Celebrity endorsement in fashion print advertising

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Abstract. Brands ofen use celebrities to get impact. Celebrity endorsement has become a marketing communication strategy used to build a congruence between brand image and consumers. **Objectives.** Research attempts to analyse celebrity endorser-product congruency and to measure the effectiveness of celebrity endorsement compared with a non-celebrity endorsement (fashion models). **Prior Work.** Research conducted to date have reached topics as: the effectiveness of celebrity endorsement; celebrity endorsers and purchase intention, added-value of the endorsement; positive or negative effects of celebrity endorsement, congruence between product/brand and endorser, consumer association with the endorser, attractiveness, credibility and trust in celebrities. **Approach.** A marketing experiment was used in order to mesure the impactul of endorser type and endorser-product match on Aad, Ab, and Pi. **Results.** Research has confirmed that attractive endorsers fit clothing products, whether they are celebrities or models. Also, the more consumer likes advertising, the more likely it creates a favorable attitude towards the brand. Results suggest ads using celebrities increase the likelihood of consumers to buy an endorsed product. **Value.** Study shows what celebrities are considered credible and perceived fit to promote classical suit. A fashion brand can select a celebrity for advertising campaign, due to it's influence on consumers' purchase intention.

Keywords: endorser's credibility, perceived fit, attitude toward ad, attitude toward brand, purchase intention.

1   Introduction

Brands ofen use celebrities to get impact, because they are seen by the public as credible source of information about product or company. Endorsement strategy has been officially used by the company in the nineteenth century and developed as a means of promotion due to radio (30's) and TV (50s') commercials making, then grew rapidly in the 70's when celebrity endorsers appeared in 15% of all advertising. The share of appearances increased in the coming years: 20% in the 80's, 25% in the 90's, the XXI century setting celebrity endorsement as the most important and widely used marketing strategy (Ang & Dubelaar, 2006). Celebrity endorsement has become a marketing communication strategy used to build a congruence between brand image and consumers. Endorsement contracts increased in value over decades, so it is important for managers to monitor the success and return of investments of these contracts.

The present research attempts to analyse celebrity endorser-product congruency and to measure the effectiveness of celebrity endorsement compared with a non-celebrity endorsement (fashion models).

This study raises the following questions:
- What is the influence of celebrity endorser toward advertisment?
- What is the influence of celebrity endorser toward brand?
- What is the influence of celebrity endorser toward purchase intention?

BUSINESS ADMINISTRATION

This study tries to analyse the celebrity endorser influence on attitude toward ad, attitude toward brand and purchase intention compared to non-celebrity endorser, related to business clothing.

2   Litterature Review

Celebrity endorser is a person who advertises a product, a person weel known for his/her achievements in areas which are different from the advertised product category (Friedman & Friedman, 1979). Endorsements can have celebrities giving expert opinions, being a spokesperson for a product or associated with a brand (McCracken 1989; Seno & Lukas 2007). There are more types of endorsements: *explicit* (person endorses the product), *implicit* (person uses the product), *imperative* (person impels the product), or *co presentational* (merely appearing with the product).

Research conducted to date have reached topics as: the effectiveness of celebrity endorsement; celebrity endorsers and purchase intention (Kamins et al., 1989), added-value of the endorsement (Agrawal & Kamakura, 1995); positive or negative effects of celebrity endorsement (Till & Shimp, 1998), congruence between product/brand and endorser (Till & Busler, 2000; Seno & Lucas, 2007), consumer association with the endorser (Till & Busler, 2000; Daneshvary & Shwer, 2000), attractiveness, credibility and trust in celebrities (Dean & Biswas, 2001; Seno & Lucas, 2007).

To find out which celebrity is suitable for and effective in promoting a company or brand image, there are usually carry out studies of celebrity endorsement, which examines the association between product and celebrity. When a company selects a celebrity as endorser, it should consider celebrity *attractiveness* (in terms of physical appearance, intellectual abilities, skills and lifestyle), celebrity *credibility* (perceived expertise and confidence) and apparent *congruency between celebrity and brand*.

