

MULTIPLE ENDORSEMENT IN THE BEAUTY INDUSTRY

How does the brain connect two consecutive illustrations?

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Abstract

In a world where advertising surrounds every trivial activity, the power of persuasion is controlling each marketing choice. Therefore, the marketers have to permanently develop and implement new strategies, in order to make their products more visible. Numerous studies have discussed the reasoning behind the pairing up of a celebrity with a certain brand and the criteria used when choosing the right celebrity for the right brand image. However, no data have been collected on the usage of multiple endorsements by highlighting the image transfer that occurs between the endorsers. The current research used a 2 (First celebrity: low/high match with the brand) x 2 (Second celebrity: low/high match with the first celebrity) x2 (Need for consistency: low/high) design. The respondents were questioned on the way they perceive the brand, the endorsers and ultimately, about their intention of purchasing the product. Moreover, the level of need for consistency acted as a moderator in this research, in order to observe whether the responses were guided by this requirement. The findings of this study offer practical guidelines for marketers and companies to improve their celebrity endorsement approach. The outcome showed that there has to be a match between the first endorser and the following one, but that the second one can have, in certain circumstances, the power to influence the individuals' perception on its own. It has been discovered that the association between the endorsers can and will determine a certain reaction in the way the individuals might perceive a certain brand. Need for consistency was proven to have an important role in the way the individuals perceive a certain brand, based on their beliefs, attitudes and personal values.

Keywords: Multiple endorsers, need for consistency, image transfer

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1. Introduction

The current research used the beauty industry as underlying field for the usage of multiple endorsements. Since beauty is known to decay over time, the marketers have to make efforts in sustaining their products by choosing the right endorsers. Each culture has a set of general beliefs about what constitutes femininity and beauty, the concept gaining over time a wide range of variations. According to Wood (1999), to be feminine is to be attractive, deferential, unaggressive, emotional, nurturing, and concerned with people and relationships. According to Hofstede (1997), in confucian cultures, femininity is associated with virtue and modesty. Ray (2006) suggest that people tend to pay closer attention to attractive people either out of curiosity, sexual attraction, or a desire for friendship and social status. In addition, Cloutier, Heatherton, Whalen, & Kelley (2008) found that people identify the personality traits of people who are physically attractive more accurately than others, during short encounters. Thus, the beauty industry is a present field in every individual's life which helps improving one's life quality, by enhancing its state of mind, its social skills and its overall perceived image. Moreover, the beauty industry represents a field where celebrity endorsers are widely utilized in order to attract with their appearance the consumer's attention and to direct it towards the product. Therefore, the beauty industry will serve as the fundamental field for the current research, since the product chosen as part of the stimuli will be a perfume.

For a better comprehension of a celebrity endorsement strategy, a definition of the concept has to be provided. Although a common strategy nowadays, celebrity endorsement can be described as an approach used by marketers by trying to make their products more visible and, ultimately, more appealing to a greater audience. Previous studies on celebrity

endorsements have examined the association between endorser credibility/attractiveness and whether the celebrity is an effective mass-media salesperson. For celebrities to be credible, consumers must perceive them to be trustworthy and have the expertise to speak about a product or service. The conventional thinking is that the more credible and attractive a celebrity is, the more persuasive he or she will be as an endorser. But personal characteristics are not the sole determinant of efficacy. Lynch (2006), for instance, identified seven sources of celebrity fit: personal values, earning power, private lifestyle, public persona, roles played, profession and status. These sources were used in this research for selecting the right stimuli. Moreover, the match between the endorser and the brand represents another important feature when analyzing the image transfer. Therefore, the above-mentioned sources, along with an extensive definition of the degree of match-up between an endorser and a brand, will be further introduced in the theoretical part of this research.

According to previous research, not only attractive people tend to be more persuasive, but also familiar people rather than unfamiliar people (Weisbuch, 2003). Individuals have the tendency to think of a familiar face as being more trustworthy, thus more able to persuade them. In order to highlight this perspective, the theory describing the associative view of memory as a network of connected nodes (Anderson, 1983) argues that memory knowledge consists of connections between the to-be-learned material and concepts already known, or connections between the material and aspects of the learning context. When presented with ambiguous information in the form of concepts that share some associations, individuals may initially think about many possible references and rely on contextual cues to narrow their thoughts to the intended one. Namely, familiar stimuli are characterized by a rich network of memory associations, which helps the respondents relate to the new stimuli by making use of their prior

knowledge. In the case of the current research, it is expected that the first celebrity endorser will influence the way the second one is perceived. These concepts will be further discussed in the theoretical section of the current research.

Additionally, the respondents might perceive the match between the two endorsers not necessarily based on the concept of the associative network of memory, but also based on their preference for consistency. The preference for consistency scale, which will be used at the end of the measurement instrument (questionnaire), calculates individual differences in the desire for consistency in terms of internal, public, and other's consistency. Based on the theoretical background (Cialdini, 1995), individuals who score low on the scale demonstrate a preference for change, spontaneity, and unpredictability in the way they respond to social stimuli and do not demonstrate a strong preference for congruity with past behavior. Individuals who score high on the preference for consistency scale, on the other hand, value personal consistency and strive to respond to most situations in a manner consistent with prior attitudes, behaviors, and commitments, particularly when the concept of consistency is noticeable to them.

Conceptual Model

The conceptual model of this research will have as a main target the image transfer occurred between the two consecutive celebrities, while taking into consideration the need for consistency as guidance for the responses. In the case of the first endorser, the consumers are expected to focus on the level of match between the image of the chosen celebrity and the image of the brand. The consumers will try to establish a set of traits that will match the image of the celebrity with the endorsed product. In the case of the second endorser, the consumers are

expected to focus on the match between the current endorser and the prior one. Namely, if the prior one was seen as a fitted one for the endorsed product, the second one will most likely be seen similarly, since the consumers will perceive the second endorser by using their prior knowledge. Need for consistency will perform as a moderator in this research by trying to establish whether this feature represents a guideline for the responses. Ultimately, it is expected that the respondents will perceive the match between the endorsers as an image transfer, which will have an impact on their level of purchase intention.

Research Question

The main research question will be: Can a high/low match between the first endorser and the brand, along with a high/low match between the prior endorser and the following one, moderated by the need for consistency, impact the purchase intention of a beauty product (e.g. a perfume)?

Structure

The structure of the study will, firstly, contain the theoretical part. The study will discuss the associative network of memory and will provide the reasoning behind the connection that it has with the celebrity endorsement. Subsequently, the study will explain the implications of the match-up theory, for a better comprehension of the way in which an endorser can be matched up with a certain brand. A theoretical background on the preference of need for consistency will be established, in order to highlight its relevancy in the current research. Afterwards, two pre-tests will be conducted in order to select the appropriate stimuli for the main study. The traits discovered by Lynch will act as underlying concepts when conducting these pre-tests. Moreover, the questionnaire will be administrated and the results belonging to the main study will be

reported. In the end, a discussion based on the results will be introduced, as well as the limitations discovered throughout the research. Guidelines for further research will also be integrated in the research.

