Examining the Impact of Celebrity Endorsements on a Brand’s Value

A Cross Cultural Study on Celebrity Endorsements in the Middle East and Central Europe

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Chapter 1 – Introduction

1.1: Prelude

We live in a world where brands try to stand out in a cut-throat competitive market, fighting for a share of the consumers’ wallets. The constant changes in the market, where consumers now are highly educated and can access information regarding brands and products anywhere and at any time, make it harder for companies to influence their target audience’s purchase intentions. Whilst many brands are coming up with unconventional ways to promote their products and raise brand awareness, others rely on some of the foolproof strategies of marketing to distinguish their brands from the clutter of marketing campaigns.

Celebrity endorsements are one of the tools that marketers around the world implement when seeking a differentiation point for their products, whereby this marketing strategy has been in use for many centuries now. Countless companies invest billions of dollars to develop lucrative advertising campaigns using international and local celebrities to represent the needs of their customers, create trends in industries and build long-term relationships with consumers in the market. Celebrities like movie actors, television stars, famous athletes, pop singers, and reality tv stars are heavily used in television advertising to influence consumers’ brand choice behaviour (Shimp, 2003).

The rise of the social media era has also led many brands to shift their communication focus to online channels, where models including Kendall Jenner were reportedly paid 250,000$ to promote the launch of ticket sales for “Fyre Festival” with one single Instagram post (The Guardian, 2019). According to Statista.com, as of January 2019, pop stars such as Katy Perry, Justin Bieber, Rihanna, and Taylor Swift have a twitter following base of over 85 million each, which exceeds the population of countries such as Germany. Thus, marketers see celebrity endorsements as an opportunity to reach the masses with little to no effort.

Friedman and Friedman (1979) categorized endorsers used for advertisements into three segments, namely the celebrity, the typical consumer and the professional expert. In this paper, the main focus lies on the first category, the celebrity. This term has been identified in many previous pieces of literature by researchers. Some definitions of a celebrity in the context of the present research include the following;
McCracken (1989): “A person who enjoys public recognition from a large share of a certain group of people and uses this recognition on behalf of a consumer good by appearing with it in an advertisement.”

Erdogan (1999): “A very well-known person that has a special uniqueness and features like magnetism, unusual standards of living or special skills that are not commonly experiential among common people”.

1.2: Research Objectives

The intricacies of influencing consumers’ purchase behaviour using celebrities have been investigated and examined extensively in literature. Nonetheless, researchers could never reach consensus on which factors have had a larger impact on consumers’ purchase intentions and perceived value of a brand in the context of celebrity endorsements. Therefore, the main objectives of this dissertation are to pinpoint the main attributes that can significantly affect a brand’s image when attaching a celebrity’s face to it as well as to explore the attitudes towards celebrity advertisements by testing if it enhances brand recall and brand awareness. A further investigation will be made in regard to many past models and conceptual frameworks mentioned in previous theoretical works of literature in order to interpret and compliment them with additional information. Specifically, the validity of the match-up theory, the TEARS model, and the transfer model will be examined.

Celebrity branding has become very appealing to marketers due to the huge consumption of pop culture in the past century where access to advertising media through television, radio, magazines, internet and newspapers eased the process of such marketing strategy. While many studies, mainly in the US, have shown the effectiveness of this marketing tool, one study conducted by an advertising analytics company called Ace Metrix has shown that, on average, celebrity ads underperform ads that don’t feature celebrities (Ace Metrix, 2014). Thus, this study will aim to detect if the findings above apply to two main geographical areas that are the Middle East and Central Europe.

Furthermore, this paper will provide a deep dive analysis on this widely-used marketing strategy. Special attention is given to the cultural, social and psychological influences that affect the consumer behaviour when reacting to celebrity endorsements, specifically by comparing the two above-mentioned regions. These two areas were mainly chosen due to the lack of extensive and functional research conducted in this
domain covering both markets. Accordingly, the primary research will mostly shed light on celebrity endorsement effects through a comparison of Jordan to Hungary. It however also focuses on other countries that fall into these regions such as Turkey, Lebanon and Syria in the Middle East as well as Germany, Czech Republic and Austria in Central Europe.

This research aims to uncover any heterogeneities between the behaviour patterns of the respondents from both regions that can assist marketers around the world when developing international or local celebrity endorsement campaigns. For this, it delves into some of the perceptions of celebrity brandings in this time and day.

1.3: Structure of Research

The formation of the present research commences with a short introduction regarding the importance of celebrity endorsement strategies in influencing today’s consumers’ perceptions of brands, as well as the propositions examined.

In the following chapter, certain relevant literatures are reviewed regarding the topic of celebrity endorsements that present some of the key concepts, models and theoretical frameworks needed to develop the propositions for the present work.

The third chapter will introduce the methodologies and tools implemented in order to efficiently carry out the empirical research, as well as providing detailed information regarding the research design and its importance to the topic of celebrity marketing.

The fourth chapter presents a deep dive examination of the empirical research by elaborating on how different dimensions of celebrity endorsements affect the perceptions of the Middle Eastern sample in comparison to Central Europe. It sets to uncover some noteworthy patterns and findings that were generated from the qualitative research.

The fifth chapter sets out to fully analyse the results and the outcomes of the cross-cultural primary research, as well as pin pointing the main limitations and problems encountered throughout the study so that it could avoided in future researches.

The final chapter concludes with a summary of the findings and introduces some important recommendations that can assist in further uses and researches revolving around celebrity branding strategies. This is followed by a list of relevant references
that were used to develop and examine many of the supplementary information used in this research.

1.4: Research Methodology

The findings in this thesis are based on the outcome of an extensive qualitative research in order to establish a further understanding of the impact of celebrities on customers in consuming certain products as well as examining their effect on a brand’s value. The impact of this marketing tool is explored through a number of In-Depth-Interviews (IDIs) that gather information from a pool of respondents representing different ages and classes of society from the two regions of study. These respondents are chosen carefully to ensure accuracy and authenticity in the data extracted, hence, six IDIs are conducted for each of the two regions. These interviews touch upon many important aspects of how consumers react to celebrity ads and answer some questions regarding the effectiveness of this method nowadays, the implications that it creates, the underlying issues that marketers tend to overlook when using this strategy, the associations between the endorser and the products endorsed, and most importantly, the extent of this strategy in creating customer loyalty and increasing purchase intention. These are concluded by a number of questions, tests and in-depth dialogues that will be later explained in Chapter 3.

Furthermore, the use of SentiOne, a social listening program and online reputation management tool, contributes to finding more patterns within the online media platforms and explores reasons of how and why consumers react to certain celebrity ads through social media as well as gauges the possible effectiveness of this widely used marketing strategy.
Chapter 2 - Literature Review

This chapter thoroughly examines theoretical literature and empirical researches in relation to the impact of celebrity advertisements on a brand’s perceived value. Hereby the focus lies on three main points derived from the majority of the previous researches and studies done regarding this topic. Chosen based on their value in assessing and conducting the qualitative research done in this paper, these points are firstly whether using celebrity marketing is still viable in this day and time and how brands can be affected in the mind of a consumer when using a celebrity as a spokesperson for them. The second point is how to choose the right celebrity to represent and match the characteristics of a brand. And most importantly, if celebrity marketing can actually aid in increasing sales and brand recall.

2.1: The Celebrity Culture

The term “celebrity” initially originated from the Latin word “celebron”, which encompasses the meaning of popularity and fame (Barron, 2014). However, the term was originally coined by Boorstin (1961), defining a celebrity as someone who is famous for being famous, while the term later evolved to becoming more comprehensive throughout the years, when Friedman and Friedman (1979) characterized a celebrity as an individual, who is famous for certain achievements in the entertainment and sport industries. Nowadays, there are more ways for individuals to be considered celebrities in comparison to the previous decades, since the emergence of social media, reality tv and self-proclaimed influencers has blurred the lines between the concepts of ordinary and famous as well as public and private (Harmon, 2015).

The celebrity culture is in no shape or form a new phenomenon, as it reaches all the way back to when Alexander The Great was considered to be one of the first “famous people” due to his huge influence on his people and overall global ambitions (Braudy, 1986), This later manifested on a wider scale with the emergence of mass media and the development of pop culture.

Harmon (2015) examines the modern-day celebrity culture through two main theoretical perspectives. The first being sociological, which views celebrities’ success as superior to their work, the second being semiotic in which the importance of a celebrity is based on their work. Other theorists, such as Connor (2010), ranked celebrities in a celebrity culture on a scale from A to Z, where A-list celebrities can be
characterized as individuals with international appeal and talent and Z-list celebrities as talentless individuals who populate the world of reality tv.

2.1.1: Celebrity Worship & Role Models

There are many motives behind brands choosing celebrities to endorse their brands, one of which is their ability to attract many of their adoring fans to test out new products and create awareness around brands. This is due to the preeminent fascination that certain communities have with celebrities. According to Furedi (2010), celebrities have the power to connect plentiful amount of people that would otherwise be very disengaged by acting as role models. Consequently, celebrities play a vital role in influencing and connecting with young people in various dissimilar fields. Furedi (2010) further asserts that although people might not perceive celebrities as individuals with heroic characteristics, their qualities become very desirable to imitate because of they become role models in the eyes of the general public. Hence, the personality and charismatic qualities of a highly publicized celebrity results in vastly gaining people’s attention.

In 1960, Rasch introduced the phenomenon of celebrity worship in which, through qualitative research, he later categorized it into three main stages, the first involving low worship levels where individuals only incorporate themselves very lightly with celebrities’ lives by watching and reading information about them from time to time. The second level of worship is when individuals start taking on social characteristics of celebrities, leading to the highest level of celebrity worship, where individuals showcase compulsive and obsessive behaviours and become extremely attached to the celebrities’ achievements and failures.

According to a study by Reeves, Bake and Truluck (2012), results suggest that people who appear to be high in celebrity worship and compulsive buying become that way in order to counterbalance the lack of internal qualities and sense of self, therefore resorting to celebrities as a source of fulfilment to make up for the deficiency in positive self-regard.

2.1.2: The Use of Celebrities in Marketing

There is no denying that celebrity brandings have an impact in raising brand awareness and generating leads. Otherwise, marketing managers would not invest so much time, money and effort in choosing an endorser to be the face of their brand.
However, the question is whether the degree of this impact is worth the efforts in relation to its effectiveness. Celebrity advertising is mostly implemented to catch the consumer’s attention and to create a differentiation point from other competitor brands, as well to leverage the brand name with the use of a celebrity. According to Kamins (1990), celebrities are seen as active and eye-catching individuals with traits that the consumers want to imitate, elucidating the impression that celebrity endorsement strategies can provide a better image for a product and give an added customer experience (Goldsmith, Lafferty & Newell, 2000).

For the past three decades, the use of celebrity endorsers has been increasing in the US, with marketers spending abundant amounts of money yearly to acquire a spokesperson for their brands (Hsu & McDonald, 2002). Thus, it is very critical for brands to choose the right celebrity to reflect their brand’s values and consequently help form a positive perception in the mind of the consumer in order to increase purchase intention, as according to Friedman & Friedman (1978). The latter have found that the characteristics and value of the celebrity used in an advertisement highly affects the product being endorsed, especially if that product entails high social and psychological risks. Nonetheless, this will be one of the issues to be analysed later on in this study within the Middle East and Central Europe.

Many studies have been inconsistent in regard to the right time to use this marketing tool. For example, Callcoat and Phillips (1996) have stated that celebrities can most influence consumers through ads when the products being advertised are relatively low priced and has no unique selling points. On the other hand, Packard (1957) and Atkin and Block (1983) have both reported that products with status symbols are best to be promoted by celebrities as this correlates with the perception of a celebrity in the mind of the consumer.

Further researchers tackled an important aspect of celebrity advertisements which is credibility. Chi, et al. (2009) have stated that, in order to influence purchase intention, the endorser should be perceived as an expert and should acquire knowledge of the product and brand being endorsed. From another perspective, Freiden (1984) mentioned that, to achieve brand awareness, the attractiveness of the celebrity is most suitable to be put into effect. Generally, the credibility of the endorser can vastly affect a brand’s perceived value.
2.2: The Implementation of Celebrity Endorsement Strategies

The use of celebrity marketing has been put into action by many organizations that aim to create exposure to a certain product. Hereby, not every campaign is as effective as intended. According to a study made by Tellis (1998), the most practical way to use celebrity endorsements when developing marketing campaigns for a brand is taking into consideration the consumer base’s motivation and ability of processing the content of the advertisement. Tellis suggests it is most effective to carry out this strategy when consumers have low motivation and ability to process information, thus, celebrities act as a persuasion to the receivers of the advertisement to direct their attention on the product and the brand itself.

Another method of correctly implementing a celebrity marketing strategy is to create a strong foundation that links the celebrity chosen to the brand itself. According to Till (1998), both of the brand/product and the endorser become an undifferentiated part of the association set when establishing a link between both, which in return helps create exposure for the brand. This is evident nowadays when people immediately connect the brand Smartwater to Jennifer Anniston, George Clooney to Nespresso, or even Pepsi to Michael Jackson. The problem herewith is that this can be jeopardized when a celebrity also acts as an endorser for other brands with conflicting values and image, which eliminates the uniqueness of the relationship between the celebrity and the brand (Mowen & Brown, 1981).

Additionally, the period of the contract created for the endorsement highly affects the impact of the advertisement campaigns, as celebrities who have been the spokespersons of a product for longer periods of time will more likely be attached to the image of this brand and consequently will intensify this associative link between both parties (Till, 1998).

Past researchers such as Friedman and Friedman (1976) and Erdogan (1999) have mainly focused on the three main components of an endorser that aids in attaining a successful endorsement campaign: credibility, attractiveness and expertise. Many have failed to consider the “likability” factor, which is a vital part in repositioning brands that appeal to younger markets, as the former three factors are likely to be insufficient, if likeability is absent (Tantiseneepong, Gorton & White, 2012).

Aside from touching upon important components that effectively create a lucrative celebrity endorsement, this paper further examines and analyses the Meaning
Transfer model by McCracken (1989). In addition to this, a deeper understanding of Shimp’s (2003) “TEARS” model will be discussed, as this approach is more comprehensive and covers different areas that were not illustrated in Erdogan’s (1999) source credibility model.

2.3: Congruence Between Product & Celebrity Traits

A number of researchers have highlighted the importance of choosing a celebrity endorser that shares similar traits with the product being advertised. Marketing teams tend to stray away from any celebrities that might cause unwanted controversy and negative publicity that can harm the image of the brand since that defies the purpose of celebrity marketing.

Celebrities are seen as role models by many consumers around the world, as they are perceived to be on a higher pedestal and as having characteristics that are unattainable, yet desired to the general public. It has been argued that consumers do not see movies or television in a purely visual manner, but that they involve all other senses to relate to that visual media (Marks, 2000). As a result, many brands rely on the attractiveness of the endorser to accomplish a successful advertisement campaign. However, that is not necessarily efficacious, as research has shown that good-looking celebrities in ads can at times negatively affect the emotions of consumers with low self-esteem and as a result, negatively influence their purchase intentions (Heatherton and Polivy, 1991). Furthermore, a study by Bower and Landreth (2001) supports the theory that using averagely-looking celebrities can sometimes have a bigger influence on customers, as they are perceived to be more trustworthy and relatable, which creates a stronger connection with the average consumer.

For that reason, Fleck et al (2012) have demonstrated that establishing congruence between the celebrity and the product traits is a far more superior method than focusing on the attractiveness factor.

2.3.1 The Match-up Hypothesis

Most literature regarding celebrity endorsements have stressed the importance of the congruence between the celebrity image and the product for effective advertising, which is known as the “match-up” hypothesis.