In the literature, two general models are often used to analyse celebrity endorsement: the source credibility model and the source attractiveness model (Roozen & Claeys). According to the source credibility model, credibility is modelled by expertise and trustworthiness (Hovland et al., 1953). The attractiveness model contends that the effectiveness of a message depends on the source's 'familiarity', 'likeability', 'similarity' and 'attractiveness' to the respondent. Attractiveness has become an important factor through the increasing use of celebrities as endorsers for products, services and/or social causes (Patzer, 1983; Ohanion, 1990).

Also the match between the brand or product with the celebrity can influence the effectiveness of the celebrity endorser. There should be congruence between the celebrity and the product in terms of characteristics such as image, expertise (Till & Busler, 1998, 2000) or attractiveness (Baker & Churchill, 1977; Kahle & Homer, 1985). The match-up hypothesis specifically suggests that the effectiveness depends on the existence of a "fit" between the celebrity spokesperson and endorsed brand (Till & Buster, 1998). The celebrity-product match model states that attractive endorsers are more effective when promoting products used to enhance one's attractiveness (Kamins, 1990) and that the impact will be not significant in the case of a product that is unrelated to attractiveness. Kahle and Homer (1985) found that in the case of attractiveness related products the use of physically attractive celebrities increased message recall, product attributes, and purchase intention.

Mehta (1994) has found that there were no significant differences between celebrity and non-celebrity endorsement advertisements concerning attitude towards the ad, attitude towards the brand and intentions to purchase endorsed brands. When confronted with non-celebrity endorsers, consumers were significantly more focused on the brand and its features, whereas with celebrity endorsers the subjects were significantly more concentrated on the celebrity in the advertisement. However, Petty et al. (1983) have found the opposite results.

BUSINESS ADMINISTRATION

According to Katyal (2007), there are certain parameters that postulate compatibility between brand image and celebrity, as follows: celebrity popularity, celebrity physical attractiveness, celebrity credibility, celebrity prior endorsements, whether celebrity is a brand user, celebrity profession, celebrity's fit with the brand image, celebrity - target audience meci, celebrity associated values, costs of acquiring the celebrity, celebrity - product match, celebrity controversy risk.

Unlike anonymous endorsers, celebrities add value to the image transfer process, sustaining brand communication and achieved a higher level of attention and recall (Song et al., 2008). Research has shown that the use of celebrities in advertising, compared with anonymous models, can have a positive influence on the credibility, preference for advertising and, ultimately, the purchase intention (Farhat & Khan, 2011). Experiments suggest that in certain situations, celebrity endorsement can enhance recall and consume assessment of the products (Clark & Horstman, 2003). In addition, using celebrities in advertising advertising increases awareness, create positive feelings towards the brand (Solomon, 2002).

3   Research Hypotheses

Based on the foregoing literature review, the following research hypotheses were formulated for this study:

H1.1: Celebrity endorser has a significant effect on the attitude towards advertising compared to non-celebrity endorser.
H1.2: Celebrity endorser has a significant effect on the attitude toward brand compared to non-celebrity endorser.
H1.3: Celebrity endorser has a significant effect on the purchase intention compared to non-celebrity endorser.

H2.1: Endorser-product match has a significant effect on the attitude towards advertising compared to endorser unfit with the product.
H2.2: Endorser-product match has a significant effect on the attitude toward the brand compared to endorser unfit with the product.
H2.3: Endorser-product match has a significant effect on the purchase intention compared to endorser unfit with the product.

H3.1: There is an interaction effect of variables endorser type and endorser-product match on attitude towards advertising.
H3.2: There is an interaction effect of variables endorser type and endorser-product match on attitude toward brand.
H3.3: There is an interaction effect of variables endorser type and endorser-product match on purchase intention.

H4: Attitude toward the ad has an influence on attitude toward the brand.
H5: Attitude toward the brand has a influence on purchase intention.
H6: Attitude toward the ad has a influence on purchase intention.
H7: Celebrity endorser has a significant effect on brand name recognition compared with non-celebrity endorser.