2. Theoretical frame

2.1 The nature of celebrity endorsement

The theoretical frame of the current research will begin with a clear definition of what a celebrity endorser means. McCracken (1989) defines the celebrity endorser 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” (p. 310). Traditionally, the endorsement relationship has involved celebrity as spokesperson: a celebrity appears in an advertisement and conveys a message intended to persuade consumers. It is common today for a single brand to use multiple celebrity endorsers in its advertisements to identify with more potential customers. It is also customary for a single celebrity to endorse multiple brands. Smith (2006) suggests that an exclusive endorser might be more beneficial to a brand than an endorser who is already tied to multiple brands.

Various models from the communication literature have been used to understand how endorser characteristics, such as expertise, trustworthiness (Dholakia & Sternthal, 1977; Ohanian, 1990) and attractiveness (Kahle & Homer, 1985; Till & Busler, 2000) along with endorser congruity with the product category (Kamins, 1990; Till & Busler, 2000) influence brand outcomes. Ohanian (1991) stated that source credibility is the most important characteristic in selecting a celebrity endorser. Source credibility breaks down into the three above-mentioned dimensions: expertise, trustworthiness, and attractiveness. Expertise is the perceived validity of the statements made by the celebrity. This connection is often made by a

previous association of the celebrity to the nature of the product. Trustworthiness is the confidence that the consumer has in the celebrity regarding honesty and objectivity. Often people are skeptical when someone, especially an unknown person, is trying to sell them something. The more trust they have invested in a public figure, the less suspicious they will be about the qualities of the product being endorsed. Attractiveness, though a very subjective matter, is also important in an effective celebrity endorsement. Beauty is in the eye of the beholder, or, in this case, in the eye of the target audience. Studies indicate that physically attractive people communicate messages better than unattractive people (Chaiken, 1979).

Moreover, not only the attractive people tend to be better persuaders, but also familiar people. According to previous research, familiar people tend to be more persuasive than unfamiliar people (Weisbuch, 2003). Individuals have the tendency to think of a familiar face as being more trustworthy, thus more able to persuade them. As compared to novel stimuli, previously encountered (“familiar”) stimuli are judged as having greater perceptual clarity (Whittlesea, Jacoby & Girard, 1990; Witherspoon & Allan, 1985), attractiveness (Bornstein, 1989), fame (Jacoby, Woloshyn, & Kelley, 1989). This paradigm can be explained by using the associative network model of memory (Huffman, 1997).

2.2. Associative network model of memory

This model proposes that each node (construct) belongs to specific networks of associations. These networks include nodes that share associations with a third (common) construct, but are not themselves directly associated. When presented with ambiguous information in the form of concepts that share some associations, individuals may initially think about many possible references and rely on contextual cues to narrow their thoughts to the intended one. Namely, Huffman (1997) suggests that familiar stimuli are characterized by a rich

network of memory associations (nodes), which helps the individuals relate to new stimuli by prior knowledge. In the case of the current research, it can be stated that the first celebrity endorser will establish a better assimilation of the following one.

Moreover, Anderson (1983) argues that memory knowledge consists of connections between the to-be-learned material and concepts already known, or connections between the material and aspects of the learning context. These associations vary in strength, with some nodes only indirectly linked rather than being directly connected. Attitudes spreading via what consumer researchers have termed secondary associations (Keller, 2002) may thus influence consumer response to marketing stimuli (e.g. celebrity endorsers) in the absence of conscious processing. Therefore, the consumers are expected to react in a positive manner to the second endorser, based on the prior knowledge they obtained from the previous one. In other words, in the first situation the consumers are expected to relate to the match between the endorser and the brand, while in the case of the second endorser, the consumers are more likely to focus on the match between the two endorsers, the first one being able to guideline their reaction towards the following one.

Furthermore, Lewicki (1985) determined that, in the absence of any other relevant information, individuals judge an entity on the basis of learned associations between the entity's features and a certain trait, based on experiences with another entity that shares that feature. Accordingly, this concept can be translated to the current research in managing the association between the two endorsers based on prior knowledge. Therefore, the consumer will try to create a connection between the first endorser and the second one, by transferring certain traits of the first familiar image to the novel one. The transfer of the traits will occur on an unconscious level and will support the consumer in adapting to the new endorser by establishing a transfer between

the prior image and the succeeding one. Moreover, an image transfer will also occur between the first endorser and the brand, transfer that can be explained by the use of the “match-up” theory.

2.3. Congruency between an endorser and a brand

The degree of “match-up” or congruence between a brand and a celebrity in regard to source characteristics also affects consumer response to celebrity advertising. In the case of the match-up theory, Lynch (2006) showed that there are two main types of activations: “supporting” and “opposing” that occur whenever a brand and a celebrity are linked. The source of celebrity activation can be traced to the individuals’ memory nodes about the celebrity. Lynch (2006) also identified seven sources of celebrity fit: personal values, earning power, private lifestyle, public persona, roles played, profession and status. A “fit” can be conceptualized as the ease with which the dominant associations of the brand when activated, do not contradict those of the celebrity’s, but instead support various aspects of the celebrity’s life. These features discovered by Lynch are relevant for this study since they will guide the selection of celebrity endorsers by running a pre-test in the form of a focus group. The results of the pre-test are expected to display the celebrities with the strongest images, which will perform as stimuli for the main study of this research. Since the main research will display stimuli that might, or might not be congruent to one another, it is important to take the preference for need for consistency into consideration when analyzing the outcome.

2.4. Need for consistency

Since the early years of social psychology there has been a strong assumption that people are generally consistent with their attitudes and behavior (Festinger, 1957). Despite this assumption, empirical work in consistency-based social influence phenomena has a history of

small effect sizes and difficulty in reliable replication of findings (Burger, 1999). Therefore, Cialdini, Trost, and Newsom (1995) developed a scale to assess variation in personal preference for consistency (PFC), assuming that such variation may explain why consistency effects appear in some cases and sometimes they do not. The preference for consistency scale measures individual differences in the desire for consistency in terms of internal, public, and other's consistency. Individuals who score low on the scale demonstrate a preference for change, spontaneity, and unpredictability in the way they respond to social stimuli and do not demonstrate a strong preference for congruity with past behavior. Individuals who score high on the preference for consistency scale, on the other hand, value personal consistency and strive to respond to most situations in a manner consistent with prior attitudes, behaviors, and commitments, particularly when the concept of consistency is noticeable to them.

When things are inconsistent, people find it difficult to predict and hence control the future. This makes individuals feel uncomfortable so they will act to make things more consistent. If they cannot do this directly, they may achieve consistency in what they perceive, by distancing themselves from the inconsistent items or people. Individuals also have a need for internal consistency. That is, the need for their beliefs, values, morals, attitudes, mental models, all to align with one another. People need consistency between their inner beliefs and their outer actions. This feature will act as a moderator in the current research, by utilizing the scale developed by Cialdini, in order to assess whether the individuals have the inclination of holding a similar belief, which may affect their reaction to the stimuli.

3. Research Methods

The current research will try to establish whether the use of two consecutive endorsers will activate the association network of memory and, ultimately, will generate a transfer of traits between the two endorsers. The study will try to explain whether the first endorser will have an impact on the following one, while an image transfer will occur, transfer that might guide the customer's perception towards the product. In other words, if the first endorser will be seen as a fitted one for the product, the image of the second one is expected to be perceived in a similar manner. For the purpose of this research, four known female actresses will be chosen in order to endorse a fictive brand of perfume.

