a Partial Least Squares regression procedure that measures linear and non-linear relationships (mediation and moderation), simultaneously WarpPLS uses a bootstrapping approach which leads to less concerns in regards to the normal distribution of the data (Kock 2012). WarpPLS is an efficient way of measuring models that depict complex relationships between individual differences.

Tables 2 and 3 show the means (M), standard deviation (SD), composite reliability (CR), cronbach alpha (CA) and average variance extracted (AVE) for the Australian and Singaporean samples respectively. The mean scores suggest that, in general, Singaporeans are more influenced by celebrities than Australians. Furthermore, Singaporeans seem to have a higher degree of celebrity-like aspirations.

[Tables 2 and 3]

All factors presented convergent validity (AVE scores higher than 0.5) and discriminant validity. The conceptual model (Figure 1) was tested for both groups and adapted to produce final models for each sample (Figures 2 and 3). Tables 4 and 5 show the path coefficients and significances for the proposed and final model. The models for Australia and Singapore are

significantly different as they presented a different factor structure for the celebrity-like aspirations factor.

[Tables 4 and 5]

[Figures 2 and 3]

The final models for the Australian and Singaporean samples (Figures 3 and 4) fit the data well:

- The fit statistics for the Australian sample are: Average path coefficient (APC) =0.277, P<.001; Average R-squared (ARS) =0.298, P<.001; Average block VIF (AVIF) = 1.35 (ideally < 3.3); Average full collinearity (AFVIF) = 1.63 (ideally< 3.3); Tenenhaus goodness of fit (GoF) = 0.42 (large>0.36); R-squared contribution ration (RSCR) =1.00 acceptable if >0.9 ideally = 1; Simpon's Paradox Ratio = 1.00 (ideal).
- The fit statistics for the Singaporean sample are: Average path coefficient (APC) =0.262, P<.001; Average R-squared (ARS) =0.299, P<.001; Average block VIF (AVIF) = 1.28 (ideally < 3.3); Average full collinearity (AFVIF) = 1.81 (ideally< 3.3); Tenenhaus goodness of fit (GoF) = 0.44 (large>0.36); R-squared contribution ration (RSCR) = 1.00 acceptable if >0.9 ideally = 1; Simpon's Paradox Ratio = 1.00 (ideal).

Discussion and Managerial Implications

The empirical research findings support all hypotheses. More specifically, the Australian consumers' Desire for Fame (DFF) is a strong predictor of Celebrity-like Intrinsic and Extrinsic Aspirations. The DFF is also directly weakly related to the consumer's intention to buy similar brands endorsed by celebrities. It appears that the consumer's perceived celebrity-like intrinsic aspirations have strong correlations (R=0.35**) with perceived Celebrity inspirational attributes (celebrity public persona portrayed); with Consumer Opinion

Influence (R=0.33**) and Influence on Intention to buy (R=0. 18**). Perceived intrinsic celebrity aspirations have the potential to affect consumer's opinions and therefore attitudes to buy products endorsed by celebrities (R=0.44**). Extrinsic celebrity-like aspirations exert an equally important influence on consumer's intention to buy (R=0.32**) and less so on consumer's opinion influence (R=0.18**) moderated by the celebrity lifestyle factor. The overall model of how Australian consumers are influenced by celebrity attributes, lifestyle and their own desire for fame produced strong causal relations and indicated a more complex relationship between the two moderating factors (Figure 2). The negative relationship between consumers' desire for fame and inspirational celebrities indicates that consumer's high need for self-fame creates dissatisfaction with celebrities who are socially, caring, admired and generous (negative correlation indicating dislike). If the celebrity attribute factor is excluded the overall model fit decreases too, therefore it is a relevant item to keep in the model providing additional explanatory power(R^2 drops to 0.30 – InfOpin and 0.48 – InfProd).

The Singaporean sample data did not fit the same model as the Australian sample (Figure 3). The differences between the two models are significant conceptually and in statistical terms. The first major difference is that Singaporean consumers did not distinguish clearly between Intrinsic and Extrinsic Celebrity-like Aspirations, the factor analysis produced only one factor as opposed to two separate factors for the Australians. Singaporeans are less likely to pay attention to more personality characteristics of celebrities. Celebrity-like Aspirations are strongly related to Celebrity Inspirational characteristics (R=0.43**) and Influence on consumer Opinions (R=0.52**) but not on actual intentions to buy. The Desire for Fame is strongly correlated with Celebrity Lifestyle (R=0.29**) which is related to consumer Intention to buy (R=0.20**). The relationship between Consumer Opinion influence on Intention to buy (R=0.64**) is very strong. It could be an indication that if consumers have a strong desire for self-fame and also admire the personality attributes and lifestyle of their

favourite celebrity then they are more likely that their opinions and attitudes are very positive towards buying the endorsed produces.