BUSINESS ADMINISTRATION

4   Research methodology

Sample unit

The sample is composed by women from Iaşi, postgraduated, between 25-45 years old, practicing in the areas as: educational, technical, IT, health, legal, economic, business.

Research Variables

A marketing experiment was used as research method in order to mesure the impactul of independent variables (*endorser type* and *endorser – product match*) on dependent variables (*attitude toward ad, attitude toward brand, purchase intention).*

In order to establish the independent variables a pre-test was conducted.

4.1   Pre-test

Procedure

In order to obtain a list of the experiment stimuli, a selection research conducted in several stages.

Initially, a sample of 50 women with the same characteristics as the major research target. Respondents were asked to name a famous person in Romania, women, who really like them (in any of the following areas: music, film, TV, news, sports, etc..), pornind de la definiţia din literatura de specialitate: o celebritate este o persoană care are faimă, despre care mai multe persoane au auzit şi ştiu ceva despre ea (familiaritate). Finally, the list of celebrities included 12 persons: Andreea Marin, Mihaela Rădulescu, Gabriela Vrânceanu Firea, Maia Morgenstern, Eugenia Vodă, Andra, Andreea Esca, Nadia Comăneci, Monica Tatoiu, Andreea Berecleanu, Mihaela Tatu, Oana Cuzino. For anonymous model, we selected eight professional models from bellazon.com data base. Andreea Diaconu, Diana Moldovan, Elena Baguci, Alina Văcariu, Daniela Mârzac, Mădălina Ghenea, Alina Ilie, Irina Lăzăreanu.

In the second stage of the selection (on a different sample of 40 people), celebrities were evaluated by *credibility* and *endorser-product match*. On another sample of 40 people, pictures of the anonymous model selected have been evaluated by the same scale as celebrities'.

Measurement instruments

To measure both celebrity and non-celebrity's credibility we used the credibility scale developed by Ohanian (1990), characterized by three dimensions:privind cele trei dimensiuni - attractiveness, trustworthiness and expertise - Each of them is composed of 5 items measured on a bipolar scale on 7 point semantic differential.

Match between celebrity – product was measured by 4 statements about the relationship between the celebrity and the product on a 7 point Likert scale of Macinnes şi Park (1991).

The questionnaire was pre-tested to check the length and time needed to complete the questionnaire, but also the content and understanding. Time and length vary the number of persons assessed, 20 minutes for celebrities and 10 minutes for non-celebrities.

Table 1 Pre-test scale items.

Variable	Scale items
Endorser credibility	unattractive/attractive, not classy/classy, ugly/beautiful, plain/elegant, not sexy/sexy, not dependable/dependable, dishonest/honest, unreliable/reliable, insincere/sincere, untrustworthy/trustworthy, not expert/expert, inexperienced/experienced, unknowledgeable/knowledgeable, unqualified/qualified, unskilled/skilled
Endorser-product match	If I think of X as endorser, I think almost directly of Y/The idea of X as an endorser for Y is according to me an optimum fit/I think that X is a relevant endorser for Y/I think that X is a suitable endorser for Y

BUSINESS ADMINISTRATION

Research results

Reliabilities for the overall credibility of the celebrity endorser is 0,95, while the Cronbach's alpha scores for the celebrity-product match is 0,98.

Reliability of Credibility scale for non-celebrity endorser is 0,96, while The Cronbach's alpha scores for the non-celebrity-product match is 0,98.

The comparison of scores obtained in the study and the reliabilities for all the constructs can be viewed in Table 2.

Table 2 Cronbach's Alpha scores for credibility and endorser-product scales.

Factors	Attractiveness	Trustworthiness	Expertise	Credibility	Endorser-product match
Celebrity endorser	0,94	0,97	0,92	0,95	0,98
Non-Celebrity endorser	0,95	0,96	0,95	0,96	0,98

Table 3 and Table 4 present the celebrity and non-celebrity endorsers with the highest and the lowest credibility and product match rating. Even if an endorser is credible, it does not always match the product. Although reliability is a prerequisite for any endorser, in case of fashion products celebrity-product congruence is more important to entice consumers. According to Temperley and Tangen (2006), one can always match a celebrity with the wanted image of the brand but it will not be successful if the target audience does not perceive the fit. For this reason we chose to use endorser-product match as factor for experiment, rather than credibility in order to determine the influence of celebrity endorser.

