



CHINESE ADVERTISING PRACTITIONERS' PERSPECTIVE ON SELECTING  
CELEBRITY ENDORSERS

By

GUAN FENG SONG

A Thesis submitted in partial fulfillment  
of the requirement for the degree of

Master of Business Administration

Graduate School of Business  
Assumption University  
Bangkok, Thailand

March 2005

**CHINESE ADVERTISING PRACTITIONERS' PERSPECTIVE ON SELECTING  
CELEBRITY ENDORSERS**


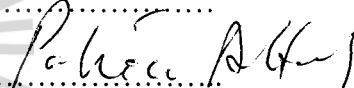
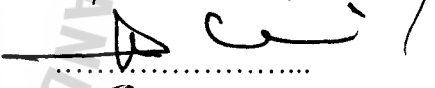
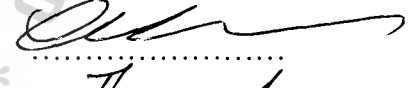
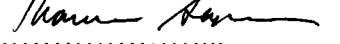
By

**GUAN FENG SONG**

A Thesis submitted in partial fulfillment  
of the requirement for the degree of

Master of Business Administration

**Examination Committee :**

- |    |                                |                      |  |
|----|--------------------------------|----------------------|--|
| 1. | Dr. Sirion Chaipoopirutana     | (Advisor)            |   |
| 2. | Dr. Patricia Arttachariya      | (Member)             |  |
| 3. | Dr. Theerachote Pongtaveewould | (Member)             |  |
| 4. | Dr. Chittipa Ngamkroeckjoti    | (Member)             |  |
| 5. | Dr. Thanawan Sangsuwan         | (MOE Representative) |  |

**Examined on : 25 March 2005**

**Approved for Graduation on :**

Graduate School of Business  
Assumption University  
Bangkok, Thailand  
March  
2005

# ABSTRACT

The use of celebrity endorsers is a common marketing communication strategy for brand image building and product marketing. In today's China, it has become a trend and a perceived winning formula. Companies invest a large amount of money on hiring celebrities. Although the potential benefits are significant, so are the risks. This research aimed to identify the factors that advertising practitioners take into account to select an appropriate and effective celebrity endorser.

Convenience sampling technique under non-probability sampling was applied in the study. A self-administration questionnaire was established to collect data from 384 Chinese advertising practitioners with experience of celebrity selection. All data were analyzed using the Statistical Package for Social Science (SPSS). A Principal Components Analysis was performed to find the factors of celebrity selection.

The research identified the importance levels of thirty-nine potential celebrity endorser selection criteria and consequently deducted to seven factors: Risk, Physical Attractiveness, Credibility, Amiability, Celebrity-Product Match, Profession, and Celebrity-Audience Match.

The major recommendations regarding the research findings were that when a celebrity endorser is chosen, the seven main factors should be highly considered; the meaning of the brand, characteristic of both target audience and the celebrity should be investigated; the practitioners should balance the risks and some celebrity characteristics and consider using famous experts instead of using entertainers and athletes for some particular products.

Further research was suggested to study the importance of the seven factors based on product type and related brand information, or to study the difference of respondents' perspectives according to demographic characteristics. Corporation practitioners were also suggested to be taken as research sample.



# ACKNOWLEDGMENT

This study could not have been completed without help from many persons and therefore I would like to express my gratitude to all persons having contributed to the completion of this thesis.

First of all, I would like to express my sincere gratitude to my advisor, Dr. Sirion Chaipoopirutana, who has provided me with guidance and perspective throughout the writing of this thesis.

I would also like to thank all committee members: Dr. Patricia Arttachariya, Dr. Theerachote Pongtaveewould and Dr. Chittipa Ngamkroekjoti. Thank you for your valuable suggestions.

Special thanks are also given to Miss Xu Jian, for the patient listening and stimulating discussions, and Mr. Wang Feng, for providing useful information. Furthermore, thanks to those who helped me distribute questionnaires and provided valuable answers.

Last but not least, I would like to take the opportunity to express my appreciation to my family and friends, especially my sister Miss Song Guanping and my bosom friends Mr. Sun Zhaofang, Miss Sun Jianli, Miss Qi Jianmei, and Miss Pu Xinyan, who contributed huge support and selfless concern during my M.B.A. program study.

Song Guanfeng

## Table of Contents

	Page
Abstract	i
Acknowledgement	ii
Table of Contents	iii
List of Figures	v
List of Tables	vi
<b>Chapter 1: Generalities of the Study</b>	<b>1</b>
1.1 Introduction of the Study	1
1.2 Statement of Problem	5
1.3 Research Objectives	5
1.4 Scope of the Research	5
1.5 Limitation of the Research	6
1.6 Significant of the Study	6
1.7 Definition of Terms	7
<b>Chapter 2: Review of Related Literature and Studies</b>	<b>10</b>
2.1 Celebrity Endorsers	10
2.1.1 Celebrities as Endorsers	10
2.1.2 Advantages and hazards of Using Celebrity Endorsers	11
2.2 Models on Celebrity Endorsers	15
2.2.1 The Source Credibility Model	15
2.2.2 The Source Attractive Model	18
2.2.3 The Match-up Hypothesis	20
2.2.4 The Meaning Transfer Model	21
2.3 Related Studies: Selecting Celebrity Endorsers from Practitioner's Perspective	23
2.4 Other Variables for Selecting Celebrity Endorsers	27
<b>Chapter 3: Research Framework</b>	<b>30</b>
3.1 Theoretical Framework	30
3.2 Conceptual Framework: An Initial Pool of Celebrity Selecting Criteria	34
3.3 Operationalization of Variables	36
<b>Chapter 4: Research Methodology</b>	<b>38</b>
4.1 Research Method	38
	iii

4.2 Respondents and Sampling Procedures	39
4.2.1 Target Population	39
4.2.2 Sample Element	39
4.2.3 Sample Size	39
4.2.4 Sample Method	40
4.3 Research Instrument/Questionnaire	40
4.4 Pretesting	44
4.5 Data Collection/Gathering Procedures	48
4.6 Data Analysis	49
4.6.1 Statistics Used for Data Analysis	49
4.6.2 Factor Analysis	50
<b>Chapter 5: Data Analysis and Findings</b>	<b>54</b>
5.1 Descriptive Statistics of Personal Profiles of the Respondents	54
5.2 Presentation, Analysis and Interpretation of Data	58
<b>Chapter 6: Conclusions and Recommendations</b>	<b>72</b>
6.1 Summary of Findings	72
6.1.1 Summary of Respondents' Personal Profile	72
6.1.2 Summary of Findings from Factor analysis	73
6.2 Conclusions and Discussions	75
6.3 Recommendations	77
6.4 Further Research	78
<b>Bibliography</b>	<b>80</b>
Appendix A: Questionnaire	
Appendix B: SPSS Output	

## List of Figures

Figure	Page
Figure 2.1 Measurement Model for the Celebrity Endorsers' Credibility Scale	18
Figure 2.2 Meaning transfer in the endorsement process	22
Figure 3.1 Celebrity Endorsers Selection Model	31
Figure 4.1 Scree Plot	45
Figure 5.1 Percentage of Gender	55
Figure 5.2 Percentage of Age	56
Figure 5.3 Percentage of Education	57
Figure 5.4 Percentage of Position	58
Figure 5.5 Scree Plot	59



## List of Tables

Table	Page
<b>Table 1.1</b> Advertising Enterprises in China, 2003	4
<b>Table 1.2</b> Advertising Expenditures in China, 2003	5
<b>Table 2.1</b> Advantages and Hazards of Using Celebrity Endorsers	12
<b>Table 2.2</b> How Experts Evaluate Celebrity Endorsers	24
<b>Table 2.3</b> Celebrity Endorsers Selection Criteria	25
<b>Table 2.4</b> Factor Analysis of Important Celebrity Endorser Characteristics	27
<b>Table 3.1</b> Operationalization of Variable	36
<b>Table 4.1</b> Arrangement of Questionnaire	41
<b>Table 4.2</b> KMO and Bartlett's Test	45
<b>Table 4.3</b> Rotated Components Matrix	47
<b>Table 5.1</b> Descriptive Statistics of Respondents' Gender	54
<b>Table 5.2</b> Descriptive Statistics of Respondents' Age	55
<b>Table 5.3</b> Descriptive Statistics of Respondents' Education	56
<b>Table 5.4</b> Descriptive Statistics of Respondents' Position	57
<b>Table 5.5</b> KMO and Bartlett's Test	59
<b>Table 5.6</b> Total Variance Explain	60
<b>Table 5.7</b> Rotated Components Matrix	61
<b>Table 5.8</b> Reliability of Factors	66
<b>Table 5.9</b> Factors of Celebrity Endorsers Selection	67
<b>Table 5.10</b> Mean Scores of Criteria Importance	68
<b>Table 5.11</b> Sum Scores and Mean Scores of Factors	70
<b>Table 6.1</b> Summary of Personal Profile	72
<b>Table 6.2</b> Summary of Factors of Celebrity Endorsers Selection	74



# CHAPTER 1

## GENERALITIES OF THE STUDY

### 1.1 Instruction of the Study

China has come from nowhere to become the world's third-largest advertising market in just a few years (Roberts, 2004) with an average annual growth rate of about 40 percent and an advertising expenditure of over 100 billion yuan (People.com.cn, September 2004).

The country of 340 million TV households is set for an advertising boom, helped by Beijing hosting the 2008 Olympic Games (Dragonventure.com, June 2003). Domestic and foreign firms are queuing up to tap a consumer market identified as one of the world's fastest growing, propelled by booming economic growth and burgeoning consumerism. Many are launching aggressive campaigns, enlisting celebrities such as NBA basketball star Yao Ming to advertise products from soft drinks to mobile phones.

The use of celebrity endorsers as a marketing communication strategy in mainstream advertising has become a trend and a perceived winning formula of corporate image building and product marketing in today's China. For example, in China mobile phone industry, only three national mobile phone companies hired celebrities in 1999, however this number increased to fifteen in 2003 (Tom.com, November, 2003). The popularity of celebrity-based ads is also reflected by a recent survey of a Chinese local television channel, which showed that approximately 30% of all television advertisings on prime time are celebrity advertisings (Globrand, February 2004).

Celebrities are used in all available media while television is the main form of utilization as celebrities come with high price tags; not using them in television

seemed to be a waste due to the fact that the press does not bring personalities to life. Media such as billboards, point of sales, posters, press, radio, Internet are generally used to support television advertisements.

The reason behind the popularity of celebrity advertising is that brand images built through celebrities achieve a higher degree of attention and recall for consumers (Solomon, 2002). Therefore customers are more likely to choose products and services endorsed by celebrities than those without such endorsements (Agrawal and Kamakura, 1995). A recent survey in Beijing showed that about 80 percent of consumers are willing to buy a given medical product if it is advertised by a celebrity (Xing, 2004).

The benefit of using celebrity endorsers has indeed been investigated. It was said Coca Cola's sales had been increased 24% in China after it employed the Chinese new generation idols to endorse the product. And data from medical advertisers showed the celebrity ads generated sales three times and sometimes may be as high as ten times the expense (Xing, 2004). In China's mobile phone market, the national brands' share (against that of foreign brands) increased from only 3% in 1998 to 55% in 2003, which no doubt was thanks to the strategy of brand building by using celebrity endorsers (Tom.com, November, 2003).

Although the potential benefits of using celebrity advertising to promote brand images and products are significant, so are the risk and costs.

According to Klebba and Unger's study (1982), Till and Shimp's study (1998), negative information about a celebrity endorser not only influences consumers' perception of the celebrity but also the endorsed product. When a negative image of the celebrity is portrayed, a tainted picture is also painted for the company or brand, making it difficult to gain consumer trust to support the organization or buy the product. Zhao Wei, one of the most Chinese famous singers and actresses, was publicly criticized and used as a negative example of patriotism in civics education

textbooks for primary school students for wearing a dress of the Japanese military flag pattern in 2001. The so-called “Japanese Military Flag Dress Incident” undoubtedly negatively affected Zhao’s image as well as her endorsed brand images such as Red Earth (cosmetic) and Amoisonic (mobile phone). Amoisonic dropped all the ads with Zhao’s image right after the incident, which had some relationship with the negative news, claimed by Amoisonic CEO Li Xiaozhong (People.com.cn, December 2001).

When a celebrity becomes an endorser for many diverse products, this may make consumers overtly aware of the true nature of the endorsement, which has less to do with the attributes of the brand, and more to do with money (Cooper, 1984; Tripp, Jensen and Carlson, 1994).

Another issue concerns the high financial cost to secure the big names as endorsers. The payment for celebrity endorsers has run into millions of Chinese yuan. It was said Coca Cola paid Fu Mingxia, the former diving champion, 5 million yuan for her endorsement of Sprite soft drink (globrand.com, February 2004), while annual endorsement charges of some super stars such as Chow Yun Fat, Jack Cheng, Andy Lau, Toney Leung, and Maggie Cheung have reached 10 millions (Tom.com, August 2004). Although some large companies do not have a problem spending a large amount of money to acquire famous personalities, it is a bigger risk for the smaller companies to invest large amounts. Their losses are greater if something goes wrong.

A survey on celebrity endorsers showed that a number of celebrity endorsements proved very successful, whereas others completely failed (G999.com, April 2004). Table 1.1 and 1.2 lists top 10 liked and disliked celebrity endorsers evaluated by Chinese audience in 2003, respectively.

**Table 1.1: Top 10 Liked Celebrity Endorsers in 2003**

Rank	Celebrity	Brand/Product Endorsed
1	Yao Ming	China Unicom, telecommunication; Pepsi, soft drink
2	Maggie Cheung	Konka, mobile phone
3	Qi Qin	Septwolves, Clothing
4	Tony Leung	Panda, Mobile phone
5	Zheng Xiuwen	Yujie, Shampoo
6	Kim Hee Sun	TCL, Mobile phone
7	Jay Zhou	China Mobile, telecommunication
8	Jet Li	Seven, Clothing
9	Ren Xianqi	Kangshifu, Ice tea drink
10	Pu Cunxin	Qiqiang, detergent

Source: <http://www.g999.com/index-gg.aspx>, April 2004.

**Table 1.2: Top 10 Disliked Celebrity Endorsers in 2003**

Rank	Celebrity	Brand/Product Endorsed
1	Zhang Fengyi	Caizi, Menswear
2	Xue Cun	Baijiahei, Medicine
3	Ronaldo	Jingsangzi, Medicine
4	Hu Bing	Xiansiniao, Underwear
5	Guo Donglin	Taizi, Detergent
6	Qu Ying	Xiansiniao, Underwear
7	Zhang Dongjian	Jinmailang, fast noodle
8	Jiang Wen	Meiluo, Medicine
9	Quan Zhixian	Huiyuan, Juice drink
10	Fan Wei	Toyota Vios, Mobile

Source: <http://www.g999.com/index-gg.aspx>, April 2004.

## 1.2 Statement of the Problem

According to the introduction, the selection of an appropriate celebrity for a product or a service is thus a crucial, difficult, and risky decision. To select the ‘right’ endorser from thousands of celebrities to make the brand and product be outstanding with least risk, it is a must to understand what a ‘right’ celebrity endorser should be.

Therefore the research problems are:

1. What criteria do Chinese advertising practitioners take into account when they select celebrity endorsers?
2. How many factors are underlying those criteria?
3. How important is each criterion and factor considered by Chinese advertising practitioners?

## 1.3 Research Objectives

To respond to the research problems, the research objectives were developed as follows:

1. To identify the criteria with which Chinese advertising practitioners select celebrity endorsers;
2. To find out factors that underlie those celebrity endorsers selection criteria; and
3. To identify the importance level of each criterion and factor.

## 1.4 Scope of the Research

This research studied the factors to select celebrity endorsers from advertising practitioners’ perspective. Respondents involved in this study were only Chinese advertising practitioners who had experience of selecting celebrity endorsers.



## 1.5 Limitation of the Research

Due to time period and budget being very much limited, all celebrity endorsers selection criteria in this study were pooled from literature review and related studies. Thus some criteria may have been overlooked.

The respondents were only limited to advertising practitioners. Some corporate practitioners, such as those who worked in marketing or advertising department, might also have experience to plan or execute endorsement campaign. This may have cause loss of some valuable opinions.

The various shades of meanings for the closely related English items may not be translatable or distinguishable in another language. In this research, several variables from English literatures had been adapted (combined or re-expressed) when being translated into Chinese in order to further fit the Chinese respondents. Considering this, the finding of the study may be more useful in China.

Besides, the research was aimed at studying advertising practitioners' general experiential perspective on selecting celebrity endorsers, therefore the result may only provide a common perspective but not perfectly suit some specific products.

## 1.6 Significance of the Study

Although the data used and process itself has a certain limitation, the researcher believes that the result of this study could bring some valuable insights on marketing communication industry.

The study investigated the principles for choosing celebrity endorsers from the endorsement practitioners' empirical perspective. The findings provide a guideline for endorsement practitioners to set endorsement strategies and choose the appropriate celebrity endorser. This helps advertisers to reduce the big risk in the costly endorsement.

## 1.7 Definition of Terms

**Attractiveness**, or **Physical Attractiveness**, or **Source Attractiveness** refers to the endorser's physical appearance, personality, likeability, and similarity to the receiver, thus to the perceived social value of the source (Solomon, 2002).

**Celebrity** is a person who enjoys public recognition by a large share of a certain group of people (Schlecht, 2003).

**Celebrity Endorsement:** Celebrities use and enjoy appearing in an advertisement for consumer goods (McCracken 1989). Marketers and advertisers expect celebrity endorsement in advertisement will increase the impact of advertisement by appealing to companies' target consumers group or the life experiences of endorsers fit the advertising message (Mathur, Mathur and Rangan, 1997).

**Celebrity endorser**, or **celebrity spokesperson** is any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989). The celebrity endorser is defined as "an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed" (Friedman and Friedman, 1979).

**Criterion** is a standard or rule on which a judgment or decision can be based. In this study, each criterion for selecting celebrity endorsers is an observed variable.

**Endorsement Practitioner**, in this study, refers to an individual who practices an occupation of planning, organizing, or executing celebrity-based campaigns (endorsement).

**Expertise** is defined as the extent to which a communicator is perceived to be a source of valid assertions. It refers to the perceived level of knowledge, experience, or skills possessed by an endorser (Hovland, Janis and Kelley, 1953).

**Factor** refers to an underlying variable which is presumed to be the source of the observed variables.

**Familiarity** is defined as knowledge of the source through exposure (Erdogan, Baker and Tagg, 2001).

**Likability** is defined as affection for the source as a result of the source's physical appearance and behavior (Erdogan, Baker and Tagg, 2001).

**Multiple brand endorsement:** Some celebrities endorse several brands (Schlecht, 2003).

**Multiple celebrity endorsement:** A specific brand is endorsed by different endorsers (Schlecht, 2003).

**Similarity** is defined as a supposed resemblance between the source and the receiver of the message (Erdogan, Baker and Tagg, 2001).

**Source:** The person who is involved in communicating the marketing message in either a direct or an indirect manner (Belch and Belch, 1995).

**The Match-up Hypothesis** states that messages conveyed by the celebrity image and the product should be congruent for effective advertising (Kahle and Homer, 1985; Kamins, 1990). It specifically suggests that the effectiveness depends on the existence of a 'fit' between the celebrity spokesperson and endorsed brand (Till and Busler, 1998).

**The Meaning Transfer Model** explains the effectiveness of celebrity spokespersons by assessing the meanings consumers associate with the endorser and

eventually transfer to the brand (McCracken, 1989).

**The Source Attractiveness Model** contends that the effectiveness of a message depends on the similarity, familiarity, and liking of an endorser (McGuire, 1968).