This hypothesis highlights the significance of finding a “fit” between the product endorsed and the endorser, where the product image should be harmonious with the
image of the celebrity (Kamins, 1990). Most research regarding the match-up hypothesis concerns the impact of the physical attractiveness of the celebrity, especially when endorsing beauty products (Kahle & Homer, 1985). The initial findings were supportive of the theory that good-looking celebrities are more effective when endorsing beauty products that help enhance consumers’ appearances, hence why attractive celebrities (e.g. Kate Moss, Kendall Jenner & Katy Perry) are very often used to endorse personal care products. In addition to this, experiments by Kamins (1990) also showcased the effectiveness of celebrities’ physical attractiveness in influencing believability and purchase intention for beauty-related products.

Till and Busler (1998, 2000) later argued that the match-up is a more powerful model when the expertise of the celebrity is evident rather than their attractiveness, as the latter has a limited effect only on brand attitude and purchase intention but has no impact on the match-up effect, therefore, stating that expertise is the superior attribute for matching endorsers with products. Till and Busler (1998) gave an example of the basketball player, Michael Jordan, as he is perceived as an attractive athlete, so that his validity is higher when endorsing products and brands that are sports-related, such as Nike, rather than brands that are far from his field of expertise, such as Coca-Cola. Thus, companies that want to choose a celebrity athlete as an endorser should aim to find image attributes that can effectively be transferred to the brand image, as well as consider how to use that in an advertising context (Kim, Min Seo & Chang, 2017).

Many companies falsely apply this strategy where the endorser has no similarities with the brand’s image. An example is KFC Arabia, which used the professional footballer Cristiano Ronaldo to endorse their fast food line of products around the MENA and GCC region. This campaign raised many eyebrows due to the lack of congruence between the endorser and the product, which not only blurred KFC’s brand image but also tarnished Ronaldo’s credibility.

As the evidence of the match-up hypothesis remains ambivalent, this paper later explores some of the theories that were included in previous research which never came to a consensus through a qualitative study, as to examine which factors mostly affect the match-up theory in the context of the two regions of the Middle East and Central Europe.
2.4: The Meaning Transfer Model

The Meaning Transfer Model (Figure 1) by McCracken (1989) states that the image of the celebrity tends to transfer itself to the product in celebrity endorsements. McCracken broke down the transfer process of celebrity endorsements into three stages, starting off with stage 1, where marketers look for the main characteristics that the celebrity transcends to the public and the way he or she is perceived in the media, leading to stage 2, where these meanings and traits are transferred to the product that is being marketed, as the endorsers are usually chosen based on certain criterion that are desired to be attached to the product endorsed, finally reaching stage 3, in which those meanings and personality traits are to be transferred, or at least a part of it, from the product to the customer.

This model mostly assists in establishing product and brand personality based on the consumer’s perception of the endorser. McCracken (1989) expressed the importance of highlighting the similarities between the product and the celebrity in the advertisement, as this is the main opportunity for the desired meaning to be transferred to the consumer, in which the product personality is generated.

![Figure 1: The Meaning Transfer Model, McCracken, 1989, p.315](image)

Although this process has been proven to perform well, it is very complex, as the celebrity’s image and long-run status has a key role in this process that can make or break the endorsement for the reason that the advertisement here highly relies on the meaning of the celebrity (Sandin & Widmark, 2015). Therefore, any changes in the image of the endorser can cause negative repercussions on the product’s symbolic properties and the brand image.
2.5 “TEARS” Model

Introduced by Shimp (2003), the “TEARS” model investigates further attributes that create a well-rounded celebrity endorsement campaign. The acronym stands for five characteristics that are trustworthiness, expertise, physical attractiveness, respect, and similarity. Corresponding to Erdogan (1999), Shimp believed in the importance of credibility, stating that the level of trustworthiness and expertise of the endorser is what makes the celebrity credible to the audience, while the other three attributes - physical attractiveness, respect, and similarity- are dimensions of attractiveness.

According to Shimp (2003), the first element of trustworthiness is based on the mass media’s perception and consumption of a celebrity’s professional and personal life. He asserts the importance of this attribute, as the absence of trustworthiness leads to incompetency in the other four attributes. He later referred to an endorser’s expertise as the set of knowledge, experiences and skills that the celebrity holds. In regard to the physical attractiveness, this element includes various a number of characteristics that contribute to this component, some of which are lifestyle patterns, athletic prowess, personality, and intellectual skill.

The attractiveness of a celebrity image is hard to manage, as this is solely controlled by the celebrity him- or herself, yet still has a huge influence on the brand’s attitude (Seno & Lukas, 2007).

The fourth attribute that contributes to the effectiveness of a celebrity endorsement is respect. This occurs when the qualities and accomplishments of a celebrity are admired by the general public due to their personalities, values, philanthropy and so on. When respected celebrities become the face of a brand, this respect passes on to the brand being endorsed, thus increasing its perceived value in the consumer’s mind (Shimp, 2003).

Lastly, the degree to which an endorser’s symbolic values and personality matches the audience is very important in influencing attitudes and purchase choices, especially when brands offer a wide range of products and services. (Shimp, 2003).

2.6: Effective Worldwide Celebrity Advertisement Campaigns

Although this paper puts its main focus on analysing the differences of the two geographical areas of Central Europe and the Middle East in terms of the effectiveness of using celebrity endorsements, both of these locations have something in common,
which is the access to huge international celebrities that are used to promote multinational brands across the world, whether on TV, Radio, Social Media or in Magazines.

There have been many successful marketing campaigns that used endorsers to boost their sales and achieve a bigger market share, some of the modern-day success stories include Puma in 2016, where the multinational athletic apparel and casual footwear company collaborated with the hit pop star, Rihanna, to be the face of their brand and to create her own fashion line within the company. According to Puma’s 2017 first quarter financial reports, using Rihanna as a spokesperson has helped the company acquire a 92% income increase, with sales increasing by 15%. Having attached an A-list celebrity name to the brand has helped Puma’s generate fortunes in revenue. Other companies, such as Coca Cola, used the most followed Instagram celebrity at the time, Selena Gomez, to upload one picture of her drinking a bottle of coke, which garnered over 7 million likes and consequently generated many followers for Coca Cola’s official Instagram page.

Celebrities being used as spokespersons for brands has not only assisted in promoting brands but has also helped introduce new brands to consumers as well as to totally reposition a brand’s image. The best example is Burberry’s use of high-profile celebrities and models such as Kate Moss and Emma Watson to revamp their image from what was once seen as frumpy and overextended into a high-end mix of classic and luxury fashion house (Business Insider, 2011).

Despite the fact that Mowen and Brown (1981) have shed light on the risks of working with celebrities that are notorious for having many other endorsements under their belts, this hasn’t been the case with one of the most famous basketball players, Michael Jordan. Jordan has been known for his wide range of endorsements, some of which were very disparate such as Nike, Coca Cola, Oakley and Wheaties, nevertheless, each campaign was a success on its own. Fortune Magazine (1998) once reported that Jordan has been responsible for about 105 billion dollars to the US economy within 14 years of his NBA career. The evident success of each endorsement can be explained by the diversity of the characteristics and demographics of each endorsed brand’s target audience, where each customer base can analyse the symbolic properties of Michael Jordan and transfer it to the product without it interfering with other brands.
Some companies use more than one celebrity in the same endorsement campaign to advertise their products or services, which is a strategy called the multiple celebrity endorsements (Hsu & McDonald, 2002). This technique either implies many celebrities collaborating with each other to advertise the same product/brand (i.e. Beyoncé, Britney Spears, Pink and Enrique Iglesias appearing together in a televised Pepsi ad that has now over 24 million views on YouTube), or multiple celebrities advertising a brand/product through separate individual commercials (i.e. Charlize Theron, Rihanna and Natalie Portman for a Dior series of ad campaigns). Both of the examples mentioned have been successful for the brands because they managed to gain a wider set of target audiences and to increase diversity in their ads.

With that in mind, it was argued by Erdogan and Baker (2000) that campaigns which include more than one celebrity tend to create an ambiguous personality for the brand in the minds of consumers, hence, marketing teams should always aim to find celebrities that match the image the brand desires to transfer to consumers in the case of multiple celebrity endorsements.

2.7: Celebrity Endorsement vs. Influencer Marketing

Nowadays, social media usage penetration has unstoppably increased, therefore providing many opportunities for certain users to create a platform where they can share opinions and influence their considerable number of followers, making them become what is now known as “social media influencer”.

With that phenomena becoming normalized, marketers found new methods to capitalize on that, in which the term “influencer marketing” was born. This has now become a growing industry in which social media users are ranked according to measures of influence and compensated for promoting products online (Carter, 2016). This marketing strategy heavily relies on social media users who have a large following base and are perceived to have reliable voices that can reach a large share of consumers. Carter (2016) recognizes this marketing tool to involve promotions that take the form of social media posts, for which influencers are compensated in many ways.

The emergence of influencer marketing has drawn many thoughts and theories on the effectiveness of celebrity endorsements, where many marketers believe that the latter is no longer powerful and efficient, whereas some other brands cannot even fully distinguish the difference between a celebrity and an influencer. According to Geppert (2016), there is a fine line between a celebrity endorsement and influencer marketing.
This grey area is where both of these strategies are mixed and matched. However, while the prior tool is limited to practices of branding that use celebrities, the second is a more novel conception linked to “normal” social media users that have a wide network of followers and interact directly with their following base, whereby these influencers show their willingness to work visibly with marketers (Carter, 2016).

Although it is thought that celebrity endorsements are on the verge of extinction with many brands shifting their budgets and marketing strategies to influencer marketing, there has been a huge number of recent celebrity-brand collaborations that were very successful and eye-catching and that helped brands thrive (Hill, 2018). In the dawning days of influencer marketing, marketers did not have to spend much on influencers to promote their brands or products through their social media accounts as this was a new method. Many brands chose this marketing strategy due to the relatively low costs of it, since compensations in these contexts are much smaller, sometimes in the form of gift cards, discounts and similar. In addition to this, the numbers of influencers that can be utilized for promoting the brand can reach up to 50 at times (Carter, 2016).

Howbeit, the vast spread of influencer marketing and the rising value of social media influencers has prevented this strategy from being cost-effective vis-à-vis using mainstream celebrities, as many social media mavens today demand abundant amounts of fees in exchange for brand/product recommendations and access to their followers (Hill, 2018). The only difference now is knowing which strategy fits better with the brand’s objectives, and consequently choosing one that best suits the target audience or even finding someone who qualifies as both.

2.8: Advantages of Celebrity Endorsements

Having previously discussed some of the motives that entice companies to implement celebrity endorsement strategies, there are still various reasons as to why this marketing tool is extremely effective if done correctly based on past researches.

2.8.1 Foreign Market Penetration

One of the major benefits of celebrity marketing is the ability to penetrate markets across borders. Nowadays, social media and the internet allow celebrities to reach international stardom much easier and faster than previously. Celebrity marketing campaigns help reach wider sets of audiences across the world, using endorsers that are
admired and looked up to. This marketing strategy enables brands to launch marketing campaigns that cover wide geographical areas with one international celebrity instead of having to customize an advertisement to fit each country’s consumed pop culture, especially since most celebrities have the same image worldwide, thereby more easily tackling barriers such as language, culture, time, etc. (Hofstede, 1980).

2.8.2 Instant Product/Brand Exposure & Improve Ad Recall

In a market full of cluttered products and brands that are desperately trying to grab the consumer’s attention, celebrity marketing allows customers to notice products faster, as celebrity-endorsed advertisements are more likely to stand out than other methods of marketing, especially due to the instant meaning and appeal given to the product, as the consumer immediately attaches the image of the celebrity to the brand or product (Dickenson, 1996). An example of that is the use of George Clooney & Natalie Portman for Nespresso and Dior respectively, where people would rather watch both celebrities promote these products more than their local dentists or attorneys.

2.8.3 Repositioning Brands

The previously mentioned use of celebrity marketing for Burberry sets a perfect example of how this strategy can reposition a brand and help it leverage itself. Not only can celebrities help in developing a whole new image for the brand by acting as a spokesperson, but since celebrities already have their own image that is known in the public, it also can aid in fine-tuning and polishing the existing brand image if it is to shift to an unwanted direction (Erdogan, 1999).

2.8.4 Increase Purchase Intention & Build Brand Equity

Another advantage of celebrity marketing is its effect on consumer’s purchase intention, as Choi and Rifon (2012) have stated that consumers evaluate advertisements more positively when the celebrity reflects their self-image and concept, leading to an increased product purchase intention. Additionally, this positive reinforcement increases repeated purchase and customer loyalty to the brand endorsed and fosters trust, especially if the consumers are fans of this celebrity.

2.9: Disadvantages of Celebrity Endorsements

Proper celebrity advertisements costs millions of dollars, whereby some hit the jackpot with this strategy while others face many problems that deviate the main
objectives for implementing this marketing tool. Therefore, this section will explore some of the risks that may face marketers when acquiring celebrities as the face of their brands.

2.9.1 Financial Risk

Choosing a celebrity to endorse a product can be highly destructive for a company’s finances, as Till (1989) has expressed that the high costs of hiring celebrities as spokespersons for a company can induce high financial risks since the company has very little control on the image of the celebrity outside of the endorsement perspective. Nonetheless, this can be avoided if advertisements and the choice of celebrity are carefully executed and planned.

2.9.2 Negative Publicity

According to a study by Berger, J., Sorensen, A., Rasmussen, S, J., (2010), negative publicity surrounding a relatively unknown brand can actually increase sales due to product/brand awareness stimulation. However, when celebrities attached to the brand receive negative attention, this can cause an unfavourable impact on the company. Thus, celebrities who fall into the traps of negative publicity transfer this negative image to the product endorsed through the associative link that is created between the celebrity and the brand (Till & Shimp, 1989).

Conversely, in a conversation with Business Insider, Sehdev, J. (2016), a professor of marketing at the University of Southern California, argued that a celebrity’s bad image can sometimes create a window of opportunity for brands to send a message regarding their values to the public by cancelling the contract with the troubled endorser. For example, the French yoghurt company Dannon received massive praise when they ended their contract with the NFL quarterback Cam Newton over certain sexist remarks that he had made in an interview as this goes against the company’s values. This is opposed to Gatorade, who kept its endorsement with the NFL player, causing it to receive backlash on social media later on.

2.9.3 Overshadowing & Overuse

One of the risks that seemed to be overlooked in some of the first researches of celebrity endorsements is overshadowing, also known as “eclipsing”, where the celebrity overshadows the brand (Keel & Natarajan, 2012). This tends to happen when marketers put most of the focus on the celebrity in an advertisement, therefore, minimizing time and space for the product or the brand that should be endorsed.
Moreover, if there is no congruency between the brand and the celebrity, then the audience remembers the celebrity and not the product (Byrne et al., 2003).

In the case of eclipsing, the brand is in danger of fading in the back whilst the attention is mostly diverted to the celebrity only. Therefore, brands should ensure that the celebrity and the product have a strong associative link to enhance the sales message without overshadowing the product (Belch & Belch, 2001). A prime example of how celebrities can dominate advertisements while the brand gets very little exposure is the use of Angelina Jolie as the brand ambassador for the luxury American brand St.John in the late 2000s. Jolie had to be dropped by the company as her overexposure in the media at that time resulted in her overshadowing the brand.

In spite of this, Kahneman (2011) asserts that the threat of overshadowing can be reduced when a celebrity’s image matches up with the brand, as consumers can then easily draw celebrity-brand connections without eliminating either from the full picture.

2.10: Celebrity Marketing in the Middle East vs. Central Europe

Although the advancements in technology within both regions has paved the way for brands to reach their audiences everywhere in the world more effortlessly, there are still certain cultural aspects that should be well advised when attempting to develop a unified celebrity endorsement campaign that aims to reach both areas, especially concerning how each region will react to the celebrity brandings. With that in mind, it has been noticed that multinational brands in the Arab world are more likely to have international and local celebrities in their ads than in Europe.

Most reviewed literature regarding the topic of celebrity endorsements were focused on regions outside of the Middle East zone, thus, not many comparisons could be made on how brands use this marketing strategy differently according to the cultures of each location targeted. However, Kalliny et. al (2009) have highlighted the attention Arabs usually give to celebrities in comparison to regular citizens, especially when exposed to high-end brands, indicating that celebrity endorsements are currently booming in the Middle Eastern area due to the high fascination with celebrities’ lifestyles and symbolic status they tend to give off.