On the basis of the scores obtained the best and the worst match between the products and the celebrities are selected and used for the experiment as stimuli.

22

Table 3 Celebrity's credibility and endorser-product scores.

Celebrities	Attractiveness	Trustworthiness	Expertise	Credibility	Endorser-product match
Andreea Marin	0.88	0.80	0.75	**0.81**	0.74
Andreea Berecleanu	0.88	0.80	0.71	0.80	**0.79**
Andra	0.87	0.80	0.71	0.79	0.57
Mihaela Rădulescu	0.84	0.73	0.74	0.77	0.58
Oana Cuzino	0.83	0.71	0.71	0.75	0.65
Andreea Esca	0.77	0.72	0.72	0.74	0.72
Monica Tatoiu	0.72	0.73	0.69	0.71	0.70
Gabriela Vrânceanu Firea	0.75	0.69	0.66	0.70	0.78
Maia Morgenstern	0.68	0.74	0.59	0.67	0.69
Eugenia Vodă	0.66	0.68	0.63	0.66	0.72
Nadia Comăneci	0.63	0.71	0.60	0.65	0.62
Mihaela Tatu	0.57	0.64	0.58	0.59	0.62

Table 4 Non-celebrity's credibility and endorser-product scores.

Celebrities	Attractiveness	Trustworthiness	Expertise	Credibility	Endorser-product match
Elena Baguci	0.83	0.69	0.76	**0.76**	0.71
Diana Moldovan	0.81	0.73	0.74	**0.76**	**0.75**
Andreea Diaconu	0.79	0.68	0.73	0.73	0.73
Mădălina Ghenea	0.66	0.61	0.70	0.65	0.67
Daniela Mârzac	0.61	0.61	0.71	0.64	0.67
Alina Văcariu	0.68	0.58	0.63	0.63	0.50
Alina Ilie	0.54	0.57	0.66	0.59	0.57
Irina Lăzăreanu	0.51	0.55	0.63	0.56	0.57

2.2   The Experiment

The Stimuli

Celebrity and model who obtained the highest and the lowest score at product match were included in the experiment. Considering that the scores are very close between the first two positions of the endorsers' ranking, we selected two stimuli for each experimental group, therefore eight ads were used as stimuli for the four experimental groups (see Table 5). This was done to ensure the representativeness of the results, taking into account that the preference for certain celebrities and the associated image in the consumers' mind may affect final opinion.

Prints contained a fictive brand name (D'ORIA) for the fashion product, a classical suit for ladies. This was done to eliminate effects on purchase intentions that an existing brand may produce.

Table 5 Factorial design of the stimuli used for the experiment.

Endorser-product	Endorser type Celebrity	Non-Celebrity
Match	Andreea Berecleanu Gabriela Vrânceanu Firea	Diana Moldovan Andreea Diaconu
Unmatch	Andra Mihaela Rădulescu	Alina Văcariu Irina Lăzăreanu

Measurement instruments

Attitude towads the ad was measured with a 7 - point Likert scale, which was developed by MacKenzie and Lutz (1989). The scale consisted of extremely bad - extremely good, extremely irritating - extremely pleasing and extremely uninteresting - extremely interesting.

Attitude toward the brand was measured with a 7 - point Likert scale, which was developed by Miniard, Bhatla and Rose (1990). The scale consisted of dislike – like, unfavorable – favorable, and negative – positive.

Purchase intention after the exposure to stimuli was measured with a 7 - point Likert scale, which was developed by Coyle şi Thorson / Putrevu şi Lord. The scale consisted of four afirmations: "It's very likely that I would buy (brand)", „I will purchase (brand) the next time I need a (product)", „I will definetly try (brand)", „Suppose that a friend called you last night to get your advice in her search for a (product). Would you recommend her to buy a (product) from (brand)?".