**The Source Credibility Model** contends that the effectiveness of a message depends on perceived level of expertise and trustworthiness of an endorser (Hovland and Weiss, 1951; Hovland, Janis and Kelley, 1953).

**Trustworthiness** refers to the consumer's confidence in the source for providing information in an objective and honest manner (Ohanian, 1991). It refers to the honesty, integrity, and believability of an endorser as perceived by the target audience (Erdogan, Baker, and Tagg, 2001).



## CHAPTER 2

### LITERATURE REVIEW

In this chapter, the conception of celebrity endorser, several main models on celebrity endorsers, criteria of selecting celebrity endorsers and related studies are reviewed.

#### 2.1 Celebrity Endorsers

##### 2.1.1 Celebrities as Endorsers

Celebrities are “people who enjoy public recognition by a large share of a certain group of people (Schlecht, 2003).” They differ from the common characteristics because of their attributes like attractiveness, extraordinary lifestyle or special skills. In real life, celebrities always play roles as actors (e.g. James Bond), models (e.g. Cindy Crawford), sports athlete (e.g. David Beckham), pop stars (e.g. Madonna), or famous businessmen (e.g. Bill Gates) and politicians (e.g. Bill Clinton). They enjoy a high degree of public awareness.

Celebrities appear in public in different ways. Firstly, they appear in public when fulfilling their profession, e.g. Yao Ming, who plays basketball in front of audiences in NBA arena. Furthermore, celebrities appear in public by attending special celebrity events, e.g. Academy Awards, or world premieres of movies. In addition, they are present in news, fashion, magazine, and tabloids, which provide second source information on events and the ‘private life’ of celebrities through mass-media channels. Last but not least, celebrities act as endorsers in advertising to promote products and services (Kambitsis et al. 2003, Tom et al. 1992).

Companies frequently use endorsers to deliver their advertising message and convince consumers of their brands. A widely used and very popular type of endorser



is the celebrity endorser (Tom et al. 1992). According to McCracken (1989), a celebrity endorser is “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement”. One of the most famous celebrity endorsers is NBA superstar Michael Jordan, who has endorsed some famous brands like Nike, Cock, Wheaties, McDonald’s, Haneds, WorldCom, Oakley, Gatorade. The use of a celebrity endorser has increased dramatically in the past few years. Celebrities have been used to promote everything, from soft drinks to tourism services, in every medium from radio to television, from print media to Internet.

A celebrity may endorse several different brands; and a specific brand also may be endorsed by several different spokespersons. These concepts are called multiple brand endorsement and multiple celebrity endorsement, respectively (Schlecht, 2003). Aforementioned NBA superstar Michael Jordan endorsing a wide range of brands is an exact example for multiple brand endorsement. Tripp, Jensen, and Carlson (1994) suggested the endorsement of as many as four products negatively influences the celebrity spokesperson’s credibility and likeability. But endorsing a product with multiple celebrities “can be beneficial for appearing to various audiences to which the product is aimed.” (Hsu and McDonald, 2002). The watch manufacturer Omega promoted its brand by matching more than ten worldwide famous celebrities such as James Bond character Pierce Brosnan, super model Cindy Crawford, and Formula 1's reigning world champion Michael Schumacher.

### **2.1.2 Advantages and Hazards of Using Celebrity Endorsers**

Erdogan (1999) mentioned several potential advantages and hazards of using celebrity endorsers, which are listed in Table 2.1.

**Table 2.1: Advantages and Hazards of Using Celebrity Endorsers**

<b>Advantages</b>	<b>Hazards</b>
Increase attention	Overshadow the brand
Image polishing	Public controversy
Brand introduction	Overexposure
Brand repositioning	Loss of public recognition
Underpin global campaigns	Image change
	Financial risk

Source: Erdogan (1999), "Celebrity Endorsement: A Literature Review," *Journal of Marketing Management*, Vol. 15, pp.291-314.

The reasons for using celebrity endorsers go back to their potential advantages.

### **Increase Attention**

Compared to other endorser types, famous people hold the viewer's high attention and recall. They increase awareness of a company's advertising, create positive feelings towards brand and are perceived by consumers as more entertaining (Solomon, 2002). Using a celebrity in advertising is therefore likely to positively affect consumers' brand attitudes and purchase intentions.

### **Image Polishing**

Celebrities also help advertisements stand out from surrounding clutter, therefore improving communicative ability by cutting through excess noise in a communication process (Sherman, 1985). If a company image has been tarnished, hiring a popular celebrity is one potential solution.

### **Brand Introduction**

As well as promoting established brands, celebrities are used to introduce new or reposition brands. At times a celebrity is chosen and a new product designed

around the person since this strategy can pay huge dividends by giving products instant personality and appeal (Dickenson, 1996).

### **Brand Reposition**

Some of the initial positioning strategies for products fail to draw expected interest from consumers. Companies can hire celebrities who have necessary meanings to establish new positioning for existing products (Erdogan, 1999).

### **Underpin Global Campaigns**

One of the global marketing communications problems is the cultural barrier in individual countries, such as time, space, language, relationships, risk, masculinity, femininity, and many others (Mooij, 1994). Celebrities with worldwide popularity can help companies avoid many of such problems. Pizza Hut International increased its global market share by utilizing global celebrities such as supermodels Cindy Crawford and Linda Evangelista, and Baywatch star Pamela Anderson.

Despite these benefits, there are also potential hazards when using celebrity endorsers in a marketing communications campaign.

### **Overshadow the Brand**

The brand is possibly overshadowed by the likes of high-profile celebrities. One example is the soft-drink giant Pepsi, who abandoned both Beyonce Knowles and Britney Spears, saying that the celebrities were too big and the Pepsi brand didn't get the promotion they were paying for and the stars were getting all the attention (Duncan, 2004).

### **Public Controversy**

It has been found that negative information about a celebrity endorser not only influences the consumer's perception of the celebrity but also the endorsed product

(Klebbba and Unger, 1982; Till and Shimp 1998). Some familiar cases include murder charges brought against O. J. Simpson, rape charges and a jail sentence against Mike Tyson, and drug charges against Michael Irvin. Hertz, Pepsi, Kodak, Nike and Toyota all felt the consequences of the celebrities' actions.

### **Overexposure**

A celebrity may endorse several products, sometimes switching his/her endorsements to rival brands. This happens frequently when trying to secure someone that is well-liked by society and in high demand for products endorsements. As a result, the credibility and the trust in the product and the endorser decrease. It also sends a message to the consumer that, "If the endorser won't stick with a brand, why should I?" (Dyson and Turco, 1998)

### **Loss of Public Recognition**

Furthermore, the celebrities may disappear from the media spotlight before the end of a contractual term even if they had won seven Olympic gold medals when it started (Ziegel, 1983).

### **Image Change**

It is unusual for celebrities to change their image suddenly, but when this occurs it may destroy the very rationale of the relationship. For instance, Zhao Wei' is widely liked by Chinese audiences because of her "naughty" image obtained by acting Xiao Yanzi. But it changed to "ugly" after she acted in the movie *Shaolin Soccer*.

### **Financial Risk**

Another issue concerns the high financial risk to hire the big name endorsers. Pepsi paid Shaquille O'Neal \$25 million to endorse the popular soda product. Tiger Woods received \$40 million from Nike to support the company's youth marketing campaign. Although these large companies do not have a problem spending top dollar

necessary to acquire famous personalities, it is a bigger risk for the smaller companies to invest large amounts. Their losses are greater if something goes wrong.

## 2.2 Models on Celebrity Endorsers

As can be inferred from the aforementioned description, the selection of celebrity endorsers is not an easy task. This subject has already attracted a number of academics and practitioners' interests from the foundations laid by Hovland and his associates in the early 1950s (Hovland, Janis and Kelley, 1953; Hovland and Weiss, 1951). Following his initial Source Credibility Model, three additional models have been proposed--the Source Attractiveness Model (McGuire, 1968), the Product Match-Up Hypothesis (Kahle and Homer, 1985; Kamins, 1989, 1990), and the Meaning Transfer Model (McCracken, 1989). Indeed, a recent literature review by Erdogan (1999) cites over 45 academic articles dealing with celebrity endorsement strategy in mainstream marketing and communication journals.

The following four models of celebrity endorsers can be distinguished.

### 2.2.1 The Source Credibility Model

The Source Credibility Model contends that the effectiveness of a message depends on perceived level of expertise and trustworthiness of an endorser (Hovland and Weiss, 1951; Hovland, Janis and Kelley, 1953). The Ohanian (1990) endorser credibility scale incorporated not only the dimensions of expertise and trustworthiness, but also included attractiveness. Ohanian's decision to include attractiveness as a dimension of source credibility was prompted by research suggesting that physically attractive communicators are often liked more and have a positive impact on opinion change and product evaluations (Joseph, 1982). In this study, the researcher conceptualized credibility as consisting of the two widely recognized credibility dimensions of expertise and trustworthiness.



Information from a credible source (e.g., celebrity) can influence beliefs, opinions, attitudes, and/or behavior through a process called internalization, which occurs when receivers accept a source influence in terms of their personal attitude and value structures (Kelman, 1961). Ohanian (1991) stated that recent research evidence suggested that the dimensions of source credibility can make independent contributions to source effectiveness, and a communicator's influence on his audience will depend upon some combination of these dimensions.

Hovland, Janis and Kelley (1953) defined trustworthiness as the audience's degree of confidence in, and degree of acceptance of, the speaker and the message. It refers to the honesty, integrity, and believability of an endorser as perceived by the target audience (Erdogan, Baker and Tagg, 2001). The celebrity's trustworthiness depends on target audience perceptions.

Numerous studies have supported the effect of the communicator's trustworthiness on changing audience's attitudes. Miller and Baseheart (1969) examined the impact of source trustworthiness on the persuasibility of fear-arousing communications. They found that when the communicator was perceived to be highly trustworthy, an opinionated message was more effective than a non-opinionated one in changing attitude.

Smith (1973) argued that consumers view untrustworthy celebrity endorsers, regardless of their other qualities, as questionable message sources. Friedman and Friedman (1978) found that trustworthiness is the major determinant of source credibility. Advertisers capitalize on the value of trustworthiness by selecting endorsers who are widely regarded as honest, believable, and dependable (Shimp, 1997). On the other hand, Ohanian's (1991) findings indicated that trustworthiness of a celebrity was not significantly related to purchase intentions.

Expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions. It refers to the perceived level of knowledge, experience, or

skills possessed by an endorser (Hovland, Janis and Kelley, 1953). To be truly effective, a celebrity endorser should truly be knowledgeable, experienced, and qualified to talk about the product (Ohanian, 1991). It doesn't matter whether an endorser is an expert; all that matters is how the target audience perceives the endorser (Hovland, Janis and Kelley, 1953, Ohanian, 1991). The majority of empirical evidence has shown that a more expert celebrity endorser is more persuasive and generates more intentions to buy the brand. Horai, Naccari, and Fatoullah (1974), Maddux and Rogers (1980), and Speck, Schumann, and Thompson (1988) found main effects for topic-specific expertise as the expert sources produced greater agreement than the non-expert source, and Ohanian's (1991) results highlighted that the respondent's evaluations of the celebrities' perceived expertise with a product was significantly related to intention to purchase. The consistency of these findings emphasized the importance of using expert spokespersons in advertising to initiate attitude change. While Speck, Schumann and Thompson (1998) found that expert celebrities produced higher recall of product information than non-expert celebrities, but the difference was not statistically significant.

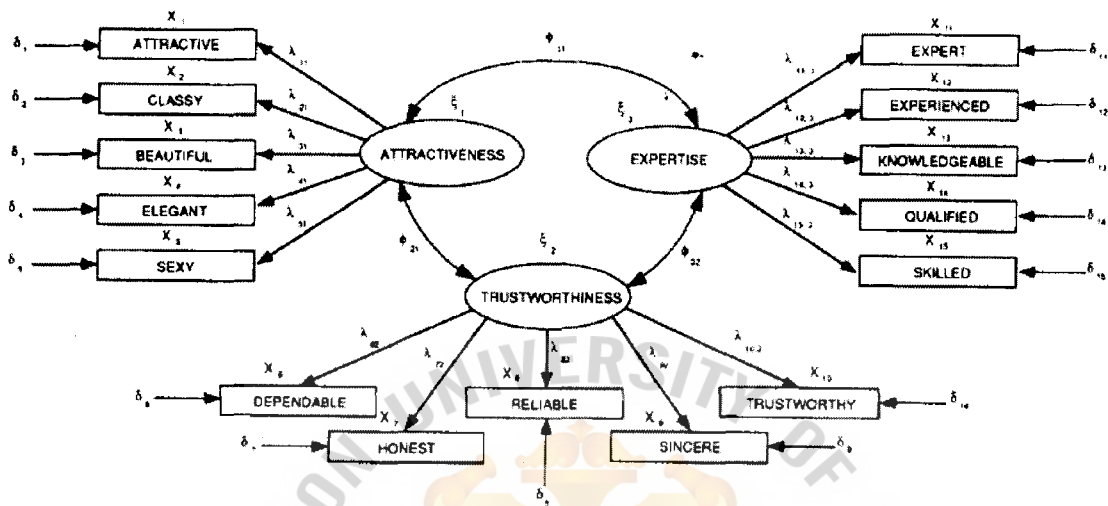
Findings in source credibility studies are equivocal. What factors construct source credibility and what factors are more important than others in certain situations is still ambivalent (Erdogan, 1999).

### **Measuring Source Credibility**

With the wide use of celebrities in advertising, it is necessary to have valid instruments to measure celebrity characteristics to facilitate selection of the right celebrity. In response to this need, Ohanian (1990) developed a tri-component celebrity endorser credibility scale, which consisted of 15 semantic differential items encompassing the dimension of (i) attractiveness (attractive/unattractive, classy/not classy, beautiful/ugly, elegant/plain, and sexy/not sexy), (ii) trustworthiness (dependable/undependable, honest/dishonest, reliable/unreliable, sincere/insincere, and trustworthy/untrustworthy), and (iii) expertise (expert/not an expert, experienced/

inexperienced, knowledgeable/unknowledgeable, qualified/unqualified, and skilled/unskilled). The measurement model is presented in Figure 2.1.

**Figure 2.1: Measurement Model for the Celebrity Endorsers’ Credibility Scale**



Source: Ohanian (1990), *Construction and Validation of a Scale to Measure Celebrity Endorsers’ Perceived Expertise, Trustworthiness, and Attractiveness*, *Journal of Advertising*, vol. 19, No. 3, pp. 39-52.

### 2.2.2 The Source Attractiveness Model

Society throughout the ages has determined that particular features of persons are attractive. It is therefore to be expected that physical attractiveness, as a source attribute would affect the receptivity of the message. Indeed, there is considerable research evidence, which attests to the positive consequences of employing attractive spokespersons based on the principle that receivers make more favorable evaluations of the advertisement and the product when attractive models are used in the advertisement.

The Source Attractiveness Model contends that the effectiveness of a message depends on the similarity, familiarity, and liking of an endorser (McGuire, 1968). Similarity is defined as a supposed resemblance between the source and the receiver

of the message, familiarity as knowledge of the source through exposure, and likability as affection for the source as a result of the source's physical appearance and behavior (Erdogan, Baker and Tagg, 2001).

The use of attractive people is common practice in television and print advertising, with physically attractive communicators having proved to be more successful in influencing consumers' attitudes and belief than unattractive spokespersons. A generalized application to advertising has been suggested that "physical attractiveness" of a communicator determines the effectiveness of persuasive communication through a process called identification, which is assumed to occur when information from an attractive source is accepted as a result of desire to identify with such endorsers (Kelman, 1961). Research has shown physically attractive communicators are more successful at changing beliefs (Baker and Churchill, 1977; Chaiken, 1979; Debevec and Kernan, 1984) and generating purchase intentions (Friedman et al., 1976; Petroschius and Schulman, 1989) than their unattractive counterparts. According to Kahle and Homer's (1985) study, attractive spokespersons are more effective in terms of attitude change when promoting brands that enhance one's attractiveness.

Opposing these results, Dholakia and Sternthal (1977) found no systematic difference in subjects' perception of the attractiveness of the high and low credibility sources. Maddux and Rogers (1980) found that the main effect for physical attractiveness was not significant. However, Maddux and Rogers noted that perhaps the failure of physical attractiveness to affect persuasion may be due to the rather extreme levels of attraction that were manipulated. Though Ohanian (1991) acknowledges a popular person's ability to create awareness and initial interest for an advertisement, she concludes that this may not necessarily change consumer's attitude toward the endorsed brand.

### 2.2.3 The Match-up Hypothesis

Early research found the fittingness of the model for the product (Kanungo and Pang, 1973) and the effectiveness of endorsers varied by product (Friedman and Friedman, 1979). The idea of a fit between the celebrity and the product became formalized under the “match-up hypothesis”.

The match-up hypothesis stated that messages conveyed by the celebrity image and the product should be congruent for effective advertising (Kahle and Homer, 1985; Kamins, 1990). The match-up hypothesis specifically suggested that the effectiveness depends on the existence of a ‘fit’ between the celebrity spokesperson and endorsed brand (Till and Busler, 1998). Simply assuming that a person just has to be famous to represent a successful spokesperson, however, would be incorrect, with a considerable number of failures proving the opposite. Many very well accepted and attractive super stars failed in turning their endorsements into success, like Michael Jordan endorsed Nike successfully but failed in representation of Worldcom.

In support of the match-up hypothesis, Misra and Beatty (1990) found that recall and affect toward the brand were enhanced when the celebrity and the brand were matched. Kamins (1990) found that for an attractiveness-related product, a physically attractive celebrity enhanced spokesperson credibility and attitudes toward the advertisement, relative to a physically unattractive celebrity. However, for an attractiveness-unrelated product, the physically attractive celebrity had no effect on measures of the spokesperson, the product, and the advertisement, relative to the physically unattractive celebrity.

Advertising a product via a celebrity whose image is highly congruent with the brand leads to greater advertiser and celebrity believability compared with a situation in which there is low congruence. Kamins and Gupta (1994) examined the congruence between image type and the advertised product and found that for a celebrity spokesperson, higher congruence for the spokesperson-product combination led to



higher perceived believability and attractiveness of the spokesperson and a more positive product attitude; while for a non-celebrity spokesperson, degree of congruence had no effect on the dependent measures. Indeed, this may be the reason for the extensive usage of attractive celebrities (e.g., Jennifer Aniston, Kate Moss, Madonna, and Cindy Crawford) for personal care products, shampoo, skin and hair care, and make-up.

The emphasis of product match-up research has been on the proper match between a celebrity and a product based on celebrity physical attractiveness. However, two studies by Ohanian (1991) and Till and Busler (1998) dealt with expertise and concluded that special attention should be paid to employ celebrities who are perceived to be experts by the target audiences. Erdogan and Baker (2001) suggested that the match-up hypothesis research might have to extend beyond attractiveness and credibility toward a consideration and matching of the entire image of the celebrity with the endorsed brand and the target audience.

