



Influence of celebrity endorsement on Gen Z consumers' adoption of non-alcoholic beverages

Dissertation by

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Abstract

This paper is about Gen Z consumers and the factors which influence them to adopt healthier habits in the form of non-alcoholic beverages. Our research focuses on Gen Z's health awareness, and endorsement through a celebrity, and analyse their influence on non-alcoholic beverages' adoption. The purpose of this study is to help provide a better understanding of Gen Z and their alcohol consumption habits, in order to help companies implement marketing initiatives for non-alcoholic beverage companies. The analysis was based on a mediation model, setting into relation both Gen Z's health awareness and celebrity endorsement to assess their impact. An online survey was run to gather information about Gen Z individuals who consume alcohol, which resulted in 157 valid responses. The findings revealed that an increased health awareness influences Gen Z consumers to adopting non-alcoholic beverages, whilst celebrity endorsement did not show an impact on its own. A limitation to this study was the video utilized to test celebrity endorsement; it showed a biased opinion from a Gen Z celebrity who endorsed sobriety, not only non-alcoholic beverage consumption. Future research ought to observe Gen Z's alcoholic beverages consumption behaviour development, to adapt marketing initiatives for healthier substitutes.

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Author: Josephine König

Keywords: Gen Z, health awareness, celebrity endorsement, product adoption, non-alcoholic beverages, alcohol consumption

Sumário

Este documento tem como tema os consumidores da Geração Z e os factores que os influenciam a adotar hábitos mais saudáveis, especificamente o consumo de bebidas não alcoólicas. A nossa investigação centra-se na sensibilização para a saúde da Geração Z e na influência da recomendação de celebridades, analisando a sua importância na adoção de bebidas não alcoólicas. O objetivo deste estudo é proporcionar uma melhor compreensão da Geração Z e dos seus hábitos de consumo de álcool, a fim de ajudar as empresas a implementar iniciativas de marketing para bebidas não alcoólicas. A análise baseou-se num modelo de mediação, relacionando a sensibilização para a saúde da Geração Z e o endosso de celebridades para avaliar o seu impacto. Foi realizado um inquérito online para recolher informações sobre os indivíduos da Geração Z que consomem álcool, o que resultou em 157 respostas válidas. Os resultados revelaram que uma maior sensibilização para a saúde influencia os consumidores da Geração Z a adotarem bebidas não alcoólicas, ao passo que a recomendação de celebridades não mostrou um impacto por si só. Uma limitação deste estudo foi o vídeo utilizado para testar o endosso de celebridades pois mostrou uma opinião tendenciosa de uma celebridade da Geração Z que defende a sobriedade e não apenas o consumo de bebidas não alcoólicas. Futuras investigações devem analisar a evolução do comportamento de consumo de bebidas alcoólicas da Geração Z, com vista a adaptar as iniciativas de marketing a substitutos mais saudáveis.

Title: “A influência do endosso de celebridades na adoção de bebidas não alcoólicas pelos consumidores da geração Z”

Autor: Josephine König

Palavras-Chave: Geração Z, sensibilização para a saúde, apoio de celebridades, adoção de produtos, bebidas não alcoólicas, consumo de álcool

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1. Introduction

According to Fairbairn, Sayette, Wright, Levine, Cohn and Creswell (2015), alcohol consumption is perceived as beneficial for bonding among extroverted individuals. Disregarding its detrimental effects on both body and mind, the underlying motivation to consume alcohol are rooted in social aspects to simplify and enhance an experience (Cox, Hosier, Crossley, Kendall, Roberts, 2006).

Strategically, the question arises which factor is most strongly of influence for consumers to reconsider drinking and opting for non-alcoholic beverages instead. This dissertation investigates two influences: The affirmative statements by a celebrity to give up drinking, and the awareness around the harmful aspects connected to alcohol. The findings of our study will be of managerial relevance for non-alcoholic beverage companies, targeting Generation Z (Gen Z), which are individuals born between 1995 and 2010 (Francis and Hoefel, 2018). The normalized consumption of alcoholic beverages appears to have experienced a shift in societal values for this generation of adolescents. Alcohol, as pointed out by Moss (2013), is “a legal drug that is well integrated into our social fabric, [yet] alcohol affects many aspects of [...] health, safety, and well-being” (Moss, 2013, p. 177). Drinking has recently been given closer attention to, questioned, and in many cases, entirely abandoned (Grant and Dill-Shackleford, 2015). Investigating this topic from a Gen Z consumer’s perspective aims to support future marketing initiatives for non-alcoholic beverage companies which may lead to an increase in sales for non-alcoholic beverages, and a raised awareness and implementation of healthier benefits for Gen Z are worked towards.

Our study aims to provide an analysis for the following inquiry:

“Influence of celebrity endorsement on Gen Z consumers’ adoption of non-alcoholic beverages”

The following three research questions will be utilized as a main frame for this dissertation’s scrutiny.

Research question (1): Does celebrity endorsement positively influence Gen Z to a heightened health awareness?

Research question (2): Does a heightened health awareness have an impact on Gen Z consumers to adopt healthier habits in forms of non-alcoholic beverages?

Research question (3): Does celebrity endorsement lead to an increased health awareness, which mediates Gen Z consumers' willingness to non-alcoholic beverages?

In research question (1), the goal is to investigate the relationship between a celebrity's affirmative statement towards giving up drinking, and Gen Z heightened health awareness. The research question aims to understand how influential celebrity endorsement could be in steering Gen Z towards healthier consumption choices. Research question (2) is intended to gain clarity on health awareness as a motivator for preferring non-alcoholic beverages over alcoholic ones. Finally, research question (3) aims to answer whether celebrity endorsements lead to a heightened awareness around healthier habits, which then influences the adoption of non-alcoholic beverages.

Our research will be conducted as follows: Firstly, we provide a brief review of the relevant literature, to create the necessary theoretical background for the research at hand. Findings around Gen Z's health awareness will be discussed, followed by a roadmap to better understand influences through celebrity endorsement. Secondly, a mediation analysis will be disclosed in detail which has been run to reveal Gen Z's underlying motivations to both drink and consider quitting. In so doing, this dissertation will describe the methodology used, to then lay out the research's findings and analysing them in detail. Thirdly, a discussion will be provided to critically analyse the findings and setting them into relation to the research background. Suggestions will be made for marketing initiatives of companies selling non-alcoholic beverages, based on our study's findings about Gen Z's attitude towards healthier habits. Finally, a conclusion will be drawn, summarizing the research's main findings, research limitations, and providing an outlook for future research.

2. Literature Review and Conceptual Framework

2.1 Gen Z and health awareness

Aiming to discuss Gen Z's health awareness, Garai-Fodor (2021) conducts an analysis about this generation's food consumption patterns and what influences them. According to the author, personal motives and perception of human values strongly influence their selection of food. More specifically, Gen Z appears to base their consumption habits on an accordance with their personal values, such as balance, health, and sustainability. The authors set grounds to believe that Gen Z is a highly health aware generation, and that their definition of health awareness is created and adjusted through personal motives.

Furthermore, Halasi, Djordjević, Kiss, Šoronja-Simović, Maravić, Horvat and Šaranović (2021) investigate Gen Z's health awareness and nutritional knowledge through their research. The authors identified representative factors of a healthy diet for this generation, including how regularly a meal is consumed, and general knowledge of nutritional needs. Here, a noticeable health awareness was determined for Gen Z, observable through their healthy snack choices such as fruit or vegetables, when given the choice. The authors set grounds to believe that an increased health awareness inevitably results in healthier habits for Gen Z.

Bencsik, Horvath-Csikos, Juhasz and Csanadi (2019) narrow down their research to a healthy lifestyle visible through Gen Z. The authors scrutinize the generation's health awareness, and how they incorporate it in their daily habits. Their findings reveal that, although Gen Z individuals are strongly tied to virtual connections, they do focus on health and emotional stability. In simpler terms, even though this generation grew up to a life strongly connected to electronic devices, they strongly prioritize physical and social activity off-screen.

Through their research, Pólya and Máté (2021) investigate the differences in health consciousness between Millennials and Gen Z. In contrast to the previous findings, the authors claim that Gen Z is less concerned with health, yet they are more concerned with price. Both generations are found to be arguably sustainable consumers, although it is found not to be the main focus in food and drink consumption for Gen Z. The information they need about consumption choices are retrieved through medical professionals for both generations. Both generations rely on word of mouth and personal recommendations for consumption (Pólya & Máté, 2021).

Concerning mental health awareness, Schroth (2019) emphasizes that Gen Z is noticeably more conscious of, and more likely to report mental health issues than any other generation. Anxiety and depression are frequently reported through Gen Z, and the author suggests companies to consciously pursue health and wellness programs for this new generation. Yarbrough (2022) investigates Gen Z's health awareness from a similar angle, questioning whether this generation is aware of mental health issues, and is open to talk about it. The author focused on Gen Z's attitude towards mental health diseases, including depression, anxiety, attention-deficit / hyperactivity disorder (ADHD), and eating disorders. According to Yarbrough's (2022) findings, Gen Z did not show a positive attitude towards either of the named mental health diseases. In fact, the author discovers that the stigma around mental health, and the attitude towards mental health diseases is rather negative for Gen Z. However, Yarbrough (2022) reveals that the Gen Z sample consisted of psychology students. The author argues that a previous knowledge about the human psyche could have altered their response to the topic, and, hence, might represent a biased response for Gen Z's attitude towards mental health.

2.2.1. Gen Z and drinking behaviour

Dimitrova and Ilieva (2023) explore which factors are most influential for Gen Z to consume a beverage in general. The authors find out that potential health benefits provided by a beverage have little to no influence on a Gen Z individual's choice. Instead, marketing initiatives have had a large influence on which beverage was consumed. Herewith, the authors aim to explain that marketing is of larger influence than health benefits for Gen Z, when it comes to beverage purchases and consumption.