Experimental procedure

Experimental design was the selected methodology in this research. The 2 x 2 factorial design used two between-subjects factors: endorser type (two levels, celebrity versus non-celebrity) and endorser-product match (two levels, match versus unmatch).

The experiment was conducted in the virtual environment: stimulus and subsequent exposure questions were available online, on the website surveymonkey.com, an application dedicated to market research. Participants, who match the women profile of major study, were randomly selected from Facebook. They have been sent invitations by email, with information regarding the link to the survey, time and conditions for participation. S-au trimis, în total, 300 de invitaţii The experiment was conducted on a sample of 160 subjects.

Each participant was randomly assigned to two of the four conditions, 40 participants for group. Random assignement is required to keep internal validity (Cooper & Schindler, 2006). Minimum size for an experimental group should have at least 20 participants assigned to it (Martin,

23

BUSINESS ADMINISTRATION

1999; Hair, Black et all., 2006). To ensure external validity, the respondents were not informed about the study objectives.

Control over the conducting research was provided by security restrictions provided by server, as fallows: respondents could complete the questionnaire only once (by unique IP setting), thet could not return to previous questions (by removing the button "back"), also could not leave the application window (by hiding button "exit"), and their response time to questions was counted.

Once accessing the link, subjects were described the purpose of the study - a company testing a new product commercials - and were given instructions. Then, by clicking the button "next", respondents were exposed to the stimulus, each receiving an image randomly. Stimuli were randomized in equal percentages of respondents. Subsequently, subjects filled out a questionnaire (auto answer), questions concerning: brand name recall, attitude towards advertising and brand, purchase intention, socio-demographic profile (age, education, occupation, income). SPSS 13.0 was used in all subsequent data analyses.

5   Results

Demografic sample

The demographic data is presented in Table 6.

Table 6 Demographic data of the sample.

		N	Percent
Age	25-30	60	37.5 %
	31-35	46	28.8 %
	36-40	31	19.4 %
	41-45	23	14.4 %
Level of education	university	107	67 %
	master's	53	31 %
Fields of activity	economics	39	24.4 %
	law	22	13.8 %
	education	29	18.1 %
	technical	7	4.4 %
	health	9	5.6 %
	IT	4	2.5 %
	budgetary	14	8.8 %
	public relation	17	10.6 %
	socials	7	4.4 %
	freelance	12	7.5 %
Income	under 500 RON	4	2.5 %
	500-1500 RON	67	41.9 %
	1501-2500 RON	62	38.8 %
	2500 RON and more	26	16.3 %

The reliability testing of the scales used in this study showed satisfactory levels of Cronbach's Alpha for attitude toward the ad ($\alpha = 0.91$), attitude toward the brand ($\alpha = 0.96$), purchase intention ($\alpha = .90$).

Hypothesis Testing

H1.1.: Celebrity endorser has a significant effect on the attitude towards advertising (Aad) compared to non-celebrity endorser.

The independent samples t-test indicates that there is no significant difference between the two types of endorsers (tvalue=1.548, p-value=0.124) related to Aad.

BUSINESS ADMINISTRATION

24

H1.2: Celebrity endorser has a significant effect on the attitude toward brand (Ab) compared to non-celebrity endorser.

The independent samples t-test indicates that there is no significant difference between the two types of endorsers (tvalue= 0.413, p-value=0.680) related to Ab.

H1.3: Celebrity endorser has a significant effect on the purchase intention (Pi) compared to non-celebrity endorser.

The independent samples t-test indicates that there is a significant difference between the two types of endorsers (tvalue= 2.268, p-value=0.025) related to Pi. This shows that *Hypotheses 2.1* is supported.

H2.1: Endorser-product match has a significant effect on the attitude towards advertising compared to endorser unmatch with the product.

The independent samples t-test indicates that there is a significant difference between product match and product unmatch with the endorser (tvalue=1.971, p-value=0.050) related to Aad. This shows that Hypotheses 2.1 is supported.