Nowadays, Arabs are enthralled by the incursion of westernized values, as well as the penetration of reality shows and mainstream music that is imported from the US and Europe, even though there are still many religious and cultural restrictions in certain Arabic speaking countries (Francis & Yazdanifard, 2013). Research results by Kooli
(2018) however reported that consumers in the Middle East would prefer seeing international celebrities endorsing brands rather than local ones, as it is perceived that the latter lack trustworthiness. The study furthermore concluded that Arab celebrities are less likely to appear on advertisements because of the strong influence the Arabic audience has on the celebrities’ publicity and image, in which would highly affect the endorsements’ effectiveness.

Despite the fact that most international brands target both regions equally, each exploit different methods of communication with their target markets. Some brands tend to overlook the cultural differences and instead aim to target both segments with one generic advertisement campaign. An instance with Adidas exemplifies this, where the brand rolled out an ad series around most parts of the world including popstars like Dua Lipa and Rita Ora, as well as the English football player, David Beckham. These ads could be seen worldwide not only through social media, but also physically through billboards and on TV. Adidas here depended on the internationality & the vast influence these celebrities possess to induce consumers irrespective where they are located.

On the other hand, several brands tend to mix strategies by acquiring one mainstream international celebrity to endorse their product which would fit with most disparate cultures, and then additionally create smaller customized campaigns with local celebrities that would only be displayed within the borders of the relevant location. For example, Pantene chose Tuba Buyukustun, a famous Turkish soap opera actress, to be the face of Pantene in the Middle East and North Africa (MENA) region (Figure 2), whilst having a famous German model and actress, Palina Rojinski, endorse the same exact product in Germany (Figure 3). In spite of this location-based customization of their endorsement ads, Pantene still generated a larger campaign with the international songstress, Selena Gomez, that was also shown in most parts of the world (Figure 4), including Hungary, in order to reach as many consumers around the world as possible.
Figure 2: Tuba Buyukustun for Pantere
Source: www.grey.com/mena

Figure 3: Palina Rojinski for Pantene
Source: www.pantene.de

Figure 4: Selena Gomez for Pantene
Source: www.pantene.com
Chapter 3 – Methodology

This chapter is set to fully illustrate the approaches employed in pursuance of intriguing findings. It also provides information about the framework and overall objectives of the study, the evaluated propositions, a thorough description of the research sample and the tests conducted to examine the past literature’s models and conceptual frameworks.

3.1: In-Depth Interviews

The primary objective of this research is to uncover the day to day attitudes and repeated patterns of consumers towards celebrity-endorsed brands and products as well as to specifically pinpoint any discrepancies in the purchase behaviour and brand’s value perceptions between Middle Eastern and Central European customers. Thus, it was envisaged that conducting in-depth-interviews (IDIs) with both samples will help generate intensive and more compelling results as well as reveal multitudinous perspectives from both regions.

With reference to Malhotra’s (2010) and Kassarjian’s (1977) literatures regarding marketing research and content analysis that were previously reviewed in the author’s Marketing program curriculum, it was fully realized that a qualitative research methodology will incapacitate the possibilities of reaching a generalization in the results, however, this approach allows for a more relaxed atmosphere for the respondents to share all the detailed information necessary to carry out this study and facilitate the process of the three tests conducted that examine the validity of the hypotheses and models discussed in the previous chapter. Furthermore, it is deemed vital to gather as many views and experiences as possible as well as to learn the respondents’ buying behaviour through an extensive dialogue-like method.

The in-depth interviews were only executed after thoroughly reviewing past literature’s conceptual frameworks regarding celebrity-endorsed advertisements to ensure a cohesive and comprehensive structure of research, and accordingly, a sample consisting of 6 respondents was handpicked representing the Middle East (Group A) from Syria, Turkey, Lebanon and mainly Jordan. The second group is an equal sample size representing Central Europe (Group B) from Germany, Austria, Czech Republic and mainly Hungary. These respondents were chosen carefully to guarantee accuracy and authenticity in the data extracted as the respondents serve as typical consumers.
from different ages and classes of society. With that being said, both sample groups received the same questions and underwent the same tests in order to discover if there were any striking differences between both regions in terms of exposure to celebrity brandings.

The interviews’ lengths were in average 35 minutes long and were all recorded under the respondents’ consent for the purpose of improving the validity of the analysis. They included questions that covered many topics, such as the effect of celebrities in increasing brand recall, their influence on consumer purchase intention, the impact of local celebrities vs. international celebrities endorsing products and the extent of celebrities influencing the perception of brand’s value whether positively or negatively.

3.2: Research Propositions

The inconsistencies in the past literatures regarding celebrity brandings’ effect on purchase intentions and a brand’s value, as well as the lack of research in the Middle East and Central Europe were the main motives for creating this study. Nonetheless, the literature review chapter provided valuable knowledge and dimensions that are to be considered when identifying which propositions needed to be delved into. The table below details the topics that are covered in the IDI guide with the purpose of supporting the existing theoretical frameworks, as well as identifying any important patterns of consumer’s behaviours and consequently providing functional suggestions for future celebrity endorsement practices.

<table>
<thead>
<tr>
<th>Proposition 1</th>
<th>Celebrity endorsements increases the perceived value of a brand and brand recall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proposition 2</td>
<td>Celebrity endorsements influences purchase intentions positively</td>
</tr>
<tr>
<td>Proposition 3</td>
<td>Local celebrities have a bigger impact in influencing buying behaviour</td>
</tr>
<tr>
<td>Proposition 4</td>
<td>Finding a fit between a product and an endorser helps increase brand awareness and brand association</td>
</tr>
<tr>
<td>Proposition 5</td>
<td>Celebrities who endorse multiple brands have a strong impact on influencing brand image</td>
</tr>
<tr>
<td>Proposition 6</td>
<td>The Middle East and Central Europe perceive celebrity endorsements very differently from one other</td>
</tr>
</tbody>
</table>
3.3: Interview Guide Questions

The in-depth interview questions were constructed with an objective in mind, which is to confirm or complement a number of the theories and frameworks discussed in the previous chapter. During the interview, a comprehensive set of questions and tests were set to examine the respondents’ perceptions and opinions towards celebrity endorsed advertisements, as well as to attempt to unveil certain behaviours and patterns of consumers when exposed to celebrity brandings. The full detailed in-depth interview guide can be referred to in (Appendix A).

Preamble:

The Interview commences with asking the interviewees to briefly introduce themselves, followed by a question of defining what a celebrity is for each respondent and the extent of their fondness of pop culture, sports and reality shows in order to measure their level of attachment to celebrities and celebrity news happening today.

In-Depth Questions:

This part starts with interviewees discussing the number of marketing campaigns they are exposed to in their day to day life, through which platforms and channels they encounter them the mostly and if they usually pay attention to the details in these ads. The interviewees are then diverted into the topic of celebrity news and celebrity endorsements and the question if they recall any recent celebrity advertised product that they have come across recently. Afterwards, the interview develops into a more detailed set of questions assessing proposition 1 and proposition 2, where respondents are asked to name two celebrities and two brands respectively, one of each that they like (find resemblance to, appreciate the quality of, relevant to them, etc.) and the other that they dislike for any possible reason. From there, the interviewee is presented with a hypothetical situation where his/her least favourite celebrity is endorsing his/her most favourite brand and are asked to describe their general reaction towards this endorsement. For example, if it negatively affects their perception of the brand, if they would reconsider purchasing their products and similar.

After that, respondents are presented with another hypothetical situation where the opposite happens, that being that their favourite celebrity endorses their least favourite brand. This is asked to see if consumers would change their image of the brand or start thinking higher of the brand’s value because of that celebrity and if it actually increases purchase intention.
In this part, the sample is also asked to prioritize which aspects they would most value in a celebrity that is endorsing a brand from a set of attributes that are: credibility, expertise, physical attractiveness and likability. Respondents are requested to explain why they ranked each attribute the way they did.

This section of the interview guide concludes with testing proposition 3, in which respondents are asked to think of a local celebrity from their home countries that they like or look up to, and to also imagine a brand/product that they are considering buying soon. The respondents are then asked if they are more likely to buy this product if that local celebrity was endorsing it as opposed to an international, more mainstream celebrity, and if so, why they believe that the latter would be more enticing for them to impact their buying behaviour.

This part of the questionnaire takes up to 20 minutes and includes simpler and more general questions regarding the respondents’ knowledge of brands that highly rely on celebrity endorsements to test the effect on brand recall, and the interviewees’ opinions of these brands using such marketing strategies. These questions can be further viewed in (Appendix A).

Test 1:

As mentioned, one of the reasons that the methodology of in-depth interviews was adopted in this dissertation was due to the ease of facilitating the three tests conducted on respondents. Firstly, presented the one which is correlated with proposition 1 and 2.

This test starts off with informing the respondents that they will be looking at three still advertisement images for the brand Dior, specifically for their perfume titled “J’adore”. The images used are all real ads rolled out by the brand itself and were shown to the interviewees one by one, whereby they were asked to explain what they see in each one. A thorough dialogue was created for the three pictures discussing what it resembles to them, the degree of its memorability, the value it’s trying to convey, and their overall perception of it. Hereby, the content of the images is different, as the first image only includes the perfume bottle and the brand name (Figure 5), the second picture incorporates an anonymous model with the bottle name and the brand name on the image (Figure 6), and the last one has the A-List actress, Charlize Theron, as the endorser, with the same details of the product and brand of the prior two pictures shown.
The aim of this was to see how consumers behave when exposed to different advertisements including non-celebrities as opposed to celebrity endorsed ads. It also serves to highlight some of the characteristics that the interviewees notice in such ads and what primarily draws their attention. Furthermore, this test deepens the understanding of the effects of celebrity endorsements on the audiences’ perception of brands’ values and purchase intentions.

**Figure 5:** 1st Picture

**Figure 6:** 2nd Picture

**Figure 7:** 3rd Picture

**Test 2:**

This phase of the interview is loosely based on the match-up hypothesis, where Friedman and Friedman (1979) stated that a level of endorsement effectiveness is higher when there is a fit between the celebrity and the endorsed brand. Therefore, this part tests the validity of proposition 4.

Respondents in this part are told that they will be given 5 pictures of international celebrities, and they will have to match them with 5 other pictures of brands that these celebrities have endorsed or are still endorsing today. Some of the collaborations chosen for this study were very famous and known while others were less widespread and eccentric. The interviewees were also asked to verbally inform the interviewer if they are already familiar with a certain endorsement deal with one of the options shown to them. The table below showcases the options of each celebrity chosen and their endorsement deals that had to be assigned by the sample

**Table 2:** Brand & Celebrity Association Options

<table>
<thead>
<tr>
<th>Celebrity</th>
<th>Brand Endorsed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jennifer Anniston</td>
<td>Smartwater</td>
</tr>
<tr>
<td>George Clooney</td>
<td>Nespresso</td>
</tr>
<tr>
<td>Selena Gomez</td>
<td>Coca Cola</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------</td>
</tr>
<tr>
<td>Lana Del Rey</td>
<td>H&amp;M</td>
</tr>
<tr>
<td>Cristiano Ronaldo</td>
<td>KFC</td>
</tr>
</tbody>
</table>

While each respondent matches the two sets of images together, the interviewer writes down the answers of the right matches and the wrong ones in order to move to the questions section. Then, respondents are asked to explain the reason behind every pairing, and specifically regarding the wrong ones. This is done to test the importance of a connection between a celebrity’s image and the brand endorsed and to examine which factors are the most striking for consumers when attaching a celebrity’s face to an advertisement. Respondents are also asked to name a brand that they are least likely to purchase a product from within the 5 options and explain why, then they are asked if the celebrity endorsing that product influences their perception of the brand or their purchase intention.

**Test 3:**

The last phase of tests concludes with interviewees watching three video advertisements for the same celebrity endorsing three different brands. Respondents were asked to watch the artist Rihanna advertise the brands Dior, Puma, and Armani, shown in figures 8, 9 and 10, respectively. These commercials were shown back to back and respondents were advised to stay focused and keep mental notes throughout the session for the following discussion.

**Figure 8: Dior Ad**

**Figure 9: Puma Ad**

**Figure 10: Armani Ad**

The aim of this test is to analyse the effects of celebrity multiple product endorsements on brand recall and brand image, which is a very common practice for celebrities. However, much in literature highlighted the threats it can impose on brand’s value and brand association, especially when the celebrity endorses many brands that have conflicting brand images and values, hence, choosing the three prior mentioned
brands for this study. The test also assists in validating the importance of finding congruence between a celebrity and the products endorsed as respondents were asked to describe Rihanna’s image in the media and if they believe it matches any of the brands shown in these endorsements. Moreover, respondents are asked to analyse each ad and share their opinions in terms of the value these brands try to convey and if the threats of celebrities being overused or overshadowing brands is in effect here.

3.4: Social Listening – SentiOne

SentiOne is social listening software that was presented to students of the Marketing programme throughout the curriculum, where online insights and audience engagement data are collected from social media and online platforms regarding business, marketing campaigns and customers.

The use of SentiOne allows this research to be more holistic and provide more worldwide information about consumers’ reactions towards celebrity endorsements by monitoring their discussions through web sources including news, blogs, portals and social media. This will also help track the power of word-of-mouth and buzz marketing that is spreading around a set of pre-selected celebrity endorsements to gather insights of this strategy’s effect on consumers. The examples that will be monitored through SentiOne were as follows:

A. Jared Leto & Lana Del Rey for Gucci (2019)
B. Kendall Jenner for Proactiv (2019)
Chapter 4: Elaboration on the Central Topic

This chapter sets out to present a deep dive description of the in-depth interviews by elaborating on how different dimensions of celebrity endorsements affect the perceptions of the Middle Eastern sample in comparison to Central Europe.

A number of relevant patterns that were observed throughout the analysis of the interviews will be presented with regards to the socio-demographics of the sample. In addition to this, this chapter will introduce the results of the examined propositions and uncover the correlation between celebrity marketing and consumers’ perceptions of brand’s value.

4.1: The Middle East’s Results

4.1.1 Sample Information

As mentioned in the previous chapter, the sample for both regions consisted of six respondents that were handpicked to represent today’s Middle Eastern and Central European variety of consumers. The table below (Table 3) summarizes some of the main characterizations of the former region’s sample relating to the empirical research conducted.

<table>
<thead>
<tr>
<th>Respondent Code</th>
<th>Country</th>
<th>Gender</th>
<th>Age Group</th>
<th>Pop Culture Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Jordan</td>
<td>Female</td>
<td>25 - 29</td>
<td>Intermediate</td>
</tr>
<tr>
<td>B</td>
<td>Jordan</td>
<td>Male</td>
<td>25 - 29</td>
<td>High</td>
</tr>
<tr>
<td>C</td>
<td>Jordan</td>
<td>Female</td>
<td>20 - 24</td>
<td>High</td>
</tr>
<tr>
<td>D</td>
<td>Turkey</td>
<td>Male</td>
<td>30 - 35</td>
<td>Intermediate</td>
</tr>
<tr>
<td>E</td>
<td>Syria</td>
<td>Female</td>
<td>20 - 24</td>
<td>Low</td>
</tr>
<tr>
<td>F</td>
<td>Lebanon</td>
<td>Male</td>
<td>30 - 35</td>
<td>Low</td>
</tr>
</tbody>
</table>

A quota sampling method was implemented in this research as it aids in highlighting any interconnected traits between the two subgroups analysed in this research. Thus, respondents represent a population and were chosen according to certain
traits that fit with the objective of this research. The quota sample was mainly based on gender and area division, with main focus on Jordan.

4.1.2 Preamble Results

As mentioned in the previous chapter, the first part of the IDI begun with respondents describing their own interpretations of a celebrity, in addition to this, a number of questions related to the respondents’ exposure to marketing campaigns and their attachment to pop culture were inquired in order to gauge the levels of involvement with today’s celebrity news and marketing campaigns.