An analysis about drinking behavior for students aged 18 to 24 was provided by Pettit and DeBarr (2011). The authors made it their goal to research whether there is a visible connection between stress, and the consumption of harmful products such as alcohol and energy drinks. A strongly positive connection was determined. Their findings lead to believe that an increased consumption of harmful products due to stress is expectable for this Gen Z individuals. Among harmful products "like tobacco, alcohol, and drugs, energy drinks may be a preferred coping source for many college students" (Pettit & DeBarr, 2011, p. 5).

Further findings about motivations to drink are provided by Lyvers, Hasking, Hani, Rhodes, and Trew (2010). According to the authors, drinking is often used to cope with social anxiety and to enhance experiences among adolescents. Deciding to use alcohol as coping mechanism is strongly influenced by the relationship with alcohol that was previously established for Gen Z individuals.

Ball, Crossin, Boden, Crengle, Edwards (2022) narrow down their research to long-term trends and developments of harmful products for Gen Z. Here, the authors observe that alcohol consumption had reached a peak for Millennials but was followed by a noticeable drop for Gen Z. To find a possible explanation for this drop in consumption, Kuntsche and Gmel (2013) scrutinize drinking motivation among the younger generation. As they find out, drinking among younger individuals tends to happen only occasionally, yet excessively. The authors use the term “risky single-occasion drinking (RSOD)” (Kuntsche & Gmel, 2013, p. 1) to describe an untampered consumption of alcohol which leads to a dangerous level of ecstasy for individuals between 16 and 30. Put differently, it describes drinking in a private setting aimed to consume as much alcohol in the shortest amount of time possible, to increase an ecstatic feeling.

Kraus, Room, Livingston, Pennay, Holmes, & Törrönen (2020) further investigate the development of drinking behavior through the generations. According to their findings, a decrease in alcohol use among the younger generation is visible, albeit not entirely reasoned. Kraus et. al (2020) suggest that the negative effects of alcohol have led to an adjusted, more negative attitude towards it. They further emphasize that said change in alcohol consumption can stem from “changes in technology, social norms, family relationships, or gender ethnicities (Kraus et. al, 2020, p. 27).

Finally, Burgess, Yeomans, and Fenton (2022) seeked to provide an explanation for the developments of Gen Z’s attitude towards alcohol. The authors thematize the decline in consumption among Gen Z and claim that the generation’s health awareness led to this development. According to their study, “90% associated ‘particular health risks with drinking alcohol’” (Burgess et. al, 2022, p. 10). Furthermore, the authors emphasize that Gen Z feels associated with an autonomy and pressure to do well in life. They feel both gifted and burdened with the most information and opportunity that has ever been available to any generation. The decrease in alcohol consumption, as the authors argue, appears to be reasoned by Gen Z’s wish to remain in control and in better health for their demanding life.

2.2.2 Gen Z and healthier lifestyle adoption

Through their research, Fathin, Sosianika, Amalia and Kania (2023) analyse whether there is a visible difference between Gen Y and Gen Z in their purchase behaviour of healthier beverages. The authors narrow down their research to ‘functional beverages’, which are known to provide health benefits such as „boosting the immune system, improving heart health [or] enhancing cognitive function” (Fathin et. al, 2023, p. 4). Along their research, the authors hypothesize that the purchase intention for a healthier beverage is strongly influenced by both trust, and health consciousness. According to the authors’ results, an increased health consciousness and trust strongly influence a purchase intention and product adoption, for both Gen Y and Gen Z.

Analysing healthier lifestyles in a business environment, Sladek and Grabinger (2014) point out that, with each generation, the ability to handle stress and anxiety healthily, has lessened. Gen Z, however, is known to be more mindful and communicate needs more openly regarding physical and mental health. As a managerial implication, the authors suggest that “Gen Z will likely be drawn to employers that provide health-centered workplaces“ (Sladek & Grabinger, 2014, p. 10). As the authors argue, the willingness to adopt healthier lifestyles is given, and well-received by Gen Z. Put differently, the generation is motivated to pursue healthier habits, and is likely to adopt them, given they are openly communicated and endorsed.

Seemiller and Grace (2017) unearth Gen Z’s attitude towards healthier lifestyle adoption, and how they aim to actively implement it. As they find out, Gen Z has a noticeable need and expectation to do well. In their own words, they perceive it as their responsibility to “make a difference in the world and accomplish individual greatness“ (Seemiller & Grace, 2017, p. 6). To help them implement healthier action, the authors suggest educating them through video-based learning and allow community engagement opportunities.

Andrews, Netemeyer, Kees and Burton (2014) investigate how graphic health warnings affect adolescents’ attitudes towards smoking, and thoughts of quitting. As they found out, having developed a harmful habit a longer while ago *decreases* the positive effects of marketing campaigns of wanting to quit. The authors set grounds to believe that influencing consumers to abandon a harmful habit becomes increasingly more difficult, the longer a habit has been internalized. Even though this research investigates tobacco consumption, the authors emphasize that quitting any harmful good will manifest in a similar manner. Gen Z, as previously touched upon, appears to be eager to adopt healthier habits, if communicated to them

early on. Helping them quit a harmful product, and adopt a healthier habit, ought to be talked about and made available to Gen Z early in the consumption process.

Finally, Štimac, Bilandžić and Kelić (2022) scrutinize which factors most strongly influence Gen Z in their lifestyle choices. Here, digital marketing is depicted as a strong influence on Gen Z and emphasize that healthier lifestyle choices can effectively be endorsed through this medium. More specifically, the authors highlight that Gen Z is the first generation exposed to online marketing, which is why it has a strong impact on its decision making. Particularly, influencer marketing has been shed light upon. The authors provide evidence that it can be utilized to endorse, and to successfully help Gen Z adopt healthier habits.

2.2. Influence of celebrity endorsement on Gen Z's consumer behaviour

After having debated on Gen Z's attitude towards healthy habits, alcohol, and healthy lifestyle adoption, the following section will dissect the impact of celebrity influence.

Gräve (2017) examines which type of public figure's influence is the most impactful on a large audience. His assumption is that, originally, traditional celebrities impacted large audiences most strongly. Now, social media influencers (SMIs) reach audiences of a similar magnitude and might have taken the lead in strategic influencing. His research shows that celebrities greatly impact the endorsement of a brand, whilst SMIs strongly impact an audience which trusts them. Herewith, the author creates an understanding that endorsement by public figures strongly deviates and ought to be implemented with care.

Sundermann and Munnukka (2022) further debate in which way social media influencers (SMIs) and their marketing campaigns can be utilized as a strategic vessel to reach a large audience. According to the authors, a campaign is received positively if the source it is coming from is credible. Along these lines, the authors find out that content is well-received if it feels natural and inspiring, and mostly rejected if it is a commercial campaign. However, the authors suggest that authenticity in influencer marketing and its future developments have yet to be further studied.

Leung, Gu, Li, Zhang and Palmatier (2022) research findings are in accordance with the previous claim. Their analysis was designed to uncover in which way an influencer's impact can be improved and positively received by a large amount of people. As it turns out, a public

figure's statement will gain effectiveness and impact through authenticity, originality, and a large number of followers. Furthermore, sharing a positive message has been found to have a big impact; sharing inspirational content and building an emotional bond with followers is effective for public figures' performance.

In a more critical manner, Chaudhary and Asthana (2015) scrutinize influence on large audiences by celebrities. Through their research, the authors find out celebrities' endorsement of product adoptions are "perceived to enhance the awareness, responsiveness and brand image of products and creates a connection which forces a consumer to patronize a product" (Chaudhary and Asthana, 2015, p. 6). Interestingly, however, the authors' research provided evidence that celebrity endorsement alone is not sufficient to influence customers to a final buying decision. According to them, celebrity endorsement strengthens a brand's reputation and trustworthiness, but does not influence product adoption on its own.

Kaabachi, Charfi, Kpossa, and Kefi (2021) investigate which influence on Gen Z is the most impactful – celebrity endorsement or social media influencer endorsement. Tellingly, their research dissected influence in a finance sector, to depict a field in which trust and consultancy is needed. According to the authors' findings, endorsement through SMIs was proven to be of larger influence than endorsement through traditional celebrities. Apparently, an altruistic approach towards influencing is more strongly associated with SMIs, than it is with celebrities. Social media influencers appear to be trusted more by Gen Z. Herewith, the authors set grounds to believe that celebrity endorsement will not be as influential on a Gen Z consumer's choice as a social media influencer might be.

Endorsements' impact is further analyzed by Schouten, Janssen and Verspaget (2021). Quite in alignment with the previous research, the authors create grounds to believe that influencers are perceived as more trustworthy than celebrities. The authors emphasize that "an endorsed product must be able to enhance feelings of similarity and wishful identification" (Schouten et al, 2021, p. 20). Put differently, effective endorsement – and an inspiration to product adoption – is strongly connected to a feeling of personal connection, and trust, to the endorser. Thus, in order to sustainably influence Gen Z towards a product adoption, so the authors argue, influencer endorsement is more effective, as it creates a strong personal connection to an audience, and trust along with it.

