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The value of personified celebrity endorsers to brand endorsement and their effect on the brand and the personified celebrity endorser

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Abstract

The research project explored the value of the personified celebrity endorser to brand endorsement and the effect on the original brand and the personified celebrity endorser.

Endorsement has proven to be an effective marketing tool to increase purchase intent and positively influence consumer attitudes towards a brand and, as a result the use of endorsers, particularly celebrities, has grown. However the use of celebrities does have its challenges as aligning the celebrities brand with ones' own brand can be a risk. Over-coming these challenges usually results in brands using personified endorsers, characters designed to personify the brand, designed to reflect, and share features of, the brand's personality through endorsement. These characters require large amounts of investment in time and finance, which later are often terminated after a period resulting in sunk costs and loss of the characters' equity.

This loss of equity in turn leads to these personified endorsers losing credibility in the market and subsequently losing economic value when made redundant, particularly if they have celebrity status. While many studies have been done on personified endorsers, few have focused on human personified endorsers. Thus, to understand the potential impact of the personified celebrity endorser's credibility on consumers and other brands, a quantitative study was undertaken that looked at the source credibility of an original brand (Hansa Pilsener) and a personified celebrity endorser (The Vuyo character).

The source credibility was measured across three attributes: attractiveness, trustworthiness and expertise. These attributes were measured pre and post respondents being shown fictional stories involving Vuyo endorsing other brands or products.

The main finding of the research was that the personified celebrity endorser has his/her own credibility that is separate from the original brand and if the personified celebrity endorser promotes another brand or product, the original brand's credibility remains unharmed. This suggests that the personified celebrity endorser's value can be extended to other brands in order to gain further economic value

Key Words:

Transference

Endorser

Brand

Personified celebrity endorser

Declaration

I declare that this research project is my own work. It is submitted in partial fulfillment of the requirements for the degree of Master of Business Administration at the Gordon Institute of Business Science, University of Pretoria. It has not been submitted before for any degree or examination in any other University. I further declare that I have obtained the necessary authorisation and consent to carry out this research.

Edward Haefele

10 November 2014

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The last two years at GIBS have been an integral part of my personal development, enriching me not solely academically. It has been a journey that has challenged my beliefs and philosophical outlook on the world. I have learnt that although I know little, I have a great thirst for further knowledge. It is this learning, together with the friends I have made on this journey that will be most valued.

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Chapter 1

1.1 Introduction

In the global market where brands are becoming universal, competition requires business to build brand identity to differentiate one's product from another. A key aspect of this is building a connection with consumers (Chao, Wuˑhrer, & Werani, 2005; Ogunsiji, 2012). Thus the purpose of this study is to explore how a personified celebrity endorser's credibility developed by a brand, forms its own credibility and whether this can be transferred to another brand with regard to '*transference theory*' by McCracken (1989), supported by Ohanian's (1990) source credibility scale with respect to influencing consumer perceptions. Keller (2008) states that by associating brands with specific people, places, things or other brands, marketers can build or leverage knowledge that would otherwise be difficult to achieve through more direct marketing programmes or methods

This is often done through using celebrities as endorsers, personifying the brand and creating an emotional connection with consumers resulting in purchase intent (Delbaere, McQuarrie, & Phillips, 2011; Fleck, Korchia, & Le Roy, 2012). Brands make use of recognised and likable celebrities by leveraging the celebrities' equity (Keller, 2008). The marketing practice of using celebrities to endorse products is not a modern phenomenon, and can be traced back to the nineteenth century (Fleck, Korchia, & Le Roy, 2012; Keel & Nataraajan, 2012). The modern era however has ushered in greater use of celebrities as endorsers, to the extent that over 25% of advertisements feature celebrities (Keel & Nataraajan, 2012; Seno & Lukas, 2007).

Keller (2003) suggests that consumer researchers have a role to play in guiding and providing valuable insights into marketing leverage, as the issue of branding grows in importance. Consumer researchers should, by definition, understand consumer brand knowledge and how it is impacted by associations with people, places, things or other brands – and thus can advise on the leveraging process as a means of improving brand equity.

The ability of a brand to engage and resonate with consumers and their needs is an instrumental aspect of building a brand and brand personality (Amos, Holmes, & Strutton, 2008; Cohen, 2014). The use of celebrity endorsement is a large factor in personifying a

brand and creating a brand personality (Fleck, Korchia, & Le Roy, 2012; Keel & Nataraajan, 2012). However, the costs are high and ultimately the organisation has little to no control over the actions of the celebrities and this creates risk.

Studies have assessed the negative actions of celebrities and the corresponding publicity and the impact such actions can have on a brand. To circumvent the risk mentioned here, it has become common practice to use non-celebrities and brand ambassadors to create a character that personifies the brand. This allows a brand to stand out while being more manageable in terms of cost and control of congruency to the brand (Chao, Wu ̇hrer, & Werani, 2005).

The motivation behind this study is based on the use of personified characters to endorse a brand and the transfer of meaning through brand personification (Cohen, 2014). Personified brand characters are developed with hefty investments from the brand to develop the characters' credibility. Thus, in time, the personified character gains credibility through the brand's investment and the credibility transferred from the brand. After a while, the personified character starts to transfer its own source of credibility to the brand (Fleck, Korchia, & Le Roy, 2012).

The marketing environment is a fast-changing one, characterised by savvier consumers, increased competition and the emergence of new marketing tools, as well as a decline in traditional marketing tactics (Kyung, Kwon, & Sung, 2010). Consequently, marketers are continually second-guessing their branding strategies and trying to increase and leverage branding equity by 'borrowing from others' and linking their brand to other images, symbols or people (Bigne ́-Alcan ̃iz, Curra ́s-Pe ́rez & Sa ́nchez-Garc ́ıa, 2009; Kyung, Kwon, & Sung, 2010).

Brand equity refers to the incremental value added by associating a brand name with a product (Spry, Pappu & Cornwell, 2011, Wang & Yang, 2010). When building brand equity, it is generally accepted that advertising is useful and McCracken (1989) suggested that celebrity endorsers could assist in building equity by creating a new association. Seno and Lukas (2007) proposed that the endorsed brand use a celebrity endorser as a co-brand, resulting in the formation of further equity for both the celebrity and the brand. Empirical evidence shows that celebrity endorsement generates greater recall of both the advertisement and endorsed brand in focus (Atkin & Block, 1983, Wang & Yang, 2010).

This study was inspired by the use of personified characters that become celebrity endorsers of large brands in South Africa. Some well-known examples are Vodacom's "Yebo Gogo" characters, "Steve" from First National Bank (FNB), and "Vuyo" from Hansa Pilsener (Hansa). South Africa uses these characters as they aid in breaking down cultural barriers, as they exert a strong influence on popular culture and public life, influencing consumer attitudes and perceptions (Ilicic & Webster, 2011). It is important to define a personified celebrity endorser as a human character that plays the role of a fictional character with its own name; personality and story that is completely separate from the actor and not separate from the brand it is associated with (Keel & Nataraajan, 2012; McCracken, 1989). The use of celebrity in this definition is based on the McCracken (1989) in which a celebrity is characterised by unique skills, attractiveness, desirability and alluring lifestyles based on public recognition which in this circumstance is due to the exposure given to it by the brand endorsed. An example of this internationally is Dos Equis, The Most Interesting Man In The World seen in Appendix A. A personified celebrity endorser is not somebody who represents him or herself in an advertisement, such as Eugene, a comedian who performed nationally in South Africa, and then played himself in the Nedbank advertisements.

Brands are critical assets for organisations and brand equity is a key strategic concern (Spry, Pappu, & Cornwell, 2011). Large amounts of money are invested in building and developing characters that come to personify brands and if these relationships are terminated prematurely, brand value and equity can be lost (Aguirre-Rodriguez, 2014). In accounting terms one would call this equity "goodwill" when selling a brand or company above its asset value or future value and, not surprisingly, scholars assert that the greatest assets of many firms are in fact their brands (Ambler, 2003; Davis, 2000; Wilden, Gudergan, & Lings, 2010).

The value of these developed characters (in the form of personified celebrity endorsers) includes monetary value based on the time and money spent in building them, along with the equity they have gained by resonating with consumers (Aguirre-Rodriguez, 2014). This value equates into direct sales and in some cases the removal of the character can lead to disengagement and loss of affinity towards a brand or product (Fleck, Korchia, & Le Roy, 2012).

The question arises – can the value and meaning of these characters be transferred to another brand or product? If so, could brands, products or agencies sell or lease developed characters in the form of personified celebrity endorsers? Thus, the potential

impact of the personified celebrity endorser's credibility to transfer meaning needs to be explored, and in this instance, the strength of credibility that the personified celebrity endorser brings to new brands, as well as the effects it may have on the original brand and the endorser.

The aim of this study is to add knowledge by building a quantitative understanding of how a personified celebrity endorser's credibility developed by a brand, in turn forms its own credibility and whether this can be transferred to another brand. The study makes use of the '*transference theory*' by McCracken (1989), supported by Ohanian's (1990) source credibility scale, to measure the impact of the personified celebrity endorser and the specific factors influencing consumer perceptions.

1.2 Research motivation

The primary motivation for the selection of this field of study is to add to the understanding of the credibility that personified celebrity endorsers have, and of the transfer of meaning of this credibility. There is an extensive base of literature on the effect an endorser has on a brand and the transfer of meaning from one to the other, and this will be explored in depth in the literature review.

However the study on the transfer of meaning from a personified celebrity endorser and the potential impact on a brand or multiple brands, inspired this study to develop a better understanding of the potential impact of a reversal of transfer of meaning, and in this instance, look at the personified celebrity endorser and the credibility this endorser has and if this credibility could be transferred to other brands or products and what affect this would have on the endorser and the original brand if the personified celebrity endorsers endorsed other brands.

The purpose of this research is to provide a better understanding of the transfer of meaning from a personified celebrity endorser, and how consumers view the personified celebrity endorser's credibility and the brand that it interacts with. To build on previous work, this research will utilise a real case study of a personified celebrity endorser to better understand the impact that the brand can have on them, and they on the brand. A secondary aim is to understand if there are specific factors that contribute to, or are impacted by, consumers' perceptions.

This research recognizes that a significant body of work has been generated over the years, which provides better insight into how brands should choose the celebrities that endorse them and how personified characters affect brands. However, when it comes to insight into the use of personified celebrities, and what these personified celebrities, the agencies that develop them and the brands they endorse, consider when looking to enter endorsement deals, there is little research to be found, and this work aims to assist all parties with how best to select the deals they enter into.

1.3 Scope and research structure

The scope of the study will focus on personified celebrity endorsement in its entirety with particular focus on the Theory of Transference using Ohanian's (1990), source credibility scale. It will draw from the existing literature on celebrity endorsement. The structure of the research is set out to address the research propositions.

2. Literature Review

2.1 Important constructs

This chapter is intended to provide the theory to support the purpose of the study. It will discuss major constructs to address the research problem. These constructs are: brand personification and augmentation; celebrity endorsement; Theory of Transference; and celebrity credibility and congruency.

2.1.1 Brand personification and augmentation

Linking a brand to some other person, place, thing or brand affects brand knowledge by creating new brand knowledge or affecting existing brand knowledge (Delbaere, McQuarrie, & Phillips, 2011). Brand personification was used in brand building prior to the advent of television (Cohen, 2014). Personification is a figure of speech in which inanimate objects are characterised in terms of human attributes. Consumers relate to product personification due to anthropomorphism, a cognitive bias where individuals are likely to attribute human characteristics to inanimate objects, animals and items (Delbaere, McQuarrie, & Phillips, 2011). As a result, brand personification is an exceptional tool for connecting with consumers in an emotional manner and helping to build a brand personality as traits are transferred from character to brand (Cohen, 2014).