#### **2.2.4 The Meaning Transfer Model**

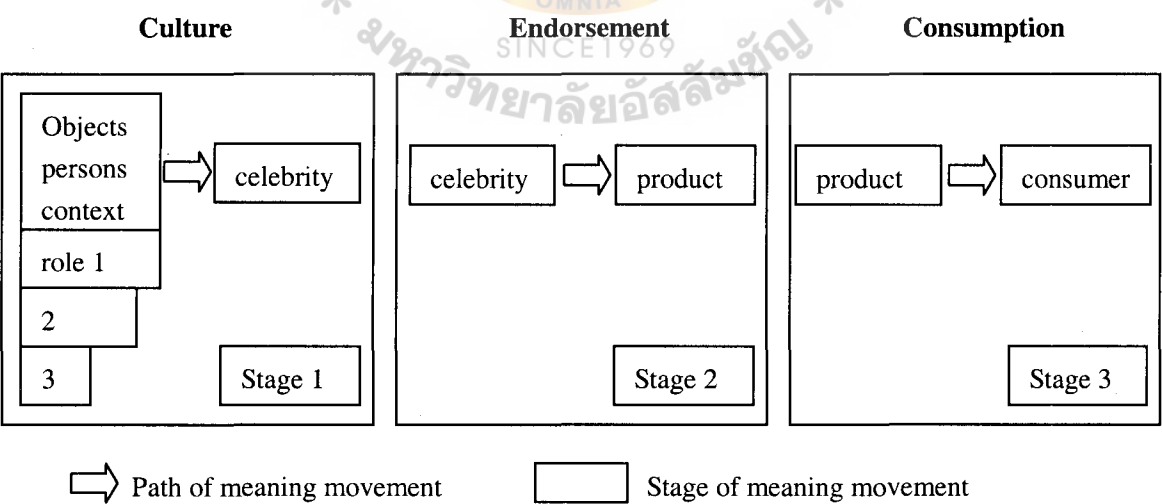
McCracken (1989) explains the effectiveness of celebrity spokespersons by assessing the meanings consumers associate with the endorser and eventually transfer to the brand. This is the meaning transfer model. The perspective is shared by Kambitsis et al. (2002), who found the athletes' personality as being an important factor in influencing "specific target groups, to which such personalities are easily recognizable and much admired."

The meaning transfer model is based on the concept of meanings. Celebrities contain a broad range of meanings, involving demographic categories (e.g. age, gender, status), personality and lifestyle types. Madonna, for example, is perceived as a tough, intense and modern woman, and is associated with the lower middle class (Walker, Langmeyer and Langmeyer, 1992). The personality of Pierce Brosnan is best characterized as the perfect gentlemen, whereas Jennifer Aniston has the image of the

‘good girl from next door’. McCracken (1989) emphasizes that a famous person represents not one single meaning, but expresses a number and variety of different meanings.

The meaning transfer model is composed of three stages. The first stage is the formation of the celebrity image. As McCracken explained, “Celebrities draw these powerful meanings from the roles they assume in their television, movie, military, athletic, and other careers. Each new dramatic role brings the celebrity into contact with a range of objects, persons, and contexts. Out of these objects, persons, and contexts are transferred meanings that then reside in the celebrity”. In the endorsement stage the meaning associated with the famous person moves from the endorser to the product or brand. Thus, meanings attributed to the celebrity become associated with the product or brand. Finally, in the consumption process, the product or brand’s meaning is acquired by the customer. The third stage of the model explicitly shows the importance of the consumer’s role in the process of endorsing brands with famous persons. The meaning transfer process is shown in Figure 2.2.

**Figure 2.2: Meaning transfer in the endorsement process**



Source: Erdogan (1999), *Celebrity Endorsement: A Literature Review*, *Journal of Marketing Management*, Vol. 15, pp. 291-314.

The meaning transfer model may at first seem a merely theoretical concept, but its replicability to real life was demonstrated by Langmeyer and Walker's (1991) study. The study demonstrated that symbolic meanings possessed by celebrities (Cher; Madonna, and Christie Brinkley) transferred to the endorsed brand/product (Scandinavian Health Spas, bath towels, and blue jeans).

According to Martin (1996), celebrity spokespersons are useful in marketing because they provide a "set of characteristics" that supports consumers in evaluating the presented brand. In contrast to anonymous endorsers, celebrities add value to the image transfer process by offering meanings of extra depth and power, what is complemented by their lifestyles and personalities (McCracken, 1989).

### **2.3 Related Studies: Selecting Celebrity Endorsers from Practitioner's Perspective**

Most of the literatures studied celebrity endorser characteristics in experiments using consumer samples. So far, only a few studies investigated the factors taken into account by practitioners when choosing celebrity endorsers.

Miciak and Shanklin (1994) made the first study about the factors considered by practitioners based on a small sample including 21 agency and 22 company practitioners. All of them had actively engaged in selecting celebrities to do commercial endorsements. The researchers got information through a sequence of referrals, exploratory telephone calls, and follow-up questionnaires.

Twenty five celebrity-selection criteria were gleaned from published literature and in an in-depth pretest of the survey with several advertising agencies. These criteria were assembled or subgrouped into five broader categories: celebrity credibility, Celebrity attractiveness, celebrity/product match-up, celebrity/audience match-up, and additional considerations.

Table 2.2 shows the findings. Celebrity credibility was identified as the primary reason for selecting a spokesperson. Both of celebrity/audience match and celebrity/product match were deemed as second most important categories. However celebrity attractiveness and additional considerations were less important for the practitioners.

**Table 2.2: How Experts Evaluate Celebrity Endorsers**

<b>Overall selection categories</b>	<b>celebrity criteria within overall categories</b>	<b>Relative importance of celebrity selection</b>	<b>Mean value</b>
Celebrity credibility (most important category)	Trustworthiness		2.19
	Expertise		2.67
	Uses the product		2.76
	Composed		4.17
	Many endorsements		4.40
	Outgoing and bold		4.71
Celebrity/audience match-up (tied for second most important category)	Audience aspires to be like the celebrity		1.88
	Values		2.40
	Audiences see themselves as being like the celebrity		2.70
	Appearance		3.95
	Biographical background		4.10
Celebrity /product match-up (tied for second most important category)	Image		1.53
	Reputation		2.23
	Values		2.60
	Appearance		3.77
Celebrity attractiveness (next most important category)	Easy to recognize		1.60
	Likable/friendly		2.55
	Social association		3.19
	Physical attraction		3.59
	Occupational association		4.00
Additional considerations (next most important category)	Endorsement fee		2.00
	Publicity risk		2.12
	Life cycle stage of product		3.23
	Probability of hiring celebrity		3.71
	Exclusive representation		3.91

Source: Miciak and Shanklin (1994), *Choosing Celebrity Endorsers*, *Marketing Management*, Winter 94, Vol. 3, No. 3, pp. 50.

Erdogan and Baker (1999) interviewed ten managers from diverse departments of nine advertising agencies and a celebrity director from the Celebrity Group. Two fax responses were also received from two agencies. The twelve companies involved in the study came from top thirty advertising agencies in the United Kingdom ranked by annual sales in 1996.

Table 2.3 lists the criteria mentioned in choosing a celebrity endorser for a campaign.

**Table 2.3: Celebrity Endorsers Selection Criteria**

Fit with the advertising idea
Celebrity –target audience match
Celebrity values
Cost of acquiring the celebrity
Celebrity-product match
Celebrity controversy risk
Celebrity popularity
Celebrity availability
Celebrity physical attractiveness
Celebrity credibility
Celebrity prior endorsements
Celebrity is a brand user
Celebrity profession
Celebrity equity membership status

Source: Erdogan and Baker (1999), *Celebrity Endorsement: Advertising Agency Managers’ Perspective*, *The Cyber Journal of Sport Marketing*, Vol. 3, No. 4, October.

The mostly argued factor was that a celebrity must be right for the advertising idea. The second most frequently mentioned was target audience feelings towards a celebrity, what the celebrity stands for, and how much the celebrity charges for an endorsement contract. The third most cited factor was whether the celebrity image matched product characteristics. Celebrity characteristics such as credibility and attractiveness were deemed as less important. A whole set of variables such as the risk

of a celebrity getting into public controversy, prior endorsements, celebrity availability and willingness, a celebrity's profession, whether a celebrity is a user of the product or service, and whether a celebrity is a member of an organization called Equity, a union for advertising presenters and industry workforce, was reported to be taken into account in selecting celebrities.

Follow this study, Erdogan, Baker and Tagg' (2001) made a study with a large sample of 131 practitioners from 80 advertising agencies. The agency sample was taken from a recognized listing of the 300 largest agencies in the United Kingdom. Seventeen potential selection criteria were gathered from the literature, exploratory and pre-test. In order to identify underlying characteristics of celebrity endorsers that are considered by agency practitioners, the scale was subjected to Exploratory Factor Analysis by using Principal Component Analysis.

According to the finding, advertising practitioners considered celebrity/target audience match, celebrity/brand match, and overall image of the celebrity to be very important criteria. The cost and likelihood of hiring the celebrity, celebrity trustworthiness, controversy risk, prior endorsements, and celebrity familiarity and likability were important. Risk of celebrity overshadowing brands and the stage of celebrity life cycle were somewhat important. Celebrity expertise, physical attractiveness, celebrity profession and a celebrity's membership of the actor's union were indicated to be neither important nor unimportant. Lastly, whether the celebrity is a brand user was considered to be unimportant to the decision.

In total, five factors were extracted by using Principal Component Analysis. The factors considered by advertising practitioners when selecting celebrity endorsers were congruence, credibility, profession, popularity, and obtainability (see Table 2.4), which account for 65 percent of the total variance.



Table 2.4: Factor Analysis of Important Celebrity Endorser Characteristics

Components	Individual Items	Loadings
<b>Congruence</b> $\alpha = .71$	Celebrity physical attractiveness	.77
	Celebrity-target audience match	.73
	Celebrity-product/brand match	.68
	The stage of celebrity life cycle	.64
<b>Credibility</b> $\alpha = .72$	Celebrity controversy risk	.86
	Celebrity prior endorsements	.76
	Celebrity trustworthiness	.74
<b>Profession</b> $\alpha = .68$	Whether celebrity is a brand user	.75
	Celebrity profession	.73
	Celebrity EQUITY membership status	.63
	Celebrity expertise	.56
	Risk of celebrity overshadowing brands	.54
<b>Popularity</b> $\alpha = .75$	Celebrity familiarity	.87
	Celebrity likeability	.85
<b>Obtainability</b> $\alpha = .73$	Cost of acquiring the celebrity	.83
	The likelihood of acquiring the celebrity	.82
Eigenvalues		4.8 1.7 1.5 1.3 1.1
Variance explained (percent)		30 11 9 8 7

Source: Erdogan, Baker and Tagg (2001), *Selecting Celebrity Endorsers: The Practitioner’s Perspective*, *Journal of Advertising Research*, May-June.

2.4 Other Criteria for Selecting Celebrity Endorsers

Gender

Chaiken (1979) found a significant gender difference existed as female targets expressed greater agreement than male targets and a greater proportion of female (vs. male) targets signed the petitions. Kahle and Homer (1985) found that not only did women recognize more brands than men, they also recalled more brands and products than men. In contrast however, Ohanian (1991) concluded that gender had no significant effect on subjects’ intention to purchase or how they evaluated the attractiveness and expertise of the attractiveness and expertise.

## **Politically Correct**

Both Federal Express and Sears withdrew their sponsorship of Bill Maher's political incorrectness after 9/11 when Maher publicly called American soldiers "cowards" for "lobbing cruise missiles from 2,000 miles away" (Duncan, 2003).

## **Working style and Character**

One of China's most famous apparel brands, Romon, selected Andy Lau as its endorser. An important reason is that Andy Lau is perceived as being hardworking and responsible, as well as his enthusiastic and energetic characters claimed by the Chairman Sheng Jingsheng (Romon.com, December 2004). A research on Chinese celebrities by Horizonkey also showed one of the reasons that celebrities are widely liked by audiences is their character and working style (Shangjie.com, February 2004).

## **Success and performance**

According to Schaaf (1995), level of success and performance is considered as a tangible factor of the marketability of a spokesperson.

## **Exclusive Representation**

A celebrity may endorse several products, sometimes switching his/her endorsements to rival brands. This happens frequently when trying to secure someone who is well-liked by society and in high demand for products endorsements. As a result, the credibility and the trust in the product and the endorser decrease. It also sends a message to the consumer that, "If the endorser won't stick with a brand, why should I?" (Dyson and Turco, 1998)

## **Future Celebrity Status**

Sometimes a brand owner will engage a person based on expectation of future

celebrity status. Perhaps the biggest example of that in recent news comes from the US where a high school student named Lebron James landed an extraordinary US \$90 million endorsement deal with Nike for a greatly anticipated future basketball career (Cabell, 2003).



## CHAPTER 3

### RESEARCH FRAMEWORK

As introduced in Chapter 2, marketing researchers have generally agreed that the approach of selecting celebrity endorsers is a multi-dimensional construct. This study, however, aimed to identify the criteria and underlying factors Chinese advertising practitioners utilize to select celebrity endorsers, and to identify the level of each criterion and dimension. Thus, the initial pool of celebrity endorsers-selection criteria was developed from the related studies.

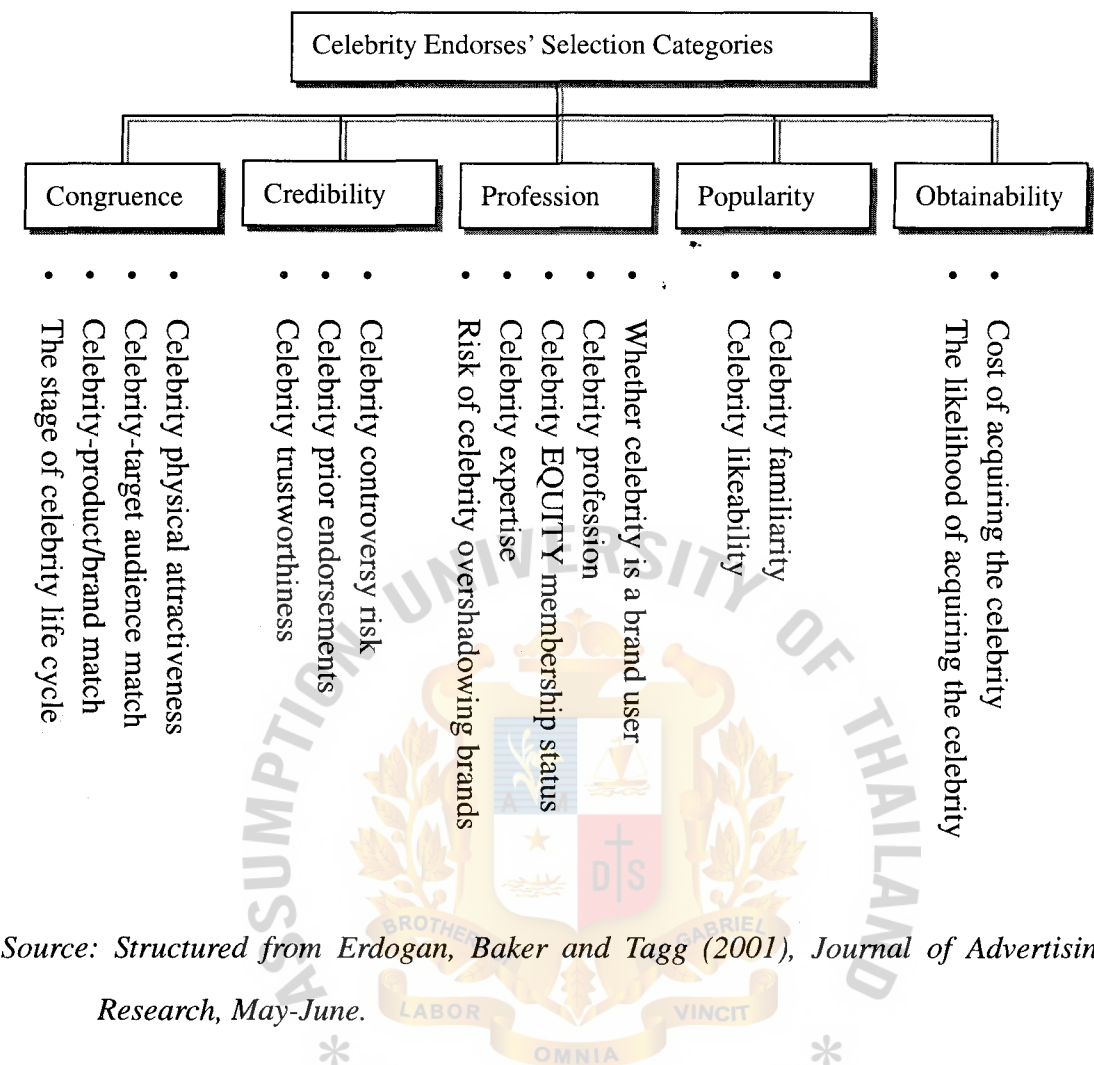
#### 3.1 Theoretical Framework

##### **Erdogan, Baker and Tagg's (2001) Celebrity Endorsers Selection Model**

The celebrity endorsers selection model developed by Erdogan, Baker and Tagg (2001) was applied in this study. The model was structured and shown below (Figure 3.1).

Researchers gathered 17 potential criteria on celebrity endorsers-selection from the literature, exploratory and pre-test. After analyzing by using Principal Components Analysis, it was found that five factors (categories) were considered by advertising practitioners when selecting celebrity endorsers, which were congruence, credibility, profession, popularity, and obtainability.

Figure 3.1: Celebrity Endorsers Selection Model



Source: Structured from Erdogan, Baker and Tagg (2001), *Journal of Advertising Research*, May-June.

Criteria of Celebrity Endorsers Selection

In the following, various criteria were gathered from the previous researches on selecting celebrity endorsers.

Miciak and Shanklin (1994) used 25 criteria to study the selection of celebrity endorsers, which were:

- Trustworthiness
- Expertise
- Uses the product
- Composed

Many endorsements

Outgoing and bold

Audience aspires to be like the celebrity

Celebrity values /audience match-up

Audiences see themselves as being like the celebrity

Celebrity appearance /audience match-up

Biographical background

Celebrity image /product match-up

Celebrity reputation /product match-up

Celebrity values /product match-up

Celebrity appearance /product match-up

Easy to recognize

Likable/friendly

Social association

Physical attraction

Occupational association

Endorsement fee

Publicity risk

Life cycle stage of product

Probability of hiring celebrity

Exclusive representation

Erdogan and Baker (1999) found 14 criteria in choosing celebrity endorsers as follows:

Fit with the advertising idea

Celebrity –target audience match

Celebrity values

Cost of acquiring the celebrity

Celebrity-product match



Celebrity controversy risk  
Celebrity popularity  
Celebrity availability  
Celebrity physical attractiveness  
Celebrity credibility  
Celebrity prior endorsements  
Celebrity is a brand user  
Celebrity profession  
Celebrity Equity membership status

Furthermore, Erdogan, Baker and Tagg's (2001) used 17 potential criteria in factor analysis to study the celebrity endorsers selection. Among those, "overall image of the celebrity" was disregarded as it had an eigenvalue and a factor loading less than 1 and 0.5, respectively. Other 16 criteria as shown in the afore-structured Celebrity Endorsers Selection model, which were

Celebrity-target audience match  
Celebrity-product/brand match  
Cost of acquiring the celebrity  
Celebrity trustworthiness  
The likelihood of acquiring the celebrity  
Celebrity controversy risk  
Celebrity familiarity  
Celebrity prior endorsements  
Celebrity likability  
Risk of celebrity overshadowing brands  
The stage of celebrity life cycle  
Celebrity expertise  
Celebrity profession  
Celebrity physical attractiveness

Celebrity Equity membership status

Whether celebrity is a brand user

Moreover, as introduced in Chapter 2, there are also some other criteria that were considered to determine a celebrity, such criteria are: gender (Chaiken, 1979; Kahle and Homer, 1985), politically correct (Duncan, 2003), hardworking and responsible working style, enthusiastic and energetic (Romon.com, December 2004), success and performance (Schaaf, 1995), exclusive representation (Dyson and Turco, 1999), and future celebrity status (Cabell, 2003).

### **3.2 Conceptual Framework: An Initial Pool of Celebrity Endorsers**

#### **Selecting Criteria**

An initial pool of selection criteria for choosing celebrity endorsers extracted from above-introduced researches was adapted and listed below. All these items were put on questionnaire so as to factor analyze the dimensions of selecting celebrity endorsers.