First, a pretest will be conducted by using a focus group in order to choose the most fitted type of celebrities for the chosen product. Based on the sources of celebrity fit discovered by Lynch (2006), two celebrities will be chosen out of six that will be displayed. Three congruent actresses, which expose a feminine, seductive, refined image, along with three actresses that show a rather opposing image, with tough, strong features, will be displayed to the participants. One celebrity of each category will be chosen during the focus group, based on the seven traits: personal values, earning power, private lifestyle, public persona, roles played, profession and status. Moreover, after selecting the appropriate images, a second smaller pre-test will be conducted in order to decide on one similar figure for each celebrity. This figures will perform as reference images in the main study (e.g. these celebrities will act as the first endorsers).

Second, after choosing the two celebrity endorsers, along with the two similar figures, the main study will be conducted. Namely, a questionnaire will be administrated by first exposing the celebrity chosen from the second pre-test. The consumers will be asked to analyze the match between the celebrity and the brand. Afterwards, the consumers will be confronted with the second endorser, which will be either the matching one with the first endorser, or the one with an opposite image. The consumers are expected to view the second endorser as a matching one, even when it displays an opposing image, since the associative view of memory will work based on prior knowledge obtained from the first endorser. Need for consistency will be taken into consideration as possible guidance of this specific outcome. Ultimately, the consumers will be asked to state their level of purchase intention regarding the product, their attitude towards the ad and their opinion on the match between the two endorsers.

3.1. Study 1

Pretest - Focus Group Report

For the purpose of this research, a pretest in the form of a focus group was conducted. The focus group managed to get an insight on the individual's perceptions towards the celebrity endorsement with whom they were confronted during this exercise, simultaneously providing the stimuli needed for the following stages of this research. Namely, ten participants, seven females and three males, with ages between 19-24 years old, were engaged in this focus group which lasted about 90 minutes.

3.1.1. Method

Firstly, the participants were gathered in a comfortable environment and were offered beverages, while being assured that the exercise will be a facile one, as well as an entertaining one, where no pressure was desired. After the participants were relaxed and prepared for committing to the research, the stimuli gathered for this method were presented. Prior to the focus group, six known actresses were selected as stimuli for this exercise. The participants were introduced to the main topic of the research and were told that they will have to select two endorsers for a fictive brand of perfume. They were also told that the distinction between the two endorsers will lie in the positive or negative aspects regarding their match with the product. The participants were told that they would have to rank the celebrities from the most congruent with the brand, to the least congruent with the brand, based on certain conditions exposed by the researcher. The seven sources of celebrity fit (Lynch, 2006) were used in the examination of each celebrity: personal values, earning power, private lifestyle, public persona, roles played, profession and status. For the purpose of the current research paper, only the relevant results, which will ultimately act as stimuli for the main study, will be extensively reported. The remaining results will only be mentioned.

3.1.2. Results

The first celebrity exposed to the participants was Jennifer Aniston (see appendix 1). The first exercise was the word association task, where the participants were asked to state the first word that crossed their minds when thinking about her. The overall attitude towards the known actress was a positive one, the participants relating to her by using words as: “funny”, “feminine”, “playful”, “talented”. Finally, participants were asked to state whether they would choose this actress as an endorser for a perfume. This exercise used the labeling feature, by asking the

participants to associate Jennifer Aniston's image with the features of a perfume. The results showed that Jennifer Aniston would be chosen as a fitted image for a "delicate", "soft", "discrete" type of perfume.

After being familiarized with the structure of the exercises, the participants became more engaged in the process of assessing the celebrities, the discussion gaining fluidity. Therefore, by the time the participants were confronted with the second image, Halle Berry (see appendix 1), each and every individual was eager to state his/her opinion. Words such as "tough", "strong", "fearless", "tenacious", "fierce" and "intense", were utilized in the word association stage. Furthermore, based on Lynch's features, Halle Berry's main *personal value* was viewed as being the one surrounding the family concept, while her *earning power* was seen as a feature correlated with her strong *played roles*, such as the ones from the X-Men series. Her *private lifestyle* was seen as a humble one, engaged in the wealth of her family, while her *public persona*, along with her *status*, was seen as one that represents the image of a strong woman. Her main profession was also related to the movie industry. In the end, six of the participants stated that they do not see a congruency between her image and a perfume endorsement, since she represents more of a masculine, strong image that would not benefit this type of product. The other four participants stated that she could endorse a perfume, but only one that would be labeled as being: "a strong, intense, long-lasting scent".

The third celebrity introduced to the audience was Emma Watson (see appendix 1). Her image was perceived as a "feminine", "delicate", "playful", and "determined" one. Her *personal values* surrounded her *status*, as well her *public persona*, as embodying a strong, yet young female that stands for the equity among genders and for a balanced and healthy *lifestyle*. Her *profession* was seen as the one belonging to the movie industry, her image being mostly

associated with her Hermione character from the worldwide known “Harry Potter” series. Moreover, she was also known as being a speaker for the United Nations. At the end of the exercise, the majority of the participants agreed that she would be a perfect fit for a “graceful, yet intense” perfume scent.

The fourth celebrity that was introduced to the audience was Keira Knightley (see appendix 1). Words such as: “tenacious”, “odd”, “interesting accent” and “talented” were used in creating her portrait. She was mainly recognized for her role in the “Pirates of the Caribbean” and she was perceived as an “interesting appearance”. The fifth celebrity that was introduced was Anne Hathaway (see appendix 1). The participants agreed that she would be a suitable image for a “strong, yet extremely feminine” perfume scent. The last celebrity that was introduced to the audience was Scarlett Johansson (see appendix 1). The participants stated that her image would only benefit a perfume with a “sensual and endearing” scent.

3.1.3. Conclusions

After being exposed to all the stimuli, the participants were asked to choose among the celebrities while ranking them. Since six celebrities were presented, the score was between one and six (one being the most suitable celebrity for the product; six being the least suitable celebrity for the product). Based on the responses, the celebrity who scored the best and which ranked the first was Emma Watson. Jennifer Aniston scored the second place, while Anne Hathaway received the third place in the hierarchy. Furthermore, Scarlett Johansson was offered a fourth place, while Keira Knightley got the following one. In the end, Halle Berry was seen as

the least suitable celebrity, being placed on the sixth rank. Based on the literature, it can be stated that Emma Watson was the celebrity that activated the most “supporting” feature, while Halle Berry managed to activate the most “opposing” feature (Lynch, 2006).

Moreover, the associative network of memory (Huffman, 1997) was activated throughout the whole exercise, since the participants relied on their prior knowledge surrounding the image of each celebrity. Additionally, Walther’s (2002) concept of familiarity was also observed during this focus group, since the participants stimulated their associative memory in an unconscious manner, while relying on the familiarity of the endorsers.

The current focus group managed to establish its main target, by stimulating the establishment of memory nodes, which made use of the validation of Lynch’s (2006) features. Based on exercises that engaged each participant to interact and state their opinion, and while using the same type of stimuli (e.g. face portraits of each celebrity), this pre-test managed to select the appropriate stimuli for the main study. Namely, the two celebrities that had the extreme scores (e.g. the first rank and the last) will be further introduced to this research and will act as main stimuli materials.