A critical examination about influencer marketing is provided by Pradhan, Kuanr, Pahi and Akram (2023). Their aim is to find out when endorsed brands and products are perceived

negatively or are being avoided. As the authors point out, Gen Z tends to not trust endorsers who are too obviously tied to a brand and its image. The campaigns are then received as too commercial, morally negligent, and culpable (Cocker, Mardon & Daunt, 2021). The authors introduce the term of *influencer avoidance*, which stands for unfollowing formerly well-received public figures as a response to their untrustworthiness. Gen Z is characterized by their pursuit of authenticity and ethical conduct through their interactions with endorsers and brands (Feng, Chen & Kong, 2021). The authors highlight the importance of authenticity and trust in product and brand endorsement is highlighted. In accordance with the previous research findings, an impactful endorsement for Gen Z is based on trust, and its success will suffer from a lack thereof.

Continuing the discussion of celebrity influence on Gen Z, Chiu and Ho (2023) evaluate celebrities, micro-celebrities and virtual influencers for their impact. Herein, they scrutinizes all three influencer types for their social credibility, and in which way Gen Z responds to them. According to their research, all three types of influencer endorsements do have a strong impact on Gen Z's buying behavior, given the source is credible and believable. Celebrities in particular are found to have a strong impact on increasing brand awareness. However, the authors reveal as a study limitation that their study was run with Chinese Gen Z individuals only, so their findings, arguably, cannot be generalized for Gen Z worldwide. Furthermore, the product tested for endorsement impact was a beauty-product. Chiu and Ho (2023) argue that adopting a product of a different magnitude would likely provoke a different response for Gen Z, if endorsed by the three influencer types.

Bezbaruah and Trivedi (2020) analyze branded content endorsed by celebrities and its influence on Gen Z. Here, the authors clarify that branded content videos, and content marketing videos differ strongly in message and impact. In simplest terms, whilst content marketing is displayed to provide information to help an informed buying decision, branded content videos are used to help a brand appear more interesting. The authors attain to analyze whether celebrity endorsement actually improves how an ad is received by Gen Z. Their research led to two findings about branded content. On the one hand, branded content videos do influence Gen Z to a more positive impression of a brand. On the other hand, however, the research showed that celebrity endorsement does not alter Gen Z's attitude towards the brand. In other words, the authors provide evidence to suggest that branded content does leave a positive impression on the generation, whilst celebrity endorsement does not seem to be as impactful.

2.3 Summary of literature review findings

After having compared and critically examined previously conducted research on Gen Z's health awareness, and influence through a public figure, the following ought to be noted.

The previously discussed research findings laid the groundwork to better depict Gen Z's health awareness. Along these lines, evidence was provided for Gen Z being a health aware generation. There was support found for Gen Z aiming to pursue healthier habits in their choices of food, and lifestyle. Furthermore, the generation's attitude towards openly discussing their mental health was discussed. The response gathered from this research was two-fold. Although it was found to be true that Gen Z openly discuss their own mental health, a response towards discussing further mental illnesses was rather negative. Nevertheless, evidence for Gen Z being a health aware generation was provided and led to believe that their consumption choices are shaped by their health consciousness.

In a subsequent investigation about Gen Z's healthy habits, their attitude towards drinking alcohol was discussed in detail. Gen Z's consumption of alcohol, unsurprisingly, is footed in enhancing an experience and coping with social stress and anxiety. However, a noticeable difference in alcohol consumption between Millennials and Gen Z was found. According to the research, alcohol is consumed less often, yet excessively by Gen Z. An indicated conclusion from this development was that Gen Z is confronted with their wish to remain in better health for a life that is demanding them to perform well.

The final scrutiny around Gen Z's health awareness thematized healthier lifestyle adoption. More specifically, the question was raised what is proven to be of impact on the generation to make healthier choices. Support was found that an increased health awareness does influence Gen Z to healthier purchase intention and product adoption. Again, support was found for Gen Z's perceived responsibility to perform well; their aim to accomplish individual goals is well accompanied by them being open to healthier lifestyle adoption.

On a more strategic note, research was provided not only for adopting a healthy habit, but for quitting a harmful one. As it turns out, younger consumers are more likely to quit a harmful habit (e.g. the consumption of alcohol) if the adoption process is embarked upon early in the consumption process. Letting go of a habit is harder for younger people if it was internalized for a longer period.

Finally, a suggestion was provided what is most impactful on Gen Z to adopt a healthier lifestyle choice. As it turns out, influencer marketing has a strong influence on Gen Z in decision making and product adoption.

Along the lines of influences on Gen Z's product adoption, research findings were disclosed to debate whether the celebrity endorsement has proven to be impactful on the generation. Herein, social media influencers were analyzed, to create a comparison between them and traditional celebrities. As it turns out, SMIs are taking the lead in their impact on Gen Z. Their endorsements are positively received and found relatable, provided the source is credible and their campaigns feel natural and not commercial. In comparison, celebrity endorsement alone does not suffice to influence customer to a buying decision. While it helps the attraction towards a brand, it does not persuade to a product adoption. The research findings unearthed that product adoption is based on trust, and Gen Z depends on a feeling of reliability with the endorser. As the findings reveal, celebrity endorsement often fails to establish such a connection. If an endorser (both celebrity and SMI) appears untrustworthy, Gen Z responds negatively by avoiding the brand in question.

Finally, branded content was analyzed, revealing that a celebrity does not alter Gen Z's attitude towards a brand. Whilst marketing campaigns help with brand awareness, celebrity endorsement was found to be rather unimpactful. An overview of the support found through the literature review is attached in Appendix B.

2.4 Conceptual framework and hypotheses

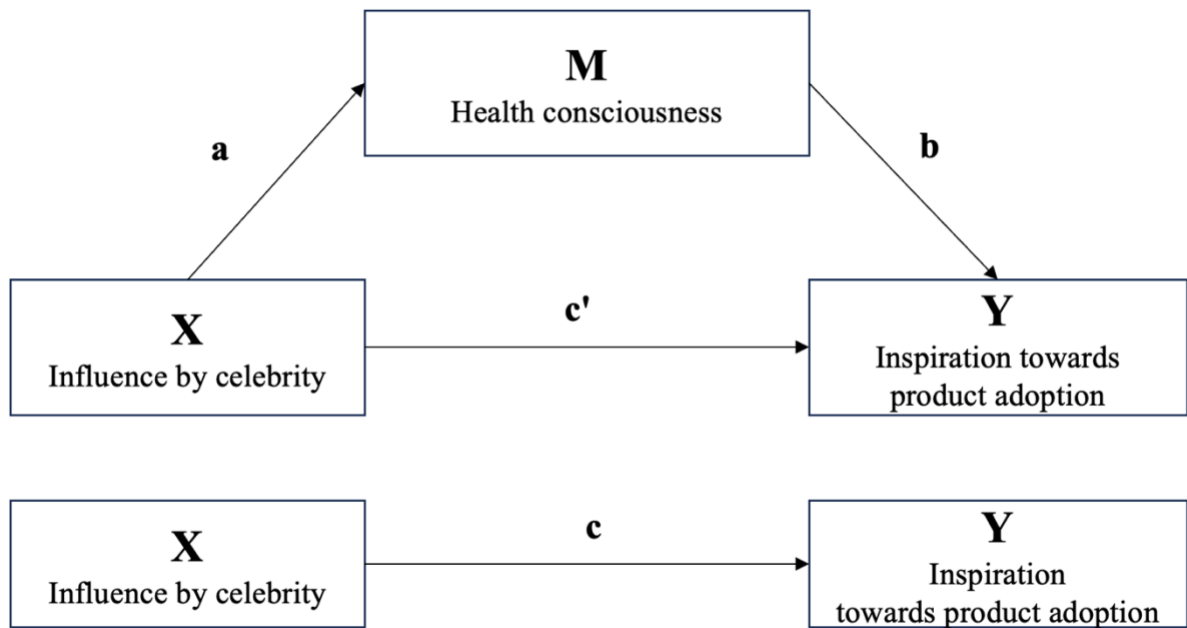


Figure 1: Mediation model

Having built the theoretical background to this research, the following hypotheses were created, to be answered through the following research.

H₁: *Celebrity endorsement positively impacts Gen Z's product adoption.*

H₂: *Celebrity endorsement leads to a heightened health consciousness for Gen Z.*

H₃: *A heightened health consciousness positively impacts Gen Z's product adoption.*

H₄: *Celebrity endorsement leads to an increased health consciousness, which mediates its impact on Gen Z's product adoption.*

3. Methodology

After having discussed previous research results on Gen z's health awareness and celebrity endorsement, the following section presents the methodology that was utilized our study.

3.1 Data collection

Primary data was collected through an online survey conducted through Qualtrics. Both quantitative and qualitative data were gathered. Quantitative data was used to assess the impact health awareness and celebrity endorsement had on Gen Z, whilst qualitative data helped understand the underlying attitude of a Gen Z individual towards non-alcoholic beverages.

The research survey was compartmentalized into sections; celebrity endorsement and Gen Z's health awareness were analysed separately and in which way they influence Gen Z's adoption of a new product. This research method was consciously chosen for two reasons: Given the data is straightforwardly quantifiable, the results can be narrowed down to the research questions and evaluated from a strategic angle. Moreover, the convenience of an online survey increased the chance of receiving many respondents over a short amount of time.

The fact that this survey was to be answered anonymously, the chance of an accurate and honest representation of opinions could be expected. Bias prevention, further, was consciously achieved through carefully worded questions. Here, a distinct focus was put on phrasing the question in a non-leading manner, yet provoking a thought process to help investigate Gen Z's attitude towards the product adoption in question.

To ensure this research's validity, a high enough number of participants had to be achieved. With a survey response count of $N = 157$ the data was normalized. There were no multivariate outliers detected.

The questionnaire consisted of 19 questions (disclosed in Appendix A). The questions included 14 Likert scale questions, two multiple choice questions, two dichotomous filter questions, and one open question. The purpose of this survey's design was to keep the examination interesting for the participant, albeit its length and thought-provoking nature. Answering this questionnaire conscientiously took three minutes.