Brand personification or brand anthropomorphism has various forms depending on the extent to which a brand or product is described, transformed, assigned or endowed with human-like characteristics, such as intention, motivation and emotions (Cohen, 2014). Here, personification is a message characteristic and anthropomorphism is an audience characteristic (Cohen, 2014; Delbaere, McQuarrie, & Phillips, 2011). Personification of a brand refers to the assigning of human characteristics to a character representing a product or brand. Another form of brand personification is the use of a real person, rather than an animal or inanimate object, to personify product benefits, constructs, principles or values (Cohen, 2014). Lastly, the owner, founder, or leading character behind the brand, usually a celebrity, can represent brand personification. In this case, the brand is personified by the human attributes of the individual concerned, and not by anthropomorphisation of an object or animal (Cohen, 2014).

It is the latter two forms of personification that are relevant to the study and the transference of attributes from brand to endorser and endorser to brand. In the first of these, the brand's characteristics are personified by the human character, resulting in a personified celebrity endorser that reaffirms the brand's message. In one of the most iconic brand personifications, the "Marlboro Man" transformed Marlboro cigarette brand's image by using the imagery of a cowboy to position the brand as a more masculine product in 1955 (Aguirre-Rodriguez, 2014). In the second relevant form of personification, characteristics are transferred from the individual (owner, founder or celebrity) to the brand, giving the brand human attributes. In both cases, the personification of the brand helps consumers connect to the brand.

2.1.2 Celebrity endorsement

According to Spry, Pappu and Cornwell (2011), an endorsement is a technique where a brand, product or company is recommended, supported and spoken for by a respected or distinguished individual – an expert in the field, or a celebrity. Rodriguez (2008), describes an endorser as an individual who is a public figure or a private citizen, who gives a testimonial or a written or a spoken statement, extolling the virtue of a product. Testimonials are usually provided by ordinary citizens and endorsements by celebrities (Rodriguez, 2008).

Celebrity endorsement leverages on public recognition of the celebrity and positive secondary brand associations to gain consumer awareness transfer positive associations tied to the celebrity onto the brand (Keller, 2008). This positive transfer builds brand image and ultimately enhance the endorsed brand's equity (Keller, 2008; McCracken, 1989). Celebrities are famed individuals – TV stars, movie actors, accomplished athletes, pop stars, entertainers, and so on – who are renowned for their achievements (Rodriguez, 2008).

By establishing connections between consumers and the advertised brand, celebrity endorsements result in higher advertisement recall rates and improve communication with potential customers (Ilicic & Webster, 2011). Ultimately celebrities, improve sales of the endorsed product through aiding in the breaking down of cultural barriers and assisting in the repositioning of a brand or company image. Consequently the influence of celebrities is not solely limited to only selling products and brands, but also influence all facets of popular culture and in turn influencing consumer attitudes and perceptions (Ilicic & Webster, 2011).

Celebrities' attributes, often characterised by unique skills, attractiveness, desirability and alluring lifestyles, transfer meaning to brands (McCracken, 1989). Endorsements by celebrities are more effective than endorsements by other professionals such as product experts and company managers (Seno & Lukas, 2007). Endorsement is an attractive option as it draws attention to the brand and increases advertisement and brand awareness (Chao, Wu˙hrer, & Werani, 2005). The efficiency and effectiveness of using celebrities is, in large, due to consumers regarding famous people as highly dynamic, engaging and likeable (Atkins & Block, 1983). The business case for celebrity endorsement may explain why it is a common feature in today's marketing world (Ilicic & Webster, 2011). Through the celebrity, attention is drawn towards the actual product being promoted. Saliburyte (2009) suggests that the nature of the product and how consumers make their purchase decisions are what generate success, not solely the appearance of a celebrity. This suggests that other characteristics must be used to evaluate the potential effectiveness of an endorsement deal.

Endorsement is not only beneficial to the brand but also to the endorser, particularly with regard to remuneration (Chao, Wu˙hrer, & Werani, 2005). Due to the high price tag associated with celebrity endorsement, academic research has focused on examining the extent to which endorsement affects brand performance, consumer attitudes, brand recall, and purchase intent (Keel & Nataraajan, 2012). In understanding why the use of celebrities is successful in one instance and not in another, factors including source credibility, celebrity-product congruency (the match-up theory), the interaction of celebrity, audience and gender, must be considered.

Beneficial to a brand as the endorsement process may be there are also negative aspects. This is due to human nature and the consequent inconsistencies of celebrities. When brands place their reputation with a celebrity, negative publicity can be projected onto the brand. Numerous examples of this – OJ Simson, Mike Tyson and Kobe Bryant – show that unfavourable celebrity behaviour or publicity negatively affects brand perception (Till & Busler, 1998; White, Goddard & Wilbur, 2009). Another element to celebrity endorsement is when celebrities eclipse the brand and there is a higher resonance or stronger attachment with the celebrity than with the brand. This lack of congruency can have a negative effect on brand recall and association, as the product is not the focal point (Fleck, Korchia, & Le Roy, 2012). Furthermore, research showing that consumers perceive celebrities who endorse brands in multiple product categories as less credible than those who endorse only one, will be discussed later (Ilicic & Webster, 2011).

While celebrities generate brand attention and prestige, the negative aspects of endorsement may prompt brands rather to use personified endorsers or lay endorsers. These are unknown individuals who are chosen based on the target market demographics or the brand's needs. They are anonymous individuals who offer association with the target audience at a lower price. They are usually packaged as the 'typical person' consumers can identify with (McCracken, 1989). However, this is also expanded to celebrity endorsers who are formed by the brand and refined to reflect the brand's personality and image (Keel & Nataraajan, 2012). Personified celebrity endorsers are individuals selected to represent a fictional character to help personify a brand and communicate a brand story. The characters, in turn, become celebrities. Personified celebrity endorsers are "owned" by the brand in that the brand owns the character. This allows the brand to dictate how the endorser will be portrayed to the consumer, aligning it with the brand's story.

2.1.3 Personified celebrity endorsement

When a character is designed to personify the brand, the character is designed to reflect, and share features of, the brand's personality (Delbaere, McQuarrie, & Phillips, 2011). These features include values, motives, dreams and reservations. Ideally, this character should be congruent and consistent with the brand's values and its consumers, and the same methodology of congruence and credibility as when choosing a celebrity endorser, should be applied (Aguirre-Rodriguez, 2014; Cohen, 2014). A character may become a brand spokesperson/character and, both verbally and non-verbally, advocate the brand, becoming a brand ambassador or endorser (Aguirre-Rodriguez, 2014; Cohen, 2014; Delbaere, McQuarrie, & Phillips, 2011). Brands usually inflate personified celebrity endorsers characteristics, personalities and lifestyles as they are fictional characters used to increase consumer expectations. Attaching grandeur and distinction to a brand leverages transference, since consumer congruency is often not based on reality but rather on self-perception (Fleck, Korchia, & Le Roy, 2012). However, this can also be unrealistic and provide dissonance rather than congruence (Cohen, 2014). Thus, when personifying a brand, one must ensure that the personified object or endorser is congruent not only with the expectation of the brand strategy, nature of the brand and the brand personality, but also aligns with the targeted consumer's needs, culture and self image (Aguirre-Rodriguez, 2014).

2.1.4 Theory of Transference

McCracken (1989), who argued that celebrity endorsers share cultural elements such as race, age, lifestyle and personality with consumers, formed the Theory of Transference. It suggests that meaning is transferred from the celebrity endorser to the product, as the endorser's attributes move to the product when placed together (McCracken, 1989; Seno & Lukas, 2007; White, Goddard, & Wilbur, 2009). McCracken (1989) states that this development occurs in three stages: the creation of the celebrity's image; the transfer of meaning from the celebrity to the brand; and the transfer of the brand image to the consumer. This transfer of meaning is called the Meaning Movement and the Endorsement Process and is shown below in Figure 2.1.

Figure 2.1: Meaning Movement and the Endorsement Process
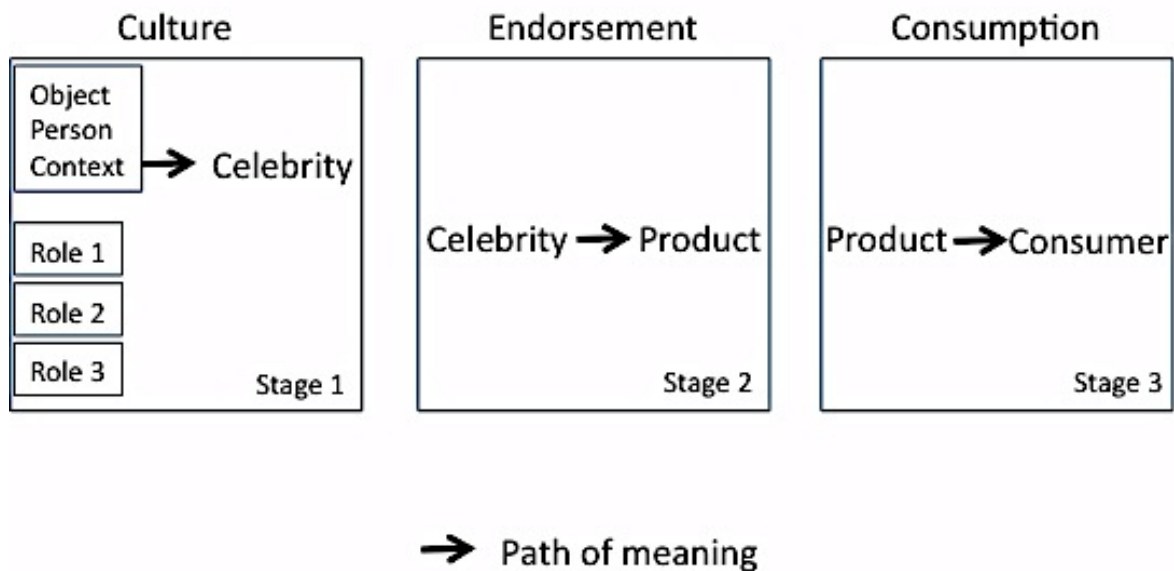
Source: McCracken (1989).

This movement of meaning demonstrates that endorsements are effective when consumers purchase and consume a brand's product and adopt the meaning associated with the brand (Sliburyte, 2009); meaning is transferred from the celebrity endorser to the product, based on the celebrity's public persona (Fleck, Korchia, & Le Roy, 2012; Seno & Lukas, 2007; White, Goddard; & Wilbur, 2009). Studies have shown that meaning

conveyed by the endorser to the brand can be subject to reverse transference – where the brand has an impact upon the endorser (Amos, Holmes, & Strutton, 2008; Seno & Lukas, 2007).

Dross (2011) concurs, claiming that meaning transfer may be reversed and that attitudes towards the endorsed brand can be transferred to perceptions of the celebrity endorser's credibility and expertise. Both popular and unpopular brands can influence the expertise and credibility of celebrity endorsers (Dross, 2011). Furthermore, a poorly perceived brand can negatively influence perceptions of the attractiveness and trustworthiness of a popular celebrity but, conversely, for an unpopular celebrity, a strongly viewed brand does not necessarily translate into a perception of increased attractiveness or trustworthiness. According to Dross (2011), unpopular celebrities are better off investigating avenues of self-promotion other than endorsements when attempting to improve their overall brand image.

