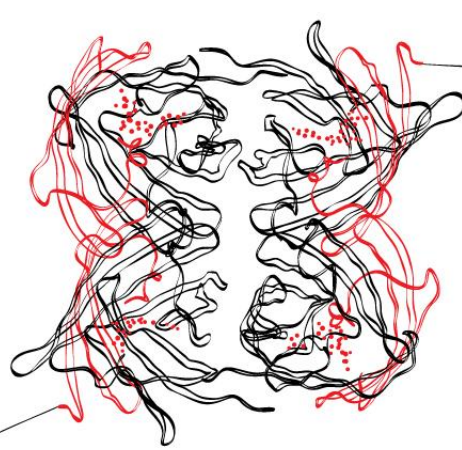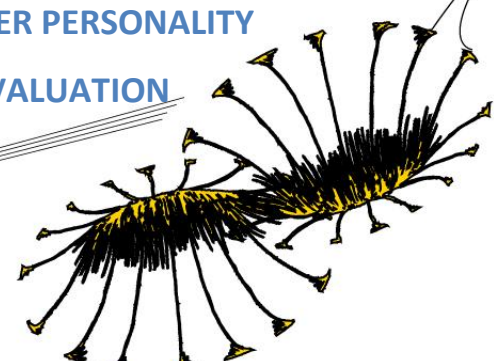# CONGRATULATIONS! YOU HAVE A MATCH!

## HOW (IN)CONGRUENCE BETWEEN THE TYPE OF ENDORSER AND TYPE OF PRODUCT, ALONG WITH INNOVATIVENESS OF THE CONSUMER, AFFECTS A CONSUMER'S PURCHASE INTENTION, THE ENDORSER PERSONALITY EVALUATION AND PRODUCT PERSONALITY EVALUATION

MASTER THESIS

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# MASTER THESIS

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## ABSTRACT

Marketers often use celebrity endorsement in to represent a product or brand. Important in making use of endorsement is the congruence between the endorser and product. Companies will therefore have to make strategic choices to either 'match' or 'mismatch' the endorser and product. The main goal of this study was to test the effect of type of endorser, type of product and (in)congruence between the endorser and product, along with the consumer's innovativeness, on purchase intention, evaluation of the endorser- and product personality.

The study has a 2x2x2 experimental design with independent variables endorser category (high-end: Leonardo DiCaprio vs. low-end: Jesse Eisenberg)  and product category (high-end: Rolls Royce vs. low-end: water bottle) and dependent variables purchase intention, endorser personality evaluation and product personality evaluation. The moderator is innovativeness of consumer.

For gathering the data an online questionnaire was used, through which 166 respondents were randomly assigned to the advertisements. The results suggest that only for respondents who are low in innovativeness the type of endorser has an effect on purchase intention: a high-end endorser results in a higher purchase intention than a low-end endorser. Also, consumers who are low in innovativeness evaluate the endorser's personality higher with a high-end product than with a low-end product. The opposite applies for consumers who are high in innovativeness. Furthermore, consumers who are low in innovativeness evaluate the product's personality higher when a high-end product is involved than when a low-end product is involved. Based on the results, other expectations are rejected and further (literature) research on this field of study is recommended. However, the results could make the decision in choosing for a high-end endorser over a low-end endorser easier for companies. Also, incongruence between an endorser and product does not, per se, lead to a negative evaluation, so matching is not always necessary. Moreover, new or hesitating consumers can be persuaded in purchasing a product by making use of a high-end endorser.

Keywords: endorser, product, congruence/incongruence, innovativeness, purchase intention, personality evaluation

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## ACKNOWLEDGEMENTS

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## TABLE OF CONTENTS

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## 1. INTRODUCTION

Celebrities are frequently used in a brand's marketing strategy. Celebrities often become the representative of a product, brand or the organisation itself (Ilicic & Webster, 2011; Keller, 2008). This marketing strategy is called celebrity endorsement. According to Wei and Lu (2012), celebrity endorsement is currently one of the most adopted advertising strategies and is acknowledged as a universal component of present-day marketing strategies (Biswas, Hussain & O'Donnell, 2009; White, 2004). Marketers often apply celebrity endorsement for their product to add up desirability to the endorsed product, make the advertisement more remarkable and credible, and make the consumer involve more with the product (Spielman 1981; Wei & Lu, 2012).

One of the most important elements of celebrity endorsement is the 'match' between the celebrity and the product (Kahle & Homer, 1985). The concept of a celebrity-product match is determined with the match-up hypothesis (Misra & Beatty, 1990), indicating that an advertisement can be more influential if there is a match between the endorser and the product (Till, Stanly & Priluck, 2008), in this study called congruence. Other studies suggest that a match between a celebrity and product can be profitable, whereas a 'mismatch' can be unprofitable (Yoo & Jin, 2015), in this study called incongruence. However, there are studies that suggest that incongruence does not necessarily lead to something unprofitable, because of the surprise factor and arousal generated by the unexpectedness (Yoon, 2013). In this study, there is congruence between an endorser and a product, when both endorser and product are labelled as high-end or low-end. If the endorser is labelled as high-end and the product as low-end, or the other way around, then one speaks of incongruence.

Whether an endorser or product belongs to a high-end endorser/product or low-end endorser/product depends on the personality characteristics based upon the personality characteristics by Govers (2004). Personality characteristics are characteristics that describe inner qualities of an individual on which the individual distinguishes him/herself from other individuals

6

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(Govers, 2004). The personality characteristics by Govers (2004) fit on both humans and products. The study by Govers (2004) focused on evaluation, which studies the way in which people perceive, understand and interpret other people or products and form a personality impression of them.

Consumers diverge in their eagerness for taking risks in product adoption. According to Valente (1996), consumers high in innovativeness take risks in adopting (new) products before consumers low in innovativeness. Adoption by consumers low in innovativeness can be managed by reducing the perceived risk (Rogers, 1995), which can be achieved through different strategies, among others the use of an endorser (Beverland & Ewing, 2005). An endorser may draw attention to a product by using his/her reputation or popularity, and, the more an endorser can be associated to the new product, the more likely that product will be consumed because consumers are willing to build a 'relationship' with the endorser and product (Fisher & Price, 1992).  Based on prior research, unknown is if and to what extent the level of innovativeness of the consumer affects the respondent's purchase intention, the evaluation of the endorser and evaluation of the product.

Prior research mainly focused on celebrity endorsement and congruence or incongruence between the celebrity endorser and product in low-involvement product branches, for instance soap and drinks (e.g. research by Matei, 2015), and on congruence or incongruence between the endorser and a brand. The current research will try to establish whether and to what extent the type of endorser (high-end: Leonardo DiCaprio vs. low-end: Jesse Eisenberg), type of product (high-end: car vs. low-end: water bottle), (in)congruence between the type of endorser and type of product and the respondent's level of innovativeness has effect on purchase intention, evaluation of the endorser and evaluation of the product. This leads to the following research question:

*To what extent does the type of endorser (high-end versus low-end), the type of product (high-end versus low-end) and (in)congruence between the endorser and product, along with the consumer's innovativeness, affect a consumer's purchase intention, evaluation of the endorser personality and evaluation of the product personality?*

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## 2. THEORETICAL FRAMEWORK

### 2.1. CELEBRITY ENDORSEMENT

Celebrities are defined as "those individuals who have achieved some level of fame in the entertainment industry, such as in film, television or professional sports" (Frizzell, 2011, p314). Marketers frequently use celebrities to endorse a product in their advertisements. Celebrity endorsement is when celebrities become the representative of a product, brand or organisation (Ilicic & Webster, 2011; Keller, 2008). Currently, celebrity endorsement is one of the most adapted marketing and advertising strategies (Wei & Lu, 2012).

According to Andrews and Jackson (2001) and Van der Veen and Song (2014), celebrity endorsement's objective is to point out the endorsed product and to incorporate the aspired image qualities. Marketers choose for celebrities in endorsing a product, because prior research states that the appearance of the celebrity is often related to the brand or product (Van der Waldt, Van Loggerenberg & Wehmeyer, 2009), and moreover, celebrities are expected to stimulate more positive attitudes and purchase intentions toward the advertisement and product than non-celebrities (Yoon & Kim, 2005). Furthermore, prior research suggests that celebrities are more likely to conquer consumer attention than unfamiliar individuals (Agrawal & Kamakura, 1995; Hsu & McDonald, 2002; Misra & Beatty, 1990). Therefore, this study focuses on celebrity endorsers.

According to Tom et al. (1992), consumers commonly have positive feelings towards celebrity endorsers, which eventually will transfer to the endorsed brand or product (Till & Shimp, 1998). Till and Shimp (1998) continue that consumers might be more easily influenced to buy the product, if consumers have these positive feelings towards the celebrity endorser. According to Byrne et al. (2003), this suggests that a celebrity endorser's characteristics must match those that the marketer wants to connect with its product. By using celebrity endorsement for a product, that product may obtain consumer awareness, build image, and implement positive celebrity aspects to the product (Ilicic & Webster, 2011; Keller, 2008). Furthermore, celebrity-endorsed advertisements may lead to

8

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adequate behavioural intentions and may have positive impact on consumer's attitudes (Van der Veen & Song, 2014).

Because Till and Shimp (1998) suggest that consumers are more easily influenced to buy the product if they have positive feelings towards the endorser, one of the dependent variables in this study will be 'purchase intention'. Understanding consumer's purchase intention can be very interesting for marketers to forecast sales of both existing and new products. Marketing decisions and promotional strategies can be established on purchase intention data (Tsiotsou, 2006). For that reason, companies' marketing strategies can be influenced by knowing whether congruence or incongruence between the celebrity and the endorsed product in advertisements, and consumer innovativeness may have influence on consumer's purchase intention or not.

## 2.1.2. ENDORSERS AND PRODUCTS

Endorsers and products can be divided into high-end or low-end. Whether a product belongs to the high-end category or low-end category depends among others on the risk perceptions consumers have (Friedman & Friedman, 1979). Prior research suggests that high-end products, such as kitchen appliances or cars, have significant higher risk perception than low-end products, such as soap and drinks. Mehulkumar (2005) states that celebrity endorsers are considered as more influential with endorsed products with high psychological and/or social risks. Therefore, high-end products have a better 'fit' with endorsers, than low-end products at all. Psychological risk is the suitability between self image and the product appearance, and social risk is the anxiety for not fitting in or participating in a reference group, because of purchasing the incorrect product (Friedman & Friedman, 1979).

Another factor on which products (and endorsers) can be assigned to the high-end category or low-end category is evaluation of personality characteristics. Endorsers and products can be evaluated on characteristics such as style, strength and attractiveness. In this study, endorsers and products evaluated as 'stylish', 'strong' and 'attractive' are labelled as 'high-end', and endorsers and products evaluated as 'unstylish', 'weak' and 'unattractive' are labelled as 'low-end'. If an endorser

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and product 'fit' together depends on to what category they are categorized; high-end fits to high-end, and low-end fits to low-end.

The theory of Friedman & Friedman (1979) and Mehulkumar (2005) have lead to the following hypotheses:

*H1a. An advertisement with a high-end endorser will lead to a higher purchase intention than an advertisement with a low-end endorser.*

*H1b. An advertisement with a high-end product will lead to a higher purchase intention than an advertisement with a low-end product.*

*H1c. An advertisement with a high-end product and an endorser (both low-end and high-end endorser) will lead to a higher purchase intention than an advertisement with a low-end product.*

## 2.2. CELEBRITY-PRODUCT (IN)CONGRUENCE

According to the match-up hypothesis (Misra & Beatty, 1990), congruence between the endorser and product leads to a more positive attitude towards the endorser and endorsed product. This means that if a stylish endorser matches a stylish product, a funny endorser matches a funny product, and an attractive endorsers matches an attractive product; responses are more positive in terms of attitudes. Furthermore, Chi, et al. (2009) state that the attractiveness of an endorser can increase a consumer's purchase intention, regardless of congruence.

One of the most crucial elements of celebrity endorsement is the 'fit' between the celebrity and the endorsed product (Kahle & Homer, 1985). The hypothesis arises when "highly relevant characteristics of the spokesperson are consistent with highly relevant attributes of the product or brand" (Misra & Beatty, 1990, p160).

The audience uses the match-up hypothesis as a tool to judge the congruence of an endorsement. Prior research has examined the influence of celebrity-product congruence on e.g., product attitude and purchase intention (Till & Busler, 2000) and product evaluation (Pradhan, Duraipandian & Sethi, 2014) of low-end products. Results of prior research show that a celebrity is

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identified as more conscious, trustworthy and influential when he or she has a 'match' with the

product. In addition, Misra and Beatty (1990) note that congruence may lead to a more positive

attitude towards the endorsed product, as well as higher brand remembrance, and increased

purchase brand interest (Törn, 2012).

Kamins and Gupta (1994) suggest that incongruence between the endorser and product

leads to negative product evaluations, because consumers need to process separate parts of

information, which needs more analytical power to comprehend the celebrity-product endorsement

(Lynch, 1985). There are methods that persuade a person's evaluative perceptions, remembrance,

and "categorizations of stimuli" (Yoon, 2013, p368). One of the methods is incongruity between an

advertisement and "the chosen medium creating a high state of arousal, which then might facilitate

subsequent cognitive processing of the advertisement (e.g., heightened awareness, surprise)" (Yoon,

2013, p368). Another method "is the cognition-affect relationship as an appraisal process" (Yoon,

2013, p368).  People are triggered by the effect generated to search for a clarification. When a

clarification has been found, the surprise and 'trigger' makes people closely studying the source that

caused the awareness and surprise. When realizing that the awareness and surprise was generated

by incongruence, people are willing to find a solution for that incongruence. When searching for a

solution, it might happen that the 'mismatch' between the endorser and product slowly diminishes

and will change into a 'match', because people are willing to find the solution (Yoon, 2013).

### 2.2.2. CONGRUENCE IN PERSONALITY

In this study, to determine the fit between the endorser and product, (in)congruence between

personality characteristics is chosen. Personality characteristics are characteristics that describe

inner qualities of an individual on which the individual distinguishes him/herself from other

individuals (Govers, 2004). Among others, personality characteristics are being used to describe the

first impression of someone else. According to Govers (2004), the first impression is important,

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because it affects the chance of creating a relationship with that person, or in this case the chance of purchasing a product.

Product personality refers to the collection of human characteristics associated with a product and is actively persuaded by a product's presentation. Malhotra (1988) notes that the greater the congruence between the human characteristics and the product characteristics, the greater the desire to purchase the product.

According to Govers (2004), when purchasing a product, most consumers do not deliberately think about why they choose this specific product. It is likely to happen that consumers will mention dimensions such as price, quality and functionality. Govers (2004) states that besides these dimensions there are also dimensions in purchasing a product that reflect someone's identity and status, namely personality characteristics.

Personality characteristics can be divided into five different factors, also known as the Big Five (Goldberg, 1981). To research and determine someone's personality, the five factors of the Big Five are essential. The five factors are extraversion, agreeableness, conscientiousness, neuroticism, and openness (Govers, 2004).  Because the five factors are only applicable on humans, this theory will not be used in the main study.

Besides the theory of the Big Five, there are other studies that have been researching personality characteristics. One example is brand personality by Aaker (1997). Brand personality "refers to the set of human characteristics associated with a brand" (Aaker, 1997, p. 347). According to Aaker (1997), consumers frequently connect brands with human personality characteristics, because consumers can link the characteristics to the own self or they relate brands to celebrities. In the main study of this research there is chosen not to use the theory of Aaker, because that research focused only on brand personality and therefore it does not fit with the main study.

In this study, the personality characteristics of the research by Govers (2004) have been chosen, because these characteristics fit on both humans and products. According to Govers (2004), human personality characteristics can help people to define their impression of a certain product.  To

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determine the personality (characteristics) of humans and products, the study by Govers (2004) used the term 'evaluation'. Person evaluation studies the way in which people perceive, understand and interpret other people and form a personality impression of them. Person evaluation is also relevant to product personality, because product personality is concerned with the way in which consumers perceive or evaluate the personality of a product. The personality characteristics used in the main study are based on the characteristics used in the study by Govers (2004), because the characteristics of the study are applicable on both human and product.

As mentioned earlier, on the one hand when there is a 'match' in personality between the endorser and product, the endorser is identified as more conscious, trustworthy and influential. Furthermore, congruence may lead to a more positive attitude towards the endorsed product, as well as higher brand remembrance, and increased purchase brand interest (Misra & Beatty, 1990; Törn, 2012). On the other hand, based on the theory of Yoon (2013), incongruence between the endorser and product may yield similar effects as congruence.

The theory about congruence and incongruence has lead to the following hypotheses:

*H2a. Congruence between the endorser and product will lead to a higher purchase intention than incongruence between the endorser and product.*

*H2b. Congruence between the high-end endorser and high-end product will lead to a higher purchase intention than congruence between a low-end endorser and low-end product.*

*H2c. Congruence between the endorser and product will lead to a more positive endorser personality evaluation than incongruence between the endorser and product.*

*H2d. Congruence between the endorser and product will lead to a more positive product personality evaluation than incongruence between the endorser and product.*

*H2e. Incongruence between the endorser and product will not, per se, lead to a negative endorser personality evaluation.*

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*H2f. Incongruence between the endorser and product will not, per se, lead to a negative product*

*personality evaluation.*

## 2.3. CONSUMER INNOVATIVENESS

Consumers diverge in their eagerness for taking risks in product adoption. According to Valente

(1996), consumers high in innovativeness take risks in adopting (new) products before consumers

low in innovativeness. Consumers low in innovativeness are hesitant in adopting (new) products and

eventually follow the risk-taking consumers (Valente, 1996). Early research by Rogers (1995) found

that adoption by consumers low in innovativeness can be managed by reducing the perceived risk of

product adoption. According to Beverland and Ewing (2005), reducing risk can be achieved through

different strategies, such as price reduction, marketing communication, a consumer's social network,

and the use of endorsement. Product endorsers may influence product evaluations and meanings

that are "independent of the social consequences of consumption" (Fisher & Price, 1992, p480). A

product endorser may draw attention to a product by using his/her reputation or popularity.

Additionally, the more an endorser 'fits' to the new product, the more likely the product will be

consumed because consumers are willing to build a 'relationship' with the endorser and product

(Fisher & Price, 1992). Based on the theory by Beverland and Ewing (2005) and the match-up

hypothesis of Misra and Beatty (1990) therefore, consumers low in innovativeness are expected to

be more sensitive to congruence between the endorser and product than consumers high in

innovativeness, especially when the endorser is a high-end endorser (Chi, et al., 2009). Furthermore,

because consumers high in innovativeness are more eager to take risks in adopting a product, the

initial surprise and arousal generated by the unexpectedness of incongruity can cause a positive

effect on purchase intention for consumers high in innovativeness (Yoon, 2013).