Firstly, when asked to define a celebrity, all respondents drew a clear line between what they perceive as a celebrity and a social media influencer. The entire Middle Eastern sample agreed upon viewing celebrities as talented people with an international appeal, who provide content to the general public, whether that being art, entertainment, food or even good looks. Moreover, some interviewees strongly asserted that social media influencers are not to be characterized as celebrities, elucidating the impression that celebrities have more potent impact on them than online influencers.

Secondly, while two respondents stated that they are highly engrossed in today’s pop culture news and that they proactively keep up with what’s happening with their favourite celebrities, the rest of the sample admitted that they are unwillingly exposed to many celebrity news very often through social media and word of mouth. However, respondent (F) strongly expressed his apathy towards celebrity news even if he gets exposed to them, as he believes that this adds nothing valuable to his life.

When requested to think of the general marketing campaigns that are regularly encountered in the respondents’ day-to-day life, it was observed that although the sample is bombarded by a huge number of ads every day, social media advertisements were the most mentioned and considered as attention grabbing. Interestingly enough, respondents (F) and (E) stated that they rarely ever remember the ads they come across throughout the day unless it’s a brand that is extremely relevant to them. The dialogue with the interviewees was then shifted towards the exposure to celebrity news and celebrity marketing specifically, which unveiled that despite the fact that certain respondents stated that they do not stumble upon many celebrity endorsements in their everyday life, all but one managed to present an instantaneous example of the last celebrity advertisement that they have seen.
The author believes that what was mentioned above demonstrates the strong effect that celebrity endorsements have on the top of mind awareness between a brand and a celebrity on the Middle Eastern consumers, even if the respondents are not extensively exposed to the advertisement.

4.1.3 In-Depth Questions Results

The second part of the interview aims to unravel the respondents’ behaviours towards celebrity endorsements with the use of hypothetical situations by including their favourite and least favourite celebrities and brands. This phase initiates with each interviewee listing two celebrities that they genuinely like and dislike, whereas the same is done with brands.

When asked if they are familiar with any endorsement deals that their favourite celebrities are or have been involved in, all respondents seem to be very knowledgeable of the sponsorships that their idols worked with in the past. This suggests that the sample is highly engrossed with their favourite celebrities’ lives and that they keep up with their work regularly. Furthermore, the majority of the respondents expressed their fondness of these endorsements, stating that it positively influenced their purchase intentions in one way or another. To be more detailed, three respondents (B, C and D) claimed to have bought products from brands because they collaborated with a celebrity that they like, while respondent (E) mentioned that she at least considered buying a product because her favourite singer was endorsing the brand.

Interestingly, when asked to list any brands that are known for their immense use of celebrities in their marketing campaigns, all respondents were able to name at least 2 brands off the top of their heads that apply celebrity marketing strategies, some of the mentions included Nike, Coca Cola, Adidas, Dior, Pepsi and Trivago. Respondent (D) stated that Pepsi ads were always “memorable to her because of the celebrities they include in them.”, respondent (B) also said “I honestly can’t remember any commercial for Nike except for the ones that Lebron James were in them”.

From that point on, the interviewees were presented with two hypothetical situations where they had to imagine their reactions and behaviour towards a campaign that includes their least favourite celebrity endorsing their favourite brand, and vice versa. This is to test if the use of celebrity endorsements positively affects the Middle Eastern consumers’ purchase intentions, and if it indeed increases the perceived value of a brand and brand recall overall (Proposition 1 and 2).
Looking closely at the results of the two presented speculative situations, it seems that no strong effects can be witnessed when respondents are to think of a celebrity that they dislike endorsing their favourite brand. Although initially more than half of the sample expressed their indifference if that was to happen, however, deeper within the conversation, more respondents admitted that they would probably start thinking less of their favourite brand, and that the endorsement will affect their levels of recommendation towards it. Generally, most interviewees stated that the effect of an endorsement highly relies on many other factors to them, such as the type of products endorsed, the way it is presented, and the level of dislike they have for that celebrity, insinuating that no major effect will have them churn from a brand that they are loyal to solely based on the celebrity used, even if they highly dislike them. Nonetheless, it will influence their perception of the brand and would decrease the chances of them being brand advocates.

On the other end of the spectrum, a variety of responses were recorded when the interviewees had to imagine their favourite celebrity endorsing a brand they dislike. Some reported that it would deepen their interest in a brand or that they would at least start to perceive the brand slightly more positively. However, none of them stated that it would influence their purchase intention. Conversely, several respondents stated that they would be highly disappointed in that celebrity instead, and that the endorsement would ultimately affect the image of that celebrity in their minds, where respondent (E) specifically said “I don’t think I will still look at [celebrity] the way I do, I would be very disappointed with their choice of sponsorships”. This implies that brands and celebrities should be very careful in choosing endorsement deals as the Middle Eastern sample seems to build stronger relationships with celebrities as opposed to brands, which would consequently have a vigorous impact on both ends of sponsorships.

Considering the importance of Erdogan’s source credibility and attractiveness theories (1999) and Shimp’s “TEARS” model (2003), it was crucial to analyse the attributes that consumers prioritize in a celebrity when encountering a celebrity endorsement, specifically taking into consideration the different cultural factors affecting the ranking of these attributes between the two regions examined in this study.

To this effect, the respondents were given four main attributes (credibility, expertise, attractiveness, likability) to rank from most important to least important for them when purchasing a celebrity endorsed product. While some respondents had
mixed responses in terms of the 3rd most important attribute, the “credibility” of a
celebrity had the highest number of mentions as the main priority, followed by
“attractiveness” as a close second. Nevertheless, it was very intriguing to witness four
respondents stating that “likability” and “expertise” are highly irrelevant to them, where
respondent (D) said that he does not think expertise should matter because all celebrities
are being paid abundant amounts of money to do these endorsements anyway, thus, this
attribute was not valuable in his view. On the flip side, respondent (A) stated that “the
celebrity should ideally have a mix of all four attributes for the endorsement to have an
optimal success rate” on her.

The last section of the first part of the interview concludes with testing
proposition 3, that is set to examine the impact and appeal of local celebrities over
international ones for the Middle Eastern consumers. This is presented to respondents in
another hypothetical form, where they are asked to describe their feelings towards a
product or a brand if it had a local celebrity of their preference advertising it rather than
an international artist. This question produced many opinions and valuable quotes, as
well as uncovered many consumption behaviours of the sample, as only one respondent
(B) stated that they would be more influenced to purchase a product because of a local
celebrity as they are very supportive of local artists and because it would feel more
relevant and relatable to him. Nonetheless, the rest of respondents differed from that,
thus, the table below (Table 4) illustrates the responses of the sample towards the topic
of local celebrity endorsements vs international ones and the effect it has on the
interviewees.

Table 4: Local Celebrity Endorsements vs. International Influence

<table>
<thead>
<tr>
<th>Respondent Code</th>
<th>Quotes</th>
<th>Influence Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>“Both would have the same impact, it just depends if I like the celebrity or not?”</td>
<td>Both</td>
</tr>
<tr>
<td>B</td>
<td>“I support everything that is local, therefore, local artists will probably make me more interested in a brand”</td>
<td>Local</td>
</tr>
<tr>
<td>C</td>
<td>“I like the appeal of international celebrities, I’m not into local celebrities at all, I feel they are less credible”</td>
<td>International</td>
</tr>
<tr>
<td>D</td>
<td>“From personal experiences, I’ve been more influenced by international celebrities than local ones. And if a company has a budget to be endorsed by an international artist, means they’re more trusted for me”</td>
<td>International</td>
</tr>
</tbody>
</table>
The author concludes that the Middle Eastern consumers are generally more involved and consumed in international and westernized pop culture. This can be explained by the fact that international celebrities seem less reachable for Arab consumers, therefore, creating this image that their characteristics are more desirable and harder to attain.

Another point one respondent mentioned was that international celebrities make the brand appear to have a bigger budget, consequently seeming to be more successful and trustworthy. A real-life example was given by respondent (C), where she admitted to downloading the travel app “Trivago” after seeing an advertisement for the product that included international celebrities, even though she had seen the same series of ads that included local celebrities years before, without ever being influenced. All in all, after observing the interviewees answering this question, it seems that most of them feel that local celebrities are less credible and relevant than international celebrities.

4.1.4 Test 1 Results

The first test of the research aims to explore the reactions of consumers when coming across advertisements including non-celebrities as opposed to celebrity endorsed ads. As mentioned in the methodology chapter, the interviewees were presented with three images of a Dior series of ads for their perfume titled “J’adore”, whereby the first image (Figure 5) only has the product, the second has an unfamiliar model (Figure 6), followed by a picture that includes the actress Charlize Theron on the ad (Figure 7). Respondents are asked to discuss and explain what primarily draws their attention in each picture and what are some of the immediate associations created when exposed to each ad in terms of the target audience, the brand image and message conveyed in order to analyse the effects of celebrity endorsements on the audiences’ perception of brands’ values, purchase intentions, brand recall and brand associations.

Given the large amount of information and verbatim extracted from the interviews, the use of NVivo, which is a qualitative data analysis software, was needed to organize and sort some of the main key words and references that were repeatedly
mentioned by respondents, as well as to assist in managing and understanding some of
the conceptual issues that were generated throughout the interviews.

Before fully analysing the outcome of this test, Table (5) outlines the
interviewees’ main associations and opinions regarding the three campaigns for
“J’adore” perfume. The digit after each association refers to the total number of
mentions that were reported by the respondents.

Table 5: Summary of Responses and Associations for Test 1

<table>
<thead>
<tr>
<th></th>
<th>Picture 1: Perfume Bottle</th>
<th>Picture 2: Perfume Bottle + Model</th>
<th>Picture 3: Perfume Bottle + Celebrity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Associations</strong></td>
<td>Perfume (6), Basic (5),</td>
<td>Girl (6), Sexy (5), Young (5),</td>
<td>Classy (6), Beautiful (6), Actress (6), Gold (5), Charlize (5), Luxurious (4), Perfect fit (4), Lady (3), Expensive (2)</td>
</tr>
<tr>
<td></td>
<td>Classy (5), Gold (5),</td>
<td>Edgy (4), Eye-Catching (4), No</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Boring (4), Black (4),</td>
<td>Match (4), Naked (3), Weird (2)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Forgettable (3), Slick (2), Charlize (1)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Perceived Target Audience</strong></td>
<td>Women in their 40s (5),</td>
<td>Women in their 20s (6)</td>
<td>Millennial Women (6)</td>
</tr>
<tr>
<td></td>
<td>Women in their 30s (3)</td>
<td>Women in their 30s (4)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Men in their 30s (1)</td>
<td>Teenagers (2)</td>
<td></td>
</tr>
</tbody>
</table>

When shown the first picture of the perfume ad, respondents expressed that, although it looks extremely elegant and luxurious, the advertisement is very dull and uncreative. In addition to this, it was mentioned several times that the ad would be very forgettable if the interviewees actually encountered it in real life. Regarding the perceived target audience, the majority of respondents agreed that it is aimed at women in their 40s and 30s. However, one respondent stated that it could also be targeted at men in their 30s, explaining that the ad seems “very neutral and too vague”.

Another respondent (respondent A) that was already familiar with the perfume immediately mentioned the actress Charlize Theron when looking at the first picture,
stating that she “always thinks of her when seeing the perfume bottle”. This further proves Till’s (1998) idea regarding the effectiveness of celebrity endorsements in creating an undifferentiated association between a celebrity and a product when establishing a strong link between both, consequently creating brand exposure and an adequate brand association for both ends.

The reactions for the second advertisement (picture 2) were completely different from the initial associations and were more negatively connotated than the prior one, although being described as eye-catching. Four respondents stated that they see no fit between the model shown in the ad and the perfume, explaining that the model seems very edgy and too rebellious for the image of Dior and the high-end product being advertised.

“I don’t get it at all, it feels very weird, why is she naked and why is the perfume placed like that”. – Respondent E

“She looks very sexy, but the perfume doesn’t give off these vibes to me, it’s confusing”. – Respondent B

Furthermore, not only did the advertisement tarnish the image and the perception of the brand in the minds of the respondents, but also generated mixed responses in terms of the perceived target group it is aiming for. It can be seen in table (5) that most respondents felt that the product is now being advertised to a younger audience and even teenagers, creating a totally divergent message.

“It doesn’t look classy to me anymore, it feels very tacky and it doesn’t fit the image of Dior”. – Respondent A

“Although she looks sexy, but the ad feels like it’s for young rebellious teenagers, I didn’t even notice the perfume”. – Respondent C

The incorporation of Charlize Theron into the advertisement has drastically changed the interviewees’ responses to the product and the ad itself. The associations to the third picture included some positive associations from the previous two, where respondents described the ad as classy, beautiful, luxurious and feminine. All interviewees immediately mentioned the words “actress” or “Charlize” when confronted with the ad, expressing their admiration for the celebrity and the ad as a whole, stating that they would consider purchasing the product more after having seen this ad.

This perfectly aligns with Kamins’ (1990) experiments with the match-up hypothesis, proving the effectiveness of celebrities’ physical attractiveness in influencing purchase intention and believability when it comes to cosmetic products.
Moreover, four out of the six respondents proactively mentioned that the product perfectly fits Charlize’s charming and elegant image in the media, and that it feels more inclusive in terms of the age demographic for women.

Considering the homogeneity of the reactions for this part of the in-depth interview, it can be recorded that this sample subconsciously believes that celebrity endorsed ads are much more effective than ads with no familiar faces attached to them.

“I love Charlize Theron, I always wanted to actually try out how the perfume smells like because of her ads”. – Respondent A

“I completely understand why they would use Charlize as their endorser, she is so beautiful and classy”. – Respondent A

“When I’m walking through the duty-free shops at airports, I always check the perfumes with a celebrity face on the advertisement first, even when I don’t like that celebrity”. – Respondent C

These statements reinforce the previously mentioned Dickenson’s (1996) theory that celebrity endorsements usually stand out from other campaigns by creating a noticeable appeal to products due to the instant meaning given to that product that is advertised by a celebrity.

4.1.5 Test 2 Results

The second test dives into the validity of Friedman and Friedman’s (1979) theory that the effectiveness of a celebrity endorsement heavily depends on the level of matchup between the celebrity and the product being endorsed. Therefore, this test requires the interviewees to match five pictures of celebrities with five pictures of brands that they have worked with in the past or are still working with presently. Following that, the interview delves into a deeper discussion regarding other aspects of match-up hypothesis that was prior discussed in chapter 2.

The endorsements chosen for this test were chosen to represent campaigns that are hugely widespread and mainstream as well as others that are more eccentric. This is done to uncover certain attitudes towards celebrity endorsements that might seem unconventional to certain consumers. The interviewees were also asked to verbally inform the interviewer if they are already familiar with a certain endorsement deal with one of the options shown to them.

The following pictures represent what the respondents were presented with in order to match with what they think is the right brand that the endorser worked with.
The table below (table 6) illustrates the number of incorrect and correct matches that the sample managed to achieve as a whole, including the reasoning behind the inaccurate match. This is created to examine the importance of finding a fit between both ends of celebrity endorsement deals, as well as to identify some of the attributes that ought to be considered when choosing the right celebrity for an endorsement that may largely impact the effectiveness of the campaign.

**Table 6: Celebrity/Product Match-Up Test**

<table>
<thead>
<tr>
<th># of Correct Matches</th>
<th># of Incorrect Matches</th>
<th>Most Surprising Matches According to Sample</th>
<th>Justification for Incorrect Matches</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>13</td>
<td>Cristiano Ronaldo + KFC</td>
<td>No match/fit (5)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lana Del Rey + H&amp;M</td>
<td>Does not make sense (3)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Selena Gomez + Coca-Cola</td>
<td>Weird combination (2)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Celebrity too famous to endorse product (1)</td>
</tr>
</tbody>
</table>

Although most respondents struggled with matching the right celebrity to the right endorsement, respondent (B) managed to get all five of them correctly, and which is the main reason for the larger number of correct matches shown in the table above. The respondent was mostly familiar with all of the collaborations presented to him.