2.1.5 Celebrity credibility and congruence

The effectiveness of celebrity endorsement is not based solely on the endorser's attractiveness but on the endorser's public persona; the credibility and congruency to the consumer (Amos, Holmes, & Strutton, 2008; Ohanian, 1991). The concept of congruency is frequently observed in marketing disciplines – endorsements, co-branding, brand extension and sponsorship. Congruency is used to describe the fit, match or link between a brand and another thing, such as an individual, event, product or category (Fleck, Korchia, & Le Roy, 2012). When it comes to congruency and celebrity endorsers, it has been shown that the effectiveness of a brand campaign is linked to the high relation of relevant characteristics of the celebrity endorser and the brand (Fleck, Korchia, & Le Roy, 2012; Sliburyte, 2009). It has been found that when a consumer's perception of a celebrity endorser's image is similar to their own self-image they will have a higher purchase intent, and rate advertisements as favourable (Choi & Rifon, 2012). This implies a relationship between a consumer's self-perception, their engagement with a celebrity and the effectiveness of the advertising campaign and the purchase intent. This indicates that managers can significantly benefit from selecting celebrity endorsers with whom consumers have a connection or affiliation in terms of an attachment bond. This is supported by Extant theory which suggests that celebrities to whom consumers are attached may be more effective endorsers of brands than those celebrities to whom consumers are less attached. This supports the Extant theory which suggests that celebrities to whom consumers are attached may be more effective endorsers of brands

than celebrities with weaker attachment bonds. The model below by Choi and Rifon (2012), Figure 2.2, demonstrates that purchase intent is based on the attitude to the brand, influenced not only by congruency of a celebrity and the brand, but also by congruency between the consumer and the celebrity.

Figure 2.2: The Celebrity/Consumer Congruency Model
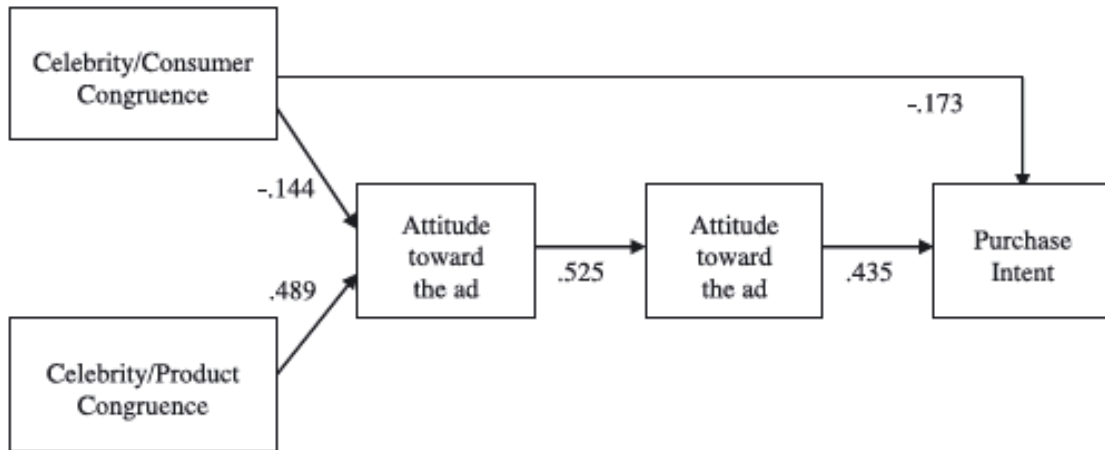
Source: Choi and Rifon (2012).

Along with congruency, the celebrity's credibility is an important factor influencing the effectiveness of an endorsement (Ohanian, 1991; Spry, Pappu, & Cornwell, 2011). According to Ohanian (1991), credibility consists of expertise, attractiveness and trustworthiness. Various models have been developed to depict the effectiveness of an endorser's message and the aspects forming endorser credibility (Ohanian, 1991; Spry, Pappu, & Cornwell, 2011). This conceptual framework of celebrity endorsement shown in Figure 2.3 demonstrates the relationship between the brand, endorser and consumer regarding credibility and effectiveness of an endorsement (Sliburyte, 2009; Spry, Pappu, & Cornwell, 2011). Brand credibility is concerned with whether or not consumers perceive that a brand possesses relevant expertise, trustworthiness and attractiveness, whereas brand image centres on the strength, favourability and uniqueness of brand associations (Wang & Yang, 2010).

Figure 2.3 exhibits how the consumer's trust in a brand is based on the perceived honesty and integrity of the endorser and of the brand, with regard to credibility (Ohanian, 1991; Keel & Nataraajan, 2012). The trust perceived, based on the performance of a brand in

achieving its objective and on the endorsers skill in presenting brand information to a target audience, will determine the credibility of the endorser and the brand, thus increasing the effectiveness of the campaign (Spry, Pappu, & Cornwell, 2011). Trust directly affects commitment to the brand and influences attachment and affective commitment to a brand (Louis & Lombart, 2010).

An endorser perceived to be an expert, is found to be more persuasive and to generate greater intentions to buy the brand (Ohanian, 1991; Ilicic & Webster, 2011). Attractiveness of the celebrity endorser is equally important as it not based solely on physical attributes but includes the public persona and acceptance, and has been shown to considerably improve the product's or brand's image associated with the endorser (Sliburyte, 2009; Spry, Pappu, & Cornwell, 2011).

Figure 2.3: Conceptual Framework Of Celebrity Endorsement
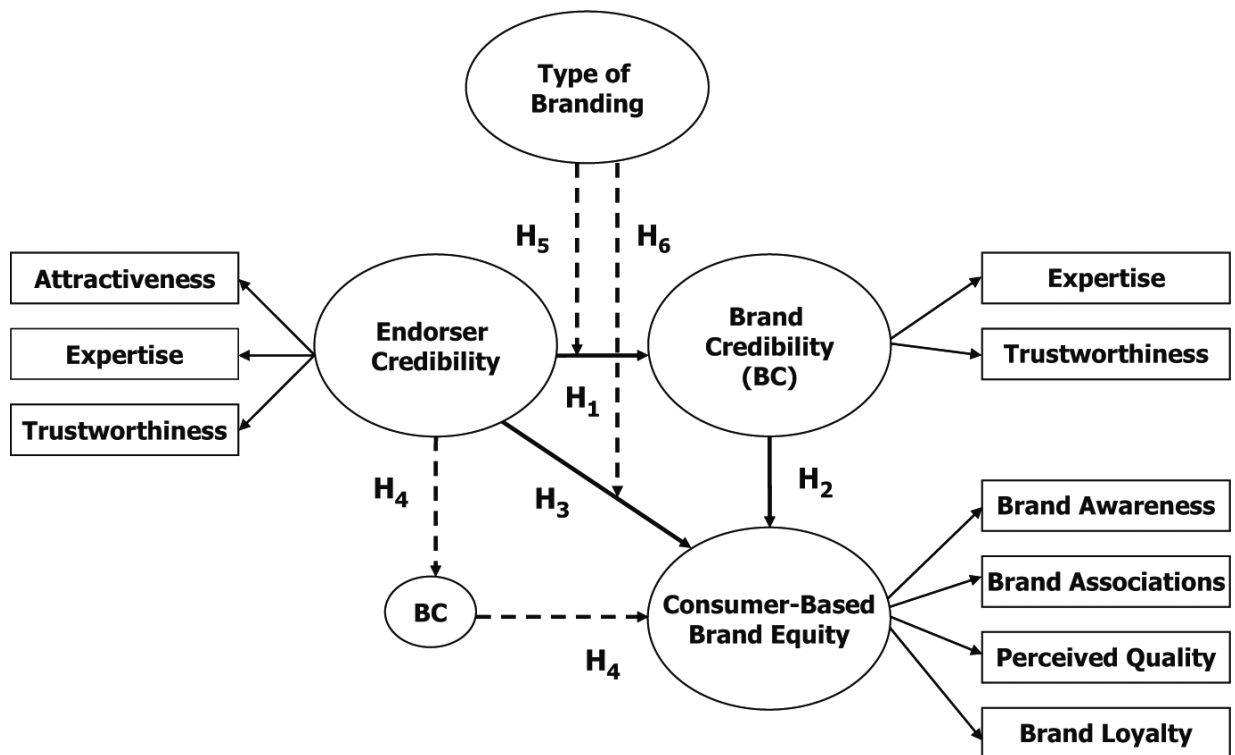
Source: Spry, Pappu & Cornwell (2011).

This prompts questions around consumer-based brand equity with regards celebrity endorsements being built around the credibility of the brand and the endorser. One could

advocate that, regardless of whether an endorser is a celebrity or personified celebrity endorser, consumers' attitude and brand equity should be the same. However, research results on the best form of endorsement vary – some research suggests that the type of endorsement does not affect consumers' attitudes, purchase intent or brand recall (Keel & Nataraajan, 2012) while others suggest that personified celebrity endorsers have a greater effect on consumers' attitudes (Cohen, 2014; Delbaere, McQuarrie, & Phillips, 2011) purchase intent or brand recall than celebrity endorsers. This is challenged by studies demonstrating that celebrity endorsements are more effective (Keel & Nataraajan, 2012), and evidence shows that celebrity endorsers are more widely used than personified celebrity endorsers. This prompts the question: if a personified celebrity endorser is aligned with another brand, would the personified celebrity endorser maintain credibility and enhance the new brand's credibility and consumer-based brand equity? Consideration needs to be given to the fact that an endorser or spokesperson does not need be exclusive to one brand but needs to be culturally relevant, trustworthy and congruent to allow transference to occur (Amos, Holmes, & Strutton, 2008; Spry, Pappu, & Cornwell, 2011). This is supported by Chen, Chang, Besherat, and Baack (2013) who argue that, due to the complex marketing environment that exists, consumers are conditioned with the association between the original brand and endorser. Hence, the original brand will maintain its brand concept and consistency regardless of another brand being endorsed by the same celebrity. Other studies propose that when an endorser endorses multiple brands, transference is diluted, effectiveness decreases and credibility is decreased (Ogunsiji, 2012). The extent of this dilution varies based on the forms of the new multiple endorsements, and does not only affect the brand but also the endorser (Tripp, Jensen, & Carlson, 1994).

Limited research examining the impact of celebrities endorsing multiple products suggests that consumers perceive celebrity endorsers as believing in the brands they endorse, rather than endorsing brands purely for monetary reasons. They find that consumers react more favourably to a branded product and evaluate a celebrity more positively when the celebrity endorses only a single product compared versus multiple products. Findings also show that advertisements are perceived as more favourable and interesting when a celebrity endorses only one product (Ilicic & Webster, 2011). Tripp *et al.* (1994) use the Source Credibility Model to investigate the impact of multiple product endorsements. Their results suggest that a celebrity is seen as more trustworthy and more of an expert when only endorsing one brand. Trustworthiness, expertise and liking of a celebrity significantly lessen when the celebrity endorses multiple products. Ilicic and Webster (2011) do not

identify negative effects for brands that attempt to leverage equity from celebrities who endorse multiple brands such as Tripp *et al.* (1994). Rather, their findings suggest that consumer attitudes towards the advertisement and brands are positive even when a celebrity is seen endorsing multiple brands.

This study will examine the influence of the personified celebrity endorser's credibility through transference from the personified celebrity endorser to the brand on another brand or product. Ohanian's (1991) Source Credibility Model, including all three sub-dimensions, will be used.

2.2 Conclusion

This chapter examined the literature on personification of brands and celebrity endorsement. It reviewed the development, extent and effect on both the endorser and brand endorsed. It further examined the structures of brand endorsement, including transference, congruency (match-up), and source credibility. Particular focus was placed on source credibility and transfer of meaning as these are important factors in understanding the potential impact of transference from brand to endorser and endorser to brand.

The author further elaborated on the theory of Transfer of Meaning, not only from the celebrity to the brand, but also on reverse transfer of meaning from the brand to the consumer. This research will look to gain greater insight into the potential impact of transference on brand to personified celebrity endorser, and personified celebrity endorser to brand.