To summarize, consumers who are high in innovativeness take risks (Valente, 1996), are

therefore eager to search for information, and are automatically more involved with the endorser

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and/or product. According to Petty, Cacioppo and Schumann (1983), consumers who are high in innovativeness are more activated to pay closer attention to an advertisement's subject matter when the advertisements includes a high-end product, which makes that the consumer may be more persuaded by the different personality characteristics of the endorser and/or product.  Whereas consumers low in innovativeness are more hesitant in adopting a product, they are expected to be more sensitive for congruence.

Regardless of congruence (in most cases), the theory has lead to the following hypotheses:

*H3a. Consumers high in innovativeness will have a higher purchase intention than consumers low in innovativeness.*

*H3b. Consumers high in innovativeness will have a higher purchase intention with an advertisement with incongruence between the endorser and product than consumers low in innovativeness.*

*H3c. A high-end endorser will lead to a higher  purchase intention for consumers low in innovativeness compared to consumers high in innovativeness.*

*H3d. A high-end endorser will lead to a higher endorser personality evaluation for consumers low in innovativeness compared to consumers high in innovativeness.*

*H3e. A high-end product will lead to a higher  endorser personality evaluation for consumers high in innovativeness compared to consumers low in innovativeness.*

*H3f. A high-end endorser will lead to a higher product personality evaluation for consumers low in innovativeness compared to consumers high in innovativeness.*

*H3g. A high-end product will lead to a higher product personality evaluation for consumers high in innovativeness compared to consumers low in innovativeness.*

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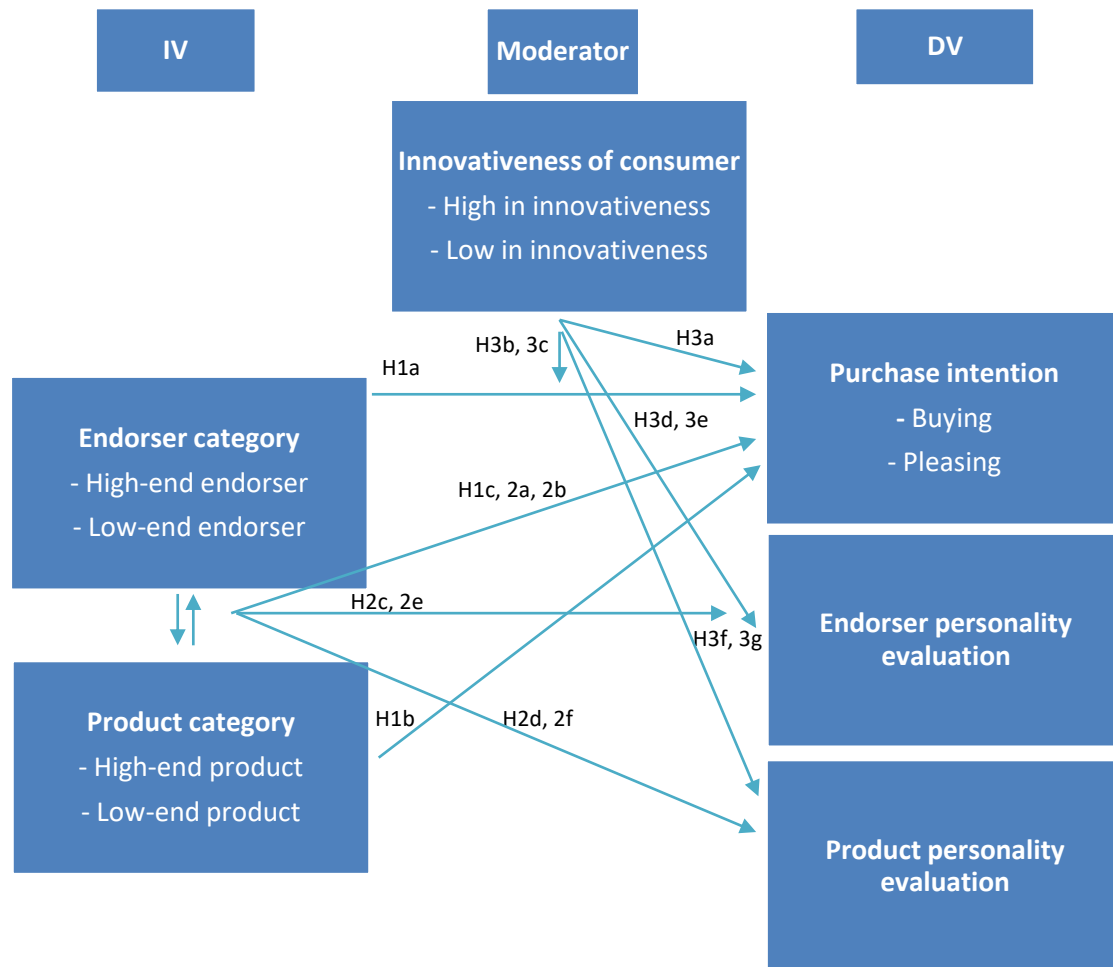
Figure 1 – Research model of (in)congruence between endorser and product, along with innovativeness on purchase

intention, endorser personality evaluation and product personality evaluation (research model of Kirsten Levert)

## 3. METHOD

To investigate the effect of type of endorser, type of product and (in)congruence between the type

of endorser and type of product, along with innovativeness of the consumer on a consumer's

purchase intention, endorser personality evaluation, and product personality evaluation an

experiment has been set up. Data was gathered through an online questionnaire.

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## 3.1. PROCEDURE

In the present study, the type of endorser was measured by using a high-end endorser or a low-end endorser. The type of product was measured by using a high-end product or a low-end product. Afterwards, respondents had to answer questions concerning the advertisement, type of endorser in the advertisement, the type of product in the advertisement , and purchase intention. Also, questions concerning a respondent's innovativeness were asked. For this research there was chosen for only three questions concerning consumer innovativeness, because consumer innovativeness has been researched extensively and many of the consumer innovativeness dimensions are similar. The questions for the measurement of consumer innovativeness were based on the questionnaire used in the research of Tellis, Yin and Bell (2009).

To see what combinations of endorser and product were criticized as congruent or incongruent, a pre-test was set up which measured personality characteristics based on the personality characteristics used in the study by Govers (2004).

## 3.2. RESEARCH DESIGN

The present study used to be a 2x2x2 experimental design. The structure of the research design is as follows: the independent variables in the study are 'endorser category' (high-end endorser vs. low-end endorser) and 'product category' (high-end product vs. low-end product) and the dependent variables are 'purchase intention', 'endorser personality evaluation' and 'product personality evaluation'. The moderator is 'innovativeness of consumer' (consumer high in innovativeness vs. consumer low in innovativeness). The study has a between-subjects design as respondents were randomly selected to one of the six advertisements. In Figure 1 the research model can be found.

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## 3.2. PRE-TEST

To determine for the main study what endorser and product could be categorized into high-end and low-end, and to determine what combinations of endorsers and products could be categorized into congruent and incongruent, a pre-test has been conducted.

The questionnaire started with an introduction with information about the questionnaire and the duration of filling in the questionnaire. After the introduction, some demographical questions about gender, age and level of education were asked, after which a short introduction was given on the type of questions and how they should be answered. Each respondent was exposed to 4 different celebrities and to 8 different products (cars and drinks). The respondents only saw the endorser, or the product. They did not see an advertisement, text, or anything else that could have manipulated the answers of the respondents. The questions were answered by the use of a bipolar seven-point rating scale and were based on the theory of Govers (2004), for example: "I find this person/product: very serious - ... – very funny". At the end of the questionnaire the respondent was thanked for his/her participation. The questionnaire can be found in Appendix A.

The questionnaire was completed by a total of 39 Dutch respondents (age: M=28.36, SD=9.88) (gender: 30 women, 9 men), which were randomly selected to either 'endorsers' or 'products'. Nineteen participants were asked to evaluate personality characteristics of 4 endorsers (Ben Stiller, P. Diddy, Jesse Eisenberg and Leonardo DiCaprio). 20 participants were asked to evaluate personality characteristics of 8 products (4 high-end products: Hyundai family car, Ferrari, Rolls Royce and Smart, and 4 low-end products: regular water bottle, Evian water bottle, regular cognac bottle, Cognac Luis XIII bottle). The participants were told to follow their gut and that there were no right or wrong answers. The products and endorsers were not fictive, but do exist. No brands or names were shown so that the participants could not have been persuaded by the brands or names of the products or endorsers.

The overview of the chosen endorsers and products can be found in Table 1. The endorsers and products scored significantly high or low on the personality characteristics.

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Table 1 – Endorsers and products that scored significantly on the personality characteristics (p<.001)

| Endorser / Product | Significantly high (out of 10 significant personality characteristics) | Significantly low (out of 10 significant personality characteristics) |
|---|---|---|
| Leonardo DiCaprio (high-end endorser) | 8 times | 0 times |
| Jesse Eisenberg (low-end endorser) | 0 times | 7 times |
| Water bottle (low-end product) | 0 times | 7 times |
| Car (high-end product) | 7 times | 1 time |

In order to see what the endorser personality profile looks like and what the product personality profile looks like, the scores of the endorsers and products were calculated, based on the mean scores, standard deviations and if they scored significantly. The results per scale can be found in Appendix B. The profiles of the endorsers are shown in Figure 2 and the profiles of the products are shown in Figure 3. For instance, Leonardo DiCaprio scored significantly high on the scale serious-funny, meaning he is perceived as significantly funny. Jesse Eisenberg scored significantly low on the scale serious-funny, meaning he is perceived as significantly serious.
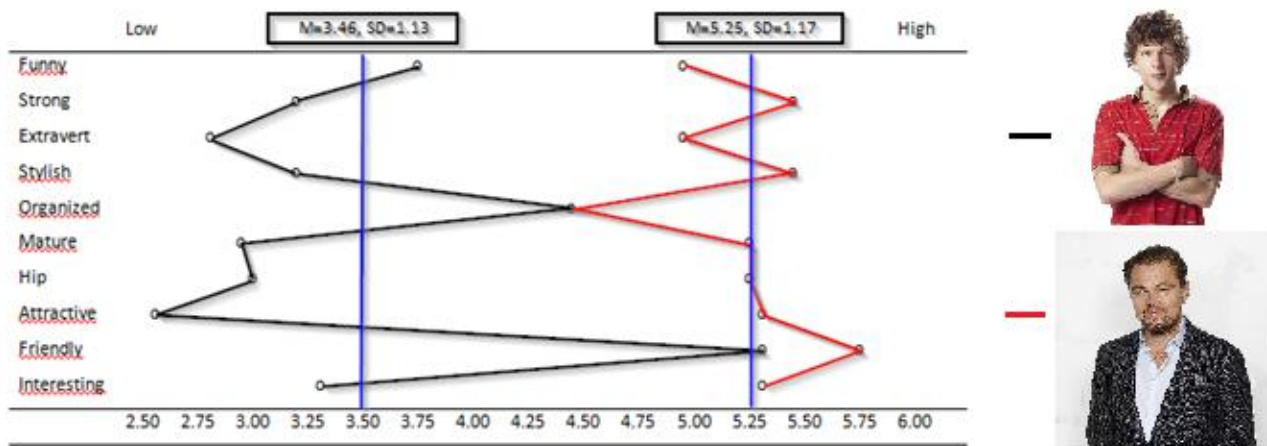


Figure 2 – Overview endorser personality profile

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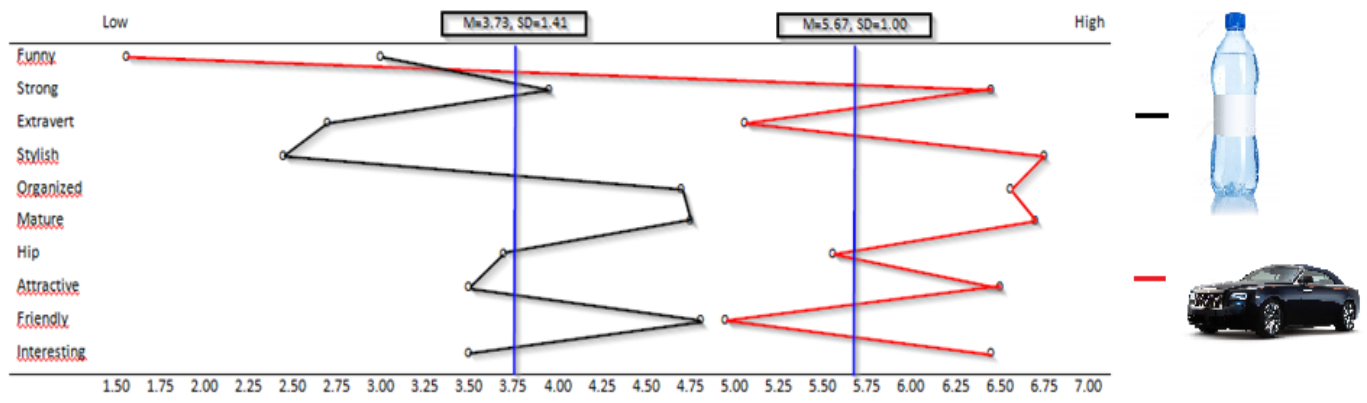
Figure 3 – Overview product personality profile

Based on the results of the pre-test, stimulus materials were created that were used in the main study. The stimulus materials were printed advertisements with celebrity endorsers and the types of product, and all contained a simple background, a fictive brand name, an endorser and a product. In the main study, stimulus materials were used to manipulate the different variables by exposing printed advertisements with congruence between the endorser and product, and incongruence between the endorser and product. Two examples are figure 4 and 5, the total of stimulus materials can be found in Appendix C.



Figure 4 – Stimulus material congruence between high-end endorser and high-end product

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Figure 5 – Stimulus material congruence between low-end endorser and low-end product

## 3.3. PROCEDURE MAIN STUDY

For gathering the data of the experiment for the main study an online questionnaire was used.

Potential participants were approached to take part in the study through social media and other

personal and social networks. Participants were provided with an URL to the online questionnaire,

which can be found in Appendix D. As the study has a between-subjects design every respondent was

randomly selected to one of the four advertisements: two of the advertisements were listed as

'endorser-product congruent' (high-end endorser and high-end product (Leonardo DiCaprio and Rolls

Royce), and low-end endorser and low-end product (Jesse Eisenberg and water bottle)). And two

advertisements were listed as 'endorser-product incongruent' (high-end endorser and low-end

product (Leonardo DiCaprio and water bottle), and low-end endorser and high-end product (Jesse

Eisenberg and Rolls Royce)).

The questionnaire started with an introduction with information about the questionnaire,

the anonymity and the respondent's permission to use the results. After the introduction, the

respondent was exposed to one of the four advertisements, and was asked to answer ten questions

about the product  and the endorser in the advertisement. The answer scales were based on the

theory of Govers (2004), for example: "I find this product/person: very serious - ... – very funny". In

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the main study, it was chosen to include the questions from the pre-test concerning personality

characteristics where the endorsers and products scored significantly on to see whether conclusions

can be drawn. The questions were answered by the use of a bipolar seven-point rating scale. After

the questions about the product and endorser, questions concerning the respondent's purchase

intention were being asked, for example: "I would buy the product in the advertisement: absolutely

not - ... – absolutely yes". These questions were followed by questions concerning the respondent's

level of innovativeness, for example: "I enjoy having original, new products: absolutely not - ... –

absolutely yes". At the end of the questionnaire questions about gender, age and level of education

were asked and the respondent was thanked for his/her participation.

## 3.4. PARTICIPANTS

In total, 344 respondents started the online questionnaire. Ninety-five of these respondents were

excluded from the main study because of incomplete or deficient data (e.g., when the respondent

gave the same answer to every single question). After exclusion of these respondents the sample size

for the main study had a total of 249 respondents (N=249). The sample included 87 men (34.9%) and

162 women (65.1%). All respondents were aged between 18 and 64 years (M=34.60, SD=13.58). The

level of education diverged from men (2 VMBO, 1 HAVO, 1 VWO, 12 MBO, 49 HBO and 22 WO) and

women (3 VMBO, 12 HAVO, 1 VWO, 46 MBO, 69 HBO and 31 WO).

The main study also focused on purchase intention, endorser personality evaluation and

product personality evaluation between people moderated by level of innovativeness. To determine

how many respondents belonged to the category 'consumer high in innovativeness' or 'consumers

low in innovativeness' a median split (M=4, SD=1.37) was conducted. Not all respondents answered

the questions concerning 'innovativeness', which makes that the final sample size for the main study

had a total of 166 respondents (N=166). The sample included 55 men (33.1%) and 111 women

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(66.9%). All respondents were aged between 18 and 64 years (M=34.15, SD=13.30). The level of education diverged from men (2 VMBO, 0 HAVO, 0 VWO, 10 MBO, 31 HBO and 12 WO) and women (2 VMBO, 9 HAVO, 1 VWO, 31 MBO, 45 HBO and 23 WO).

Appendix E, table 'sample distribution of innovativeness groups and gender' shows that the group of respondents (N=166) categorized into consumers low in innovativeness contained 89 people (38.4%) and the group of respondents categorized into consumers high in innovativeness contained 77 people (33.2%). It is shown that 32 men are categorized into consumers low in innovativeness and 23 into consumers high in innovativeness, and that 57 women are categorized into consumers low in innovativeness and 54 into high in innovativeness.

Furthermore, to determine if the categorization into consumers high in innovativeness or low in innovativeness has any effect on education and income, cross tabulations have been done.  These can be found in Appendix E. There is no significant effect or difference between respondents high in innovativeness or low in innovativeness.

## 3.5. MEASURES

Seven-point rating scales were used to measure the personality evaluation in the advertisement. The scales included ten items, including 'I find the product/endorser in the advertisement: very weak – very strong' and 'I find the product/endorser in the advertisement: very unpleasant – very pleasant', in which very unpleasant is seen as a 'low' evaluation and very pleasant is seen as a 'high' evaluation. All ten items were derived from earlier research by Govers (2004) and Tellis, Yin and Bell (2009). More seven-point rating scales were used to measure the endorser personality evaluation in the advertisement. This scale included the same ten items as 'product personality evaluation', including 'I find the endorser in the advertisement very weak – very strong'.

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Seven-point Likert scales were used to measure the respondent's purchase intention with three items, including 'I would buy the product in the advertisement: absolutely not – absolutely yes'. More 7-point Likert scales were used to measure the level of innovativeness of the respondent (moderator). The scale was measured with three items, including 'I enjoy owning original, new products: absolutely not – absolutely yes'.

To test if the scales were reliable, Chronbach's Alphas for the dependent variables 'purchase intention', 'endorser personality evaluation' and 'product personality evaluation' and for the moderator 'innovativeness of consumer' are measured. The Chronbach's Alpha of scale 'purchase intention' is 0.37, which means that this scale is not reliable. The item 'the price of a product is very important to me' is deleted and the Cronbach's Alpha of the scale becomes 0.61. Therefore, this item is deleted from the scale.