Possible selection criteria:

1. Hardworking and responsible
2. Outgoing and bold
3. Enthusiastic and energetic
4. Celebrity value-audience match
5. Celebrity appearance/image-audience match
6. Celebrity life style-audience match
7. Familiarity
8. Biographical background
9. Celebrity appearance/image-product match
10. Celebrity value-product match

11. Celebrity reputation-company match
12. Social association/intercourse
13. Endorsement fee
14. Celebrity-ad idea match
15. Obtainability
16. Exclusive representation
17. Trustworthiness
18. Experience
19. Differentiation
20. Likability
21. Overshadowing
22. Membership
23. Product user
24. Future status
25. Popularity
26. Reputation
27. Deportment
28. Public image
29. Politically correct
30. Celebrity's gender
31. Success/performance
32. Expertise/profession
33. Knowledgeable/qualified to talk about product
34. Image change risk
35. Attractiveness
36. Handsome/pretty
37. Fashionable
38. Sexy
39. Elegant



### 3.3 Operationalization of Variables

**Table 3.1 Operationalization of Variable**

Variables	Concept Definitions	Measurement Scale
Hardworking and responsible	Characterized by hard work and perseverance; regarding work as a duty, obligation.	Interval
Outgoing and Bold	At ease in talking to others without fear.	Interval
Enthusiastic and energetic	Having or showing great excitement, interest and energy in a subject or cause.	Interval
Celebrity Values-Audience match	Celebrity shares important values with audience.	Interval
Celebrity Appearance/image-Audience match	Outward or visible aspect of a celebrity is mimicked by the audience.	Interval
Celebrity life style-Audience match	The life style of a celebrity is mimicked by the audience.	Interval
Familiarity	Considerable acquaintance with a person.	Interval
Biographical background	Containing, consisting of, or relating to the facts or events in a person's past life	Interval
Celebrity appearance/image-product match	There is some congruence between a celebrity and product in outward or visible aspect.	Interval
Celebrity value-product match	The celebrity’s main values are similar to those that the product stands for.	Interval
Celebrity reputation-company match	The general estimation held by the public toward a celebrity is similar to that toward a company.	Interval
Social association/intercourse	Dealings or communications between persons or groups in society	Interval
Endorsement fee	Payment for a celebrity for appearing in advertisements for a product or service.	Interval
Celebrity-ad idea match	Celebrity is fit with the advertising idea.	Interval
Obtainabiliy	Celebrity is available (e.g. he/she is not competitors’ endorser) and willing to endorse the product/brand.	Interval

Exclusive representation	A celebrity endorses only one brand/product.	Interval
Trustworthiness	Worthy of trust or belief.	Interval
Experience	The accumulation of knowledge or skill that results from direct participation in events or activities.	Interval
Differentiation	A discrimination between things as different and distinct.	Interval
Likability	Being liked by others.	Interval
Overshadowing	To make insignificant by comparison.	Interval
Membership	Being a member of a union for advertising presenters and industry workforce.	Interval
Product user	One who uses the product	Interval
Future status	The status a person might be in the future.	Interval
Popularity	The state of being widely admired, accepted, or sought after.	Interval
Reputation	The general estimation in which a person is held by the public.	Interval
Deportment	A manner of personal conduct; behavior.	Interval
Public image	The opinion or concept of a person that is held by the public, especially interpreted by the mass media.	Interval
Politically correct	The opinion a person holds with respect to political questions or affairs is correct.	Interval
Celebrity's gender	The condition of being female or male	Interval
Success/performance	The achievement of something desired, planned, or attempted	Interval
Expertise/profession	Having or demonstrating a high degree of knowledge or skill.	Interval
Knowledgeable/qualified to talk about product	Knowing much and having qualification to talk about the product.	Interval
Image change risk	The risk caused by change of the image or character projected to the public.	Interval
Attractiveness	Pleasing to the eye or mind; charming.	Interval
Handsome/pretty	Pleasing in appearance especially by reason of conformity to ideals of form and proportion, good looking	Interval
Fashionable	Conforming to the current style; stylish.	Interval
Sexy	Arousing or tending to arouse sexual desire or interest.	Interval
Elegant	Refined or imposing in manner or appearance.	Interval

# CHAPTER 4

## RESEARCH METHODOLOGY

This chapter is to provide an overview of methodology that will be used in the research. Research Method, respondents and sampling procedures, source of data, research instrument, pretesting, data collection, and data analysis are classifiably explained in this chapter.

### 4.1 Research Method

This research is a descriptive research. Churchill (1999) mentioned that descriptive research is used to describe the characteristics of certain groups as well as to estimate the proportion of people in a specified population who behave in a certain way. Descriptive research should define questions, people surveyed, and the method of analysis prior to beginning data collection. The data collected are often quantitative, and statistical techniques are usually used to summarize the information.

In this study, the descriptive research is used to identify the factors considered by Chinese advertising practitioners when selecting celebrity endorsers.

Sample survey is applied to the research. Survey technique was defined as a research technique in which information is gathered from a sample of people by use of questionnaire (Zikmund, 2000). Self-administered questionnaire is established in order to collect the research data. This technique is determined to be the best method for collecting the research data for the advantages such as low cost, expanding geographic coverage without increase in cost, allowing respondents time to think about the questions (Cooper and Schindler, 2001).



## 4.2 Respondents and Sampling Procedures

### 4.2.1 Target Population

A target population is defined as the population from which the sample will be drawn for inferences (Anderson, Sweeney and Williams, 2002). The target population for this research is all the advertising practitioners who have experience of recruitment and use of celebrity endorsers in China. It was reasoned that advertising practitioners were more likely to utilize celebrities in campaigns.

### 4.2.2 Sampling Element

Sampling Element is a person who provides the information. In this research, the sampling element is a Chinese advertising practitioner who has experience to recruit and use celebrity endorsers.

### 4.2.3 Sample Size

Sample size refers to the number of elements to be included in the study. Determining the sample size is complex and involves several qualitative and quantitative considerations (Churchill, 1999).

As the population of Chinese advertising practitioners who have experience to select celebrity endorsers is unknown, sample size was determined by using the following statistical formula (Berenson and Levine, 1999).

$$n = \frac{Z^2 p(1 - p)}{e^2}$$

Where:

$n$ = Number of sample size,

$Z$ = 1.96 for 95% confidence level,

$p = 0.5$ , the true proportion in the population (According to Berenson (1999), when there is no prior knowledge or estimate of the true proportion  $p$ , this research should use  $p=0.5$ ).

$e = .05$ , the acceptable sampling error in estimating the population proportion.

Therefore, the required sample size

$$n = \frac{(1.96)^2 0.5(1-0.5)}{(.05)^2} = 384.16$$

Therefore, the sample size for this study was determined to be 384.

#### 4.2.4 Sample Method

Convenience sampling technique under non-probability sampling is applied in the study. The technique involves collecting information from members of the population who are conveniently available to provide this information. It is less time consuming as well as less expensive.

The sample was selected from endorsement practitioner members of Television Advertisement Salon (A.com.cn, December 2004), and other endorsement practitioners from advertising agencies searched on Internet. They varied from top managers to middle managers (e.g. marketing managers, sales promotion directors, media managers, account managers, planning directors) and staff.

#### 4.3 Research Instrument/Questionnaire

The instrument in this study was a self-administered questionnaire, which was used to gather the information from the respondents. All of the questions were closed ended. The questionnaire was divided into three parts.

The first part of questionnaire is a screen question to further insure the 'right'

respondent. Respondents were asked: “Have you ever engaged in selecting celebrity endorsers?” Only those who answered “yes” might continue to answer other questions.

The second part consists of questions on celebrity selection criteria. An initial pool of 39 variables was developed from the literature review and related study. The respondent’s perspective on each item was measured on five-level Likert scale from 1 to 5, where 1 denotes very unimportant, 2 denotes unimportant, 3 denotes neither unimportant nor important, 4 denotes important, and 5 denotes very important. The Likert scale was chosen because it has been used commonly in most of literature on choosing celebrity endorsers.

The third part consists of four socio-demographic questions, including respondent gender, age, education level and position.

The questionnaire was developed in English language first and then translated into Chinese to use in the actual fieldwork. Two endorsement practitioners and an English-Chinese translation were consulted to determine and translate all the items. Additionally the designed questionnaire was piloted and necessary modification was made before introducing in the study.

**Table 4.1: Arrangement of Questionnaire**

Variables	Questions	Questionnaire Scale	Q. No
Hardworking and responsible	Celebrity works hard and responsibly.	5-point Likert Scale	1
Outgoing and Bold	Celebrity is outgoing and bold.	5-point Likert Scale	2
Enthusiastic and energetic	Celebrity is enthusiastic and energetic.	5-point Likert Scale	3
Celebrity Values-Audience match	Celebrity shares important values with audience.	5-point Likert Scale	4

Celebrity Appearance/image-Audience match	Celebrity's appearance/image might be mimicked by audience.	5-point Likert Scale	5
Celebrity life style-Audience match	Celebrity's life style might be mimicked by audience.	5-point Likert Scale	6
Familiarity	Celebrity is familiar to the intended target audience	5-point Likert Scale	7
Biographical background	Celebrity's biographical background is remarkable.	5-point Likert Scale	8
Celebrity appearance/image-product match	Celebrity's appearance/ image fits the product.	5-point Likert Scale	9
Celebrity value-product match	Celebrity's value fits the product.	5-point Likert Scale	10
Celebrity reputation-company match	Celebrity's reputation is similar to the company status, scale.	5-point Likert Scale	11
Social association/intercourse	Celebrity's social association/intercourse is good.	5-point Likert Scale	12
Endorsement fee	The endorsement fee is reasonable and affordable.	5-point Likert Scale	13
Celebrity-ad idea match	Celebrity is fit with the advertising idea.	5-point Likert Scale	14
Obtainability	Celebrity is available (e.g. he/she is not competitors' endorser) and willing to endorse the product/brand.	5-point Likert Scale	15
Exclusive representation	Celebrity doesn't endorse multiple products/brands so as to represent the product/brand exclusively.	5-point Likert Scale	16
Trustworthiness	Celebrity is trustworthy and honest.	5-point Likert Scale	17
Experience	Celebrity has endorsement experience.	5-point Likert Scale	18
Differentiation	Celebrity is distinctive and characteristic compared to other high-profile people.	5-point Likert Scale	19
Likability	Celebrity is likable and friendly.	5-point Likert Scale	20
Overshadowing	Celebrity's profile is not too high to overshadow the brand.	5-point Likert Scale	21

Membership	Whether celebrity is a member of a union for advertising presenters and industry workforce.	5-point Likert Scale	22
Product user	Celebrity uses the endorsed product/brand.	5-point Likert Scale	23
Future status	Celebrity seems to have a good future.	5-point Likert Scale	24
Popularity	Celebrity is popular.	5-point Likert Scale	25
Reputation	Celebrity has good reputation /prestige.	5-point Likert Scale	26
Deportment	Celebrity's deportment is always proper.	5-point Likert Scale	27
Public image	Celebrity has good public image and at no or little risk for public controversy.	5-point Likert Scale	28
Politically correct	Celebrity is politically correct.	5-point Likert Scale	29
Celebrity's gender	Celebrity is a male or female.	5-point Likert Scale	30
Success/performance	Celebrity is successful and has good performance.	5-point Likert Scale	31
Expertise/profession	Celebrity is expert, professional and Skilled.	5-point Likert Scale	32
Knowledgeable/qualified to talk about product	Celebrity is knowledgeable and qualified to talk about the product. (how much he/she knows about the product)	5-point Likert Scale	33
Image change risk	Celebrity's image might be stable. (at no or low risk for image change)	5-point Likert Scale	34
Attractiveness	Celebrity is attractive.	5-point Likert Scale	35
Handsome/pretty	Celebrity is handsome/pretty.	5-point Likert Scale	36
Fashionable	Celebrity is fashionable.	5-point Likert Scale	37
Sexy	Celebrity is sexy.	5-point Likert Scale	38
Elegant	Celebrity is elegant.	5-point Likert Scale	39



## 4.4 Pretesting

The purpose of pretesting the questionnaire is to examine the reliability of the instrument. Reliability refers to the degree to which measure is free from error and therefore yields consistent results (Zikmund, 2000). According to Cooper and Schindler (2001), the size of the pilot group may range from 20 to 100 subjects, depending on the method to be tested, but the respondents do not have to be statistically selected.

With the aim of reducing errors in completing the questionnaires, 80 Chinese endorsement practitioner members of Television Advertisement Salon were examined on a random basis. The reliability of the instrument was accessed by calculation of Cronbach's Coefficient Alpha. The result of the pretesting is as follows:

Sample size = 80      Coefficient Alpha = 0.8256

Sekaran (1992) mentioned that reliabilities less than 0.60 are generally considered to be poor, those in the 0.70 range to be acceptable, and those over 0.80 to be good. From the result of reliability test, the use of this questionnaire in the conduct of the main study is highly supported.

To factor analyze the data, a principal components analysis was performed using a varimax rotation. The scree test was used to select significant components in locating only major common factors (Linn, 1968). As shown in Table 4.1, the Kaiser-Meyer-Olkin (KMO) Measure of Sample Adequacy is 0.563 ( $>0.5$ ), which indicates a satisfactory factor analysis to proceed; and the significance value of Bartlett's test is .000 ( $<0.05$ ), therefore the null hypothesis that the correlation matrix is an identity matrix is rejected. The correlation matrix is not an identity matrix.

Table 4.2: KMO and Bartlett’s Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.563
Bartlett's Test of Sphericity	Approx. Chi-Square	1361.017
	df	741
	Sig.	.000

The scree plot is a graph of the eigenvalues against all the factors. The graph is useful for determining how many factors to retain. The point of interest is where the curve to flatten. It can be seen from the scree plot of pretest (Figure 4.1) that the curve begins to flatten between factor 6 and 7. Therefore six factors are retained.

Figure 4.1: Scree Plot

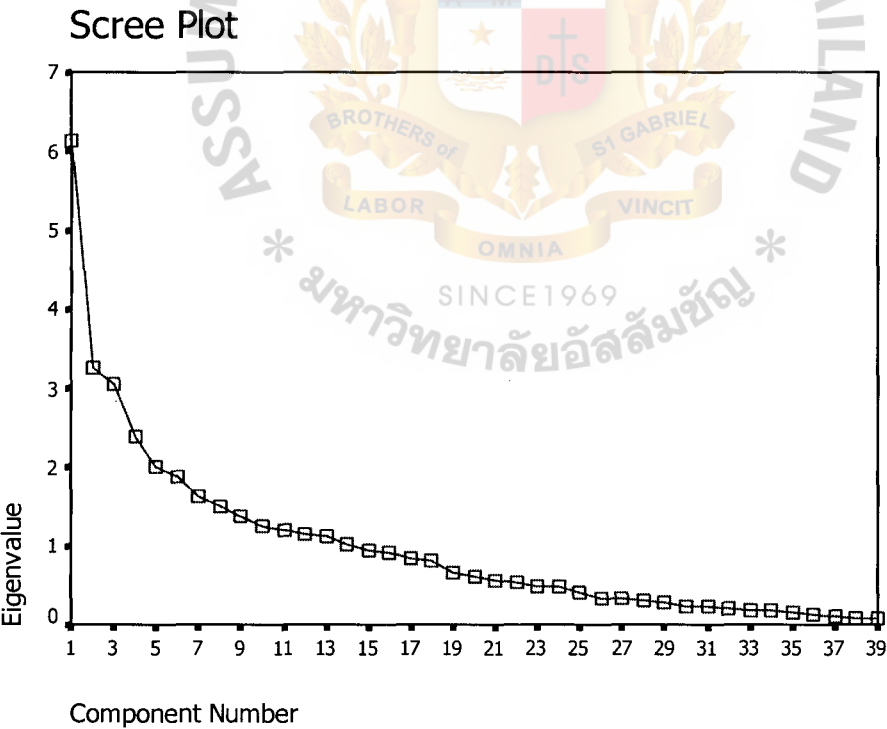


Table 4.2 shows the loading of the six factors after a Varimax rotation. The first factor relates to celebrity’s credibility. The second factor relates to celebrity’s attractiveness. The third factor indicates the match of celebrity and audience. The rest

of the factors are still difficult to interpret. It should consider more samples.

As the result of pretest indicated six factors, it is possible that there are six dimensions that were considered by Chinese advertising practitioners when select celebrity endorsers.

However, the numbers of factors, the contents of each factor, and the value of factor loading of each variable may change, when either more or less samples are used.



**Table 4.3: Rotated Components Matrix**

<b>Rotated Component Matrix(a)</b>						
	Component					
	1	2	3	4	5	6
26. reputation	.825					
23. product user	.668					
24. future status	.633					
27. deportment	.598					
18. experience	.588					
17. trustworthiness	.511					
1. hardworking and responsible						
38. sexy		.829				
37. fashionable		.828				
36. handsome/pretty		.817				
39. elegant		.592				
2. outgoing and bold		.548				
3. enthusiastic and energetic						
5. celebrity appearance/image-audience			.683			
4. celebrity value-audience match			.649			
7. familiarity			.541			
28. public image						
6. celebrity life style-audience match						
25. popularity						
22. membership						
9. celebrity appearance/image-product				.601		
35. attractiveness				.600		
15. obtainability				.558		
10. celebrity value-product match				.515		
32. expertise/profession				.507		
31. success/performance						
34. image change risk						
8. biographical background						
20. likability						
30. celebrity's gender					.675	
16. exclusive representation					.657	
29. politically correct					.574	
14. celebrity-ad idea match					.573	
19. differentiation					.553	
21. overshadowing						
11. celebrity reputation-company match						.741
12. social association/intercourse						.541
13. endorsement fee						.528
33. knowledgeable/qualified to talk						-.515

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 11 iterations.

## 4.5 Data Collection/Gathering Procedures

There are two main sources of data that are primary data and secondary data. The research relies on both primary and secondary data.

### Secondary Data

Secondary data are any data originally generated for some purpose other than the present research objectives (Zikmund, 2000). These data can be quickly and inexpensively obtained. In this research, secondary data were gathered from several sources such as books, journals, magazines, newspapers, previous research, and related web sites.

### Primary Data

Primary data are data originated by the researcher for the specific purpose of addressing the research problem. Obtaining primary data can be expensive and time-consuming. The primary data shall be gathered through the questionnaire survey since it is easy to interpret and analyze.

In this research, the primary data were collected by a self-administered questionnaire from advertising practitioners with celebrity selection experience.

Due to time and location limitation in distribution, the questionnaires were sent by mail to the respondents, and followed up by telephone calls, as well as personal contacts. Questionnaires distribution was not finished until 384 questionnaires were gathered.

The sample selection proceeded from January to February 2005.

## 4.6 Data Analysis

After the questionnaires had been collected, the researcher used software of the Statistical Package for the Social Sciences (SPSS), a widely used data analysis program to analyze the collected data.

### 4.6.1 Statistics Used for Data Analysis

The data collected by questionnaires from respondents were entered into SPSS program. The researcher used descriptive statistics to calculate means, frequency distributions, and percentage distributions of the respondents' profile.

The data was used further analyzed by factor analysis to determine celebrity endorsers selection dimensions and thus answer Research Question 1 and 2. Factor analysis can help to determine how many latent variables underlie a set of items and form coherent subsets that are independent from one another (Field, 2000).