Chapter 3: Research propositions

The literature review discusses the development and extent of advertising featuring celebrities. It mainly reflects the 'transfer of meaning' from the endorser to the brand. This study sets out to investigate whether the personified celebrity endorser's source credibility attributes discussed in the previous chapter can be transferred to brands other than the original endorsed brand, as well as the effect this has on the celebrity endorser and the original brand endorsed. The research aims to understand whether consumers evaluate the personified celebrity endorser differently when they endorse a variety of products or services.

While brands invest in building a brand personality using celebrities or the personification of non-celebrities as endorsers, the true value of the time and effort is not taken into account and the transference of both brand and endorser is lost after a campaign (Rodriguez, 2008). The literature does not quantify the value of brand personification to consumers and the cost it may have for both the endorser and the brand if the personified character is lost to consumers (Cohen, 2014; Charbonneau & Garland, 2010). One has to measure the benefits brought by the personified character to the brand and to the non-celebrity endorser and consider whether this character can add future value and still maintain congruency and credibility in another category, and not merely the category in which it was birthed (Rodriguez, 2008).

The literature review discusses the three characteristics of successful endorsement based on the Source Credibility Model (Ohanian, 1990). This study aims to gain an understanding of how a personified celebrity endorser, developed by a brand, forms his/her own credibility, and whether this can be transferred to another brand. The Credibility Model (Ohanian, 1990), with its three characteristics, forms the foundation of the research. The influence of the Credibility Model will be measured using the theoretical framework in Figure 2.3, developed by Spry, Pappu and Cornwell (2011), demonstrating that the success of the endorsement is reliant on the credibility of the celebrity and that the brand is integral to the success of the endorsement, thus demonstrating that consumer perception is important for both celebrities and brands.

The premises for the research questions are developed to expand understanding on the credibility of the personified celebrity endorser (Cohen, 2014; Rodriguez, 2008). To supplement this, the study will also explore whether or not credibility of the personified celebrity endorser is independent of the original brand and can be transferred to another

brand. An essential aspect of the research is examining how a consumer will respond to the personified celebrity endorser in a different category, and if the perception of the personified celebrity endorser is altered.

The research proposes that:

1. the credibility of the personified celebrity endorser Vuyo, is perceived differently from the original Hansa Pilsener brand ;

2. a personified celebrity endorser can transfer their credibility to another brand other than the original brand endorsed; and

3. the credibility of the personified celebrity endorser and the original brand will be not impacted if the personified celebrity endorser endorses other brands.

4. Research Methodology

4.1 Introduction

This chapter will outline the research procedure with regard to the elected approach to the research methodology and design. This will encompass aspects of the research design, population, unit of analysis, sampling method and size, as well as the data gathering process and analysis, concluding with a discussion of the research limitations.

The research centres on existing literature on the subject of personified celebrity endorsement. The literature review comprehensively discusses personification of brands, celebrity endorsement and the Theory of Transference, and incorporates the transference from personified celebrity endorser to the brand. The area of personified celebrity endorser transference to a brand has not been extensively researched, specifically from a quantitative perspective. This finding within the literature sparked an interest in exploring the potential impact of negative image transfer from brand to endorser. This research adds knowledge to the topic of brand transference and brand personification.

4.2 Research design

The literature review discussed celebrity endorsement and the transference of meaning from the celebrity to the brand, as well as the personification of a brand endorser and the transfer of meaning from the brand to the celebrity or personified icon. Whilst extant research used qualitative and quantitiative methodology, such as Charbonneau and Garland (2010) and reverse image transfer and the effects of effect that can have on future credibility as per Rodriguez (2008) on credibility and purchase intent. This allowed inferences to support conclusions of past studies and explore the topic of "transference from personified celebrity endorser to the brand" in a descriptive manner. This research study will use a quantitative approach as the author deems it more suitable for adding value and significance to the current body of knowledge with a focus on the personified celebrity endorser and impact of the credibility gained by the personified celebrity endorser and its future use. There are multiple methods proposed for quantitative descriptive studies, such as surveys, questionnaires and re-analysis of secondary data (Saunders & Lewis, 2012). Thus this study will use a survey as it's proposed method of gaining data.

4.3 Population

The population, defined to maintain the research objective, was adults aged over 18 years who are familiar with the Hansa Pilsener Brand and 'Vuyo'. The chosen target population from which the sample was gained was based on the general consumer market that are eligible to consume alcoholic beverages, the sample was extensive enough to ensure that participants would meet this criteria of the target population and be acquainted with the Hansa Pilsener brand and the personified celebrity endorser, Vuyo. This will allow the research to address the research question of transference between brand and personified celebrity endorser whether or not an individual was a consumer of that brand or another. Thus, the population was not the greater public but rather the primary target market of the non-celebrity endorser personifying the Hansa Pilsener brand and its competitors in South Africa. Their observation of the personified celebrity endorser was, therefore, significant for both the personified celebrity and the brand endorsed.

4.4 Sampling

An integral part of research was to establish a proper sampling technique to meet research requirements, according to Saunders and Lewis (2012). In order to demonstrate the probability that the sample's characteristics were also be found in the population, a sample was required to facilitate the use of statistical techniques (Zikmund, 2003). As it is not necessarily practicable to collect data from an entire population, a sample is collected and utilised to emulate findings in the population (Saunders & Lewis, 2012).

Two types of sampling techniques, probability and non-probability, exist (Saunders & Lewis, 2012). Probability sampling, where a researcher is able to identify the possibility of selecting an individual from the population, tends to be costly due to difficulties with volume and selection. With non-probability sampling, however, the chance of an individual being selected for the sample is not known (Saunders & Lewis, 2012).

In this study, a non-probability sampling method was used, as the sample was accessible and aimed at the population of the brand's target market and those that could consume alcohol (Saunders & Lewis, 2012). According to Saunders and Lewis (2012), a researcher must make assumptions, the foremost being that the sample represents an even distribution of the population characteristics when applying a non-probability sampling. As a result, the sample would be not be representative of the population, affecting the results reliability compared to the population. Non-probability sampling allows the researcher to

use multiple techniques to form a sample; examples of these are: convenience; quota; snowball; purposive; and convenience sampling.

This study used purposive sampling as a non-probability sampling technique. Purposive sampling involves selecting participants based on who best will be able to answer the question objectives (Saunders & Lewis, 2012) – in this case, individuals eligible to consume alcohol who are familiar with the brand category, Hansa Pilsener brand, and the 'Vuyo' character. This method is best suited for the study as it targets the population relevant to the topic and the brand interaction, and is able to provide a heterogeneous sample of the population in which the brand competes. This method was not convenience sampling, as the participants were not selected based on convenience to the researcher (Saunders & Lewis, 2012), nor was it snowball sampling as participants were not required/requested to encourage friends, peers or other consumers to participate (Saunders & Lewis, 2012). Based on the population proposed above, the sample consisted of a heterogeneous mix of adults aged between 18 and 65 years, who interacted with the brand in South Africa and knew the Vuyo character.

Although the use of a purposive sample is limited with regard the issue of external validity, this particular sample was deemed acceptable for the study because it is representative of the South African consumer and the intended population for this market and study in question.

4.5 Unit analysis

The unit of analysis is the personified individual endorser who forms part of the survey. The chosen non-celebrity is Vuyo, the personified character of Hansa Pilsener. Participants' interpretation of his attributes will demonstrate the perceived value of the 'Vuyo' brand".

4.6 Questionnaire design

The research instrument was a questionnaire survey designed to answer the research questions. Questionnaires provide an effective and efficient method of evaluating information (Zikmund, 2012). The personified celebrity endorser, Vuyo, who endorsed the brand Hansa Pilsener, was chosen as part of the study shown in Appendix B. The motivation around their selection was based on the positioning of Hansa Pilsner as one of South Africa's largest beer brands with large marketing spend that invest large amount of

capital into the Vuyo character and the campaigns on all platforms. Based on this Vuyo became a personified celebrity endorser as it was a human character that was played the role of a fictional character with its own name; personality and story that is completely separate from the actor and built by the Hansa Pilsener to become a celebrity which was characterised by unique skills, attractiveness, desirability and alluring lifestyles. This received public recognition due to the exposure given to it by the Hansa Pilsener brand. It is for this reason Vuyo was selected along with the Hansa Pilsener brand based on the similarity to The Most Interesting Man In The World and the Dos Equis brand.

To measure the impact of celebrities on brands, the source credibility scale shown in Figure 4.1 will be used (Ohanian, 1990). This will help to understand and interpret consumers' perceptions of Vuyo. According to the Source Model theory, attractiveness, expertise, and trustworthiness are three sub-dimensions forming endorser credibility (Spry, Pappu & Cornwell, 2011).

Figure 4.1: Source Credibility Scale
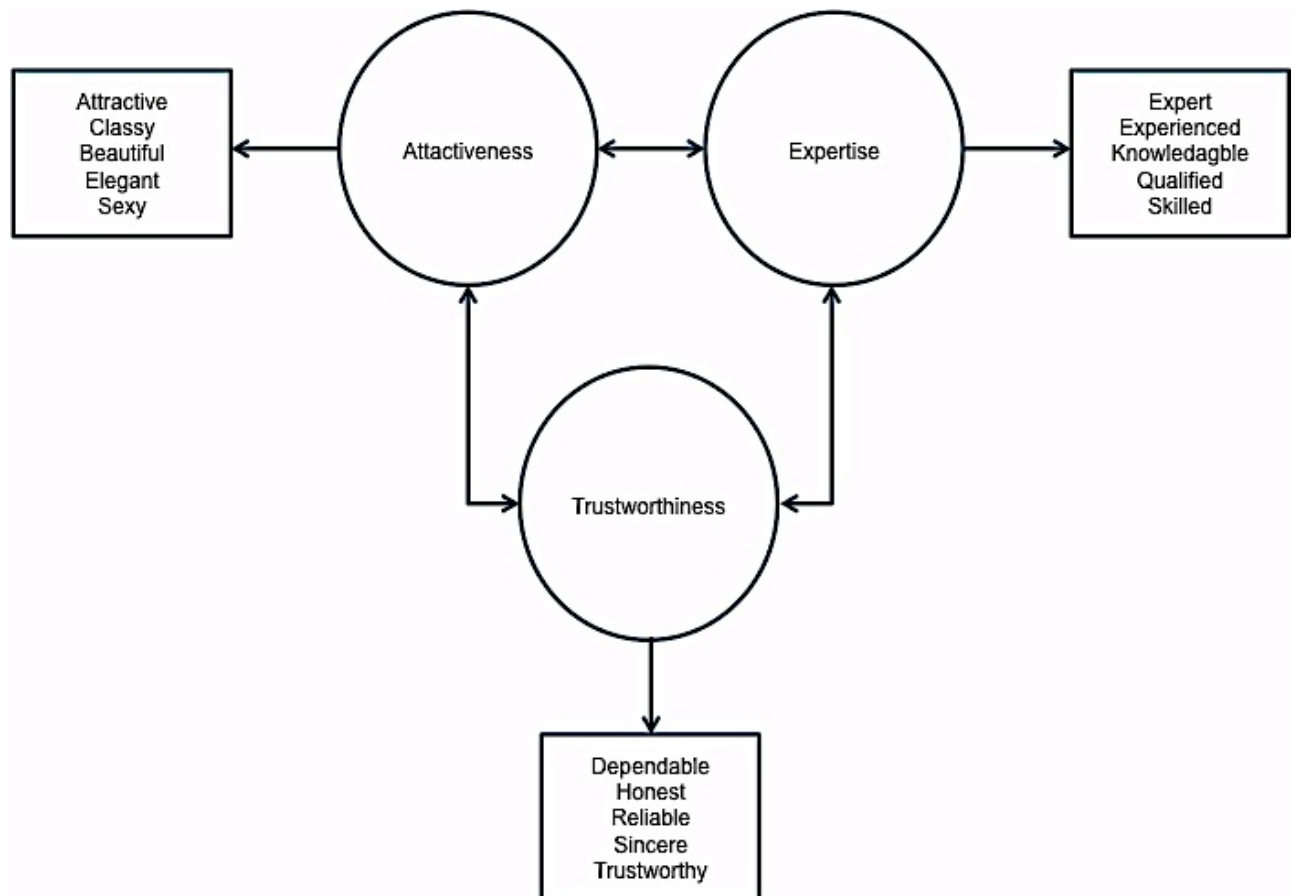
Source: Ohanian, 1990

The source credibility scale's three subs-dimensions each contain five elements listed in Figure 4.1. The use of this scale is based on its historical performance of exhibiting high levels of reliability and validity in celebrity endorser studies (Ohanian, 1991). The use of this scale is validated by its use in current literature such as Charbonneau & Garland (2010), Rodriguez (2008), and Spry, Pappu and Cornwell (2011).