To minimize errors in the data, the normality of the dependent variables was tested. No serious violations were detected. The results can be found in Appendix F.

## 4. RESULTS

### 4.1. MAIN EFFECTS AND INTERACTION EFFECTS

To measure the effects of the independent variables 'type of endorsement' and 'type of product', and moderator 'innovativeness of consumer' on the dependent variables 'purchase intention', 'endorser personality evaluation' and 'product personality evaluation', a three-way ANOVA was performed.

Total mean scores and standard deviations for dependent variables purchase intention, endorser personality evaluation and product personality evaluation are displayed in Table 2. All mean scores and standard deviation can be found in Appendix G. The results of the three-way ANOVA can

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be found in Table 3. The distribution of answers on purchase intention, endorser personality

evaluation en product personality evaluation can be found in Appendix H.

Table 2 – Total means and standard deviations on purchase intention, endorser personality evaluation and product

personality evaluation

| Purchase intention | | | | M | SD | N |
|---|---|---|---|---|---|---|
| | Total endorser | Total product | Total innovativeness | | | |
| | Leonardo DiCaprio total | | | 4.02 | 0.92 | 85 |
| | Jesse Eisenberg total | | | 3.61 | 0.89 | 78 |
| | TOTAL | | | 3.82 | 0.93 | 163 |
| Endorser personality evaluation | | | | | | |
| | Leonardo DiCaprio total | | | 4.59 | 0.70 | 69 |
| | Jesse Eisenberg total | | | 3.60 | 0.67 | 70 |
| | TOTAL | | | 4.09 | 0.85 | 139 |
| Product personality evaluation | | | | | | |
| | Leonardo DiCaprio total | | | 4.07 | 0.95 | 72 |
| | Jesse Eisenberg total | | | 3.93 | 0.92 | 69 |
| | TOTAL | | | 4.00 | 0.94 | 141 |

Table 3 – Main effects and interaction effects of type of endorser, type of product and innovativeness of consumer on

purchase intention, endorser personality evaluation and product personality evaluation

| Dependent variable | Independent variable | F | P |
|---|---|---|---|
| Purchase intention | Endorser | (1;155) = 5.906 | 0.016* |
| | Product | (1;155) = 2.959 | 0.087 |
| | Innovativeness | (1;155) = 10.069 | 0.002* |
| | Endorser*Product | (1;155) = 2.522 | 0.114 |
| | Endorser*Innovativeness | (1;155) = 6.641 | 0.011* |
| | Product*Innovativeness | (1;155) = 0.610 | 0.436 |
| | Endorser*Product*Innovativeness | (1;155) = 0.563 | 0.454 |

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| Endorser personality evaluation | Endorser | (1;131) = 72.695 | 0.000* |
|---|---|---|---|
| | Product | (1;131) = 0.622 | 0.417 |
| | Innovativeness | (1;131) = 0.693 | 0.407 |
| | Endorser*Product | (1;131) = 0.011 | 0.917 |
| | Endorser*Innovativeness | (1;131) = 0.003 | 0.958 |
| | Product*Innovativeness | (1;131) = 3.674 | 0.057* |
| | Endorser*Product*Innovativeness | (1;131) = 1.704 | 0.194 |
| Product personality evaluation | Endorser | (1;133) = 2.431 | 0.121 |
| | Product | (1;133) = 7.308 | 0.008* |
| | Innovativeness | (1;133) = 0.000 | 0.989 |
| | Endorser*Product | (1;133) = 0.004 | 0.948 |
| | Endorser*Innovativeness | (1;133) = 0.910 | 0.342 |
| | Product*Innovativeness | (1;133) = 5.710 | 0.018* |
| | Endorser*Product*Innovativeness | (1;133) = 2.259 | 0.135 |

### 4.1.2. MAIN EFFECTS

The three-way ANOVAs show that there are significant main effects on purchase intention, endorser

personality evaluation and product personality evaluation. The main effect of type of endorser on

purchase intention is significant ($F(1;155) = 5.91$, $p = 0.016$)). As shown in Table 4 the mean of

Leonardo DiCaprio (high-end endorser) on purchase intention is 4.02 (SD=0.92) and the mean of

Jesse Eisenberg (low-end endorser) on purchase intention is 3.61 (SD=0.89). This result confirms

hypothesis 1a, which means that a high-end endorser leads to a higher purchase intention than a

low-end endorser. This can only be concluded for consumers low in innovativeness. This will be

explained in the interaction effects section. Furthermore, the main effect of innovativeness of

consumer on purchase intention is significant ($F(1;155) = 10.07$, $p = 0.002$)). The mean of consumers

low in innovativeness is 4.02 (SD=0.94) and the mean of consumers high in innovativeness is 3.59

(SD=0.86). Contradictory to what was expected consumers low in innovativeness have a higher

purchase intention than consumers high in innovativeness. Therefore, hypothesis 3a will be rejected.

Furthermore, the main effect of type of endorser on endorser personality evaluation is

$F(1;131) = 72.70$, $p = 0.000$ ($p<.001$). This is logical, because type of endorser is a manipulation for

26

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'endorser personality evaluation', and has influence on the personality evaluation of the endorser.

The mean of Leonardo DiCaprio on endorser personality evaluation is 4.59 (SD=0.70) and the mean

of Jesse Eisenberg on endorser personality evaluation is 3.60 (SD=0.67), which means that a high-end

endorser leads to a higher endorser personality evaluation than a low-end endorser.

Also, a significant main effect of product category on product personality evaluation has

been found. The main effect of type of product on product personality is $F(1;133) = 7.31$, $p = 0.008$

($p<0.05$). This is logical, because type of product is a manipulation for 'product personality

evaluation', and has influence on the personality evaluation of the product. The mean of the Rolls

Royce (high-end product) on product personality evaluation is 4.25 (SD=1.06) and the mean of the

regular water bottle (low-end product) is 3.78 (SD=0.76). This means that a high-end product leads to

a higher product personality evaluation than a low-end product.

### 4.1.3. INTERACTION EFFECTS

Some interaction effects has been measured based on independent variables endorser category and

product category, and based on the moderator innovativeness of the consumer.

There is a significant interaction effect on purchase intention (with independent variable type

of endorser and moderator innovativeness of consumer) ($F(1;155) = 6.64$, $p = 0.011$ ($p<0.05$)).

Hypothesis 3c will be accepted, since the result confirms the expectation. Specifically, only for

respondents low in innovativeness the type of endorser has an effect on purchase intention. A high-

end endorser results in a higher purchase intention than a low-end endorser for consumers low in

innovativeness. Consumers high in innovativeness are not, per se, persuaded by the type of

endorsers, since there is almost no difference between a high-end endorser and a low-end endorser

on purchase intention. This is shown in Figure 6.

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Furthermore, there is a marginally significant interaction effect of type of product and innovativeness of consumer on endorser personality evaluation (F(1;131) = 3.67, p = 0.057)). As Figure 7 shows, consumers low in innovativeness evaluate the endorser's personality higher when a high-end product is involved in the advertisement than when a low-end product is involved. And consumers high in innovativeness evaluate the endorser's personality higher with a low-end product than with a high-end product.

Also, a significant interaction effect of type of product and innovativeness of consumer on product personality evaluation has been found (F(1;133) = 5.71, p = 0.018)). Specifically, only for respondents low in innovativeness the type of product has an effect on product personality evaluation. Therefore, hypothesis 3g will be rejected. As Figure 8 shows, consumers low in innovativeness evaluate the product's personality higher when a high-end product is involved in the advertisement than when a low-end product is involved. And consumers high in innovativeness are not, per se, persuaded by the type of product, since there is almost no difference between a high-end product and low-end product on the product's personality evaluation.
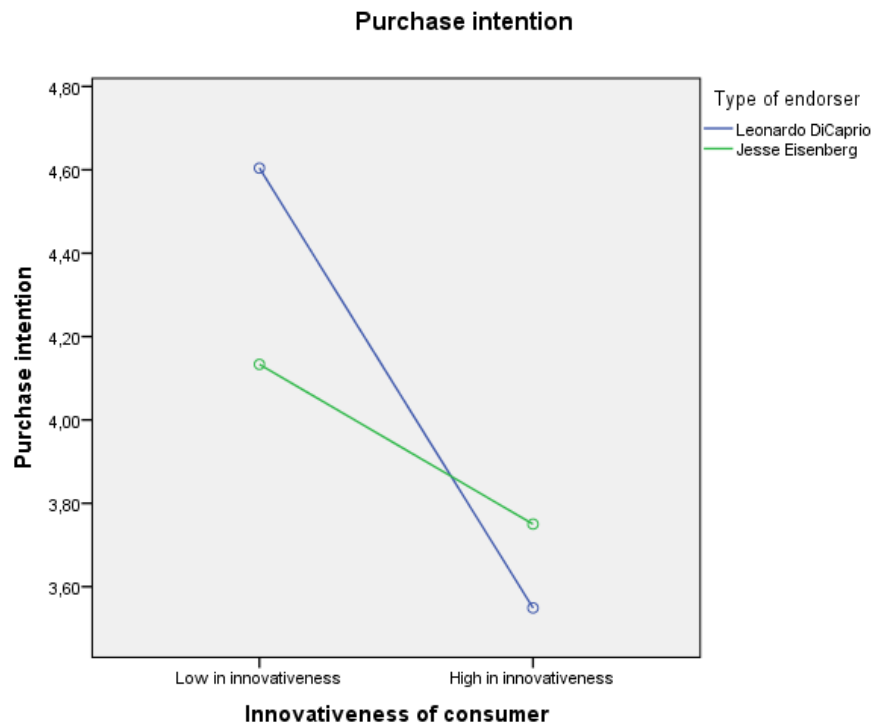
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Figure 6 – Interaction effect of type of endorser and innovativeness of consumer on purchase intention
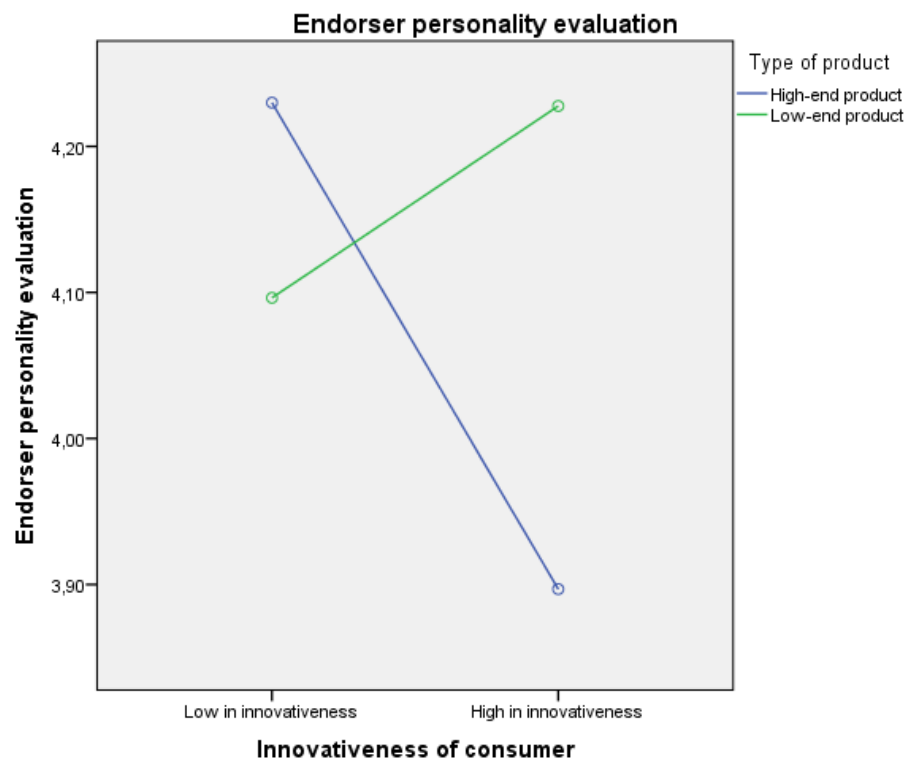


Figure 7 – Interaction effect of type of product and innovativeness of consumer on endorser personality evaluation
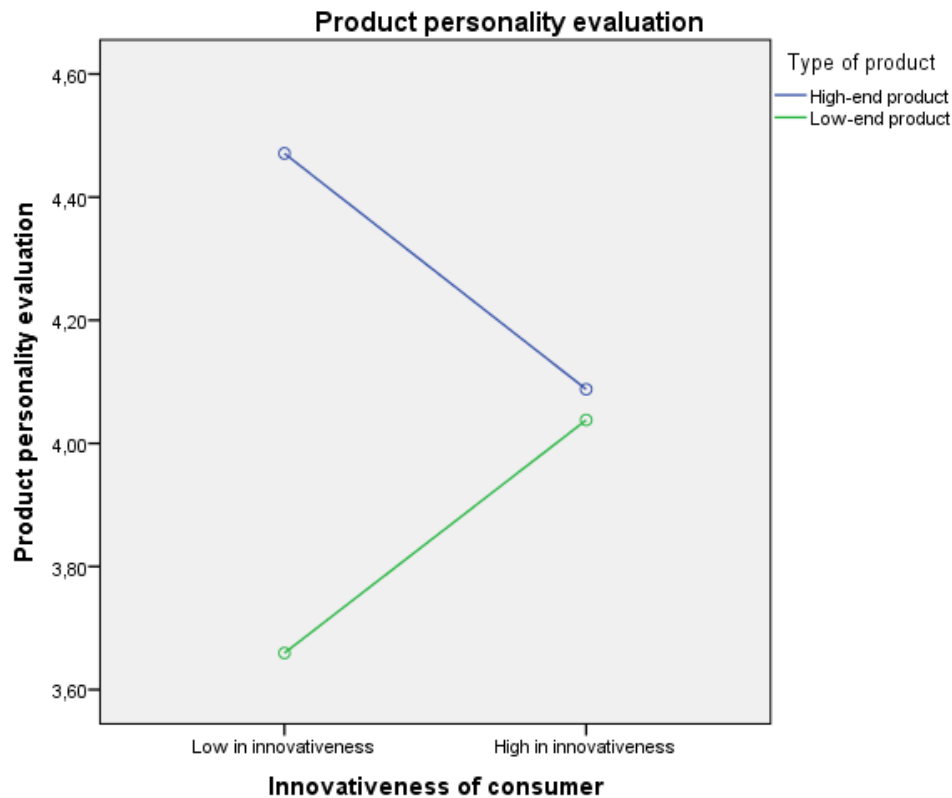
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Figure 8 – Interaction effect of type of product and innovativeness of consumer on product personality evaluation

Table 4 – Overview of accepted, partly accepted and rejected hypotheses

| Hypothesis | | Accepted / Rejected |
|---|---|---|
| 1a | An advertisement with a high-end endorser will lead to a higher purchase intention than an advertisement with a low-end endorser. | Partly accepted |
| 1b | An advertisement with a high-end product will lead to a higher purchase intention than an advertisement with a low-end product. | Rejected |
| 1c | An advertisement with a high-end product and an endorser (both low-end and high-end endorser) will lead to a higher purchase intention than an advertisement with a low-end product. | Rejected |
| 2a | Congruence between the endorser and product will lead to a higher purchase intention than incongruence between the endorser and product. | Rejected |
| 2b | Congruence between the high-end endorser and high-end product will lead to a higher purchase intention than congruence between the low-end endorser and low-end product. | Rejected |
| 2c | Congruence between the endorser and product will lead to a more positive endorser personality evaluation than incongruence between the endorser and product. | Rejected |

30

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|---|---|---|
| 2d | Congruence between the endorser and product will lead to a more positive product personality evaluation than incongruence between the endorser and product. | Rejected |
| 2e | Incongruence between the endorser and product will not, per se, lead to a negative endorser personality evaluation. | Accepted |
| 2f | Incongruence between the endorser and product will not, per se, lead to a negative product personality evaluation. | Accepted |
| 3a | Consumers high in innovativeness will have a higher purchase intention than consumers low in innovativeness. | Rejected |
| 3b | Consumers high in innovativeness will have a higher purchase intention with an advertisement with incongruence between the endorser and product than consumers low in innovativeness. | Rejected |
| 3c | A high-end endorser will lead to a higher purchase intention for consumers low in innovativeness compared to consumers high in innovativeness. | Accepted |
| 3d | A high-end endorser will lead to a higher endorser personality evaluation for consumers low in innovativeness compared to consumers high in innovativeness. | Rejected |
| 3e | A high-end product will lead to a higher endorser personality evaluation for consumers high in innovativeness compared to consumers low in innovativeness. | Rejected |
| 3f | A high-end endorsers will lead to a higher product personality evaluation for consumers low in innovativeness compared to consumers high in innovativeness. | Rejected |
| 3g | A high-end product will lead to a higher product personality evaluation for consumers high in innovativeness compared to consumers low in innovativeness. | Rejected |

## 5. DISCUSSION

The objective of this study was to test the effect of type of endorser, type of product and

(in)congruence between the endorser and product, along with the consumer's innovativeness, on a

consumer's purchase intention, evaluation of the endorser personality and evaluation of the product

personality. The results of this study provides companies, marketers and endorsers insight in making

use of endorsement in a product advertisement or not.

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## 5.1. DISCUSSION OF FINDINGS

As expected, an advertisement with a high-end endorser leads to a higher purchase intention and endorser personality evaluation than an advertisement with a low-end endorser. Previous study by Chi, et al. (2009) supports this, because they suggest that attractiveness of an endorser can increase a consumer's purchase intention, regardless of congruence. Type of endorser could be a manipulation for the personality evaluation of an endorser, and because of that can have influence on the evaluation.

Contradictory to the expectations, advertisements with high-end products do not lead to a higher purchase intention than advertisements with low-end products. High-end products often are 'large' or expensive products, and because of that it is possible that people would first like to consider and compare the product with another high-end product in the same product category. Also, advertisements with a high-end product and an endorser (both high-end and low-end) do not lead to a higher purchase intention than when a low-end product is exposed. This is contradictory to research by Mehulkumar (2005), which suggests that high-end products have a significant higher risk perception than low-end products, and that celebrity endorsers are considered as more influential with high risk products. Therefore, high-end products would have a better match with endorsers, than low-end products at all. But as expected, high-end products lead to a higher evaluation of the product than a low-end product. Type of product could be a manipulation for the personality evaluation of a product.

