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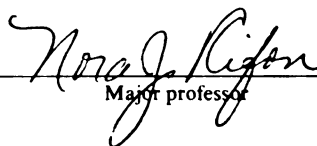
ATTRIBUTIONAL APPROACH TO
UNDERSTANDING CELEBRITY/PRODUCT CONGRUENCE EFFECTS:
ROLE OF PERCEIVED EXPERTISE

presented by

Sejung Marina Choi

has been accepted towards fulfillment
of the requirements for

Ph.D. degree in Advertising


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ROLE OF PERCEIVED EXPERTISE

By

Sejung Marina Choi

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ABSTRACT

ATTRIBUTIONAL APPROACH TO UNDERSTANDING CELEBRITY/PRODUCT CONGRUENCE EFFECTS: ROLE OF PERCEIVED EXPERTISE

By

Sejung Marina Choi

Using celebrities for promoting products is a popular advertising strategy. The selection of right celebrity endorsers is of great concern to advertisers, given the sheer cost to secure their participation. Academic literature generally indicates many benefits from using celebrity endorsers and has proposed several mechanisms to explain the effectiveness of the celebrity endorsements. Despite the continued efforts to theorize the celebrity endorsement process, little has been known about the criteria for selecting the appropriate celebrities to endorse a particular product. Correspondingly, celebrity images and the match between a celebrity endorser and a product have received the increased attention both by academics and practitioners.

The purpose of this research was to (1) explore dimensions of celebrity images that might influence celebrity credibility perceptions and (2) investigate the roles of the relationship between a celebrity spokesperson and a product endorsed in generating endorsement effectiveness from an attributional perspective. Two studies were undertaken to examine the celebrity image dimensions and the celebrity/product congruence effects. In study 1, a survey was administered to develop and refine a scale to measure a celebrity's images. In study 2, an experiment consisting of a 3 (level of

congruence) x 2 (product use claim) factorial design was conducted to examine the celebrity/product congruence effects.

Results showed that celebrity images are multidimensional and are related to the perceived celebrity credibility. Four dimensions of the celebrity images were identified and the scale to measure the celebrity images were developed and validated. The findings of the second study highlight the importance of the congruence between the celebrity and the product being endorsed. Congruence influenced the celebrity endorsement effectiveness in terms of (1) the process of consumer inference-making in which the reasons why a particular celebrity becomes associated with the particular brand in a consumer's mind are made, and (2) the subsequent effects of these attributions on the consumer evaluations of the endorser, the ad and the brand involved in the endorsements. Specifically, congruent associations between the celebrity and the product allow consumers to attribute the celebrity endorsement motive more to the endorser's liking for product and need for image enhancement, but less to his or her motivation to receive money or some other incentive. As a result, credibility perceptions of the celebrity endorser, attitude toward the ad, attitude toward the brand, and purchase intent were enhanced. The findings of this study contribute both at theoretical and practical levels. Implications both for theory and practice, limitations of this study, and suggestions for future research are discussed.

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CHAPTER 1

INTRODUCTION

Advertisers have employed various types of endorsers including celebrities, experts, typical consumers, CEOs, and animated-characters in order to promote products and brands. By far, celebrity endorsements have been the most popular strategy, with approximately 25% of United States television commercials featuring celebrities (Shimp 2000). In general, celebrity endorsers have been found to be more effective in inducing favorable attitudes towards brands and purchase intention than non-celebrities (Ohanian 1990). Some specific advantages of celebrity endorsements are their ability to draw the audience's attention, penetrate the increasing clutter of advertising spots, generate high recall rates, differentiate product images, and facilitate global marketing communications (Erdogan 1999; Kaikati 1987; Miciak and Shanklin 1994). Celebrity endorsers have drawn special attention due to their unique characteristics such as status, recognition and popularity, as well as their embodiment of rich meanings not typically found in other forms of endorsement. Although marketers invest large sums of money to associate their brands with well-known personalities, the strategy is not risk-free. For example, when a spokesperson's image becomes tarnished through their misdeeds or controversy (e.g., Mike Tyson, O. J. Simpson, and Michael Jackson) companies often sacrifice their reputation and risk losing both current and potential customers (Miciak and Shanklin

1994). In addition, not every pairing of a celebrity and brand is successful. Advertisers find some match-ups disappointing, especially when celebrity endorsers, who have previously proven quite effective for other products, appear to have little effect on their brand's performance in the marketplace (e.g., Bill Cosby for E.F. Hutton and Texas Instruments and John Houseman for McDonald's) (Miciak and Shanklin 1994; Till and Busler 1998).

Conventional wisdom is that celebrity endorsement effectiveness is a function of the fit between the celebrity and the product (Forkan 1980). Accordingly, once the decision to use a celebrity endorser has been made, determining the right celebrity, the one with the best fit, becomes essential to the strategy's success. Presently, there is no formula for creating a fit, but the effects of celebrity endorsers appear to interact with product types (Friedman and Friedman 1979). Correspondingly, a stream of research has examined celebrity endorser effectiveness under the label of "match-up hypothesis."

The core notion of the match-up hypothesis is that endorsements are more effective when the images or messages the endorsers carry are congruent with the endorsed products (Kahle and Homer 1985; Kamins 1990; Kamins and Gupta 1994; Lynch and Schuler 1994; Misra and Beatty 1990; Till and Busler 1998, 2000). Although research has examined the effects of the link between endorser and product, the evidence is not as convincing as the idea. The elusiveness of the findings may be due in part to the murkiness of the fit or match-up concept, and the varied definitions of celebrity/brand match or congruence that appear in the literature. Primarily, the construct has been manipulated in terms of overall images (Kamins and Gupta 1994; Misra and Beatty

1990), physical attractiveness (Kahle and Homer 1985; Kamins 1990; Lynch and Schuler 1994), and expertise (Till and Busler 1998, 2000).

The primary purpose of this research is to further explicate the concept of fit or congruence and better understand the “match-up” effects in the area of celebrity endorsements. Of particular interest is the role of perceived endorser expertise that has recently been recognized as a robust and influential dimension of celebrity/product congruence (Till and Busler 1998, 2000). Schema theory and attribution theory, which are proven useful approaches to the understanding of celebrity endorsement effectiveness (Folkes 1988; Kamins 1990; Lynch and Schuler 1994; Misra and Beatty 1990; Sparkman 1982; Speck, Schumann and Thompson 1988), provide theoretical bases for this study. From these perspectives, the level of celebrity/product congruence influences the celebrity endorsement effectiveness in terms of (1) the process of consumer inference-making in which the reasons why a particular celebrity becomes associated with the particular brand in a consumer’s mind are made, and (2) the subsequent effects of these attributions on the consumer evaluations of the endorser, the ad and the brand involved in the endorsements. Congruent associations between the celebrity and product allow consumers to attribute the celebrity endorsement motive more to the endorser’s liking for product, but less to his or her motivation to receive money or some other incentive. As a result, celebrity credibility and other positive responses to the endorsements will be enhanced.

Two studies were undertaken to better understand the match-up effects of celebrity endorsements. In study 1, a survey was administered to develop a celebrity image scale. The factor analysis results identified four dimensions of the celebrity’s

image. In study 2, an experiment was conducted to examine congruence effects in the celebrity endorsement process. Three advertisements were generated by showing the same celebrity (a professional tennis player) endorse three different product categories, thereby creating three different conditions of celebrity/brand congruence. This treatment was used to assess the effects of match-ups on attributions, endorser credibility, and typical advertising outcome measures. Results revealed that congruence is the key to understanding the celebrity endorsement process. Congruence between celebrity and product enhanced attributions of endorsement motives related to the celebrity's liking for the product, celebrity credibility, attitude toward the ad, attitude toward the brand, and purchase intention.

To the best of the researcher's knowledge, this study is the first attempt to integrate two major lines of research on celebrity endorsements: source credibility and match-up hypothesis to offer a more comprehensive understanding of the celebrity endorsement process. Additionally, components and effects of celebrity images were explored with regards to the effectiveness of the celebrity endorsements. Furthermore, the current research proposed and empirically tested attributional explanations of the congruence effects of celebrity endorsements that have not been offered by the prior literature. It is hoped that the present research makes theoretical contributions by resolving the discrepancies found in the celebrity/brand match-up research and provides practical contributions in the form of guidelines for the selection of appropriate celebrities for a variety of products and brands.

CHAPTER 2

CONCEPTUAL BACKGROUND

The purpose of this chapter is to introduce the topic of celebrity endorsements and provide an overview of the previous literature on the effects of celebrity endorsements. A summary of relevant research offers a conceptual base on which the present studies have been developed. The theoretical framework for the current research and hypotheses will be described in detail in Chapter 3.

Celebrity Endorsements

By definition, celebrities refer to individuals who are well known to the public (Speck, Schumann and Thompson 1988). Examples of celebrity types include sports figures, actors/actresses and entertainers. These famous personalities with celebrity status possess high profile, idiosyncratic qualities, and popular images in the eyes of the public. Some young consumers are often observed to idolize celebrities and imitate their styles and behaviors. Celebrity endorsers in advertising are defined as “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken 1989, p.310). This advertising strategy has been found to induce positive consumer responses. A survey revealed that consumers regarded advertisements featuring celebrity endorsers as "attention-gaining, entertaining, likeable and impactful" (O'Mahony and Meenaghan 1997/98).

Correspondingly, endorsements using famous figures have received special attention and have been widely used by marketers. Approximately one quarter of U.S. commercials were reported to feature celebrities (Shimp 2000).

This extensive use of celebrity endorsers ascribes to its potential benefits. Celebrity endorsements are more influential relative to other types of endorsements in several ways (Erdogan 1999). First, the use of celebrities draws more attention to the advertisements they appear in and brands they are aligned with than those ads that do not take advantage of an individual's celebrity status (Sternthal, Phillips and Dholakia 1978). Second, celebrity endorsers help advertisements break through the surrounding and otherwise busy clutter (Erdogan, Baker and Tagg 2001). Third, with their distinctive images, celebrities are used to create, enhance and change brand images (Debevec and Iyer 1986; Erdogan 1999). Moreover, celebrities with worldwide popularity and recognition can also help overcome cultural barriers in global marketing communications (Erdogan 1999; Kaikati 1987).

More importantly, celebrity endorsements have been found to generate sales and profits (Agrawal and Kamakura 1995, Gabor, Jeannye and Wiener 1997, Mathur, Mathur and Rangan 1997). For example, Michael Jackson's contract with Pepsi Co. resulted in 8 percent increase in sales in 1984, although Michael Jackson turned out to be a regretful choice for the company due to his alleged child molestation (Gabor, Jeannye and Wiener 1997). Two studies using event study methodology showed that celebrity endorsement contracts produced positive effects on stock returns and increased the profitability of the client firms (Agrawal and Kamakura 1995, Mathur, Mathur and Rangan 1997).

Despite these potential advantages, celebrity endorsements also involve some risks. Although marketers spend a large sum of money in securing celebrities to be tied with their brands, this investment is unrewarding when the celebrity endorsers become involved in allegations of illicit or unethical behaviors. For example, the infamous murder case involving O.J. Simpson concerned Hertz car rental, whose name was linked with him through endorsement. Negative information about a celebrity endorser has been found to influence consumer perceptions of both the celebrity and the endorsed brand (Till and Shimp 1998). An advertiser's reputation might suffer from the damage, thereby tarnishing their brand image and sales due to this unfortunate selection of celebrities as their endorsers. Furthermore, all celebrity endorsements are not successful. Celebrities who have proven to be highly effective as endorsers in the past can generate disappointing results when tied to other products (Miciak and Shanklin 1994). For instance, when Bill Cosby, who has been a popular, successful endorser for Jello, Coke, and Kodak, was hired to embrace E.F. Hutton and Texas Instruments, the outcomes were not satisfactory.

* Another concern is that when some celebrities become associated with multiple products, overexposure might make the relationship between the celebrity endorser and each of the products less distinctive. This would therefore reduce the positive influences of the endorsements and cause the message to be less effective (Tripp, Jensen and Carlson 1994). In addition, consumers might become more wary of the celebrity's true motive for endorsements. They might become skeptical about the messages the celebrity carries in advertisements and believe that the celebrity does appear in the ads for the

compensation he or she receives, rather than sincerely believing in the merits of the product or service.

These potential advantages and disadvantages of employing celebrity endorsers illustrate the imperative but difficult task of selecting the appropriate stars to promote products. Professionals at advertising agencies and corporations have recognized the importance of these decisions and utilize several criteria in evaluating and selecting celebrities (Erdogan, Baker and Tagg 2001; Miciak and Shanklin 1994).

In response to these concerns regarding celebrity selection, scholars also have attempted to theorize the effects of the celebrity endorsements in advertising. Most academic investigations of celebrity endorsement effects have been contextualized in the realm of traditional source credibility effects (Ohanian 1991), which stemmed from Carl Hovland and his associates in the early 1950s (Hovland, Janis and Kelley 1953). Following the Source Credibility Model, the Source Attractiveness Model (McGuire 1985) also focused on source characteristics as the factors influencing the persuasiveness of the message carried by the source. These models are categorized as source effects models, which were designed to determine the conditions under which the message sender or source is persuasive (Erdogan 1999). On the other hand, the Meaning Transfer Model is unique in that it emphasized the symbolic meanings or images that celebrity endorsers bring to the endorsement process (McCracken 1989). Another stream of celebrity endorsement research has been labeled the “match-up hypothesis.” It examines the fit or “match” between a celebrity and the product being endorsed (Kahle and Homer 1985; Kamins 1990). These models are discussed in detail in the following sections.

Source Credibility Model

Endorser effectiveness has been studied by mostly applying the Source Credibility Model (Hovland, Janis and Kelley 1953, Hovland and Weiss 1951). This model identifies expertise and trustworthiness as two dimensions of source credibility, which influences the effectiveness of a message the source communicates. Expertise is defined as "the extent to which a communicator is perceived to be a source of valid assertions" (Erdogan 1999, p. 298; Hovland, Janis and Kelley 1953) and the ability to provide accurate information comes from the knowledge, experience, training or skills a source possesses (Erdogan 1999). Trustworthiness refers to the consumer's confidence or belief in the communicator for carrying messages in an unbiased and honest manner (Ohanian 1991). For instance, people often believe that their family and friends are more trustworthy than sales representatives for offering product-related information.

The research on source credibility has shown that, in most situations, a highly credible source is more effective than a less credible source (Sternthal, Phillips and Dholakia 1978). Highly credible sources also have been found to generate more positive attitudes toward the position advocated by the sources and to encourage more behavioral changes than have less credible sources (Ohanian 1991). Celebrities in general are viewed to be more credible and in turn exert greater effects on attitudes and purchase intent than non-celebrities (Atkin and Block 1983; Freiden, 1984; Kamins 1989; Kamins and Gupta 1994; Kamins, Brand, Hoeke and Moe 1989; Ohanian 1990; Petty and Cacciopo 1986). Similar to the Source Credibility Model, the Source Attractiveness Model contends that the effectiveness of a message depends upon the characteristics of the source (McGuire, 1968).

Source Attractiveness Model

Similarity, familiarity and likeability have been proposed as characteristics affecting the message persuasiveness in the source attractiveness model (McGuire 1985). Similarity refers to "a supposed resemblance between the source and the receiver of the message" (Erdogan 1999, p.299). Familiarity is defined as "knowledge of the source through exposure" and likeability as "affection for the source as a result of the source's physical appearance and behavior" (Erdogan 1999, p. 299). Studies on similarity have examined its effects based on a variety of source characteristics or attributes that include age, gender, occupation, social class, and education (Feick and Higie 1992; Swartz 1984) and have found that people expect communicators who are similar to them to have similar attitudes and preferences (Eagly, Wood and Chaiken 1978; Feick and Higie 1992; Stafford 1998). Because of their high profile and status, consumers may perceive celebrities to be different from rather than similar to themselves. Their personality traits, lifestyles, public recognition of their performances as well as physical appearances might make big-name celebrities look more attractive to consumers regardless of their actual appearances (Erdogan 1999).

Celebrities are often chosen as endorsers due to their attractiveness coming from both celebrity status and physical appearances (Erdogan 1999; Singer 1983). Research on attractiveness has shown that attractive communicators in general have generated more positive stereotypes, more belief changes and greater purchase intentions (Baker and Churchill 1977; Debevec and Kernan 1984; Petroschius and Crocker 1989). However, some other studies demonstrated that attractiveness did not have much of a significant effect on perceived credibility of the source nor persuasion (Caballero, Lumpkin and

Madden 1989; Joseph 1982; Maddux and Rogers 1980) or its effects are dependent upon message receivers' personal characteristics (DeBono and Harnish 1988). //

Source credibility and source attractiveness models have been extensively used to examine celebrity endorsement effects. The premise of the source effect research is that various characteristics of the sources influence the persuasiveness of a message and thus the message acceptance by the audiences (Hovland, Janis and Kelley 1953, Hovland and Weiss 1951)). Although they have proven useful in researching celebrity endorsement effectiveness, these models have also received criticism for their limitations. It is argued that Source Credibility and Attractiveness Models do not explain the persuasiveness of a celebrity in relation to a particular product (McCracken 1989). Because celebrities in general are perceived to be credible and attractive, they should be effective in generating positive consumer responses to their recommendations for a variety of products and brands. However, not all celebrity endorsements have been successful. Furthermore, certain celebrities have been proven better endorsers than others for a particular product. Thus, when celebrities become associated with particular products or brands, the effectiveness of their endorsements may be determined by other factors as well as their credibility and attractiveness. Celebrities who are widely recognized in the culture might possess much more characteristics that are important in understanding the effectiveness of their endorsements and the attractiveness and credibility might be part of the picture that cannot explain completely the process of celebrity endorsements. "Meaning Transfer Model" adds more insights into the celebrity endorsement effectiveness.

Meaning Transfer Model

According to the meaning transfer model, there are three stages in which certain messages become integral to advertisements. Stage 1 indicates that a variety of meanings become attached to a celebrity often through their appearances in mass media. Stage 2 involves the celebrity image/meanings being transferred to the product through the endorsement. Stage 3, then demonstrates the shift in meanings from the product to consumers through purchase and consumption (McCracken 1989). Celebrities have been elevated to the status because they possess distinctive qualities such as public performances and distinct lifestyles. These famous figures are considered successful in the sense that they have achieved the celebrity status in society and therefore enjoy the privileges that this provides them. Their popularity motivates the public's acceptance or desire to pursue these celebrities' personalities, lifestyles, appearances, and behaviors to consumers.