H2.2: Endorser-product match has a significant effect on the attitude toward the brand compared to endorser unmatch with the product.

The independent samples t-test indicates that there is no significant difference between product match and product unmatch with the endorser (tvalue=1.046, p-value=0.297) related to Ab.

H2.3: Endorser-product match has a significant effect on the purchase intention compared to endorser unmatch with the product.

The independent samples t-test indicates that there is no significant difference between product match and product unmatch with the endorser (tvalue=1.441, p-value=0.151) related to Pi.

Table 7 Independent t-test results.

Variables	Endorser Type (E)		Endorser-Product Match (M)	
	t	p	t	p
Attitude toward ad	1.548	0.124	1.971	0.050
Attitude toward brand	0.413	0.680	1.046	0.297
Purchase intention	2.268	0.025	1.441	0.151

H3.1: There is an interaction effect of variables endorser type and endorser-product match on attitude towards advertising.

The two-way ANOVA was used to test the effect of the two independent variables (endorser type and perceived fit with the product) of the experiment on attitude towards the ad (the dependent variable).

The results for Levene's test are unsignificant than critical value $p \leq 0.05$ (F [3, 156] = 0.751, p = 0.524) therefore the equality of variances condition is meet.

Next we analyzed the main effects and interaction effect. The attitude toward ad is significantly influenced by the endorser perceived match with the product (F [1, 160] = 4.167, p = 0.043), but not significantly influenced by the endorser type (F [1, 160] = 3.149, p = 0.078). There is no significantly interaction effect of the variables endorser type and endorser perceived match with the product on attitude toward ad (F [1, 160] = 2.292, p = 0.132).

BUSINESS ADMINISTRATION

H3.2: There is an interaction effect of variables endorser type and endorser-product match on attitude toward brand.

The two-way ANOVA was used to test the effect of the two independent variables (endorser type and perceived fit with the product) of the experiment on attitudes towards the brand (the dependent variable).

The results for Levene's test are unsignificant than critical value $p \le 0.05$ (F [3, 156] = 0.099, p = 0.960) therefore the equality of variances condition is meet.

Next we analyzed the main effects and interaction effect. The attitude toward brand is not significantly influenced by the endorser perceived fit with the product (F [1, 160] = 1.032, p = 0.311) nor by the endorser type (F [1, 160] = 0.114, p = 0.736). There is no significantly interaction effect of the variables endorser type şi endorser perceived fit with the product on attitude toward brand (F [1, 160] = 0.103, p = 0.748).

H3.3: There is an interaction effect of variables endorser type and endorser-product match on purchase intention.

The two-way ANOVA was used to test the effect of the two independent variables (endorser type and perceived fit with the product) of the experiment on purchase intentions (the dependent variable).

The results for Levene's test are unsignificant than critical value $p \le 0.05$ (F [3, 156] = 1.165, p = 0.184) therefore the equality of variances condition is meet.

Next we analyzed the main effects and interaction effect. The purchase intention is significantly influenced by the endorser type (F [1, 160] = 6.725, p = 0.010) but not significantly influenced by the endorser perceived fit with the product (F [1, 160] = 2.424, p = 0.122). There is a significantly interaction effect of the variables endorser type şi endorser perceived fit with the product on purchase intention (F [1, 160] = 7.501, p = 0.007) Thus, this finding supports theis hypothesis.

Table 8 two-way ANOVA results.

Variables	Main Effect Endorser Type (E)		Main Effect Endorser-Product Match (M)		Interaction Effect (E x M)	
	F	p	F	p	F	p
Attitude toward ad	3.149	0.078	4.1.67	0.043	2.292	0.132
Attitude toward brand	0.114	0.736	1.032	0.311	0.103	0.748
Purchase intention	6.725	0.010	2.424	0.122	2.424	0.122

H4: Attitude toward the ad has an influence on attitude toward the brand.