The questionnaire was divided into sections, so that Gen Z's attitude towards product adoption could be analysed in detail. The structure was built to later enhance the process of evaluating the findings in a structured manner.

Section *one* of the survey included screening questions and demographic inquiry. It was purposely designed to target only Gen Z, and aimed to best investigate their attitude towards drinking. Non-Gen-Z participants were cancelled out immediately, as did participants who

indicated that they do not drink at all. In so doing, it was ensured that every response represented a Gen Z individual who consumes alcohol.

In section *two*, the two potential influences on non-alcoholic beverage adoption were inquired in detail through a set of questions as follows.

Firstly, a video snippet from an interview with the actor Tom Holland was shown to the participants. It included a brief statement about his newly discovered benefits of sobriety. Most generally, the interview was shown to provoke an inspiration towards product adoption of non-alcoholic beverages for Gen Z. Respondents were asked to indicate whether they felt inspired by this interview and go into detail about the response it had provoked in them. High scores in provoked emotion were evaluated as a strong influence by celebrity endorsement.

Secondly, a set of questions was asked to inquire Gen Z's health awareness, and how strongly it influences consumption behaviour and product adoption. Here, Gen Z's attitude towards healthy consumption choices was questioned, to then find out whether they feel inspired to adopt non-alcoholic beverages in the future.

The software of choice to run the statistical analysis was SPSS IBM. The interrelationships between this research's constructs were investigated through a mediation model.

The survey in question was available from November 20th to December 14th, and 157 complete responses were collected in the process.

3.2. Data Measurement

3.2.2.1. Independent variable

The independent variable was "*Positive influence by celebrity*". Its impact was tested through a 7-point Likert scale, adapted to research provided by Andrews et. al (2014).

3.2.2.2. Dependent variable

The dependent variable was "*Inspiration towards product adoption*". Its impact was tested through a 7-point Likert scale, adapted to research provided by Shin et. al (2020).

3.2.2.3. Mediator

The mediator was “*Health consciousness*”. Its impact was tested through a 7-point Likert scale, adapted to research provided by Andrews et. al (2014).

To ensure the research’s validity, a high enough number of participants had to be achieved. With a survey response count of N = 157, the data was normalized. There were no multivariate outliers detected.

The mediation model of ‘*Celebrity endorsement* (independent variable) over the ‘*Inspiration towards product adoption* (dependent variable) through ‘*Health consciousness*’ (mediator) was done in SPSS add on of Andrew F. Hayes, PROCESS Version 4.1 (2022).

4. Analysis and Results

4.1 Data development

4.1.1. Data cleaning

In order to set up survey results for the analysis, the first step to take was cleaning the data. The questionnaire recorded 188 responses of which 157 were valid, due to several incomplete responses or skipped answers.

The survey was designed to immediately eliminate every participant who indicated not to be Gen Z, and not to consume alcohol. The rare cases of responses that got recorded regardless, were eliminated from the data set. Furthermore, responses with missing values were detected and removed. Cleaning the data was a crucial procedure before starting the analysis, to ensure the data’s accuracy and reliability.

4.1.2. Data recodification and description

To ensure SPSS represented both screening questions, they were coded as a dichotomous variable in the data set. Thus, Question Q1 ‘*Were you born between 1995 and 2010?*’ was coded (yes = 1, and no = 0). Question Q3 ‘*In general, do you drink alcohol?*’ (yes = 1, and no = 0).

4.2. Sample characterization

Of the 157 valid responses, the majority of participants was female with 65.5%. Male participants were 33.1% and 1.3% were third gender / non-binary.

Every participant recorded for this research indicated to be a Gen Z individual and to consume alcohol.

4.2.1 Parametric analysis

The parametric assumptions were validated and tested by Kolmogorov-Smirnov test of Normality, since the sample size entailed over 50 participants. A p-value of $> 0,05$ indicate the variable presents a normal distribution. '*Inspiration towards product adoption*' and '*Influence by celebrity*' present a p-value $\leq 0,02$, but given the large enough sample size ($N > 30$) and $|\text{Skewness}| < 3$ and $|\text{Kurtosis}| < 7$, there is no withdraw from normality and the distribution can be considered approximately normal. The results of the parametric analysis are disclosed in Appendix C.

4.2.1. Scales' reliability

The internal consistency of the four constructs of the study was measured by Cronbach's Alpha. Appendix C discloses those results, along with the Corrected Item-Total Correlation of each item with the construct and the value of the Cronbach's Alpha with the deleted item from the construct.

The results provide evidence that '*Health consciousness*' ($\alpha = 0,888$) and '*Intention to adopt non-alcoholic beverages*' ($\alpha = 0,837$) present a strong internal consistency, and that '*Positive influence by celebrity*' ($\alpha = 0,901$) presents an excellent internal consistency. Tavokol and Dennick (2011) declare through their research that the lowest acceptable value for Cronbach's alpha is 0.7. Given that every value at hand is considerably higher, the alpha measurements indicate a strong internal consistency.

This way, the internal consistency of each construct was validated and the calculation of the score of the participants in each construct was carried out, through the mean of the responses to the questions that compose each construct.

The results presented in *Table 1* show that '*Health consciousness*' is the construct in which the participants show a highest mean ($M = 4,13$; $SD = 1,005$), with scores between 1,86 and 6,71.

'Increased inspiration towards product adoption' is the construct in which the participants show a lower mean ($M=3,351$; $SD=1,199$), with scores between 1,33 and 6,33, along with 'Positive influence by celebrity' ($M=3,40$; $SD=1,074$) with the lowest scores between 1,00 and 6,42.

	N		Mean	Median	Std. Deviation	Minimum	Maximum
	Valid	Missing					
Positive influence by celebrity	157	0	3,40	3,42	1,074	1,00	6,42
Health awareness	157	0	4,13	4,29	1,005	1,86	6,71
Increased inspiration towards product adoption	157	0	3,51	3,33	1,199	1,33	6,33

Table 1: Description of constructs

4.3. Main results of research analysis

H₁: *Celebrity endorsement positively impacts Gen Z's product adoption.*

As the variables were measured in quantitative scale, a Pearson correlation (Appendix D) was run first. The correlations between 'Positive influence by celebrity' ($R=0,290$), 'Health consciousness' ($R=0,209$) with 'Inspiration towards product adoption' were positive and significant, but of low intensity.

Through the results presented in Figure 2, it can be seen that 'Influence by celebrity' had a positive and significant effect on 'Inspiration towards product adoption', increasing it ($B=0,3239$; $p=0,0002$) and explains 8,42% of the variance of 'Inspiration towards product adoption' ($F_{(1,155)}=14,2515$; $p=0.0002$; $R^2=0.0842$). 8.42% of variation by 'Inspiration towards product adoption' is explained by 'Influence by celebrity'.

The hypothesis H₁ will, thus, be rejected, affirming within a 95% confidence interval that influence by a celebrity leads to Inspiration towards product adoption (of non-alcoholic beverages) for Gen Z consumers.

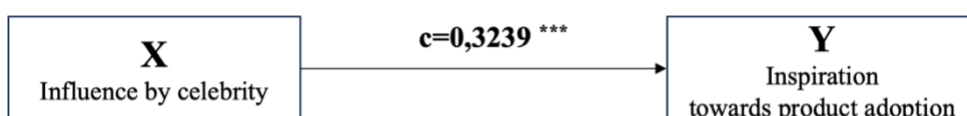


Figure 2: Diagram to visualize statistical significance of H₁

H₂: *Celebrity endorsement leads to a heightened health awareness for Gen Z*

A significant correlation between ‘Positive influence by celebrity’, and ‘Health consciousness’ was found ($R=0,462$). The two constructs vary directly into the same direction.

Furthermore, ‘Influence by celebrity’ has a positive and significant effect on ‘Health consciousness’, increasing it ($B=0,5200$; $p<0,001$). When ‘Positive influence by celebrity’ increases by 1 unit, ‘Health consciousness’ increases by 0,5200.

The hypothesis H₂ will, thus, be rejected, affirming within a 95% confidence interval that influence by a celebrity leads to inspiration and heightened health consciousness.

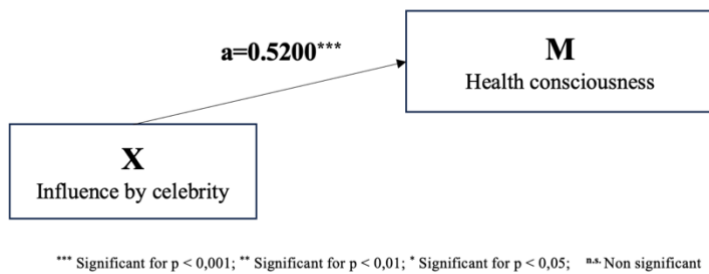


Figure 3: Diagram to visualize statistical significance of H₂

H₃: *A heightened health awareness positively impacts Gen Z’s product adoption.*

The correlation between ‘Health consciousness’ and ‘Inspiration towards product adoption’ is moderate ($R=0,209$). Considering significant evidence, a ‘Health consciousness’ has a positive and significant effect on ‘Inspiration towards product adoption’, increasing it ($B=0,2969$; $p<0,004$). When ‘Health consciousness’ increases by 1 unit, ‘Inspiration towards product adoption’ increases by 0,2969. Hypothesis H₃ will, thus, be rejected, affirming within a 95% confidence interval that a heightened health awareness impacts Gen Z’s product adoption.