Prior study by Yoon (2013) can confirm the result of the study that incongruence between the endorser and product will not, per se, lead to negative endorser- and product personality evaluation. Yoon (2013, p368) suggests that "incongruity can make people cognitively seek out an explanation for the affect generated. It causes an initial surprise and arousal generated by the unexpectedness, which makes the people closely observe the source that created the surprise and arousal. If they realise that the surprise was caused by the incongruity", they are willing to find a

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solution for the incongruity, by which the incongruity slowly changes into congruity. Contradictory to prior research by Yoon (2013), when the endorser and product do not match, consumers high in innovativeness do not have a higher purchase intention than consumers low in innovativeness. According to Yoon (2013), consumers high in innovativeness are more eager to take risks in adopting a (new) product and the initial surprise and arousal generated by the unexpectedness of incongruity can cause a positive effect on purchase intention for consumers high in innovativeness.

Furthermore, this study provides no significant evidence that congruence between an endorser and a product will lead to a higher purchase intention than incongruence. Also, congruence between an endorser and a product does not lead to a more positive endorser- and product personality evaluation than incongruence. These findings are contradictory to prior research by Misra and Beatty (1990), who suggest that congruence between an endorser and product may lead to a more positive attitude towards the product, as well as higher brand remembrance and increased purchase interest (Törn, 2012). Furthermore, when there is a match in personality between the endorser and product, the endorser is identified as more conscious, trustworthy and influential.

It was expected that consumers high in innovativeness have a higher purchase intention than consumers low in innovativeness, but the results of this study provide no significant evidence. This is contradictory to prior research by Valente (1996), which suggests that consumers high in innovativeness take risks, and are therefore eager to search for information. This makes them more involved with the endorser and/or product, after which the consumers have a higher purchase intention. However, consumers low in innovativeness will have higher purchase intention when a high-end endorser is involved than consumers high in innovativeness. Studies by Beverland and Ewing (2005) and Rogers (1995) confirm this. Consumers low in innovativeness are hesitant in adopting (new) products. Rogers (1995) found that adoption by consumers low in innovativeness can be managed by reducing the perceived risk, which can be achieved by using among others

33

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endorsement (Beverland & Ewing, 2005), especially when the endorser is a high-end endorser (Chi, et al. 2009).

Despite the expectations, the results provide no significant evidence that high-end endorsers have higher influence on endorser- and product personality evaluation for consumers low in innovativeness than for consumers high in innovativeness. Prior research by Beverland and Ewing (2005) and Chi, et al. (2009) suggests something different. Chi, et al. (2009) state that when the endorser is a high-end endorser, consumers low in innovativeness are expected to be more sensitive for positive evaluation than consumers high in innovativeness. Also, no significant evidence was found that high-end products have higher influence on purchase intention, endorser- and product personality evaluation for consumers high in innovativeness than for consumers low in innovativeness. Despite that consumers high in innovativeness take risks, are eager to search for information, and therefore are more involved with the product (Petty, Cacioppo & Schumann, 1983). Instead, consumers low in innovativeness evaluate an endorser's personality higher when a high-end product is exposed than when a low-end product is exposed, and consumers high in innovativeness evaluate an endorser's personality higher with a low-end product than with a high-end product. An explanation could be that consumers high in innovativeness do not wish to see any endorser when a high-end product is advertised, because the product sells itself without any help. Also, Petty, Cacioppo and Schumann (1983) state that consumers high in innovativeness pay closer attention to an advertisement, which makes that the consumers are more persuaded by the personality characteristics of the product.

The research question of this study was to find out to what extent the type of endorser, the type of product and (in)congruence between the endorser and product, along with the consumer's innovativeness, affect a consumer's purchase intention, evaluation of the endorser personality and evaluation of the product personality. The results of the study suggest that a high-end endorser leads

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to a higher purchase intention than a low-end endorser, and that incongruence between the endorser and product does not, per se, lead to a negative endorser- and product personality evaluation. Also, a high-end endorser has higher influence on purchase intention for consumers low in innovativeness compared to consumers high in innovativeness.

Because many results of the main study do not 'match' with prior studies the question arises if the theory of prior studies are still up to date. Perhaps the information of prior studies is outdated and therefore is no longer applicable on present-day studies. Also, the present study has limitations, and perhaps other types of endorsers, other types of products, other congruent and incongruent 'matches', or other types of respondents give results that 'match' more with theory from prior studies.

## 5.2. LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

The present study has limitations and suggestions for future research which have to be acknowledged.

Based on the pre-test 'congruent' and 'incongruent' combinations between endorsers and products were made. In the main study, one of the congruent advertisements was a high-end endorser (Leonardo DiCaprio) with a high-end product (Rolls Royce (car)). In the 'real' world, endorser Leonardo DiCaprio is very commited to nature, sustainability and global warming. The question arises that perhaps, the combination of Leonardo DiCaprio and a car is not that congruent after all. Based on this limitation, a suggestion for future research could be to not only 'match' endorsers and products based on personality characteristics, but also on other factors such as personal motivations or interests of the endorsers.

35

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Also, because the used endorsers in both the pre-test and main study are famous international actors, seen in international movies, it could be possible that respondents were influenced in their opinions by the celebrity endorsers, because of their own experiences with the type of movies the endorser is playing in, the acting skills of the actor or how the actors act in public. A suggestion for future research is to not only use celebrity endorsers, but also influencers, unknown endorsers or no endorser at all. It could be interesting to compare advertisements with celebrity endorsers and unknown endorsers, or no endorsers at all to test if there are any different effects on the dependent variables.

Furthermore, in both the pre-test and main study only two different product categories were displayed: cars and drinks. The contrast between the car and water bottle could be a limitation since there was no product in between the car and water bottle. Perhaps, the difference between the two products was too large, and other product categories or a high-end product and low-end product within the same product category would have given other results.

Another limitation is that it has not been checked if the manipulated advertisements were credible. The advertisements used in the study were 100% manipulated. This means that participants in the study could not have seen the advertisements before and been influenced by them. However, even though the advertisements were 100% manipulated, it is possible that participants already knew or recognized the high-end or low-end endorser and/or product, and that they could have been influenced in their opinions by their own experiences with the endorser and/or product. Future research could make use of advertisements with fictitious endorsers and/or products.

Principally, the dependent variables in this study are 'purchase intention', 'endorser personality evaluation' and 'product personality evaluation'. For future research it could be interesting to test if other dependent variables such as 'overall appreciation of the advertisement', 'product attitude' and 'perceived product quality' were affected by the type of endorser, type of product, (in)congruence between the endorser and product, and innovativeness of the consumer.

36

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Also, the endorsers used in the main study are celebrities who are high-end versus low-end. It could be interesting to test if more high-end and low-end endorsers give other results. This suggestion also applies on the products used in the main study.

For both pre-test and main study respondents were gathered through social media such as Facebook. This could mean that most respondents knew the researcher in one way or another, and that they were for the greater part in the same age category as the researcher. Therefore, it could be interesting for future research to focus on different age groups, as well as not only Dutch respondents, but also international respondents to compare the results of the different respondents.

## 5.3. PRACTICAL IMPLICATIONS

The use of celebrity endorsers in advertisement is one of the most adopted marketing advertising strategies of a brand or company (Wei & Lu, 2012). Brands and companies often invest a large amount of money in their marketing strategies, therefore it is important to know if companies and marketers choose for a successful marketing strategy. The present study provides companies, marketers and endorsers insight in making use of endorsement in a product advertisement in creating and asserting a positive purchase intention, endorser personality evaluation and product personality evaluation. Brands and companies may contemplate the results of this study as an assistance for choosing the most vulnerable marketing strategy when making use of a celebrity endorser.

The present study suggests that a high-end endorser leads to a higher purchase intention than a low-end endorser. This results could make the decision in choosing for a high-end endorser over a low-end endorser in advertisements easier. Also, incongruence between the endorser and product does not, per se, lead to a negative endorser personality evaluation and product personality evaluation, which means that it is not necessary to only match a high-end endorser with a high-end

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product. Companies can consider to match a high-end endorser with a low-end product or even a low-end endorser with a high-end product. Also, advertisements with a high-end endorser will have higher influence on purchase intention than advertisements with a low-end endorser, especially for consumers who are low in innovativeness. Consumers who are high in innovativeness are not, per se, persuaded by the type of endorser. This could be interesting for persuading new or hesitating consumers in purchasing a high-end or low-end product. By making use of a high-end endorser, perceived risk of the consumer who is low in innovativeness can be reduced, which makes it for this type of consumer more comfortable to purchase the product.

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.

## APPENDIX A – QUESTIONNAIRE PRE-TEST

Beste respondent,

Als onderdeel van mijn afstudeeronderzoek voor de master Communication Studies aan Universiteit Twente is deze vragenlijst opgesteld. Er zal worden begonnen met een aantal algemene vragen over u als deelnemer. Vervolgens worden er 8 foto's van personen getoond en zal u worden gevraagd antwoord te geven op 10 vragen over persoonlijkheidseigenschappen puur gebaseerd op het uiterlijk van de personen. De vragenlijst is geheel anoniem en data zullen dus niet te traceren zijn naar u. Het invullen van de vragenlijst zal ongeveer 10 minuten duren. Met de inzending van de vragenlijst gaat u akkoord met uw deelname aan het onderzoek.

Mocht u vragen hebben over het onderzoek, dan kunt u mailen naar k.a.d.levert@student.utwente.nl.

Alvast bedankt voor uw deelname!

Met vriendelijke groet,

Kirsten Levert

---

Wat is uw geslacht?
0 Man            0 Vrouw

Wat is uw leeftijd?
……………………………………..

Wat is uw hoogst genoten opleidingsniveau (afgeronde of huidige opleiding?
0 VMBO          0 HAVO          0 VWO          0 MBO          0 HBO          0 WO

---

Op de volgende pagina's krijgt u afbeeldingen te zien van personen. Bij elke persoon zullen 10 vragen worden gesteld met betrekking tot persoonlijkheidseigenschappen. Probeer aan te geven welke persoonlijkheidseigenschap u het beste bij deze persoon vindt passen gebaseerd op het uiterlijk. Er is geen goed of fout antwoord, het gaat puur om uw mening.

---

Geeft u alstublieft aan welke persoonlijkheidseigenschap u het beste vindt passen bij onderstaande persoon / onderstaand product.

Ik vind deze persoon / dit product:
1. Erg serieus – Serieus – Beetje serieus – Neutraal – Beetje grappig – Grappig – Erg grappig.
2. Erg zwak – Zwak – Beetje zwak – Neutraal – Beetje sterk – Sterk – Erg sterk.
3. Erg introvert – Introvert – Beetje introvert – Neutraal – Beetje extravert – Extravert – Erg extravert.
4. Erg goedkoop – Goedkoop – Beetje goedkoop – Neutraal – Beetje stijlvol – Stijlvol – Erg stijlvol.
5. Erg ongeorganiseerd – Ongeorganiseerd – Beetje ongeorganiseerd – Neutraal – Beetje georganiseerd – Georganiseerd – Erg georganiseerd.
6. Erg kinderachtig – Kinderachtig – Beetje kinderachtig – Neutraal – Beetje volwassen – Volwassen – Erg volwassen.
7. Erg oubollig – Oubollig – Beetje oubollig – Neutraal – Beetje hip – Hip – Erg hip.

.

8. Erg onaantrekkelijk – Onaantrekkelijk – Beetje onaantrekkelijk – Neutraal – Beetje aantrekkelijk – Aantrekkelijk – Erg aantrekkelijk.
9. Erg onvriendelijk – Onvriendelijk – Beetje onvriendelijk – Neutraal – Beetje vriendelijk – Vriendelijk – Erg vriendelijk.
10. Erg doorsnee – Doorsnee – Beetje doorsnee – Neutraal – Beetje interessant – Interessant – Erg interessant.

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Bedankt voor uw deelname!

## APPENDIX B – PRE-TEST: RESULTS PER SCALE
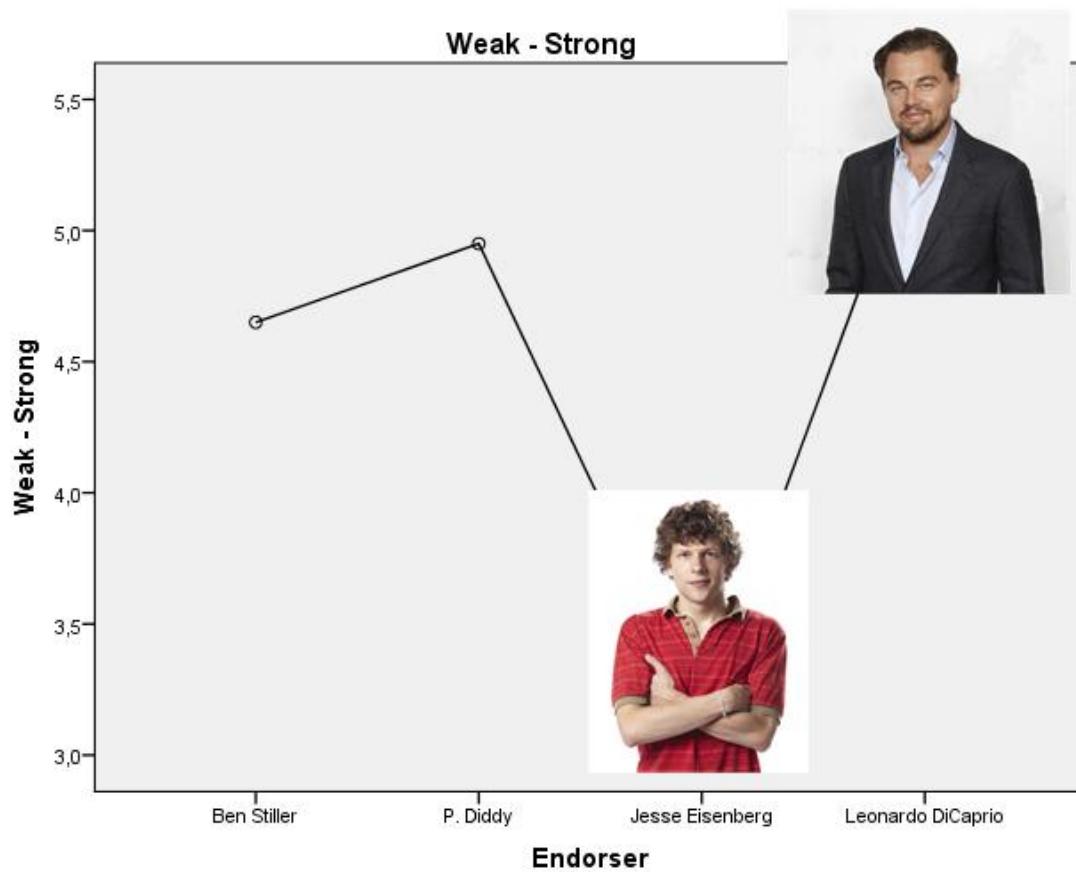
### ENDORSER SCALE: SERIOUS – FUNNY

Leonardo DiCaprio (M=4.95, SD=1.19) is significantly funnier than the other endorsers (p<.001).
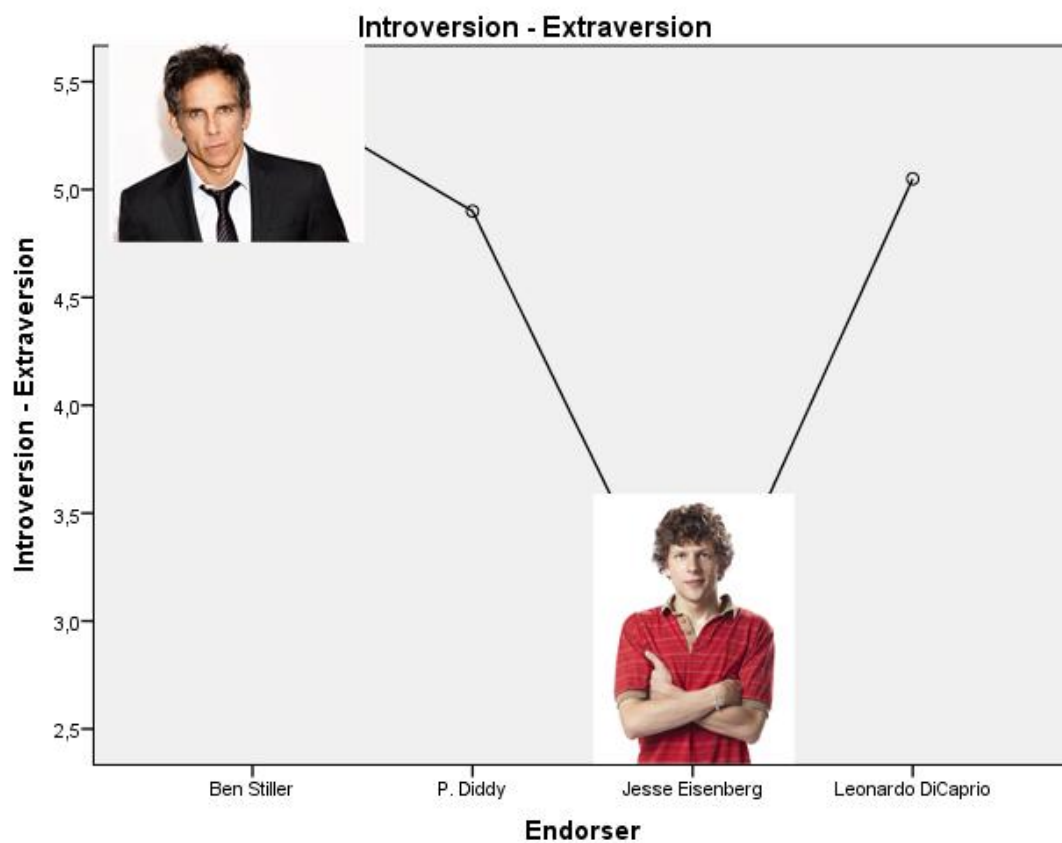
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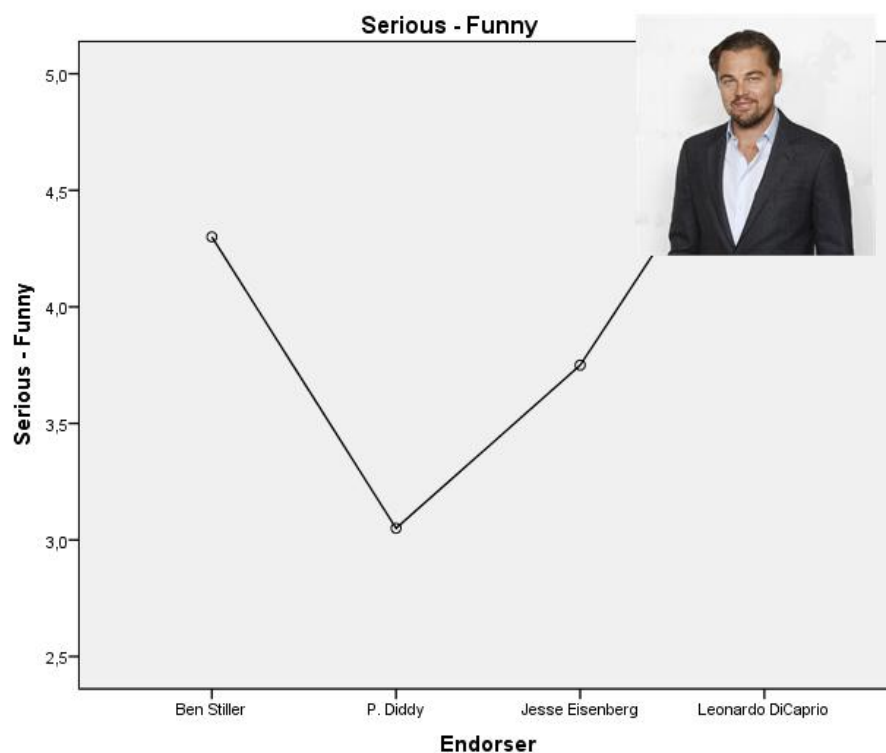
## ENDORSER SCALE: WEAK – STRONG

Leonardo DiCaprio (M=5.45, SD=1.15) is significantly stronger than the other endorsers (p<.001), and

Jesse Eisenberg (M=3.15, SD=1.14) is significantly weaker than the other endorsers (p<.001).