The Pearson R correlation shows significant relationship between attitude towards the advertisement and attitude towards the brand (r (158) = 0.643, p = 0.000). Therefore, it can be said that H4 is supported. That means that subjects with positive attitude toward advertising tend to have a positive attitude toward brand too and mutually, individuals who have a negative attitude towards advertising tend to have also a negative attitude toward brand. The coefficient of determination R^2 = 0.413, therefore 41.3 % of the attitude toward brand variable variance is explained by the attitude towards ad. Thus, attitude toward advertising influences positively attitude toward brand.

The results after using simple linear regression are statistically significant (F [1, 159] = 111.478, p = 0.000), adjusted R squared = 0.410 ceea ce înseamnă că 41 % of the attitude toward

BUSINESS ADMINISTRATION

brand variance is explained by the subjects' attitude towards ad, standardized beta coefficients = 0.643 being also statistically significant.

The regression equation obtained is:
attitude towards brand = 5.023 + 0.669*(attitude towards ad)

H5: Attitude toward the brand has a influence on purchase intention.

The Pearson R correlation shows significant relationship between attitude towards the brand and purchase intention (r [158] = 0.536, p = 0.000). Therefore, it can be said that H5 is supported. That means that subjects with positive attitude toward brand tend to have an intention to purchase more developed and mutually, individuals who have a negative attitude towards brand tend to have lower purchase intention. The coefficient of determination R^2 = 0.287, therefore 28.7 % of the purchase intention variable variance is explained by the attitude towards brand. Thus, attitude toward brand influences positively the purchase intention.

The results after using simple linear regression after using simple linear regression are statistically significant (F [1, 159] = 63.529, p = 0.000), adjusted R squared = 0.282 ceea ce înseamnă că 28.2 % of the purchase intention variance is explained by the subjects' attitude towards brand, standardized beta coefficients = 0.536 being also statistically significant.

The regression equation obtained is:
Purchase intentions = 10.520 + 0.585*(attitude towards brand)

H6: Attitude toward the ad has a influence on purchase intention.

The Pearson R correlation shows significant relationship between attitude towards the brand and purchase intention (r [158] = 0.550, p = 0.000). Therefore, it can be said that H6 is supported. That means that subjects with positive attitude toward advertising tend to have an intention to purchase more developed and mutually, individuals who have a negative attitude towards advertising tend to have lower purchase intention. The coefficient of determination R^2 = 0.302, therefore 30.2 % of the purchase intention variable variance is explained by the attitude towards ad. Thus, attitude toward advertising influences positively the purchase intention.

The results after using simple linear regression after using simple linear regression are statistically significant (F [1, 159] = 68.371, p = 0.000), adjusted R squared = 0.298 ceea ce înseamnă că 29.8 % of the purchase intention variance is explained by the subjects' attitude towards ad, standardized beta coefficients = 0.550 being also statistically significant.

The regression equation obtained is:
Purchase intentions = 10.172 + 0.624*(attitude towards ad)

Table 9 Correlation results.

Variables	Attitude toward brand		Purchase intention	
	r	p	r	p
Attitude toward ad	0.643	0.000	0.550	0.000
Attitude toward brand			0.536	0.000

H7: Celebrity endorser has a significant effect on brand name recognition compared with non-celebrity endorser.

The results for chi-square test, using Crosstabs, show that is no significant difference than critical value p ≤ 0.05 between brand name recognition and endorser type (χ^2 [2] = 1.068, p = 0.586).

BUSINESS ADMINISTRATION

27

Table 10 Chi-square results.

Variable	χ^2	p
Endorser type	1.068	0.586

6   Conclusions

Summary of hypotheses, supported and rejected, are presented in table 11.

Table 11 Summary of Hypotheses.