Analysing the responses and the results of this test, it was evident that the majority of the sample was mainly surprised with two main endorsement deals, which were for KFC and H&M. Those who were unaware of the endorsement deal between Ronaldo and KFC thought that the fit between both is very ironic in that an athlete is endorsing a fast-food chain restaurant, and that it also highly damages the football player’s credibility in the media. As for the latter endorsement, some respondents stated that they never thought of Lana Del Rey as an artist to be incorporated in endorsement deals as her image seems too “indie” and “underground” to be promoting a very
mainstream clothing brand. Furthermore, two respondents were also surprised with the endorsement between Jennifer Anniston and Smartwater as both believed that Jennifer Anniston is too famous and important to be advertising a mineral water product.

“I’m surprised that Lana has worked with H&M before, she is too anti mainstream Stuff” – Respondent A

“Why would Jennifer ever collaborate with Smart water, I think she is too good to be endorsing such products” – Respondent D

“Other than the fact that Clooney’s ads for Nespresso are everywhere, I completely see why the brand chose him as a spokesperson, he fits so well with the brand” – Respondent F

Later on, the respondents were asked to name a brand/product that they are least likely to purchase from the set of five endorsements presented earlier to them, and then to express how their perception or purchase intention towards this product might be influenced through the celebrity that is attached to this product. Noticeably, all six respondents agreed on Smarwater as the product they would least likely purchase due to not seeing any value in expensive bottled water. When asked if Jennifer Anniston influences their stance on the product in any shape or form, only one respondent (respondent B) said that they would at least consider trying it now specifically because of the actress, while however not wanting to repeat the purchase after trying it.

“It’s interesting that Jennifer is the face of the brand, I would buy it once, just to try it and see what the fuss is all about, but I doubt ill purchase it again afterwards.” – Respondent C

Taking this into consideration, this indicates that a celebrity can indeed have certain effect on a consumer’s purchase intention, even if it is in the slightest form, however, if the consumer feels that there is no fit between the product and a celebrity, then that mismatch might consequently create churn.

Prior to finishing this part of the interview, it was thought to be intriguing to find out which factors usually create buzz and virality in celebrity marketing campaigns, thus, respondents were asked which of these endorsement deals they were most likely to tell a friend or a family member about if they were confronted by it in their daily lives. The results for this were striking, as although Cristiano Ronaldo’s KFC advertisement was perceived negatively, it was the endorsement that the sample would most likely spread word of mouth about due to the perplexed reactions, followed by Lana Del Rey’s
collaboration with H&M for the reason of it being an odd match and generally unique. This suggests that in certain occasions, having no congruence between a product and a celebrity’s image might not increase purchase intention or influence a brand’s value, but however will have an impact on spreading brand awareness and overall publicity.

4.1.6 Test 3 Results

The final phase of tests concludes with the topic of celebrities being linked with multiple product endorsements and how that impacts brand recall and the overall brand image. This test requires respondents to watch three advertisements of three different brands (Dior, Puma and Armani) shown below, being endorsed by one celebrity known as Rihanna. Although it is a very common practice for celebrities to work with many brands simultaneously, according to Mowen & Brown (1981), this can sometimes create ambiguity in the personality of brands endorsed by the same artist.

![Dior Advertisement](image1.png) ![Puma Advertisement](image2.png) ![Armani Advertisement](image3.png)

As previously mentioned in the methodology chapter, the three ads chosen for this study were very disparate in terms of brand image, brand values and communication methods, which is why this test also helps to understand the importance of finding congruence between a celebrity and the brands endorsed. For this, respondents were asked if they perceive that the image of Rihanna fits with the three brands shown in these advertisements. Moreover, respondents were asked to analyse each ad and share their opinions and associations in terms of the value these brands try to convey and if the threats of celebrities being overused or overshadowing brands is in effect here.

Primarily, all respondents were conversant with Rihanna and her work, as well as the three brands that were presented to them, but only one respondent was familiar with these endorsement deals. When asked to describe Rihanna’s image in the industry, the sample had indistinguishable impressions of the singer stating that she is very confident, rebellious, outspoken, fashionable, versatile and attractive. However, the following (Table 7) highlights some of the mixed responses regarding which brand they believe fits her personality the most of the three.
Table 7: Most Fitting Brand + Celebrity Match Ups

<table>
<thead>
<tr>
<th>Respondent Code</th>
<th>Brand Choice</th>
<th>Quotes</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Puma</td>
<td>“Rihanna is very fit and has a great body, both Puma and her are very energetic and young”</td>
</tr>
<tr>
<td>B</td>
<td>Puma + Dior</td>
<td>“Rihanna fits with both, she is a good example of a woman that can be very classy but can also rock the casual sporty look”</td>
</tr>
<tr>
<td>C</td>
<td>Armani</td>
<td>“The ad was very sexy and sensual, and Rihanna is also known for being a sex symbol in the media”</td>
</tr>
<tr>
<td>D</td>
<td>Puma</td>
<td>“The ad was very simple yet edgy, and Rihanna looked perfect in it”</td>
</tr>
<tr>
<td>E</td>
<td>Puma</td>
<td>“She always looks good and healthy, I’m sure she actually uses Puma products in her day to day life”</td>
</tr>
<tr>
<td>F</td>
<td>Puma + Dior</td>
<td>“I just always thought of Rihanna as a very versatile artist, she can do everything and look good in anything, so I’m not shocked she is endorsed by two completely different brand”</td>
</tr>
</tbody>
</table>

Although not all respondents were amused with the presented set of ads, none of them found a problem with the fact that one celebrity was endorsing three very different brands as respondent (B) stated that “if actors can do three movies a year and people not get confused with it, why would a celebrity endorsing three brands confuse them”.

Another interesting view of the topic was that certain respondents pointed out that Rihanna is very flexible in her work and her general image, therefore, a similar choice of a celebrity that endorses multiple brands might not have any negative impact on a brand’s personality after all.

“Why wouldn’t Rihanna endorse all of these three brands, I think she is a chameleon at what she does” – Respondent B

Another interesting theme that occurred throughout this part of the tests was the impact of celebrities on reshaping the perceived target audience for brands, which was specifically evident in the Dior ad where two respondents felt that the incorporation of Rihanna in their marketing campaigns widened the target market.

“Rihanna’s collab with Dior has opened a whole new market for people to start buying Dior honestly, and I’m one of them, I feel it’s more accessible for younger generation now” – Respondent C
Further into the discussion, respondents were encouraged to share their opinions and overall associations with each of the endorsements they have witnessed, and the outcome was as follows:

A. Dior Advertisement:
- Positive Impressions: Very elegant, visually appealing, beautiful execution.
- Negative Impressions: Forgettable, Rihanna focused.

B. Puma Advertisement:
- Positive Impressions: Attention grabbing, mysterious, direct, short, memorable, suitable match-up, no overuse of celebrity.
- Negative Impressions: none.

C. Armani Advertisement:
- Positive Impressions: Sexy, Attention grabbing.
- Negative Impressions: Confusing, boring, long, senseless.

A very interesting pattern that was noticed throughout the analysis of responses was that the sample was very drawn to Puma’s ad not only because of its short length, but also because the ad only showed Rihanna’s face towards the end of the advertisement although her voice was heard throughout the entire video. Therefore, there was no overuse of the celebrity in the ad as opposed to Dior’s campaign that caused more negative associations because most respondents felt that it entirely revolved around Rihanna rather than the brand being endorsed. In fact, two respondents out of the sample were not able to remember the Dior brand when asked if they can recall the three brands shown in the ads shortly after seeing them back to back, while one other respondent couldn’t remember the exact product that was being promoted in the Dior advertisement.

All in all, the Puma and Armani ads seemed more compatible with Rihanna’s image in the minds of the interviewees, further proving the effectiveness of the meaning transfer model by McCracken (1989) whereby Rihanna’s sexy and confident image transferred perfectly to Armani’s jeans and lingerie products, and consequently to the consumers. This also applies to Puma, as respondents commented on the degree of fit between the brand and the singer suggesting that Rihanna’s role in the advertisement was very useful and effective in this endorsement.
4.2: The Central European’s Results

4.2.1 Sample Information

The table below (Table 8) represents the relevant information regarding the Central European sample which also consisted of six respondents from four different countries, in which, similarly to the Middle Eastern sample, a quota sampling method was followed with a main focus placed on gender and area division, with an additional focus on Hungary.

Table 8: Overview of Central European Sample

<table>
<thead>
<tr>
<th>Respondent Code</th>
<th>Country</th>
<th>Gender</th>
<th>Age Group</th>
<th>Pop Culture Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hungary</td>
<td>Female</td>
<td>25 - 29</td>
<td>Intermediate</td>
</tr>
<tr>
<td>2</td>
<td>Hungary</td>
<td>Male</td>
<td>30 - 35</td>
<td>Low</td>
</tr>
<tr>
<td>3</td>
<td>Hungary</td>
<td>Male</td>
<td>20 - 24</td>
<td>High</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>Female</td>
<td>25 - 29</td>
<td>Intermediate</td>
</tr>
<tr>
<td>5</td>
<td>Czech Republic</td>
<td>Female</td>
<td>20 - 24</td>
<td>High</td>
</tr>
<tr>
<td>6</td>
<td>Austria</td>
<td>Male</td>
<td>30 - 35</td>
<td>Low</td>
</tr>
</tbody>
</table>

4.2.2 Preamble Results

As prior explained, the respondents were firstly asked to describe what they believe defines a celebrity. Similar to the Middle East’s sample, all six respondents agreed upon the idea of a celebrity being someone who is very well known and is considered a public figure to a mass amount of people, whether on an international or on a local scale. As for influencers, all but one respondent (respondent 1) stated that they do not think of social media influencers as celebrities, explaining that the former is a less credible source for information and has a limited reach to audience. In addition to this, two respondents believed that social media influencers can only influence youngsters’ perception of brands but can never affect purchase intention.

On the subject of pop culture, most respondents expressed the inevitability of being constantly informed with the latest celebrity news due to social media, although some respondents stated that they are unwillingly involved in celebrity topics.
throughout their day to day life, indicating that celebrities and celebrity news represent a considerable fraction of their lives.

Secondly, the interviewees were inquired about the number of marketing campaigns encountered throughout their typical day and the type of channels they usually see these through. The entire sample revealed that they come across a significant number of marketing advertisements in a day, specifically through online platforms. Nonetheless, only two respondents actually indicated paying attention to these campaigns while the rest admitted to disregarding these campaigns unless completely relevant to their needs.

Lastly, the same was inquired regarding celebrity endorsement campaigns exclusively. The results of this sample were mixed in regard to this topic, as respondents (2 & 6) both stated that they usually do not come across many celebrity advertisement campaigns and that they cannot recall having seen any recently. On the other hand, two other respondents (1 & 4) were both quick to name the famous endorsement deal between George Clooney and Nespresso, expressing how frequent they see this ad. In conclusion, the entire pool of interviewees mentioned that they see celebrity ads mostly on social media, specifically Instagram and YouTube, with few mentions of billboards and store fronts.

4.2.3 In-Depth Questions Results

This part of the interview focuses on the respondents’ general behaviours and perceptions in relation to celebrity endorsements that include some of the sample’s favourite and least favourite celebrities. As discussed before, this is done by asking the interviewees to name two celebrities and two brands that they like and dislike.

Firstly, the interviewees are asked if they know of any endorsement deals that their mentioned favourite celebrity has been a part of throughout their career. The results hereby were slightly different from the first sample. Although most respondents were aware of at least one brand deal that incorporated their favourite celebrity, respondents 4 and 6 stated that they never paid attention to any of their favourite celebrities’ endorsement deals because they only care about the content that they are known for producing themselves.

“I don’t know if [celebrity] has ever worked with a brand before, I never pay attention to that, I only listen and keep up with their music updates” – Respondent 6
Nonetheless, those who were able to recall their favourite celebrity’s endorsement deals expressed their fondness of these campaigns, stating that it resonated with them and that it was effective in influencing their perceptions of the value of the endorsed brands. However, only respondent (5) admitted to once purchasing a product for the sole reason of her favourite celebrity endorsing it, whilst respondent (4) asserted that she would never buy a product for the sake of an adored celebrity, stating that she is not “gullible” enough to fall into what she described as a marketing “trap”.

Thereafter, the interviewees were asked to list top of mind brands that are known for their large-scale use of celebrities in their advertising campaigns, as well as to share their general thoughts of these brands’ marketing approaches. Interestingly enough, the majority of the sample were less prompt in providing examples compared to the Middle Eastern respondents. Nevertheless, Pepsi and Nespresso were the most cited brands for this sample, whereby respondents 1, 2 and 5 mentioned that they admire these brands’ consistencies in their marketing strategies.

“Pepsi’s campaigns always capture my attention, they recently had an ad with Cardi B and Beyoncé and I thought it was very empowering and funny at the same time, I think Pepsi does what Coca Cola can’t in terms of marketing” – Respondent 5

“Nespresso ads with George Clooney are a bit hard to ignore, they’re not annoying though, they’re very easy to see around the city and in shops.” – Respondent 4

Later, the interviewees were required to imagine their least-liked celebrity endorsing their specified favourite brand. This is done to gauge the effect of certain brands’ decisions when selecting a celebrity to be a spokesperson of their product line. The same is done with another hypothetical situation that was presented to the sample in which they had to describe their reaction if they witnessed their least-favourite brand working with their favourite idol.

The first situation generated mixed responses, for instance, respondents 1 and 6 stated that if the product of their favourite brand remains the same, then no celebrity would affect their relationship with this brand irrespective of their degree of liking towards that celebrity. On the other hand, two other respondents (2 and 5) expressed that they would be highly disappointed from that endorsement deal and would actually consider other alternatives. This is specifically interesting considering that respondent (2) views himself as not too engrossed in pop culture and celebrities. Howbeit, Respondent (3) presented different views of the imaginary endorsement deal, stating
that this situation won’t affect his love for the brand, however, it will affect his loyalty towards it.

“I wouldn’t give it too much attention, I’ll still buy from the brand, but I definitely would stop recommending it to my friends and family.” – Respondent 3

Conversely, the majority of the sample agreed that if the opposite were to happen, where their liked celebrity promoted their least-liked brand, it would not have any positive effects on their purchase intention towards the brand, nonetheless, it would change their perception of it, in that they would value it more. Respondents (2 and 5) had completely different reactions further proving their strong attachment and emotions towards celebrities, as they both said that their favourite celebrity has the power to make them purchase a certain product from a brand that they dislike, even though it would not change their perception of the brand, indicating that a celebrity can indeed persuade them to buy products from disfavoured brands without necessarily changing their views of it. Additionally, it was stated by respondents (3 and 4) that a hypothetical situation like this is more likely to negatively influence the image of their favourite celebrity rather than positively influencing their perception of the brand endorsed.

Afterwards, the respondents were asked to rank the four prior mentioned celebrity attributes in regard to their importance when purchasing celebrity endorsed products. Noticeably, the results were coherent among respondents in believing that both, credibility and expertise, are equally as important as the other in developing an effective and lucrative celebrity endorsement campaign. With that in mind, the attractiveness of a celebrity was given the least weigh in significance, thus, making likability more imperative in the mix.

“I think expertise of celebrity is crucial to make an advertisement believable and create more trust in the brand” – Respondent 6

“Attractiveness of a celebrity is really irrelevant in this situation, because if it was, then normal models would be more effective and less expensive to get” – Respondent 1

The third proposition is tested in the final portion prior to the commencement of the tests, where respondents are asked if they are more likely to be swayed into purchasing a product if it had a local celebrity endorsing it rather than an international one. The outcome of this question was very different from the first sample, as most respondents declared that local celebrities would have superior influence over them in purchasing a product compared to an international celebrity. Respondents (2), (5) and
(6) specifically mentioned that using a local celebrity will give the impression that a brand is much more relatable and relevant to them, indicating that it would provide them with a sense of pride and gratification. Respondent (3) had similar opinions, however, he claims that although a local celebrity might have a larger influence on his purchase intentions towards a brand, an international celebrity would have a bigger impact regarding brand awareness and recognition. On the other hand, one particular respondent (Respondent 1) stated that international celebrities would be more effective in persuading her to purchase an endorsed product, especially if that brand is local, claiming that this connection would make her more “impressed” and “interested” in the brand. The table below summarizes the responses collected for this part of the research.