In this study, the level of each variable was measured by five-point Likert scales. Scoring was arranged highest to lowest and the respective possible answers were

- Very important = 5
- Important = 4
- Neither = 3
- Unimportant = 2
- Very unimportant = 1

To answer the research question 3, overall score for importance were computed by summing up all individual scores of each item and then recording the score for classification of importance into five levels by using mean value (Ketsing, 1987).

$$\frac{\text{Maximum Score} - \text{Minimum score}}{\text{Importance levels}} = \frac{5-1}{5} = 0.8$$



Therefore, importance level is determined according to the range of mean score as follows:

Mean Score	Important Level
1.00 – 1.80	Very unimportant
1.81 – 2.60	Unimportant
2.61 – 3.40	Neither
3.41 – 4.20	Important
4.21 – 5.00	Very important

#### 4.6.2 Factor Analysis

Factor analysis is a data reduction technique used to reduce a large number of variables to a smaller set of underlying factors that summarize the essential information contained in the variables. The existence of clusters of large correlation coefficients between subsets of variables suggests that those variables could be measuring aspects of the same underlying dimension. These underlying dimensions are known as factors (or latent variables) (Field, 2000).

More frequently, factor analysis is used as an exploratory technique when the researcher wishes to summarize the structure of a set of variables.

The Factor menu in SPSS for Windows allows seven methods of factor extraction: principal components, unweighted least squares, generalized least squares, maximum likelihood, principal axis factoring, Alpha factoring, and image factoring. The most frequently used of these methods are principal components.

There are a number of assumptions and practical considerations underlying the application of principal components analysis. Firstly, a minimum of five subjects per variable is required for factor analysis. A sample of 100 subjects is acceptable, but sample sizes of 200 or more are preferable. Secondly, factor analysis is robust to assumptions of normality. If variables are normally distributed, the solution is

enhanced. Moreover, because factor analysis is based on correlation, linearity is important. If linearity is not present, the solution may be degraded (Coakes and Steed, 2003).

Three steps comprise a factor analytic procedure:

**1. Computation of the correlation matrix: to determine the appropriateness of the factor analytic model**

The most often employed techniques of factor analysis are applied to a matrix of correlation coefficients (R-matrix) among all the variables. The coefficients of correlation express the degree of linear relationship between the row and column variables of the matrix.

The Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity measure of sampling adequacy are both tests that can be used to determine the factorability of the matrix as a whole.

The KMO is a measure of whether the distribution of values is adequate for conducting factor analysis (George and Mallery, 2003). The KMO statistic varies between 0 and 1. Kaiser (1974) recommended accepting values greater than 0.5 as acceptable. Furthermore, values between 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great and values above 0.9 are superb.

Bartlett's test of sphericity is a measurement of the multivariate normality of distributions. It also can be used to test the null hypothesis that the original correlation matrix is an identity matrix. For factor analysis to work we need some relationships between variables and if the R-matrix were an identity matrix then all correlation coefficients would be zero. A significance test (i.e. having a significance value less than 0.05) tells that the R-matrix is not an identity matrix, therefore, there are some relationships between the variables and factor analysis is appropriate.

## **2. Factor extraction: to determine the number of factors necessary to represent the data**

As indicated by Norusis (1990), the goal of the factor extraction step is to determine the factors. In principal components analysis, linear combinations of the observed variables are formed. The first principal component is the combination that accounts for the largest amount of variance in the sample. The second principal component accounts for the next largest amount of variance and is uncorrelated with the first. Successive components explain progressively smaller portions of the total sample variance, and all are uncorrelated with each other.

Not all factors are retained in an analysis, and there is debate over the criterion used to decide whether a factor is statistically important. The eigenvalues associated with a variate indicate the substantive importance of the factor. Therefore, it seems logical that we should retain only factors with large eigenvalues. Kaiser (1960) recommended retaining all factors with eigenvalues greater than 1. Another technique advocated by Cattell (1966a) is to plot a graph of each eigenvalue (Y-axis) against the factor with which it is associated (X-axis), which is known as “scree plot”. Typically, there will be a few factors with quite high eigenvalues, and many factors with relatively low eigenvalues, and so this graph has a very characteristic shape: there is a sharp descent in the curve followed by a tailing off. Cattell (1966b) argued that the cut-off point for selecting factors should be at the point of inflexion of this curve. With a sample of more than 200 subjects, the scree plot provides a fairly reliable criterion for factor selection (Stevens, 1996).

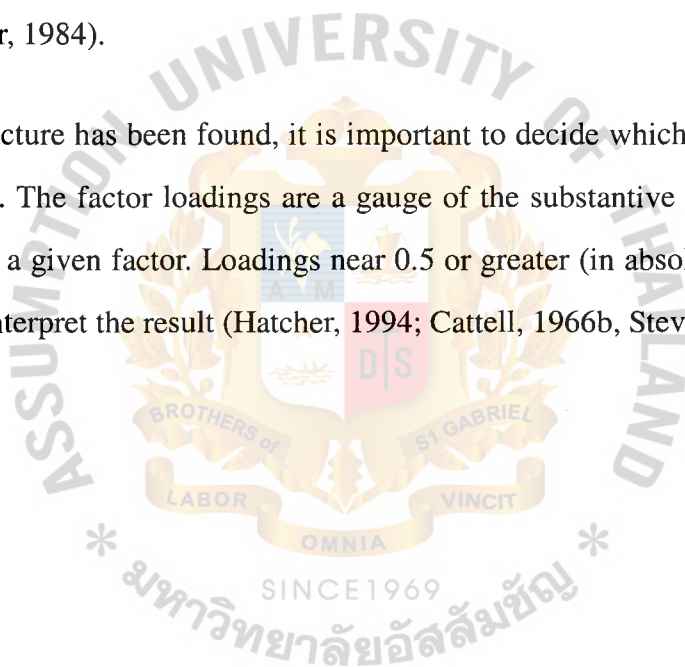
## **3. Factor rotation: make the factor structure more interpretable**

Once factors have been extracted, it is possible to calculate to what degree variables load onto these factors (i.e. calculate the loading of the variable on each factor). Generally, most variables have high loadings on the most important factor, and small loadings on all other factors. This characteristic makes interpretation

difficult. Since one of the goals of factor analysis is to identify factors that are substantively meaningful, the rotation phase of factor analysis attempts to transform the initial matrix into one that is easy to interpret.

Rotation of the axis is equivalent to forming linear combinations of the factors. It can be orthogonal or oblique. With orthogonal rotation the new factors are uncorrelated, like the old factors. With oblique rotation the new factors are correlated. A commonly used rotation strategy is the Varimax rotation (a method of orthogonal factor rotation). Kaiser (1958) firstly suggested this approach. Numerous other methods have been proposed. However, Varimax is recommended as the standard approach (Volicer, 1984).

Once a structure has been found, it is important to decide which variables make up which factors. The factor loadings are a gauge of the substantive importance of a given variable to a given factor. Loadings near 0.5 or greater (in absolute value) were usually used to interpret the result (Hatcher, 1994; Cattell, 1966b, Stevens, 1996).



## CHAPTER 5

### DATA ANALYSIS AND FINDINGS

The data was collected by distribution questionnaire during the months of January and February 2005. A total of 384 available questionnaires were received. They were used for analysis to find out the factors considered by Chinese advertising practitioners when selecting celebrity endorsers.

Calculation of the Cronbach's alpha coefficient was used to measure reliability responses. The data were further analyzed by factor analysis technique to determine the celebrity selection factors and thus answer Research Question 1 and 2. To answer Research Question 3, the mean value of each item and factor was calculated.

#### 5.1 Descriptive Statistics of Personal Profile of the Respondents

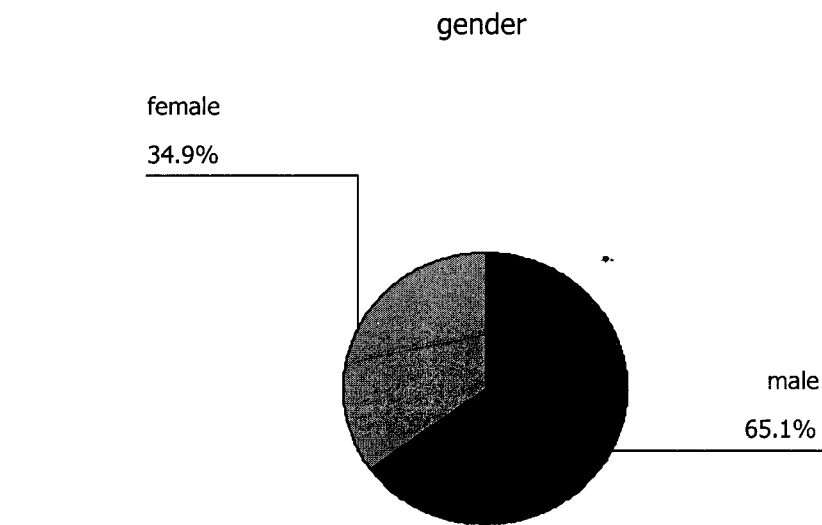
##### Gender

As shown in Figure 5.1, there were 250 male advertising practitioners and 134 female advertising practitioners who were involved in the research. The percentage of male and female in the sample was 65.1 % and 34.9%, respectively.

**Figure 5.1: Descriptive Statistics of Respondents' Gender**

gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	250	65.1	65.1	65.1
	female	134	34.9	34.9	100.0
	Total	384	100.0	100.0	

Figure 5.1: Percentage of Gender



Age

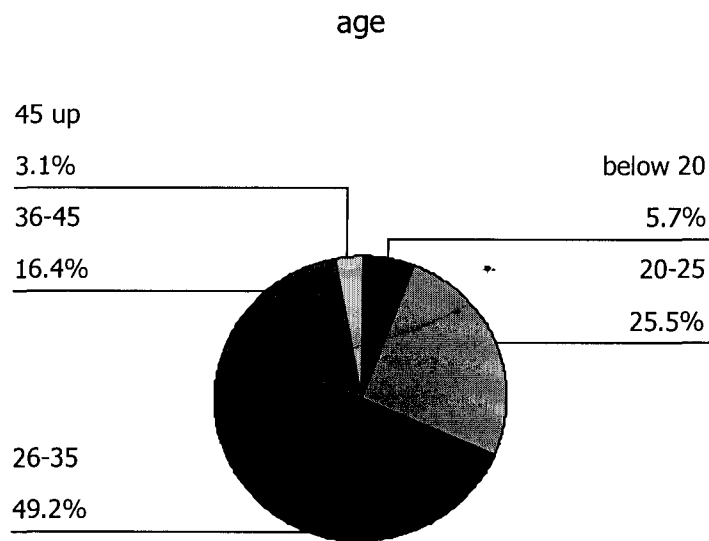
As shown in Figure 5.2, 189 respondents were between 26 to 35 years old, which were 49.2% of all respondents. Ninety eight respondents were between 20 and 25 years old and 63 respondents were between 36 and 45 years old, accounted 25.5% and 16.4%, respectively; while respondents less than 20 years old and more than 45 years old were only 5.7% and 3.1%, respectively.

Table 5.2: Descriptive Statistics of Respondents' Age

		age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20	22	5.7	5.7	5.7
	20-25	98	25.5	25.5	31.3
	26-35	189	49.2	49.2	80.5
	36-45	63	16.4	16.4	96.9
	45 up	12	3.1	3.1	100.0
	Total	384	100.0	100.0	



Figure 5.2: Percentage of Age



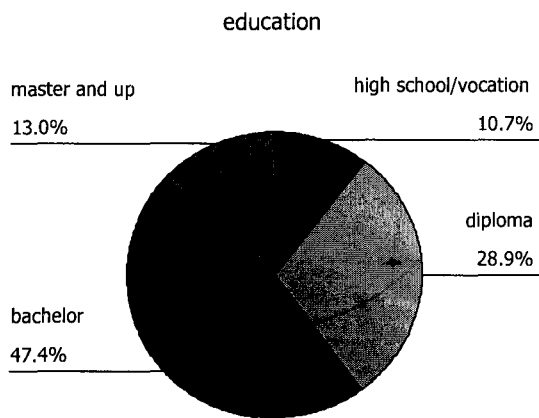
Education

As shown in Figure 5.3, 182 respondents held bachelor degrees (47.4%) and 111 respondents were at the education level of diplomas (28.9%). Respondents with master degrees and high school or vacation school were only 13.0% and 10.7%, respectively.

Table 5.3: Descriptive Statistics of Respondents' Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high school/vocation school and below	41	10.7	10.7	10.7
	diploma	111	28.9	28.9	39.6
	bachelor	182	47.4	47.4	87.0
	master and up	50	13.0	13.0	100.0
	Total	384	100.0	100.0	

Figure 5.3: Percentage of Education



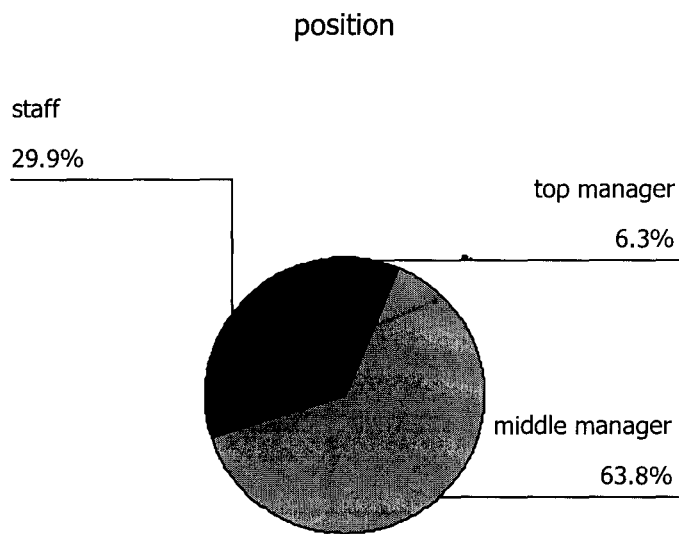
Position

As shown in Figure 5.4, middle managers were the majority of respondents, 245 middle managers were accounted 63.8% of all respondents, followed by 115 staff (29.9%) and 24 top managers (6.3%).

Table 5.4: Descriptive Statistics of Respondents' Position

		position			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	top manager	24	6.3	6.3	6.3
	middle manager	245	63.8	63.8	70.1
	staff	115	29.9	29.9	100.0
	Total	384	100.0	100.0	

**Figure 5.4: Percentage of Position**



**5.2 Presentation, Analysis and Interpretation of Data**

To answer Research Question 1 and 2, factor analysis was used to analyze the data. A principal component analysis was performed using a Varimax rotation. The scree test was used to select significant components as it provides a fairly reliable criterion for factor selection with a sample of more than 200 subjects (Stevens, 1996).

To determine whether the samples were appropriate for an exploratory factor analysis, Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy was performed. It was calculated as 0.813 (Figure 5.5). Since the value fell between 0.8 and 0.9, it was classified as “great” (Kaiser, 1974). Consequently, the research can comfortably proceed with factor analysis.

To test the hypothesis that the correlation matrix is an identity matrix, Bartlett’s test of sphericity was performed. The Bartlett’s test hypothesis is shown as the follows:

**Ho:** Correlation matrix is an identity matrix.

**Ha:** Correlation matrix is not an identity matrix

As Figure 5.5 showed, the value of Bartlett’s test of sphericity is quite large

( $\chi^2=5207.551$ ) and the associated significance value is 0.00 ( $p<0.05$ ). Therefore the null hypothesis is rejected and the correlation matrix is not an identity one. These data are approximately multivariate normal and acceptable for factor analysis.

**Table 5.5: KMO & Bartlett’s Test**

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.813
Bartlett's Test of Sphericity	Approx. Chi-Square	5207.551	
	df	741	
	Sig.	.000	

The scree plot (Figure 5.6) suggests a seven-factor solution, since the eigenvalues begin a linear decline commencing with the eighth factor. The retained seven factors all have eigenvalues greater than 1. They totally accounted for 50.578% of the variance (Table 5.5).

**Figure 5.5: Scree Plot**

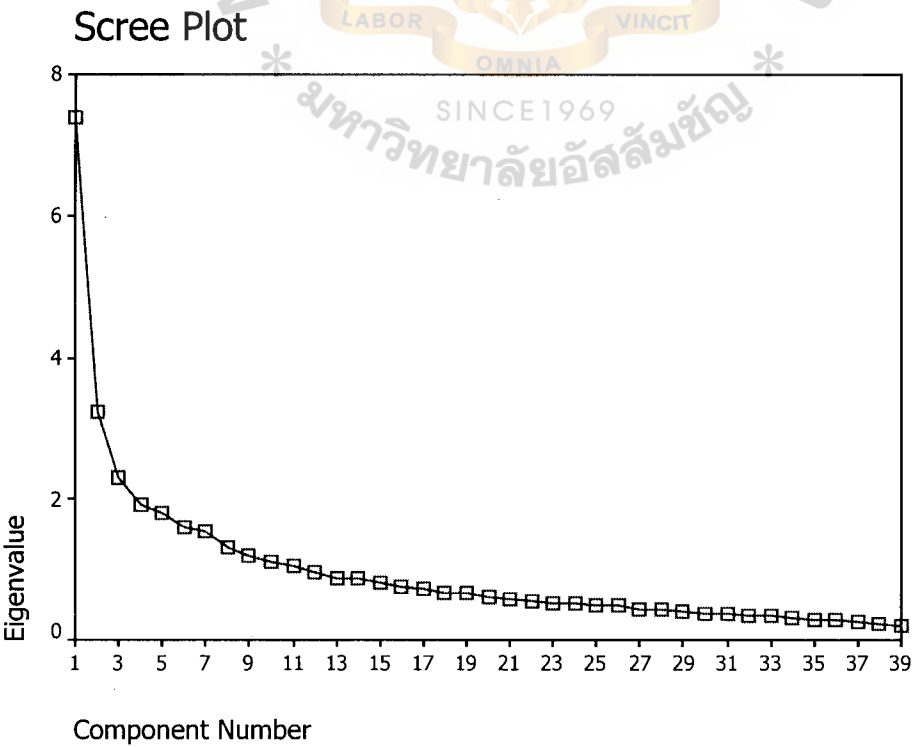


Table 5.6: Total Variance Explain

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.383	18.929	18.929	7.383	18.929	18.929	3.685	9.449	9.449
2	3.238	8.303	27.232	3.238	8.303	27.232	3.111	7.976	17.425
3	2.312	5.928	33.161	2.312	5.928	33.161	2.943	7.545	24.970
4	1.901	4.875	38.036	1.901	4.875	38.036	2.565	6.577	31.547
5	1.798	4.609	42.645	1.798	4.609	42.645	2.523	6.469	38.016
6	1.587	4.069	46.714	1.587	4.069	46.714	2.509	6.434	44.450
7	1.507	3.863	50.578	1.507	3.863	50.578	2.390	6.128	50.578
8	1.347	3.454	54.032						
9	1.205	3.089	57.121						
10	1.141	2.925	60.045						
11	1.068	2.738	62.783						
12	.974	2.498	65.281						
13	.909	2.330	67.611						
14	.869	2.228	69.840						
15	.846	2.169	72.008						
16	.766	1.964	73.972						
17	.745	1.911	75.883						
18	.691	1.772	77.656						
19	.669	1.715	79.371						
20	.612	1.569	80.939						
21	.590	1.513	82.453						
22	.565	1.448	83.901						
23	.514	1.319	85.220						
24	.508	1.304	86.524						
25	.504	1.292	87.816						
26	.491	1.258	89.073						
27	.437	1.121	90.194						
28	.432	1.108	91.302						
29	.401	1.028	92.330						
30	.367	.941	93.272						
31	.357	.917	94.188						
32	.351	.901	95.089						
33	.339	.870	95.959						
34	.297	.762	96.721						
35	.295	.756	97.477						
36	.290	.743	98.220						
37	.254	.652	98.872						
38	.224	.574	99.446						
39	.216	.554	100.000						

Extraction Method: Principal Component Analysis.

For interpreting the extracted factors, only items that had factor loading of 0.5 (in absolute value) or greater were considered. The factor loading of each retained item is presented on Table 5.7 and all loadings less than 0.5 (in absolute value) were suppressed in the output.