As the research set out to measure the credibility of Hansa Pilsener brand and the Vuyo character pre and post endorsement of a fictional products or brands by the Vuyo character, and gain insight to the change if any of consumer perceptions.

The questionnaire (Appendix C) will be broken into the following sections:

- The respondent demographic section;
- Source credibility measures for the Hansa Pilsener brand [I] pre-endorsement;
- Source credibility measures for Vuyo [I] pre-endorsement;
- The respondents' view on the source credibility of a new brand endorsed by Vuyo; and
- The respondents' view on the source credibility of Hansa Pilsener based on Vuyo's endorsement of another brand.
- Source credibility measures for the Vuyo [II] post endorsement;
- Source credibility measures for Hansa Pilsener brand [I] post endorsement;

4.7 Research process

Surveys were sent using a digital online platform from a market research company, iFeedback, to elicit information from a database that represents the targeted population parameters set out by the researcher. iFeedback utilises the "Interactive Direct" Database for online business research conducted and a data collection method where respondents need to be convinced to participate. All respondents were sourced from public sources and are requested to opt in to receive relevant material for their role and mails are sent during business hours. All emails have the mandatory fields as laid out in the legal framework with a clear unsubscribe service. All unsubscribes were honoured and on request the client is supplied with the details of the database where his name is hosted for removal. A survey was used as a research method to acquire data from a sizeable number of participants from a population by using standardised questions, allowing evaluation and inferences to be made regarding the population (Saunders & Lewis, 2012). The survey

was sent out to the focused population by i-Feedback based on the selected criteria of participants.

Questions were related to attitudes and beliefs of participants in relation to the Hansa Pilsener brand and personified celebrity endorser Vuyo. Participants were asked to rate their attitudes and beliefs on a Yes/No scale based on questions linked to the appropriate models in the study of congruence and credibility, using the Source Model theory to measure Hansa Pilsener's, Vuyo's and the fictional brand's credibility, attractiveness, expertise, and trustworthiness (Spry, Pappu, & Cornwell, 2011). All sections used the same questions with regard to the scale.

It is important to note that a Yes/No scale was used over a broad Likert Scale to eliminate indifference. Thus, participants are required to make a choice even where they do, or do not, have confidence in an element. Secondly that all participants that were not familiar with either the Hansa Pilsener brand or Vuyo were excluded from answering the rest of the questionnaire as they would have no valid input for the rest of the questionnaire.

4.8 Data analysis

All data was collected, captured onto an MS Excel spreadsheet, and processed. The below descriptive statistics were used to summarise the data using frequency distributions and cross tabulations, and a Paired Samples t-test will be used to assess whether a significant change in perception toward the Hansa Pilsener brand and Vuyo's credibility, attractiveness, expertise and trustworthiness would occur if Vuyo were to endorse another brand or product. The Paired Samples t-test was decided upon for all propositions as the researcher was effectively working on a "pre" vs. "post" scenario as measurements are taken from the same sample comparing one construct versus the same construct of different "samples".

The paired samples t-test is used when a researcher is interested in determining whether there is a significant difference between samples (In this case an example would be Hansa [I] versus Vuyo [I]), where each value in one measurement has a natural partner in the other and measurements are made on each unit in a sample. The test is built on the paired differences between these two values. The usual null hypothesis is that the difference in the mean values is zero. In this case, each respondent will have data points, which will be measured against another data point for each attribute in the questionnaire. The cases are matched because the same person is asked the same question before and after reading

the story, using the same scale. The use of the paired sample t-test as an alternative to the two sample t- test as the measurement is a more powerful alternative and we have matched samples.

4.9 Research limitations and data validity and reliability

To gather information within the allotted timeframe, a purposive sampling technique was commissioned. As a result, the sampling accuracy could be reduced, as non-probability sampling affects inclusion and reduces the ability to generalise the study to the greater population.

The research used a reputable online survey platform, i-Feedback. Pre-testing was done to ensure that content of the questionnaire aligned with the research objectives. The questionnaire was reviewed by peers and work colleagues prior to being sent, in order to ensure that the conceptual framework and research objectives were aligned. The review was done as a beta test online to ensure objectives remained. This beta testing was to check credibility and understanding of the survey on the online platform. In beta testing, two respondents mentioned that the Yes/No scale was limiting because sometimes they had no opinion and were indifferent, resulting in them answering inappositely. However, given that only two respondents identified this limitation, it can be negated over the larger scale.

Another limitation in this study is the choice of the Hansa Brand and the personified personality, Vuyo, as respondents may have negative feelings towards them. In as much as possible, it was necessary to choose a celebrity who was viewed by the public in either a neutral or positive light in order to measure the impact of the negative stories. A further limitation of the study is the fairly narrow segment/product category choice – alcohol. A broader segment choice may have been more suitable.

The brand endorsement element was also a limitation of this research. Whilst the fictional brand endorsements were made to replicate real endorsements, some respondents could be indifferent, and this in turn could impact their responses post their reading of the stories.

4.9.1 Reliability and Validity

The research has undertaken measures to establish the reliability and validity of the research instruments used and it is necessary firstly, to clarify these concepts and

secondly, to relate them to the research in question. Hair, Black, Babin, Anderson, and Tatham (2006), explain reliability and the need to ensure an assessment maintains a degree of consistency between multiple measurements of a variable. Reliability represents the consistency with which an instrument measures a given performance or behaviour. A reliable measurement instrument will provide consistent results when an individual is measured repeatedly under near-identical conditions. The most widely used measurement to assess the consistency is the reliability coefficient named Cronbach's Alpha. The generally agreed upon lower limit for Cronbach's Alpha is 0.70, although in exploratory research this may decrease to 0.60 (Robinson, Shaver, & Wrightman, 1991). The questionnaire used showed a well-used and known scale with a high Cronbach Alpha, averaging .849 in this paper.

Validity, however, is concerned with the degree to which a measurement instrument actually measures what it purports to measure. There are five widely accepted forms of validity, namely convergent; discriminant; nomological; content; and construct (Hair *et al*., 2006) .The forms of validity applicable to this paper are:

- Nomological validity which refers to the degree to which the summated scales of each construct make accurate predictions of the other concepts in a theoretically-based model and in this paper using the source credibility scale mitigates this, as is a widely used and tried and tested method for testing credibility.

- Content validity (or face validity), which subjectively assesses the correspondence between the individual items and the concept. As the survey was constructed and subsequently tested (and based on a pre-sending out and tested survey), the researcher is satisfied with the level of content validity.

Chapter 5: Results

5.1 Introduction

This chapter presents the findings of the 264 questionnaires collected through the methodology described in Chapter Four, to test the research proposition that was set out in Chapter Three. The presentation of the reporting of results in chapter 5 is based on past research paper of Nobanda, (2013) in terms of reporting only due to the similarity of the models and theories used and the general nature and structure of research reporting.

This chapter will firstly present descriptive statistics of the population and its demographics, followed by an assessment of the familiarity and confidence of respondents with the Hansa Brand and the Vuyo character. This is important as it ensures balanced results and benchmarks as to how consumers view the Hansa Brand and the Vuyo character.

Following this, the results assess whether there were any statistical differences in the proportion of respondents who agreed with the attributes of the hypothetical products and brands in relation to Vuyo. Finally, the results will assess whether there was a statistical difference between the Hansa brand and the Vuyo character before and after the respondents were presented with the new brands and products.

5.2 Response rate

The sample was made up of 264 individuals, 156 of whom completed the survey. This represents a response rate of 58.6%.

5.3 Profile of the respondents: demographic data

The broad descriptive categories that made up the sample includes: gender; age and race of the respondents. The sample consisted of 156 respondents. As shown in Figure 5.1, 59 respondents (38%) were female and the rest (62%) were male.

Figure 5.1: Gender Split of the Respondents (n = 156)
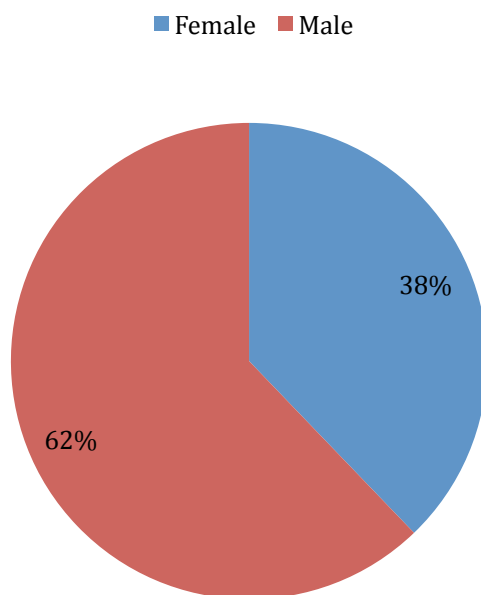
The majority of the respondents (30.8%) were aged between 25 and 34 years old, followed by 31.4% who were between 35 and 44 years. Only 2.6% of the sample was aged 18 to 24 years old, 18.6% were between 45 and 54 years and 16.7% were over 55 years old. These results are illustrated in Table 5.1.

Table 5.1: Age Split of the Respondents

Age Limit	Frequency	Percent
18-24	4	2.6%
25-34	48	30.8%
35-44	49	31.4%
45-54	29	18.6%
55 and older	26	16.7%
Total	156	100.0%

With regard to race the majority of the respondents (50.9%) were white, followed by 23.1% who were black. Only 6.4% of the sample was Asian, 5.8% were coloured and 2.5% other with 3.2% preferring not to say. These results are illustrated in Table 5.2.

Table 5.2: Race Split of the Respondents

Race	Frequency	Percent
Asian	10	6.4%
Black	36	23.1%
Coloured	9	5.8%
Other (African)	3	1.9%
Other (Indian)	1	0.6%
Prefer not to say	5	3.2%
White	92	59.0%
Total	156	100.0%

5.4 Familiarity with the Hansa brand and Vuyo character

In order to assess the impact of the multiple endorsements on the Hansa brand and the Vuyo character, it was vital that the respondents' baseline perceptions of the Hansa brand and the Vuyo character were established. As such, the respondents had to be familiar with the celebrity in order for them to be able to evaluate the Hansa brand and the Vuyo character. Respondents were thus asked whether they were indeed familiar with both the Hansa brand and the Vuyo character. If respondents did not know the Hansa brand and/or the Vuyo character, they were 'logged out' and were not able to participate any further in the questionnaire. Of the 156 respondents only 14% were regular consumers of the Hansa Pilsner brand.