**Table 9: Local Celebrity Endorsements vs. International Influence**

<table>
<thead>
<tr>
<th>Respondent Code</th>
<th>Quotes</th>
<th>Influence Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>“I would probably be more prone to buying a product if a local brand was endorsed by an international celebrity”</td>
<td>International</td>
</tr>
<tr>
<td>2</td>
<td>“I would feel more nostalgic if it was a local celebrity that I grew up watching and supporting was endorsing a brand”</td>
<td>Local</td>
</tr>
<tr>
<td>3</td>
<td>“A brand would be more noticeable to me if it was endorsed by an international celebrity, but a local one will make me actually purchase a product”</td>
<td>Local</td>
</tr>
<tr>
<td>4</td>
<td>“Depends on the product that is being endorsed, and the celebrity endorsing it, both would influence me the same if it was done right”</td>
<td>Both</td>
</tr>
<tr>
<td>5</td>
<td>“Local celebrities will have a bigger influence on me, I would connect with them more since they speak the same language, the same background, the same upbringing. They’re more credible and relatable to me”</td>
<td>Local</td>
</tr>
<tr>
<td>6</td>
<td>“Local celebrities for sure, I would be very happy and proud that a celebrity from my country was chosen to endorse a brand”</td>
<td>Local</td>
</tr>
</tbody>
</table>

Overall, it may be said that the responses of Central Europe’s sample indicate that consumers in this region are more connected with local celebrities irrespective of the type of mainstream culture they consume. Furthermore, it is perceived by this sample that international celebrities are less credible than local artists, thus, the impact they possess over their purchase behaviours is limited in comparison to the latter type of celebrities.
4.2.4 Test 1 Results

As mentioned previously, respondents were shown three advertisement images for a perfume titled “J’adore” by the brand Dior in the first test. This part is conducted to examine the validation of proposition 1, which looks into the effects of celebrity endorsements in increasing a brand’s value and brand recall.

Table (10) provides a run down on the sample’s associations with the set of pictures they were presented with, the first including the perfume bottle only, the following showing an anonymous model, and lastly, an ad incorporating the actress Charlize Theron as the face of the product. The digits following each association indicates the number of mentions per respondent.

Table 10: Summary of Responses and Associations for Test 1

<table>
<thead>
<tr>
<th>Picture 1: Perfume Bottle</th>
<th>Picture 2: Perfume Bottle + Model</th>
<th>Picture 3: Perfume Bottle + Celebrity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Associations</strong></td>
<td>Gold (6), Classy (5), Simple (5), Perfume (4), Unique (3), Forgettable (3), Dior (2)</td>
<td>Model (6), Attractive (5), Naked (4), Young (4), Weird (4), No Match (3), Gold (3), Naked (3), Perfume (2)</td>
</tr>
<tr>
<td><strong>Perceived Target Audience</strong></td>
<td>Women in their 30s (6)</td>
<td>Women in their 20s (6)</td>
</tr>
<tr>
<td></td>
<td>Women in their 20s (3)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Women above 40 (2)</td>
<td></td>
</tr>
</tbody>
</table>

When presented with the first picture, respondents immediately were drawn to the colours used in the advertisement, mentioning that the golden colour gives the product and the brand the image of classiness and luxury. Furthermore, some interviewees made certain comments regarding the simplicity and uniqueness of the advertisement. Nevertheless, three respondents still thought it would be very forgettable.
due to characterless attributes. In fact, respondents (1) and (2) could not figure out the type of product being promoted even when looking at it. As for the perceived target groups, certain respondents said that it could be for women in their 20s, however, the entire sample presumed that its mainly aimed towards women in their 30s.

“I can’t really tell what the product is, I’m assuming it’s something regarding cosmetics, it looks nice though” – Respondent 2

“The ad looks luxurious but it’s too simple for me, id easily forget about it, that is if I even noticed it in the first place.” – Respondent 6

“I like that there isn’t much to process in the advertisement, it’s just golden and the brand name Dior does the job in complimenting it.” – Respondent 1

Moving on to the second picture, the sample’s association became more critical than of the preceding image with words such as “attractive”, “weird”, “naked” and “young” being thrown around. Interestingly, there were no mentions of the brand name or the product in this part, as most respondents were much more focused on the model instead of the product and the brand itself. As a matter of fact, three respondents expressed their disliking towards this ad, in the case of respondent (4) claiming that it “feels very weird and trying too hard to be young and hip”.

The previous table (Table 10) also shows that the “high-end” and “classy” associations that were mentioned in the first image were no longer referred to in the second picture, suggesting that the image of the model has repositioned the brand in the minds of respondents into an entirely different segment compared to the prior one. This is further verified through the complete change of the perceived target audience responses, where interviewees believe that it is intended to be promoted to women of a younger age, specifically in their 20s.

“I don’t mind this one, it just doesn’t feel as classy as the one before, this is something that any brand can do” – Respondent 3

Finally, the responses gathered from the third picture were very positive as the interviewees described the ad as elegant, beautiful and eye-catching. It was evident that the sample were attentive, not only to the actress in the advertisement, but also towards the product-positioning and the brand name, something which was missing in the associations with the previous picture. Additionally, while not all respondents were aware of the actress’s name, all of them were familiar with her work, in which some
connected that to the brand, saying that the product and the image of the celebrity fit together perfectly.

Generally, five respondents out of the sample admitted to preferring this advertisement over the former two, explaining that it feels more inclusive towards women, where the perceived target group varied from women in the 20s to women in their 60s.

“The advertisement is just more appealing to me, I would easily notice it if I was in the metros or in the streets” – Respondent 5

“She [Charlize] is very beautiful, and I feel the perfume smells good as well, so they both fit with each other very well” – Respondent 1

“I can see myself buying this product for my mom based on this ad, it’s just classy and does its job perfectly without ruining the image of the brand”- Respondent 3

4.2.5 Test 2 Results

The second test initiated with each respondent having to match five pictures of celebrities with five pictures of brands that they once endorsed, whereby each celebrity belongs to one of these brands. This is done in order to further examine the match-up hypothesis discussed in chapter 2, as well as to understand the perceptions and behaviours of consumers regarding certain celebrity endorsements, especially those that seem unusual.

Before fully analysing the verbatim extracted from the sample throughout this part of the IDI, a table (table 11) was created to summarize the respondents’ incorrect and correct matches between the given celebrities and brands, alongside the justification of these matches.

<table>
<thead>
<tr>
<th># of Correct Matches</th>
<th># of Incorrect Matches</th>
<th>Most Surprising Matches According to Sample</th>
<th>Justification for Incorrect Matches</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>22</td>
<td>Cristiano Ronaldo + KFC</td>
<td>No match/fit (6)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Selena Gomez + Coca-Cola</td>
<td>Ridiculous (2)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Celebrity not famous enough to</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>promote product (1)</td>
</tr>
</tbody>
</table>
The results of this test were completely different from the results of the Middle East’s sample as it can be noticed that the total of correct matches amounted to eight out of 30 matches. It is interesting to see that not one respondent managed to match Cristiano Ronaldo with KFC, stating that the collaboration between both is ridiculous and foolish as it raised the question as to why an athlete would promote an unhealthy fast food restaurant. Nonetheless, since all six respondents were unable to correctly match KFC with Ronaldo, they all had to choose other alternatives that were mostly settled to either Lana Del Rey or Selena Gomez. According to the sample, although the alternative choices were not fitting to either, as both Del Rey and Gomez are very feminine and healthy, whereas Anniston and Clooney are perceived as too elite to be promoting such brands, it was still not possible for the sample to put the athlete with the fast food restaurant.

The author believes that the prior mentioned indicates that the meaning transfer model here is not in effect, as respondents were sure that the healthy image of Ronaldo would never be communicated through KFC, thus, aligning with Kim, Min Seo and Chang’s study (2017), where it was highlighted that companies should always find image attributes when using a celebrity athlete to endorse their brand, which can consequently be transferred to a product/brand image effectively.

“Why would they even ask him to endorse their chain, and why did he accept? It still won’t change their unhealthy image” – Respondent 1

“Even if he wanted to promote a fast food chain, why would he agree to KFC, I feel like that’s the epitome of greasy and unhealthy foods” – Respondent 3

On a separate note, one other respondent (respondent 3) was surprised that Coca Cola was endorsed by Selena Gomez, as she believed that the celebrity is not “famous enough” to be promoting such a huge brand. This is something that was never mentioned by the previous sample, where respondents conversely thought that the celebrity was too famous to be promoting a brand, in that case referring to the sponsorship between Jennifer Anniston and Smartwater. This demonstrates that an effective use of celebrities in advertising highly relies on the impressions that the audience has on the endorser’s level of fame, whether that endorser is seen as an A-list celebrity or of a lesser classification.

Afterwards, the respondents were asked to choose a brand/product from the list of five brands they were presented with for the purpose of evaluating how their
perception or purchase intention towards this product might be influenced by the celebrity endorser that collaborated with that brand. In consideration of the foregoing, three respondents mentioned that Smarwater would be the least likely product for them to purchase on the basis of the product being unnecessary, expensive and immoral. The rest of the sample’s mentions concerned Coca Cola and KFC for health reasons.

All in all, the ones who mentioned KFC expressed their indifference regarding Ronaldo’s role in influencing their purchase intentions towards the brand, however, it was stated that the collaboration would at least draw their attention. As for Smartwater, two respondents claimed that Jennifer has a small role in creating an elevated image for the water brand and that she assists in making it look more appealing, nonetheless, they confirmed that they still would not purchase the product.

At last, the in-depth interviews proved that, while certain endorsements that feature celebrities that do not match the characteristics of the product/brand endorsed might not help improve sales and revenue, they have a huge possibility in creating word of mouth marketing and in increasing audience reach. This is indicated in the responses of the sample when asked which advertisement they are more likely to tell a friend/family member about if they were to encounter it in real life. Here, the entire sample agreed on the KFC and Ronaldo collaboration for the polemical reasons mentioned formerly.

“I don’t see myself talking about advertisement campaigns with my friends unless they were completely controversial or just straight out weird, and this one [KFC + Ronaldo] would be the weirdest out of the bunch” – Respondent 6

4.2.6 Test 3 Results

In the final test, proposition 5 is examined where multiple product endorsements effect on brand recall and brand personality is evaluated. The sample was required to watch three video advertisements of the singer Rihanna endorsing three different brands back-to-back, whereby the interviewees were advised to keep mental notes of the opinions and associations formed whilst watching these ads in order to be ready for the discussion afterwards.

To begin with, the whole sample was familiar with Rihanna when shown the three advertisements, describing her image as independent, rebellious, beautiful and confident. However, the respondents had different views as to what fits her persona the most within the three brands she endorses (Dior, Puma and Armani). The table below
sums up the interviewees’ description of each ad and what they perceive as having the strongest link between Rihanna and the brand.

**Table 12: Most Fitting Brand + Celebrity Match Ups**

<table>
<thead>
<tr>
<th>Respondent Code</th>
<th>Brand Choice</th>
<th>Quotes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dior</td>
<td>“It’s very beautiful, Rihanna looked very elegant and luxurious in it, which is <em>what I think of Dior as a brand</em>”</td>
</tr>
<tr>
<td>2</td>
<td>Dior</td>
<td>“The advertisement just works well with Rihanna’s feminine side, it’s very attractive”</td>
</tr>
<tr>
<td>3</td>
<td>Dior</td>
<td>“I loved it, she always <em>brings out the best looks at red carpets</em>, and this was like watching her do the same but in an ad”</td>
</tr>
<tr>
<td>4</td>
<td>Puma</td>
<td>“This one fits <em>perfectly with her sporty look</em>, I’m sure she is very athletic considering her healthy body.”</td>
</tr>
<tr>
<td>5</td>
<td>Dior + Puma</td>
<td>“Both have very different style which if you like Rihanna, you know she can look good in both, <em>generally both fit her lifestyle</em>”</td>
</tr>
<tr>
<td>6</td>
<td>Puma</td>
<td>“I think the Puma advertisement was more youthful, and Rihanna seems to be a great celebrity to represent that brand”</td>
</tr>
</tbody>
</table>

In comparison the Middle East’s results, it can be noticed that this sample acknowledges the more feminine side of Rihanna, thus, believing that the Dior ad was more suitable with the image of the celebrity, describing the collaboration as very fitting for both ends, as well as being very memorable. It is also noteworthy that the Armani brand was not mentioned once, in fact, most respondents stated that it was misleading and provided no context whatsoever. In addition to this, respondent (2) mentioned that the advertisement “had no connection with the celebrity”, and that it could be easily replaced by any other young model due to its vagueness.

Thereafter, more opinions were retrieved from the sample in regard to their associations to each endorsement ad and their thoughts of the phenomena of celebrities being involved in multiple brand endorsements, whereby some of the information gathered was the following:

**A. Dior Advertisement:**
- Positive Impressions: Feminine, rich, elegant, cohesive, aesthetically pleasing.
- Negative Impressions: Forgettable, no attention to products.
B. Puma Advertisement:

- Positive Impressions: Attention grabbing, youthful, fun.
- Negative Impressions: Rihanna-centered, no fit.

C. Armani Advertisement:

- Positive Impressions: None.
- Negative Impressions: Confusing, too long, misleading, no brand awareness, suggestive.

When analyzing the responses, it was evident that the sample did not mind the Puma ad, however, most thought it was rather revolving around Rihanna than the brand itself. The same was noticed in the Armani advertisement, as respondents made sure to express their disliking towards it due to its misleading and confusing use of their products. To this effect, it was mentioned that the respondents thought that the advertisement was for many other brands and products before realizing it was for Armani, let alone for their new line of jeans.

“I thought the Armani ad was a phone commercial, then I thought it’s for lingerie, then I stopped paying attention, I even stopped looking at Rihanna” – Respondent 4

“The puma ad was nice, it was just too focused on Rihanna and the product was only shown at the very last end” – Respondent 3

“I think the Dior ad was my favorite because it showed Rihanna in their dresses and bags all throughout the video without trying too hard” – Respondent 2
4.3: Social Listening – SentiOne

This portion of the research identifies and assesses the general public’s opinions and reactions on social media platforms towards two pre-selected celebrity advertisement campaigns. SentiOne will serve as a tool to gauge the effects of these celebrity endorsements on a brand’s reputation and purchase intention. These endorsements were chosen based on certain criteria such as popularity, controversy, uniqueness, relevancy and recency. The two following celebrity brandings are current examples representing successful celebrity endorsements and such of lesser success.

Full results of the social listening analysis, including supplementary information that will aid in understanding the material presented below, is attached in Appendix B.

4.3.1 Jared Leto & Lana Del Rey for Gucci (2019)

The first campaign to be monitored through SentiOne is the new Gucci Guilty campaign that joins forces with the actor Jared Leto alongside the musician Lana Del Rey for the release of a new fragrance line on the 14th of January 2019. The campaign accounts (Figure 11).

Figure 11: Jared Leto & Lana Del Rey for Gucci Guilty

Source: www.gucci.com/us

Although the advertisement was released on all main social media platforms, around 75% of the user generated content was Twitter sourced (Appendix B). The campaign acquired over 3000 mentions the day it was released, with an impressive brand health index of 94%, whereby this index calculates the positive statements to negative statements ratio in the period of the campaign roll-out. When examining the response of consumers to this advertisement, it can be seen that the majority of the positive mentions were due to the perfect matching of Gucci’s brand image with
their choice of endorsers, as both artists are perceived to be very authentic and somewhat sophisticated, which made this campaign more cohesive and judicious.