Table 5.7: Rotated Components Matrix

	Component						
	1	2	3	4	5	6	7
13. endorsement fee	.700						
34. image change risk	.639						
16. exclusive representation	.624						
21. overshadowing	.590						
19. differentiation	.552						
18. experience							
22. membership							
31. success/performance							
36. handsome/pretty		.831					
37. fashionable		.780					
38. sexy		.686					
35. attractiveness		.625					
39. elegant		.590					
26. reputation			.694				
25. popularity			.626				
28. public image			.556				
17. trustworthiness			.538				
27. deportment			.500				
24. future status							
15. obtainability							
2. outgoing and bold				.618			
20. likability				.612			
12. social association/intercourse				.593			
30. celebrity's gender							
11. celebrity reputation-company match							
9. celebrity appearance/image-product match					.748		
10. celebrity value-product match					.674		
7. familiarity							
8. biographical background							
23. product user							
32. expertise/profession						.575	
1. hardworking and responsible						.550	
33. knowledgeable/qualified to talk about product						.511	
3. enthusiastic and energetic							
14. celebrity-ad idea match							
29. politically correct							
5. celebrity appearance/image-audience match							.821
6. celebrity life style-audience match							.735
4. celebrity value-audience match							.652

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 19 iterations.



According to the factor analysis result, there are 26 out of 39 items which had factor loading greater than or equal to 0.5 (absolute value). Consequently, 26 items related to selecting celebrity endorsers were retained. These items are listed below:

1. Hardworking and responsible
2. Outgoing and bold
4. Celebrity value-audience match
5. Celebrity appearance/image-audience match
6. Celebrity life style-audience match
9. Celebrity appearance/image-product match
10. Celebrity value-product match
12. Social association/intercourse
13. Endorsement fee
16. Exclusive representation
17. Trustworthiness
19. Differentiation
20. Likability
21. Overshadowing
25. Popularity
26. Reputation
27. Deportment
28. Public image
32. Expertise/profession
33. Knowledgeable/qualified to talk about product
34. Image change risk
35. Attractiveness
36. Handsome/pretty
37. Fashionable
38. Sexy
39. Elegant

After a close examination of the loadings on the factors, a name was given to each factor according to the content of the variables making the largest contribution to each of the dimensions.

Factor 1 has the following five items with significantly high factor loadings:

Variables	Factor Loadings
13. Endorsement fee	.700
34. Image change risk	.639
16. Exclusive representation	.624
21. Overshadowing	.590
19. Differentiation	.552

The first factor explained 9.449% of the variance (Table 5.5). This factor has five items loaded from 0.552 to 0.770. All items are related to the risk of using celebrity endorsers, in terms of financial risk, risk of celebrity image change, risk of overexposure when celebrity endorses many brands, risk of celebrity’s high profile overshadowing the brand, and risk of celebrity distinct from others. Therefore, the factor was labelled “Risk”.

Factor 2 has the following five items with significantly high factor loadings:

Variables	Factor Loadings
36. Handsome/pretty	.831
37. Fashionable	.780
38. Sexy	.686
35. Attractiveness	.625
39. Elegant	.590

This factor explained 7.976% of the variance (Table 5.5). Factor loadings of the five items ranged from 0.590 to 0.831. All five items are related to celebrity’s physical

attractiveness aspects: handsome/pretty, fashionable, sexy, attractiveness, and elegant. The factor was thus named “Physical Attractiveness”.

Factor 3 has the following five items with significantly high factor loadings:

Variables	Factor Loadings
26. Reputation	.694
25. Popularity	.626
28. Public image	.556
17. Trustworthiness	.538
27. Deportment	.500

This factor explained 7.545% of the variance (Table 5.5). Factor loadings of five items ranged from 0.500 to 0.694. The factor was named “Credibility” as all factors are related to celebrity’s credibility.

Factor 4 has the following three items with significantly high factor loadings:

Variables	Factor Loadings
2. Outgoing and bold	.618
20. Likability	.612
12. Social association/intercourse	.593

This factor explained 6.577% of the variance (Table 5.5). Three items had loadings from 0.593 to 0.618. “Likability” and “social association/intercourse” are related to celebrity’s amiability. One who is “outgoing and bold” looks like easy to get on well and is also usually perceived to be amiable. Therefore this factor could be labelled “Amiability”.

Factor 5 has the following two items with significantly high factor loadings:

Variables	Factor Loadings
9. Celebrity appearance/image-product match	.748
10. Celebrity value-product match	.674

This factor explained 6.469% of the variance (Table 5.5). Two items of the factor had loadings of 0.674 and 0.748. Both of the items indicated that there should be some matches between celebrity endorser and the endorsed product. The factor were therefore named “Celebrity-Product Match”.

Factor 6 has the following three items with significantly high factor loadings:

Variables	Factor Loadings
32. Expertise/profession	.575
1. Hardworking and responsible	.550
33. Knowledgeable/qualified to talk about product	.511

This factor explained 6.434% of the variance (Table 5.5). Three items loaded from 0.511 to 0.575. All of the three items are related to the celebrity’s profession. Therefore the term of “Profession” was used to name this factor.

Factor 7 also has three items with significantly high factor loadings:

Variables	Factor Loadings
5. Celebrity appearance/image-audience match	.821
6. Celebrity life style-audience match	.735
4. Celebrity value-audience match	.652

This factor explained 6.128% of the variance (Table 5.5). Factor loadings of the items ranged from 0.652 to 0.821. All of the three items indicated that there should be some matches between celebrity (from the aspects of appearance/image, life style, and value) and audience. This factor was thus named “Celebrity-Audience Match”.

Finally, Cronbach’s coefficient alpha was computed to assess the internal consistency reliability among the original 39 items and the set of items on each factor. The Cronbach’s Coefficient Alpha for the overall 39 items was 0.88, and those for seven factors were found to be in the range of 0.60-0.80 (Table 5.6). All of them were considered to be reliable.

**Table 5.8: Reliability of Factors**

Factors	No. of Cases	No. of Items	Coefficient Alpha
1. Risk	384	5	0.76
2. Physical Attractiveness	384	5	0.80
3. Credibility	384	5	0.67
4. Amiability	384	3	0.64
5. Celebrity-Product Match	384	2	0.71
6. Profession	384	3	0.60
7. Celebrity-Audience Match	384	3	0.72
Overall	384	39	0.88

To summarize the factors of celebrity endorsers selection and the items underlying them, the following table was constructed.

**Table 5.9: Factors of Celebrity Endorsers Selection**

Factors	Individual Variables	Factor Loadings
<b>Risk</b> $\alpha = .76$	Endorsement fee	.700
	Image change risk	.639
	Exclusive representation	.624
	Overshadowing	.590
	Differentiation	.552
<b>Physical</b>	Handsome/pretty	.831
<b>Attractive</b> $\alpha = .80$	Fashionable	.780
	Sexy	.686
	Attractiveness	.625
	Elegant	.590
<b>Credibility</b> $\alpha = .67$	Reputation	.694
	Popularity	.626
	Public image	.556
	Trustworthiness	.538
	Deportment	.500
<b>Amiability</b> $\alpha = .64$	Outgoing and bold	.618
	Likability	.612
	Social association/intercourse	.593
<b>Celebrity-Product Match</b> $\alpha = .71$	Celebrity appearance/image-product match	.748
	Celebrity value-product match	.674
<b>Profession</b> $\alpha = .60$	Expertise/profession	.575
	Hardworking and responsible	.550
	Knowledgeable/qualified to talk about product	.511
<b>Celebrity-Audience Match</b> $\alpha = .72$	Celebrity appearance/image-audience match	.821
	Celebrity life style-audience match	.735
	Celebrity value-audience match	.652
<b>Eigenvalues</b>		3.685 3.111 2.943 2.565 2.523 2.509 2.390
<b>Variance explained (percent)</b>		9.449 7.976 7.545 6.577 6.469 6.434 6.128



The first principal component is the combination that accounts for the largest amount of variance in the sample. The second principal component accounts for the next largest amount of variance and is uncorrelated with the first. Successive components explain progressively smaller portions of the total sample variance, and all are uncorrelated with each other. This means the first dimension (Risk) is the dimension that is most related with celebrity endorsers selection. The second dimension (Physical attractiveness) is the next most related with celebrity endorsers selection, and down to the seventh dimension (Celebrity-audience match), which is least related with celebrity endorsers selection.

In order to answer Research Question 3, the mean score of each variable was used to identify the importance level. Table 5.9 depicts mean score for importance of each variable in rank order.

**Table 5.10: Mean Scores of Criteria Importance**

Variable	Mean
17. Trustworthiness	4.37
1. Hardworking and responsible	4.26
28. Public image	4.17
14. Celebrity-ad idea match	4.16
9. Celebrity appearance/image-product match	4.09
20. Likability	4.06
7. Familiarity	4.02
27. Deportment	4.02
26. Reputation	4.01
25. Popularity	3.97
15. Obtainability	3.93
3. Enthusiasm and energetic	3.91
19. Differentiation	3.88

34. Image change risk	3.83
35. Attractiveness	3.83
39. Elegant	3.83
16. Exclusive representation	3.82
10. Celebrity value-product match	3.78
33. Knowledgeable/qualified to talk about product,	3.78
24. Future status	3.77
4. Celebrity value-audience match	3.75
12. Social association/intercourse	3.74
32. Expertise/profession	3.71
13. Endorsement fee	3.66
5. Celebrity appearance/image-audience match	3.62
18. Experience	3.54
11. Celebrity reputation-company match	3.53
8. Biographical background	3.52
21. Overshadowing	3.52
29. Politically correct	3.51
2. Outgoing and bold	3.50
6. Celebrity life style-audience match	3.49
31. Success/performance	3.49
23. Product user	3.43
36. Handsome/pretty	3.42
37. Fashionable	3.32
38. Sexy	3.08
30. Celebrity's gender	2.96
22. Membership	2.83

As the result above, all 39 items except 6 items: (17) trustworthiness, (1) hardworking and responsible, (37) fashionable, (38) sexy, (30) celebrity's gender, and (22) membership, have mean values in the range from 3.41 to 4.20. Thus these celebrity selection criteria were considered to be "important" by the advertising practitioner.

For the items (17) trustworthiness and (1) hardworking and responsible, both of them have mean values from 4.21 to 5.00 and thus were classified as "very important".

The other four items (37) fashionable, (38) sexy, (30) celebrity's gender, and (22) membership have mean values from 2.61 to 3.40, which were considered as "Neither unimportant nor important" by Chinese advertising practitioners.

To identify the importance level of each factor, sum score (sum of means of sub-variables) and mean score of each factor were also computed. The result is shown in Table 5.10.

**Table 5.11: Sum Scores and Mean Scores of Factors**

Factor	No of Variables	Sum	Mean
3. Credibility	5	20.54	4.11
1. Risk	5	18.71	3.74
2. Physical Attractiveness	5	17.48	3.50
6. Profession	3	11.75	3.92
4. Amiability	3	11.30	3.77
7. Celebrity-Audience Match	3	10.86	3.62
5. Celebrity-Product Match	2	7.87	3.94

As shown in Table 5.10, all seven factors were considered as "important" by advertising practitioners as mean of each factor is from 3.41 to 4.20. Credibility was considered to be most important among seven factors containing 5 variables with a

sum of 20.54. Risk and Physical Attractiveness also have 5 variables each, with a sum of 18.71 and 17.48, respectively. The rests are Profession (11.75), Amiability (11.30), Celebrity-Audience Match (10.86), and Celebrity-Product Match (7.87).



# CHAPTER 6

## CONCLUSIONS AND RECOMMENDATIONS

In this chapter, the researcher will draw conclusions from the whole research. It consists of four sections. The first section is the summary of the research’s findings. In the second section, the conclusions and discussions of the research are presented. The third section yields the recommendations for endorsement practitioners. And in the last section, the researcher makes some suggestions for further study.

### 6.1 Summary of Findings

#### 6.1.1 Summary of Respondents’ Personal Profile

The data of this research were collected from 384 respondents; all of them are Chinese advertising practitioners with experience in selecting celebrity endorsers. Male respondents are the major respondents, which accounted for 65.1%. The majority age group was 26-35 years old, which is 49.2% of the entire. For education level, most respondents (47.4%) had bachelor degrees. And for position level, most respondents (63.8%) were middle managers. Table 6.1 shows the majority respondents classified by demographic characteristic with percent distribution.

**Table 6.1: Summary of Personal Profile**

Personal Profile	Majority in Percent
Gender	Male - 65.1%
Age	26-35 years old - 49.2%
Education	Bachelor - 47.4%
Position	Middle manager - 63.8%

### 6.1.2 Summary of Findings from Factor Analysis

In order to identify underlying factors of celebrity endorsers selection, the collected data was subjected to Exploratory Factor Analysis by using Principal Components Analysis with Varimax Rotation.

All statistics support the use of factor analysis. The KMO test is at the high end of the scale (0.813) assuring that sampling is adequate, and the Chi-square score of Bartlett's test is also quite high with a very high level of significance ( $X^2=5207.551$ ,  $P=0.00$ ).

The scree plot suggested a seven-factor solution with all eigenvalues greater than 1. These seven factors account for 50.578% of the total variance: Risk, Physical Attractiveness, Credibility, Amiability, Celebrity-Product Match, Profession, and Celebrity-Audience Match (Table 6.1). In other words, when Chinese advertising practitioners decide upon a celebrity endorser, seven main issues are concerned: Does the celebrity have any risks to endorse the brand/product? Does the celebrity has physical attractiveness? Is the celebrity credible? Is the celebrity amiable? Does the celebrity match the brand/product? How about the celebrity's profession? Does the celebrity match the audience?

The first factor (Risk) is the factor that is most related with celebrity-selection. The second factor (Physical Attractiveness) is the next most related one and down to "Celebrity-Audience Match", which is the least related one.

The seven factors consist of 26 variables with individual factor loadings of 0.5 (in absolute value) or greater. These variables are shown in Table 6.1.



**Table 6.2: Summary of Factors of Celebrity Endorsers Selection**

<b>Factors</b>	<b>Individual Variables</b>
<b>Risk</b>	<ul style="list-style-type: none"><li>• Endorsement fee</li><li>• Image change risk</li><li>• Exclusive representation</li><li>• Overshadowing</li><li>• Differentiation</li></ul>
<b>Physical Attractiveness</b>	<ul style="list-style-type: none"><li>• Handsome/pretty</li><li>• Fashionable</li><li>• Sexy</li><li>• Attractiveness</li><li>• Elegant</li></ul>
<b>Credibility</b>	<ul style="list-style-type: none"><li>• Reputation</li><li>• Popularity</li><li>• Public image</li><li>• Trustworthiness</li><li>• Deportment</li></ul>
<b>Amiability</b>	<ul style="list-style-type: none"><li>• Outgoing and bold</li><li>• Likability</li><li>• Social association/intercourse</li></ul>
<b>Celebrity-Product Match</b>	<ul style="list-style-type: none"><li>• Celebrity appearance/image-product match</li><li>• Celebrity value-product match</li></ul>
<b>Profession</b>	<ul style="list-style-type: none"><li>• Expertise/profession</li><li>• Hardworking and responsible</li><li>• Knowledgeable/qualified to talk about product</li></ul>
<b>Celebrity-Audience Match</b>	<ul style="list-style-type: none"><li>• Celebrity appearance/image-audience match</li><li>• Celebrity life style-audience match</li><li>• Celebrity value-audience match</li></ul>

For the initial 39 items, two items were considered to be very important by advertising practitioners, which are “trustworthiness” and “hard working and responsible”, with mean score of 4.37 and 4.26, respectively. Four items were considered to be neither unimportant nor important, which are “fashionable”, “sexy”, “celebrity’s gender”, and “membership”, with mean score of 3.32, 3.08, 2.96 and 2.83, respectively. All of the rest (33 items) were considered to be important with mean values from 3.42 to 4.17 (Table 5.9).

For the seven factors, all of them were considered to be important by advertising practitioners as mean of each factor is from 3.41 to 4.20. According to the sum score of each factor, “Credibility” is the most important one with a sum score of 20.54. “Risk” and “Physical Attractiveness” are the next with sum score of 18.71 and 17.48, respectively; followed by “Profession” (11.75), “Amiability” (11.30), “Celebrity-Audience Match” (10.86), and “Celebrity-Product Match” (7.87).

## 6.2 Conclusions and Discussions

When Chinese advertising practitioners decide upon a celebrity endorser, they are concerned about seven main factors: Risk, Physical Attractiveness, Credibility, Amiability, Celebrity-Product Match, Profession, and Celebrity-Audience Match.

Surprisingly, “Risk” was found to be considered as a factor, which has never been described in other literatures. The practitioners consider “Risk” as a factor is reasonable since the using of celebrity endorsers is usually risky. First of all, a big name is always linked with a big money. Besides this, a popular star usually endorses several brands and thus loses credibility and makes the brand difficult to be distinct from others. It is also possible for the superstar’s high profile to overshadow the brand/products. In case a celebrity suddenly changes his (her) image, it will destroy the initial congruence between the celebrity and the brand. All of these are the reasons that Chinese advertising practitioners consider “Risk” as a factor of celebrity-selection.

As in other studies (Friedman, Termini and Washington, 1976; Petty and Cacioppo, 1983; Petroschius and Crocker, 1989), “Physical attractiveness” was still concerned to be important by Chinese practitioners. However, from the findings of the study, the mean score of individual variables of this factor is less than those of other factors. Even “sexy” and “fashionable” were indicated as “neither important nor unimportant”. It should be pointed out that this is a common perspective without being based on any particular product. Some individual variables or the factor might be thought more important for some particular products.

“Credibility” was also considered to be important. Both of sum score and mean score of this factor are the highest among those of the seven factors. In a certain extent, an endorsement is to take advantage of a celebrity’s high credibility, which includes high trustworthiness, high reputation, high popularity, and good public image. As Erdogan, Baker and Tagg’s (2001) study showed, “Credibility” dose not include contents of “expert” (or “profession”), which is separate as an individual factor.

“Amiability” refers to the celebrity’s ability to keep good relationships with people and so as to be accepted and liked. Comparing with physical attractiveness, amiability is a person’s attractiveness coming from his (her) personality. It is one of the reasons for a celebrity to be liked by audiences; therefore practitioners are more in favor of celebrities who are highly amiable.

“Celebrity-Product Match” and “Celebrity-Audience Match” indicate that an effective celebrity endorser must have some fitness with the endorsed brand/product and target audience, such as there should be some congruence between celebrity’s appearance/image as well as value and the endorsed product, celebrity should share important values with the target audience, the celebrity’s appearance/image and lifestyle might be mimicked by the target audience. The findings share the same idea with the “Match-up Hypothesis”.

A celebrity’s “Profession” was also important for endorsing a brand/product.

Firstly, people widely respect an expert in any profession, as well as being hardworking and responsible. Secondly, if a celebrity's profession has some relationship with the endorsed products so as to be knowledgeable and qualified to talk about the endorsed product, the endorsement is more persuasive.

### 6.3 Recommendations

According to the significance of the study as mentioned earlier in Chapter 1, the research will contribute to the endorsement practitioners. The findings can provide a guideline for them to set endorsement strategies and choose the appropriate celebrity endorser. The following are some recommendations for celebrity practitioners:

#### 1. Consider seven main factors when selecting celebrity endorsers

The research has identified seven factors relating to selecting celebrity endorsers, which are: Risk, Physical Attractiveness, Credibility, Amiability, Celebrity-Product Match, Profession, and Celebrity-Audience Match. Once a celebrity endorser is selected, the seven issues must be highly considered.

#### 2. Investigate brand/product meaning, brand/product user's (target audience's) characteristic and celebrity's characteristic

Referring to the factors of "Celebrity-Product Match" and "Celebrity-Audience Match", there should be some congruence between the celebrity and the brand/product, and the target audience. Therefore, before a celebrity is decided, the practitioner should get a clear idea on: What does the brand/product mean? Who are the brand/product users and what is their common characteristic? An investigation can be conducted to get the answers. And then a celebrity can be proposed according to the investigation results. Lastly, the celebrity's characteristic should be investigated and measured.