3.2. Second pre-test

Based on the results gathered from the focus group, a smaller second pre-test was conducted in order to select the remaining stimuli materials needed for the current research. A small questionnaire regarding the match-up of the two celebrity endorsers (e.g. Emma Watson and Halle Berry) with two similar celebrities was conducted by using the online environment. The respondents were asked to state their opinion on the similarities between Emma Watson and (see appendix 1): Natalie Portman, Olivia Wilde and Rachel Bilson. The congruency between the

first celebrity and the three chosen examples were rated from 5 to 10, 5 being the least congruent, while 10 representing a full match between the two celebrities. The results showed that Natalie Portman was seen as the best match with the image of Emma Watson, by having the highest score. Olivia Wilde scored a second place, while Rachel Bilson was viewed as the least congruent with the image of Emma Watson. In conclusion, Natalie Portman was selected for the current study, and her character will perform as a reference image for Emma Watson.

Halle Berry was paired up with the images of (see appendix 1): Megan Fox, Kerry Washington and Rosario Dawson. The scores showed that Megan Fox was seen as the best congruent image with the figure of Halle Berry, Kerry Washington being perceived as a second best fit, while Rosario Dawson was viewed as the least congruent image. Therefore, Megan Fox was selected to perform as a reference image for Halle Berry.

In conclusion, the second pre-test had as main focus the selection of two matching celebrities, based on the results discovered in the prior-conducted focus group, and its findings will function as first stimuli for the main study of this paper and will activate the match between the endorser and the brand.

3.3. Study 2- Main Study

Method

3.3.1. Stimuli

Based on the results discovered in the first pre-test, two celebrities were selected as stimuli for the main study of this research (e.g. Emma Watson and Halle Berry). Furthermore,

two similar actresses were selected during the second pre-test (e.g. Megan Fox and Natalie Portman), which will perform as reference images for the prior endorsers.

Emma Watson



Halle Berry



Megan Fox



Natalie Portman



3.3.2. Design and Participants

The present study used a 2 (First celebrity: low/high match with the brand) x 2 (Second celebrity: low/high match with the first celebrity) x 2 (Need for consistency: low/high) design

with *image transfer* and *purchase intention* as dependent variables and *need for consistency* as moderator.

For the main study, 200 respondents were approached through the online environment and were asked to complete a questionnaire. From the total, a number of 70 respondents were students that, in exchange of providing a completed questionnaire, gained 0.25 credits. The other 130 respondents were randomly selected by using personal online networks. Subsequently, the data gathered through the distribution of the questionnaire was analyzed using the SPSS software. In terms of demographics, the respondents had ages between 18-31 years old, while the majority of participants were women (see Table 1.) The majority of the respondents have obtained their Bachelor Degree.

Table 1. Demographics

Gender	Frequency	Percent
Male	51	25.4
Female	150	74.6
Education	Frequency	Percent
High school	51	25.5
College (Bachelor Degree)	107	53.5
University (Master Degree/PhD)	42	21.0
Total	200	100.0

3.3.3. Procedure

The participants were asked to fill out a questionnaire (see appendix 2) which had as main focus the way celebrities were perceived while being matched with a fictive brand of perfume. For the purpose of a realistic setting, the fragrance was given a generic name “Magic”. The respondents were confronted with two scenarios which displayed the images of two celebrity endorsers:

The first scenario included two possible conditions:

- Megan Fox (Celebrity 1) and Emma Watson (Celebrity 2), which had 48 participants (representing a low match between the endorsers)
- Megan Fox (Celebrity 1) and Halle Berry (Celebrity 2), which had 50 participants (representing a high match between the endorsers)

The second scenario also included two possible conditions:

- Natalie Portman (Celebrity 1) and Emma Watson (Celebrity 2), which had 51 participants (representing a high match between the endorsers)
- Natalie Portman (Celebrity 1) and Halle Berry (Celebrity 2), which also had 51 participants (representing a low match between the endorsers).

After being questioned about: the perceived image of the product, the image transfer, the attitude towards the ad, the level of purchase intention, as well as about the match between the endorsers, the respondents were asked to complete the need for consistency scale.

3.3.4. Measures

Most of the question utilized a 7 point scale, where 1 was the correspondent of highly agree and 7 the correspondent of highly disagree. In order to facilitate the further analysis, reliability checks were performed and ultimately, new variables were created, by adding the items that matched together.

A scale for *Credibility of endorser* was created, consisting of 5 items. An example of a question could be: “*Would you state that the endorser is trustworthy?*” The Cronbach’s alpha (α) for this scale was .80.

A scale for *Image of the endorser* was created, consisting of 3 items. An example of a question could be: “*Would you state the image of the endorser is Strong/Weak?*” The Cronbach’s alpha (α) for this scale was .77.

A scale for *Image of the product* was created, consisting of 3 items. An example of a question could be: “*Would you describe the product as being: Refined/Rough?*” The Cronbach’s alpha (α) for this scale was .80.

A scale for *Attitude towards the Ad* was created, consisting of 8 items. An example of a question could be: “*Would you state the advertisement is easy to understand?*” The Cronbach’s alpha (α) for this scale was .75.

A scale for *Match between the endorser and the brand* was created, consisting of 2 items. An example of a question could be: “*Would you state the match between the celebrity and the product is: Strong/Weak?*” The Cronbach’s alpha (α) for this scale was .92.

For the *need for consistency* variable, a median split was performed, in order to divide the respondents into two groups: the ones with low consistency level and the ones with a high need for consistency.

Independent Variables: The constructs belonging to: Celebrity endorser 1 (Megan Fox = low match with the brand; Natalie Portman = high match with the brand), as well as Celebrity endorser 2 (Emma Watson = high match with the first endorser; Halle Berry = low match with the first endorser) were the independent variables of the current research. Moreover, the need for consistency acted as an independent variable, as well as moderator, by trying to explain whether this need guided the respondent's behavior.

Dependent Variables: In the current research, constructs as: Image Transfer, the Purchase intention, Attitude towards the Ad, Image of the Product, Credibility of the endorser, as well as the Supporting and Opposing features of the match between the endorsers were acting as dependent variables.

3.3.5. Main Study – Results

First, a manipulation check was performed by conducting an Independent-Sampled T-Test with *Match between the endorser and the product* as Test Variable and *Celebrity 1* (Megan Fox and Natalie Portman) as Grouping Variable. The manipulation check was executed in order to verify if the stimuli were perceived by the respondents as expected, in conformity with the results derived from the second pre-test. Although the results from the pre-test displayed Natalie Portman as the celebrity best fitted for the product, and Megan Fox the celebrity with the lowest score on congruency, the manipulation check presented an opposite outcome. Therefore, the participants chose Megan Fox as a better match for the product ($M = 5.47$, $SD = 2.08$), than Natalie Portman ($M = 3.61$, $SD = 1.91$; $t(195.962) = 6.58$, $p = .000$).

In the case of the second manipulation check, which was also performed by using an Independent-Sampled T-Test, the *Match between the two endorsers* was perceived as an equal one. Namely, Emma Watson ($M=5.26$, $SD=1.61$) was seen as a fitted second endorser as Halle Berry ($M=5.25$, $SD=1.41$; $t(193.695) = 3.70$, $p < 0.05$).