One important issue noticed while analysing the mentions for this advertisement was the number of fans mentioning the two artists included in the ad rather than discussing the product itself. The keyword cloud below (Figure 12) indicates that, although the campaign had generated much positive content and hype on the internet, most of it was for the artists in the campaign rather than the product itself. Nonetheless, this advertisement still managed to entice a number of Leto and Del Rey’s fans to consider purchasing this product only for the sole purpose of their image being attached to it. In addition to this, Gucci managed to generate a big number of followings to their social media pages and garnered a positive sentiment share over 90% (Appendix B).

All in all, this example can be considered as a well-thought-out celebrity endorsement that managed to create publicity throughout social media, and in spite of not having enough data regarding sales revenue following this campaign, it is known that this campaign helped Gucci broaden its demographic reach and strengthen its brand equity, not to mention the fact that the coherence between the image of the brand and the endorsers made the campaign more sincere and relevant.

4.3.2 Kendall Jenner for Proactiv (2019)

The second choice of a celebrity endorsement to be examined is the collaboration between the American model and tv personality Kendall Jenner and the skin-care brand Proactiv. This endorsement has spawned major negative publicity for both parties when the sponsorship was announced online on the 7th of January 2019. The advertisement fell into some of the celebrity endorsement traps known to marketers and was seen to be disingenuous and dramatically exaggerated.
The campaign begun with a tweet from Jenner’s mom and manager, known as Kris Jenner and the mother of the famous Kardashian sisters, stating that her daughter has a huge announcement forthcoming where the model will share her “most raw & brave story” in the coming days (Figure 14). This tweet built so much expectations and hype in the mind of consumers all over social media and led to many people thinking that her announcement will be extremely profound and personal, keeping in mind that no endorsement or a product name was mentioned in Kris Jenner’s teaser. Little did anyone know that the announcement turned out to be a sponsorship between the model and the acne treatment company which was published on Kendall’s and Proactiv’s social media accounts (Figure 15).

On the 7th of January, Proactiv released a picture of Kendal welcoming her to the team, and a week after on the 21st, Jenner took to her Instagram and twitter accounts expressing how “hard” it was for her to deal with acne at a young age, and that it is extremely tough for her to open up about the situation, which is the point at which the negative comments started to pour in.

Figure 14: Kris’s Twitter Post

![Kris Jenner's Twitter Post](http://www.Twitter.com/KrisJenner)

Source: www.Twitter.com/KrisJenner

Figure 15: Kendall's Instagram Post

![Kendall Jenner's Instagram Post](http://www.instagram.com/KendallJenner)

Source: www.instagram.com/KendallJenner

The following figure (Figure 16) indicates the days when the campaign was mostly talked about, showing a peak on the day that Proactiv announced their sponsorship with Kendal, and a week later when the model dedicated a separate post for the brand deal on her Instagram account. Nonetheless, people were very unamused with the endorsement, as figure 17 shows that the ad garnered more negative comments than positive ones. With a brand health index of 48%, the advertisement was set to be a huge failure and in urgent need of damage control (Appendix B).
Furthermore, when searching through SentiOne for the most used keywords on social media regarding the advertisement, it was noticed that many negative words pop up such as “bad”, “poor”, “money” and “nobody cares”. It seems as people thought the announcement to be very disingenuous and an overhyped let-down, with very few actually bringing up the product being endorsed, as Proactiv’s name was rarely ever mentioned throughout the analysis of online users’ comments.

As opposed to the Gucci Guilty campaign mentioned prior, the reception for this advertisement was not as intended. Although unsure of Proactiv main objectives with this endorsement deal, it can be seen that it did not create any purchase motivation, neither did it effectively create brand awareness as the focus was mostly shifted to the overwhelming build up leading to Jenner’s announcement.

The following table summarizes some of the social media responses to the endorsement that were extracted from SentiOne.

<table>
<thead>
<tr>
<th>Comment</th>
<th>Platform</th>
<th>Sentiment</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Of course, for the Kardashians their first world problems is having acne”</td>
<td>YouTube</td>
<td>Negative</td>
</tr>
<tr>
<td>“why do people call Kendall brave for having acne? i have acne too she ain’t special lol”</td>
<td>Twitter</td>
<td>Negative</td>
</tr>
<tr>
<td>“It’s freakin pimples. Damn. Exactly. She didn’t cure world hunger”</td>
<td>Facebook</td>
<td>Negative</td>
</tr>
<tr>
<td>“Does Kendall think we are stupid??? Literally everyone knows proactive sucks”</td>
<td>Twitter</td>
<td>Negative</td>
</tr>
<tr>
<td>“So brave and so inspiring, a light for all those in a dark place.”</td>
<td>Facebook</td>
<td>Positive</td>
</tr>
</tbody>
</table>
It can be noted that the backlash this campaign generated was due to a number of reasons that the Proactiv brand overlooked, some of which are a consequence of the melodramatic approach the campaign took to promote their brand, whereby the general public felt it was unnecessarily exaggerated as can be seen in Table 3. In addition to this, the sponsorship felt very dishonest and disconnected, many users online expressed that Kendall’s post is extremely staged and profit-oriented, and most importantly, lacked authenticity considering that the model had never mentioned using this product before, nor does it feel realistic for an a-list model to be using such a generic product to treat her acne problems.

In conclusion, the results of SentiOne highlights many underlying issues of celebrity endorsements marketing strategies, specifically revolving around the lack of genuine love for the product being promoted by the endorser or a connection between the mentioned. As can be seen from the previous analysis, the social media public can easily make or break a brand, or a marketing campaign and it takes them no time to connect the dots and detect the lack of credibility and legitimacy of an endorsement deal. Online consumers can sometimes disregard certain doubtful celebrity behaviours, however, they will not tolerate being treated like fools (Gordon, 2019).

4.3.3 Comparative Analysis of the Two Campaigns

Finally, a comparative analysis was set to be done between both preceding examples in order to help broaden the understanding of celebrity endorsement consequences on a brand’s value. This will be done by showcasing analogies and contrasts between the Proactiv and the Gucci Guilty campaigns, as both happened around the same time, while acquired very different outcomes.

Looking at both results, the latter advertisement provides an example of the theory of overshadowing, as not only did the campaign receive negative publicity, but the brand itself did not remain in consumers’ memories and the focus was mostly diverted to the celebrity. This further proves Belch & Belch’s (2001) case regarding the importance of having a strong associative link between the celebrity and the product in order to create a well-executed celebrity endorsement strategy without overshadowing the product.
The two figures below indicate that in spite of Proactiv’s campaign generating more mentions and responses from online platforms than Gucci’s (Figure 18), the latter achieved double the amount of positive mentions and a very small percentage (2%) of negative ones (Figure 19).

**Figure 18:** Mention in Time

SentiOne also allows us to more deeply analyse the discourse each endorsement created on social media, as well as the reach of each campaign. This is done by estimating the number of viewable impressions of each mention, which makes it possible to observe and analyse the spreading range of the advertisements.

With that being said, it is no suprise that Kendall Jenner’s sponsorship produced much more buzz and achieved more reach than the collaboration between Jared Leto and Lana Del Rey with Gucci (Figure 20, 21). This was not only due to its controversial outlook, but also to the fact that Jenner has more than triple the followers of both Leto
and Del Rey combined on all social media accounts, thus, creating a bigger impact. On the other hand, the Gucci campaign managed to shine light on the brand itself and bring the promoted perfume to the forefront of the endorsement. This was noticed when looking through the keyword cloud that was generated for both campaigns (Appendix B), which shows that most mentions for the Gucci campaign were equally product & endorsers related, whereas the Proactiv endorsement’s mentions were mostly negative oriented with the main focus being on Kendall’s underwhelming social media post.

**Figure 20:** Buzz Comparison

**Figure 21:** Reach Comparison
Chapter 5: Analysis of Results

This chapter presents a full analysis of the in-depth interview findings that were illustrated in the preceding chapter. It sets out to provide a cross-cultural comparison of both samples’ observations in regard to the propositions created in this research. This is executed while taking into consideration existing literature as related to consumer behaviour towards celebrity endorsements and its influence on a brand’s perceived value.

5.1: Celebrity and Pop Culture Involvement

To begin with, it can be noted that both samples’ results complemented each other regarding the definition of a celebrity in their cultures. The two regions agreed upon the distinction between a celebrity and an influencer, stating that the prior has relevant content to provide for the public, can reach wider sets of audiences and possesses talents that influencers might not have.

On the topic of pop culture involvement, the Middle East’s sample showcased more enthusiasm regarding celebrities and the consumption of pop culture as interviewees were more outspoken about willingly keeping up with celebrities’ lives and news. In fact, two respondents initially expressed their lack of interest in celebrities, however throughout the interview, not only did they seem to be highly engrossed in today’s pop culture but even appeared to be very influenced by it.

On the other hand, the Central European respondents appeared to be mostly reactive to celebrity culture rather than proactively updating themselves on the newest information in celebrity news today. Moreover, it was evident that this sample pays less attention to celebrity endorsements, even if it included their favourite celebrities, elucidating the impression that this region is less interested in this type of marketing strategy. Thus, reaching consumers within this area would require further efforts when implementing celebrity marketing strategies.

Conversely, it is revealed within the Middle Eastern sample that celebrity endorsements have a strong influence on the top of mind associations and brand recall as respondents of the sample were very quick to think of a celebrity advertisement that they know of. This is although most claimed that they do not encounter many celebrity endorsements in their day-to-day lives. Generally, both samples mentioned that their
exposure to celebrity news and advertisements is mostly retrieved from online platforms.

5.2: Influential Celebrity Attributes – Proposition 3

Corresponding with Erdogan’s (1999) and Shimp’s (2003) source credibility and “TEARS” model, an examination of certain celebrity attributes was conducted in this research in order to demonstrate which of the four given characteristics (expertise, credibility, attractiveness, likability) are most important to create an effective celebrity endorsement in the eyes of consumers from both areas.

There were significant discrepancies in the results of this part, as respondents from Central Europe stated that the expertise of a celebrity is the number one priority for them, whilst attractiveness is completely irrelevant in this context. The Middle Eastern respondents contrarily believed that expertise is not as influential compared to the physical attractiveness of a celebrity, giving credibility the highest level of value in celebrity endorsements.

“If the artist isn’t an expert at what he is selling, why would I believe him? Otherwise they are just doing it for the money” – Central European Respondent

“Credibility is much more important than expertise because if I want to hear an expert, I’d listen to professional’s advice regarding products” – Middle Eastern Respondent

Furthermore, the two analysed samples showed dissimilar results towards the influence of local celebrities in comparison with international stars on their purchase behaviours (proposition 3). Although the third proposition states that local celebrities obtain a bigger impact on consumers buying behaviour, this was only accurate for the Central European sample, where most respondents indicated that there is a stronger connection built with a local celebrity due to sharing the same language and culture, which consequently makes them more credible and relevant.

The Middle Eastern sample generated completely different views on the topic, claiming that international celebrities have a far more superior influence on them, resulting from a consumption of westernized media from a young age. In addition to this, the majority of respondents idolize international celebrities on a higher level, as they perceive them as more credible and desirable, which creates a larger effect on altering their purchase behaviours and perceptions of brands. This implies that
personalizing celebrity endorsements for specific regions, based on the celebrities chosen to be the face of a brand, might be more effective when targeting consumers from different demographics.

5.3: Celebrity Endorsements’ Influence on Purchase Intention – Proposition 1 + 2

A portion of the IDI guide was dedicated to evaluating the effects of celebrity endorsements on consumers’ purchase intentions and the influence it has on the perceived value of a brand (propositions 1 and 2). Therefore, considering the interviewees’ responses towards their possible reaction had they seen their favourite celebrity endorsing a brand they dislike, it is observed that both samples’ purchase intentions towards that unfavourable brand would not be influenced. Nonetheless, responses were coherent in terms of the value of that brand as most respondents stated that this hypothetical situation can indeed lead to a higher appeal of the disliked brand, consequently positively influencing the perception thereof.

In the reverse hypothetical situation, in which the samples’ favorite brand is to be endorsed by their least liked celebrity, respondents from the Central European sample showcased less attachment to the celebrity and were more affiliated with brands, so that an unfavorable celebrity could not significantly influence their purchase behavior concerning the well-liked brand. Contrarily, the Middle Eastern sample responded to this situation by stating that it would highly affect their perception of a brand they admire, implying that this sample builds stronger relationships with celebrities rather than brands. Therefore, both the celebrities and brands can be negatively affected in celebrity endorsements that are not aligned with consumers’ expectations.

The above-stated suggests that an incorporation of a celebrity in advertisement has a minor effect on consumers’ purchase intentions in similar situations such as the ones previously stated, nevertheless, it can highly impact brand image and customer loyalty.

5.4: Celebrity Endorsements’ Influence on Brand Image & Recall – Proposition 1

In regard to the first proposition, a test was created to gauge the significance of celebrity branding in increasing the perceived value brands and enhancing brand recall.
This required respondents to react to three images of a perfume advertisement for Dior, starting off with a picture of only the perfume, in which both samples had similar opinions regarding it, describing the ad as luxurious and classy, however, claiming that the advertisement is easily forgettable and dull. Nonetheless, the Central European sample was more acceptable and well-disposed towards the ad compared to the other sample, showcasing more appreciation to its simplicity and uniqueness.

On a separate note, two respondents from the Middle East immediately recalled the actress Charlize Theron when they saw the first picture, stating that they always link the brand with her due to witnessing the collaborations between both several times. This perfectly aligns with Till’s (1998) theory that in order to create effective brand associations and brand exposure, brands should aim to establish an undifferentiated link between a celebrity and a product.

Dior’s brand image, which was perceived to be very classy and high-end according to respondents, quickly changed when the samples were shown the second image including an unfamiliar model, where the perceived target group did not only completely shift to a younger age group, but the image of the product was tarnished as being weird and confusing.

Respondents of both samples were also quick to forget their preceding associations when they were confronted with the third picture that included the actress Charlize Theron. The perceived image of the brand was expressed as “expensive”, “classy” and “luxurious”. In addition to this, it was mentioned several times that the attractiveness of the actress perfectly matches the aesthetics of the product and the advertisement itself, making the endorsement more believable. All in all, these findings reinforce Dickenson’s (1996) statement regarding celebrities’ power in creating appeal to a specific product in a clutter of unnoticeable ones through transferring instant meaning and personality from the celebrity to the brand.

Generally, the inclusion of Charlize Theron in the final picture generated more positive reactions from the interviewees than the previous two, making it seem more attractive to the consumer’s eye. However, the author believes that although the advertisement was interpreted more empathetically from both samples, the Middle Eastern respondents are more influenced by celebrities in advertisement as their initial associations were vastly divergent from the final associations resulting from the incorporation of a celebrity. Thus, it can be recorded that consumers subconsciously
perceive that celebrity endorsed ads are much more effective than ads with no familiar faces attached to them.

5.5: The Importance of Finding a Fit Between Celebrity & Brand – Proposition 4

As previously mentioned, the effectiveness of a celebrity endorsement is higher when there is a significant fit between the celebrity’s image and the product being endorsed (Friedman and Friedman, 1979). Thus, it was crucial to evaluate the importance of creating a sensible connection between the two parties of an endorsement as well as examining the effect of certain unconventional match-ups on consumers’ behaviour towards a brand. This part therefore analyses the fourth proposition, which states that a strong match-up between a celebrity and a brand increases brand awareness and brand association.

Throughout the second test, respondents had to match five pictures of celebrities to brands they had endorsed, whereby the Middle Eastern sample noticeably managed to get 17 correct matches as opposed to the Central European sample which acquired only eight correctly. Firstly, this test proved that an effective use of celebrities in advertising highly relies on the impressions that the audience has on the endorser’s level of fame, whether that endorser is seen as an A-list celebrity or of a lesser classification, as some of the incorrect matches were justified by the respondents as “the celebrity is too famous to endorse this product”, or “the celebrity is not famous enough to endorse this product”.