Advertising is a way of communicating and enhancing the meanings perceived to reside in celebrities in the consumer world. When celebrities are hired as advertising endorsers, marketers hope that consumers accept and consume the meanings or images celebrity endorsers represent and link these meanings with their products. Consumers are constantly moving symbolic properties out of consumer goods into their lives to construct aspects of their self and world. This constructed self makes some celebrities exemplary and inspirational figures to the consumer (Peter and Olson 1996). Celebrities represent important cultural meanings that many consumers find personally relevant. And, when consumers see the meanings and images a celebrity conveys desirable, they want to be like the celebrity. Accordingly, by purchasing and using the product endorsed by the

celebrity, consumers can obtain some of those meanings and use them in constructing a satisfying self-concept (McCracken 1989).

This conceptual model of meaning transfer in the celebrity endorsement process was empirically tested in two studies conducted by Langmeyer and Walker (1991a, b). For example, Madonna and Christie Brinkley were perceived to communicate different meanings and images. These images possessed by the celebrity endorsers were found to influence the meanings believed to be reflected by the products, when the celebrities were combined with the products (e.g., bath towels and blue jeans) (Langmeyer and Walker 1991b). Before being linked with the celebrities, the products were perceived to have only product category images. However, when being endorsed by the celebrities, the products were viewed to represent some of the meanings that the celebrities originally had. These findings supported the proposition that symbolic meanings that audiences think are associated with celebrities moved to the products being endorsed.

One interesting point McCracken (1989) made was that celebrities are rich but distinctive in the cultural meanings they convey to consumers and thus cannot be persuasive for every product. The mix of personalities and qualities offers different meanings to consumers. Hence, only celebrities who deliver meanings that are appropriate for the product they endorse should be effective for the product. Likewise, he pointed out that some celebrity endorsements are more effective than others due to a fine match between the celebrity and the product. He argued that a “celebrity who best represents the appropriate symbolic properties” of the product should be selected (McCracken 1989, p.316). The relationship between endorser and product has been studied under the name of “product match-up hypothesis.”

Match-Up Hypothesis

Literature on the match-up hypothesis attests that a good match-up between a celebrity image and a product image is more effective than a bad fit between them. That is, the messages conveyed by the celebrity and the product should be congruent for the advertising to be effective (Kahle and Homer 1985; Kamins 1990; Kamins and Gupta 1994; Lynch and Schuler 1994; Misra and Beatty 1990; Till and Busler 1998, 2000). This line of research began with a focus on physical attractiveness (Kahle and Homer 1985; Kamins 1990). The contention is that attractive celebrity endorsers are more effective than unattractive spokespersons only when the product is related to attractiveness (e.g., perfume, cosmetics, and hair care products). Because the products are used to maintain or enhance one's attractiveness, the physical attractiveness of the endorsers is viewed as relevant to the product's attributes and serves as a cue demonstrating the performances and the quality of the product. The use of attractive endorsers, as a result, leads to the enhancement of brand evaluation and purchase intent. Conversely, technology-related, functional products might not yield this type of interaction due to the irrelevance of attractiveness to the product type. Although this premise seems apparent, empirical tests have not provided strong support for this claim.

Originally initiated by Kahle and Homer (1985), four conditions were created to examine the celebrity attractiveness by product type interaction in the first study that fully tested the match-up hypothesis (Kamins 1990). Specifically, an attractive celebrity was paired with a product used to enhance one's attractiveness (Tom Selleck/luxury car), the same attractive celebrity was paired with a product not used to enhance one's

attractiveness (Tom Selleck/home computer), a less attractive celebrity was paired with an attractiveness-related product (Telley Savalas/luxury car), and the same unattractive celebrity was paired with an attractiveness-unrelated product (Telley Savalas/home computer). The results supported the match-up hypothesis for spokesperson credibility and advertising attitudes, but not for advertiser believability, advertiser credibility, spokesperson believability, brand attitude, nor purchase intention.

Results from other research regarding the match-up hypothesis are reviewed and discussed in more detail in the following chapter. This stream of research demonstrates that it is important to keep in mind that celebrity endorser effectiveness is not consistent across all conditions. Rather, success of celebrity endorsements is dependent upon a good match between a celebrity endorser and the product endorsed.

Overall, prior literature suggests that celebrities are influential, but the effectiveness of celebrity endorsements are influenced by several factors such as the perceived credibility and attractiveness of the celebrity endorsers, celebrity/product match, and overall meanings attached to the celebrity spokespersons. However, the findings are inconclusive regarding the appropriate or right star. Selecting an appropriate celebrity with regards to product characteristics is important and advertisers are interested in the characteristics that make a certain celebrity a good fit with a particular product (Erdogan, Baker and Tagg 2001). Despite the considerable amount of the research in this area, little has been known about the key criteria for determining the right celebrity endorser.

Celebrities might not be the same in the eyes of consumers. Through the evolution of their individual careers, celebrities have built distinctive images from various fields.

These images are important when celebrities appear to endorse products in advertising because their images become associated with the products they promote. Because these endorsements involve an affiliation between a celebrity and a product, the celebrity and product relationship becomes crucial. Correspondingly, questions regarding consumer responses to various pairings of celebrities and products for endorsements arise.

Therefore, the purpose of the present study is to expand the current literature on celebrity endorsements by exploring celebrity images and assessing consumer reactions to different celebrity endorsements from an attributional perspective. Chapter 3 will review relevant literature in further detail to develop a theoretical framework for the current research to address these issues.

CHAPTER 3

THEORETICAL FRAMEWORK

The purpose of this chapter is to integrate prior literature to develop a theoretical framework for guiding current research. As discussed earlier, the effectiveness of celebrity endorsers has received special academic and practical attention due to the characteristics that distinguish them from other types of sources or endorsers. However, research on the celebrity endorsements has yet provided a comprehensive picture of the mechanism. Questions as to the influences of famous individuals within the category of celebrities also arise. Because differential impacts of various types of celebrities as endorsers in relation to products deserve more empirical investigations, this study explores what image components celebrities project to consumers and how these images influence consumer responses to celebrity endorsements. Furthermore, this research seeks to examine how perceived congruence between celebrity endorsers and products influences credibility of the celebrity endorser, consumer attitudes towards the ad and the brand, and intention to purchase the brand from an attributional perspective.

Celebrity Credibility

Ohanian (1990) synthesized previous literature on source effects and proposed a scale for celebrity credibility by integrating the source credibility and source attractiveness models. Celebrities are one type of source among many, but their effects

might be unique because by definition, they are already well known by consumers. Through history, certain individuals have been elevated to the level of the celebrity status due to their recognition and distinctive qualities. As public figures, this popularity makes celebrities look attractive to consumers, and thereby translating to credibility and power. Although extensive explanations for the inclusion of attractiveness were not provided, Ohanian (1990) regarded attractiveness as “an important factor” in understanding celebrity credibility and proposed attractiveness as one of the three dimensions of perceived credibility of celebrities (expertise, trustworthiness, and attractiveness). Although some research found a source’s attractiveness to enhance credibility perception of the source (Joseph 1982), the inclusion of attractiveness as part of the celebrity credibility model might illustrate the idea that celebrities are different from general types of sources whose credibility and attractiveness have been studied in two separate models: source credibility model and source attractiveness model.

The effectiveness of the messages that celebrities carry has been examined mainly through the credibility that celebrities bring to the message. However, the effects of celebrities as endorsers in advertising might go beyond credibility. The images or meanings that celebrities communicate to consumers are important in understanding a more complete picture of the celebrity endorsement effectiveness (McCracken 1989). Because celebrities possess and convey idiosyncratic combinations of images or meanings, these differences might result in different consumer reactions to their endorsements in advertising. Although little is known about the effects of celebrity images in the endorsement process, some research has explored this aspect of celebrity influences.

Celebrity Images and Influences

Celebrities are individuals who are symbolic icons popular in the culture and transfer their symbolic meaning to the products they endorse in advertising (McCracken 1989). Consumers know what the images or meanings of individual celebrities reflect and thus accept the associations between celebrities and products through appropriate endorsements. In turn, consumers take in these images associated with celebrities and products by purchasing and using the products. Although individual celebrities have been known to possess and communicate distinctive bundles of various meanings or images, the kinds of images or meanings that celebrities carry are unknown. In addition, although celebrity images were found to influence product images when the celebrity were associated with the products (Langmeyer and Walker 1991a, b), the effects of these images on consumer responses to the endorsements are yet unknown.

Relevant to celebrity images and influences, marketing and communications literature has proposed several ideas. One concept of a consumer's relationship to celebrities is a reference group, which is defined to be an actual or imaginary individual or group conceived of having significant relevance upon an individual's evaluations, aspirations, or behavior (Park and Lessig 1977). Cocanougher and Bruce (1971) suggest that the use of "distant others" (e.g., movie stars, athletes, and the like) in all forms of advertising is a clear illustration of the basic assumption in marketing that there is a relationship between an individual's attraction to a socially distant reference group or individual and the amount of influence the group or individual exerts. Indeed, any marketing communication that urges consumers to act in terms of the behavior of a referent individual or group with whom the consumer has no regular personal interaction

would appear to be based on the assumption that such distant referents can influence the consumer's product aspirations. Yet, despite the prevailing acceptance of such an influence, little empirical support has been generated, because most previous reference group research has concentrated on small face-to-face groups where interaction is on a regular, routine basis, or where the situation has been experimentally induced (Cocanougher and Bruce 1971).

In addition, Kelman's (1961) social influence theory has implications useful for understanding the celebrity endorsement process (Erdogan 1999; Friedman and Friedman 1979). Among the three proposed processes of social influence (compliance, identification, and internalization) that result in an individual adopting the attitude advocated by the communicator, identification has been most employed to understand the source effects of celebrity endorsers in advertising. This identification occurs when individuals conform to the attitude or behavior advocated by another person because these individuals derive satisfaction from their belief that they are like that person. This applies to a situation wherein individuals emulate the attitude or behavior of another person or group simply because they aspire to be like that person or group.

Another promising, but largely ignored, perspective on the relationship between consumers and celebrities is the nature of their "parasocial" interaction. Audiences often create an imaginary relationship with famous figures due to their repetitive appearances in mass media (Alperstein 1991; Basil 1996). Defined as "intimacy at a distance" by Horton and Wohl (1956), individuals tend to have the illusion of an interpersonal relationship with celebrities. This is especially true of television figures because television provides the illusion that these figures are talking directly to them – even

though there is no direct contact between them. This parasocial relationship appeared to connect consumers to celebrities who endorse products in television commercials (Caughey 1984). Since celebrities are well known to consumers due to their frequent appearances in the media, consumers already have prior knowledge and attitudes toward the celebrity spokespersons even before they appear in advertising. The images consumers have had in their mind can therefore influence their relationship with the celebrity endorsers and responses to the endorsements and the products being endorsed (Alperstein 1991).

Consumers also have a self-esteem motivation to act in a way that establishes and enhances their ideal self (Sirgy 1982). Celebrities might act as inspirational figures who activate some consumers' ideal self. Consumers may even develop an imaginary intimacy with these celebrities. Accordingly, in an attempt to achieve their ideal images or continue their relationship with celebrities, consumers tend to conform to the attitudes and behaviors endorsed by celebrities. However, this acceptance of celebrities' product endorsement depends on consumers' perceived images of the celebrities. Favorable responses to celebrity endorsements might occur only when consumers perceive the images or meanings the celebrities represent and convey as desirable.

Despite the increased importance of images in understanding celebrity endorsement effectiveness, research on celebrity images is sparse. This might be due in part to the lack of an established definition of "image" and the dimensions of its creation. Although the term has been used widely in various fields, its meaning is vague. Image is defined as "the concept of someone or something that is held or projected by the public" by *The American Heritage Dictionary of the English Language* (1980, p. 352). This

seems to pertain to broad aspects of people and objects. However, as this paper is concerned with, when limited to celebrities in particular, several characteristics might emerge as consistently relevant to their images. Credibility, the most studied construct with regard to celebrity endorsements, might be a component of celebrity images because it is a more specific aspect of celebrity images. Or, these images can also influence consumer perceptions of celebrity credibility. Hence, the first part of the present research examines image components or dimensions of celebrities and their relationship to celebrity credibility perceptions. Due to the exploratory nature of this study, a specific hypothesis is not formed. Instead, research questions are provided.

RQ 1. What personal characteristics or dimensions comprise celebrity images?

RQ 2. How do the celebrity image dimensions relate to celebrity credibility perceptions?

Although celebrity images are proposed to be an important factor in understanding the celebrity endorsement process, the traditional approach to assessing celebrity endorsement effectiveness still needs further investigations. Recent research on celebrity endorsements has focused on the differential impacts of celebrity endorsements with regards to products, but provided inconsistent findings. To provide a more complete and accurate picture of the celebrity endorsement process, the relationship between celebrity endorsers and products is further examined.

Celebrity and Product Congruence

Consistency (or congruence) between celebrity endorsers and the products that they promote has been proposed as an important factor influencing the effectiveness of celebrity endorsements. Early studies found that the effects of celebrities as endorsers varied with the product types being endorsed (Friedman and Friedman 1979). Certainly, this inconsistent impact of celebrity endorsements is often witnessed in practice. Some endorsements are more successful when an appropriate match between celebrity and product is made. In fact, consumers were found to expect congruence between celebrity endorsers and the product categories that they endorse (O'Mahony and Meenaghan 1997/98).

Furthermore, advertising practitioners have identified the match between celebrity and product as an important factor to consider when selecting appropriate celebrity endorsers (Erdogan, Baker and Tagg 2001; Miciak and Shanklin 1994). With the importance of the relationship between endorser and brand at hand, McCracken (1989) suggests that a "celebrity who best represents the appropriate symbolic properties" of the product be selected (p.316). This idea of fit between endorser and product has been studied under the name of "match-up hypothesis."

Misra and Beatty (1990) and Kamins and Gupta (1994) emphasized the importance of the perceived endorser/brand congruence at an overall level in testing empirically the congruence effects. Misra and Beatty (1990) highlighted the "holistic" view of the celebrity endorser endorser/brand match and suggested that for the spokesperson/brand match to be congruent, "the highly relevant characteristics of the

spokesperson are consistent with the highly relevant attributes of the brand" (Misra and Beatty 1990, p. 161). Operationally, congruence or incongruence was determined by similarity or dissimilarity between a characteristic of the celebrity and an attribute of the endorsed brand. Results showed that the congruent match generated higher brand recall, facilitated affect transfer from the endorser to the brand, and enhanced positive brand affect.

Kamins and Gupta (1994) examined congruence between the overall image of the endorser and that of the brand. They selected the congruent or incongruent pairings of endorser and brand based on the consumers' assessment of how well the endorser and the brand matched. Specifically, (1) Leonard Nimoy, a celebrity endorser and (2) an accounting company president, a non-celebrity endorser were paired with either (1) a higher congruence product (personal computer) or (2) a lower congruence product (running shoes), which resulted in four spokesperson/product combinations. Findings showed that the celebrity spokesperson was perceived to be more believable when endorsing the more congruent product (personal computer) than when advertising the incongruent product (running shoes). These effects were not observed in the non-celebrity spokesperson condition. In addition, the congruence effects were not found for other dependent measures (i.e., ad attitudes, brand attitudes and purchase intention).

In an attempt to resolve these inconsistent findings, Till and Busler (1998, 2000) have conducted two consecutive studies of the match-up hypothesis by comparing two relevant factors: physical attractiveness and expertise. Consistent with their predictions, expertise appeared to be a stronger match-up factor than attractiveness, suggesting that expertise deserves more attention as a match-up basis.

Role of Expertise as a Match-Up Factor

The important role of expertise in matching a celebrity and a product is also evidenced in findings from a study on consumer responses to celebrity endorsements. In answers to open-ended questions of product types that were deemed suitable for each of the pre-determined four celebrities to promote particular products, and of the reasons regarding compatibility, consumers listed the product categories in which the celebrities were viewed to possess expertise, and images that were congruent with their career and lifestyles portrayed in media (O'Mahony and Meenaghan 1997/98). For example, Jack Charlton was considered to be an appropriate endorser for products associated with his career in sports and his widely known fishing hobby because respondents felt that he possessed expertise in these topics.

Expertise is defined as "the extent to which a communicator is perceived to be a source of valid assertions" (Erdogan 1999, p. 298; Hovland, Janis and Kelley 1953) and the expertise comes from the knowledge, experience, training or skills possessed by a person (Erdogan 1999). That is, expert endorsers should have the ability to assess and discuss the product qualities and thus provide accurate product information based on the knowledge or experiences they have acquired in the past. Of particular interest is that expertise is not evaluated by using objective standards but is instead determined by a consumer's subjective perception. Erdogan (1999) emphasizes this subjective nature of expertise and states, "all that matters is how the target audience perceives the endorser" (p. 298).

In early studies on celebrity endorsements, a celebrity was defined as "an individual who is known to the public (i.e., actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed" (Friedman and Friedman 1979, p. 63). In this definition, celebrities are not considered to possess expertise. However, celebrities often promote products that are related to their professional areas in practice. Some popular examples are Tiger Woods for Nike Golf and Michael Jordan for Nike Basketball. These are among the most persuasive endorsements because these well-known sports celebrities bring instant credibility to the brands through the close associations between their career in the sports and the products. Consistently, expertise has been identified as a strong factor that influences source credibility and purchase intent (Ohanian 1990, 1991).

Taken together, the perceived expertise is deemed important in determining the overall perception of congruence between celebrity and product (Till and Busler 2000). Although Kamins and Gupta (1994) contended that physical attractiveness or perceived knowledge of an endorser is only a component of the "more general notion of congruence between spokesperson image and product" (p. 572), perceived expertise in the endorsed product is still a strong, obvious basis on which the congruence perception is formed (Speck, Schumann and Thompson 1988).

Celebrity and Product Congruence Based on Expertise

Given the promising role in celebrity/product congruence, perceived expertise of celebrities deserves closer scrutiny. In the Till and Busler (2000) study, a fictitious endorser, Ted Franklin, described either as a "U.S. Olympic Track and Field athlete" or

as a "stage and screen actor" was paired with either energy bars (expertise-related product) or candy bars (expertise-unrelated product). Consistent with their expectations, the results showed endorser by product type interaction for brand evaluations (although it was not found for purchase intent). That is, the athlete induced significantly higher brand attitudes than the actor when endorsing energy bars. However, this interaction and relationship was not found for candy bars. The operational definition of the expertise-based congruence raises a question as to whether different degrees or types of expertise-based congruence exist. Specifically, it is questioned if an athlete is really an "expert" of energy bars compared to, for example, a nutritionist who has the knowledge to scientifically analyze and prove the product quality. Instead, an athlete might make a better endorser for tennis racquets or shoes due to his/her expertise in the sport.