### **3. Balance risks and some celebrity characteristics (credibility, physical attractiveness, and amiability)**

Undoubtedly, every company likes to use a celebrity who has high credibility, physical attractiveness and amiability with low risk. However this ideal celebrity endorser is really difficult to find. A celebrity who is more popular and likable (consequence of physical attractiveness and amiability) usually charges more money than those who are not, and usually endorses multiple brands/products. The high profile brings more probabilities to overshadow the brand. A celebrity endorsing multiple brands may lose differentiation and thus make the brand difficult to distinguish from others.

To find an appropriate celebrity, the endorsement practitioner should not only think of the celebrity's credibility, physical attractiveness and amiability, but also be aware of the risk. A celebrity with low likability might be the most efficient mobile phone endorser (Nanfangdaily.com.cn, October 2004); the way of success is to balance risks and celebrity's characteristics.

### **4. Use famous experts in endorsement**

Famous experts are also a kind of celebrity. Comparing with entertainers, they are less obvious but more expert in a particular area. Therefore, for some products, such as technical products, a good method is not to use an entertainer, but to use a related expert. It may be more persuasive and less risky. For example, a computer manufacturing company CEO's suggestion for a computer or a famous dentist's suggestion for a tooth brush might be better than that of a super entertainer.

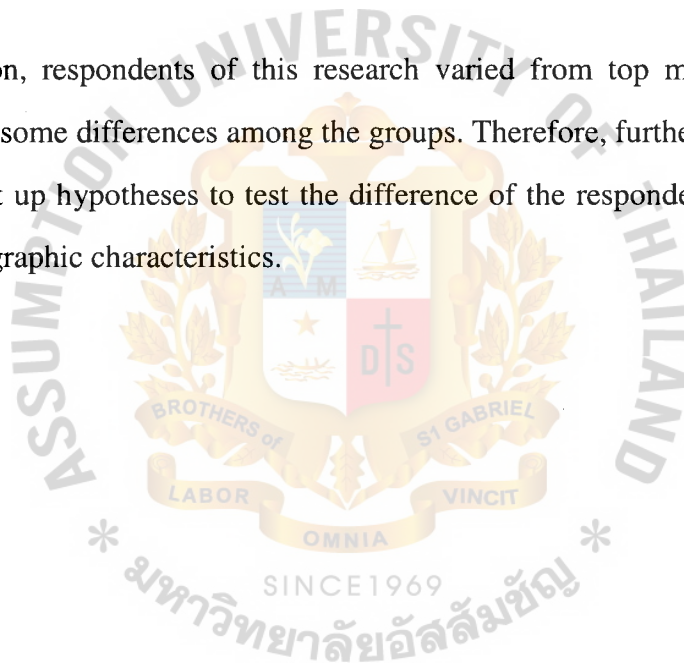
## **6.4 Further Research**

The major limitation is that the research studied the general experiential perspective of advertising practitioners without providing any product types or brand information for consideration. The importance of criteria considered by practitioners

may heavily depend on product type, as well as existing meanings on the brand, purpose of the campaign, and many other related factors. Further research is thus suggested to replicate the study or test the importance of each selection factor by providing respondents such information as specific product, brand name and history, marketing position, objectives of endorsement campaign, and budget.

Respondents of this study are only advertising practitioners. Further research involving other endorsement practitioners, such as corporation practitioners from marketing or advertising department is needed in order to confirm/revise/reject the findings.

In addition, respondents of this research varied from top managers to staff. There might be some differences among the groups. Therefore, further research is also suggested to set up hypotheses to test the difference of the respondents' perspectives based on demographic characteristics.





## BIBLIOGRAPHY

- Agrawal, J and Kamakura, W. A. (1995), The economic worth of celebrity endorsers: an event study analysis, Journal of Marketing, Vol. 59, No. 3, pp.56-63.
- Anderson, D. R., Sweeney, D. J. and Williams, T. A. (2002), Statistics for Business and Economics, 8<sup>th</sup> Edition, Cincinnati: South-Western College Publishing.
- Baker, Michael J. and Churchill, G. A Jr. (1977), The Impact of Physical Attractive Models on Advertising Evaluations, Journal of Marketing Research, Vol. 14, Nov., pp. 538-555.
- Belch, G. and Belch, M. (1995), Introduction to Advertising and Promotion: An Integrated Marketing Communications Perspective, 3<sup>rd</sup> Ed., United States of America: Richard D. Irwin INC.
- Berenson, Mark L. and Levine, David M. (1999),. Basic Business Statistics: Concepts and Applications, 7th Ed., New Jersey: Prentice-Hall, Inc.
- Cabell A. K. (2003), Celebrity Endorsements Reach for the Stars, [http://www.brandchannel.com/features\\_effect.asp?pf\\_id=160](http://www.brandchannel.com/features_effect.asp?pf_id=160), April 2003.
- Cattell, R. B. (1966a), The Scientific Analysis of Personality, Chicago: Aldine.
- Cattell, R. B. (1966b), The Scree Test for the Number of Factors, Multivariate Behavioral Research, Vol. 1, pp. 245-76.
- Chaiken, S. (1979), Communicator physical attractiveness and persuasion, Journal of Personality and Social Psychology, Vol. 37, No.8, pp.1387-1397.
- Churchill, G. A. (1999), Marketing Research: Methodological Foundations, 7<sup>th</sup> Ed., Orlando: Dryden.
- Coakes, Sheridan J. and Steed, Lyndall G. (2003), SPSS Analysis Without Anguish:

- Cooper, Donald R. and Schindler, Pamela S. (2001), Business Research Methods, 7<sup>th</sup> Ed., Boston: McGraw-Hill.
- Cooper, Michael (1984), Can Celebrities Really Sell Products? Marketing and Media Decisions, September, pp. 64, 65 and 120.
- Debevec, Kathleen and Kernan, Jerome B. (1984), More Evidence on the Effects of a Presenter's Physical Attractiveness: Some Cognitive, Affective and Behavioral Consequences, Advances in Consumer Research, Vol. 11, pp. 127-132.
- Dholakia, R. R. and Sternthal B. (1977), Highly Credible Sources: Persuasive Facilitators or Persuasive Liabilities? Journal of Consumer Research, Vol. 3, March, pp.223-32.
- Dickenson, Nicole (1996), Can Celebrities Ruin a Launch? Campaign, May 3, pp.24.
- Duncan, Apryl (2003), Companies Ditch Celebrity Endorsements, <http://advertising.about.com/cs/advertising/a/endorsements.htm>, Sept. 2003.
- Dyson, A., and Turco, D., (1998), The State of Celebrity Endorsement in Sport, The Cyber Journal of Sport Marketing, Vol. 2, No. 1.
- Erdogan, B. Zafer (1999), Celebrity Endorsement: A Literature Review, Journal of Marketing Management, Vol. 15, pp.291-314.
- Erdogan, B. Zafer and Baker, Michael J. (1999) Celebrity Endorsement: Advertising Agency Managers' Perspective, The Cyber Journal of Sport Marketing, Vol. 3, No. 4, October.
- Erdogan, B. Zafer, Baker, Michael J. and Tagg, Stephen (2001), Selecting Celebrity Endorsers: The Practitioner's Perspective, Journal of Advertising Research, May-June.

- Field, Andy (2000), Discovering Statistics Using SPSS for Windows, London: SAGE Publications.
- Friedman, H. H., Termini, S. and Washington, R. (1976), The Effectiveness of Advertisements Utilising Four Types of Endorsers, Journal of Advertising, Vol. 6, Summer, pp. 22-24.
- Friedman, H. H. and Friedman, L. (1978), Does the Celebrity Endorser's Image Spill Over the Product, Journal of Academy of Marketing Science, Vol. 6, Fall, pp. 291-299.
- Friedman, H. H. and Friedman, L. (1979), Endorser Effectiveness by Product Type, Journal of Advertising Research, Vol. 19 No. 5, pp. 63-71.
- George, Darren and Mallery, Paul (2003), SPSS fro Windows Step by Step, A Simple Guide and Reference, 11.0 Update, 4<sup>th</sup> Ed, New York: Pearson Education, Inc.
- Hatcher, L. (1994), A Step-by-step Approach to Using the SAS System for Factor Analysis and Structural Equation Modeling, Cary, NC, SAS Institute.
- Horai, J., Naccari, H. and Fatoullah, E., (1974), The Effects of Expertise and Physical Attractiveness upon Opinion Agreement and Liking, Sociometry, Vol.37, December, pp.601-605.
- Hovland, Carl I., and Walter, Weiss (1951), The Influence of Source Credibility on Communication Effectiveness, Public Opinion Quarterly, Vol. 15, Winter, pp.635-50.
- Hovland, Carl I., Janis, L. I. and Kelley, Harold H. (1953), Communication and Persuasion, New Haven, CT: Yale University Press.
- Hsu, Chung-Kue and Daniella, McDonald (2002), An Examination on Multiple Celebrity Endorsers in Advertising, Journal of Product & Brand Management,

Vol. 11, No. 1, pp. 19- 29.

Joseph, W. Benoy (1982), The Credibility of Physically Attractive Communicators: A Review, Journal of Advertising, Vol. 11, No. 3, pp 15-24.

Kahle, L. R., and Homer, P. M. (1985), Physical Attractiveness of Celebrity Endorser: A Social Adaptation Perspective, Journal of Consumer Research, Vol. 11, No. 4, pp. 954-61.

Kaiser, H. F. (1958), The Varimax Criterion for Analytic Rotation in Factor Analysis, Psychometrika, Vol. 23, pp. 187-200.

Kaiser, H. F. (1960), The Application of Electronic Computers to Factor Analysis, Educational and Psychological Measurement, Vol. 20, pp. 141-51.

Kaiser, H. F. (1974), An Index of Factorial Simplicity, Psychometrika, Vol. 39, pp.31-36.

Kambitsis, Chris, Harahousou, Yvonne, Theodorakis, Nicholas and Chatzibeis, Giannis (2002), Sports Advertising in Print Media: The Case of 2000 Olympic Games, Corporate Communications: An International Journal, Vol. 7 No. 3, pp.155-161.

Kamins, Michael A. (1989), Celebrity and Non-Celebrity Advertising in a Two-Sided Context, Journal of Advertising Research, Vol. 29, No. 3, pp.34-42.

Kamins, Michael A. (1990), An Investigation into the Match-Up-Hypothesis in Celebrity Advertising: When Beauty Be Only Skin Deep, Journal of Advertising, Vol. 19, No. 1, pp.4-13.

Kamins, Michael A. and Gupta, Kamal (1994), Congruence Between Spokesperson and Product Type: A Matchup Hypothesis Perspective, Psychology and Marketing, Vol. 11, No. 6, pp. 569-586

- Kanungo, R. N. and Pang, S. (1973), Effects of human models on perceived product quality, Journal of Applied Psychology, Vol. 57 No. 2, pp. 4-10.
- Kelman, Herbert C. (1961), Process of Opinion Change, Public Opinion Quarterly, Vol. 25, Winter, pp. 57-58.
- Ketsing, W. (1987), The Way to Construct Research Instruments, Bangkok: Thai Watana Panich.
- Klebba, J. M. and Unger, L. S. (1982), The Impact of Negative and Positive Information on Source Credibility in a Field Setting, Advances in Consumer Research, Vol. 10, pp. 11-16.
- Langmeyer, L. and Walker, M. (1991), A First Step to Identify the Meaning in Celebrity Endorsers, Advances in Consumer Research, Vol. 18, pp.364 -71.
- Linn, R. L. (1968), A Monte Carlo approach to the number of factors problem, Psychometrika, 33, pp. 37-71.
- Maddux, J.E. and Rogers, R.W. (1980), Effects of Source Expertness, Physical Attractiveness, and Supporting Arguments on Persuasion: A Case of Brains Over Beauty, Journal of Personality and Social Psychology, Vol.39, No.2, pp.235-44.
- Mathur, L. K., Mathur, I. and Rangan, N., (1997), The Wealth Effects Associated with a Celebrity Endorser: The Michael Jordan Phenomenon, Journal of Advertising Research, May - June, pp. 67 - 73.
- McCracken, Grant (1989), Who Is the Celebrity Endorser? Cultural Foundation of the Endorsement Process, Journal of Consumer Research, Vol. 16, No. 3, pp. 10-21.
- McGuire, William J. (1968), The Nature of Attitudes and Attitude Change, Handbook of Social Psychology, MA: Addison Wesley.

- Miciak, A. R. and Shanklin, W. L. (1994), Choosing celebrity endorsers, Marketing Management, Vol. 3, No. 3, pp. 51-59.
- Miller, Gerald P. and Basehart, John (1969), Source Trustworthiness, Opinionated Statements and Response to Persuasive communication, Speech Monographs, Vol. 36, No. 1, pp.1-7.
- Misra, Shekhar and Beatty, Sharon E. (1990), Celebrity Spokesperson and Brand Congruence: An Assessment of Recall and Affect, Journal of Business Research, Vol. 21, pp. 159-173
- Mooij, Marieke de (1994), Advertising Worldwide: Concepts, Theories and Practice of International, Multinational and Global Advertising, 2<sup>nd</sup> Edition, London: Prentice-Hall International Inc.
- Norusis, M. J. (1990), SPSS Advanced Statistics Student Guide, Chicago: SPSS Inc.
- Ohanian, Roobina (1990), Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness, Journal of Advertising, Vol. 19, No.3, pp.39-52.
- Ohanian, Roobina (1991), The Impact of Celebrity Spokesperson's Perceived Image on Consumers' Intention to Purchase, Journal of Advertising Research, Vol. 31, No. 1, pp. 46-52.
- Petroshius, Susan M. and Schulman, Meg (1989), An Empirical Analysis of Spokesperson Characteristics on Advertisement and Product Evaluation, Journal of the Academy of Marketing Science, Vol. 17, No. 3, pp. 217-225.
- Roberts, Dexter (2004), China's Power Brands, Business Week, November 2004.
- Schaaf, P. (1995), Sport Marketing: It's Not Just A Game Anymore, Amherst, MA: Prometheus Books.



- Schlecht, Christina (2003), Celebrities' Impact on Branding, [http://www.globalbrands.org/research/working/Celebrity\\_Branding.pdf](http://www.globalbrands.org/research/working/Celebrity_Branding.pdf), March 2003.
- Sekaran, Uma (1992), Research Methods for Business: A Skill-Building Approach, 2<sup>nd</sup> edition, New York: J. Wiley.
- Sherman, Strathford P. (1985), When You Wish Upon a Star, Fortune, August 19, pp.66-71.
- Solomon, Michael R. (2002), Consumer Behavior: Buying, Having, and Being, 5<sup>th</sup> ed., New Jersey: Prentice Hall.
- Stevens, J. P. (1996), Applied Multivariate Statistics for the Social Sciences, 3<sup>rd</sup> ed, Mahwah, NJ, Lawrence Erlbaum.
- Till, B. D., and Shimp, T. A. (1998), Endorsers in Advertising: The Case of Negative Celebrity Information, Journal of Advertising, Vol. 27, No. 1, pp.67-82.
- Till, B. D., and Busler, M. (1998), Matching Products with Endorsers: Attractiveness versus Expertise, Journal of Consumer Marketing, Vol. 15, No.6, pp. 576-86.
- Tom, G., Clark, R., Elmer, L., Grech, E., Masetti, Jr. J., and Sandhar, H. (1992), The Use of Created versus Celebrity Spokespersons in Advertisements, Journal of Consumer Marketing, Vol. 9, No. 4, pp.45-51.
- Tripp, Carolyn, Jensen, Thomas D. and Carlson, Les (1994), The Effects of Multiple Product Endorsements by Celebrities on Consumers' Attitudes and Intentions, Journal of Consumer Research, Vol. 20, No. 4, pp. 535-547.
- Volicer, B. J. (1984), Multivariate Statistics for Nursing Research, Florida: Grune & Statton, Inc.
- Walker, Mary, Langmeyer, Lynn and Langmeyer, Daniel (1992), Celebrity Endorsers:

Do You Get What You Pay For? Journal of Services Marketing, Vol. 6, No. 4, pp. 35-42.

Xing, Zhigang (2004), Shadow Falls on Celebrities in Dubious Ads, China Daily, September 2, 2004.

Ziegel, Vic. (1983), Mark Spitz: Eleven Years and Seven Gold Medals Later, Advertising Age, February 7, 1983.

Zikmund, G. William (2000), Business Research Methods, 6<sup>th</sup> ed., The Dryden Press.

[http://english.people.com.cn/200409/09/eng20040909\\_156370.html](http://english.people.com.cn/200409/09/eng20040909_156370.html) (September 2004)

<http://ent.tom.com/1306/1362/2004831-94920.html> (August 2004)

<http://www.a.com.cn/salon/board.asp?uid=116751&pid=695745264&b=11> (December 2004)

[http://www.dragonventure.com/En/0603/newsletter\\_2.shtml](http://www.dragonventure.com/En/0603/newsletter_2.shtml) (June 2003)

<http://www.g999.com/index-gg.aspx> (April 2004)

<http://www.globrand.com/2004/02/12/20040212-232019-1.shtml> (February 2004)

<http://www.nanfangdaily.com.cn/southnews/tszk/nfrb/szgc/200410271014.asp> (October, 2004)

<http://www.people.com.cn/BIG5/wenyu/64/129/20011213/626117.html> (December 2001)

[http://www.romon.com/rmdt/rmdt\\_read.php?id=67](http://www.romon.com/rmdt/rmdt_read.php?id=67) (December 2004)

<http://www.shangjie.com/0402/ld1.htm> (February 2004)

# APPENDIX A



# Questionnaire

Dear Sir/Madam:

My name is Guanfeng Song, an MBA student of Assumption University of Thailand. The questionnaire was designed to obtain the information on my thesis **“Factor Analysis of Selecting Celebrity Endorsers: Chinese Large Advertising Agency Practitioner’ Perspective”** from advertising practitioners. Your opinion is very valuable for me to complete the study. I highly appreciate your participation.

## Part I Screen Question

Have you ever engaged in selecting Celebrity Endorsers?

- ☐ Yes      ☐ No (Please discontinue)

## Part II Main Questions

How did you consider the following criteria when you were selecting Celebrity Endorsers? Please tick ( ✓ ) the number, where

1= Very Unimportant      2= Unimportant

3= Neither Unimportant Nor Important

4= Important

5= Very Important

		5=Very Important	4=Important	3=Neither	2=Unimportant	1=Very Unimportant
Q1	Celebrity works hard and responsibly.					
Q2	Celebrity is outgoing and bold.					
Q3	Celebrity is enthusiastic and energetic.					
Q4	Celebrity shares important values with audience.					
Q5	Celebrity's appearance/image might be mimicked by audience.					
Q6	Celebrity's life style might be mimicked by audience.					
Q7	Celebrity is familiar to the intended target audience					
Q8	Celebrity's biographical background is remarkable.					
Q9	Celebrity's appearance/ image fits the product/brand.					
Q10	Celebrity's value fit the product/brand.					
Q11	Celebrity's reputation is similar to the company status, scale.					
Q12	Celebrity's social association/ intercourse is good.					
Q13	The endorsement fee is reasonable and affordable.					
Q14	Celebrity is fit with the advertising idea.					
Q15	Celebrity is available (e.g. he/she is not competitors' endorser) and willing to endorse the product/brand.					
Q16	Celebrity doesn't endorse multiple products/brands so as to represent the product/brand exclusively.					
Q17	Celebrity is trustworthy and honest.					
Q18	Celebrity has endorsement experience.					
Q19	Celebrity is distinctive and characteristic compared to other high-profile people.					
Q20	Celebrity is likable and friendly.					
Q21	Celebrity's profile is not too high to overshadow the brand.					
Q22	Whether celebrity is a member of a union for advertising presenters and industry workforce.					
Q23	Celebrity uses the endorsed product/brand.					
Q24	Celebrity seems to have a good future.					
Q25	Celebrity is popular.					
Q26	Celebrity has good reputation /prestige.					
Q27	Celebrity's deportment is always proper.					
Q38	Celebrity has good public image and at no or little risk for public controversy.					
Q29	Celebrity is politically correct.					
Q30	Celebrity is a male or female.					