5.5 Testing of the propositions

Chapter Four explained that the paired samples t-test was used to statistically check whether there was a significant change in the respondents' perceptions about the Hansa brand and the Vuyo character. Each sub-division of the credibility scale attractiveness, expertise and trustworthiness are formed of 5 constructs. The use of the Paired T-Test technique was opted for as originally as one wanted to test each construct separately but this was decided against due to the sample size this would be torturing the data, thus the researcher opted for scoring technique to create a score by sub-division rather than each construct under the sub-division for testing to be carried out. This can be seen below in table 5.3 below. It should be noted here that Hansa [I] and Vuyo [I] represent Hansa and Vuyo's credibility prior to the story of the fictional brand endorsements scenario, while Hansa [II] and Vuyo [II] represent Hansa and Vuyo's credibility post the fictional brand endorsements scenario.

Table 5.3: Factor Analysis of Each Construct Measured in the Source Credibility Scale

	N		Mean	Median	Std. Deviation	Minimum	Maximum
	Valid	Missing					
The Hansa Pilsener brand [I]: Attractiveness	156	0	.4026	.4000	.29445	0.00	1.00
The Hansa Pilsener brand [I]: Expertise	156	0	.6526	.8000	.38696	0.00	1.00
The Hansa Pilsener brand [I]: Trustworthiness	156	0	.6000	.6000	.38755	0.00	1.00
The Hansa Pilsener brand [I]	156	0	.5517	.6000	.30268	0.00	1.00
Vuyo [I]: Attractiveness	156	0	.4910	.4000	.31344	0.00	1.00
Vuyo [I]: Expertise	156	0	.7154	1.0000	.36635	0.00	1.00
Vuyo [I]: Trustworthiness	156	0	.6013	.6000	.35885	0.00	1.00
Vuyo [I]	156	0	.6026	.6333	.29279	0.00	1.00
Clothing: Attractiveness	156	0	.5192	.6000	.33449	0.00	1.00

Clothing: Expertise	156	0	.6436	.8000	.38373	0.00	1.00
Clothing: Trustworthiness	156	0	.5013	.4000	.38588	0.00	1.00
Clothing	156	0	.5547	.5667	.32669	0.00	1.00
Life Insurance: Attractiveness	156	0	.2744	.2000	.33096	0.00	1.00
Life Insurance: Expertise	156	0	.4974	.6000	.43314	0.00	1.00
Life Insurance: Trustworthiness	156	0	.3756	.2000	.40978	0.00	1.00
Life Insurance	156	0	.3825	.3333	.34480	0.00	1.00
Vuyo [II]: Attractiveness	156	0	.4705	.4000	.34365	0.00	1.00
Vuyo [II]: Expertise	156	0	.6141	.8000	.41089	0.00	1.00
Vuyo [II]: Trustworthiness	156	0	.5013	.5000	.39382	0.00	1.00
Vuyo [II]	156	0	.5286	.6000	.33901	0.00	1.00
The Hansa Pilsener brand [II]: Attractiveness	156	0	.4385	.4000	.34538	0.00	1.00
The Hansa Pilsener brand [II]: Expertise	156	0	.6385	.8000	.38762	0.00	1.00
The Hansa Pilsener brand [II]: Trustworthiness	156	0	.6026	.6000	.38420	0.00	1.00
The Hansa Pilsener brand [II]	156	0	.5598	.6000	.33214	0.00	1.00

Further to this a reliability test was done to ensure that the scoring technique of the data remained consistent. This can be reviewed in table 5.4 below. The findings show that the research has undertaken measures to establish reliability of the research instruments used as results showed majority of the constructs to have a Cronbach's Alpha's over 0.70 with the exception of one which was 0.67 which is acceptable in exploratory research as per Hair, Black, Babin, Anderson, and Tatham (2006) and Robinson, Shaver, & Wrightman, (1991).

Table 5.4: Cronbach Alpha of Each Construct Measured in the Source Credibility Scale

Reliability Statistics			
		Cronbach's Alpha	N of Items
Attractiveness	The Hansa Pilsener brand [I]	.677	5
Trust	The Hansa Pilsener brand [I]	.871	5
Expertise	The Hansa Pilsener brand [I]	.857	5
Overall	The Hansa Pilsener brand [I]	.899	15
Attractiveness	Vuyo [I]	.708	5
Trust	Vuyo [I]	.870	5
Expertise	Vuyo [I]	.801	5
Overall	Vuyo [I]	.891	15
Attractiveness	Clothing	.738	5
Trust	Clothing	.860	5
Expertise	Clothing	.834	5
Overall	Clothing	.914	15
Attractiveness	Life Insurance	.819	5
Trust	Life Insurance	.916	5
Expertise	Life Insurance	.902	5
Overall	Life Insurance	.937	15
Attractiveness	Vuyo [II]	.779	5
Trust	Vuyo [II]	.899	5

Expertise	Vuyo [II]	.854	5
Overall	Vuyo [II]	.925	15
Attractiveness	The Hansa Pilsener brand [II]	.784	5
Trust	The Hansa Pilsener brand [II]	.868	5
Expertise	The Hansa Pilsener brand [II]	.850	5
Overall	The Hansa Pilsener brand [II]	.923	15

As mentioned in the previous chapter a Paired T-Tests was decided upon for all propositions as measurements are taken from the same sample comparing one construct versus the same construct of different "samples". The test is built on the paired differences between these two values. The cases are matched because the same person is asked the same and using the same scale. The use of the paired sample t-test as an alternative to the two sample t- test as the measurement is a more powerful alternative and we have matched samples.

5.5.1 Proposition One: The credibility of the personified celebrity endorser Vuyo is perceived differently than the original brand Hansa Pilsener.

In the questionnaire, each respondent was requested to agree or disagree with the fifteen source credibility attributes about the Hansa Pilsener brand and the personified celebrity endorser, Vuyo. The proportion of respondents who agreed with each of the fifteen attributes was compared with the proportion that disagreed. The responses were stacked together and one respondent was thus contributing fifteen pairs of data points to the data. Proposition one was tested as follows.

The null hypothesis was H_0: The proportion of respondents agreeing with the fifteen attributes about the personified celebrity endorser Vuyo is equal to that of the Hansa Pilsner brand:

$(\rho_{Before} = \rho_{After})$

The alternative hypothesis was H_1: The proportion of respondents agreeing with the fifteen

attributes about the personified celebrity endorser, Vuyo, is not equal to that of the Hansa Pilsner brand.

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about the personified celebrity endorser, Vuyo, and the Hansa Pilsner brand.

5.5.1.1 Results on proposition one pertaining to the pairing of the Hansa Pilsener Brand versus Vuyo.

Table 5.5: Overall source credibility results for the pairing of the Hansa Pilsener Brand versus Vuyo

	Paired Differences						
			95% Confidence Interval of the Difference				
	Mean	Std. Deviation	Lower	Upper	t	df	Sig. (2-tailed)
The Hansa Pilsener brand [I]: Attractiveness - Vuyo [I]: Attractiveness	-.08846	.26808	-.13086	-.04606	-4.121	155	.000
The Hansa Pilsener brand [I]: Expertise - Vuyo [I]: Expertise	-.06282	.34812	-.11788	-.00776	-2.254	155	.026

The Hansa Pilsener brand [I]: Trustworthiness - Vuyo [I]: Trustworthiness	-.00128	.35813	-.05792	.05536	-.045	155	.964
The Hansa Pilsener brand [I] - Vuyo [I]	-.05085	.23021	-.08726	-.01445	-2.759	155	.006

The overall perception on the Vuyo character was significantly different to the Hansa Pilsener brand (p-value =0.006<0.05). Respondents were less likely to view the Vuyo character the same as the Hansa Pilsener brand – 55.17% compared to the 60.3% of the Vuyo character.

5.5.1.2 Results on proposition one pertaining to the credibility of the personified celebrity endorser Vuyo's perceived level of attractiveness is perceived the same as the original brand Hansa Pilsener

The null hypothesis was H_0: The proportion of respondents agreeing with the five attributes about personified celebrity endorser Vuyo's perceived level of attractiveness is equal to that of the Hansa Pilsner brand:

($\rho_{Before} = \rho_{After}$)

The alternative hypothesis was H_1: The proportion of respondents agreeing with the five attributes about personified celebrity endorser Vuyo 's perceived level of attractiveness is not equal to that of the Hansa Pilsner brand:

($\rho_{Before} \neq \rho_{After}$)

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about personified celebrity endorser Vuyo and the Hansa Pilsner brand.

The attractiveness dimension of the Source Credibility Model is made up of the following dimensions: attractive; classy; beautiful; elegant; and sexy (Ohanian, 1990). Each

respondent had to agree or disagree with whether the personified celebrity endorser and the Hansa Pilsener brand had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.

The overall perception on the Vuyo character was significantly different to the Hansa Pilsener brand (p-value =0.000<0.05). Respondents were less likely to view the Vuyo character (49.1%) the same as the Hansa Pilsener brand (40.3%).

5.5.1.3 Results on proposition one pertaining the credibility of the personified celebrity endorser, Vuyo's, perceived level of expertise is perceived the same as the original brand Hansa Pilsener

The null hypothesis was H_0: The proportion of respondents agreeing with the fifteen attributes about Vuyo's perceived level of expertise is equal to that of the Hansa Pilsner brand:

$(\rho_{Before}= \rho_{After})$

The alternative hypothesis was H_1: The proportion of respondents agreeing with the fifteen attributes about Vuyo 's perceived level of expertise is not equal to that of the Hansa Pilsner brand:

$(\rho_{Before}\neq \rho_{After})$

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about the personified celebrity endorser and the Hansa Pilsner brand.

The expertise dimension of the Source Credibility Model is made up of the following dimensions: expert; experienced; knowledgeable; qualified; and skilled (Ohanian, 1990). Each respondent had to agree or disagree with whether the personified celebrity endorser, Vuyo, and the Hansa Pilsener brand had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.

The results for each specific source expertise dimension and a summary of the overall expertise of the celebrities will be shown in Table 5.2 below.

The overall perception on the Vuyo character was significantly different to the Hansa Pilsener brand (p-value =0.026<0.05). Respondents were less likely to view the Vuyo

character the same as the Hansa Pilsener brand – 65.3%, compared to the 72.0% of the Vuyo character.

5.5.1.5 Results on proposition one pertaining to the credibility of the personified celebrity endorser, Vuyo's, perceived level of trustworthiness is perceived the same as the original brand Hansa Pilsener

The null hypothesis was H_0: The proportion of respondents agreeing with the five attributes about personified celebrity endorser Vuyo's perceived level of trustworthiness is equal to that of the Hansa Pilsner brand:

$(\rho_{Before} = \rho_{After})$

The alternative hypothesis was H_1: The proportion of respondents agreeing with the five attributes about personified celebrity endorser Vuyo's perceived level of trustworthiness is not equal to that of the Hansa Pilsner brand:

$(\rho_{Before} \neq \rho_{After})$

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about the personified celebrity endorser Vuyo and the Hansa Pilsner brand.

The trustworthiness dimension of the Source Credibility Model is made up of the following dimensions: dependable; honest; reliable; sincere; and trustworthy (Ohanian, 1990). Each respondent had to agree or disagree with whether the personified celebrity endorser and the Hansa Pilsener brand had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.

The results for each specific source trustworthiness dimension and a summary of the overall trustworthiness of the celebrities will be shown in Table 5.2 below.

The overall perception of the Vuyo Character was not significantly different to the Hansa Pilsener Brand (p-value =0.964>0.05). Respondents were equally likely to view the Vuyo character the same as the Hansa Pilsener brand – 60.00%, compared to the 60.1% of the

Vuyo character.

5.5.2 Proposition Two: A personified celebrity endorser can transfer their credibility to a brand other than the original brand endorsed.

5.5.2.1 Results on proposition two pertaining to the fictitious clothing brand

The null hypothesis was H_0: The proportion of respondents agreeing with the fifteen attributes about personified celebrity endorser Vuyo is equal to that of the fictitious clothing brand:

($\rho_{Before} = \rho_{After}$)

The alternative hypothesis was H_1: The proportion of respondents agreeing with the fifteen attributes about personified celebrity endorser Vuyo is not equal to that of the fictitious clothing brand:

($\rho_{Before} \neq \rho_{After}$)

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about Vuyo and the fictitious clothing brand.