Real-world examples of celebrity endorsements reflect this idea of different degrees of relatedness between celebrity expertise and products. They range from close ties between celebrity professional achievements and brands (e.g., Kobe Bryant for Adidas shoes, and Davis Love III for Titleist golf clubs) to no obvious relationship between celebrity and product (e.g., Mike Piazza and John McEnroe for 10-10-220, Shacquille O'Neal for Burger King, Michael Jordan for Hanes underwear and Rayovac battery, Charles Barkley for Coors beer, and Pete Sampras for Dannon yogurt).

Some other examples might reflect moderate congruence somewhere in between the close match and mismatch in terms of the perceived celebrity expertise. Consider Halle Berry for Revlon and Michael Jordan for Gatorade. Halle Berry, the academy award winning actress, might be perceived to have a lot of experience with beauty products and the product might be understood to be a part of her beauty formula. The

basketball athlete, Michael Jordan might be viewed to know how to quench thirst in order to physically perform well in his sport. Because the products they endorse are related to the areas in which they established their celebrity status, they might be regarded as being competent to discuss those products based on their accumulated experiences in the fields – even though they do not have the professional skills or scientific knowledge to evaluate those products.

These observations might call for more in-depth investigations of consumer perception of expertise and congruence. Past research has assessed the difference between extreme cases of congruence (i.e., perfect match and mismatch) and ignored the existence of moderate degrees of congruence evidenced in practice. Hence, the current research will examine how different degrees of expertise or experience-related congruence are perceived and subsequently influence relevant endorsement outcomes. A schematic perspective on the endorser and brand congruence effects also has provided useful insights into the process.

Schematic Approach to Understanding Congruence Effects

Schema theory is a useful framework for understanding why the presence or absence of congruence between celebrity endorser and brand results in differences in consumer responses to the spokespersons, ads, and brands (Lynch and Schuler 1994). A schema is a cognitive structure that represents an object or domain including a person, event, place, and so on (Taylor and Crocker 1981). This organization of knowledge regarding the target is developed through experiences over time and influences the

information-processing process including encoding, comprehension, retention, and retrieval of information.

From this schematic perspective, consumers have well-developed schemas for well-known celebrities. The schemas may have a set of attributes or cognitive representations that describe the celebrities' personalities, abilities, lifestyles, and other relevant characteristics. When a celebrity endorses a brand, a schema for the celebrity and another for the product category or the brand would be activated in the consumer's mind. These characteristics and image of that celebrity may then be compared to the attributes of the brand for congruence or fit assessment (Lynch and Schuler 1994; Misra and Beatty 1990). Match-up or congruence between endorser and brand implies consistency between "the highly relevant characteristics of the spokesperson and the highly relevant attributes of the brand" (Misra and Beatty 1990). This suggests the importance of salience or relevance of the characteristics or dimensions on which the overall congruence perception is based. Depending on the product types, different characteristics of the endorsers may be deemed more salient and relevant as part of the schema.

These characteristics of celebrity endorsers related to product attributes might be interpreted as expertise. In the previous example of an athlete endorsing an energy bar, the images of athletes and the product category might belong together (Lynch and Schuler 1994; Misra and Beatty 1990; Till and Busler 2000). Sports figures often convey energetic, physically fit, and dynamic images, and in this case these images are closely related to or are consistent with attributes of the product category, namely energy bars. The strong and physically active image of sports stars might prove the qualities of the

product. Furthermore, consumers might perceive that the athletes are competent to discuss the product. In fact, a masculine image of an endorser was found to positively influence his perceived expertise for a fitness product by adding a belief "Spokesperson S knows about Brand X" to the preexisting schema of the endorser (Lynch and Schuler 1994).

Taken together, congruence consistently has been found to have positive effects on spokesperson believability and ad and brand evaluations (Kamins 1990; Kamins and Gupta 1994; Misra and Beatty 1990; Till and Busler 2000). Yet, the mechanism of how the celebrity and product congruence works is unknown. Therefore, the current study is to investigate why these congruence effects take place from an attributional perspective.

Congruence Effects and the Discounting Principle

Mowen (1979) suggests that endorser credibility perceptions "may be a function of the consistency or congruence of the image or knowledge base of the spokesperson in relation to the product image" (Kamins and Gupta 1994). However, little has been known about why congruence influences the spokesperson credibility perceptions. Attribution theory is a useful theoretical approach in understanding this effect of match-up or congruence on credibility and subsequent endorsement outcomes.

Attribution theory refers to a set of theories that attempt to explain how individuals make casual inferences. Consumers infer causes of events, actions of others, and even their own behaviors (Bem 1972). Consumers' perceptions of causal relationships regarding product performance and their own consumption have been central to consumer behavior research, however one of the other areas attribution

research has explored is a spokesperson's endorsement of a product (Folkes 1988; cf. Mowen and Brown 1981, Moore, Mowen and Reardon 1994). From the attributional perspective, consumers make inferences about reasons for an endorser's recommendation for a particular brand; why did the celebrity agree to associate him- or herself with the product? The discounting principle in particular has been recognized among several attribution theories as being an appropriate consideration in analysis of this topic (Sparkman 1982). According to the discounting principle, "the role of a given cause in producing a given effect is discounted if other plausible causes are also present" (Kelley 1972, p. 8; Sparkman 1982, p. 277). Additionally, people tend to minimize the effects of an attribution for a behavior if an alternative reason that accounts for the same action exists (Folks 1988).

For the celebrity's endorsements in advertising, two rivalry causes have been proposed in previous literature: the product and the money that the endorser is paid (Mowen and Brown 1981; Sparkman 1982). Consumers may attribute the celebrity's willingness to be associated with the product either to the inherent product qualities or to the money he or she obtains in return for the endorsement. In addition, although not examined in prior studies, another cause for celebrity's endorsements is often witnessed in practice. Celebrities are conscious about their images to the public and strive to maintain (and even enhance) their images. This effort involves their association to products with images compatible with theirs. As a result, appearances in television commercials might help to perpetuate their popularity. Thus, some might believe that big-name stars are motivated to endorse a product because of their true affinity, or for their personal image management, not by the endorsement fee (Atkin and Block 1983; Kamen,

Azhari and Kragh 1975). However, large sums of money involved in contracts between celebrities and companies for endorsements have also been widely recognized.

When consumers infer that monetary incentives are the motivating factor that accounts for a celebrity's favorable comments towards the product, they subsequently discount the effects of the endorsement of the celebrity (Mowen 1979; Folkes 1988). Accordingly, the attributions to monetary gains were found to cause a decrease in the perceived credibility of the celebrity endorser (Sparkman 1982). These findings suggest that the use of uncompensated spokespeople (if this is well publicized) should be more effective. Reducing monetary attributions, however, might be more realistic because uncompensated celebrity endorsements are not common practice. As a result, the question that arises is: What causes the creation of inferences regarding monetary gains of celebrity endorsements?

The perceived degree of congruence between endorser and brand might serve as a cue that determines the inferences about why the celebrity promotes the brand. From the schematic perspective, incongruity has been found to lead to more elaborate processing whereby attitudes are formed based on more detailed analyses of the relevant attributes (Fiske and Pavelchak 1986; Meyers-Levy and Tybout 1989). For celebrity endorsements, the inconsistency between endorser and brand might trigger or stimulate more careful thoughts about the endorser's motive for the endorsement.

Because a logical connection between the celebrity and the endorser is absent (e.g., the celebrity is perceived not to have the expertise to evaluate the product) in the incongruity condition, people would likely attribute the cause of the endorsement to monetary gains instead of product characteristics. When a natural fit between endorser

and brand is observed, consumers might not put more thoughts in making inferences about the endorser's motive. Although it is common knowledge that celebrities are compensated with significant sums of money for their endorsements, it might not become activated in the consumer's mind as an alternative cause for the endorsement under the congruent condition. As a result, more attributions of product performance will be made than attributions towards monetary incentives. Likewise, consumers will make more attributions to images under congruence condition than in incongruity condition. Perceived consistency between celebrity endorser and product might drive more image-oriented attributions between them.

The attributions of compensation for the endorsement appeared to decline the perceived credibility of the spokesperson (Sparkman 1982). In contrast, product attributions will enhance the credible image of the endorser. Although the effects of image attributions on credibility has not been suggested in the previous literature, the aforementioned effects of endorser/brand congruence on the attributions and the subsequent credibility perception of the endorser are summarized in the following hypotheses.

- H1a. Celebrity and brand congruence will result in less attribution to the monetary gains for the endorsement.
- H1b. Celebrity and brand congruence will result in more attribution to the product for the endorsement.
- H1c. Celebrity and brand congruence will result in more attribution to the celebrity image enhancement for the endorsement.
- H1d. Celebrity and brand congruence will lead to a more credible perception of the celebrity endorser.

Misra and Beatty (1990) tested the effects of celebrity spokesperson and brand congruence on affect by creating three conditions: (1) congruent, (2) incongruent, and (3) irrelevant matches. The results showed that transfer of affect from the endorser to the brand occurred only when the celebrity spokesperson was congruent with the brand and the brand affect was significantly more positive in the congruent condition than in the incongruent and irrelevant conditions. Consistent with the findings, Fiske (1982) proposed that schematic match-ups determine affect transfer. That is, if an object is congruent with an existing, relevant schema, it will receive the affect associated with that schema. If the match does not exist, the transfer of affect may not take place.

Brand associations are often influenced when the brand becomes linked with a celebrity through the endorsement or an event through sponsorship activities (Dean 1999; Gwinner and Eaton 1999; Keller 1993). In the hope that the positive meanings and images that celebrities possess are transferred to their brands through association (McCracken 1989), advertisers affiliate their brands to celebrities. Because celebrities, in general, are attached with meanings and images that are popular in current culture, celebrity/product congruence would produce more favorable attitudes toward the ad and the brand.

Furthermore, credible communicators have been found to be effective in generating positive ad/brand evaluations and purchase intent (Ohanian 1991). Positive credibility perceptions of the endorser by the consumer are expected to induce favorable responses toward the ad/brand, which is derived from fewer attributions of monetary incentives. The foregoing discussion leads to the following hypotheses to test the subsequent effects of the congruence on the ad/brand evaluations.

H2a. Celebrity and brand congruence will lead to more positive attitudes toward the ad.

H2b. Celebrity and brand congruence will lead to more positive attitudes toward the endorsed brand.

H2c. Celebrity and brand congruence will lead to higher purchase intent for the endorsed brand.

Facilitation Cues of Celebrity and Product Congruence

For some product types, it might be difficult to find a celebrity who possesses strong expertise (i.e., food, beverages and high-tech products). Other types of endorsers (e.g., typical consumers, anonymous models) can be used, but these endorsers cannot impart the benefits of using celebrities. In the cases in which endorsers do not have special knowledge or professional relevance to the product, the advertisements might need to "interpret" or explain the relationship between the endorser and the product (Crimmins and Horn 1996). If this linkage makes sense to consumers, they might view the endorser and brand relationship to be appropriate, congruent, and acceptable.

This might be an additional burden on advertisers because, although they should create and communicate the meanings of the connection between endorser and brand that are not readily available from preexisting celebrity and brand schemas, this goal is not necessarily executed. Furthermore, this communication should be performed effectively with the time and/or space limits that advertisements deal with. If this additional information in the advertisements does not easily enter in the consumer encoding process, the effect of explanation of the endorser/product relationship might be minimal. However, little research has examined the potential effects of this sort of strategies.

One possible way of associating a celebrity with a product might be to insert a statement of the celebrity's role or relationship to the product within the advertisement. A study examined the effects of verbal cues in identifying the endorser's role (expert, neutral or typical user) in advertisements along with preexisting, professional celebrity/product connection and processing time (Speck, Schumann and Thompson 1988). Contrary to their prediction, the results indicated no significant effects for these relational cues on recall of product information. However, the statements that define the celebrity endorser's role in relationship to the product might influence other advertising outcomes such as brand attitudes and purchase intent. If consumers view the facilitation cues of an endorser's role to be convincing and thus perceive the endorsement as acceptable, their response to the advertisement and the brand might be enhanced. This might be true especially for consumers who initially see incongruity between the celebrity endorser and the product. A related question asks what kind of cue is considered to be effective to perform this facilitatory effect.

The link between celebrity and product is sometimes weak or absent, however it becomes more appropriate when the celebrity claims that he or she uses the product. Because consumers often view testimonials of typical consumers, they may accept the product use claim as reasonable. This statement might lend more weight to product attributions by making a genuine affection for the product more compelling as the celebrity's motive for the endorsement. Furthermore, it might subsequently enhance ad/brand evaluations. The following hypotheses therefore address these concerns:

- H3a. A cue that implies product use will result in less attribution to the monetary gains for the endorsement.
 - H3b. The product use cue will result in more attribution to the product for the endorsement.
 - H3c. The product use cue will result in more attribution to the image for the endorsement.
 - H3d. As a result, the product use cue will lead to a more credible perception of the celebrity endorser.
-
- H4a. The product use cue will lead to more positive attitudes toward the ad.
 - H4b. The product use cue will lead to more positive attitudes toward the endorsed brand.
 - H4c. The product use cue will lead to higher purchase intent for the endorsed brand.

Although they are discussed in the results section of this research, limited literature on the relevant issue prevents the formation of particular hypotheses regarding congruence by product use cue interactions. A general prediction is that celebrity and product combinations with less obvious links might gain more with the cue (versus strong preexisting celebrity/product relationship) by helping consumers make sense of and hence accept the associations.

Chapter 4 will describe the methods that are used to develop a scale to measure celebrity images (Study 1) and to test the proposed hypotheses regarding effects of celebrity and brand congruence (Study 2).

CHAPTER 4

METHODS

The purpose of Chapter 4 is to explain the methods that are used in the present research. As described previously, there are two major objectives of this study: (1) to develop an instrument to measure celebrity images, and (2) to assess the effects of relationship between celebrity endorser and product endorsed. Given these objectives, two studies were performed.

Study 1: Development of a Scale to Measure Celebrity Images

To develop a scale to measure celebrity images, two phases of the research were undertaken. In the exploratory phase, the initial items were generated and the structure of the scale was examined. In the confirmatory phase, the list of the items in the scale were further refined, validated, and finalized.

Initial Scale Item Selection

In the initial phase of study 1, the relevant literature in the areas of psychology, marketing, and advertising was reviewed to identify words or adjectives that can be used to describe celebrity images. Because few words were found to be directly relevant for measuring perceptions of celebrities, a large pool of adjectives describing personality traits developed in clinical psychology and items measuring brand personality and self-

concept from marketing were used as the main basis for the initial development of the celebrity's image scale. In particular, the self-concept scale (Sirgy 1982), the scale for measuring self-concepts, person concepts, and product concepts (Malhotra 1981), the brand personality scale (Aaker 1997), and the celebrity appeal scale (Stever 1991) were the main sources for the item generation. This process resulted in a pool of 70 candidate items.

A panel of three expert judges provided feedback to reduce the universe of items into a set that would be reasonable for consumer rating. Each judge, either a professor or doctoral student in advertising, was asked to independently evaluate the 70 items and eliminate items that are less applicable for measuring celebrity's images. This stage left 58 semantic differential word pairs for the study.

Celebrity Selection Procedure

A pretest was used to identify professional athletes who had to date been widely used as endorsers for various products. Thirty-five students rated the familiarity and likeability of professional athletes from various sports fields, such as tennis, baseball, basketball, golfing, and skating, on seven-point semantic differential scales. Only well-known sports figures with familiarity scores greater than 6 were considered for use in this study because participants in the study should have prior knowledge of the celebrities to accurately assess their images. As a result, Andre Agassi (mean = 6.61), Anna Kournikova (mean = 6.49), Mike Tyson (mean = 6.77), and Tonya Harding (mean = 6.14) were selected to reflect a set of familiar, but diversely viewed celebrities (1 = unfamiliar / 7 = familiar).

To determine the appropriateness of the items to measure celebrity images, the scale should be applicable to celebrities varying in their images. The four celebrities represented both well-liked and disliked, male and female sports stars based upon the likeability scores: Andre Agassi (mean = 6.23), Anna Kournikova (mean = 5.97), Mike Tyson (mean = 2.77), and Tonya Harding (mean = 1.63) (1 = not likeable / 7 = likeable). This selection of professional athletes was expected to embrace both positively and negatively perceived celebrities.

The Exploratory Phase

In the exploratory phase of this research, four different questionnaires were developed, each of which contained two parts for one male and one female sports figures. The respondents were asked to evaluate respectively each of the two celebrities, given the 58 semantic differential items generated in the *Item Selection* section. Although four (two males and two females) professional athletes were selected in the pretest, only two were presented in each questionnaire to avoid response set bias, boredom, and hopefully obtain good quality data. (A list of 58 items was believed to be quite long, and a likely cause of respondents' fatigue, so it was decided not to repeat the scale for all four celebrities.) Furthermore, to control for order effects, the order in which the two celebrities were presented in the questionnaires were counterbalanced, resulting in a total of eight versions of the questionnaires.

A group of 258 students who were enrolled in communication and advertising classes completed the survey. The sample consisted of 84 males (32.6%) and 174 females

(67.4%). Their ages ranged from 18 to 31 years with an average age of 22 years. Over 96% of the respondents were single and 80% of them were Caucasian.

The Confirmatory Phase

In the confirmatory phase of the study, the scale consisting of 22 items developed in the exploratory phase was tested using a second independent sample of subjects. Given the second research question as to the relationship of celebrity images to celebrity credibility, measures for celebrity credibility dimensions: attractiveness, trustworthiness, and expertise were included in the questionnaire. 207 students initially completed the survey. After eliminating incomplete surveys, a total of 198 male (101) and female (97) undergraduates comprised the final sample. For this phase of the study, a different celebrity, Pete Sampras, was used to support the generalizability of the scale. He was selected as a professional athlete (tennis player), who is comparable to the celebrities previously used for the first survey, with relatively high familiarity (mean = 6.1) and likeability (mean = 6.0).