	Hypotheses supported		Hypotheses rejected
H1.3	Celebrity endorser has a significant effect on the purchase intention compared to non-celebrity endorser.	H1.1	Celebrity endorser has a significant effect on the attitude towards advertising compared to non-celebrity endorser.
H2.1	Endorser-product match has a significant effect on the attitude towards advertising compared to endorser unmatch with the product.	H1.2	Celebrity endorser has a significant effect on the attitude toward brand compared to non-celebrity endorser.
H3.3	There is an interaction effect of variables endorser type and endorser-product match on purchase intention.	H2.2	Endorser-product match has a significant effect on the attitude toward the brand compared to endorser unmatch with the product.
H4	Attitude toward the ad has an influence on attitude toward the brand.	H2.3	Endorser-product match has a significant effect on the purchase intention compared to endorser unmatch with the product.
H5	Attitude toward the brand has a influence on purchase intention.	H3.1	There is an interaction effect of variables endorser type and endorser-product match on attitude towards advertising.
H6	Attitude toward the ad has a influence on purchase intention.	H3.2	There is an interaction effect of variables endorser type and endorser-product match on attitude toward brand.
		H7	Celebrity endorser has a significant effect on brand name recognition compared with non-celebrity endorser.

The study revealed that in the case of clothing for women, *the presence of celebrity endorser in print advertising does not influence consumers' attitudes towards brand and advertising*. This means that both celebrity and the model are equally effective in changing attitudes towards the two dependent variables. For company manager who aims to achieve these objectives by using celebrities in advertising, this result suggests that it would invest inefficiently, given that he would achieve the same impact appealing to models, a more financially favorable option.

Attitude towards advertising is significantly influenced as long as endorser is perceived fit with the product, whether he is celebrity or supermodel. On the other hand, the more consumer likes advertising, the more likely that creates a favorable attitude towards the brand and determine purchasing behavior.

Celebrities are showing their effectiveness in influencing purchase intention. When celebrity endorsement is used, celebrity image congruence is greater influences the product purchasing intention than non-celebrity. Companies that focus on modifying the intention of buying in order to increase profit margin will pay attention to products endorsement through celebritys.

Research has confirmed that attractive endorsers fit clothing products, whether they are celebrities or models. Similarity, in terms of attractiveness, both of celebrity and model determine their positive associations with products that enhance the image (Karmins, 1990).

BUSINESS ADMINISTRATION

The two endorsers facilitates brand name retention. Thus, in the case of clothing, famous people and models made in an equally high level of attention and remembrance (Solomon, 2002; Bower şi Mateer, 2008).

Also, how consumer more likes advertising, the more likely that it create a favorable attitude towards the brand and determine purchasing behavior. It confirms the fact that ads using celebrities increase the likelihood of consumers buying the promoted brand through advertising (Stallen et al., 2010).

7   Limitations and Future Research

Admittedly, this study had its limitations. Firstly, the number of subjects per group, although a recommended size for an experiment, should have been a minimum of 300 respondents. Even an experiment purpose is to obtain reactions, small experimental groups do not allow the method to obtain representative results, reason for wich it's mostly used in academic marketing research rather than applied research.

Secondly, respondents that live in a specific area and only one medium of advertising. Future studies should base the research on a wider geographical location resulting in more generalizable representation. Also, it may be extended in digital environment, having analyze the effect a social network (facebook, twitter, etc..) might generate on consumers'.

Thirdly, the nature of the product - business dress - may also influence the results. Research can be extended to other categories of clothing products, age of the respondents

One limitation regarded the selection of the models as non-celebrity endorser for the experiment. This choice was made to ensure compliance with reality. In fashion industry, fashion promotion is not made by "ordinary" people, but by models, whose job is to wear clothes in order to show the products, how they fit with the body. Maybe this is a reason why they obtained high scores in product matching.

It is considered to be a limit any other matter that may influence subjects' response to stimuli: body position in which the product is presented (standing, sitting, lying, etc..), person's attitude (confident, open, proud, sober, etc..), visual print (size, color, pattern, context, etc..).

Another future research could investigate whether consumers perceive the influence of several different endorsers. For example, if the fact that a person who listens to music every day of a popular singer is influenced by its endorsement compared to a celebrity that he admires, but not developed an emotional bond to him.

Study results show what celebrities are considered credible and perceived fit to promote classical suit. A fashion brand can select a celebrity for its advertising campaign, as she may increase the likelihood of consumers to buy endorsed products.

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29

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30

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BUSINESS ADMINISTRATION