Table 5.6: Overall source credibility results for the pairing of the fictitious clothing brand versus Vuyo.

Paired Differences							
			95% Confidence Interval of the Difference				
	Mean	Std. Deviation	Lower	Upper	t	df	Sig. (2-tailed)
Vuyo [I]: Attractiveness - Clothing: Attractiveness	-.02821	.23876	-.06597	.00956	-1.475	155	.142

Vuyo [I]: Expertise - Clothing: Expertise	.07179	.32285	.02073	.12286	2.778	155	.006
Vuyo [I]: Trustworthiness - Clothing: Trustworthiness	.10000	.30353	.05199	.14801	4.115	155	.000
Vuyo [I] - Clothing	.04786	.20402	.01560	.08013	2.930	155	.004

The overall perception of respondents on the fictitious clothing brand was significantly different to the Vuyo character (p-value =0.004<0.05). Respondents were likely to view the fictitious clothing brand less positively than the personified celebrity endorser, Vuyo (60.26%, compared to the 55.5% against the fictitious clothing brand).

5.5.2.1.1 Results on proposition two pertaining to the credibility of the personified celebrity endorser, Vuyo's, perceived level of attractiveness impact on the fictitious clothing brand

The null hypothesis was H_0: The proportion of respondents agreeing with the five attributes about Vuyo's perceived level of attractiveness is equal to that of the fictitious clothing brand:

($\rho_{Before} = \rho_{After}$)

The alternative hypothesis was H_1: The proportion of respondents agreeing with the five attributes about the Vuyo's perceived level of attractiveness is not equal to that of the fictitious clothing brand:

($\rho_{Before} \neq \rho_{After}$)

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about personified celebrity endorser Vuyo and the fictitious clothing brand.

The attractiveness dimension of the Source Credibility Model is made up of the following dimensions: attractive; classy; beautiful; elegant; and sexy (Ohanian, 1990). Each respondent had to agree or disagree with whether personified celebrity endorser Vuyo,

and the fictitious clothing brand had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.

The overall perceived level of attractiveness by respondents on the fictitious clothing brand was not significantly different to the Vuyo character (p-value =0.142>0.05). Respondents were less likely to view the fictitious clothing brand any or less positively than the personified celebrity endorser, Vuyo (49.1%, compared to the 51.92% against the fictitious clothing brand).

5.5.2.1.2 Results on proposition two pertaining to the credibility of the personified celebrity endorser Vuyo's perceived level of expertise impacted on the fictitious clothing brand

The null hypothesis was H_0: The proportion of respondents agreeing with the fifteen attributes about Vuyo's perceived level of expertise is equal to that of the fictitious clothing brand:

($\rho_{Before} = \rho_{After}$)

The alternative hypothesis was H_1: The proportion of respondents agreeing with the fifteen attributes about Vuyo's perceived level of expertise is not equal to that of the fictitious clothing brand:

($\rho_{Before} \neq \rho_{After}$)

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about the personified celebrity endorser Vuyo and the fictitious clothing brand.

The expertise dimension of the Source Credibility Model is made up of the following dimensions: expert; experienced; knowledgeable; qualified; and skilled (Ohanian, 1990). Each respondent had to agree or disagree with whether the personified celebrity endorser, Vuyo, and the fictitious clothing brand had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.

The overall perceived level of expertise of the fictitious clothing brand was significantly different to the Vuyo character (p-value =0.006<0.05). Respondents were less likely to

view the fictitious clothing brand any more positively or less positively than the personified celebrity endorser, Vuyo (71.5%, compared to the 64.4% against the fictitious clothing brand).

5.5.2.1.3 Results on proposition two pertaining to the credibility of the personified celebrity endorser Vuyo's perceived level of trustworthiness impacted on the fictitious clothing brand

The null hypothesis was H_0: The proportion of respondents agreeing with the five attributes about the personified celebrity endorser Vuyo's perceived level of trustworthiness is the same as the fictitious clothing brand:

($\rho_{Before} = \rho_{After}$)

The alternative hypothesis was H_1: The proportion of respondents agreeing with the five attributes about Vuyo's perceived level of trustworthiness is not the same as the fictitious clothing brand:

($\rho_{Before} \neq \rho_{After}$)

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about the personified celebrity endorser Vuyo and the fictitious clothing brand.

The trustworthiness dimension of the Source Credibility Model is made up of the following dimensions: dependable; honest; reliable; sincere; and trustworthy (Ohanian, 1990). Each respondent had to agree or disagree with whether the personified celebrity endorser, Vuyo, and the fictitious clothing brand had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.

The overall perceived level of trustworthiness that the respondents had of the fictitious clothing brand was significantly different to the Vuyo character (p-value =0.000<0.05). Respondents were less likely to view the fictitious clothing brand any more or less positively than the personified celebrity endorser, Vuyo (60.1%, compared to the 50.1% against the fictitious clothing brand).

5.5.2.2 Results on proposition two pertaining to the fictitious life insurance brand

The null hypothesis was H_0: The proportion of respondents agreeing with the fifteen attributes about the personified celebrity endorser Vuyo is equal to that of the fictitious Life insurance brand:

($\rho_{Before} = \rho_{After}$)

The alternative hypothesis was H_1: The proportion of respondents agreeing with the fifteen attributes about the personified celebrity endorser Vuyo is not equal to that of the fictitious Life insurance brand:

($\rho_{Before} \neq \rho_{After}$)

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about the personified celebrity endorser, Vuyo, and the fictitious life insurance brand.

Table 5.7: Overall source credibility results for the pairing of the fictitious life insurance brand versus Vuyo

			Paired Differences				
			95% Confidence Interval of the Difference				
	Mean	Std. Deviation	Lower	Upper	t	df	Sig. (2-tailed)
Vuyo [I]: Attractiveness - Life Insurance: Attractiveness	.21667	.29090	.17066	.26267	9.303	155	.000
Vuyo [I]: Expertise - Life Insurance: Expertise	.21795	.41605	.15215	.28375	6.543	155	.000

Vuyo [I]: Trustworthiness - Life Insurance: Trustworthiness	.22564	.37449	.16641	.28487	7.526	155	.000
Vuyo [I] - Life Insurance	.22009	.28721	.17466	.26551	9.571	155	.000

The overall perception of respondents on the fictitious life insurance brand was significantly different to the Vuyo character (p-value =0.000<0.05). Respondents were less likely to view the fictitious life insurance brand as positively as the personified celebrity endorser, Vuyo (60.3%, compared to the 38.5% against the fictitious life insurance brand).

5.5.2.2.1 Results on proposition two pertaining to the credibility of the personified celebrity endorser Vuyo's perceived level of attractiveness impacted on the fictitious Life insurance brand

The null hypothesis was H_0: The proportion of respondents agreeing with the five attributes about personified celebrity endorser Vuyo's perceived level of attractiveness is equal to that of the fictitious life insurance brand:

$(\rho_{Before} = \rho_{After})$

The alternative hypothesis was H_1: The proportion of respondents agreeing with the five attributes about personified celebrity endorser Vuyo's perceived level of attractiveness is not equal to that of the fictitious life insurance brand:

$(\rho_{Before} \neq \rho_{After})$

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about the personified celebrity endorser Vuyo and the fictitious life insurance brand.

The attractiveness dimension of the Source Credibility Model is made up of the following dimensions: attractive; classy; beautiful; elegant; and sexy (Ohanian, 1990). Each respondent had to agree or disagree with whether Vuyo and the fictitious life insurance

brand had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.

The overall perceived level of attractiveness on the fictitious clothing brand was significantly different to the Vuyo character (p-value =0.000<0.05). Respondents were less likely to view the fictitious clothing brand any more or less positively than the personified celebrity endorser, Vuyo (49.1%, compared to the 27.4% against the fictitious clothing brand).

5.5.2.2.2 Results on proposition two pertaining to the credibility of the personified celebrity endorser Vuyo's perceived level of expertise impacted on the fictitious life insurance brand

The null hypothesis was H_0: The proportion of respondents agreeing with the fifteen attributes about the personified celebrity endorser Vuyo's perceived level of expertise is equal to that of the fictitious life insurance brand:

($\rho_{Before}= \rho_{After}$)

The alternative hypothesis was H_1: The proportion of respondents agreeing with the fifteen attributes about the personified celebrity endorser Vuyo's perceived level of expertise is not equal to that of the fictitious life insurance brand:

($\rho_{Before}\neq \rho_{After}$)

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about the personified celebrity endorser, Vuyo, and the fictitious life insurance brand.

The expertise dimension of the Source Credibility Model is made up of the following dimensions: expert; experienced; knowledgeable; qualified; and skilled (Ohanian, 1990). Each respondent had to agree or disagree with whether the personified celebrity endorser Vuyo and the fictitious life insurance brand had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.

The overall perceived level of expertise by respondents on the fictitious clothing brand was

significantly different to the Vuyo character (p-value =0.000<0.05). Respondents were less likely to view the fictitious life insurance brand any more or less positively than the personified celebrity endorser, Vuyo (71.5%, compared to the 49.7.7% against the fictitious life insurance brand).

5.5.2.2.3 Results on proposition two pertaining to the credibility of the personified celebrity endorser Vuyo's perceived level of trustworthiness impacted on the fictitious Life insurance brand

The null hypothesis was H_0: The proportion of respondents agreeing with the five attributes about the personified celebrity endorser Vuyo's perceived level of trustworthiness is the same as the fictitious life insurance brand:

($\rho_{Before} = \rho_{After}$)

The alternative hypothesis was H_1: The proportion of respondents agreeing with the five attributes about the personified celebrity endorser Vuyo's perceived level of trustworthiness is not the same as the fictitious life insurance brand:

($\rho_{Before} \neq \rho_{After}$)

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about the personified celebrity endorser Vuyo and the fictitious life insurance brand.

The trustworthiness dimension of the Source Credibility Model is made up of the following dimensions: dependable; honest; reliable; sincere; and trustworthy (Ohanian, 1990). Each respondent had to agree or disagree with whether the personified celebrity endorser Vuyo and the fictitious life insurance brand had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.
The results for each specific source trustworthiness dimensions and a summary of the overall trustworthiness of the celebrities will be shown in table below:

The overall perceived level of trustworthiness that the respondents had of the fictitious clothing brand was significantly different to the Vuyo character (p-value =0.000<0.05). Respondents were less likely to view the fictitious life insurance brand any more or less

positively than the personified celebrity endorser, Vuyo (60.1%, compared to the 37.6% against the fictitious Life insurance brand).

5.5.3 Proposition Three: The credibility of the personified celebrity endorser and the original brand would be impacted if the personified celebrity endorser endorses another brand.

It is essential to evaluate whether there were any statistical differences in the proportion of respondents who agreed with the credibility attributes about the Hansa Pilsener brand and the personified celebrity endorser Vuyo, before and after Vuyo's endorsement. To assess whether there was a significant change in the proportion of respondents agreeing with each celebrity attribute, the Paired Samples t-test was conducted. The null hypothesis was that there was no difference in the proportion agreeing with each attribute before and after the story. The alternative hypothesis was that Vuyo's endorsement of other brands impacted negatively on the attributes with regards the celebrity endorser. The tests were conducted at 5% significance level.