Study 2: Testing Hypotheses

Participants

A total of 203 male (104) and female (99) undergraduates who were enrolled in advertising, communications, and telecommunication classes at a major Midwestern university participated in the main study. Their ages ranged from 18 to 32 years with an average of 22 years. Over 96 percent of the participants were single and approximately 68 percent were Caucasian.

Design

The study employed a 3 (congruence) x 2 (product use cue) between-subjects factorial design. The first independent variable, celebrity/product congruence presented three levels (high, moderate, and low) with one sports figure paired with three different products. The other independent variable, which was a verbal cue indicating that the celebrity endorser uses the product being endorsed, had two conditions (presence or absence of the cue).

Selection of Endorser and Products

Prior to the main experiment, two pretests were performed to select an endorser and products. In the first pretest, 35 undergraduates rated familiarity, popularity, attractiveness, and likeability of 30 male and female professional athletes. Among those who appeared to be familiar to the subjects with familiarity scores greater than 6, Pete Sampras was deemed appropriate. In addition, Sampras has not been involved in many endorsements and does not promote any products currently unlike other well-known sports figures on the list (e.g., Tiger Woods, Michael Jordan, Andre Agassi, and Anna Kournikova).

In the next pretest, 22 students evaluated congruence of pairings of the professional tennis player, Pete Sampras and a variety of products including products used in previous studies such as a personal computer, an energy bar, and a candy bar (Kamins 1990; Till and Busler 2000). As a result, a tennis racquet, shampoo, and a coffee maker appeared to be the appropriate products representing the intended levels of congruence. A within-subjects ANOVA showed that the subjects' perception of these

three pairings were significantly different ($F_{(22, 2)} = 30.03, p < .001$). Three paired t-tests also revealed that a tennis racquet (mean = 6.65), a shampoo (mean = 4.50), and a coffee maker (mean = 3.19) resulted in significant differences in the participants' congruence perception of Pete Sampras' endorsements of these products ($p < .005$). Correspondingly, Pete Sampras was featured to endorse a tennis racquet in the high congruence condition, a shampoo in the moderate congruence condition, and a coffee maker in the low congruence condition.

Stimulus Materials

Full-page, black and white, magazine-type advertisements were created for use as the stimulus materials in this study (See Appendix E). These ads featured a headline read "Pete Sampras, thirteen grand slam trophies, nothing but the best," an image of Pete Sampras as the celebrity endorser, and a small product photo of a tennis racquet, a shampoo, or a coffee maker, that corresponded to the experimental conditions. A fictitious brand name, "Aerius" was used for all three of the products to prevent any possible confounding effects of pre-existing perceptions of well-known brands (Till and Busler 2000).

Statements of product use were also developed: "When I use Aerius, I make the best shots. A winner every time." for the tennis racquet; "When I use Aerius, I'm the best I can be. A winner every time." for the shampoo; and "When I use Aerius, I make the best coffee. A winner every time." for the coffee maker. In addition, Pete Sampras' signature followed the personal statement. Two versions of the ad for each product were developed: one with the product use statement and the other without it. This resulted in a

total of six advertisements that were professionally created to represent the experimental conditions. The executional formats of these ads remained identical across conditions except for the manipulations.

Procedure

The experimental sessions were administered in large groups of twenty to sixty students. Subjects were randomly given one of the six booklets containing a front page, the experimental ad, and a questionnaire. Participants were told that the purpose of the study was to develop an advertising campaign for a new product that would be introduced to the market in the near future. After viewing the ad, participants filled out the questionnaire. Upon completing the experimental sessions, subjects were debriefed and then dismissed.

Dependent Measures

Attributions of Celebrity Endorsers' Motives

Literature on celebrity endorsements suggested two plausible causes for a celebrity's endorsement of a product: (1) the celebrity's belief in the product qualities and/or genuine affection for the product and (2) the compensation the celebrity receives in return for the endorsement. However, as discussed in Chapter 3, there might be another attribution that consumers would make when they are exposed to celebrity endorsements. Big-name stars are also concerned about their images to the public and strive to maintain and enhance positive images. Associations with products that do not fit with their images might hamper celebrities' image management. Correspondingly, consumers might

attribute a celebrity's endorsement of a certain product to their image maintenance or development. To further explore this issue, 50 undergraduates were asked for reasons why celebrities appear in advertising to endorse products. Open-ended questions asked the subjects to provide as many reasons as they could think of. Consistent with what was expected, the results showed that money, product qualities, and image management were the most likely attributions. The next most frequently mentioned reasons included receiving free products in return for the endorsements and exposure to the audiences through appearances in mass media. Hence, measures for these attributions were developed and included in the final questionnaires.

Product, money, and image attributions were measured on a seven-point, bipolar, likelihood scale, from "extremely likely" to "extremely unlikely." Subjects were asked to indicate their agreement with each of the statements. Three statements were intended to measure product attributions: (1) "The endorser agreed to do the ad because of the good characteristics of the brand" (Sparkman and Locander 1980). (2) "The endorser appears in the ad because he likes the brand," and (3) "The endorser does the advertisement because he really believes in the brand" (Mowen and Brown 1981). To measure attribution to money, three items were developed: (1) "The endorser does the ad solely for the money," (2) "The endorser does the ad only because he is paid to do it," and (3) "The endorser appears in the ad only to receive the compensation" (Mowen and Brown 1981).

Although the product and money attribution measures were adapted from previous research, items for measuring attribution to celebrity's image management were not offered in prior literature. The following items were created for assessing attributions

to image: (1) “The endorser becomes associated with the brand to improve his image,” (2) “The endorser promotes the brand because it is consistent with his image,” and (3) “The endorser appears in the ad to enhance his public image.” Additionally, three more items were included based on the pretest: (1) “The endorser does the ad to get free products,” (2) “The endorser appears in the ad to get exposure,” and (3) “The endorser promotes the brand to receive attention.”

Because some of the items for measuring several attributions found in the pretest were created for this study, the structure of the scale has not been explored. Thus, a factor analysis was initially performed and the results guided subsequent analyses. Please refer to the *Results* section for the factor analysis results and final sets of the items measuring each attribution with their reliabilities (See Table 6).

Endorser Credibility

Celebrity endorser expertise, trustworthiness, and attractiveness were measured on a seven-point, semantic differential scale (Ohanian 1990). Specifically, five items with anchors of “expert/not an expert,” “experienced/inexperienced,” “knowledgeable/unknowledgeable,” “qualified/unqualified,” and “skilled/unskilled” were used to measure expertise ($\alpha = .81$); five items with endpoints of “sincere/insincere,” “dependable/undependable,” “honest/dishonest,” “reliable/unreliable,” and “trustworthy/untrustworthy” assessed trustworthiness ($\alpha = .81$); and five items anchored by “attractive/unattractive,” “classy/not classy,” “beautiful/ugly,” “elegant/plain,” and “sexy/not sexy” measured attractiveness ($\alpha = .92$). In addition,

their familiarity and likeability were measured on single-item, seven-point, semantic differential scales (“familiar/unfamiliar” and “likeable/dislikeable”).

Attitude Toward the Ad and Attitude Toward the Brand

Attitude toward the ad were measured on a seven-point, five-item, semantic differential scale anchored by “good/bad,” “favorable/unfavorable,” “like/dislike,” “interesting/boring,” and “pleasant/unpleasant” (MacKenzie and Lutz 1989). These items were found to be internally consistent ($\alpha = .96$). Subjects indicated their attitude toward the brand on a seven-point, four-item, semantic differential scale anchored with “favorable/favorable,” “good/bad,” “like/dislike,” and “pleasant/unpleasant” (MacKenzie and Lutz 1989). The scale appeared to be reliable ($\alpha = .95$)

Purchase Intent

Subjects were asked “How likely is it that you would consider Aeries, the next time you purchase a tennis racquet (a shampoo or a coffee maker)?” and rated their agreement with the statements and “The next time I consider purchasing a tennis racquet (a shampoo or a coffee maker), I will inquire about Aeries” and “The next time I purchase a tennis racquet (a shampoo or a coffee maker), I will buy Aeries.” These items are seven-point bipolar scales anchored by “extremely unlikely/extremely likely” and “strongly disagree/strongly agree.” These items were found to be reliable ($\alpha = .92$).

Congruence and Product use

Expertise-related or professional connection-based congruence was assessed on the four-item, seven-point “extremely likely/extremely unlikely” scale. The items were: (1) “The endorser is able to assess the qualities of products (tennis racquets, shampoo, or coffee maker) in general,” (2) “The endorser knows a lot about products in general,” (3) “Products are related to endorser’s performance or activities,” and (4) “The endorser is competent to discuss products in general based on his professional experiences” ($\alpha = .90$). In addition, because it is also important to assess consumers’ beliefs in the celebrity endorser’s use of the products in general, they were measured on a two-item, seven-point “extremely likely/extremely unlikely” scale that consisted of (1) “The endorser actually uses a product (tennis racquet, shampoo, or coffee maker),” and (2) “The endorser has used products” ($\alpha = .69$).

Overall congruence was indicated on seven-point, semantic differential scales using the following items: “congruent/incongruent,” “compatible/not compatible,” “consistent/inconsistent,” “good fit/bad fit,” “good match/ bad match,” “appropriate/inappropriate,” “effective/ineffective,” and “relevant/irrelevant” (Kamins and Gupta 1994; Till and Busler 2000). The scale was found to be reliable ($\alpha = .97$). For manipulation check on the product use cue, two questions asked participants to indicate the likelihood of the celebrity endorser’s actual use of the brand he endorses on a seven-point “extremely likely/extremely unlikely” scale. The items were (1) “The endorser actually uses the brand” and (2) “The endorser has used the brand” ($\alpha = .68$). It is expected to influence consumer judgment of the celebrity endorser’s actual use

of the brand whether consumers are exposed to a statement that the celebrity actually uses the brand he endorses.

Additionally, subjects' involvement with product categories was measured on a seven-point, five-item, semantic differential scale with endpoints of "unimportant/important," "of no concern to me/of concern to me," "irrelevant/relevant," "means nothing to me/means a lot to me," "doesn't matter/matters to me" ($\alpha = .96$) (Zaichkowsky 1985).

CHAPTER 5

RESULTS

The purpose of Chapter 4 is to present the results of this study. As outlined previously, two studies have been conducted. This chapter is structured as follows: (1) the results of Study 1 in which the scale to measure celebrity images is developed, (2) the results of Study 2 in which the hypotheses were tested, and (3) the summary of the results.

Study 1: Scale Development

The purpose of the first study was to develop a scale for celebrity images. This task was accomplished in two stages. In the exploratory phase, the initially generated items were further reduced to a smaller number and the structure of the scale was assessed. In the confirmatory phase, the items were finalized and the scale was refined.

Exploratory Factor Analysis for the Celebrity Image Scale

To assess the structure of the scale, all of the items in the questionnaire were factor analyzed, using principle components analysis with varimax rotation. The initial factor solution resulted in twelve factors with eigen-values greater than one. The twelve-factor solution accounted for 66.6 percent of the total variance. In order to purify the list, items with loadings of 0.3 or greater on more than one of the factors were eliminated

(Ohanian 1990). Items with low loadings below 0.6 were further removed. The reduced list was factor analyzed again. This resulted in six factors with eigen-values greater than one, while accounting for 65.9 percent of the variance. To further refine the list, the procedure used at the earlier stage was repeated. Factor analysis with the reduced list was rerun and this resulted in a rotated factor pattern consisting of four factors with eigen-values of greater than one. This four-factor solution of 22 items explained 65.6 percent of the total variance. All of the items had high loadings over 0.6. Table 1 presents the results of the final factor analysis.

The names determined to represent the types of concepts subsumed in each of the four dimensions were Genuineness, Competence, Excitement, and Sociability. Factor I, labeled “Genuineness,” reflected human traits that are generally viewed to be favorable in our culture. The items that loaded on this factor represented a human character who is humble, modest, pleasant, and responsible. The second factor, “Competence” contained items related to confidence, power, and enthusiasm. Factor III, “Excitement” reflected masculine qualities such as ruggedness and dominance, and the fourth factor, “Sociability” displayed an outgoing, extrovert personality. Due to its large number, the set of items in the first factor was factor analyzed individually to identify facets that perhaps reside in the factor. However, only one factor emerged, thereby reflecting one dimension of celebrity images.

Reliabilities were calculated for each of the four dimensions using the 22-trait scale. The resulting values were high except for the fourth factor: Genuineness = .94, Competence = .82, Excitement = .83, and Sociability = .52. Of note is that the fourth dimension has only two items. Although it was found to reflect a distinct dimension of

the celebrity images, it might need caution to use and interpret the factor to measure a celebrity's image. More items that describe the dimension might be added to the scale.

Confirmatory Factor Analysis for the Celebrity Image Scale

A confirmatory factor analysis was run on a second data set to evaluate whether the new data confirmed the proposed structure of the celebrity image scale as determined in the exploratory stage of the research. To verify the relationship between the proposed scale items and the three celebrity image dimensions, a different data set was collected and analyzed.

AMOS4 was utilized to perform a confirmatory factor analysis on the second data set. Structural Equation Modeling methodology using AMOS4 or LISREL was used as more rigorous statistical techniques to validate the proposed factor model indicated from the results of the exploratory factor analysis of the first data set (Joreskog 1979). When the four-factor model of 22 items was initially tested, the fit statistics indicated a relatively poor fit with the data: the goodness-of-fit index (GFI) = .831, adjusted goodness-of-fit index (AGFI) = .790, confirmatory fit index (CFI) = .781, root mean square error of approximation (RMSEA) = .076, and chi-square = 435.82 with 203 degrees of freedom; $p < .001$. Regression coefficients of individual items were examined and seven of them appeared to have loadings of 0.5 or smaller. This might be due to the large number of items that loaded on the first factor because all of them, except for one that loaded on the second factor, were items describing the first dimension.

Correspondingly, in an attempt to obtain a more parsimonious measurement model, these items that loaded weakly on the factors were removed and the ensuing

factor model was reanalyzed. This resulted in a reasonable model fit: the goodness-of-fit index (GFI) = .911, adjusted goodness-of-fit index (AGFI) = .872, confirmatory fit index (CFI) = .919, root mean square error of approximation (RMSEA) = .060, and chi-square = 142.28 with 83 degrees of freedom; $p < .001$. For a list of the final set of items that measure the four dimensions of celebrity images, see Table 2.

To test the relationship of the celebrity image scale to the celebrity credibility, another measurement model including celebrity credibility constructs as well as the celebrity image dimensions was constructed and analyzed. The results showed that all the celebrity image factors except for Factor IV were significantly related to the celebrity credibility dimensions: attractiveness, trustworthiness, and expertise ($p < .05$). Table 3 presents correlations between the latent constructs.

To further examine the relationships between these constructs, a structural equation model with linkages from the image dimensions to the credibility components was created and tested. Due to a lack of prior literature on this issue, specific relationships were not proposed, however the celebrity image dimensions were expected to influence the credibility constructs because the images reside in individual celebrities and thus might not vary easily with situations. On the other hand, credibility perceptions of a celebrity might change with the message he or she communicates. Also, consumers might already have a celebrity's images in mind that they bring to the situations wherein they should make judgments about the celebrity's trustworthiness and expertise.

The results revealed only one significant relationship from Factor I, "Genuineness" to the trustworthiness dimension (standardized coefficient = 1.43, $p = .003$). Many non-significant linkages between the latent variables led to a relatively

poor fit of the model with the data: GFI = .839, AGFI = .806, CFI = .922, RMSEA = .050, Chi-square = 575.40 with 386 degrees of freedom; $p < .001$. However, further attempts were not made to improve the model because the focus of this analysis was to assess the relationships between the celebrity image and credibility dimensions, not to propose and test a theory-based model.

Study 2: Hypothesis Testing

In Study 2, the proposed hypotheses regarding celebrity/brand congruence and product use cue were tested. Prior to the experimental analyses, manipulation checks were conducted to determine if the expertise-related congruence and product use cue manipulations were successful.

Manipulation Checks

To ensure the selection of the celebrity endorser, subjects were asked if they recognized the endorser. 82 % of the participants recognized Pete Sampras and provided his correct name and profession. The mean of the celebrity familiarity was 5.2 and that of his likeability was 5.3 on the seven-point scale.

A manipulation check was performed between presence and absence of the endorser's statement of product use. Subjects were more likely to believe that the tennis player actually used the brand he endorsed when they saw the personal statement of the product use (mean = 4.82) than when they did not (mean = 4.40; $t_{(1, 201)} = 2.10$, $p = .037$). Although the two conditions created statistically different perceptions of the celebrity's

actual use of the brand, the difference was small and the means were near the mid-point of the seven-point scale.

To further examine the manipulation of the product use cue, its simple effects were assessed at every level of the pairs. The endorser's statement of the brand use produced a significant difference in the belief that the endorser actually used the brand only for the shampoo ($F_{(1,197)} = 8.10, p = .004$), but not in the tennis racquet ($F_{(1,197)} = .010, p > .1$) and coffee maker conditions ($F_{(1,197)} = 1.44, p > .1$), although the means are in the expected directions. These results imply that the statement of brand use is effective only when consumers are not certain about the celebrity endorser's actual use of the brand. Perhaps when the celebrity is believed to possess strong or weak professional ties with products, consumers might easily judge the possibility of the celebrity's use of the brand without relying on cues present in advertising. In contrast, in cases where the relationship between a celebrity and a product endorsed is not obvious, consumers cannot easily make judgment about the celebrity's actual use of the product. Thus, their assessment might be more influenced by the celebrity's personal statement, which implies that the celebrity actually uses the product.

Another manipulation check was undertaken to assess the effectiveness of the different pairs of the celebrity and the products. A one-way ANOVA revealed that the celebrity/product congruence manipulation in general worked ($F_{(2,200)} = 155.85, p < .001$). As expected, Pete Sampras was perceived to have strong expertise on tennis racquets (mean = 6.33), a moderate degree of professional connection with shampoos (mean = 3.40), and a weak level of professional knowledge on coffee makers (mean = 3.25). Because the difference between the shampoo and coffee maker conditions seemed small,

a planned contrast analysis was performed to further examine it. No significant difference in the belief in the celebrity's possession of expertise on or professional connection with the product was found between when a shampoo was endorsed (mean = 3.40) and when a coffee maker was endorsed (mean = 3.25; $F_{(1,200)} = .58$, $p > .1$).