Subsequent, in order to test the hypotheses, a three way analysis of variance (ANOVA) was conducted, with Celebrity 1 (e.g. Megan Fox and Natalie Portman), Celebrity 2 (Emma Watson and Halle Berry) and Need for consistency (which was split into two groups low/high) performing as fixed factors. Purchase Intention, Image Transfer, Attitude towards the Ad, Image of the Product, Credibility of the endorser, as well as the Supporting and Opposing features of the match between the endorsers, performed as dependent variables.

Purchase Intention

As can be seen in Table 2, Need for consistency showed a main effect on Purchase intention, $F(1,192) = 47.37$, $p < 0.05$. Therefore, it can be concluded that people with a high need for consistency are less likely to purchase the perfume ($M=4.49$, $SD=1.73$), than the individuals who scored a low need for consistency ($M=5.85$, $SD=1.15$). Moreover, there was an interaction effect between Celebrity 1 and Celebrity 2, $F(1,192) = 4.99$, $p = .027$ on Purchase Intention. This interaction is illustrated in Figure 1. Simple effects analyses were used to further examine the interaction between Celebrity 1 and Celebrity 2. These analyses indicated that an effect of Celebrity 2 occurs when Emma Watson is displayed as the second endorser $F(1, 95) = 7.03$, $p = .009$, and not in the case of Halle Berry $F(1, 97) = .20$, $p = .656$. Surprisingly, that means that

only when Emma Watson is used as the second endorser, a low match with Celebrity 1 (e.g, Megan Fox) resulted in a stronger purchase intention.

Table 2. ANOVA on Purchase Intention

<i>Test of Between - Subjects Effects</i> <i>Dependent Variable: Purchase Intention</i>			
Source	Df	F	Sig.
Celebrity 1	1	2.617	.107
Celebrity 2	1	1.432	.233
Need for consistency	1	47.378	.000
Celebrity 1 * Celebrity 2	1	4.987	.027
Celebrity 1* Need for consistency	1	1.183	.278
Celebrity 2*Need for consistency	1	1.223	.270
Celebrity 1*Celebrity 2*Need for consistency	1	1.297	.208
Total	200		

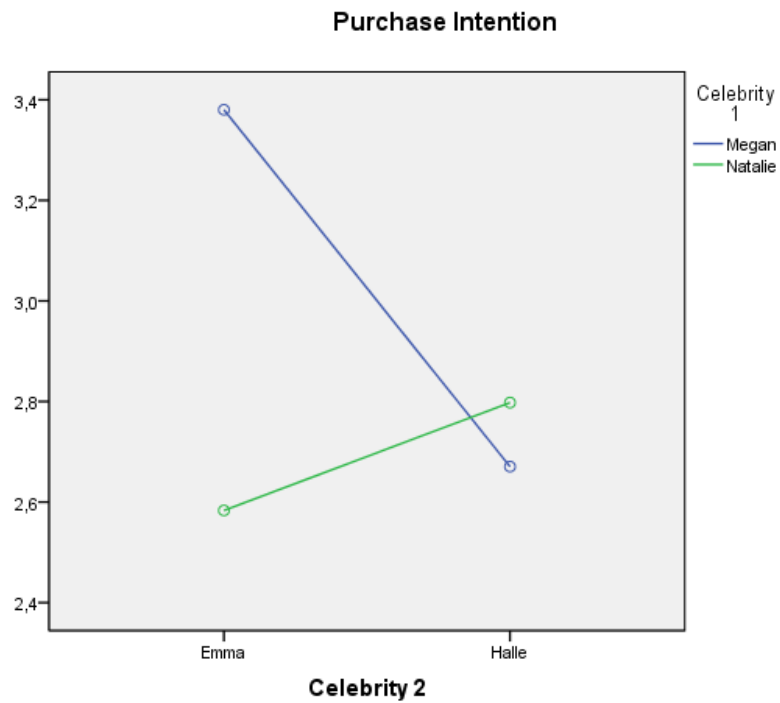


Figure 1. Interaction effect of Celebrity 1 and Celebrity 2 on Purchase Intention

Image Transfer

As can be seen in Table 3, there was a statistical evidence of a main effect of construct Celebrity 2, $F(1,192)=71.48$, $p<0.05$, on Image Transfer. This means that individuals who examined Halle Berry as second endorser are most likely to perceive a strong image transfer between the endorser and the product ($M=1.88$, $SD=1.16$), than the individuals who examined Emma Watson as the second endorser ($M=3.21$, $SD=1.60$). Need for consistency also showed a main effect on Image Transfer, $F(1,192)=46.19$, $p<0.05$. Therefore, it can be concluded that

people with a high need for consistency are less likely to view the image transfer as a strong one ($M=4.56$, $SD=1.80$), than the individuals who scored a low need for consistency ($M=4.99$, $SD=2.01$). Moreover, there was an interaction effect between Celebrity 1 and Need for consistency on the Image Transfer, $F(1,192) = 5.21$, $p = .024$. This interaction is illustrated in Figure 2. Simple effects analyses were used to further examine the interaction between Celebrity 1 and Need for consistency. These analyses indicated that an effect of Celebrity 1 occurs, when Megan Fox is displayed as the first endorser $F(1, 95) = 4.92$, $p = .029$, and less likely when Natalie Portman is displayed first $F(1, 97) = 1.49$, $p = .225$. That means that only when Megan Fox is used as first endorser, the need for consistency has an impact on Image Transfer. In this case, a high need for consistency resulted in more image transfer than low need for consistency. In the case of Natalie Portman, the effect of need for consistency remained non-significant, but showed a similar pattern.

Table 3. ANOVA on Image transfer

<i>Test of Between - Subjects Effects</i> <i>Dependent Variable: Image Transfer</i>			
Source	Df	F	Sig.
Celebrity 1	1	.209	.648
Celebrity 2	1	71.478	.000
Need for consistency	1	46.190	.000
Celebrity 1 * Celebrity 2	1	.026	.873
Celebrity 1* Need for			

consistency	1	5.212	.024
Celebrity 2*Need for consistency	1	2.309	.130
Celebrity 1*Celebrity 2*Need for consistency	1	3.961	.056
Total	200		

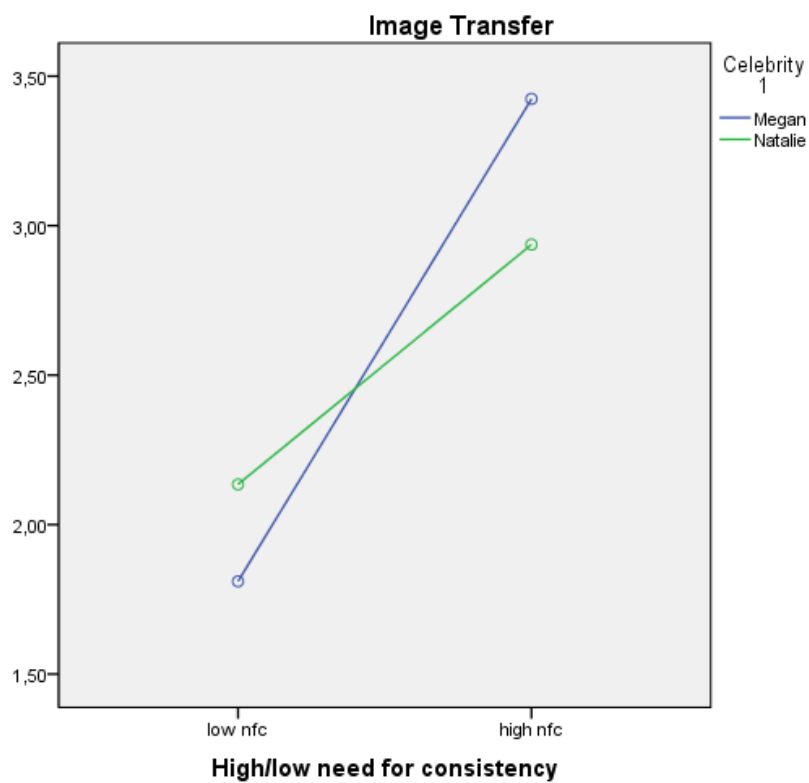


Figure 2. Interaction effect of Celebrity 1 and Need for consistency on Image transfer

