

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Brand Image	2,5433	,24938	120
Celebrity Endorser	2,9900	,25852	120

Correlations

		Brand Image	Celebrity Endorser
Pearson Correlation	Brand Image	1,000	,396
	Celebrity Endorser	,396	1,000
Sig. (1-tailed)	Brand Image		,000
	Celebrity Endorser	,000	
N	Brand Image	120	120
	Celebrity Endorser	120	120

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Celebrity Endorser ^b		Enter

a. Dependent Variable: Brand Image

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,396 ^a	,157	,149	,22999	,157	21,909	1	118	,000

a. Predictors: (Constant), Celebrity Endorser

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,159	1	1,159	21,909	,000 ^b
	Residual	6,242	118	,053		
	Total	7,400	119			

a. Dependent Variable: Brand Image

b. Predictors: (Constant), Celebrity Endorser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,402	,245		5,728	,000
	Celebrity Endorser	,382	,082	,396	4,681	,000

a. Dependent Variable: Brand Image