The research findings suggest that for both cross-cultural samples the consumer's desire for fame is strongly related to the perceived attributes, aspirations and lifestyles of celebrities. The empirical findings strongly support the general theoretical proposition that consumers imitate and emulate their favourite celebrities' opinions, lifestyles and product choices. There is not relationship between extrinsic celebrity-like aspirations and inspirational celebrity characteristics, which is interpreted as evidence that materialistic consumers do not care about any personal celebrity personality traits which are perceived as inspirational attributes.

Both models were tested for the potential moderating effect that celebrity attributes might have upon the consumers' aspirations and celebrity influence. For Singapore, celebrity attributes do not moderate any of the relationships. Celebrity lifestyle moderates the relationships of extrinsic celebrity-like aspirations and has a positive effect on celebrity influence on consumers' opinions and their buying intentions.

International business managers need to be cognisant of fundamental differences between cross-cultural consumer interests regarding celebrity admiration. Endorsing celebrities need to be presented in different ways and emphasise different attributes to different market segments. For example for Singaporean consumers, the material attributes and glamorous celebrity lifestyles are more important. Consumer's desire for fame and the benefits sought by cross-cultural markets are different and therefore knowing apriori these cultural differences will affect endorsement and promotional outcomes. Celebrity influence is cross culturally strong and therefore they can be used at all stages of the information diffusion and communications tactics, for example, at the initial brand launch, during the growth and maturity stages and to reposition brand images at the decline stage. Cross-cultural consumers

respond very positively to celebrities and therefore other cultural differences appear to be washed over by the emotional connections with their favourite celebrities.

Limitations and Future Research

There are strong similarities but also some significant differences to further explore between Australian and Singaporean consumers' perceptions of their favourite celebrities. The empirical finding that Singaporeans do not differentiate between extrinsic and intrinsic celebrity-like aspirations indicates that it is an area for further investigation. The hypothesised reason that Singapore is a highly controlled, authoritarian political system which restricts individual freedoms may have an effect on the degree of individual expressions and analysis of celebrities' personal and social activities. The second issue to investigate is whether the higher level of materialistic values in Singapore influenced their lack of interest in more social celebrity characteristics. The relatively smaller Singaporean sample size may be a key difference, but we suspect that other social and cultural differences have influenced the variance in our findings. Future research using experimental design for both countries would explore in more detail all differences and map out some of the more specific decision processes involved. Focusing on specific product categories relevant to both cross-cultural markets would be important issue to explore, for example, public vs privately consumed products; and differences between males, females and other socio-economic differences.

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Figures

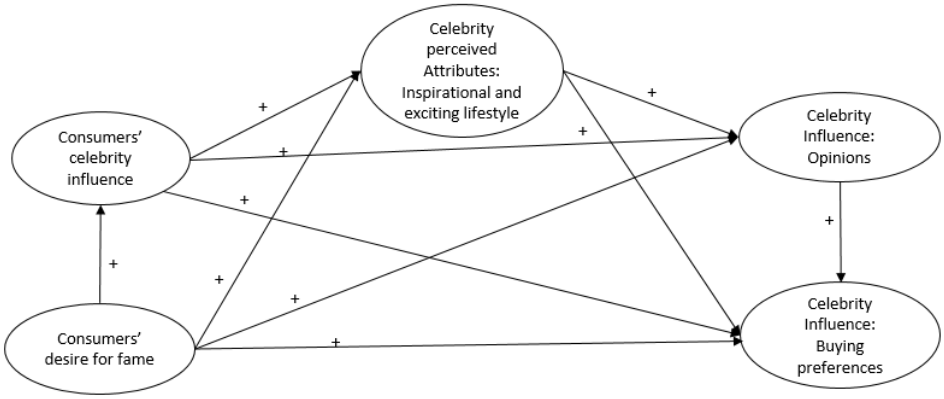

Figure 1: The conceptual model.