Attitude towards the Ad

As can be seen in Table 4, Need for consistency showed a main effect on Attitude towards the Ad $F(1,192)=5.741$, $p<0.05$, which means that people with high need for consistency are more likely to perceived the Ad in a positive way ($M=3.97$, $SD=1.10$), than the people with low need for consistency ($M=3.65$, $SD=.92$). Moreover, there was no interaction effect of neither of the factors on Attitude towards the Ad.

Table 4. ANOVA on Attitude towards the Ad

Test of Between - Subjects Effects

Dependent Variable: Attitude towards the ad

Source	Df	F	Sig.
Celebrity 1	1	.007	.935
Celebrity 2	1	.390	.533
Need for consistency	1	5.741	.018
Celebrity 1 * Celebrity 2	1	.451	.502
Celebrity 1* Need for consistency	1	.117	.733
Celebrity 2*Need for consistency	1	.187	.666
Celebrity 1*Celebrity 2*Need for consistency	1	1.310	.254
Total	200		

Image of the product

As can be seen in Table 5, Need for consistency showed a main effect on Attitude towards the Ad $F(1.192)=14.450$, $p<0.05$, which means that people with high need for consistency are less likely to perceived the image of the product in a positive way ($M=3.4.21$, $SD=2.10$), than the people with low need for consistency ($M=5.38$, $SD=2.29$). Moreover, there was no interaction effect of neither of the factors on the Image of the product.

Table 5. ANOVA on Image of the product

<i>Test of Between - Subjects Effects</i>			
<i>Dependent Variable: Image of the product</i>			
Source	Df	F	Sig.
Celebrity 1	1	1.176	.279
Celebrity 2	1	.423	.516
Need for consistency	1	14.450	.000
Celebrity 1 * Celebrity 2	1	.331	.566
Celebrity 1* Need for consistency	1	3.002	.085
Celebrity 2*Need for consistency	1	.171	.679
Celebrity 1*Celebrity 2*Need for consistency	1	.068	.795
Total	200		

Credibility of the endorser

As can be seen in Table 6, there is no statistical evidence of a main effect of the three factors on the Credibility of the endorser. Moreover, the table shows no statistical evidence of an interaction effect of the factors on the independent variable.

Table 6. ANOVA on Credibility of endorser

<i>Test of Between - Subjects Effects</i> <i>Dependent Variable: Credibility of endorser</i>			
Source	Df	F	Sig.
Celebrity 1	1	3.360	.068
Celebrity 2	1	1.328	.251
Need for consistency	1	.004	.950
Celebrity 1 * Celebrity 2	1	.000	.966
Celebrity 1* Need for consistency	1	.164	.686
Celebrity 2*Need for consistency	1	.724	.396
Celebrity 1*Celebrity 2*Need for consistency	1	.167	.683
Total	200		

Supporting the match between the two endorsers

Table 7. showed a main effect of Need for consistency on Supporting the match between the endorsers $F(1,192)=31.385$, $p<0.05$. Namely, people with low need for consistency are more likely to support the match between the endorsers ($M=5.95$, $SD=1.02$), than the people with high need for consistency ($M=4.36$, $SD= 1.70$).

Table 7. ANOVA on Supporting the match between the endorsers

Test of Between - Subjects Effects

Dependent Variable: Supporting the match between endorsers

Source	Df	F	Sig.
Celebrity 1	1	1.191	.276
Celebrity 2	1	1.144	.286
Need for consistency	1	31.385	.000
Celebrity 1 * Celebrity 2	1	1.523	.263
Celebrity 1* Need for consistency	1	.028	.868
Celebrity 2*Need for consistency	1	1.345	.246
Celebrity 1*Celebrity 2*Need for consistency	1	1.340	.249
Total	200		

Opposing the match between the endorsers

Table 8. showed a main effect of Need for consistency on Opposing the match between the endorsers $F(1,192)=43.330$, $p<0.05$. Namely, people with low need for consistency are less likely to oppose the match between the endorsers ($M=2.38$, $SD=.955$), than the people with a high need for consistency ($M=3.54$, $SD= 1.53$).

Table 8. ANOVA on Opposing the match between the endorsers

<i>Test of Between - Subjects Effects</i>			
<i>Dependent Variable: Opposing the match between endorsers</i>			
Source	Df	F	Sig.
Celebrity 1	1	1.176	.279
Celebrity 2	1	.423	.516
Need for consistency	1	43.330	.000
Celebrity 1 * Celebrity 2	1	.331	.566
Celebrity 1* Need for consistency	1	3.002	.085
Celebrity 2*Need for consistency	1	6.445	.679
Celebrity 1*Celebrity 2*Need for consistency	1	.068	.795
Total	200		

3.4. Discussion

The current research tried to establish whether the usage of multiple endorsers with a high or a low match between them can influence differently, or through interactions, the manner in which a respondent examines an advertisement, perceives an endorser or a product. Moreover, the respondents were questioned about the image transfer occurred between the endorsers, as well as the image transfer appeared between the first endorser and the brand. After experiencing the two scenarios, the participants were questioned on their level of purchase intention.

Although the pre-tests, performed in the attempt of selecting the appropriate stimuli, discovered that Natalie Portman, along with Emma Watson, represents the high match between the endorser and the brand, and Megan Fox, along with Halle Berry, represents the low match between the endorser and the brand, the *manipulation check* performed in the main study disclosed an opposite outcome. Namely, Megan Fox was seen as the best fitted endorser in the first scenario exposed to the respondents, to the detriment of Natalie Portman. An explanation of this unexpected result, could be the unsuitable choice of stimuli. Since the images of the endorsers had to be as similar as possible (e.g. having the same appearance, looking in the same direction, etc.), the selection was conditioned by many factors. Therefore, the image of Natalie Portman might have been slightly unrecognizable. The sources discovered by Lynch could apply in this situation, since Natalie Portman could be the endorser that managed to activate the “Opposing” feature, while Megan Fox managed to activate the “Supporting” feature.

Moreover, the *second manipulation check*, that had as main focus the match between the two endorsers, managed to score a positive outcome, both of the endorsers (e.g. Emma Watson and Halle Berry) being perceived as suitable matches with the prior celebrities. This could mean

that the second endorser can also influence the image transfer occurred between his image and the image of the prior endorser, not only the other way around. Namely, if the second endorser has a stronger image as the first one, he will be able to have a positive impact on the manner in which people perceive the match between them.