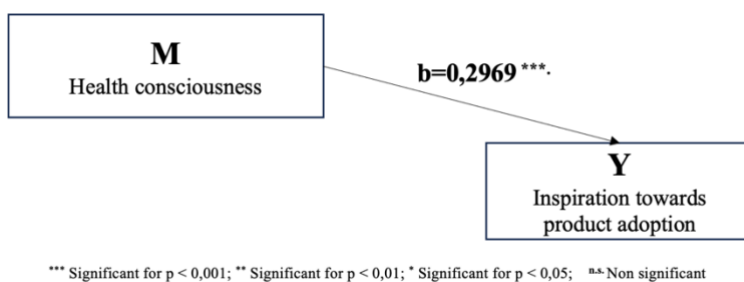


Figure 4: Diagram to visualize statistical significance of H₃

H4: *Celebrity endorsement leads to an increased health consciousness, which mediates its impact on Gen Z's product adoption.*

The correlations between 'Positive influence by celebrity' ($R=0,290$), 'Health consciousness' ($R=0,209$) and 'Health consciousness' ($R=0,370$) with 'Inspiration towards product adoption' are positive and significant, but of low intensity. The correlation between 'Positive influence by celebrity' with 'Health consciousness' is negative ($R= -0,039$). Thus, no relationship between the referred variables can be found.

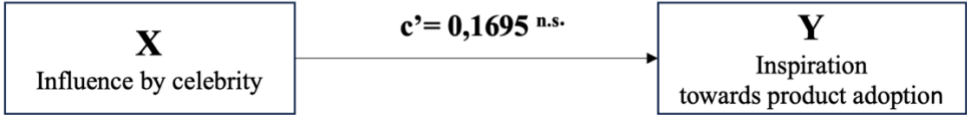
Furthermore, the effect of 'Influence by celebrity' over 'Inspiration towards product adoption' occurs indirectly through 'Health consciousness'. This mediation is statistically significant ($B=0,1544$; IC95%: [0,0535; 0,2767]). Thus, when 'Positive influence by celebrity' increases by 1 unit, 'Inspiration towards product adoption' (via 'Health consciousness') increases by 0.1544 (Indirect effect AB).

Compartmentalizing the indirect effect between celebrity influence inspiration towards product adoption, 'Influence by celebrity' has a positive and significant effect on 'Health consciousness', increasing it ($B=0,5200$; $p<0,001$). When 'Positive influence by celebrity' increases by 1 unit, 'Health consciousness' increases by 0,5200. Furthermore, 'Health consciousness' has a significant and positive effect on 'Inspiration towards product adoption', also increasing it ($B=0,2969$; $p=0,0004$). (Compartmentalization of indirect effect of A + B).

The mediation model of 'Influence by celebrity' is statistically significant ($F_{(2,154)} = 14,1071$; $p<0.001$), explaining 15,48% of the variance of 'Inspiration towards product adoption' ($R^2 = 0.1548$).

The case at hand represents a total mediation since the direct effect of 'Influence by celebrity' on 'Inspiration towards product adoption' is non-significant (Indirect effect c'). In other words, there was no evidence provided for an impact of 'Influence by celebrity' on 'Inspiration towards product adoption' through the mediation model. In actuality, 'Influence by celebrity' leads to an increase of 'Health consciousness' – then, 'Health consciousness' is what really has an impact on an increase of 'Inspiration towards product adoption'. Celebrity influence does not have the impact on product adoption alone; it facilitates a heightened health consciousness, which then leads to an inspiration towards adoption the product.

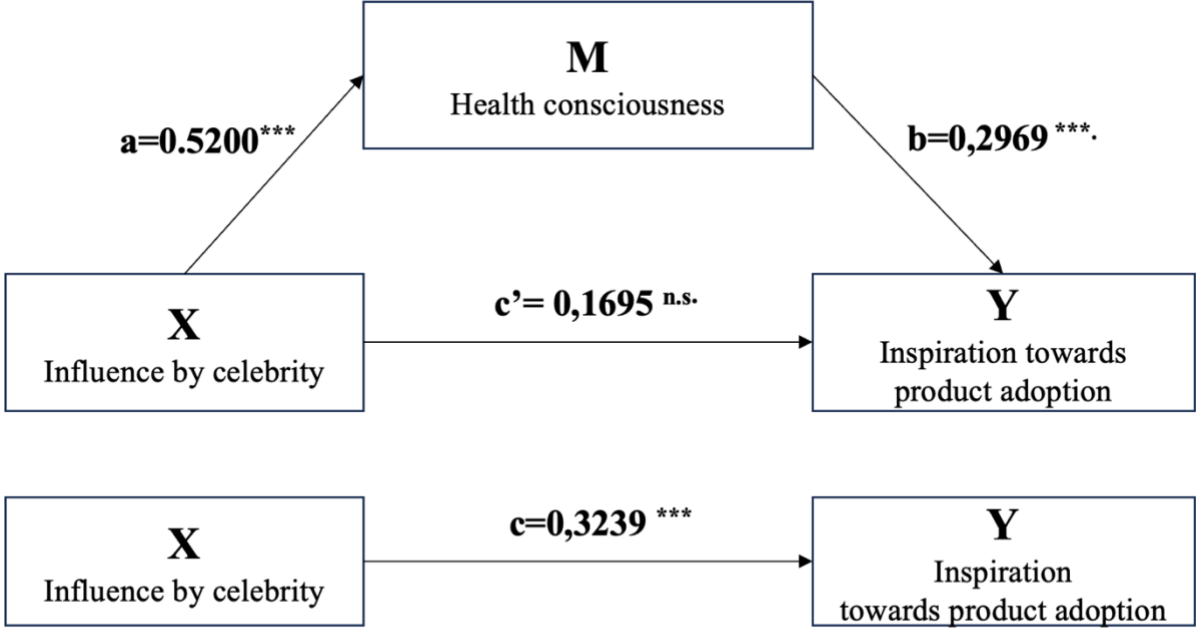
Hence, H₄ will be rejected. There was no significant evidence provided for celebrity endorsement leading to an increased health awareness, which mediates its impact on Gen Z's product adoption.



*** Significant for $p < 0,001$; ** Significant for $p < 0,01$; * Significant for $p < 0,05$; n.s. Non significant

Figure 5: Diagram to visualize statistical significance of H₄

4.3.1 Complete model and relationship analysis



*** Significant for $p < 0,001$; ** Significant for $p < 0,01$; * Significant for $p < 0,05$; n.s. Non significant

Figure 6: Complete mediation model

Table 2 summarizes the mediation model of influence by a celebrity, over inspiration towards product adoption through the mediator ‘Health consciousness’.

	M			Y		
	Health consciousness			Inspiration towards product adoption		
	B	SE	p	B	SE	p
Constant	1,6257	0.2860	< 0.001	1,9259	0.3239	< 0.001
X Influence by celebrity)	a 0.5200	0.0803	< 0.001	c' 0.1695	0.0932	0.0710
M (Health consciousness)				b 0.2969	0.0828	0.0004
				ab 0,1544	[0,0535 0,2767]	95% CI
	$R^2 = 0.2131$			$R^2 = 0.1548$		
	$F_{(1,155)} = 41,9873; p < 0.001$			$F_{(2,154)} = 14,1071; p < 0.001$		
Constant				2,4086	0.3058	< 0.001
X (Influence by celebrity)				c 0.3239	0.0858	0.0002
				$R^2 = 0.0842$		
				$F_{(1,155)} = 14,2515; p=0.0002$		

a – Effect of X over M; b – Effect of M over Y; c – Total Effect of X over Y; c' – Direct Effect of X on Y; ab – Indirect Effect of X over Y; B – Non standardised regression coefficient

Table 2: Mediation model results

From the constructs depicted in the previous research in Figure 6, the following formula was developed to determine effect C (‘Celebrity endorsement impact on product adoption’):

(c) **Total Effect** = ab (Indirect Effect) + c' (Direct Effect)

(c) 0,3239 = (ab) 0,1544 + (c') 0,1695.

5. Discussions and Conclusion

5.1 Main findings and discussions

The previously disclosed analysis has led to the following findings that help answer this research’s underlying inquiry:

“Influence of celebrity endorsement on Gen Z consumers’ adoption of non-alcoholic beverages”.

5.1.1 Health consciousness and its influence on Gen Z's product adoption

The research findings provide evidence that a heightened health consciousness positively impacts Gen Z's inspiration towards product adoption. In the mediation model, health consciousness was named to be a mediator, and set in direct relation with celebrity endorsement to test the combined effect on inspiration towards product adoption. Celebrity endorsement positively impacts health consciousness, and health consciousness leads to inspiration towards product adoption. The connection between celebrity endorsement and health awareness was not found to have an impact product adoption, though.

The previously discussed research by Fathin et. al (2023) led to understand that health consciousness visibly influences Gen Z's buying behaviour and product adoption. Through this research's findings, support for said claim was provided. In alignment to the previous claim, Fathin et. al (2023) depict healthy habits in the form of 'functional beverages', known to provide health benefits. Along their research, the authors hypothesize that the purchase intention for a healthier beverage is strongly influenced by both trust, and health consciousness. This claim, too, is found further support for through this paper's research. Health consciousness noticeably affects consumption behaviour for Gen Z individuals. Finally, Burgees et. al (2022)'s findings can further be explained through this research's findings: The authors sought to provide an explanation for the developments of Gen Z's attitude towards alcohol, as a decline in consumption was noticeable. The decrease in alcohol consumption, as the authors had argued, appears to be reasoned by Gen Z's wish to remain in control and perfect health. Having found support for health consciousness being of positive influence on non-alcoholic beverage consumption, this claim supported.