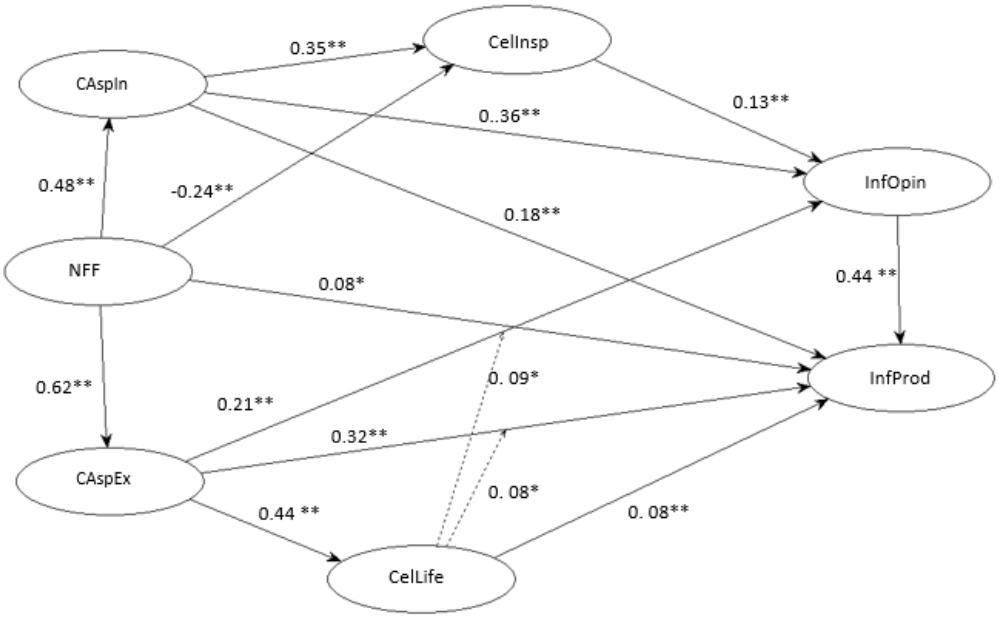

Figure 2- Australia final PLS model (*Sig at.05, **Sig at 0.01)

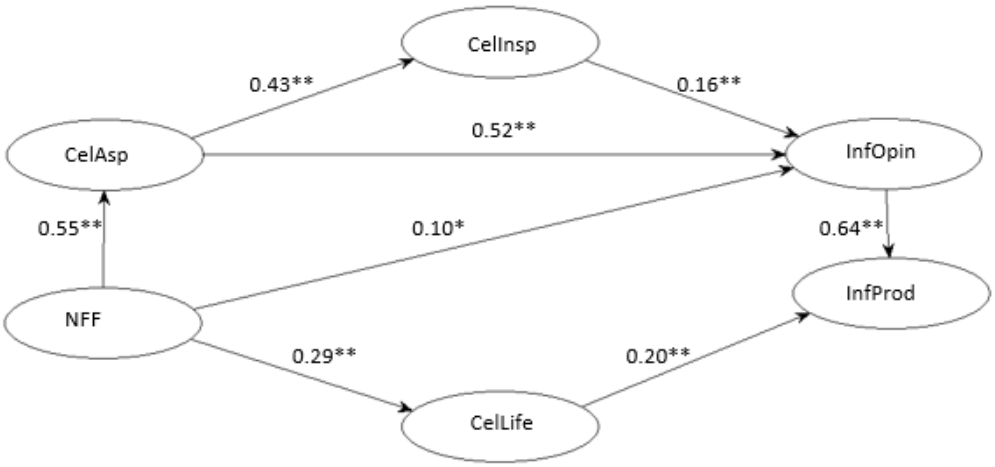

Figure 3- Singapore final PLS model (*Sig at.05, **Sig at 0.01)

Tables

Component	Australia		
DFF1	**.934**	-.093	-.099
DFF2	**.932**	-.010	-.123
DFF3	**.886**	-.169	.080
DFF4	**.623**	.390	-.180
DFF5	**.501**	.418	-.007
AExt1	.020	**.877**	-.142
AExt2	-.288	**.839**	.145
AExt3	.153	**.574**	.183
Aint1	-.244	-.061	**.933**
Aint2	.054	.096	**.674**
Aint3	.272	.028	**.524**
	Singapore		
DFF1	**.912**	-.113	-
DFF2	**.864**	-.026	-
DFF3	**.781**	-.080	-
DFF4	**.775**	.041	-
DFF5	**.760**	-.058	-
Asp1	-.359	**.930**	-
Asp2	-.023	**.757**	-
Asp3	.011	**.698**	-
Asp4	.169	**.687**	-
Asp5	.308	**.567**	-
Asp6	.131	**.550**	-

Table 1 - Aspirations - Factor Pattern Standardised Regression coefficient

Variable	M	SD	CR	CA	CaspExt	CaspInt	DFF	CelLIfe	CelInsp	InfOpin	InfProd
CAspEXT	2.94	0.57	0.84	0.71	(0.63)						
CAspINT	3.20	0.85	0.80	0.64	0.49**	(0.58)					
DFF	2.36	0.97	0.91	0.88	0.61**	0.49**	(0.68)				
CelLife	3.58	0.73	0.82	0.71	0.43**	0.19**	0.28**	(0.55)			
CelInsp	3.92	0.57	0.87	0.82	0.03	0.35**	-0.50	0.16**	(0.53)		
InfOpin	2.60	0.86	0.87	0.80	0.37**	0.53**	0.33**	0.12**	0.28**	(0.63)	
InfProd	2.00	0.90	0.90	0.84	0.50**	0.26**	0.37**	0.24**	0.02	0.50**	(0.69)