Need for consistency played a significant role in the current research, performing as moderator that guided the respondents' behavior. In line with Cialdini (1995), individuals who score low on the scale demonstrate a preference for change, spontaneity, and unpredictability in the way they respond to certain stimuli and do not demonstrate a strong preference for congruity with past behavior. These results can be translated in the instinctive nature of the individuals that hold a low need for consistency, as they would react in a positive manner towards all products that are current and novel. This could mean that their positive attitude towards the exposed brand, can relate to its new and fresh visual representation. These results, discovered in the case of *Purchase Intention*, *Image Transfer* and *Product Image*, could also relate to the respondents' need of seeking variety. According to literature, this concept reveals the individuals' need of seeking constant diversity, to be attracted to all that is new and unexplored (McAlister & Pessemier, 1982). Moreover, this theory argues that variety seeking behavior occurs when the individuals become bored and attempt to produce more stimulating input (through behaviors such as exploration and novelty seeking). Therefore, people with low need for consistency might be the ones searching for variety, and thus they might be the ones who perceived the product in a more unconventional way.

In the case of *Attitude towards the Ad*, *Need for consistency* was the only factor that managed to display a main effect, case in which people with high need for consistency perceived the advertisement in a positive manner. These results could also be related to the discoveries of

Cialdini (1995), which stated that people with a high need for consistency are more likely to withhold similar opinions on related topics. Namely, the individuals with a high need for consistency perceived the advertisement as being a linear, transparent one, with all the appropriate features, while maintaining their constant appearance. The individuals with a low consistency, on the other hand, managed to examine the advertisement in a more objective manner and realized that it did not have an elaborate structure, as this was not in the focus of the current research.

Moreover, in the case of the interaction between the *Celebrity 1* and *Celebrity 2* on *Purchase intention*, the results showed that this outcome is more likely to occur when Emma Watson is displayed as the second endorser. Namely, regardless of the first exposure of *Celebrity 1* (either Megan For or Natalie Portman), the image of Emma Watson manages to create a positive impact on the level of *Purchase intention*, to the detriment of Halle Berry. Therefore, based on Lynch's (2006) sources, the *personal value* of Emma Watson is more likely to disseminate a general emotion of elegance, refinement and grace, all features that relate to the soft, tender image of a product of this sort. Her *public persona* might represent another characteristic that managed to generate an overall sense of femininity and beauty, traits that relate to the common knowledge surrounding the features of a perfume. Halle Berry's *personal value* along with her *public persona*, on the other hand, is more likely to be perceived as strong, tough and powerful. In addition, Emma Watson might be seen as a more contemporary appearance, by being younger than Halle Berry, and by also being in the recent focus of the public eye. These results can also be related to the associative view of memory (Anderson, 1983) which views the cognitive associations as a network of connected nodes which argues that memory knowledge consists of connections between the to-be-learned material and concepts

already known. In consequence, the respondents might have associated the characteristics belonging to Emma Watson's *personal value* with the image of the brand, by creating an image transfer between those traits.

The interaction effect of *Celebrity I* and *Need for consistency* on the *Image transfer*, demonstrated once again that Natalie Portman was perceived as a less likely fitted endorser. Namely, the exposure of Megan Fox in the case of a high need for consistency, managed to influence the way the image transfer was perceived by the respondents. Relating to the activations discovered by Lynch (2006), it can be acknowledged that Natalie Portman (possibly due to her rather unrecognizable image) was perceived as the *opposed* image, while Megan Fox was seen as the *supported* one. Moreover, the *familiarity* concept (Weisbuch, 2003) also plays a role in the interpretation of these results, since Natalie Portman, while not been recognized as a familiar endorser, was not able to persuade the participants.

Ultimately, the *Supporting* and *Opposing* features discovered by Lynch (2005) showed a main effect of need for consistency, the case in which the low need for consistency people are more likely to support, as well as less likely to oppose the match between the two exposed endorsers. Lynch (2006) stated that the source of celebrity activation can be traced to the individuals' memory nodes about the celebrity. Therefore, the individuals with a low need for consistency managed to examine the match between the celebrities in a more non-restricted environment, where the associations created by them were emphasized by the memory nodes prior obtained. Therefore, these individuals managed to perceive the match between the endorsers as a fitted one, while relating to all of the information regarding the celebrities to which they had prior access. Moreover, in order to highlight the same concept, Lewicki (1985) determined that, in the absence of any other relevant information, individuals judge an entity on

the basis of learned associations between the entity's features and a certain trait based on experiences with another entity that shares that feature. Therefore, the match between the endorsers was seen as a suited one, the respondents using all their knowledge surrounding the specific endorsers when judging this aspect.

3.5. *Conclusions*

Finally, it can be concluded that the current research managed to provide unexpected, but interesting results that were able to be connected with the theoretical framework. It has been discovered that the association between the endorsers can and will determine a certain reaction in the way the individuals might perceive a certain brand. Moreover, need for consistency showed how important it is to evaluate the patterns belonging to the behavior, attitude, as well as personality of a certain individual, in order to be able to accurately assess the response. The associative network of memory displayed the importance of prior attained knowledge, which managed to guide the respondents' manner of perceiving different celebrities, by relating to certain features associated with them. Lynch's *sources of fit*, as well as his two discovered *activations* performed an important role in the interpretation of the results, the traits discovered in each endorser having a great impact on the way it is perceived by the consumers. *Familiarity* was also perceived as an important feature of an endorser, by being able to impact the manner in which he/she is able to persuade a consumer into buying a certain brand.

3.6. *Limitations*

As any other research, the current study has its own limitations. First, the respondents were both females and males, which could have had a different impact on the way the ad was perceived. Alreck, Settle and Belch (1982) pointed out that advertisers often "gender" their

brands by making them appear more masculine or more feminine through the use of sex stereotypical messages or portrayals. In this case, since the product displayed was a perfume endorsed by feminine celebrities, the females might have appealed to this specific product in a more positive way than males.

Second, as stated in the method section, the stimuli used (e.g. the images of the selected celebrities) had to be different from the ones used in the pre-test, since certain conditions had to be taken into consideration (e.g. similar appearance, the direction of focus, etc.). Unfortunately, the change of stimuli modified the outcome, the image of Natalie Portman not being perceived as a good match with the brand.

Moreover, the current study made use of a single type of product. The usage of multiple products, belonging to various categories could show a better comprehension of the use of multiple endorsers.

3.7. Practical implications

The findings of this study offer practical guidelines for marketers and companies to improve their celebrity endorsement approach. Therefore, the study relates on the importance of an appropriate choice of endorsers by using the sources of fit discovered by Lynch (2006): personal values, earning power, private lifestyle, public persona, roles played, profession and status. These traits are suitable for performing as underlying concepts in the selection of endorsers. Furthermore, the congruency between the endorser and the brand is another key factor that needs to be taken into consideration when matching a celebrity with a certain brand. The results discovered in the current research managed to prove that an image transfer occurs

between the endorser and the brand, the endorser's image being a predictor for the perceived image of the product.

Moreover, the associative network of memory (Anderson, 1983) managed to describe the importance of prior knowledge. That is, the marketers have to assure that the celebrities they choose have a linear, transparent image, since this might influence the overall perceived image of the brand.