		1=Very Unimportant	2=Unimportant	3=Neither	4=Important	5=Very Important
Q31	Celebrity is successful and has good performance.					
Q32	Celebrity is expert, professional and skilled.					
Q33	Celebrity is knowledgeable and qualified to talk about the product. (how much he/she knows about the product)					
Q34	Celebrity's image might be stable. (at no or low risk for image change)					
Q35	Celebrity is attractive.					
Q36	Celebrity is handsome/pretty.					
Q37	Celebrity is fashionable.					
Q38	Celebrity is sexy.					
Q39	Celebrity is elegant.					

Part III Personal Profile

Gender

- ☐ male    ☐ female

Age

- ☐ below 20    ☐ 20-25    ☐ 26-35    ☐ 36-45    ☐ 45 up

Education

- ☐ high school/vocation school and below
- ☐ diploma    ☐ bachelor    ☐ master and up

Position

- ☐ top manager (CEO/General Manager/Managing Director/etc)
- ☐ middle manager (department manager/etc)
- ☐ staff



调查问卷

先生/女士：

您好，此调查问卷主要是面向广告从业人员，想了解您选择“名人代言人”（以下也简称“代言人”）的标准和看法。本问卷收集到的一切信息只用做研究，调查者承诺为您的个人及公司资料保密。非常感谢您的合作。

第一部分 屏蔽问题

您在工作中是否参与过选择名人代言人？

☐是            ☐否 （请停止作答）

第二部分 调查问题

请发表您对选择名人代言人标准的看法，在相应的项打“√”。（1=非常不重要，2=不重要，3=一般，4=重要，5=非常重要）

		1= 非常不 重要	2= 不重 要	3= 一 般	4= 重 要	5= 非常 重要
1	积极的行事风格和工作作风(如敬业努力、认真负责等)					
2	性格直率外向					
3	有激情, 充满活力					
4	价值取向与目标消费群相似					
5	外表形象被目标消费群模仿					
6	生活方式被目标消费群模仿					
7	被目标消费群所熟知					
8	个人成长发展经历(令人欣赏)					
9	外表形象与产品/品牌特点和谐					
10	价值取向与产品/品牌特点和谐					
11	名气大小与代言产品/品牌所属公司名气规模对等					
12	社会交往好, 人缘佳					
13	代言费适中					
14	代言人符合广告创意					
15	代言人受雇用的可能性（例如此名人不是竞争对手产品/品牌的代言人）和代言人的意愿					
16	能够独家代言 （不同时代言其它产品/品牌）					
17	诚信度高					

		1= 非常不 重要	2= 不重 要	3= 一 般	4= 重 要	5= 非常 重要
18	有一定的代言经验					
19	个性鲜明, 与众不同					
20	友善、有亲和力					
21	名人风采光芒盖过其代言产品/品牌的风险大小					
22	是否是某协会、组织或团体的成员					
23	代言人平常使用其代言的产品/品牌					
24	未来发展势头好					
25	有一定的名气/知名度/影响力					
26	有一定的美誉度/威望, 受人尊敬					
27	行为举止得体, 有风度					
38	公众形象好(负面公众争议风险小)					
29	政治正确					
30	代言人的性别					
31	事业成功, 功绩/贡献大					
32	业务素质高, 才艺出众					
33	对所代言产品的了解程度和谈论资格					
34	形象稳定(形象变化风险小)					
35	富有魅力					
36	英俊靓丽					
37	前卫时尚					
38	性感迷人					
39	气质优雅					

### 第三部分 背景调查

您的性别:

☐男 ☐女

您的年龄:

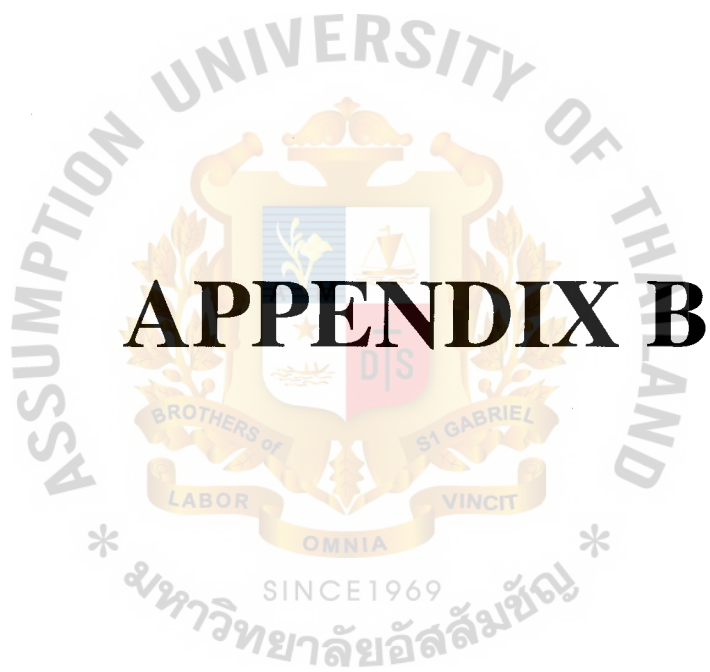
☐20 岁以下 ☐20-25 岁 ☐26-35 岁 ☐36-45 岁 ☐45 岁以上

您的文化程度:

☐高中/中专及以下 ☐大专 ☐大学/学士 ☐硕士及以上

您的职位:

☐高层领导（正、副总裁/总经理/总监等）  
☐中层领导（正、副部门经理/经理助理等）  
☐普通职员



# Frequencies

## Frequency Table

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	250	65.1	65.1	65.1
	female	134	34.9	34.9	100.0
	Total	384	100.0	100.0	

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20	22	5.7	5.7	5.7
	20-25	98	25.5	25.5	31.3
	26-35	189	49.2	49.2	80.5
	36-45	63	16.4	16.4	96.9
	45 up	12	3.1	3.1	100.0
	Total	384	100.0	100.0	

education

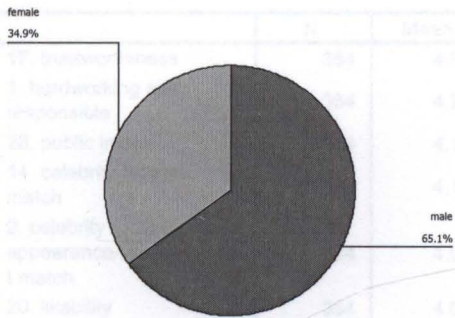
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high school/vocation school and below	41	10.7	10.7	10.7
	diploma	111	28.9	28.9	39.6
	bachelor	182	47.4	47.4	87.0
	master and up	50	13.0	13.0	100.0
	Total	384	100.0	100.0	

position

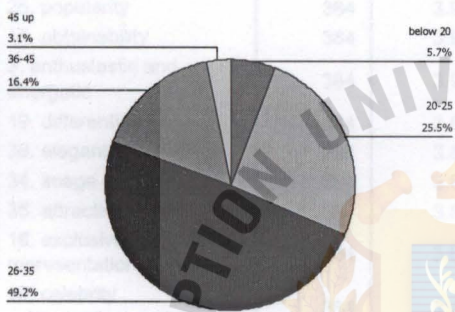
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	top manager	24	6.3	6.3	6.3
	middle manager	245	63.8	63.8	70.1
	staff	115	29.9	29.9	100.0
	Total	384	100.0	100.0	

Pie Chart

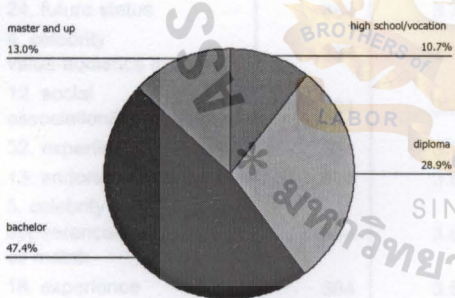
gender



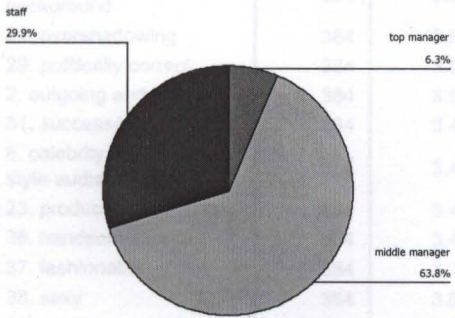
age



education



position



# Descriptives

Descriptive Statistics

	N	Mean
17. trustworthiness	384	4.37
1. hardworking and responsible	384	4.26
28. public image	384	4.17
14. celebrity-ad idea match	384	4.16
9. celebrity appearance/image-product match	384	4.09
20. likability	384	4.06
7. familiarity	384	4.02
27. deportment	384	4.02
26. reputation	384	4.01
25. popularity	384	3.97
15. obtainability	384	3.93
3. enthusiastic and energetic	384	3.91
19. differentiation	384	3.88
39. elegant	384	3.83
34. image change risk	384	3.83
35. attractiveness	384	3.83
16. exclusive representation	384	3.82
10. celebrity value-product match	384	3.78
33. knowledgeable/qualified to talk about product	384	3.78
24. future status	384	3.77
4. celebrity value-audience match	384	3.75
12. social association/intercourse	384	3.74
32. expertise/profession	384	3.71
13. endorsement fee	384	3.66
5. celebrity appearance/image-audience match	384	3.62
18. experience	384	3.54
11. celebrity reputation-company match	384	3.53
8. biographical background	384	3.52
21. overshadowing	384	3.52
29. politically correct	384	3.51
2. outgoing and bold	384	3.50
31. success/performance	384	3.49
6. celebrity life style-audience match	384	3.49
23. product user	384	3.43
36. handsome/pretty	384	3.42
37. fashionable	384	3.32
38. sexy	384	3.08
30. celebrity's gender	384	2.96
22. membership	384	2.83
Valid N (listwise)	384	



Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.813
Bartlett's Test of Sphericity	Approx. Chi-Square	5207.551
	df	741
	Sig.	.000



# Communalities

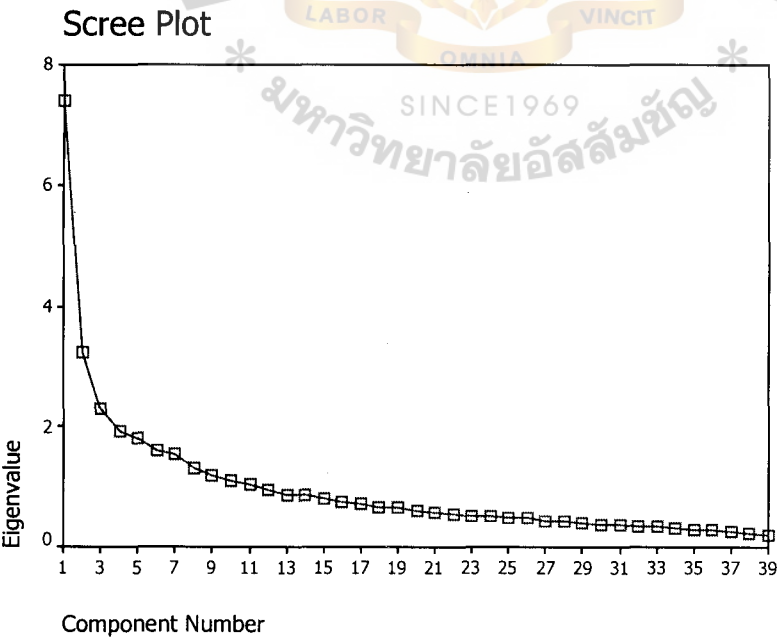
	Initial	Extraction
1. hardworking and responsible	1.000	.415
2. outgoing and bold	1.000	.544
3. enthusiastic and energetic	1.000	.408
4. celebrity value-audience match	1.000	.539
5. celebrity appearance/image-audience match	1.000	.692
6. celebrity life style-audience match	1.000	.661
7. familiarity	1.000	.541
8. biographical background	1.000	.489
9. celebrity appearance/image-product match	1.000	.633
10. celebrity value-product match	1.000	.537
11. celebrity reputation-company match	1.000	.503
12. social association/intercourse	1.000	.451
13. endorsement fee	1.000	.653
14. celebrity-ad idea match	1.000	.484
15. obtainability	1.000	.311
16. exclusive representation	1.000	.532
17. trustworthiness	1.000	.357
18. experience	1.000	.417
19. differentiation	1.000	.480
20. likability	1.000	.486
21. overshadowing	1.000	.466
22. membership	1.000	.340
23. product user	1.000	.371
24. future status	1.000	.472
25. popularity	1.000	.565
26. reputation	1.000	.593
27. deportment	1.000	.379
28. public image	1.000	.536
29. politically correct	1.000	.381
30. celebrity's gender	1.000	.516
31. success/performance	1.000	.339
32. expertise/profession	1.000	.567
33. knowledgeable/qualified to talk about product	1.000	.488
34. image change risk	1.000	.543
35. attractiveness	1.000	.482
36. handsome/pretty	1.000	.759
37. fashionable	1.000	.741
38. sexy	1.000	.566
39. elegant	1.000	.486

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.383	18.929	18.929	7.383	18.929	18.929	3.685	9.449	9.449
2	3.238	8.303	27.232	3.238	8.303	27.232	3.111	7.976	17.425
3	2.312	5.928	33.161	2.312	5.928	33.161	2.943	7.545	24.970
4	1.901	4.875	38.036	1.901	4.875	38.036	2.565	6.577	31.547
5	1.798	4.609	42.645	1.798	4.609	42.645	2.523	6.469	38.016
6	1.587	4.069	46.714	1.587	4.069	46.714	2.509	6.434	44.450
7	1.507	3.863	50.578	1.507	3.863	50.578	2.390	6.128	50.578
8	1.347	3.454	54.032						
9	1.205	3.089	57.121						
10	1.141	2.925	60.045						
11	1.068	2.738	62.783						
12	.974	2.498	65.281						
13	.909	2.330	67.611						
14	.869	2.228	69.840						
15	.846	2.169	72.008						
16	.766	1.964	73.972						
17	.745	1.911	75.883						
18	.691	1.772	77.656						
19	.669	1.715	79.371						
20	.612	1.569	80.939						
21	.590	1.513	82.453						
22	.565	1.448	83.901						
23	.514	1.319	85.220						
24	.508	1.304	86.524						
25	.504	1.292	87.816						
26	.491	1.258	89.073						
27	.437	1.121	90.194						
28	.432	1.108	91.302						
29	.401	1.028	92.330						
30	.367	.941	93.272						
31	.357	.917	94.188						
32	.351	.901	95.089						
33	.339	.870	95.959						
34	.297	.762	96.721						
35	.295	.756	97.477						
36	.290	.743	98.220						
37	.254	.652	98.872						
38	.224	.574	99.446						
39	.216	.554	100.000						

Extraction Method: Principal Component Analysis.



Component Matrix <sup>a</sup>

	Component						
	1	2	3	4	5	6	7
13. endorsement fee	.580						
37. fashionable	.572						
36. handsome/pretty	.566						
16. exclusive representation	.552						
31. success/performance	.541						
34. image change risk	.532						
30. celebrity's gender	.519						
18. experience	.517						
29. politically correct	.513						
8. biographical background	.513						
38. sexy	.511						
19. differentiation	.507						
32. expertise/profession	.502						
33. knowledgeable/qualified to talk about product							
11. celebrity reputation-company match							
23. product user							
21. overshadowing							
2. outgoing and bold							
24. future status							
15. obtainability							
22. membership							
27. deportment							
9. celebrity appearance/image-product match		.557					
25. popularity		.505					
28. public image							
7. familiarity							
26. reputation							
6. celebrity life style-audience match			.712				
5. celebrity appearance/image-audience match			.704				
4. celebrity value-audience match			.543				
35. attractiveness				.504			
39. elegant							
20. likability							
14. celebrity-ad idea match							
12. social association/intercourse							
10. celebrity value-product match							
17. trustworthiness							
3. enthusiastic and energetic							
1. hardworking and responsible							

Extraction Method: Principal Component Analysis.

a. 7 components extracted.

Rotated Component Matrix <sup>a</sup>

	Component						
	1	2	3	4	5	6	7
13. endorsement fee	.700						
34. image change risk	.639						
16. exclusive representation	.624						
21. overshadowing	.590						
19. differentiation	.552						
18. experience							
22. membership							
31. success/performance							
36. handsome/pretty		.831					
37. fashionable		.780					
38. sexy		.686					
35. attractiveness		.625					
39. elegant		.590					
26. reputation			.694				
25. popularity			.626				
28. public image			.556				
17. trustworthiness			.538				
27. deportment			.500				
24. future status							
15. obtainability							
2. outgoing and bold				.618			
20. likability				.612			
12. social association/intercourse				.593			
30. celebrity's gender							
11. celebrity reputation-company match							
9. celebrity appearance/image-product match					.748		
10. celebrity value-product match					.674		
7. familiarity							
8. biographical background							
23. product user							
32. expertise/profession						.575	
1. hardworking and responsible						.550	
33. knowledgeable/qualified to talk about product						.511	
3. enthusiastic and energetic							
14. celebrity-ad idea match							
29. politically correct							
5. celebrity appearance/image-audience match							.821
6. celebrity life style-audience match							.735
4. celebrity value-audience match							.652

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 19 iterations.

Component Transformation Matrix

Component	1	2	3	4	5	6	7
1	.566	.441	.333	.344	.297	.363	.187
2	-.370	-.360	.636	-.223	.481	.200	.092
3	-.104	-.107	-.245	.186	.196	-.272	.878
4	-.169	.688	.013	-.677	.051	-.075	.176
5	.357	-.365	-.179	-.472	-.273	.573	.287
6	-.177	.093	.543	.165	-.752	-.018	.270
7	-.587	.223	-.312	.297	-.006	.648	.010

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

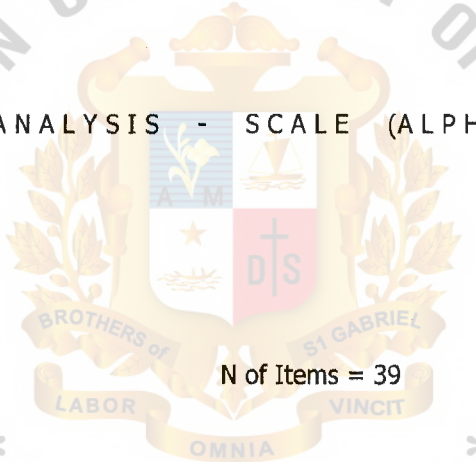
RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 384.0

N of Items = 39

Alpha = .8831



ASSUMPTION UNIVERSITY OF THAILAND

BROTHERS OF ST GABRIEL

LABOR OMNIA VINCIT

SINCE 1969

มหาวิทยาลัยอัสสัมชัญ

Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 384.0

N of Items = 5

Alpha = .7567



## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

—

### RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 384.0

N of Items = 5

Alpha = .7992

## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

—

### RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 384.0

N of Items = 5

Alpha = .6748

## Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

—

### RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 384.0

N of Items = 3

Alpha = .6384

Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

-

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 384.0 N of Items = 2

Alpha = .7075

Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

-

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 384.0 N of Items = 3

Alpha = .5992

Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

-

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 384.0 N of Items = 3

Alpha = .7196