Secondly, the in-depth interviews proved that, while certain endorsements that feature celebrities which do not match the characteristics of the product/brand endorsed, might not help improve sales and revenue (i.e. KFC and Ronaldo, Lana Del Rey and H&M), they have a huge possibility of creating word of mouth marketing and increasing audience reach. This is visible by the insights from both samples, which revealed that these are the advertisements that they are most likely to share with friends and family, in addition to the virality created due to its oddness.

Lastly, the respondents were asked to explain how one of these five celebrities can influence their purchase intention towards a brand they never consider buying from. While the European interviewees were very assertive regarding the nonexistent impact a celebrity might have on their purchase intention or perception of a brand they dislike, indicating that the meaning transfer model is not valid in this case as respondents were
sure that the healthy image of Ronaldo will never be communicated through KFC, the Middle Eastern respondents mentioned that the image and perception of the brand would be affected positively and they might at least consider the product being endorsed instead of completely rejecting it.

This suggests that, in certain occasions, having no congruence between a product and a celebrity’s image might not increase purchase intention or influence a brand’s value, but will have an impact on spreading brand awareness and overall publicity.

5.6: The Effects of Multiple Product Endorsements on Brand Image – Proposition 5

As mentioned in chapter 3, the final test aims to evaluate the effects of celebrity multiple product endorsements on brand recall and brand image (proposition 5), which is a very common practice for celebrities. However, much in literature highlighted the threats it can impose on a brand’s value and brand association, especially when the celebrity endorses many brands that have conflicting brand images and values. Thus, respondents were shown three advertisements that include one celebrity advertising three different brands in order to investigate the effect of such practices on the consumers’ perceptions.

Throughout the analysis of the results, it was evident that the entire pool of respondents is well-adjusted with the practice of celebrities endorsing several products and brands simultaneously. Interestingly, there were no negative responses recorded towards the brand image of any of the three presented brand advertisements. As a matter of fact, the interviewees showcased positive reactions regarding the three brands after seeing the advertisements, stating that although the structure of the ad itself might not be impressive, but the inclusion of Rihanna made all three brands more considerable and engaging. Nonetheless, a number of respondents made it clear that their reactions might be different had the endorsements been extremely contradicting and unfitting.

“All these brands are different, but I can see Rihanna wearing all these brands, so I’m not really surprised by that.” – Middle Eastern Respondent

From another perspective, the two samples displayed disparate opinions towards their choice of the most effective advertisement in involving the celebrity from the three shown to them. The Middle Eastern sample was more favourable of the Puma and
Armani advertisements, as they were perceived more fitting with Rihanna’s sexy and powerful image, which perfectly aligns with McCracken’s (1989) meaning transfer model. The Central European sample’s results do not align with this, as it was explained that the two priory-mentioned advertisements revolved heavily around the celebrity rather than the brand or product being endorsed. The more favourable endorsement for this sample consequently was Dior, where the celebrity did not overshadow the brand. This elucidates the impression that Central European respondents would rather see celebrity endorsement ads, which find a perfect balance in showing the product endorsed and the endorser, than putting the complete focus on the latter.

5.7: The Future of Celebrity Endorsements

Prior to ending the interview, the respondents of both samples were asked about their general opinions towards the future of celebrity endorsements. The interviewees shared their thoughts on whether they believed this marketing strategy will be effective in the future, especially with the emergence of social media marketing and micro-influencers.

Here, the responses of both samples corresponded to one another as both believed that celebrities will still have a huge influence on consumers’ behaviours ten years from now, especially since industries nowadays offer a wider variety of products to promote and more channels for marketers to advertise through. Thus, celebrities can be used in more ways and can reach larger markets in less time. Moreover, a considerable number of respondents affirmed that, although social media influencers might have increasing impact on consumers, this would not affect celebrities’ roles in the marketing world, as influencers themselves are influenced by celebrities.

“Celebrities will always have a bigger impact than influencers do, they have fan bases that are more loyal to them than influencers do” – Middle Eastern Respondent

“If you’re a huge fan of a celebrity, you will consider buying the products they endorse, if you’re not, you will at least be aware of the brand they endorse” – Central European Respondent

In addition to this, respondents believed that the credibility of celebrities will increase as consumers are becoming more critical and aware of what they purchase and consume. Others claimed that celebrities have a huge impact on influencing their fans’ purchase intentions and create effective brand awareness for products they endorse. All in all, it is obvious that celebrity endorsements are here to stay, and consumers are fully
aware of that. It is only in the hands of marketers to optimally implement this marketing tool unerringly in order to achieve maximum profit and to be able to allocate prospects for their businesses.
Chapter 6: Conclusion

The main objective of this research was to explore the main triggers that influence consumers’ buying behaviours and purchase intentions when exposed to celebrity endorsements. In addition to this, this paper was set to discover the important attributes and characteristics that can significantly affect a brand’s image through the use of celebrity spokespersons as well as to analyse consumers’ attitudes towards this marketing strategy and its effect on brand recall and brand awareness, especially within Central Europe and the Middle East.

With the purpose of finding valuable answers and patterns for this cross-cultural study, certain theoretical frameworks and models in the topic of celebrity endorsements were considered to provide results for the created propositions. Therefore, Kamin’s (1990) match-up hypothesis, McCracken’s (1989) meaning transfer model and Shimp’s (2003) TEARS model were some of the main conceptual frameworks tested in this research.

The empirical research was based on a qualitative approach, where a total of twelve in-depth interviews were conducted, specifically six respondents for each of the two regions. The results for this study were generated with the help of in-depth discussions with the interviewees and visual content analysis tests. Further information regarding the methodology, the sample and the in-depth interview questions used can be found in chapter 3.

The primary research provided many answers to the propositions created for this study, some of which revealed certain consumer patterns towards celebrity marketing strategies, as well as uncovered many contrarieties in the perception towards such strategies between Middle Eastern and Central European respondents. Moreover, this research allowed a better understanding of celebrity endorsement factors that highly impact consumers’ purchase intentions within the two areas. It also provided further examination on the significance of attaining congruence between a celebrity endorser and the brand/product endorsed.

In conclusion, the following table was created to illustrate some of the key findings of this research and to present each propositions’ outcome as well as to summarize the results of the qualitative study.
Based on the table above, it can be summarized that celebrity endorsements can indeed create an elevated value of brands in the minds of consumers, not to mention that it also helps consumers recall brands when coming across a celebrity that endorses this organization. In addition to this, it was proven that consumers from the Middle East react very differently to celebrity endorsements than Central European consumers. It was showcased that celebrities have a larger impact on influencing the purchase intentions of the Middle Eastern respondents, especially if the endorsers were internationally known, whereas the Central European sample is more influenced by local celebrities due to a strong relation to their culture and upbringing.

Furthermore, while the tests concluded that finding a fit between a celebrity and a brand can create a strong associative link between both and consequently impact consumers’ purchase intentions, an endorsement can still aid in creating brand awareness if there is no existing congruence between an endorser and the product endorsed, as it was shown that an unconventional combination of both creates virality and word of mouth marketing between consumers. Finally, the research illustrated that there is no effect on a specific brand image when an endorser works with another brand that has a completely different brand personality, as consumers build perceptions of celebrity endorsements completely separately from one another.

<table>
<thead>
<tr>
<th>Number of Propositions</th>
<th>Proposition Concept</th>
<th>Result</th>
<th>Adjustment</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>Celebrity endorsements increases the perceived value of a brand and brand recall</td>
<td>Confirmed</td>
<td></td>
</tr>
<tr>
<td>P2</td>
<td>Celebrity endorsements influences purchase intentions positively</td>
<td>Partly confirmed</td>
<td>Mostly effective on Middle Eastern consumers</td>
</tr>
<tr>
<td>P3</td>
<td>Local celebrities have a bigger impact in influencing buying behaviour</td>
<td>Partly Confirmed</td>
<td>Only effective on Central European consumers</td>
</tr>
<tr>
<td>P4</td>
<td>Finding a fit between a product and an endorser helps increase brand awareness and brand association</td>
<td>Partly Confirmed</td>
<td>No fit between both can also create buzz and brand awareness</td>
</tr>
<tr>
<td>P5</td>
<td>Celebrities who endorse multiple brands have a strong impact on influencing brand image</td>
<td>Rejected</td>
<td></td>
</tr>
<tr>
<td>P6</td>
<td>The Middle East and Central Europe perceive celebrity endorsements very differently from one other</td>
<td>Confirmed</td>
<td></td>
</tr>
</tbody>
</table>
Further Research

The analysed results can positively contribute to a better understanding of consumers’ behaviours towards celebrity endorsements within the two evaluated regions as well as provide further information on how to approach these potential target markets with the use of such marketing strategies. There however is still room for further investigation in areas that were not brought to light in this study, some of which can include an examination of how gender affects the perception of celebrity marketing campaigns, and to what extent this influences the relationship between a consumer and a brand. Additionally, a comparative research on the power of influencers versus celebrities can be conducted to assess the influence each has on consumers in Central Europe and the Middle East.

Moreover, celebrities are becoming more involved with brands nowadays, where their partnerships are not only limited to endorsements, but they are now enabled to create their own product lines within companies and become creative directors for these brands. Thus, it would be beneficial to assess the potency of such emerging collaborations between celebrities and brands in comparison to the typical type of celebrity branding.

Limitations of the Research

It can be noted that there were certain aspects in this study that hindered the research from achieving optimal results and drawing further related conclusions. Some of which can be listed as follows:

1. The size of the sample was relatively small per region, thus, due to a limited time of research, the respondents’ results had to be considered as representative in some measure.
2. The countries grouped together in each of both regions may not share completely similar attitudes and consumption behaviours, therefore, a more geographically detailed research can be implemented in the future.
3. The use of qualitative research may limit the generation of other key findings regarding celebrity endorsements, thus, the application of quantitative methods in this topic may positively compliment some of the results retrieved from this research.
4. Due to placing focus on two specific countries (Hungary and Jordan), the geographical distribution of respondents was unequal in each sample.
7. References


• Kamins, M., (1990), “An investigation into the “match-up” hypothesis in celebrity advertising: When beauty may be only skin deep”, Journal of Advertising, Vol. 19, pp.4-13


8. Appendices

Appendix A: In-Depth Interview Guide

SCREENING QUESTIONS

1. Where are you originally from?
   □ Central Europe □ Middle East  → Finish the interview if the answer is neither

2. Name:

3. Gender
   □ Male       □ Female

4. Age: ______

PREAMBLE (3 minutes)
Thanks and welcome
Explain the nature of an in-depth interview (informal, all views acceptable)
There are no right or wrong answers – it is all about finding out what people think
Make sure you ask permission for audio recording, for research purposes

Interviewer: Do you have any questions or concerns?

INTROS and WARM-UP (2 minutes)

1. Please introduce yourself! (Interviewer can ask first name, family status, hobbies, interest)
2. Do you like pop culture, music, movies, reality shows? Would you say you keep up with what’s happening in the celebrity world today?
3. Can you explain what the term “Celebrity” means and is defined by you?

GENERAL Celebrity/Marketing Questions (20 minutes)

1. Please share with me how much marketing campaigns do you encounter a day, what type do you usually see
   a. Make sure that the respondents talk about:
      i. Type of campaigns
      ii. Where is it seen mostly (social media, billboards, etc.)
      iii. Do they pay attention to details?
2. How much celebrities’ news/ads do you see in your day to day?
   i. Whether on social media feed
   ii. Remember any last ad with an artist they’ve seen
   iii. where do they seem them the most?

Questions about Celebrities and Brands

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3. Can you briefly please tell me any two celebrities that you like (find resemblance or connection with), and dislike and why?

LIKED: ___________________________ Dislike: ___________________________

4. Can you briefly please tell me two brands that you like (or also is relevant to you) and dislike, why?

LIKE: ___________________________ Dislike: ___________________________

IN DEPTH

6. Have you seen that artist do a specific ad to a brand before, or that brand work with an artist?

7. What did you think of it?
   a. Did this ad connect to you in any shape or form, liking, eye catching, etc.?\n
8. How would you personally react if you saw you (DISLIKED) artist endorse you (LIKED) Brand?
   a. Would it negatively change your mind about the brand?
   b. Would you still consider buying it?

9. What would you do if you “LIKED” celebrity worked with your “DISLIKED” brand?
   a. Would you at least consider purchasing it?
   b. Would you at least think higher of the brand value?

10. If You were to purchase a celebrity endorsed product, which attributes would u prioritize in that celebrity?

   Credibility - Expertise - Attractiveness - Likability

11. Can you please tell me about any product that you purchased or considered purchasing because of a celebrity? Why and when?

12. Tell me about brands that you know of that are known for their huge celebrity endorsements, what do you think of them? Since when have u known of them?

13. Do you have any local famous celebrities that you like in your region? Ok, I need you to think of a product that you are considering to buy soon, or that you need now, would you buy that product/ consider buying it more if that local celebrity advertised it? Do you think it would entice you more than an international artist? Why is that? (more credible? more relevant?)
Test 1: Celebrity Endorsement Usage Effect

So, I will be showing you three still images from an advertisement campaign for one company and I want you to tell me how you feel when you see each image? Tell me what each ad resembles to you, the value its trying to convey and if the product seems interesting for you? 

Note: The pictures were printed out separately and not added to the guide.

![Picture 1: PERFUME BOTTLE](image1)

![Picture 2: PERFUME BOTTLE + MODEL](image2)

![Picture 1: PERFUME BOTTLE + CHARLIZE THERON](image3)

Test 2: Celebrity/ Product Match- Up

In this phase I will be showing you 5 brand commercial images, and 5 famous celebrities, I want you to match them with each celebrity that you think would do the commercial, please assign every picture to every brand, and mention why each matching was the way you put them together? If you already know that a celebrity is already connected to that brand, then explain what do you think of it?
Note: The pictures were printed out separately and not added to the guide.

Right Matches:
Wrong Matches:

Explanation:

- What picture was the most striking for you, and why?

- Can you tell me why you thought this would match with this (wrong matches)?

- Which brand of these are you least likely to buy, and why? How do you think that artist would influence your perception of the brand, if it would?

- Which endorsement of these would you most likely tell your friends about if you seen it on tv/billboards.

Test 3: Multiple Product Endorsement Test

In this part, I will show you 3 different brands ads back to back that feature the same celebrity, please try to keep focus and take mental notes for our discussion afterwards, this is a very common practice for celebrities, but I want you to watch them and tell me what do you think of each ad?

Ad1 - DIOR: https://www.youtube.com/watch?v=yr7nqWfl9Ak
Ad2 - PUMA: https://www.youtube.com/watch?v=0IXdFwnLF4Q

Ad3 – Armani: https://www.youtube.com/watch?v=49IebCb_x-I

a. Do you know the celebrity in the ad?
b. How do you describe Rihanna’s image in the media?
c. Can you list the three brands you’ve seen in the videos?
d. Which brand did you think fits her personality/image the most between the 3 ads and why?

e. Can you describe how each ad was, what meaning did it give you, was it memorable, can you name any other celebrities that endorsed Puma, Armani or DIOR? (DIOR was shown before with Charlize Theron)

f. Which ad did you prefer and why? Did you notice any main differences between each in terms of the attitude and image and the brands?

g. Were you knowledgeable before hand that Rihanna was endorsed by these 3 companies?

CLOSING

A) What do you think of the future of celebrity marketing? Do you believe it will still be efficient in the future (with the occurrence of social media marketing, and self-made influencers?)

B) Do you have any additional comments or opinions regarding this topic, did you notice anything interesting in the tests we made that you would like to share now?

THANK YOU!
Appendix B: SentiOne Reports

What are the key benchmarks?

Mentions in time

Sentiment Analysis
How are you perceived against others?

Source Analysis
Where do people talk most often about chosen topics?
<table>
<thead>
<tr>
<th>How do the discussions spread?</th>
</tr>
</thead>
</table>

Buzz comparison

Reach comparison

<table>
<thead>
<tr>
<th>How do the discussions spread?</th>
</tr>
</thead>
</table>

Mentions in time by reach

<table>
<thead>
<tr>
<th>Do men or women discuss more?</th>
</tr>
</thead>
</table>

Gender distribution