.

## ENDORSER SCALE: INTROVERT – EXTRAVERT

Ben Stiller (M=5.50, SD=0.76) is significantly more extraverted than the other endorsers (p<.001), and

Jesse Eisenberg (M=2.80, SD=1.20) is significantly more introverted than the other endorsers

(p<.001).

.

## ENDORSER SCALE: CHEAP – STYLISH

Ben Stiller (M=4.95, SD=0.89) and Leonardo DiCaprio (M=5.55, SD=1.19) are significantly more stylish

than the other endorsers (p<.001), and Jesse Eisenberg (M=3.20, SD=0.77) is significantly cheaper
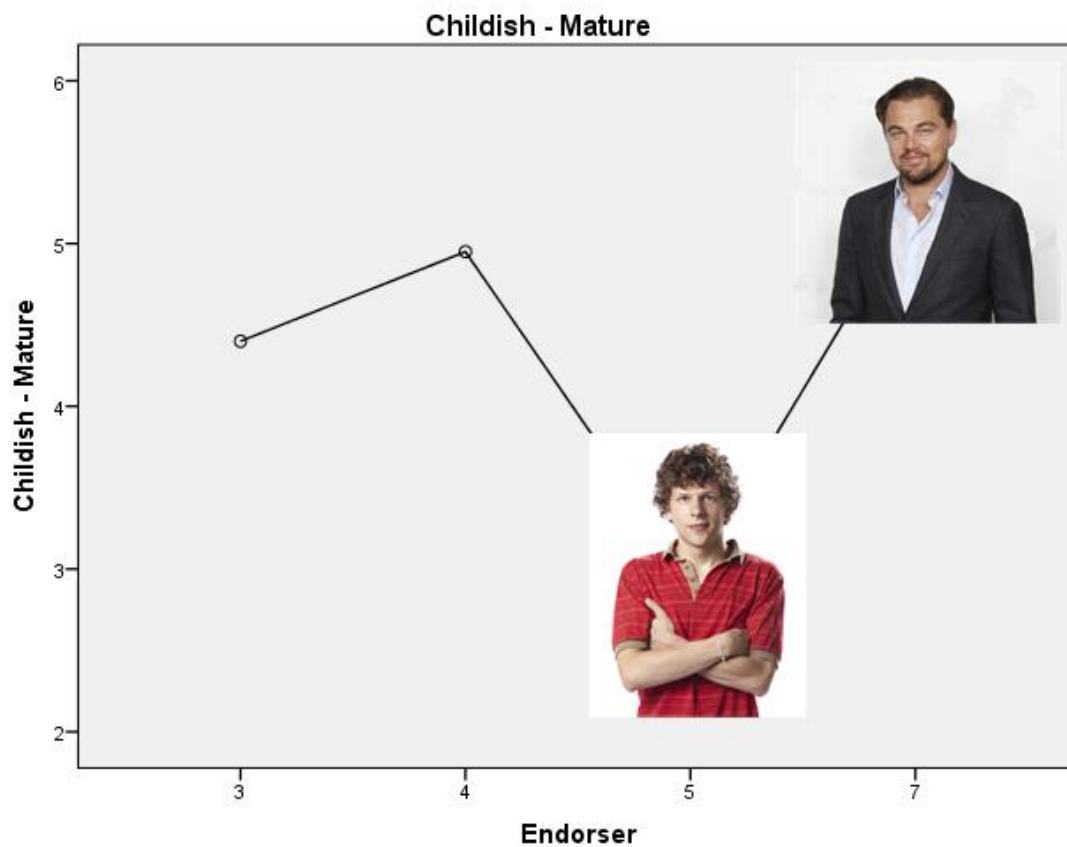
than the other endorsers (p<.001).
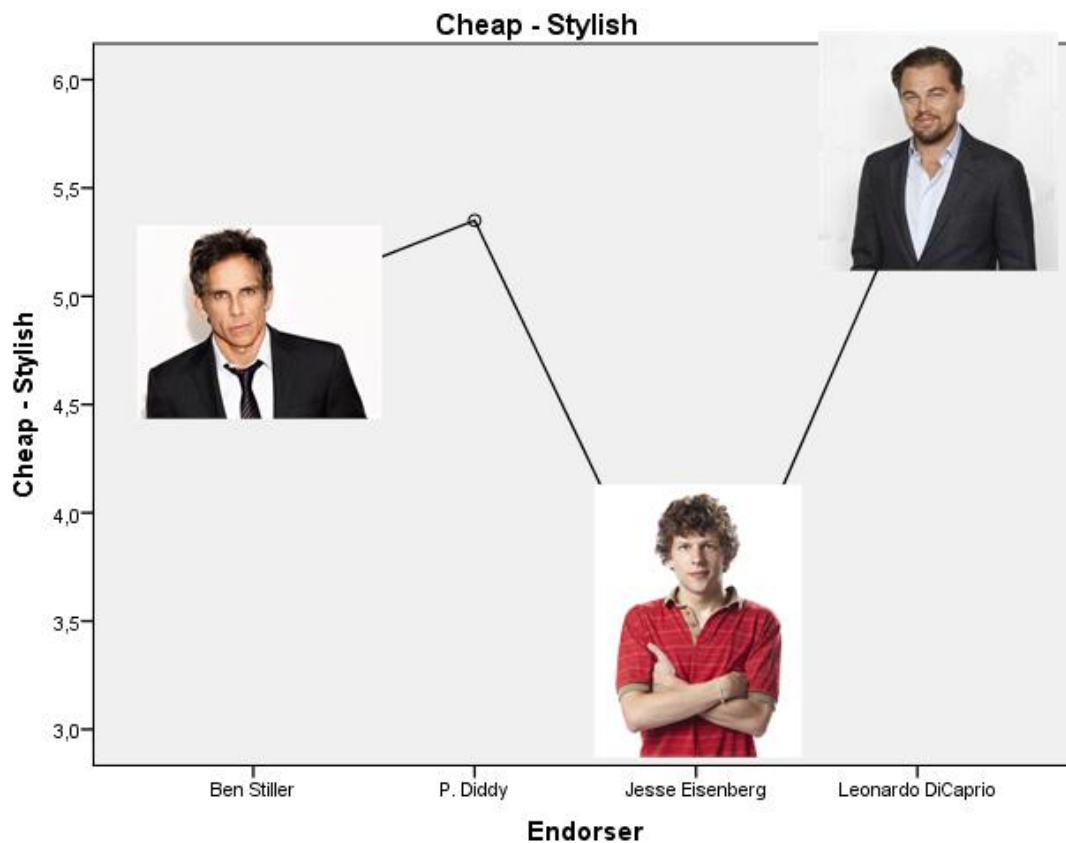


## ENDORSER SCALE: UNORGANIZED – ORGANIZED

There were no endorsers that were significantly more or less organized than other endorsers
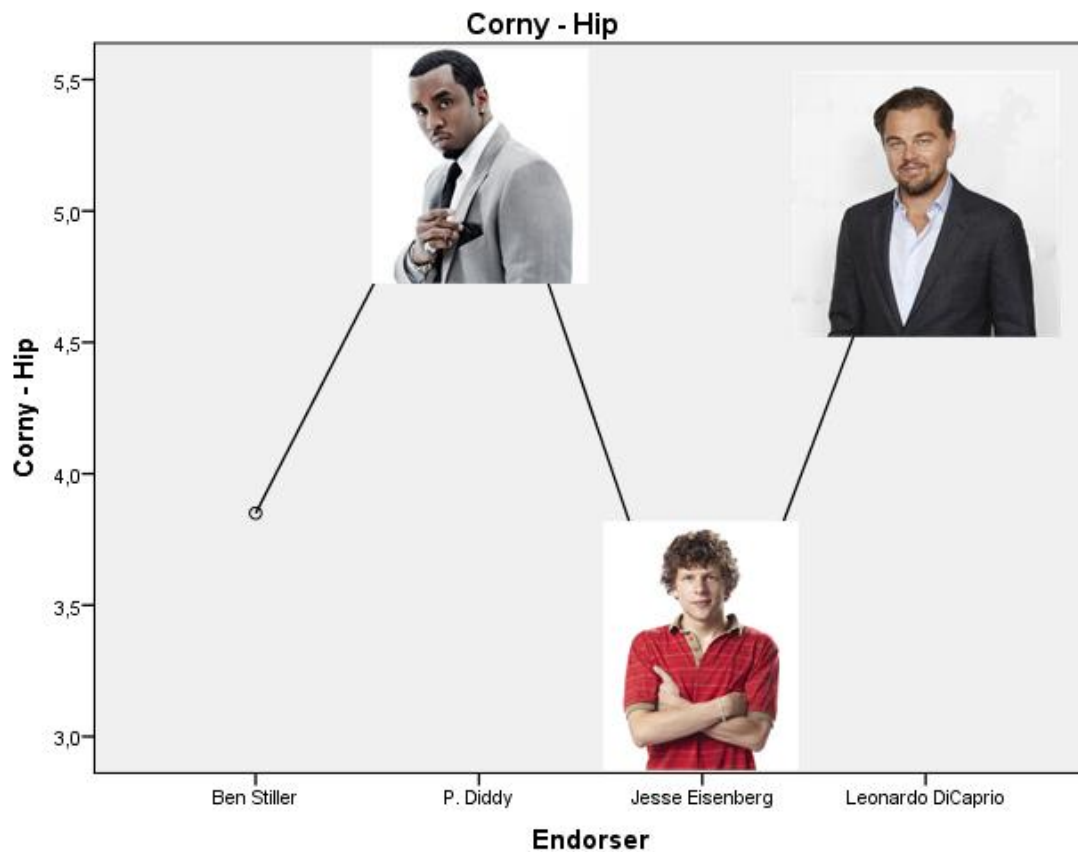
(p<.001).

.

## ENDORSER SCALE: CHILDISH – MATURE

Leonardo DiCaprio (M=5.25, SD=1.37) is significantly more mature than the other endorsers (p<.001),

and Jesse Eisenberg (M=2.95, SD=0.83) is significantly more childish than other endorsers (p<.001).

.

## ENDORSER SCALE: CORNY – HIP

P. Diddy (M=5.50, SD=1.19) and Leonardo DiCaprio (M=5.25, SD=1.02) are significantly hipper than

the other endorsers (p<.001), and Jesse Eisenberg (M=3.00, SD=0.73) is significantly cornier than

other endorsers (p<.001).



## ENDORSER SCALE: CORNY – HIP

.

## ENDORSER SCALE: UNATTRACTIVE – ATTRACTIVE

Leonardo DiCaprio (M=5.32, SD=1.34) is significantly more attractive than the other endorsers

(p<.001), and Jesse Eisenberg (M=2.58, SD=1.31) is significantly less attractive than other endorsers

(p<.001).

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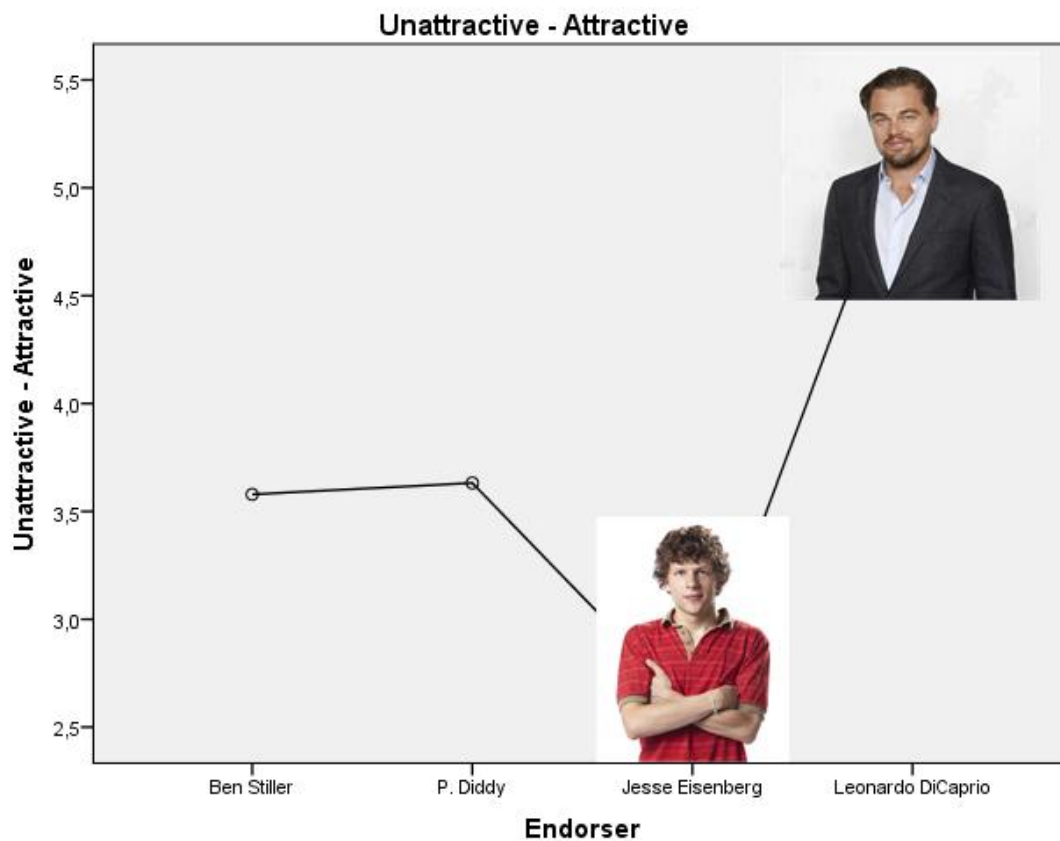
## ENDORSER SCALE: UNFRIENDLY – FRIENDLY

Leonardo DiCaprio (M=5.75, SD=0.91) is significantly friendlier than other endorsers (p<.001), and P.

Diddy (M=3.55, SD=1.36) is significantly less friendlier than other endorsers (p<.001).

.
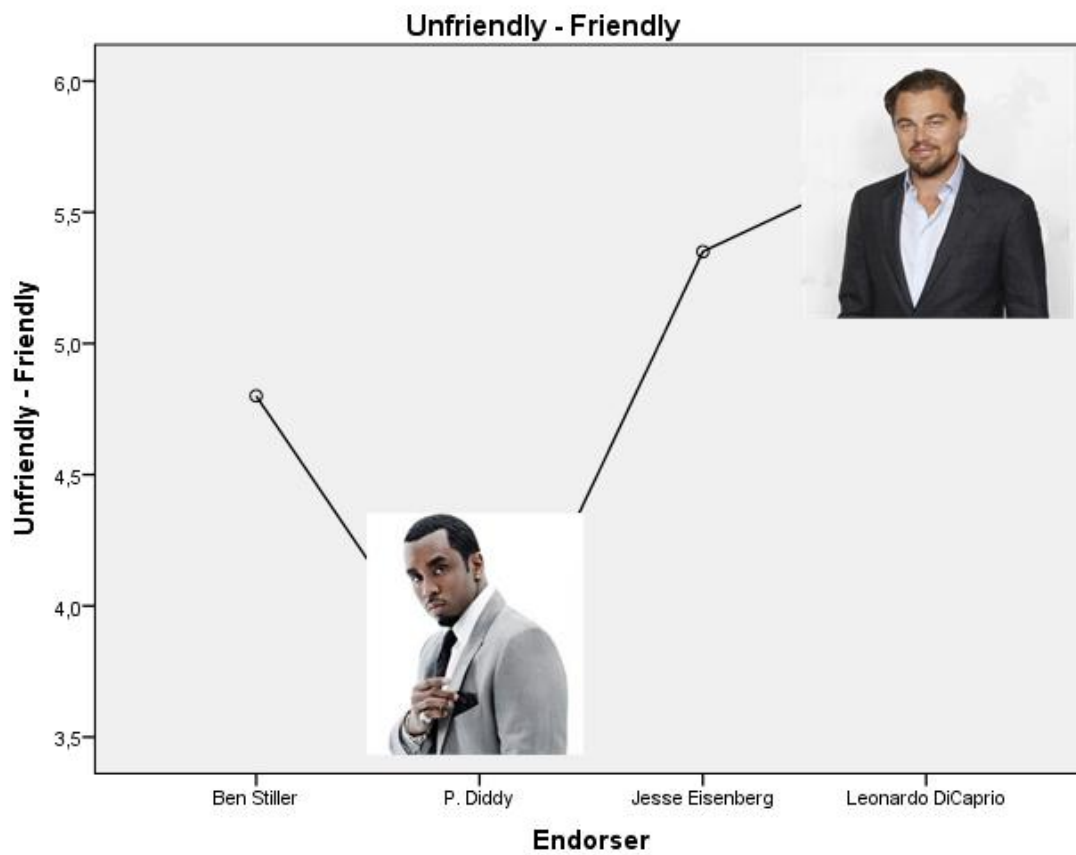
## ENDORSER SCALE: UNINTERESTING – INTERESTING

Leonardo DiCaprio (M=5.35, SD=1.35) is significantly more interesting than other endorsers (p<.001),

and Ben Stiller (M=3.85, SD=1.23) and Jesse Eisenberg (M=3.30, SD=1.30) are significantly less

interesting than other endorsers (p<.001).