5.1.2 Celebrity endorsement and its influence on product adoption

Celebrity endorsement was found to have no considerable impact on inspiration towards product adoption. Albeit first detected as significant, the scrutiny through a mediation model showed that this impact occurs only indirectly. The indirect effects of celebrity endorsement on health consciousness, and health consciousness' effect on product adoption, were found to be significant. In the past literature previously debated upon, Chaudhary and Asthana (2015) point out that celebrity endorsement alone does not have an impact on product adoption. In fact, through the mediation analysis, celebrity endorsement was found not to be impactful on its own, in line with Chaudhary and Asthana (2015)'s study. The effect of celebrity endorsement on health awareness alone was found to be impactful. However, the effect of celebrity endorsement on Gen Z's product adoption was found not to be significant through the mediation model.

Furthermore, this research sets grounds to support Gräve (2017), who examines which type of public figure's influence is the most impactful on a large audience. As the author depicts, social media influencers are of more impactful influence on Gen Z individuals. As celebrity endorsement was found not to be impactful on its own, the author's point can be taken to reason this finding: Arguably, celebrity endorsement alone is not impactful on Gen Z, and social media influencers could lead to a more impactful endorsement. Finally, Schouten et. al (2021) led to believe that a personal connection to the celebrity is required to create a strong and impactful endorsement. The research at hand does not provide support for this claim. Although a strong indication was made that the celebrity in question, and his story, provoked feelings of remorse, it did not help Gen Z individuals feel inclined to adopt non-alcoholic beverages. Arguably, a personal connection was created, but it did impact Gen Z in a way that led to an increase in product adoption. According to this research, celebrity endorsement was not found impactful on Gen Z towards adoption of non-alcoholic beverages.

5.1.3. Contributions to existing literature

As previously discussed, this research's findings mostly argued in agreement with the previous literature. First, celebrity endorsement was found to positively influence, and further enhance health consciousness. Second, an increased health awareness was found to positively influence Gen Z's inspiration towards adoption non-alcoholic beverages. Third, celebrity endorsement was found to be insufficient to influence Gen Z towards product adoption, as only an indirect effect was found support for. As a contribution to existing literature, this research aids to comprehend and explain Gen Z's product adoption, and in which way it can best be influenced. This research offers grounds to believe that Gen Z's health consciousness has to be utilized as a factor to increase their willingness to adopt a product. In line with previous findings, celebrity endorsement could lead to an impactful influence on adoption of non-alcoholic beverages, given it is building upon Gen Z's heightened health awareness.

The methodological approach in this research differed from the ones in the previous literature which were used as a guideline. Andrews et. al (2014) survey method was built upon, and the authors went about their research through a Chi-Square test, which tends to be the approach of choice when gathering and comparing qualitative data (McHugh, 2013). However, this research was built to shed light upon the interrelationships between celebrity endorsement, Gen Z's health consciousness, and their inspiration towards product adoption. Thus, a mediation model

was created, aimed to better detect the impact all components have on Gen Z's adoption of non-alcoholic beverages. Here, the direct and indirect impacts were visible, as each path was tested for significance. The relationships in questions, leading to an indirect effect celebrity endorsement has on Gen Z's product adoption, became visible through the mediation model. Estimating celebrity endorsement impact solely through relationship C (*'Celebrity endorsement'* and its impact on *'Inspiration towards product adoption'*) had led to an incomplete assumption. Even though it was found statistically significant, the impact was found not to be significant on its own, when further analysed through the mediation of a heightened health awareness.

5.2 Managerial implications

Academically, the theoretical background discussed around Gen Z was mostly supported through this research. It was found to be true that health consciousness is of influence on Gen Z's product adoption. Moreover, it has been found support for celebrity endorsement being a positive contributing factor to an initiative, but not sufficient to convince Gen Z to a product adoption. In addition to previous research, a suggestion on Gen Z's product adoption was indicated, because celebrity endorsement combined with a heightened health awareness might lead to an inspiration to adopt the product.

Managerially, this research on Gen Z and their adoption of non-alcoholic beverages offer insights for the non-alcoholic beverage industry, and the healthier beverage industry. Marketeers targeting Gen Z shall gain from these findings, as the generation was found to be well receptive of emphasized health awareness. It should be thematized in their campaigns to inspire Gen Z to adopt a product, due to its health benefits. Furthermore, celebrities and their public relation teams will likely find these findings valuable. As was found out, celebrity endorsement does have a great impact on a heightened health awareness for Gen Z, so advertising campaigns around health beneficial causes would be a strategic consideration. Moreover, marketing research companies will likely be interested in this topic, to better understand Gen Z and their response to campaign initiatives. Learning how to best implement marketing initiatives to most strongly influence Gen Z will be of gain to shareholders, and simultaneously foster healthier habits among the younger generation.

The research has provided evidence that celebrity endorsement leads to an increased health awareness, and increased health awareness as an indirect impact on inspiration for Gen Z, to

adopt a healthier habit in forms of non-alcoholic beverages. These findings can strategically be implemented for companies which specialize in non-alcoholic beverages, and wish to target Gen Z. Here, a marketing initiative would likely be most successful if both celebrity endorsement and health awareness would be implemented. According to the survey results, Gen Z's attitude towards non-alcoholic beverages is considerably open. Through the course of the survey, Gen Z individuals were asked to answer one open question, which read "*How would you describe your overall attitude towards non-alcoholic alternatives compared to alcoholic beverages?*". The majority of responses led to "I would try it", "I like the idea of it", and "I think it is a good alternative". Their interest in pursuing healthier habits through a non-alcoholic alternative is given, though it ought to be advocated in light of health awareness, more so than through celebrity endorsement.

5.3 Research limitations and further research outlook

Finally, this research's limitation shall be revealed, and an outlook will be provided, aiming to help continue the discussion about Gen Z's adoption of healthier habits in forms of non-alcoholic beverages.

The first limitation which ought to be drawn attention to, is that his research's sampling size only provided indication about 157 valid responses. Islam (2018) explains through his research the importance of maintaining a large enough number of samples. According to the author, a normal distribution and a more thorough representation of the group is worked towards with a larger sample. In order to better represent and further analyse Gen Z, future research should include a larger response rate, for a more fruitful analysis.

Furthermore, this research's survey aimed to shed light upon "celebrity endorsement" and its influence on Gen Z in a significant manner. Herein, in order to receive a substantial representation of its impact, a video of Tom Holland was included in the research survey. The actor was prompted to report on his sobriety, and his newly discovered health benefits that came with it. He explains in detail how his body and his mental state have undeniably improved ever since he quit drinking. He further deciphers how alcohol had negatively affected his life. In light of this research, however, this video could be perceived as too strategic. It depicts a strongly biased opinion of a person who had previously dealt with a drinking problem and has found a way out of his addiction. When asked whether this interview provoked feelings of remorse, guilt, or sadness, a person's response is bound to be strongly influenced. A learning

from this limitation for future research, is to test celebrity endorsement to non-alcoholic beverages and sobriety separately. A more reasonable indication could be gained from an endorsement on one specific brand of non-alcoholic beverages, instead of endorsing sobriety entirely. This way, the response could better represent Gen Z's attitude towards non-alcoholic beverages, without it being biased by an emotional story of a Gen Z celebrity. For this research, this interview's effects were mitigated by choosing a set of questions which had been previously used within the realms of marketing research. Nevertheless, the findings around celebrity endorsement in this study ought to be evaluated with caution.

For future research, the scrutiny could be continued in analysing health consciousness as an independent variable, and its direct influence on Gen Z's consumption behaviour. Gen Z's attitude towards non-alcoholic beverages should be analysed in more detail along these lines. This paper aimed to find out which influential factors can lead Gen Z consumers to adopt a healthier product. As a topic for future inquiry, it would be interesting to investigate the development of Gen Z's consumption behaviour and continuously adapt healthier products to it. Furthermore, the impact created through celebrity endorsement should be analysed in a more strategic manner. As previously disclosed, this survey entailed a strongly biased interview to test its impact on Gen Z. Understanding how celebrity influence can be used as a vessel to endorse healthier habits will be beneficial to both consumer behaviour analysis, and celebrity endorsement strategy. The previous literature set grounds to believe that social media influencers (SMIs) take the lead in influencing Gen Z. For future research, it would be interesting to understand in which way SMIs could be used to influence the generation to adopt healthier habits – and whether it is a more successful path to endorsing non-alcoholic beverages, instead of celebrity endorsement.

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Appendices

Appendix A: Questionnaire script

Hello! Thank you for participating in this survey.

This research is being conducted as part of a Master's Thesis in Management with a Specialization in Strategic Marketing at Católica Lisbon School of Business and Economics.

The following questions will be utilized for research about non-alcoholic beverages consumption

Rest assured, your responses will solely be utilised for research purposes and treated confidentially. There are no wrong answers.

Finishing this survey will take approximately three minutes.

Thank you for taking part and let's get started.

Q1: Were you born between 1995 and 2010?

Yes •

No •

Q2: Which gender do you identify as?

- Female
- Male
- Non-binary
- Prefer not to say

Q3: In general, do you drink alcohol?

Yes •

No •

Did you know that Tom Holland, the actor best known for his famous role in Spider-Man, used to struggle with alcoholism?

Please watch the following interview snippet of Tom Holland in Jay Shetty's podcast.

Video snippet link:

<https://www.youtube.com/shorts/xvVy5ABRN2M>



Q4: Below are some emotions that might be used to describe how the [video snippet of Tom Holland] made you feel. On a scale from 1 to 7, where 1 = strongly disagree and 7 = strongly agree, please indicate the extent to which you agree or disagree with the following statements.

After having watched this video, I feel... (Andres et. al, 2014).

Guilty: Strongly disagree • • • • • Strongly agree

Angry: Strongly disagree • • • • • Strongly agree

Sad: Strongly disagree • • • • • Strongly agree

Shameful: Strongly disagree • • • • • Strongly agree

Remorseful: Strongly disagree • • • • • Strongly agree

Upset: Strongly disagree • • • • • Strongly agree

Q5: When you drink, do you: (Andres et. al, 2014).