**Sig. at 0.01 (AVE shown on diagonal)

Table 2– Australian sample: Means, Standard Deviation, Composite Reliability, Cronbach's Alpha, and coerrrrelations

Variable	M	SD	CR	CA	CAsp	DFF	CelLIfe	CelInsp	InfOpin	InfProd
Casp	3.48	0.78	0.87	0.81	(0.57)					
DFF	2.70	0.89	0.90	0.87	0.55**	(0.65)				
CelLife	3.58	0.75	0.86	0.78	0.30**	0.25**	(0.60)			
CelInsp	3.89	0.51	0.90	0.86	0.46**	0.16**	0.35**	(0.65)		
InfOpin	3.00	0.93	0.92	0.88	0.66**	0.37**	0.26**	0.45**	(0.73)	
InfProd	2.60	1.00	0.87	0.89	0.50**	0.36**	0.38**	0.50**	0.70**	(0.75)

**Sig. at 0.01(AVE shown on diagonal)

Table 3: Singaporean sample: Means, Standard Deviation, Composite Reliability, Cronbach's Alpha, AVE and correlations

Initial model			Final Model		
Path	**Path coefficient**	**Significance**	**Path**	**Path coefficient**	**Significance**
DFF → ASPInt	0.48	<0.001	DFF → ASPInt	0.48	<0.001
DFF → ASPExt	0.62	<0.001	DFF → ASPExt	0.62	<0.001
ASPInt → CelInsp	0.39	<0.001	ASPInt → CelInsp	0.39	<0.001
ASPInt → CelLife	0.04	0.15	DFF → CelInsp	-0.24	<0.001
ASPExt → CelLife	0.42	<0.001	CelInsp → InfOpin	0.15	<0.001
ASPExt → CelInsp	0.04	0.15	CelLife → InfProd	0.08	0.01
DFF → CelLife	0.03	0.17	ASPExt → CelLife	0.44	<0.001
DFF → CelInsp	-0.25	<0.001	ASPExt → InfOpin	0.18	<0.001
CelInsp → InfOpin	0.16	<0.001	ASPInt → InfOpin	0.33	<0.001
CelInsp → InfProd	-0.08	0.05	DFF →InfProd	0.08	0.02
CelLIfe → InfOpin	0.05	0.12	ASPExt → InfProd	0.32	<0.001
CelLife → InfProd	0.10	<0.001	ASPInt → InfProd	0.18	<0.001
ASPExt → InfOpin	0.20	<0.001	InfOpin → InfProd	0.44	<0.001
ASPInt → InfOpin	0.37	<0.001	**Moderators**		
DFF →InfProd	0.08	0.02	AspExt*InfOpin*CelLife	0.09	<0.001
DFF →InfOpin	0.06	0.06	AspExt*InfProd*CelLife	0.08	0.03
ASPExt → InfProd	0.33	<0.001			
ASPInt → InfProd	0.18	<0.001			
InfOpin → InfProd	0.44	<0.001			
Influence -Opinions	R2= 0.33		Influence -Opinions	R2 = 0.33	
Influence - Products	R2= 0.49		Influence - Products	R2 = 0.50	

Table 4 - Australia PLS modelling analysis results.

Initial model			Final Model		
Path	**Path coefficient**	**Significance**	**Path**	**Path coefficient**	**Significance**
DFF → ASP	0.55	<0.001	DFF → ASP	0.55	<0.001
ASP → CelInsp	0.46	<0.001	ASP → CelInsp	0.43	<0.001
ASP→ InfOpin	0.54	<0.001	ASP→ InfOpin	0.54	<0.001
ASP → InfProd	0	0.48	ASP → CelLife	0.23	<0.001
ASP → CelLife	0.23	<0.001	CelInsp → InfOpin	0.17	<0.001
DFF → CelInsp	0.03	0.11	CelLife → InfProd	0.11	0.02
DFF → InfOpin	0.1	0.03	DFF → InfOpin	0.1	0.03
CelInsp → InfOpin	0.16	<0.001	DFF → CelLife	0.16	<0.001
CelInsp → InfProd	0.08	0.07	InfOpin → InfProd	0.64	<0.001
CelLIfe → InfOpin	0.11	0.02			
CelLife → InfProd	0.19	<0.001			
DFF → InfProd	0.08	0.06			
DFF → CelLife	0.16	<0.001			
InfOpin → InfProd	0.61	<0.001			
Influence -Opinions	R2 = 0.49		Influence -Opinions	R2 = 0.49	
Influence - Products	R2 = 0.55		Influence - Products	R2 = 0.53	

Table 5 – Singapore PLS modelling analysis results.