.
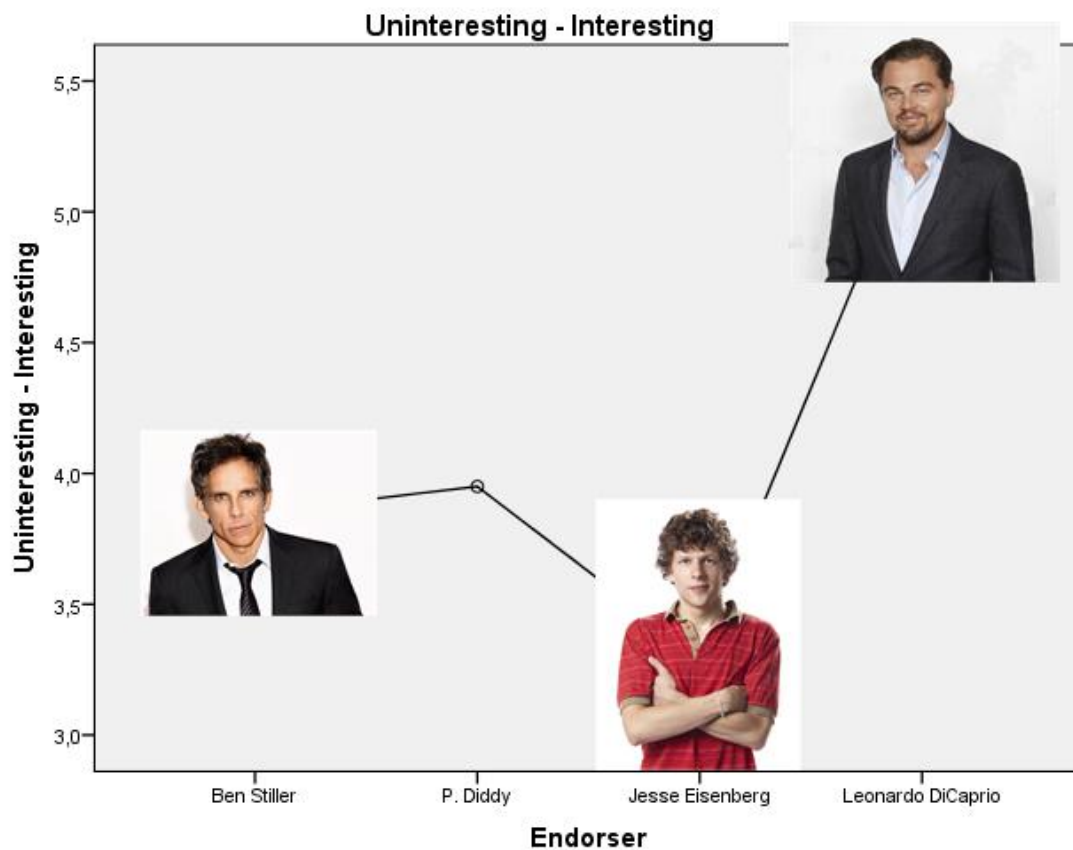
## PRODUCT SCALE: SERIOUS – FUNNY

Evian water bottle (M=4.50, SD=1.43) and Smart (M=5.65, SD=1.63) are significantly funnier than the other products (p<.001), and Regular cognac bottle (M=3.05, SD=1.23), Hyundai family car (M=2.25, SD=0.91) and Rolls Royce (M=1.60, SD=1.23) are significantly more serious than other products (p<.001).

.
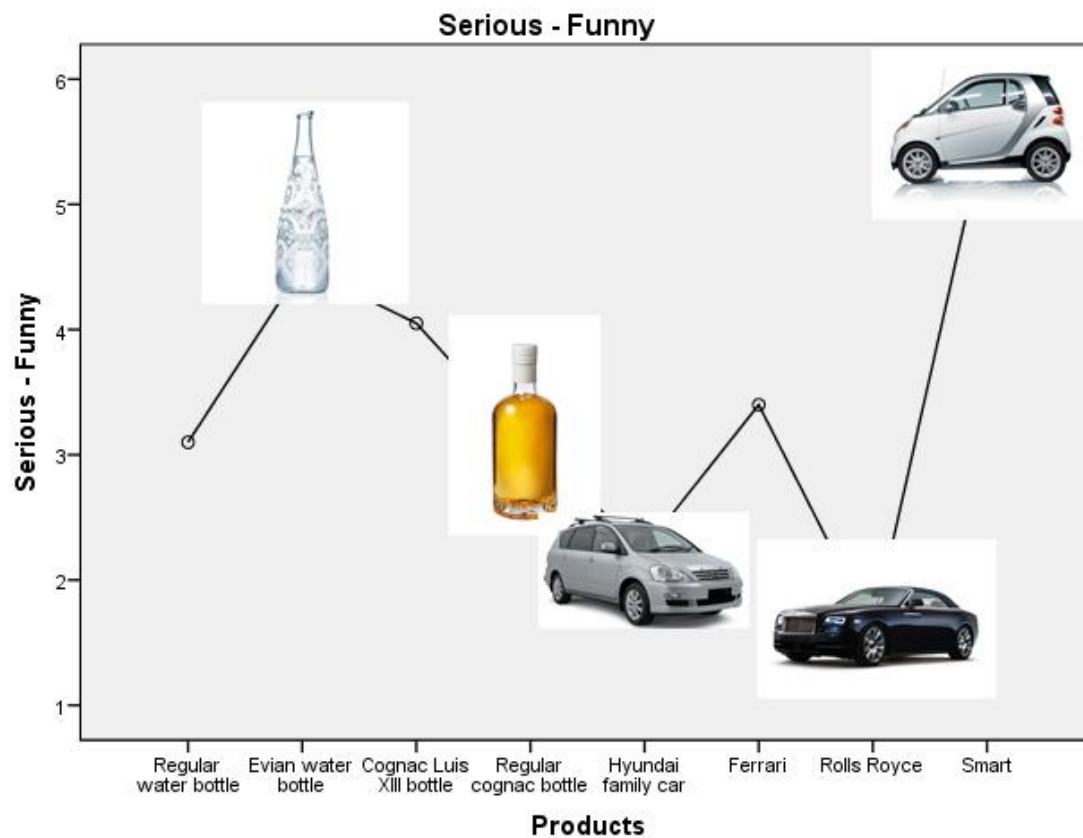
## PRODUCT SCALE: WEAK – STRONG

Ferrari (M=6.00, SD=0.80) and Rolls Royce (M=6.55, SD=0.76) are significantly stronger than the other products (p<.001) and Regular water bottle (M=3.90, SD=1.74), Regular cognac bottle (M=4.35, SD=1.27), Hyundai family car (M=4.10, SD=1.29) and Smart (M=4.00, SD=1.75) are significantly weaker than other products (p<.001).

.
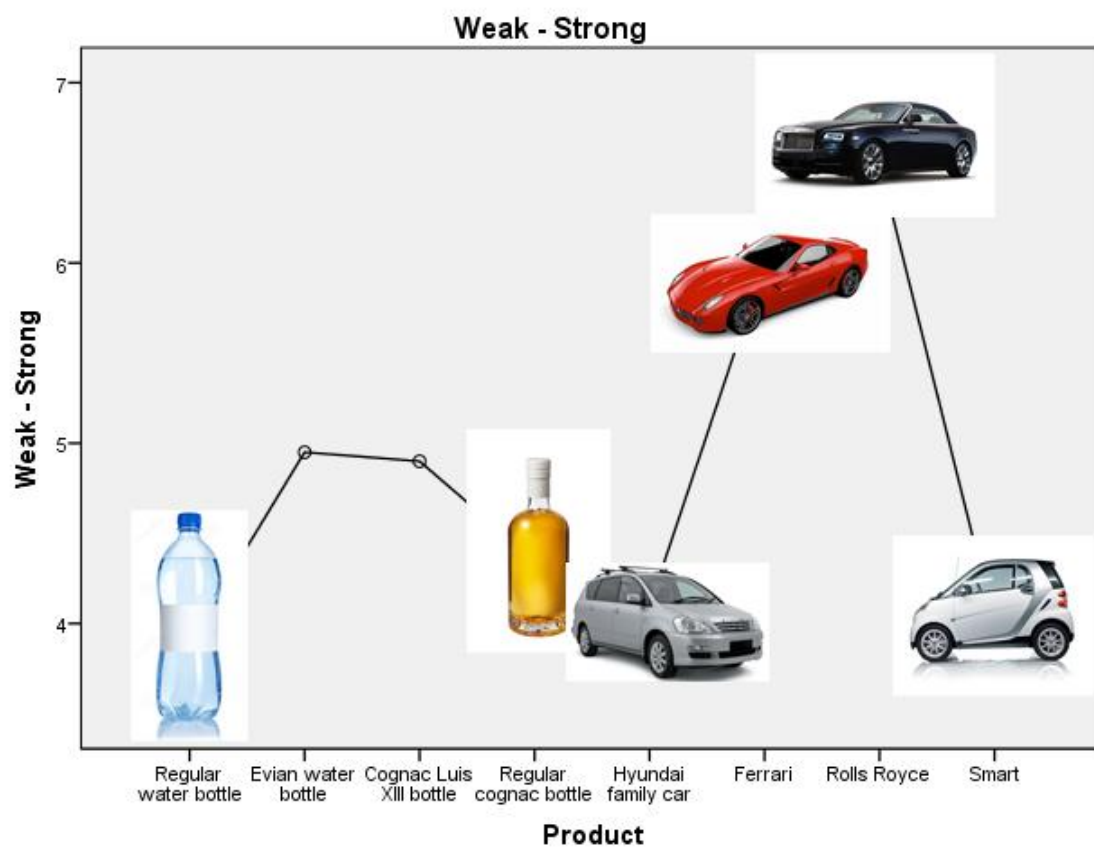
## PRODUCT SCALE: INTROVERT – EXTRAVERT

Evian water bottle (M=5.47, SD=0.84), Cognac Luis XIII bottle (M=5.84, SD=1.64) and Ferrari (M=5.95, SD=0.91) are significantly more extraverted than the other products (p<.001) and Regular water bottle (M=2.68, SD=1.11), Regular cognac bottle (M=3.26, SD=0.93) and Hyundai family car (M=3.42, SD=1.12) are significantly more introverted than other products (p<.001).

.
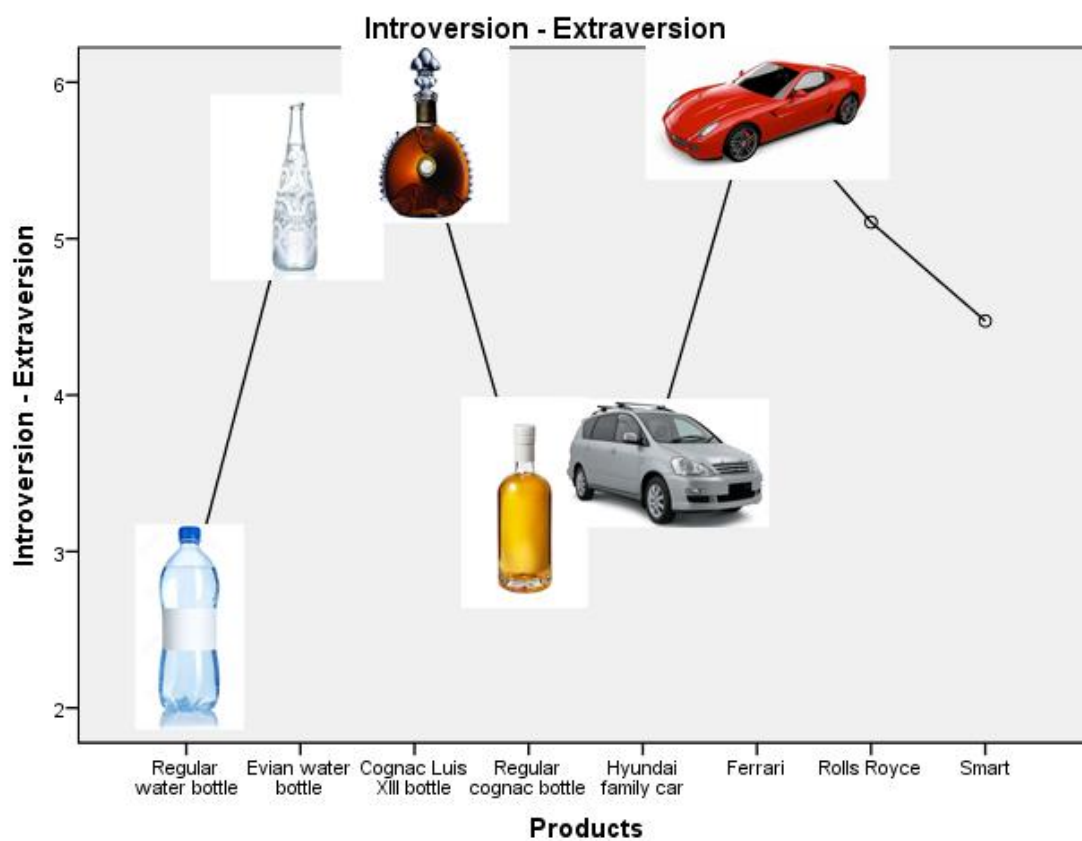
## PRODUCT SCALE: CHEAP – STYLISH

Ferrari (M=5.90, SD=1.17) and Rolls Royce (M=6.75, SD=0.55) are significantly more stylish than the

other products (p<.001) and Regular water bottle (M=2.55, SD=1.15), Hyundai family car (M=3.70,

SD=1.42) and Smart (M=3.60, SD=1.39) are significantly cheaper than other products (p<.001).

.
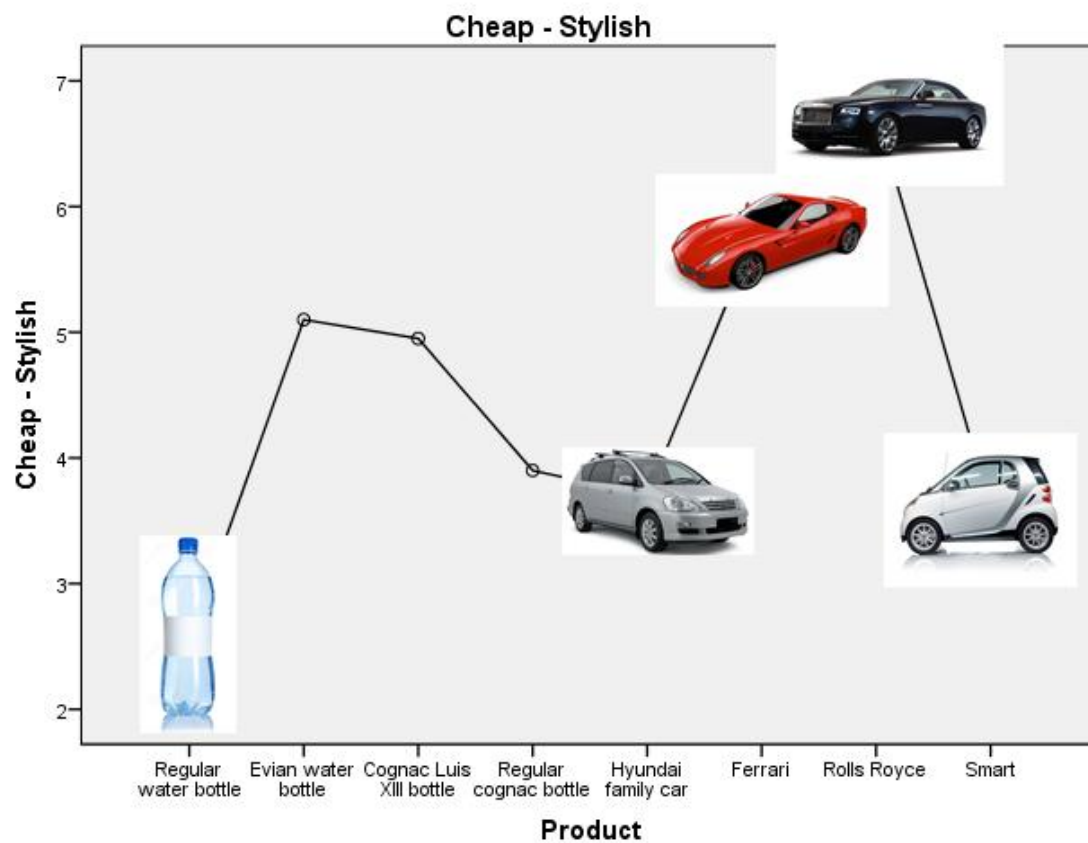
## PRODUCT SCALE: UNORGANIZED – ORGANIZED

Rolls Royce (M=6.60, SD=0.75) is significantly more organized than the other products (p<.001) and

Evian water bottle (M=4.60, SD=1.39), Regular cognac bottle (M=4.55, SD=1.28) and Hyundai family

car (M=5.00, SD=1.03) are significantly less organized than other products (p<.001).

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## PRODUCT SCALE: CHILDISH – MATURE

Rolls Royce (M=6.65, SD=0.49) is significantly more mature than the other products (p<.001) and

Regular water bottle (M=4.75, SD=1.25), Evian water bottle (M=4.60, SD=1.54), Regular cognac bottle

(M=5.15, SD=1.14) and Smart (M=3.85, SD=1.35) are significantly more childish than other products

(p<.001).