Ultimately, the most important discovery of this research relates to the image transfer occurred between the first endorser and the following one. Namely, the marketers have to take into consideration the congruency between the first selected endorser and the one that follows, especially in the beauty industry, where it is known that new, fresh appearances are the ones who are able to persuade the best. Also, based on the results displayed in the second manipulation check, it can be acknowledged that marketers can also take advantage of a stronger image of a second endorser, in order to combat a weaker image of a previous one.

Future research

Several interesting avenues for further research have come forward through this study. The concept of variety seeking can perform as a future guidance for the results that showed a low preference for consistency. This construct can be introduced in the current conceptual model and might perform as a moderator in the attempt of explaining the reasoning behind the participants' responses.

Furthermore, the way a stronger image of a second endorser manages to oppose a weaker image of a prior one (according with the results discovered in the second manipulation check) can be used in further research. Moreover, different types of products can be utilized when

conducting a similar study, in order to state whether the association of multiple endorsers with non-similar brands can have a different impact in the way the consumers perceive the products, as well as the endorsers.

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Appendix 1

Focus Group materials

Jennifer Aniston



Halle Berry



Emma Watson



Keira Knightley



Anne Hathaway



Scarlett Johansson



Second pre-test materials

Natalie Portman



Olivia Wilde



Rachel Bilson



Megan Fox



Kerry Washington



Rosario Dawson



Appendix 2

Main Study materials – Questionnaire

Demographic Questions

1. Gender: -Female

-Male

2. Age: - years

3. Education: -High school

-College (Bachelor Degree)

-University (Master Degree/ PhD)

First Scenario

- a) In this scenario you will be asked to evaluate a perfume advertisement belonging to the *Magic Fragrance* featuring Megan Fox, the actress best known for her strong, powerful character performed in the science fiction action film *Transformers*.
- b) In this scenario you will be asked to evaluate a perfume advertisement belonging to the *Magic Fragrance* featuring Natalie Portman, the actress best known for her feminine image, also displayed within her roles performed in movies such as: *Black Swan* or *V for Vendetta*.

The chosen actress will act as an endorser of the specific brand and the request will be to give an insight on the match between the endorser and the product.



Match between the endorser and the brand

4. Based on the advertisement that you just examined, would you state that:

The match between the celebrity and the product is:

Strong 1 2 3 4 5 6 7 Weak

Clear 1 2 3 4 5 6 7 Ambiguous

Likeability of the endorser

5. Regarding the image of the celebrity, would you state that it is:

Likable 1 2 3 4 5 6 7 Unlikeable

Second scenario

- a) In this scenario you will be confronted with the same type of product, but with a different celebrity endorser. Namely, you will be asked to evaluate the same fragrance of perfume, but in association with the worldwide known actress Halle Berry, best known for her strong, tough image, also displayed in her role performed in the *X-Men* film series.
- b) In this scenario you will be confronted with the same type of product, but with a different celebrity endorser. Namely, you will be asked to evaluate the same fragrance of perfume, but in association with the worldwide known actress Emma Watson, best known for her soft, feminine image, portrayed in her movies, as well in her overall activity within the United Nations.



The focus of this scenario will not only be the match between the celebrity's image and the product, but also the match between the current celebrity and the previous

one. Moreover, you will be asked to state your overall opinion about the product, the advertisement, as well as the level of purchase intention.

Image transfer

6. Would you describe the endorser's image as being:

Strong (figure) 1 2 3 4 5 6 7 Weak (figure)

Rough 1 2 3 4 5 6 7 Delicate

Bold 1 2 3 4 5 6 7 Cautious

7. Would you describe the product as being:

Strong 1 2 3 4 5 6 7 Weak

Elegant 1 2 3 4 5 6 7 Common

Refined 1 2 3 4 5 6 7 Rough

Mental associations

8. Based on the image that you examined, would you state that:

a) The endorser is familiar

Highly agree 1 2 3 4 5 6 7 highly disagree

b) The endorser is attractive

Highly agree 1 2 3 4 5 6 7 highly disagree

c) The endorser has expertise in the field of beauty industry

Highly agree 1 2 3 4 5 6 7 highly disagree

d) The endorser is trustworthy

Highly agree 1 2 3 4 5 6 7 highly disagree

e) The brand is credible

Highly agree 1 2 3 4 5 6 7 highly disagree

9. Based on the advertisement that you examined, would you state that:

a) The advertisement is good

Highly agree 1 2 3 4 5 6 7 highly disagree

b) The advertisement is interesting

Highly agree 1 2 3 4 5 6 7 highly disagree

c) The advertisement is easy to understand

Highly agree 1 2 3 4 5 6 7 highly disagree

d) The advertisement is appropriate

Highly agree 1 2 3 4 5 6 7 highly disagree

e) The advertisement is informative

Highly agree 1 2 3 4 5 6 7 highly disagree

f) The advertisement is surprising

Highly agree 1 2 3 4 5 6 7 highly disagree

g) The advertisement makes you curious

Highly agree 1 2 3 4 5 6 7 highly disagree

h) The advertisement makes you confused

Highly agree 1 2 3 4 5 6 7 highly disagree

Match between the two endorsers

10. Given the two scenarios, would you state that:

The second endorser (e.g. Halle Berry or Emma Watson) represents a good match
with the first endorser (e.g. Megan Fox or Natalie Portman)

Highly agree 1 2 3 4 5 6 7 highly disagree

11. In regarding the match between the two endorsers and the brand, would you state that:

The match between the endorsers benefits the brand's image

Highly agree 1 2 3 4 5 6 7 highly disagree

Purchase intention

12. Based on the advertisement that you examined, would you state that:

You would have the intention on purchasing the product

Highly agree 1 2 3 4 5 6 7 highly disagree

Supporting vs. opposing feature

13. Based on the advertisements that you examined, would you state that:

a) You would reject the association between the two selected endorsers

Highly agree 1 2 3 4 5 6 7 highly disagree

b) You would support the association between the two selected endorsers

Highly agree 1 2 3 4 5 6 7 highly disagree

Need for consistency

In the end, you will be asked to complete a more personal scale that relates to your level of need for consistency. Please answer each question as honestly and accurately as you can, but don't spend too much time thinking about each answer.

14. In front of each item below, please type the number: 1 if you strongly disagree, 2 if you disagree, 3 if you somewhat disagree, 4 if you slightly disagree, 5 if you neither agree nor disagree, 6 if you slightly agree, 7 if you somewhat agree, 8 if you agree, or 9 if you strongly agree.

1. I prefer to be around people whose reactions I can anticipate.
2. It is important to me that my actions are consistent with my beliefs.
3. Even if my attitudes and actions are consistent with one another to me, it would bother me if they did not seem consistent in the eyes of others.
4. It is important to me that those who know me can predict what I will do.
5. I want to be described by others as a stable, predictable person.
6. Admirable people are consistent and predictable.
7. The appearance of consistency is an important part of the image I present to the world.
8. It bothers me when someone I depend upon is unpredictable.
9. I do not like to appear as if I am inconsistent.
10. I get uncomfortable when I find my behaviour contradicts my beliefs.
11. An important requirement for any friend of mine is personal consistency.

12. I typically prefer to do things the same way.
13. I dislike people who are constantly changing their opinion.
14. I want my close friends to be predictable.
15. It is important to me that others view me as a stable person.
16. I make an effort to appear consistent to others.
17. I am uncomfortable holding two beliefs that are inconsistent.
18. It does not bother me much if my actions are inconsistent.