- Only drink alone

- Usually drink alone
- Only drink with other people
- Usually drink with other people

Q6: These next questions are about your reactions to the interview snippet you saw.

On a scale from 1 to 7, where 1 = strongly disagree and 7 = strongly agree, please indicate the extent to which you agree or disagree with the following statements.

The information shown through the snippet would help me quit drinking (**Andres et. al, 2014**).

Strongly Disagree • • • • • Strongly Agree

The information shown through the snippet motivates me to quit drinking (**Andres et. al, 2014**).

Strongly Disagree • • • • • Strongly Agree

It is important to me to quit drinking (**Andres et. al, 2014**).

Strongly Disagree • • • • • Strongly Agree

I often think about quitting alcohol (**Andres et. al, 2014**).

Strongly Disagree • • • • • Strongly Agree

Q7: Please indicate how the snippet made you feel by answering the questions below (**Andres et. al, 2014**).

After having watched this video, I feel...

Not Fearful at all • • • • • Very Fearful

Not Afraid At All • • • • • Very Afraid

Not Nervous At All • • • • • Very Nervous

Not Anxious At All • • • • • Very Anxious

Thank you for sharing your thoughts on the interview of Tom Holland by Jay Shetty.

The next questions inquire about your health consciousness.

Q8: In general, how important is the health aspect to you, when choosing a beverage?

Not At All Important • • • • • • • Very Important

On a scale from 1 to 7, where 1 = strongly disagree and 7 = strongly agree, please indicate the extent to which you agree or disagree with the following statements.

Q9: I choose what I consume carefully to ensure good health (Shin et. al (2020)).

Strongly disagree • • • • • • • Strongly agree

Q10: I think of myself as a health-conscious consumer (Shin et. al (2020)).

Strongly disagree • • • • • • • Strongly agree

Q11: I think often about health issues (Shin et. al (2020)).

Strongly disagree • • • • • • • Strongly agree

Q12: I think of myself as a health-minded individual (Shin et. al (2020)).

Strongly disagree • • • • • • • Strongly agree

Q13. I reflect about my health a lot (Iqbal et. al, 2021).

Strongly disagree • • • • • • • Strongly agree

Q14. I am self-conscious about my health (Iqbal et. al, 2021).

Strongly disagree • • • • • • • Strongly agree

Please indicate how much you agree with the following statements.

Q15: I plan to consume non-alcoholic beverages instead of alcoholic ones in the future (**Shin et. al (2020)**).

Strongly disagree • • • • • Strongly agree

Q16: I intend to consume non-alcoholic beverages instead of alcoholic ones in the near future (**Shin et. al (2020)**).

Strongly disagree • • • • • Strongly agree

Q17: I will make an effort to consume non-alcoholic beverages instead of alcoholic ones in the future (**Shin et. al (2020)**).

Strongly disagree • • • • • Strongly agree

Q18: Please rank the following factors in order of importance when choosing a non-alcoholic beverage.

- Taste
- Price
- Health benefits
- Public figure/influencer endorsement
- Brand reputation

Q19: How would you describe your overall attitude towards non-alcoholic alternatives compared to alcoholic beverages? One sentence suffices.

Thank you for having participated in our study. Your answers have been recorded.

Appendix C: Normality and multicollinearity assumptions outputs

Tests of Normality

	Kolmogorov-Smirnov ^a		
	Statistic	df	Sig.
Influence by celebrity	,031	157	,200*
Health awareness	,065	157	,200*
Inspiration towards product adoption	,104	157	<,001

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Influence by celebrity	157	100,0%	0	0,0%	157	100,0%
Health awareness	157	100,0%	0	0,0%	157	100,0%
Inspiration towards product adoption	157	100,0%	0	0,0%	157	100,0%

Descriptives

		Statistic	Std. Error	
Influence by celebrity	Mean	3,3991	,08570	
	95% Confidence Interval for Mean	Lower Bound	3,2298	
		Upper Bound	3,5684	
	5% Trimmed Mean	3,3921		
	Median	3,4200		
	Variance	1,153		
	Std. Deviation	1,07383		
	Minimum	1,00		

	Maximum		6,42	
	Range		5,42	
	Interquartile Range		1,57	
	Skewness		,115	,194
	Kurtosis		-,324	,385
Health awareness	Mean		4,1292	,08023
	95% Confidence Interval for Lower Bound Mean		3,9707	
		Upper Bound	4,2877	
	5% Trimmed Mean		4,1196	
	Median		4,2857	
	Variance		1,011	
	Std. Deviation		1,00532	
	Minimum		1,86	
	Maximum		6,71	
	Range		4,86	
	Interquartile Range		1,36	
	Skewness		,065	,194
	Kurtosis		-,256	,385
	Interquartile Range		1,83	
	Skewness		,299	,194
	Kurtosis		-,198	,385
Inspiration towards product adoption	Mean		3,5096	,09566
	95% Confidence Interval for Lower Bound Mean		3,3206	
		Upper Bound	3,6985	
	5% Trimmed Mean		3,4897	
	Median		3,3333	
	Variance		1,437	
	Std. Deviation		1,19862	
	Minimum		1,33	
	Maximum		6,33	

Range	5,00	
Interquartile Range	1,67	
Skewness	,232	,194
Kurtosis	-,696	,385

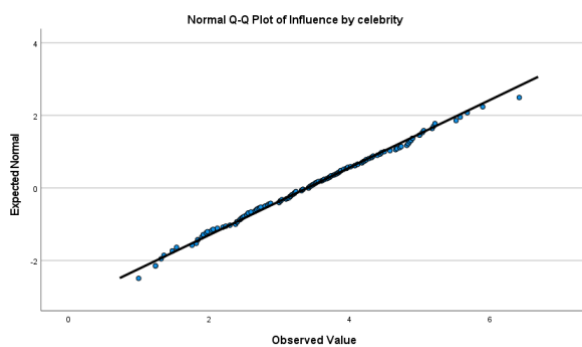
Tests of Normality

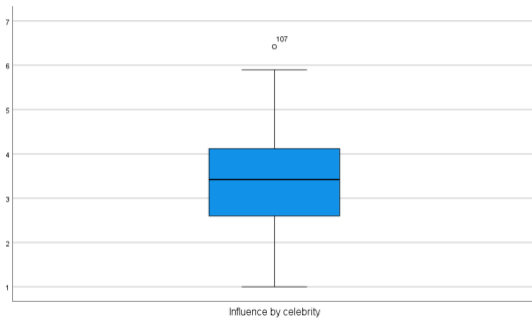
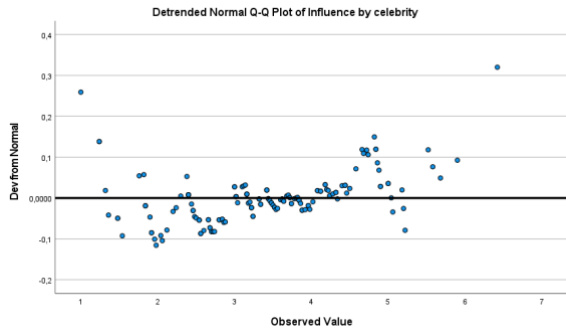
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Influence by celebrity	,031	157	,200*	,994	157	,809
Health awareness	,065	157	,200*	,992	157	,501
Inspiration towards product adoption	,104	157	<,001	,971	157	,002

*. This is a lower bound of the true significance.

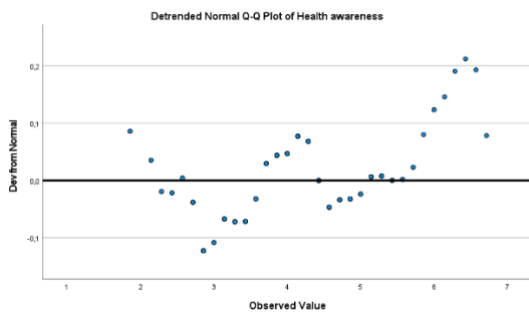
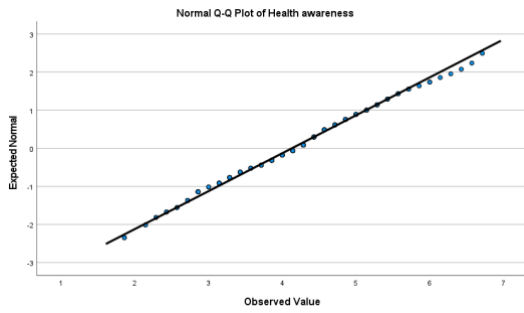
a. Lilliefors Significance Correction