.
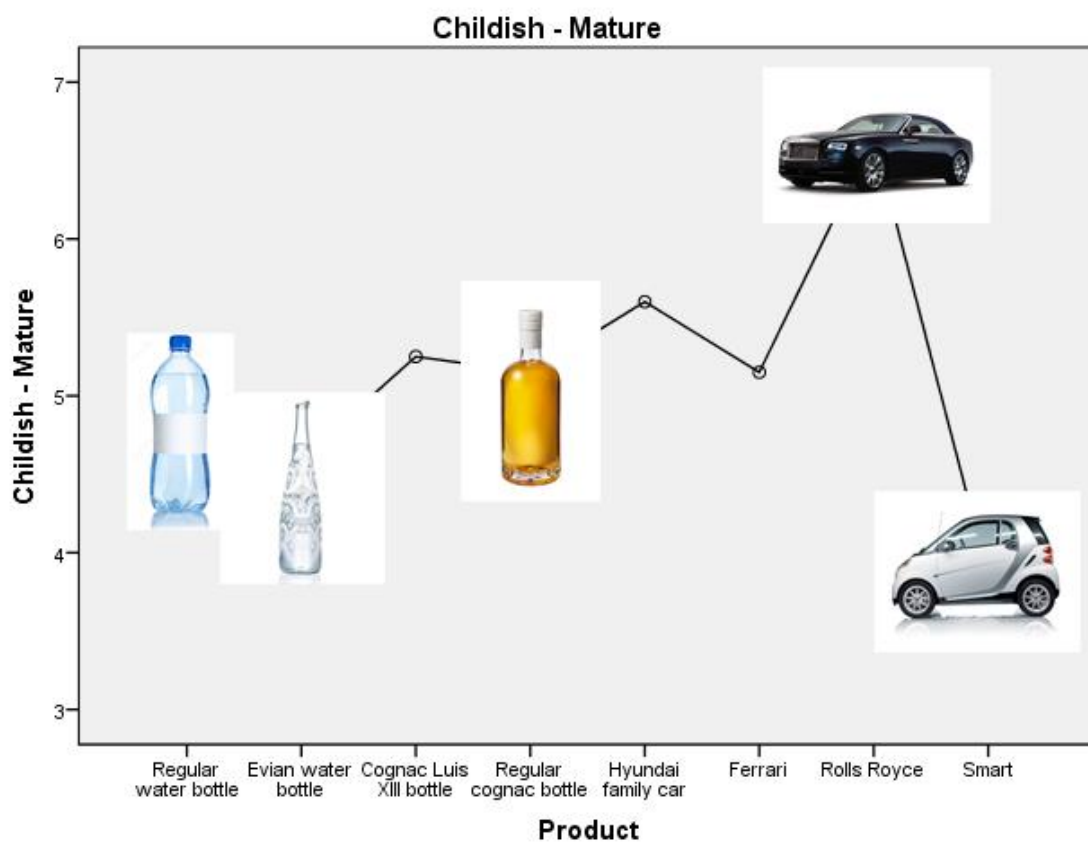
## PRODUCT SCALE: CORNY – HIP

Ferrari (M=5.80, SD=0.89) and Rolls Royce (M=5.60, SD=1.39) are significantly hipper than the other

products (p<.001) and Regular water bottle (M=3.65, SD=1.14) and Hyundai family car (M=3.00,

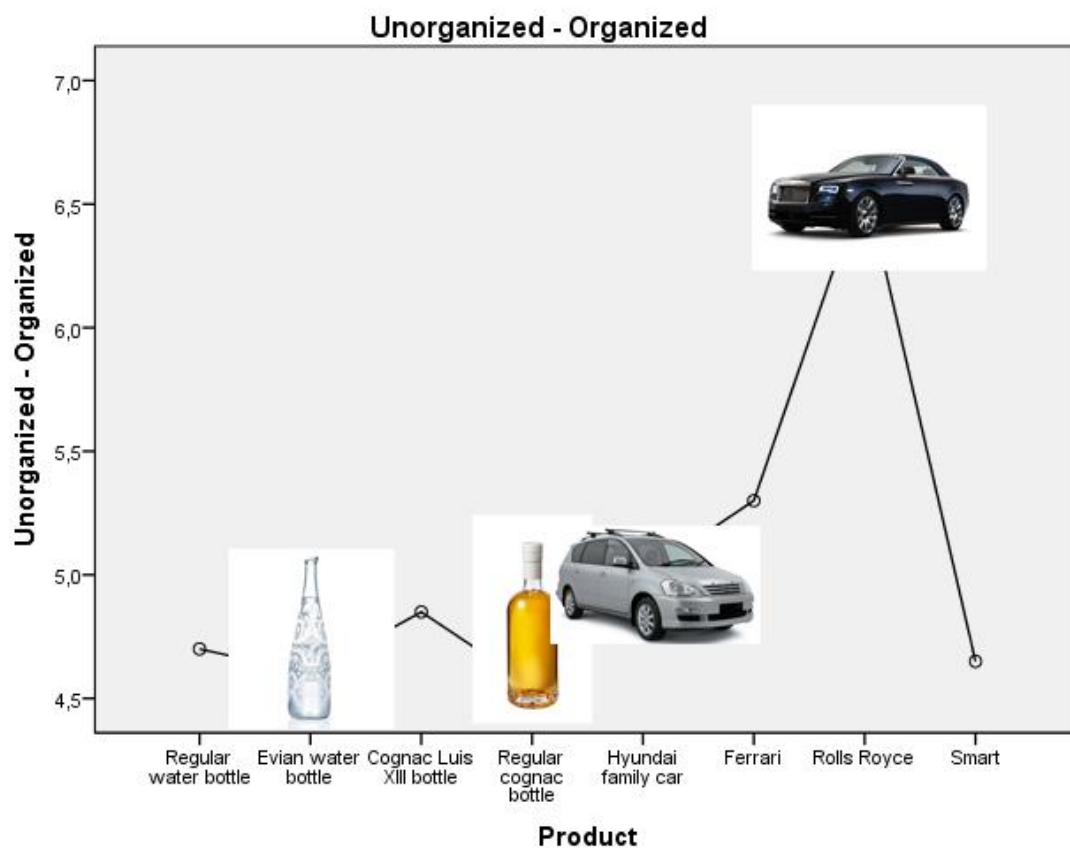SD=1.30) are significantly cornier than other products (p<.001).

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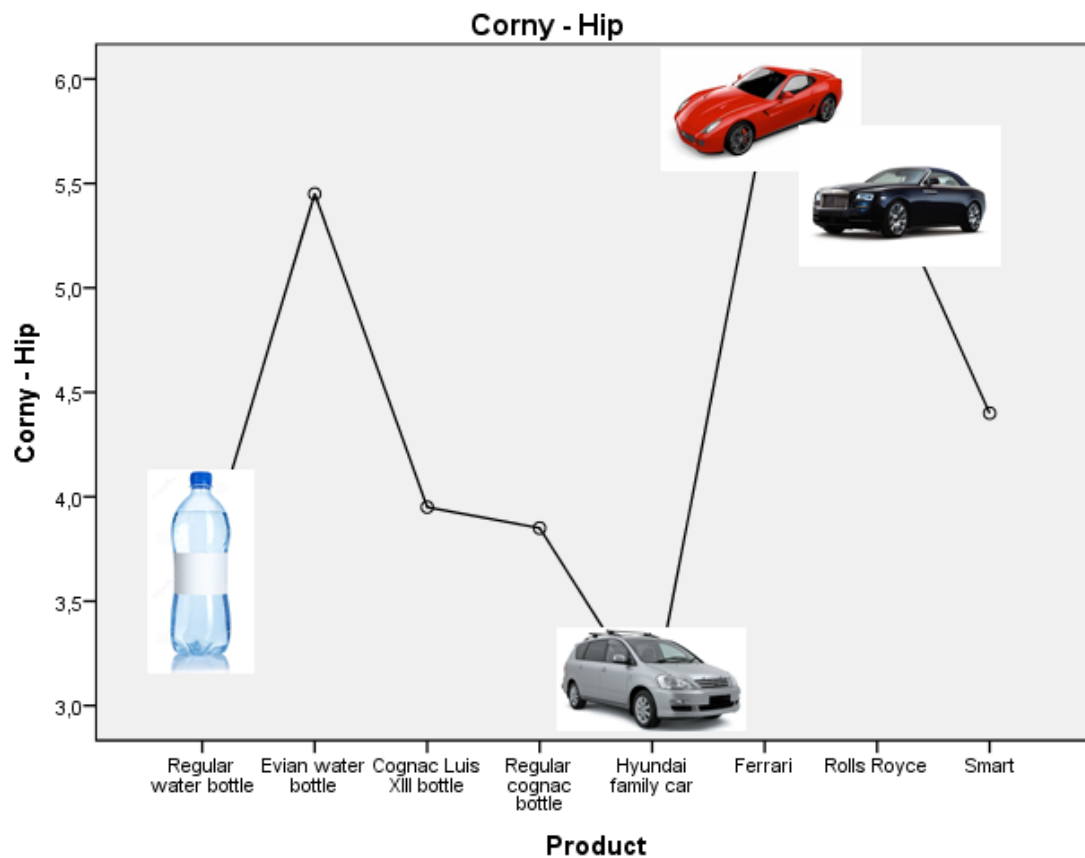
## PRODUCT SCALE: UNATTRACTIVE – ATTRACTIVE

Ferrari (M=5.50, SD=0.95) and Rolls Royce (M=6.50, SD=0.69) are significantly more attractive than the other products (p<.001) and Regular water bottle (M=3.55, SD=1.91), Cognac Luis XIII bottle (M=4.00, SD=1.75), Regular cognac bottle (M=4.20, SD=1.36), Hyundai family car (M=3.00, SD=1.41) and Smart (M=3.60, SD=1.64) are significantly less attractive than other products (p<.001).

.
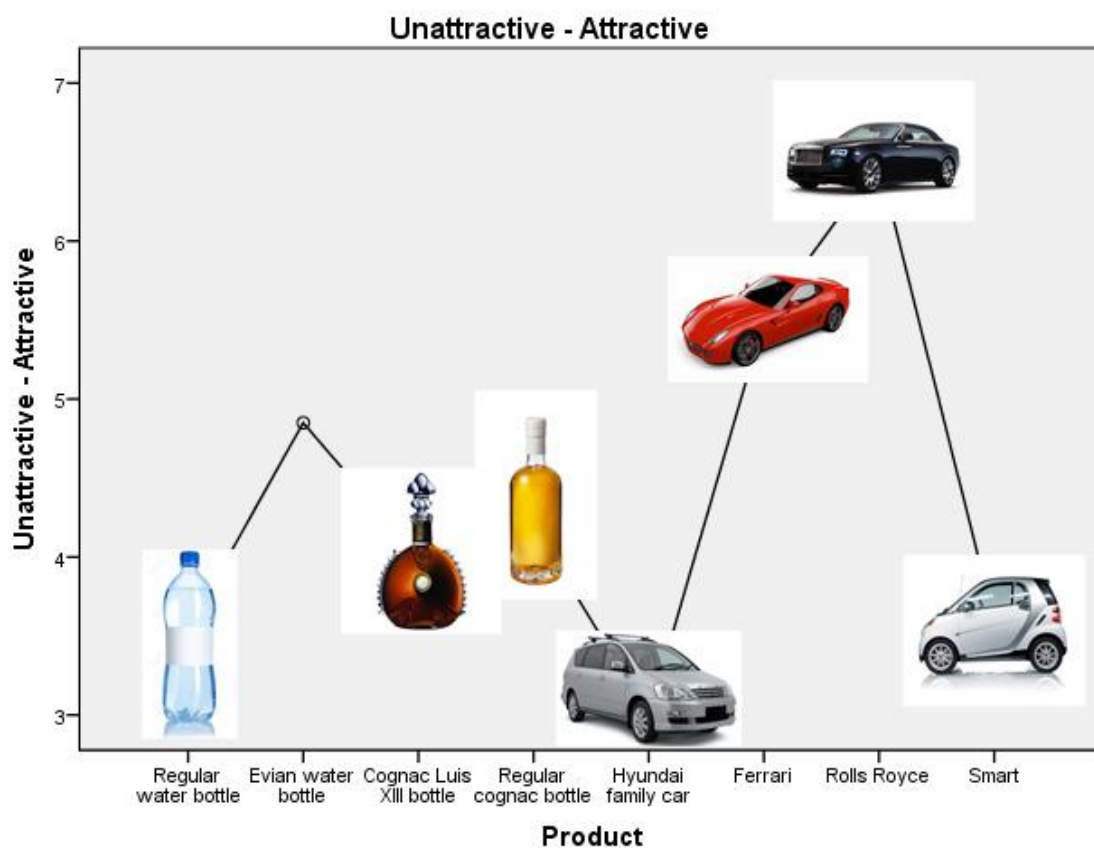
## PRODUCT SCALE: UNFRIENDLY – FRIENDLY

Evian water bottle (M=5.25, SD=1.25) is significantly more friendly than the other products (p<.001)

and Cognac Luis XIII bottle (M=3.75, SD=1.59) is significantly less friendly than the other products

(p<001).

.
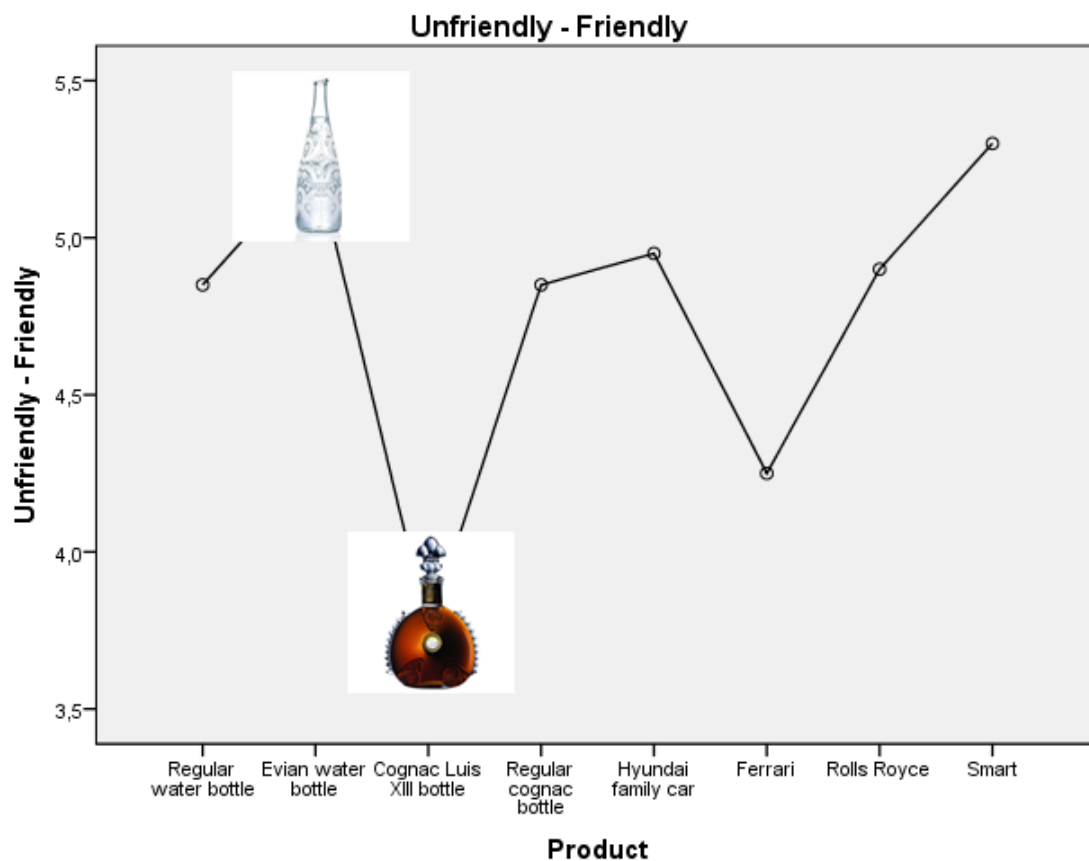
## PRODUCT SCALE: UNINTERESTING – INTERESTING

Ferrari (M=5.35, SD=1.04) and Rolls Royce (M=6.40, SD=0.88) are significantly more interesting than the other products (p<.001) and Regular water bottle (M=3.55, SD=1.61), Hyundai family car (M=3.40, SD=1.27) and Smart (M=3.90, SD=1.52) are significantly less interesting than other products (p<.001).

.
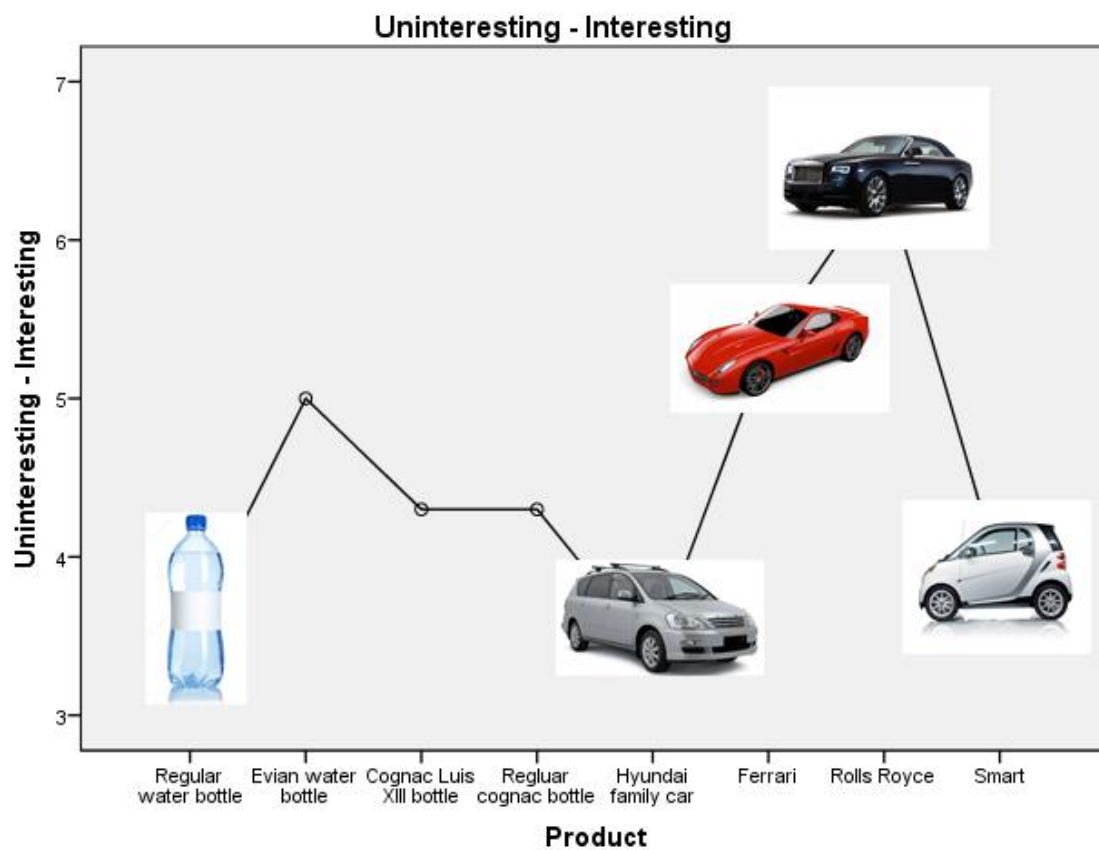
## APPENDIX C – STIMULUS MATERIALS

### CONGRUENT – HIGH-END ENDORSER AND HIGH-END PRODUCT



### CONGRUENT – LOW-END ENDORSER AND LOW-END PRODUCT

.

## INCONGRUENT – HIGH-END ENDORSER AND LOW-END PRODUCT



## INCONGRUENT – LOW-END ENDORSER AND HIGH-END PRODUCT

.

## APPENDIX D – QUESTIONNAIRE MAIN STUDY

Beste deelnemer,

Als onderdeel van mijn master studie Communication Studies aan Universiteit Twente heb ik deze vragenlijst opgesteld. De vragenlijst begint met het laten zien van een advertentie. Neemt u alstublieft de tijd om goed naar de advertentie, het model en het product te kijken. Na het zien van de advertentie worden u wat vragen gesteld met betrekking tot de advertentie, het model en het product. Tijdens het beantwoorden van deze vragen kunt u terug naar de advertentie om deze nogmaals te bekijken. Na het beantwoorden van de vragen volgen nog een aantal demografische vragen.

De vragenlijst is volledig anoniem, dus data zal niet naar u te traceren zijn. Het invullen van de vragenlijst neemt ongeveer 5 minuten van uw tijd in beslag. Het is helaas niet mogelijk tussentijds de vragenlijst te pauzeren. Met het invullen van de vragenlijst geeft u toestemming tot deelname aan het onderzoek.