In addition, consumer perception of the celebrity's product use was examined by performing a univariate ANOVA. Results showed a significant difference in the consumer evaluation of the likelihood that the celebrity used the product in general ($F_{(2,200)} = 21.92$, $p < .001$). Pete Sampras was most strongly viewed to use tennis racquets (mean = 6.30), next most likely to use shampoos (mean = 5.53), and least likely to use coffee makers (mean = 4.69). Although the means were in the expected direction, they were all above the mid-point of the scale. That is, subjects believed that the celebrity has used all the three products although the belief was relatively different in strength depending on the products. Tennis racquets are necessary for the celebrity's profession and both shampoos and coffee makers are product types that are likely to be used by any person. Thus, consumers might assess the possibility of the celebrity's use of all these products as relatively high.

Differences in the belief in the celebrity's product use experiences were further examined with planned contrast analyses. The results showed that the pairing of the celebrity and a tennis racquet produced a significantly stronger belief in his product use (mean = 6.30) than the pairing with a shampoo (mean = 5.53; $F_{(1,200)} = 10.18$, $p = .002$), which in turn resulted in a stronger belief than the association between the celebrity and a coffee maker (mean = 4.69; $F_{(1,200)} = 11.83$, $p = .001$). Relevant to this manipulation, overall congruence between celebrity and product was examined in the following section.

Congruence

A two-way ANOVA was performed on consumers' perceived overall congruence between the celebrity and the product. A significant main effect for product categories was found ($F_{(2,197)} = 87.74, p < .001$) (See Tables 4 and 5). Tennis racquets were perceived to be most congruent with the celebrity endorser (mean = 6.0), followed by shampoos (mean = 3.74) and coffee makers (mean = 3.16). Because the results from the omnibus ANOVA indicated the overall effects of the different pairs between the celebrity and the products, a comparison was made to assess specifically whether the shampoo and coffee maker induced different congruence perceptions of the celebrity/product match. The results revealed a significant difference in the overall congruence between when the celebrity endorsed a shampoo (mean = 3.74) and when he promoted a coffee maker (mean = 3.16; $F_{(1,200)} = 6.40, p = .012$). This means the condition of a shampoo induced a significantly higher degree of congruence perception than the coffee maker condition. Thus, although the perceived congruence between the celebrity and a coffee maker was near the mid-point of the seven-point scale and not low enough, the levels of the congruence were in the right order as planned.

The effect of the product use cue on the overall congruence perception appeared to be marginally significant ($F_{(1,197)} = 3.46, p = .064$), although the presence of the product use statement produced a more congruence perception (mean = 4.47) than its absence (mean = 4.13). This means that consumers viewed the pairing of the celebrity and the product to be more congruent when they read a statement of personal product use present within the ad than when they did not. Of note is that the product use cue resulted

in larger differences under the moderate and low congruent conditions. See Table 5 for the means and standard deviations for the perceived congruence by condition. No significant interaction was found, however ($p = .344$).

Attributions

Items for measuring consumer attributions of a celebrity endorser's motive(s) were adapted from prior research or developed for this study. To assess the structure of the scale, twelve items of attributions were factor analyzed, using principle components analysis with varimax rotation. The analysis resulted in a rotated factor pattern that consisted of three factors with eigen-values greater than one. The item of getting free products did not load significantly on any factor and thus was dropped. The explained variance for the three-factor solution of the remaining eleven items was 71.6%. As expected, three factors represented attributions to money, product, and image. Items that load on the three factors appear in Table 6. Factor I, "Money Attribution" contained items pertaining to a celebrity's motive for the endorsement as the compensation he or she receives. Factor II, "Product Attribution" reflected a celebrity's genuine affection for the product endorsed or beliefs in the product qualities. Factor III, "Image Attribution," which has not been offered in prior literature, displayed a celebrity's motivation to enhance his or her public image through his or her association with a product. Of note is that one of the image items proposed, "The endorser promotes the brand because it is consistent with his image" unexpectedly loaded on Factor II, instead of Factor III. Consistency of the brand image was perhaps regarded as a feature of the product.

Subjects might believe that a celebrity appears in the ad because he or she cares for the product of which image is consistent with him or her.

Reliabilities were assessed for the proposed dimensions of celebrity endorser motive attributions. The reliabilities for the three factors were strong. The money attribution had an alpha coefficient of .878. Attribution to product was also reliable with an alpha of .813. The image attribution also appeared to be reliable with an alpha of .844. Each attribution index was determined by averaging scores on the corresponding items.

Univariate ANOVAs were run to examine the effects of the independent variables on each type of attribution. As for the attribution to money, subjects most strongly believed that the reason for Pete Sampras' appearance in the ad was the compensation he received when endorsing shampoos (mean = 5.67), followed by coffee makers (mean = 5.27) and tennis racquets (mean = 4.78). This provided partial support for Hypothesis 1a ($F_{(2,197)} = 9.66, p < .001$) in that the moderate level of congruence resulted in the highest score on the money attribution (See Table 7). To further examine small differences in the attribution to the monetary gains among the conditions, planned contrast analyses were performed. Two pair-wise comparisons showed that the three levels of congruence led to significant differences in the money attribution. That is, the moderate level of congruence induced higher attributions to money than the low congruence condition ($F_{(1,200)} = 3.92, p = .049$), which is followed by the high level of celebrity/product congruence ($F_{(1,200)} = 5.78, p = .017$). However, main effects of the product use cue were not significant, disconfirming Hypothesis 3a ($p > .1$). No significant interaction was found ($p > .1$).

Product categories exerted a similar influence on the attribution to the product. Partially supporting Hypothesis 1b, the subjects attributed the celebrity's endorsement to

his genuine affection for the product most likely when he was associated with a tennis racquet (mean = 4.54), followed by a coffee maker (mean = 3.36) and a shampoo (mean = 3.00) ($F_{(2,197)} = 35.45$, $p < .001$) (See Table 8). A pair-wise comparison further examined the difference between the low and moderate levels of congruence, which appeared to be marginally significant ($F_{(1,200)} = 3.26$, $p = .072$). Main effects for the product use statement ($F_{(1,197)} = 2.91$, $p = .089$) and interactions were also found to be marginally significant ($F_{(2,197)} = 2.95$, $p = .055$). Thus, Hypothesis 3b was weakly supported.

As for the image attributions, significant main effects for both product categories and statement of product use were found. Specifically, the subjects evaluated the image enhancement as the reason for Pete Sampras' appearance in the ad to be most likely when endorsing a tennis racquet (mean = 4.66), followed by a shampoo (mean = 3.48) and a coffee maker (mean = 3.22) ($F_{(2,197)} = 9.66$, $p < .001$), providing support for Hypothesis 1c (See Table 9). The difference between the moderate and low levels of congruence was further examined by a pair-wise comparison and results revealed that the difference was not significant ($F_{(1,200)} = 1.71$, $p = .193$). Hypothesis 3c was also confirmed; the subjects attributed the celebrity's endorsement more to his desire for image enhancement when they were exposed to a cue of product use present within the ad (mean = 3.94) than when they were not (mean = 3.64) ($F_{(1,197)} = 4.48$, $p = .036$). The interaction was marginally significant ($F_{(2,197)} = 2.79$, $p = .064$). Table 10 presents means and standard deviations for the attributions.

Overall, the results showed a pattern of consumer assessments of the celebrity's motive for endorsing a product. Consumers' attribution of the endorsement reason

differed with what products the celebrity was associated with. The subjects viewed the celebrity's reason for appearing in the ad more unfavorably (product and money attributions) when the celebrity endorsed a moderately congruent product compared to the products that are highly or lowly congruent with the celebrity endorser. The high level of congruence led the subjects to attribute more to the positive reasons: product and image, but less to the unfavorable reason: monetary gains. Although the order in which the attribution scores appeared did not exactly coincide with the predications provided in the hypotheses, the overall pattern was consistent with the expectations: the high congruence resulted in more favorable consumer assessments of the celebrity endorser motive compared to the moderate and low congruence conditions.

Endorser Credibility

Univariate ANOVAs assessed the effects on endorser credibility perceptions (attractiveness, trustworthiness, and expertise). Different levels of congruence between celebrity and product appeared to have significant effects on the perceived expertise and trustworthiness of the celebrity endorser, but not on the attractiveness perception ($p > .1$; See Table 11). In support of Hypothesis 1d, higher congruence led to more credible perceptions of the celebrity endorser. Specifically, the subjects viewed Pete Sampras to be most trustworthy when endorsing a tennis racquet (mean = 5.02), followed by a shampoo (mean = 4.72) and a coffee maker (mean = 4.56) ($F_{(2,197)} = 4.21, p = .016$) (See Table 12). Although the ANOVA results confirmed the general prediction regarding the influence of congruence on endorser credibility, two pair-wise comparisons showed that the high and moderate levels of congruence were marginally significant in inducing

credibility perception of the celebrity endorser ($F_{(1,200)} = 3.60, p = .059$) and the difference between the moderate and low levels of congruence was not significant ($F_{(1,200)} = .93, p > .1$).

Similar to trustworthiness, the celebrity was perceived to be more of an expert when endorsing a tennis racquet (mean = 6.26), compared to when promoting a shampoo (mean = 4.87) or a coffee maker (mean = 4.74) ($F_{(2,197)} = 31.36, p < .001$; See Table 13). The small difference between the shampoo and coffee maker conditions was further examined by performing a pair-wise comparison and it was observed to be non-significant ($F_{(1,200)} = .42, p > .01$). Disconfirming Hypothesis 3d, neither significant effects for the statement of the product use nor interactions were observed ($p > .1$). Table 14 presents means and standard deviations for the endorser credibility perceptions.

Attractiveness, one dimension of celebrity credibility (Ohanian 1990) did not appear to be influenced by the levels of celebrity and product congruence. This might not be surprising since attractiveness was not included as a component of source credibility in the traditional source credibility model in which trustworthiness and expertise consistently have been identified as the two core dimensions of source credibility. In addition, attractiveness in general might be a characteristic of a person that might be relatively constant across conditions, whereas trustworthiness and expertise is dependent upon situations. What messages a person communicates might determine the perceived trustworthiness and expertise, but not the attractiveness of the source. This is consistent with prior research that found attractiveness scores remained stable whereas trustworthiness and expertise ratings changed after the message or endorser manipulation (Sternthal, Dholakia and Leavitt 1978; Till and Busler 2000).

To further examine the supposed relationship between the endorser motive attributions and the endorser credibility, regression analyses assessed the relative contribution of money attribution, product attribution, and image attribution on endorser credibility dimensions. Only attribution to image enhancement was found to be significantly predictive of the celebrity endorser attractiveness (standard regression coefficient = .149, $p = .05$; $R = .217$), whereas attribution to the celebrity's liking for the product endorsed appeared to be the only significant indicator of perceived trustworthiness of the celebrity endorser (standardized regression coefficient = .244, $p = .005$; $R = .315$). For the celebrity expertise perception, the standardized regression coefficients indicated that both product attribution (.248, $p = .003$) and image attribution were the significant indicators (.223, $p = .002$), with $R = .404$. Attribution to monetary gains did not appear to be predictive of any dimension of the celebrity endorser credibility ($p > .1$).

Attitude Toward the Ad

An ANOVA showed a significant main effect for the product categories. Hypothesis 2a was supported; subjects evaluated the ad more positively when the celebrity endorsed a tennis racquet (mean = 4.61) compared to the cases in which the celebrity promoted a shampoo (mean = 3.80) or a coffee maker (mean = 3.95) ($F_{(2,196)} = 8.08$, $p < .001$). A pair-wise comparison indicated no significant difference in attitude toward the ad between the moderate and low levels of congruence ($F_{(1,199)} = .45$, $p > .1$). No significant effects for the product use cue were found ($p > .1$). Thus, no support was

provided for Hypothesis 4a. There was no significant interaction ($p > .1$). See Table 15 for the ANOVA results.

Attitude Toward the Brand

ANOVA results revealed significant main effects for both product categories and product use cue. No significant interaction emerged, however ($p > .1$). Congruence between celebrity and product enhanced attitudes toward the brand endorsed ($F_{(2,197)} = 8.11$, $p < .001$). The attitude toward the brand was most favorable when the celebrity endorsed a tennis racquet (mean = 5.00), followed by a coffee maker (mean = 4.50) and a shampoo (mean = 4.31). Thus, Hypothesis 2b was confirmed. The difference in the attitude toward the brand between the moderate and low levels of congruence was not significant when a pair-wise comparison was made ($F_{(1,200)} = 1.09$, $p > .1$). On the other hand, the statement of product use improved attitudes toward the brand, supporting Hypothesis 4b. Its presence led to more positive attitudes toward the brand (mean = 4.75) than its absence (mean = 4.04) ($F_{(2,197)} = 8.11$, $p = .046$). See Table 16 for the ANOVA results.

Purchase Intent

An ANOVA was performed on purchase intent and the results indicated a significant main effect only for the product categories. No significant interaction was found ($p > .1$). Subjects showed highest purchase intent when the celebrity endorsed a tennis racquet (mean = 4.12) followed by a coffee maker (mean = 3.21) and a shampoo (mean = 2.23) ($F_{(2,197)} = 31.25$, $p < .001$). Thus, Hypothesis 2c was partially supported

due to the reverse direction of the moderate and low levels of congruence. Two pair-wise comparisons indicated significant differences among the three conditions ($F_{(1,200)} = 62.88$, $p < .001$; $F_{(1,200)} = 16.86$, $p < .001$). There was no significant effect for the product use statement, disconfirming Hypothesis 4c. See Table 17 for the ANOVA results. Means and standard deviations for ad attitudes, brand attitudes, and purchase intention appear in Table 18.

Given a concern that consumers might present different levels of involvement with the products used in the study, an ANCOVA controlling for product involvement was performed on the purchase intention. The main effects of congruence between celebrity and product were observed to be still significant on the subjects' intent to purchase the product ($F_{(2,196)} = 31.08$, $p < .001$).

Gender Differences

A series of t-tests determined whether there were gender differences although the differences between males and females were not formally hypothesized. The results showed that females significantly viewed the celebrity to be more attractive (mean = 4.85) and more of an expert (mean = 5.56) than did males (mean = 4.33, $p < .001$; mean = 5.04, $p = .009$). Females also believed the celebrity endorsed the product because of his need for image enhancement more strongly (mean = 4.56) and showed more favorable attitude toward the brand (mean = 4.75) than males (mean = 3.87, $p < .001$; mean = 4.45, $p = .048$). Given these differences between males and females, ANCOVAs controlling for gender were performed on the perceived trustworthiness and expertise of the celebrity endorser, the image attribution, and the attitude toward the brand. However, the

significance of the main effects and interactions was unchanged, confirming the results from the ANOVAs discussed in earlier sections.

Summary of Results

The objective of Study 1 was to develop a framework of celebrity image dimensions and a scale to measure the dimensions. To identify the celebrity image dimensions, a total of 258 subjects rated a subset of four professional athletes on 58 items in the first phase. The results of an exploratory principal components factor analysis suggest that there are four distinct dimensions that describe a celebrity's image: Genuineness, Competence, Excitement, and Sociability.

In the second phase, the results of a confirmatory factor analysis relying on 198 subjects, another celebrity, and 22 items provided additional information for the scale. The initial confirmatory factor model was refined by excluding several items with low loading, and the fit statistics indicated an acceptable fit of the modified model with the data. Relationships of the celebrity image dimensions to the celebrity credibility components were also investigated. The results showed that the image dimensions, except for Factor IV, were significantly related to the credibility perceptions, and that Factor I influenced the perceived trustworthiness of the celebrity.

In Study 2, the congruence between a celebrity and a product appeared to be the most important characteristic of the endorsement message. As expected, high congruence led the subjects to more attribution to product and image and less attribution to monetary gains (See Figure 1). Subsequently, high congruence produced more credible perceptions of the celebrity endorser, more favorable attitudes toward the ad and the brand, and

greater intent to purchase the product (See Figure 2). Of note is that celebrity and brand congruence was not proportionally effective with an increase in the degree in enhancing the endorsement effectiveness. In particular, the moderately congruent pairing of the celebrity and the product was not more effective than the least congruent pairing. Further examinations of the differences between the two conditions revealed that the two levels of congruence were not significantly different in creating different advertising outcomes, except for the purchase intent in which the low congruence condition generated a higher score than the moderate congruence condition. However, the high congruence condition consistently appeared to have the most positive influences on all of the dependent measures.

On the other hand, the celebrity's statement of product use appeared to have minimal effects. Although the scores were in the expected direction (the presence of the product use statement led to more favorable endorsement outcomes than its absence), the differences between the two conditions were often observed to be non-significant. However, the subjects attributed more to the image enhancement for the celebrity's motive for the endorsement, and evaluated the endorsed brand to be more favorable when they saw the statement than when they did not.

The interactions between the celebrity/product congruence and the product use statement in general were not found to be significant although they appeared to be marginally significant only for the product and image attributions scores (See Figures 3 and 4). Of interest is that the effects of the presence of the product use cues were stronger under the moderate congruence condition than the high and low congruence conditions. The celebrity spokesperson's motive for endorsement was believed to be his liking for

the product and desire for the image enhancement more strongly when the product use statement was present than when it was not at all levels of congruence. However, the difference was larger at the moderate level of congruence than the high and low levels of congruence.

CHAPTER 5

DISCUSSION

The purpose of this chapter is to discuss the findings of this research with the implications and limitations, as well as provide directions of future research. This chapter is structured as follows: (1) summary of research, (2) conclusions, and (3) limitations of this research and directions for future work.

Summary of Research

A considerable number of celebrities featured in ads (Shimp 1997) and the increased costs to secure celebrity spokespersons (Agrawal and Kamakura 1995) certainly suggest that celebrity endorsements are an omnipresent and important feature of modern marketing communication activities. Academic literature generally indicates many benefits from using celebrities in advertising (Erdogan 1999; Kaikati 1987), and thus mechanisms such as source characteristics models (attractiveness, expertise, and trustworthiness) (Ohanian 1990), attribution theory (Mowen and Brown 1981; Tripp, Jensen and Carlson 1994), schema theory (Lynch and Schuler 1994; Speck, Schumann and Thompson 1988), meaning transfer (McCracken 1989), and the match-up hypothesis (Kahle and Homer 1985; Kamins 1994; Till and Busler 2000), Elaboration Likelihood Model (Petty, Cacioppo and Schumann 1983) have been proposed to explain the effectiveness of celebrity endorsers. Despite the continued efforts over the years, little has

been known about what determines the appropriateness of certain celebrities to endorse a particular product.