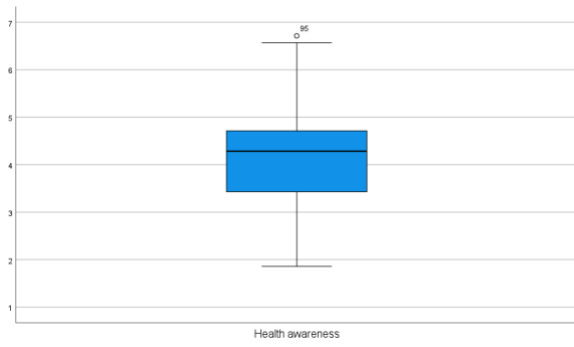
PICelebrity Influence by celebrity



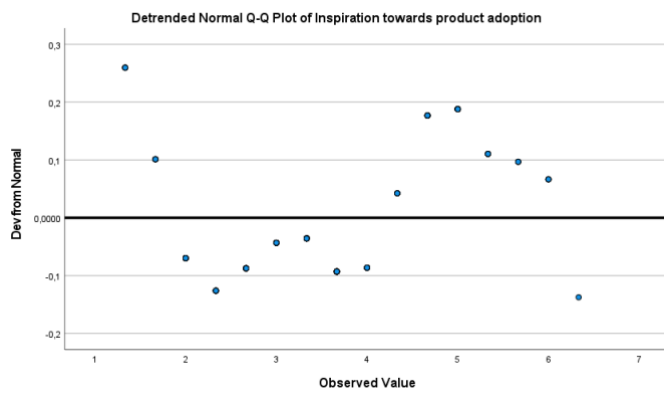
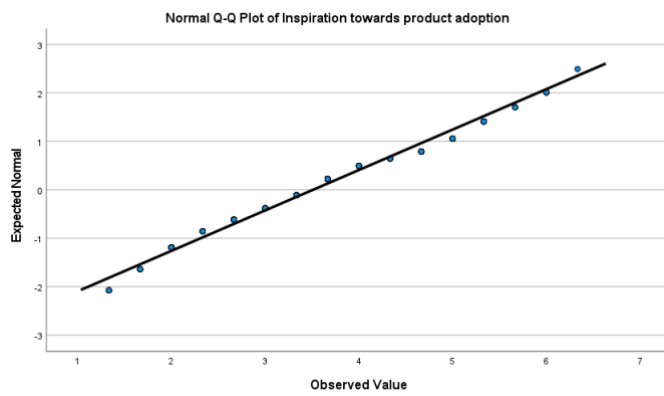


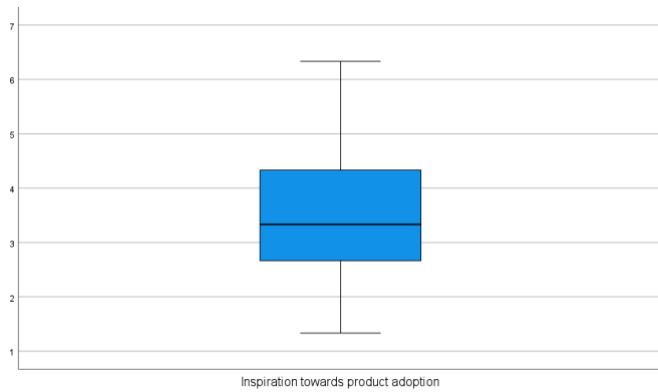
HA Health awareness





IITPAdoptions Inspiration towards product adoption





Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Inspiration towards product adoption, Health awareness, Influence by celebrity	.	Enter

a. Dependent Variable: ID

b. All requested variables entered.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	107,465	22,687		4,737	<,001		
Influence by celebrity	4,721	4,413	,098	1,070	,286	,752	1,329

Health awareness	1,555	4,246	,030	,366	,715	,927	1,079
Inspiration towards product adoption	-2,573	3,798	-,060	-,677	,499	,815	1,226

a. Dependent Variable: ID

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Std. Residual	-1,781	2,154	,000	,987	157
Mahal. Distance	,053	19,118	3,975	3,348	157

a. Dependent Variable: ID

Frequencies

Statistics

	N		Minimum	Maximum
	Valid	Missing		
Mahalanobis Distance	157	0	,05280	19,11828
Prob_MAH	157	0	,001	1,000

Appendix D: Correlation between constructs

	Health awareness	Increased inspiration and heightened health awareness	Increased inspiration towards product adoption
Positive influence by celebrity	-0,039 ^{n.s.}	0,462^{***}	0,290 ^{***}
Health awareness		0,154 ^{n.s.}	0,209 ^{**}

Increased inspiration and
heightened health awareness

0,370***

n.s. non significant ** Significant for $p < 0,01$ *** Significant for $p < 0,001$

Correlations

	Positive influence by celebrity	Health awareness	Increased inspiration towards product adoption
Positive influence by celebrity	Pearson Correlation 1	-,039	,290**
	Sig. (2-tailed)	,627	<,001
	N 157	157	157
Health awareness	Pearson Correlation -,039	1	,209**
	Sig. (2-tailed) ,627		,009
	N 157	157	157
Increased inspiration towards product adoption	Pearson Correlation ,290**	,209**	1
	Sig. (2-tailed) <,001	,009	
	N 157	157	157

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

Appendix E: Internal consistency outputs (reliability)

Appendix E1 – Scale: Health awareness

Case Processing Summary

		N	%
Cases	Valid	157	100,0
	Excluded ^a	0	,0
	Total	157	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,888	7

Item-Total Statistics

	Scale Mean if Deleted	ItemScale Variance if Deleted	ifCorrected Total Correlation	Item-Cronbach's Alpha if Deleted
In general, how important is the health aspect to you, when choosing a beverage?	25,77	43,114	,434	,897
I choose what I consume carefully to ensure good health.	24,56	36,363	,736	,865
I think of myself as a health-conscious consumer.	24,45	36,210	,730	,866
I think often about health issues.	24,87	37,009	,656	,875
I think of myself as a health-minded individual.	24,64	34,833	,769	,861
I reflect about my health a lot.	24,60	35,947	,741	,864

I am self-conscious about my health.	24,54	35,955	,693	,871
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Appendix E2 – Scale: Increased Inspiration

Case Processing Summary

		N	%
Cases	Valid	157	100,0
	Excluded ^a	0	,0
	Total	157	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,886	4

Item-Total Statistics

	Scale Mean if Deleted	ItemScale Variance if Item Deleted	ifCorrected Total Correlation	Item-Cronbach's Alpha if Item Deleted
The information shown through the snippet would help me quit drinking.	9,87	14,136	,686	,879
The information shown through the snippet motivates me to quit drinking.	10,00	12,990	,773	,846

It is important to me to quit drinking.	10,42	13,787	,694	,877
I often think about quitting alcohol	10,43	13,746	,878	,813

Appendix E3 – Scale: Product adoption

Case Processing Summary

		N	%
Cases	Valid	157	100,0
	Excluded ^a	0	,0
	Total	157	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,837	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I intend to consume non-alcoholic beverages instead of alcoholic ones in the near future.	7,04	6,063	,684	,791

I will make an effort to consume non-alcoholic beverages instead of alcoholic ones in the future.	7,05	5,869	,785	,690
I plan to consume non-alcoholic beverages instead of alcoholic ones in the future.	6,97	6,711	,636	,834

Appendix E4 – Scale: Positive influence by celebrity

Case Processing Summary

		N	%
Cases	Valid	157	100,0
	Excluded ^a	0	,0
	Total	157	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,901	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
After watching video I feel guilty	30,53	94,250	,653	,891

After watching video I feel angry	30,79	94,928	,632	,893
After watching video I feel sad	30,28	95,298	,589	,896
After watching video I feel shameful	30,58	92,474	,671	,890
After watching video I feel remorseful	30,58	95,815	,620	,893
After watching video I feel upset	30,55	93,749	,860	,881
The snippet made you feel fearful	30,66	95,458	,605	,894
The snippet made you feel afraid	30,61	93,190	,656	,891
The snippet made you feel nervous	30,67	93,421	,669	,890
The snippet made you feel anxious	30,65	95,696	,618	,893

Appendix F: Mediation model outputs

➔ **Matrix**

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.1 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
Y : IITPadop
X : PICelebr
M : IIHHAwar

Sample
Size: 157

OUTCOME VARIABLE:
IIHHAwar

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,4617	,2131	1,1586	41,9873	1,0000	155,0000	,0000

Model						
	coeff	se	t	p	LLCI	ULCI
constant	1,6257	,2860	5,6844	,0000	1,0608	2,1907
PICelebr	,5200	,0803	6,4798	,0000	,3615	,6786

Standardized coefficients
coeff
PICelebr ,4617

Covariance matrix of regression parameter estimates:

	constant	PICelebr
constant	,0818	-,0219
PICelebr	-,0219	,0064

OUTCOME VARIABLE:

IITPAadop

Model Summary

R	R-sq	MSE	F	df1	df2	p
,3935	,1548	1,2300	14,1071	2,0000	154,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,9259	,3239	5,9451	,0000	1,2859	2,5658
PICelebr	,1695	,0932	1,8182	,0710	-,0147	,3537
IIHHAwar	,2969	,0828	3,5876	,0004	,1334	,4604

Standardized coefficients

	coeff
PICelebr	,1518
IIHHAwar	,2996

Covariance matrix of regression parameter estimates:

	constant	PICelebr	IIHHAwar
constant	,1049	-,0175	-,0111
PICelebr	-,0175	,0087	-,0036
IIHHAwar	-,0111	-,0036	,0068

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

IITPAadop

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2902	,0842	1,3242	14,2515	1,0000	155,0000	,0002

Model

	coeff	se	t	p	LLCI	ULCI
constant	2,4086	,3058	7,8774	,0000	1,8046	3,0126
PICelebr	,3239	,0858	3,7751	,0002	,1544	,4934

Standardized coefficients

	coeff
PICelebr	,2902

Covariance matrix of regression parameter estimates:

	constant	PICelebr
constant	,0935	-,0250
PICelebr	-,0250	,0074

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_cs
,3239	,0858	3,7751	,0002	,1544	,4934	,2902

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
,1695	,0932	1,8182	,0710	-,0147	,3537	,1518

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
IIHHAwar ,1544	,0576	,0535	,2767

Completely standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
IIHHAwar ,1383	,0514	,0472	,2473

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

WARNING: Variables names longer than eight characters can produce incorrect output when some variables in the data file have the same first eight characters. Shorter variable names are recommended. By using this output, you are accepting all risk and consequences of interpreting or reporting results that may be incorrect.

----- END MATRIX -----