Als u vragen heeft met betrekking tot het onderzoek, neemt u dan alstublieft contact op per e-mail: k.a.d.levert@student.utwente.nl.

Alvast hartelijk bedankt voor uw deelname!

Met vriendelijke groet,

Kirsten Levert

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Kijkt u alstublieft goed naar onderstaande advertentie:

(1 of 4 advertisements)

Geeft u alstublieft aan wat u vindt van het product in de advertentie:
1. Erg serieus – Serieus – Beetje serieus – Neutraal – Beetje grappig – Grappig – Erg grappig.
2. Erg zwak – Zwak – Beetje zwak – Neutraal – Beetje sterk – Sterk – Erg sterk.
3. Erg introvert – Introvert – Beetje introvert – Neutraal – Beetje extravert – Extravert – Erg extravert.
4. Erg goedkoop – Goedkoop – Beetje goedkoop – Neutraal – Beetje stijlvol – Stijlvol – Erg stijlvol.
5. Erg ongeorganiseerd – Ongeorganiseerd – Beetje ongeorganiseerd – Neutraal – Beetje georganiseerd – Georganiseerd – Erg georganiseerd.
6. Erg kinderachtig – Kinderachtig – Beetje kinderachtig – Neutraal – Beetje volwassen – Volwassen – Erg volwassen.
7. Erg oubollig – Oubollig – Beetje oubollig – Neutraal – Beetje hip – Hip – Erg hip.
8. Erg onaantrekkelijk – Onaantrekkelijk – Beetje onaantrekkelijk – Neutraal – Beetje aantrekkelijk – Aantrekkelijk – Erg aantrekkelijk.
9. Erg onvriendelijk – Onvriendelijk – Beetje onvriendelijk – Neutraal – Beetje vriendelijk – Vriendelijk – Erg vriendelijk.
10. Erg doorsnee – Doorsnee – Beetje doorsnee – Neutraal – Beetje interessant – Interessant – Erg interessant.

Geeft u alstublieft aan wat u vindt van het model in de advertentie:
1. Erg serieus – Serieus – Beetje serieus – Neutraal – Beetje grappig – Grappig – Erg grappig.
2. Erg zwak – Zwak – Beetje zwak – Neutraal – Beetje sterk – Sterk – Erg sterk.

.

3. Erg introvert – Introvert – Beetje introvert – Neutraal – Beetje extravert – Extravert – Erg extravert.
4. Erg goedkoop – Goedkoop – Beetje goedkoop – Neutraal – Beetje stijlvol – Stijlvol – Erg stijlvol.
5. Erg ongeorganiseerd – Ongeorganiseerd – Beetje ongeorganiseerd – Neutraal – Beetje georganiseerd – Georganiseerd – Erg georganiseerd.
6. Erg kinderachtig – Kinderachtig – Beetje kinderachtig – Neutraal – Beetje volwassen – Volwassen – Erg volwassen.
7. Erg oubollig – Oubollig – Beetje oubollig – Neutraal – Beetje hip – Hip – Erg hip.
8. Erg onaantrekkelijk – Onaantrekkelijk – Beetje onaantrekkelijk – Neutraal – Beetje aantrekkelijk – Aantrekkelijk – Erg aantrekkelijk.
9. Erg onvriendelijk – Onvriendelijk – Beetje onvriendelijk – Neutraal – Beetje vriendelijk – Vriendelijk – Erg vriendelijk.
10. Erg doorsnee – Doorsnee – Beetje doorsnee – Neutraal – Beetje interessant – Interessant – Erg interessant.

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Geeft u alstublieft antwoord op onderstaande stellingen:
1. Ik vind de prijs van een product belangrijk: Absoluut niet – Niet – Niet echt – Neutraal – Beetje – Ja – Absoluut wel.
2. Ik zou het product in de advertentie kopen: Absoluut niet – Niet – Niet echt – Neutraal – Beetje – Ja – Absoluut wel.
3. Ik denk dat dit product mij een voldaner gevoel geeft dan een ander product uit dezelfde productcategorie: Absoluut niet – Niet – Niet echt – Neutraal – Beetje – Ja – Absoluut wel.

Geeft u alstublieft antwoord op onderstaande stellingen:
1. Ik word enthousiast van het kopen van nieuwe producten op het moment dat deze uitkomen: Absoluut niet – Niet – Niet echt – Neutraal – Beetje – Ja – Absoluut wel.
2. Ik geniet van het bezitten van originele, nieuwe producten: Absoluut niet – Niet – Niet echt – Neutraal – Beetje – Ja – Absoluut wel.
3. Anderen vragen me vaak om advies met betrekking tot nieuwe producten: Absoluut niet – Niet – Niet echt – Neutraal – Beetje – Ja – Absoluut wel.

---

Wat is uw geslacht?
0 Man   0 Vrouw

Wat is uw leeftijd?
………………………………….

Wat is uw hoogst genoten opleiding (huidig of afgerond)?
0 VMBO          0 HAVO          0 VWO          0 MBO          0 HBO          0 WO

Wat is uw maandelijkse inkomen?
0 Minder dan €1000     0 €1000 - €1500          0 €1600 - €2000          0 €2100 - €2500

0 €2600 - €3000          0 Meer dan €3000

---

Bedankt voor uw deelname!

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## APPENDIX E – RESULTS MAIN STUDY

### SAMPLE DISTRIBUTION OF INNOVATIVENESS GROUPS AND GENDER

| | Gender | | |
|---|---|---|---|
| Innovativeness | Male | Female | Total |
| Consumer low in innovativeness | 32 | 57 | 89 |
| Consumer high in innovativeness | 23 | 54 | 77 |
| Total | 55 | 111 | 166 |

### SAMPLE DISTRIBUTION OF INNOVATIVENESS GROUPS AND EDUCATION

| | | What is your highest level of education? | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | VMBO | HAVO | VWO | MBO | HBO | WO | Total |
| Innovativeness of consumer | Low in innovativeness | 1 | 2 | 0 | 17 | 45 | 24 | 89 |
| | High in innovativeness | 3 | 7 | 1 | 24 | 31 | 11 | 77 |
| Total | | 4 | 9 | 1 | 41 | 76 | 35 | 166 |

### SAMPLE DISTRIBUTION OF INNOVATIVENESS GROUPS AND INCOME

| | | What is your montly income? | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | Less than €1000 | €1000 till €1500 | €1600 till €2000 | €2100 till €2500 | €2600 till €3000 | More than €3000 | Total |
| Innovativeness of consumer | Low in innovativeness | 22 | 18 | 13 | 21 | 9 | 5 | 88 |
| | High in innovativeness | 15 | 20 | 15 | 12 | 5 | 6 | 74 |
| Total | | 37 | 38 | 28 | 33 | 15 | 11 | 162 |

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## APPENDIX F – NORMALITY OF DEPENDENT VARIABLES

### NORMALITY VALUES FOR DEPENDENT VARIABLES PURCHASE INTENTION, PRODUCT PERSONALITY EVALUATION AND ENDORSER PERSONALITY EVALUATION

| Scale | Skewness | Kurtosis | N | M | SD |
|---|---|---|---|---|---|
| **Purchase intention** | -0.442 | -0.781 | 137 | 4.9 | 1.53 |
| **Product personality evaluation** | 0.698 | 0.428 | 137 | 4.0 | 0.93 |
| **Endorser personality evaluation** | -0.050 | -0.516 | 137 | 4.1 | 0.84 |

The table shows the 'skewness' and 'kurtosis' of the dependent variables. Purchase intention shelters slightly to the right (skewness = -.442), but all dependent variables are approximately normally distributed.

## APPENDIX G – MEANS AND STANDARD DEVIATIONS

### MEANS AND STANDARD DEVIATIONS FOR PURCHASE INTENTION

| Purchase intention | | | | | |
|---|---|---|---|---|---|
| **Type of endorser** | **Type of product** | **Innovativeness of consumer** | **M** | **SD** | **N** |
| High-end endorser (Leonardo DiCaprio) | High-end product (car) | Low in innovativeness | 4.60 | 1.18 | 16 |
| | | High in innovativeness | 3.78 | 0.60 | 23 |
| | | Total | 4.12 | 0.96 | 39 |
| | Low-end product (water bottle) | Low in innovativeness | 4.13 | 0.75 | 35 |
| | | High in innovativeness | 3.30 | 1.01 | 11 |
| | | Total | 3.93 | 0.89 | 46 |
| | Total | Low in innovativeness | 4.28 | 0.92 | 51 |
| | | High in innovativeness | 3.63 | 0.77 | 34 |
| | | Total | 4.02 | 0.92 | 85 |
| Low-end endorser (Jesse Eisenberg) | High-end product (car) | Low in innovativeness | 3.54 | 0.96 | 17 |
| | | High in innovativeness | 3.68 | 1.08 | 20 |
| | | Total | 3.62 | 1.01 | 37 |

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|  |  |  | M | SD | N |
|---|---|---|---|---|---|
|  | Low-end product (water bottle) | Low in innovativeness | 3.75 | 0.75 | 20 |
|  |  | High in innovativeness | 3.44 | 0.80 | 21 |
|  |  | Total | 3.59 | 0.78 | 41 |
|  | Total | Low in innovativeness | 3.66 | 0.84 | 37 |
|  |  | High in innovativeness | 3.56 | 0.94 | 41 |
|  |  | Total | 3.61 | 0.89 | 78 |
| Total | High-end product (car) | Low in innovativeness | 4.06 | 1.18 | 33 |
|  |  | High in innovativeness | 3.74 | 0.85 | 43 |
|  |  | Total | 3.88 | 1.01 | 76 |
|  | Low-end product (water bottle) | Low in innovativeness | 3.99 | 0.77 | 55 |
|  |  | High in innovativeness | 3.40 | 0.86 | 32 |
|  |  | Total | 3.77 | 0.85 | 87 |
|  | Total | Low in innovativeness | 4.02 | 0.94 | 88 |
|  |  | High in innovativeness | 3.59 | 0.86 | 75 |
|  |  | Total | 3.82 | 0.93 | 163 |

## MEANS AND STANDARD DEVIATIONS FOR ENDORSER PERSONALITY EVALUATION

**Endorser personality evaluation**

| Type of endorser | Type of product | Innovativeness of consumer | M | SD | N |
|---|---|---|---|---|---|
| High-end endorser (Leonardo DiCaprio) | High-end product (car) | Low in innovativeness | 4.83 | 0.72 | 14 |
|  |  | High in innovativeness | 4.34 | 0.72 | 16 |
|  |  | Total | 4.57 | 0.75 | 30 |
|  | Low-end product (water bottle) | Low in innovativeness | 4.52 | 0.70 | 29 |
|  |  | High in innovativeness | 4.82 | 0.57 | 10 |
|  |  | Total | 4.60 | 0.67 | 39 |
|  | Total | Low in innovativeness | 4.62 | 0.71 | 43 |
|  |  | High in innovativeness | 4.53 | 0.69 | 26 |
|  |  | Total | 4.59 | 0.70 | 69 |
| Low-end endorser (Jesse Eisenberg) | High-end product (car) | Low in innovativeness | 3.63 | 0.66 | 16 |
|  |  | High in innovativeness | 3.45 | 0.59 | 18 |
|  |  | Total | 3.53 | 0.62 | 34 |
|  | Low-end product (water bottle) | Low in innovativeness | 3.67 | 0.77 | 19 |
|  |  | High in innovativeness | 3.64 | 0.69 | 17 |
|  |  | Total | 3.65 | 0.72 | 36 |
|  | Total | Low in innovativeness | 3.65 | 0.71 | 35 |
|  |  | High in innovativeness | 3.54 | 0.64 | 35 |

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| | | | | | |
|---|---|---|---|---|---|
| | | Total | 3.60 | 0.67 | 70 |
| Total | High-end product (car) | Low in innovativeness | 4.19 | 0.91 | 30 |
| | | High in innovativeness | 3.87 | 0.79 | 34 |
| | | Total | 4.02 | 0.85 | 64 |
| | Low-end product (water bottle) | Low in innovativeness | 4.19 | 0.83 | 48 |
| | | High in innovativeness | 4.07 | 0.86 | 27 |
| | | Total | 4.15 | 0.84 | 75 |
| | Total | Low in innovativeness | 4.19 | 0.86 | 78 |
| | | High in innovativeness | 3.96 | 0.82 | 61 |
| | | Total | 4.09 | 0.85 | 139 |

## MEANS AND STANDARD DEVIATIONS FOR PRODUCT PERSONALITY EVALUATION

**Product personality evaluation**

| Type of endorser | Type of product | Innovativeness of consumer | M | SD | N |
|---|---|---|---|---|---|
| High-end endorser (Leonardo DiCaprio) | High-end product (car) | Low in innovativeness | 4.79 | 1.06 | 14 |
| | | High in innovativeness | 4.01 | 1.00 | 18 |
| | | Total | 4.35 | 1.08 | 32 |
| | Low-end product (water bottle) | Low in innovativeness | 3.75 | 0.69 | 31 |
| | | High in innovativeness | 4.21 | 0.98 | 9 |
| | | Total | 3.85 | 0.78 | 40 |
| | Total | Low in innovativeness | 4.07 | 0.95 | 45 |
| | | High in innovativeness | 4.08 | 0.98 | 27 |
| | | Total | 4.07 | 0.95 | 72 |
| Low-end endorser (Jesse Eisenberg) | High-end product (car) | Low in innovativeness | 4.16 | 1.07 | 16 |
| | | High in innovativeness | 4.16 | 1.07 | 17 |
| | | Total | 4.16 | 1.05 | 33 |
| | Low-end product (water bottle) | Low in innovativeness | 3.57 | 0.73 | 19 |
| | | High in innovativeness | 3.86 | 0.73 | 17 |
| | | Total | 3.71 | 0.73 | 36 |
| | Total | Low in innovativeness | 3.84 | 0.94 | 35 |
| | | High in innovativeness | 4.01 | 0.91 | 34 |
| | | Total | 3.93 | 0.92 | 69 |
| Total | High-end product (car) | Low in innovativeness | 4.45 | 1.09 | 30 |
| | | High in innovativeness | 4.09 | 1.02 | 35 |
| | | Total | 4.25 | 1.06 | 65 |
| | Low-end product | Low in innovativeness | 3.68 | 0.71 | 50 |

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| | | | | |
|---|---|---|---|---|
| (water bottle) | High in innovativeness | 3.98 | 0.82 | 26 |
| | Total | 3.78 | 0.76 | 76 |
| Total | Low in innovativeness | 3.67 | 0.94 | 80 |
| | High in innovativeness | 4.04 | 0.94 | 61 |
| | Total | 4.00 | 0.94 | 141 |

## APPENDIX H – ANOVA: DISTRIBUTION OF ANSWERS

### DISTRIBUTION OF ANSWERS ON PURCHASE INTENTION

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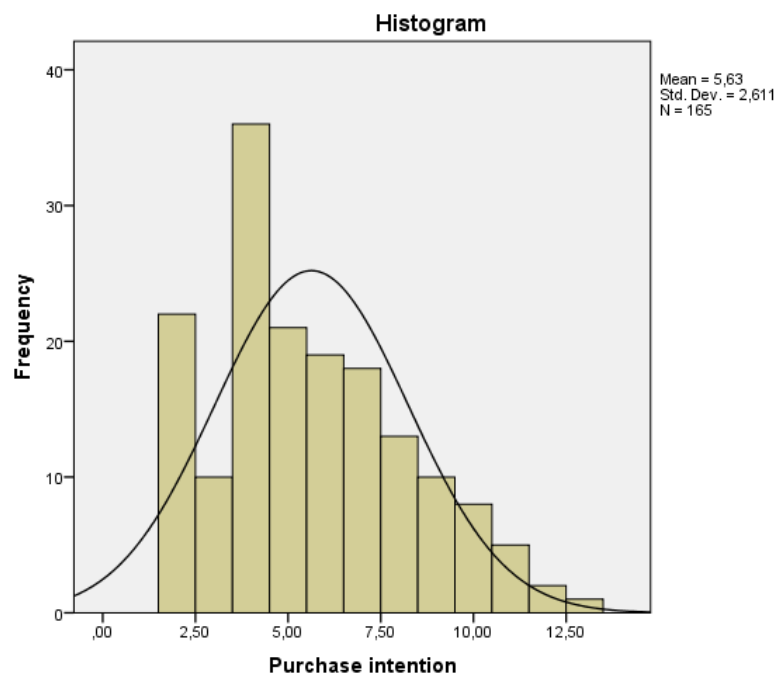
## DISTRIBUTION OF ANSWERS ON ENDORSER PERSONALITY EVALUATION



Histogram

Mean = 4,09
Std. Dev. = ,839
N = 147
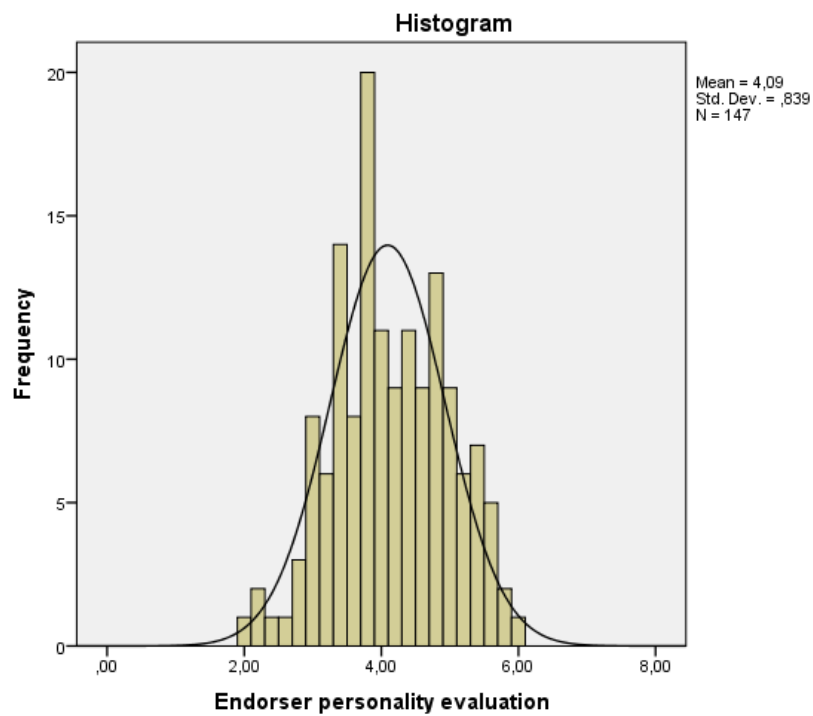
## DISTRIBUTION OF ANSWERS ON PRODUCT PERSONALITY EVALUATION



Histogram

Mean = 4,01
Std. Dev. = ,935
N = 149

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