The purpose of this research was to (1) explore dimensions of celebrity images that might influence celebrity credibility perceptions and (2) investigate the roles of the relationship between a celebrity spokesperson and a product endorsed in generating endorsement effectiveness from an attributional perspective. Although celebrity endorsers have been regarded as special types of sources who embody a variety of cultural meanings (McCracken 1989; Ohanian 1990), research on the celebrity images is sparse. Therefore, this research has identified dimensions of the celebrity images and developed a scale to measure the celebrity image dimensions. In addition, the relationships of the celebrity image dimensions to the credibility perceptions of a celebrity were investigated.

Research on the “match-up hypothesis” began with a focus on endorser attractiveness, and subsequent research has proposed attractiveness, expertise, or overall congruence as bases for a fit between an endorser and a product endorsed. The focus of the study was a professional connection between a celebrity endorser and a product. The relationship between the celebrity/product congruence and credibility perceptions of the celebrity has been largely ignored. Thus, the present study has integrated two major streams of the celebrity endorsement research in that it examined the role of celebrity/product congruence in creating the subsequent credibility perception of the celebrity endorser and advertising outcomes, by way of consumer assessments of the celebrity endorser motive.

Conclusions

Celebrity Image Dimensions

Four distinct dimensions of celebrity images emerged: Genuineness, Competence, Excitement, and Sociability. Each factor or dimension reflected certain traits or characteristics that describe the celebrity images. Although the items representing the dimensions were mainly derived from the brand personality scale (Aaker 1997) and the self-concept scale (Malhotra 1981), there are differences as well as commonalities between the celebrity image scale, the general human personality scale, and the brand personality scale.

Of particular interest is that the celebrity image scale resembles the brand personality scale in that the four dimensions capture the ideas of sincerity, competence, and excitement reflected in the brand personality scale although the specific items representing each dimension of the two scales do not exactly coincide. Celebrities are humans; however their appearances and qualities often times embody popular meanings in culture similar to those products or brands signify. Also, celebrities are successful in that they enjoy the status and the privileges that come with public recognition. The scale echoes this idea by emphasizing characteristics pertaining to success. As a result, celebrity images might be reflected and measured by a unique combination of traits that mirror the special nature of celebrities.

As for the relationship between celebrity image and credibility, celebrity image dimensions, except for “Sociability,” and celebrity credibility perceptions appeared to be significantly related to each other. Credibility components (attractiveness, trustworthiness,

and expertise) are also characteristics of a celebrity and thus these may be interconnected with other traits of the celebrity. In addition, the influences of the celebrity image dimensions on the celebrity credibility perceptions were assessed and only one causal linkage from “Genuineness” to trustworthiness was found to be significant. Perhaps the image dimension of the celebrity that reflects qualities of a good person (e.g., pleasant, sophisticated, wise, and responsible) induced sincere and honest perceptions of the celebrity.

Congruence Perception: Role of Perceived Expertise

This study focused on the role of perceived expertise as a basis for a fit between a celebrity endorser and a product endorsed. Although the three products (i.e., tennis racquet, shampoo, and coffee maker) were selected in the pretest as appropriate products for this study, the shampoo and the coffee maker did not create a significant difference in the perceived expertise of the celebrity who was a professional tennis player although the ratings were in the expected direction (i.e., the celebrity was perceived to have more knowledge of a shampoo than a coffee maker). However, the two products generated significantly different beliefs in the celebrity’s experiences with the products. As expected, the professional athlete was believed to have used a shampoo more strongly than a coffee maker. Subsequently, the three pairings of the celebrity and the product induced significant differences in the overall congruence perceptions. Consistent with the prediction, the tennis racquet was viewed to be most congruent with the tennis player, followed by the shampoo and the coffee maker. Perhaps both the perceived product

expertise and experiences of a celebrity endorser play a role in creating the perception of overall congruence between the celebrity and the product endorsed.

Role of Congruence

The results of this study highlighted the role of congruence that a celebrity endorser and a product have in driving celebrity endorsement effectiveness. As predicted, high celebrity/product congruence in general led to more credible perceptions of the celebrity endorser, more favorable attitudes toward the ad and the brand, and higher purchase intention. Of importance is that these effects of congruence were exerted through attributions consumers make about the celebrity's motive for endorsing a particular product.

Three attributions of a celebrity's reason for appearing in ads to promote a product were suggested and examined in this study: (1) the compensation a celebrity endorser receives in return for the endorsement, (2) the celebrity's belief in the product qualities, and (3) the celebrity's desire for his or her image enhancement. As predicted, different pairings of a celebrity and a product were found to determine the celebrity endorser motives. That is, when a celebrity endorses a product that strongly relates to his or her career and thus is perceived to be congruent with the celebrity, consumers evaluated the celebrity's motive for the endorsement more positively. Specifically, consumers were more likely to attribute the endorsement to the celebrity's genuine affection for the product and desire for the image improvement rather than the monetary gains. In contrast, when consumers were exposed to a less congruent match between a celebrity and a product, they were more likely to carefully assess the celebrity's true

purpose of promoting the product and then attribute the celebrity's motive to the compensation the celebrity obtains.

Role of Product Use Cue

The results of the study revealed weak effects of the product use statement. Although the scores on the dependent variables were in the direction predicted in the hypotheses (the presence of the product use cue produced more favorable advertising outcomes than its absence), most of the differences between the two conditions were not large enough to be statistically significant. However, consumers viewed the image improvement to be more probable as the celebrity's motive for the endorsement and evaluated the endorsed brand to be more positive when they were exposed to the cue than when they were not.

The effects of the product use statement were found to interact with the levels of congruence for product and money attributions. Interestingly, the effects of the presence of the celebrity's personal statement of the product use on product and image attributions were stronger especially under the moderate congruence condition. Consumers were more likely to believe a celebrity endorser's genuine affection for the product and the need for image enhancement as the reasons why the celebrity promoted the product when the product use statement was present within the ad than when it was not at all levels of congruence. However, the difference between the presence and absence of the product use cue was larger at the moderate level of congruence than the high and low levels of congruence. This may be due to the ambiguity concerning the relationship between the celebrity and the product endorsed. When the celebrity and product relationship is logical

(e.g., a tennis player for a tennis racquet) or unreasonable (a tennis player for a coffee maker), consumers might easily assess the celebrity's motive for endorsement. However, when consumers are not certain about the celebrity and brand connection, they perhaps rely on other cues or messages present; the celebrity's product use claim was the cue in this case.

Implications

Understanding the effectiveness of celebrity endorsers is an important issue for both academics and practitioners. The findings of this study provide a number of implications for both theory and practice. At the theoretical level, the research highlights that consumers do not see celebrities as unidimensional individuals (Erdogan, Baker and Tagg 2001). Instead of evaluating celebrities on a single dimension of credibility or attractiveness, consumers view celebrities to represent a variety of meanings that are drawn from the history of their careers.

Secondly, the findings confirm the importance of the fit between a celebrity and the product he or she endorses. The perceived expertise and experience using the product a celebrity endorses played an important role in inducing congruent perceptions of the relationship between the celebrity and the endorsed product. The overall congruence between the celebrity and the product produced more credible perceptions of the celebrity endorser, more favorable attitudes toward the ad and the brand, and higher behavioral intentions. These three types of attributions of the celebrity endorser motive were proposed as explanations for the positive influences of the fit between the celebrity and the endorsed product.

The sheer cost to secure celebrities underscores the importance of the decision to select right stars to promote products (Agrawal and Kamakura 1995) and thus advertising practitioners have attempted to devise a checklist that can guide their decision-making (Erdogan, Baker and Tagg 2001; Miciak and Shanklin 1994). The dimensions of celebrity images found in this research might help to understand consumer perceptions of celebrities. In conjunction with the brand personality scale, the celebrity image scale could also provide some criteria for evaluating celebrities in terms of their images against the brand images.

Secondly, the findings of this study underlie that the fit between a celebrity and the endorsed product matters more than other aspects of the endorsement. Consumers would respond better when they perceived that the celebrity endorser has knowledge or experience using the product. Thus, managers should realize that in using celebrities, much of the success might lie in first selecting the right person and that consumers want to see some kind of rational link between the product and the star endorsing that product.

Limitations

Several theoretical and methodological limitations merit discussion. First, the generalizability of the celebrity image scale is limited to the celebrities and the subjects used for this study. Although professional athletes appear in advertisements most often to promote a variety of products, the use of one particular group of celebrities (i.e., famous sports figures) confines the generalizability of the findings. Also, the scale developed in the exploratory phase was not found to be robust with another professional athlete in the confirmatory phase. This lack of robustness of the scale might be due in part to the

subjects' fatigue and boredom with the long list of items against which they were asked to evaluate a celebrity's image. Other similar research often used longer lists of traits or items, but provided monetary incentives to the respondents. In addition, the scale was tested on only student subjects. One limitation associated with factor analysis is the potential difference in the meaning of the image items among distinct groups of people. Therefore, to test the generality of the four celebrity image dimensions and the measurement scale, the scale would need more analyses with various samples (e.g., male vs. female, young vs. old) (Goldsmith and Flynn 2000).

Second, a concern with the manipulations of this research arises. The product types used for the study (i.e., tennis racquet, shampoo, and coffee maker) did not precisely induce the planned pattern of the perceived expertise and experience using the products although the overall congruence perceptions were created as planned. Perceived expertise or experience was operationalized as a connection of a product to the celebrity's professional career and it was expected to determine the overall congruence perception of the celebrity and product relationship. Although tested and selected in the pretest, the shampoo and the coffee maker, which were intended to induce the moderate and low congruence conditions respectively appeared to be problematic. Even though significantly lower scores were obtained on the product experience and overall congruence for the coffee maker than the shampoo, the coffee maker produced a moderate condition rather than an extreme condition of low congruence. Thus, the significant differences between the two conditions on the dependent measures cannot be interpreted without caution.

Perhaps both product categories created a moderate level of congruence, however the different nature or characteristics of the products resulted in the discrepancies in their effects. For example, a shampoo is a personal care product that is more image-oriented and self-expressive than a coffee maker (Rossiter and Percy 1987). These product characteristics could be the confounding factor in the experiment that was not controlled for. Accordingly, future studies should examine the celebrity and product congruence effects with various combinations of them and thus identify the factors that increase or decrease the effectiveness of the celebrity endorsements.

Further, the manipulation of the product use cue was not strong although it was in general successful. The statements of the product use were created to give subjects the idea that the celebrity actually has used or uses the product. However, in an attempt to make it realistic, the message was not too explicit or direct like the way it was manipulated in the previous research (Speck, Schumann and Thompson 1988). Future research could investigate other ways to induce the belief that the celebrity endorser uses the brand him- or herself.

In addition, information on subjects' product knowledge or usage, which might influence their responses to the celebrity endorsements, was not obtained in the study. For example, consumers who play tennis would pay close attention to Pete Sampras' recommendation of a particular tennis racquet brand. The effects of consumers' experiences with products on their brand attitudes and purchase intention should be assessed in future studies.

Finally, gender differences found in this study might be due to the fact that only a male celebrity was used in the study. Females showed more positive responses to the

endorsements in terms of the celebrity endorser credibility, attribution and brand attitudes than males. This could be also due to females' tendency to view celebrity endorsements more favorably; however, the design of this study cannot exclude the possibility that females respond to male celebrity endorsers more positively compared to female celebrities. Future studies should investigate these gender effects more carefully.

Future Research

Future research should continue in this area. First, the celebrity image dimensions and the scale development need more research efforts. Although this research identified the four dimensions of the celebrity images and developed the scale to measure the image dimensions, the results were not convincing when the scale was re-tested on a different sample with a different celebrity. To develop a more reliable and valid scale to measure the celebrity images, a variety of celebrities that have different careers and project diverse images should be tested. In addition, consumer perceptions of celebrity images would vary with their demographic characteristics such as gender and age. Thus, the robustness of the scale should be assessed with different groups of subjects. The relationship of the celebrity image dimensions to other aspects or characteristics of celebrities also warrants future research. In particular, it would be interesting to explore how a celebrity's images relate to credibility perceptions of the celebrity and how they contribute to the effectiveness of the celebrity's product endorsements.

The construct of congruence deserves more attention. As examined in this study, a celebrity endorser's expertise or experience with regard to the product the celebrity endorses clearly plays an important role in producing congruent perceptions of the

celebrity and product relationship. The connection of the product to the celebrity endorser's professional career provides an obvious, logical link between them that consumers easily notice. However, the creation of the overall congruence perceptions might not be a function of this single factor. There might be other ways on which celebrities are matched with products for endorsements. Image could also be a basis for a fit between a celebrity endorser and a product (Till and Busler 1998). Future research should investigate the role of image as a match-up factor and the relative contributions of the several bases to the creation of congruent perceptions of the celebrity and product link and the formation of the subsequent attitudes and behavioral intentions. With regard to this issue, a variety of products should be used.

There is also an opportunity to explore the role of involvement in the congruence effects (Ohanian 1990; Till and Busler 2000). Perhaps under low involvement, the perceived image congruence between the celebrity endorser and the endorsed product is important in generating the effects of the endorsement because the celebrity's image might contribute to consumer assessments of the overall congruence due to the readily available knowledge about the celebrity's inherent characteristics of fame and popularity. On the contrary, the celebrity's expertise-based congruence with the product and the subsequent credibility assessments might be more important in leading to the endorsement effects under high involvement. Related to the issue, another question arises as to how the attributions consumers make about the celebrity endorser's motive vary with different levels of involvement or other situations.

An interesting finding of this study is related to the role of celebrity/product congruence in influencing consumer assessments of celebrity endorsers' motives. When

consumers recognized no obvious, logical relationship between a celebrity endorser and a product that the celebrity endorses, they were more likely to attribute the celebrity's motive to the monetary gains in return for the endorsement rather than the celebrity's affection for the product or need for image enhancement. An interesting issue would be if these findings pertain to dead celebrities whose computer-generated images have been widely used in advertisements. The celebrities used for this study are all living and active. Therefore, it would be interesting for future research to investigate consumer responses to the endorsements of deceased celebrities in terms of the endorser motive attributions and the endorser credibility.

Another interesting question is derived from the idea of parasocial interaction. If perceived expertise plays a role in driving the congruent perceptions and the endorsement effectiveness, would "pseudo-expertise" work the same way? For example, would an actor who has played a doctor on television have similar effects to those a real doctor has when both endorse a painkiller? How believable is this kind of endorsement? Is the effectiveness dependent upon consumer relationships with the television figure?

A concern with the product use cue manipulation calls for future research. There might be better ways in which consumers strongly perceive or believe that the celebrity actually uses the product he or she endorses. Or, there might be other means to create more congruent perceptions of the initially subtle link between a celebrity and a product and thereby making the endorsement more effective. Answers to these questions will shed insight into the strategic options available to practitioners after selecting a star to endorse their products.

Finally, little is known about the celebrity endorsement process across cultures. Collectivist cultures appreciate interdependence, conformity, and similarity whereas individual cultures value independence, autonomy, and uniqueness (Markus and Kitayama 1991). Celebrities who represent popular cultural meanings (McCracken 1989) might play different roles depending on consumers' different cultural orientations. Although studies examining Asian countries have found a higher frequency of celebrities used in ads than in the United States (DiBenedetto, Tamate and Chandran 1992; Cutler, Javalgi and Lee, 1995; Lin 1993), no research has explored differences in the effects of celebrity endorsers between cultures. Future research should examine how celebrity image dimensions and the roles of the attributions of the celebrity endorser motive and the celebrity credibility in the celebrity endorsement process vary with culture.

APPENDIX A.

TABLES

Table 1.
Factors Analysis Results of Celebrity Images

Items	Factor I Genuineness	Factor II Competence	Factor III Excitement	Factor IV Sociability
Comfortable/ Uncomfortable	.754			
Pleasant/Unpleasant	.816			
Organized/Unorganized	.769			
Rational/Emotional	.618			
Modest/Vain	.747			
Sophisticated/Naïve	.740			
Wise/Stupid	.877			
Socially responsible/Irresponsible	.859			
Caring/Uncaring	.877			
Family-oriented/Not family-oriented	.732			
Down-to-earth/Arrogant	.743			
Strong/Weak		.751		
Confident/Apprehensive		.817		
Enthusiastic/Not enthusiastic		.740		
Determine/Undetermined		.707		
Athletic/Not athletic		.659		
Rugged/Delicate			.876	
Excitable/Calm			.758	
Dominating/Submissive			.740	
Masculine/Feminine			.791	
Public/Private				.792
Bold/Shy				.764

Table 2.
Factor Loadings of Celebrity Image Dimensions

Factors	Indicators	Unstd.	Std.	R ²
Factor I	socially responsible/socially irresponsible*	1.00	.59	.35
Genuineness	wise/stupid	.98	.55	.30
	pleasant/unpleasant	.82	.53	.28
	comfortable/uncomfortable	.97	.59	.35
	sophisticate/naïve	1.00	.60	.36
Factor II	strong/weak*	1.00	.78	.60
Competence	confident/apprehensive	.67	.57	.33
	enthusiastic/not enthusiastic	1.05	.71	.50
	determined/undetermined	.83	.61	.37
Factor III	rugged/delicate*	1.00	.48	.23
Excitement	excitable/calm	1.12	.54	.29
	dominating/submissive	1.19	.64	.41
	masculine/feminine	1.78	.47	.21
Factor IV	public/private*	1.00	.51	.26
Sociability	bold/shy	1.50	.91	.83

* Reference Indicator

All coefficients are significant ($p < .001$).

Table 3.
Correlations of Latent Constructs

Constructs	1	2	3	4	5	6	7
Celebrity Images							
1. Genuineness	1.00						
2. Competence	.85	1.00					
3. Excitement	.66	.90	1.00				
4. Sociability	.25 ^a	.48	.44	1.00			
Celebrity Credibility							
5. Attractiveness	-.67	-.67	-.47	-.08 ^b	1.00		
6. Trustworthiness	-.74	-.47	-.42	.03 ^b	.39	1.00	
7. Expertise	-.55	-.62	-.56	-.16 ^b	.27	.48	1.00

^a $p < .05$

^b $p > .05$

All the other correlations are significant ($p < .01$).

Table 4.

Analysis of Variance: Celebrity/Product Match and Product Use Cue Effects
on Overall Congruence Perception

Factor	Sum of Squares	d.f.	Mean Square	F	p
Congruence condition	303.98	2	151.99	87.74	.000
Product use cue	6.00	1	6.00	3.46	.064
Congruence × Product use cue	3.72	2	1.86	1.07	.344
Error	341.27	197	1.73		

Table 5.

Overall Congruence
Means and Std. Deviations

	n	mean ^a	SD
High Congruence/Cue	34	5.98	.92
High Congruence/No Cue	34	6.02	1.07
Moderate Congruence/Cue	34	3.99	1.39
Moderate Congruence/No Cue	34	3.49	1.65
Low Congruence/Cue	33	3.45	1.40
Low Congruence/No Cue	34	2.88	1.34

^a average of an eight-item, seven-point scale

Table 6.

Factor Analysis Results of Attributions of Endorser Motives

Items	Factor I (Money)	Factor II (Product)	Factor III (Image)
1. The endorser does the ad solely for the money.	.826		
2. The endorser does the ad only because he is paid to do it.	.882		
3. The endorser appears in the ad only to receive the compensation.	.855		
4. The endorser agreed to do the ad because of the characteristics of the brand.		.748	
5. The endorser appears in the ad because he likes the brand.		.733	
6. The endorser does the ad because he really believes in the brand.		.800	
7. The endorser promotes the brand because it is consistent with his image.		.762	
8. The endorser promotes the brand to receive attention.			.828
9. The endorser becomes associated with the brand to improve his image.			.765
10. The endorser appears in the ad to enhance his public image			.857
11. The endorser appears in the ad to get exposure.			.818

Table 7.

Analysis of Variance: Congruence and Product Use Cue Effects
on Attribution to Money

Factor	Sum of Squares	d.f.	Mean Square	F	p
Congruence condition	27.14	2	13.57	9.66	.000
Product use cue	.53	1	.53	.38	.539
Congruence × Product use cue	2.38	2	1.19	.85	.430
Error	276.71	197	1.41		

Table 8.

Analysis of Variance: Congruence and Product Use Cue Effects
on Attribution to Product

Factor	Sum of Squares	d.f.	Mean Square	F	p
Congruence condition	87.73	2	43.87	35.45	.000
Product use cue	3.60	1	3.60	2.91	.089
Congruence × Product use cue	7.29	2	3.64	2.95	.055
Error	243.77	197	1.24		

Table 9.

Analysis of Variance: Congruence and Product Use Cue Effects
on Attribution to Image

Factor	Sum of Squares	d.f.	Mean Square	F	p
Congruence condition	80.10	2	40.05	40.18	.000
Product use cue	4.46	1	4.46	4.48	.036
Congruence × Product use cue	5.57	2	2.78	2.79	.064
Error	196.39	197	1.00		

Table 10.

Attributions to Money, Product, and Image
Means and Std. Deviations

	n	Money ^a		Product ^b		Image ^c	
		mean	SD	mean	SD	mean	SD
High Congruence/Cue	34	4.86	1.22	4.43	1.07	4.60	1.20
High Congruence/No Cue	34	4.70	1.23	4.65	1.13	4.73	.85
Moderate Congruence/Cue	34	5.49	1.06	3.35	1.15	3.56	1.17
Moderate Congruence/No Cue	34	5.85	.89	2.65	1.08	2.89	1.16
Low Congruence/Cue	33	5.21	1.38	3.52	1.28	3.66	1.01
Low Congruence/No Cue	34	5.32	1.28	3.20	.96	3.31	1.33

^a average of a three-item, seven-point scale

^a average of a four-item, seven-point scale

^a average of a four-item, seven-point scale

Table 11.

Analysis of Variance: Congruence and Product Use Cue Effects
on Endorser Attractiveness

Factor	Sum of Squares	d.f.	Mean Square	F	p
Congruence condition	1.91	2	.95	.88	.415
Product use cue	4.03	1	4.03	3.74	.055
Congruence × Product use cue	2.14	2	1.07	.99	.372
Error	212.08	197	1.08		

Table 12.

Analysis of Variance: Congruence and Product Use Cue Effects
on Endorser Trustworthiness

Factor	Sum of Squares	d.f.	Mean Square	F	p
Congruence condition	7.18	2	3.59	4.12	.016
Product use cue	.10	1	.10	.12	.729
Congruence × Product use cue	1.89	2	.94	1.11	.332
Error	167.88	197	.85		

Table 13.

Analysis of Variance: Congruence and Product Use Cue Effects
on Endorser Expertise

Factor	Sum of Squares	d.f.	Mean Square	F	p
Congruence condition	95.78	2	47.89	31.36	.000
Product use cue	1.70	1	1.70	1.11	.293
Congruence × Product use cue	.51	2	.26	.17	.846
Error	300.81	197	1.53		

Table 14.

Endorser Credibility Perceptions
Means^a and Std. Deviations

	n	Attractiveness		Trustworthiness		Expertise	
		mean	SD	mean	SD	mean	SD
High Congruence/Cue	34	4.60	.88	4.95	1.05	6.41	.82
High Congruence/No Cue	34	4.70	1.26	5.08	.78	6.11	.90
Moderate Congruence/Cue	34	4.74	1.02	4.87	.84	4.97	1.43
Moderate Congruence/No Cue	34	4.57	1.05	4.56	1.11	4.78	1.40
Low Congruence/Cue	33	4.73	.95	4.54	.81	4.76	1.31
Low Congruence/No Cue	34	4.16	1.03	4.58	.91	4.71	1.42

^a average of a five-item, seven-point scale

Table 15.

Analysis of Variance: Congruence and Product Use Cue Effects
on Attitude toward the Ad

Factor	Sum of Squares	d.f.	Mean Square	F	p
Congruence condition	25.31	2	12.65	8.08	.000
Product use cue	1.27	1	1.27	.81	.369
Congruence × Produce use cue	6.26	2	3.13	2.00	.138
Error	307.04	196	1.57		

Table 16.

Analysis of Variance: Congruence and Product Use Cue Effects
on Attitude toward the Brand

Factor	Sum of Squares	d.f.	Mean Square	F	p
Congruence condition	17.41	2	8.70	8.11	.000
Product use cue	4.33	1	4.33	4.04	.046
Congruence × Produce use cue	3.45	2	1.72	1.61	.203
Error	211.31	197	1.07		

Table 17.

Analysis of Variance: Congruence and Product Use Cue Effects
on Purchase Intent

Factor	Sum of Squares	d.f.	Mean Square	F	p
Congruence condition	122.42	2	61.21	31.25	.000
Product use cue	.00	1	.00	.00s	.999
Congruence × Produce use cue	3.21	2	1.62	.82	.443
Error	385.90	197	1.96		

Table 18.

Ad Attitude, Brand Attitude and Purchase Intent
Means and Std. Deviations

	n	Ad Attitude ^a		Brand Attitude ^a		PI ^a	
		Mean	SD	mean	SD	mean	SD
High Congruence/Cue	34	4.53	1.30	5.02	1.14	4.02	1.43
High Congruence/No Cue	34	4.69	1.19	4.98	.96	4.23	1.16
Moderate Congruence/Cue	34	3.79	1.25	4.39	1.17	2.40	1.61
Moderate Congruence/No Cue	34	3.81	1.41	4.22	1.01	2.05	1.22
Low Congruence/Cue	33	4.28	1.11	4.82	.78	3.28	1.50
Low Congruence/No Cue	34	3.63	1.23	4.17	1.11	3.14	1.39

^a average of a five-item, seven-point scale

^a average of a four-item, seven-point scale

^a average of a three-item, seven-point scale

APPENDIX B.

FIGURES

Figure 1.

Effects of Congruence on Attributions

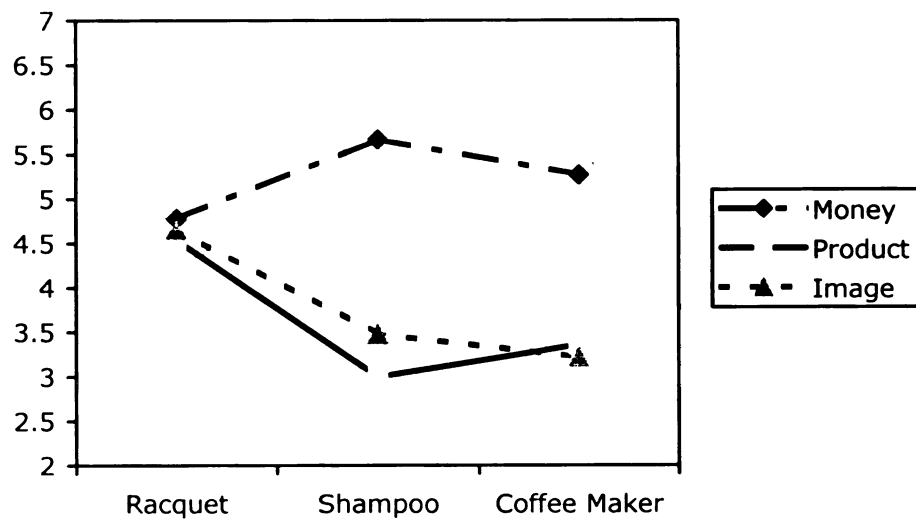


Figure 2.

Effects of Congruence on Ad Effectiveness

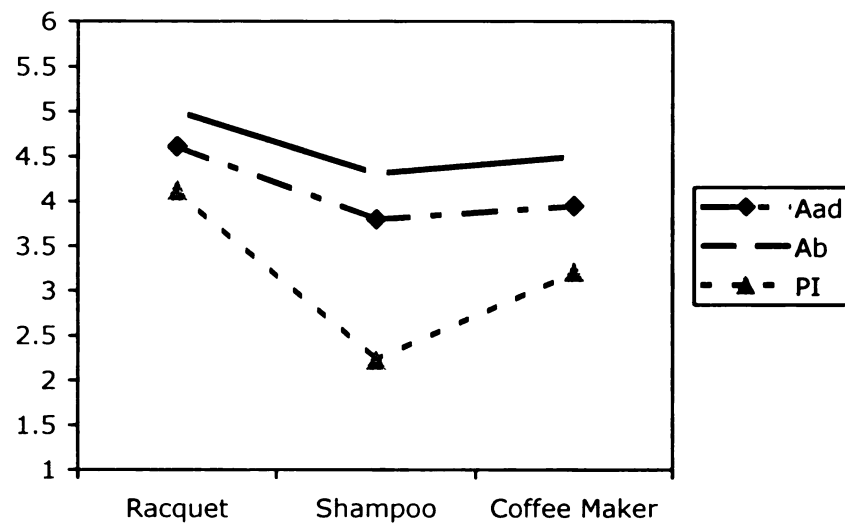


Figure 3.

Effects of Congruence and Product Use Cue on Product Attribution

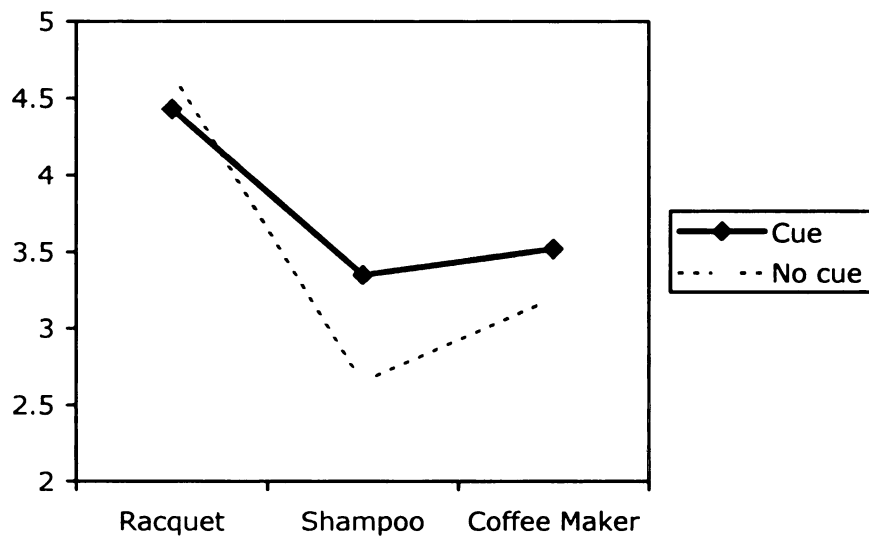
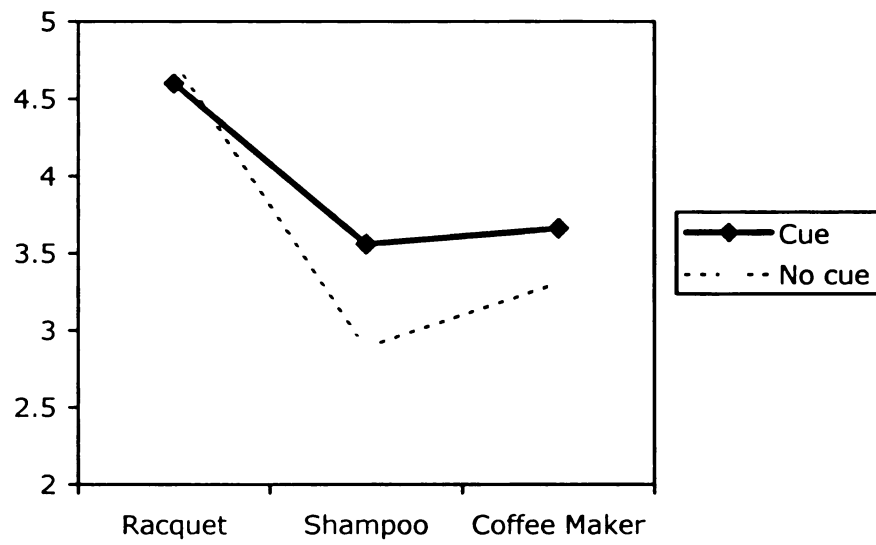


Figure 4.

Effects of Congruence and Produce Use Cue on Image Attribution



APPENDIX C.

SAMPLE QUESTIONANIRE - STUDY 1

SURVEY

Section A.

The following questions are about your reactions to a professional athlete. Please mark an "X" in the space closest to the word that best reflects your feelings toward the sports figure. Please read carefully and answer the questions. If you have any questions, please raise your hand.

ANDRE AGASSI

Rugged	___:___:___:___:___:___:___	Delicate
Excitable	___:___:___:___:___:___:___	Calm
Uncomfortable	___:___:___:___:___:___:___	Comfortable
Dominating	___:___:___:___:___:___:___	Submissive
Thrifty	___:___:___:___:___:___:___	Indulgent
Pleasant	___:___:___:___:___:___:___	Unpleasant
Complex	___:___:___:___:___:___:___	Simple
Organized	___:___:___:___:___:___:___	Unorganized
Rational	___:___:___:___:___:___:___	Emotional
Youthful	___:___:___:___:___:___:___	Mature
Formal	___:___:___:___:___:___:___	Informal
Orthodox	___:___:___:___:___:___:___	Liberal
Contemporary	___:___:___:___:___:___:___	Noncontemporary
Colorless	___:___:___:___:___:___:___	Colorful
Modest	___:___:___:___:___:___:___	Vain
Aggressive	___:___:___:___:___:___:___	Defensive
Naïve	___:___:___:___:___:___:___	Sophisticated
Usual	___:___:___:___:___:___:___	Unusual
Competitive	___:___:___:___:___:___:___	Cooperative
Conservative	___:___:___:___:___:___:___	Liberal
Strong	___:___:___:___:___:___:___	Weak
Awkward	___:___:___:___:___:___:___	Graceful
Modern	___:___:___:___:___:___:___	Old fashioned
Conformist	___:___:___:___:___:___:___	Nonconformist
Introvert	___:___:___:___:___:___:___	Extrovert
Adventurous	___:___:___:___:___:___:___	Timid
Passive	___:___:___:___:___:___:___	Active
Confident	___:___:___:___:___:___:___	Apprehensive
Sporty	___:___:___:___:___:___:___	Businesslike
Entertaining	___:___:___:___:___:___:___	Not entertaining

ANDRE AGASSI (CONT'D)

Impulsive	_____	Deliberate
Enthusiastic	_____	Not enthusiastic
Leader	_____	Follower
Private	_____	Public
Fun	_____	Boring
Stupid	_____	Wise
Creative	_____	Uncreative
Determined	_____	Undetermined
Hard-working	_____	Lazy
Charismatic	_____	Uncharismatic
Socially responsible	_____	Socially irresponsible
Caring	_____	Uncaring
Religious	_____	Unreligious
Athletic	_____	Not athletic
Well-dressed	_____	Not well-dressed
Ethical	_____	Unethical
Misunderstood	_____	Well-understood
Lonely	_____	Sociable
Mysterious	_____	Not mysterious
Shy	_____	Bold
Family-oriented	_____	Not family-oriented
Down-to-earth	_____	Arrogant
Trendy	_____	Not trendy
Dependent	_____	Independent
Insecure	_____	Secure
Tense	_____	Relaxed
Masculine	_____	Feminine
Likable	_____	Not likable
Unfamiliar	_____	Familiar
Popular	_____	Unpopular
Unsuccessful	_____	Successful

Section B.

The following questions are about your reactions to a professional athlete. Please mark an "X" in the space closest to the word that best reflects your feelings toward the sports figure. Please read carefully and answer the questions.

ANNA KOURNIKOVA

Rugged	____:____:____:____:____:____:____	Delicate
Excitable	____:____:____:____:____:____:____	Calm
Uncomfortable	____:____:____:____:____:____:____	Comfortable
Dominating	____:____:____:____:____:____:____	Submissive
Thrifty	____:____:____:____:____:____:____	Indulgent
Pleasant	____:____:____:____:____:____:____	Unpleasant
Complex	____:____:____:____:____:____:____	Simple
Organized	____:____:____:____:____:____:____	Unorganized
Rational	____:____:____:____:____:____:____	Emotional
Youthful	____:____:____:____:____:____:____	Mature
Formal	____:____:____:____:____:____:____	Informal
Orthodox	____:____:____:____:____:____:____	Liberal
Contemporary	____:____:____:____:____:____:____	Noncontemporary
Colorless	____:____:____:____:____:____:____	Colorful
Modest	____:____:____:____:____:____:____	Vain
Aggressive	____:____:____:____:____:____:____	Defensive
Naïve	____:____:____:____:____:____:____	Sophisticated
Usual	____:____:____:____:____:____:____	Unusual
Competitive	____:____:____:____:____:____:____	Cooperative
Conservative	____:____:____:____:____:____:____	Liberal
Strong	____:____:____:____:____:____:____	Weak
Awkward	____:____:____:____:____:____:____	Graceful
Modern	____:____:____:____:____:____:____	Old fashioned
Conformist	____:____:____:____:____:____:____	Nonconformist
Introvert	____:____:____:____:____:____:____	Extrovert
Adventurous	____:____:____:____:____:____:____	Timid
Passive	____:____:____:____:____:____:____	Active
Confident	____:____:____:____:____:____:____	Apprehensive
Sporty	____:____:____:____:____:____:____	Businesslike
Entertaining	____:____:____:____:____:____:____	Not entertaining

ANNA KOURNIKOVA (CONTINUED)

Impulsive	_____	Deliberate
Enthusiastic	_____	Not enthusiastic
Leader	_____	Follower
Private	_____	Public
Fun	_____	Boring
Stupid	_____	Wise
Creative	_____	Uncreative
Determined	_____	Undetermined
Hard-working	_____	Lazy
Charismatic	_____	Uncharismatic
Socially responsible	_____	Socially irresponsible
Caring	_____	Uncaring
Religious	_____	Unreligious
Athletic	_____	Not athletic
Well-dressed	_____	Not well-dressed
Ethical	_____	Unethical
Misunderstood	_____	Well-understood
Lonely	_____	Sociable
Mysterious	_____	Not mysterious
Shy	_____	Bold
Family-oriented	_____	Not family-oriented
Down-to-earth	_____	Arrogant
Trendy	_____	Not trendy
Dependent	_____	Independent
Insecure	_____	Secure
Tense	_____	Relaxed
Masculine	_____	Feminine
Likable	_____	Not likable
Unfamiliar	_____	Familiar
Popular	_____	Unpopular
Unsuccessful	_____	Successful

Section C.

This part is to get some information about yourself. Please mark the appropriate answers.

1. What is your gender? Male_____ Female_____
2. What is your age? _____ years
3. What is your major? _____
4. What is your year in college?
 (1) Freshman _____ (2) Sophomore _____ (3) Junior _____
 (4) Senior _____ (5) Other (*please specify*) _____
5. What is your current marital status?
 (1) Single_____ (2) Married_____ (3) Divorced_____
 (4) Widowed_____ (5) Other (*please specify*) _____
6. How do you describe your ethnic origin?
 (1) Caucasian_____ (2) African-American_____ (3) Asian_____
 (4) Hispanic_____ (5) Native American_____ (6) Other (*please specify*) _____

Thank you!

APPENDIX D.

SAMPLE QUESTIONNAIRE - STUDY 2

SURVEY

INSTRUCCIONES: The following questions are about your reactions to the ad you've just seen. Please read carefully and answer the questions. If you have any questions, please raise your hand.

Section A.

Below is a set of word pairs. Please mark an 'X' in the space closest to the word that best reflects personalities or images of the person who endorsed the product you saw in the ad. For example, if you think the endorser is convincing, you might respond like this:

Example: Convincing X : ____ : ____ : ____ : ____ : ____ : ____ Unconvincing

ENDORSER

Attractive	____ : ____ : ____ : ____ : ____ : ____ : ____	Unattractive
Not classy	____ : ____ : ____ : ____ : ____ : ____ : ____	Classy
Handsome	____ : ____ : ____ : ____ : ____ : ____ : ____	Ugly
Plain	____ : ____ : ____ : ____ : ____ : ____ : ____	Elegant
Sexy	____ : ____ : ____ : ____ : ____ : ____ : ____	Not sexy
Undependable	____ : ____ : ____ : ____ : ____ : ____ : ____	Dependable
Honest	____ : ____ : ____ : ____ : ____ : ____ : ____	Dishonest
Unreliable	____ : ____ : ____ : ____ : ____ : ____ : ____	Reliable
Sincere	____ : ____ : ____ : ____ : ____ : ____ : ____	Insincere
Untrustworthy	____ : ____ : ____ : ____ : ____ : ____ : ____	Trustworthy
Expert	____ : ____ : ____ : ____ : ____ : ____ : ____	Not an expert
Inexperienced	____ : ____ : ____ : ____ : ____ : ____ : ____	Experienced
Knowledgeable	____ : ____ : ____ : ____ : ____ : ____ : ____	Unknowledgeable
Unqualified	____ : ____ : ____ : ____ : ____ : ____ : ____	Qualified
Skilled	____ : ____ : ____ : ____ : ____ : ____ : ____	Unskilled
Unbelievable	____ : ____ : ____ : ____ : ____ : ____ : ____	Believable
Likable	____ : ____ : ____ : ____ : ____ : ____ : ____	Not likable
Unfamiliar	____ : ____ : ____ : ____ : ____ : ____ : ____	Familiar
Successful	____ : ____ : ____ : ____ : ____ : ____ : ____	Unsuccessful
Masculine	____ : ____ : ____ : ____ : ____ : ____ : ____	Feminine
Ethical	____ : ____ : ____ : ____ : ____ : ____ : ____	Unethical
Rugged	____ : ____ : ____ : ____ : ____ : ____ : ____	Delicate
Excitable	____ : ____ : ____ : ____ : ____ : ____ : ____	Calm
Uncomfortable	____ : ____ : ____ : ____ : ____ : ____ : ____	Comfortable
Dominating	____ : ____ : ____ : ____ : ____ : ____ : ____	Submissive
Pleasant	____ : ____ : ____ : ____ : ____ : ____ : ____	Unpleasant
Naïve	____ : ____ : ____ : ____ : ____ : ____ : ____	Sophisticated

ENDORSER (Cont'd)

Organized	____:____:____:____:____:____:____	Unorganized
Rational	____:____:____:____:____:____:____	Emotional
Modest	____:____:____:____:____:____:____	Vain
Strong	____:____:____:____:____:____:____	Weak
Confident	____:____:____:____:____:____:____	Apprehensive
Enthusiastic	____:____:____:____:____:____:____	Unenthusiastic
Private	____:____:____:____:____:____:____	Public
Determined	____:____:____:____:____:____:____	Undetermined
Caring	____:____:____:____:____:____:____	Not caring
athletic	____:____:____:____:____:____:____	Not Athletic
Wise	____:____:____:____:____:____:____	Stupid
Shy	____:____:____:____:____:____:____	Bold
Family-oriented	____:____:____:____:____:____:____	Not family-oriented
Down-to-earth	____:____:____:____:____:____:____	Arrogant
Socially responsible	____:____:____:____:____:____:____	Socially irresponsible

Section B.

How likely is it that each of the following statements about the endorser and the brand, "Aerius" tennis racquet is true? Please circle the answers that most reflect your opinions.

	Extremely Likely							Extremely Unlikely						
1. The endorser actually uses the brand.	1	2	3	4	5	6	7							
2. The endorser has used the brand.	1	2	3	4	5	6	7							
3. The endorser is able to assess the qualities of the brand.	1	2	3	4	5	6	7							
4. The endorser knows a lot about the brand.	1	2	3	4	5	6	7							
5. The endorser's performance or activities are related to the brand.	1	2	3	4	5	6	7							
6. The endorser is competent to discuss the brand based on his professional experiences.	1	2	3	4	5	6	7							

Section C.

Below is a set of word pairs. Please mark an 'X' in the space closest to the word which best reflects your feelings about the brand advertised in the ad you saw.

AERIUS Tennis Racquet

Good	____:____:____:____:____:____:____	Bad
Unpleasant	____:____:____:____:____:____:____	Pleasant
Favorable	____:____:____:____:____:____:____	Unfavorable
Boring	____:____:____:____:____:____:____	Interesting
Like	____:____:____:____:____:____:____	Dislike
Agreeable	____:____:____:____:____:____:____	Disagreeable
Believable	____:____:____:____:____:____:____	Unbelievable
Unconvincing	____:____:____:____:____:____:____	Convincing
Credible	____:____:____:____:____:____:____	Not credible
Untrustworthy	____:____:____:____:____:____:____	Trustworthy
Low quality	____:____:____:____:____:____:____	High quality
Useful	____:____:____:____:____:____:____	Useless
Not beneficial	____:____:____:____:____:____:____	Beneficial
Valuable	____:____:____:____:____:____:____	Worthless

Section D.

1. The next time you consider purchasing a tennis racquet, what is the likelihood that you would consider the advertised brand, "Aerius"?

Extremely Likely 1 2 3 4 5 6 7 Extremely Unlikely

2. Please indicate the extent to which you agree or disagree with each of the following statements.

	Strongly Agree							Strongly Disagree
(1) The next time I consider purchasing a tennis racquet, I would inquire about "Aerius."	1	2	3	4	5	6	7	
(2) The next time I purchase a tennis racquet, I would buy "Aerius."	1	2	3	4	5	6	7	

Section E.

Below is a set of word pairs. Please mark an 'X' in the space closest to the word that best reflects your feelings about the ad you saw.

ADVERTISEMENT

Good	_____	Bad
Unpleasant	_____	Pleasant
Favorable	_____	Unfavorable
Boring	_____	Interesting
Like	_____	Dislike
Uninformative	_____	Informative
Believable	_____	Unbelievable
Unconvincing	_____	Convincing
Credible	_____	Not credible
Untrustworthy	_____	Trustworthy

Section F.

How likely is it that each of the following statements about the reasons of the endorser's appearance in the ad for "Aerius" tennis racquet is true? Please circle the answers that most reflect your opinions.

	Extremely Likely							Extremely Unlikely
	1	2	3	4	5	6	7	
1. The endorser agreed to do the ad because of the characteristics of the brand.								
2. The endorser does the ad solely for the money.	1	2	3	4	5	6	7	
3. The endorser promotes the brand to receive attention.	1	2	3	4	5	6	7	
4. The endorser appears in the ad because he likes the brand.	1	2	3	4	5	6	7	
5. The endorser becomes associated with the brand to improve his image.	1	2	3	4	5	6	7	
6. The endorser does the ad only because he is paid to do it.	1	2	3	4	5	6	7	
7. The endorser promotes the brand because it is consistent with his image.	1	2	3	4	5	6	7	
8. The endorser does the ad because he really believes in the brand.	1	2	3	4	5	6	7	
9. The endorser appears in the ad only to receive the compensation.	1	2	3	4	5	6	7	
10. The endorser appears in the ad to enhance his public image.	1	2	3	4	5	6	7	
11. The endorser does the ad to get free products.	1	2	3	4	5	6	7	
12. The endorser appears in the ad to get exposure.	1	2	3	4	5	6	7	

Section G.

Below is a set of word pairs. Please mark an 'X' in the space closest to the word which best reflects your feelings about Tennis Racquets in general.

TENNIS RACQUETS

Unimportant	_____	Important
Of concern to me	_____	Of no concern to me
Irrelevant	_____	Relevant
Means a lot to me	_____	Means nothing to me
Doesn't matter	_____	Matters to me

Section H.

Below is a set of word pairs. Please check the word within each pair that best describes how you feel about the pairing of the endorser and the product (tennis racquet) in the ad you saw.

ENDORSER and TENNIS RACQUET

Compatible	____:____:____:____:____:____:____	Not compatible
Bad fit	____:____:____:____:____:____:____	Good fit
Relevant	____:____:____:____:____:____:____	Irrelevant
Incongruent	____:____:____:____:____:____:____	Congruent
Good match	____:____:____:____:____:____:____	Bad match
Inconsistent	____:____:____:____:____:____:____	Consistent
Appropriate	____:____:____:____:____:____:____	Inappropriate
Ineffective	____:____:____:____:____:____:____	Effective

Section I.

How likely is it that each of the following statements about the endorser and the product (tennis racquet) is true? Please circle the answers that most reflect your opinions.

	Extremely Likely							Extremely Unlikely
1. The endorser actually uses a tennis racquet.	1	2	3	4	5	6	7	
2. The endorser has used tennis racquets.	1	2	3	4	5	6	7	
3. The endorser is able to assess qualities of tennis racquets in general.	1	2	3	4	5	6	7	
4. The endorser knows a lot about tennis racquets in general.	1	2	3	4	5	6	7	
5. Tennis racquets are related to the endorser's performance or activities.	1	2	3	4	5	6	7	
6. The endorser is competent to discuss tennis racquets in general based on his professional experiences.	1	2	3	4	5	6	7	

Section J.

1. Did you recognize who the endorser featured in the ad was?

(1) No _____ (2) Yes _____

2. **IF YES**, please write down the person's name and profession in the space below.

Name: _____

Profession: _____

Section K.

This part is to get some information about yourself. Please mark the appropriate answer.

1. What is your gender? Male _____ Female _____
2. What is your age? _____ years
3. What is your major? _____
4. What is your year in college?
 (1) Freshman _____ (2) Sophomore _____ (3) Junior _____
 (4) Senior _____ (5) Other (*please specify*) _____
5. What is your current marital status?
 (1) Single _____ (2) Married _____ (3) Divorced _____
 (4) Widowed _____ (5) Other (*please specify*) _____
6. How do you describe your ethnic origin?
 (1) Caucasian _____ (2) African-American _____ (3) Asian _____
 (4) Hispanic _____ (5) Native American _____ (6) Other (*please specify*) _____

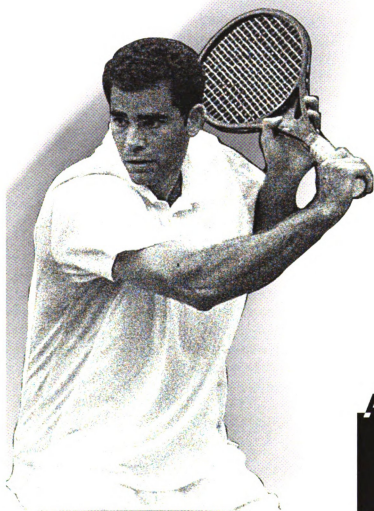
Thank you!

APPENDIX E.

STIMULUS MATERIALS - STUDY 2

A. High Congruence / No Product Use Cue

pete sampras...
...thirteen grand slam trophies...
nothing...but **the best.**



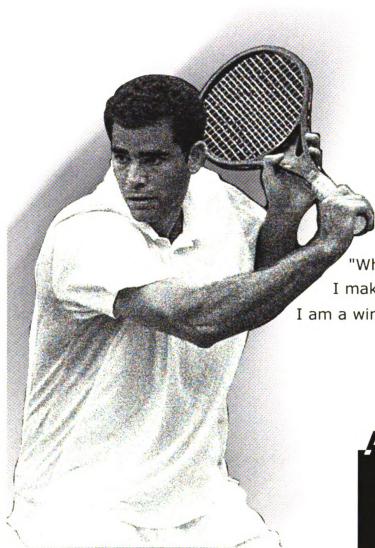
AERIUS™

the best tennis racquet



B. High Congruence / Product Use Cue

pete sampras...
...thirteen grand slam trophies...
nothing...but **the best.**



"When I use Aerius,
I make the best shots.
I am a winner every time."

A stylized, handwritten signature of Pete Sampras in black ink.

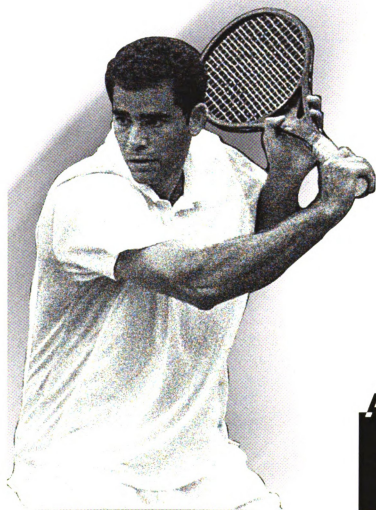
AERIUS™

the best tennis racquet



C. Moderate Congruence / No Product Use Cue

pete sampras...
...thirteen grand slam trophies...
nothing...but **the best.**

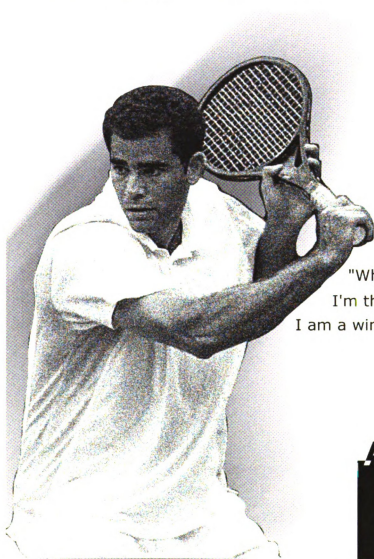


AERIUS™



the best hair care product
- men's shampoo and conditioner

pete sampras...
...thirteen grand slam trophies...
nothing...but **the best.**



"When I use Aerius,
I'm the best I can be.
I am a winner every time."

A stylized, handwritten signature of Pete Sampras in black ink.

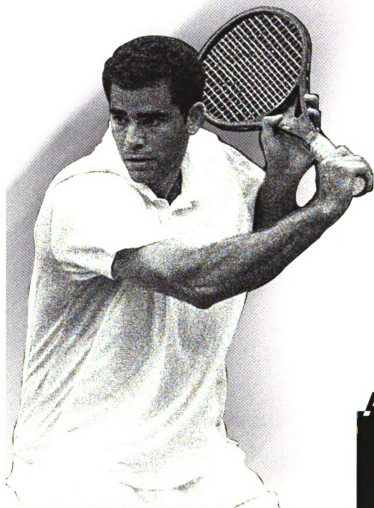
AERIUS™



the best hair care product
- men's shampoo and conditioner

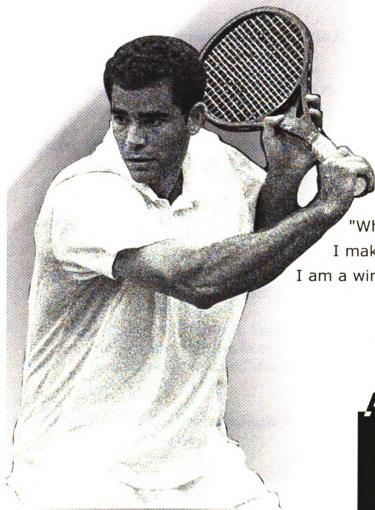
E. Low Congruence / No Product Use Cue

pete sampras...
...thirteen grand slam trophies...
nothing...but **the best.**



F. Low Congruence / Product Use Cue

pete sampras...
...thirteen grand slam trophies...
nothing...but **the best.**



"When I use Aeri^{us},
I make the best coffee.
I am a winner every time."

A stylized, handwritten signature of Pete Sampras in black ink.

AERIUS™



the best coffee maker

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