The null hypothesis was H_1: The proportion of respondents agreeing with the fifteen attributes about the Hansa Pilsener brand and the personified celebrity endorser Vuyo's perceived level of credibility post Vuyo's endorsement of fictitious brands:

$(\rho_{Before} = \rho_{After})$

The alternative hypothesis was H_1: The proportion of respondents not agreeing with the fifteen attributes about the Hansa Pilsener's brand and the personified celebrity endorser Vuyo's perceived level of credibility post Vuyo's endorsement of fictitious brands:

5.5.3.1 Results on proposition three pertaining to the Hansa Pilsener Brand post Vuyo's endorsement of fictitious brands

The null hypothesis was H_1: The proportion of respondents agreeing with the fifteen attributes about the Hansa Pilsener's perceived level of credibility post Vuyo's endorsement of fictitious brands:

$(\rho_{Before} = \rho_{After})$

The alternative hypothesis was H_1: The proportion of respondents not agreeing with the fifteen attributes about Hansa Pilsener's perceived level of credibility post Vuyo's endorsement of fictitious brands:

$(\rho_{Before} \neq \rho_{After})$

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportion of respondents agreeing or disagreeing with the attributes about the Hansa Pilsner brand.

Table 5.8: Overall source credibility results for the Hansa Pilsener brand post Vuyo's endorsement of fictitious brands

	Paired Differences						
			95% Confidence Interval of the Difference				
	Mean	Std. Deviation	Lower	Upper	t	df	Sig. (2-tailed)
The Hansa Pilsener brand [I]: Attractiveness - The Hansa Pilsener brand [II]: Attractiveness	-.03590	.28601	-.08113	.00934	-1.568	155	.119
The Hansa Pilsener brand [I]: Expertise - The Hansa Pilsener brand [II]: Expertise	.01410	.31324	-.03544	.06364	.562	155	.575
The Hansa Pilsener brand [I]: Trustworthiness - The Hansa Pilsener brand [II]: Trustworthiness	-.00256	.26975	-.04523	.04010	-.119	155	.906
The Hansa Pilsener brand [I] - The Hansa Pilsener brand [II]	-.00812	.22723	-.04406	.02782	-.446	155	.656

The respondents' overall perception of the Hansa brand before they had read the case did not change significantly after they had done so (p-value =0.656>0.05). Respondents were less likely to view the Hansa brand any differently after the personified celebrity endorser endorsed another brand (55.8%, compared to the 55.2% who did initially).

5.5.3.2 Results on proposition three pertaining to the attractiveness of the Hansa Pilsener brand post Vuyo's endorsement of fictitious brands

The null hypothesis was H_1: The proportion of respondents agreeing with the five attributes about Hansa Pilsener's perceived level of attractiveness post Vuyo's endorsement of fictitious brands:

($\rho_{Before} = \rho_{After}$)

The alternative hypothesis was H_1: The proportion of respondents not agreeing with the five attributes about the Hansa Pilsener's perceived level of attractiveness post Vuyo's endorsement of fictitious brands:

($\rho_{Before} \neq \rho_{After}$)

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about the Hansa Pilsner brand.

The attractiveness dimension of the Source Credibility Model is made up of the following dimensions: attractive; classy; beautiful; elegant; and sexy (Ohanian, 1990). Each respondent had to agree or disagree with whether the Hansa Pilsener brand had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.

The results for each specific source attractiveness dimensions and a summary of the overall attractiveness of the Hansa Pilsener brand will be shown in Table 5.4 below.

The overall perception on the Hansa Pilsener brand did not change significantly before the story to after the story (p-value =0.119>0.05). Respondents were not any less likely to view the Hansa Pilsener brand as positively or negatively after the personified celebrity endorser endorsed another brand (40.3%, compared to the 43.9% who did initially).

5.5.3.3 Results on proposition three pertaining the credibility of the Hansa Pilsener brand post Vuyo's endorsement of fictitious brands

The null hypothesis was H_0: The proportion of respondents agreeing with the five attributes about the Hansa Pilsener brand's perceived level of expertise post Vuyo's endorsement of fictitious brands:

($\rho_{Before}= \rho_{After}$)

The alternative hypothesis was H_1: The proportion of respondents agreeing with the five attributes about the Hansa Pilsener brand''s perceived level of expertise post Vuyo's endorsement of fictitious brands:

($\rho_{Before}\neq \rho_{After}$)

The tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about the Hansa Pilsner brand.

The expertise dimension of the Source Credibility Model is made up of the following dimensions: expert; experienced; knowledgeable; qualified; and skilled (Ohanian, 1990). Each respondent had to agree or disagree with whether the Hansa Pilsener brand had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.

The overall perception on the Hansa Pilsener did not change significantly from the period before the story to the period after the story (p-value =0.575>0.05). Respondents were not any less likely to view the Hansa Pilsener brand as positively or negatively after the personified celebrity endorser endorsed another brand (63.85%, compared to the 65.2% who did initially).

5.5.3.4 Results on proposition three pertaining to the trustworthiness credibility of the Hansa Pilsener brand post Vuyo's endorsement of fictitious brands

The null hypothesis was H_0: The proportion of respondents agreeing with the five attributes about the Hansa Pilsener brand's perceived level of trustworthiness post Vuyo's endorsement of fictitious brands:

($\rho_{Before}= \rho_{After}$)

The alternative hypothesis was H_1: The proportion of respondents agreeing with the five attributes about the Hansa Pilsener brand's perceived level of trustworthiness post Vuyo's endorsement of fictitious brands:

($\rho_{Before}\neq \rho_{After}$)

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes about the Hansa Pilsner brand.

The trustworthiness dimension of the Source Credibility Model is made up of the following dimensions: dependable; honest; reliable; sincere; and trustworthy (Ohanian, 1990). Each respondent had to agree or disagree with whether the Hansa Pilsener brand had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.

The overall perception on the Hansa Pilsener brand did not change significantly from the period before the story to the period after the story (p-value =0.906>0.05). Respondents were not any less likely to view the Hansa Pilsener brand as positively or negatively after the personified celebrity endorser endorsed another brand (60.3%, compared to the 60.0% initially).

5.5.3.5 Results on proposition three pertaining to the Vuyo character post Vuyo's endorsement of fictitious brands

The null hypothesis was H_1: The proportion of respondents agreeing with the fifteen attributes about the Vuyo character's perceived level of credibility post Vuyo's endorsement of fictitious brands:

$(\rho_{Before}= \rho_{After})$

The alternative hypothesis was H_1: The proportion of respondents not agreeing with the fifteen attributes about the Vuyo character's perceived level of credibility post Vuyo's endorsement of fictitious brands:

$(\rho_{Before}\neq \rho_{After})$

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes of the Vuyo character.

Table 5.9: Overall source credibility results for the Vuyo character post Vuyo's endorsement of fictitious brands

	Paired Differences							
			95% Confidence Interval of the Difference					
	Mean	Std. Deviation	Lower	Upper	t	df	Sig. (2-tailed)	
Vuyo [I]: Attractiveness - Vuyo [II]: Attractiveness	.02051	.23410	-.01651	.05754	1.094	155	.275	
Vuyo [I]: Expertise - Vuyo [II]: Expertise	.10128	.35451	.04521	.15735	3.568	155	.000	
Vuyo [I]: Trustworthiness - Vuyo [II]: Trustworthiness	.10000	.30268	.05213	.14787	4.127	155	.000	
Vuyo [I] - Vuyo [II]	.07393	.23287	.03710	.11076	3.965	155	.000	

The overall perception on the Vuyo character changed significantly from the period before the story to the period after the story (p-value =0.000<0.05). Respondents were less likely to view the Vuyo character as positively after he endorsed another brand (52.9%, compared to the 60.3% who did initially).

5.5.3.6 Results on proposition three pertaining to the attractiveness of the Vuyo character post Vuyo's endorsement of fictitious brands

The null hypothesis was H_1: The proportion of respondents agreeing with the five attributes about the Vuyo character's perceived level of attractiveness post Vuyo's endorsement of fictitious brands:

($\rho_{Before}= \rho_{After}$)

The alternative hypothesis was H_1: The proportion of respondents not agreeing with the five attributes about the Vuyo character's perceived level of attractiveness post his endorsement of fictitious brands:

($\rho_{Before}\neq \rho_{After}$)

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes of the Vuyo character.

The attractiveness dimension of the Source Credibility Model is made up of the following dimensions: attractive; classy; beautiful; elegant; and sexy (Ohanian, 1990). Each respondent had to agree or disagree with whether the Vuyo character had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.

The overall perception on the Vuyo character brand did not change significantly from the period before the story to the period after the story (p-value =0.275>0.05). Respondents were not any less likely to view the Vuyo character as positively or negatively after the personified celebrity endorser endorsed another brand (47.0%, compared to the 49.1% who did initially).

5.5.3.7 Results on proposition three pertaining the expertise of the Vuyo character post Vuyo's endorsement of fictitious brands

The null hypothesis was H_0: The proportion of respondents agreeing with the five attributes about the Vuyo character's perceived level of expertise post Vuyo's endorsement of fictitious brands:

($\rho_{Before}= \rho_{After}$)

The alternative hypothesis was H_1: The proportion of respondents agreeing with the five attributes about the Vuyo character's perceived level of expertise post Vuyo's endorsement of fictitious brands:

($\rho_{Before}\neq \rho_{After}$)

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value

less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes of the Vuyo character.

The expertise dimension of the Source Credibility Model is made up of the following dimensions: expert; experienced; knowledgeable; qualified; and skilled (Ohanian, 1990). Each respondent had to agree or disagree with whether the Vuyo character had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.

The overall perception on the Vuyo character changed significantly from the period before the story to the period after the story (p-value =0.000<0.05). Respondents were less likely to view the Vuyo character as positively after the personified celebrity endorser endorsed another brand (61.4%, compared to the 71.5% who did initially).

5.5.3.8 Results on proposition three pertaining to the trustworthiness credibility of the Vuyo character post Vuyo's endorsement of fictitious brands

The null hypothesis was H_0: The proportion of respondents agreeing with the five attributes about the Vuyo character's perceived level of trustworthiness post Vuyo's endorsement of fictitious brands:

$$(\rho_{Before}= \rho_{After})$$

The alternative hypothesis was H_1: The proportion of respondents agreeing with the five attributes about the Vuyo character's perceived level of trustworthiness post Vuyo's endorsement of fictitious brands:

$$(\rho_{Before}\neq \rho_{After})$$

The Paired T-Tests were conducted at 5% significance level. This implies that a p-value less than 0.05 is an indication of a significant change in the proportions of respondents agreeing or disagreeing with the attributes of the Vuyo character.

The trustworthiness dimension of the Source Credibility Model is made up of the following dimensions: dependable; honest; reliable; sincere; and trustworthy (Ohanian, 1990). Each respondent had to agree or disagree with whether the Vuyo character had those qualities. The pairs of responses were stacked together, thus one respondent will have a maximum of five sets of pairs of data.

The overall perception of the Vuyo character changed significantly against him from the period before the story to the period after the story (p-value =0.000<0.05). Respondents were less likely to view the Vuyo character brand as positively after the personified celebrity endorser endorsed another brand (50.1%, compared to the 60.1% initially).

Chapter 6: Interpretation of Research Results

6.1 Introduction

This chapter interprets the analysis of the results discussed in the previous chapter. The results will be analysed with reference to the literature in Chapter Two and in relation to the propositions presented in Chapter Three.

As discussed in the literature review, Aguirre-Rodriguez (2014) argues that brands frequently invest large sums of capital into developing and personifying brands, only to disinvest later on. This particular study looked at the credibility of the personified celebrity endorser, whether this credibility could be transferred, and the effect on the endorser and the original brand if the personified celebrity endorser endorses other brands.

6.2 Proposition One: The credibility of the personified celebrity endorser is impacted by the original brand, Hansa Pilsener.

The null hypothesis indicates that the proportion of respondents agreeing with the fifteen attributes about the Hansa Pilsener brand is equal to that of Vuyo, the personified celebrity endorser. The alternative hypothesis states that the proportion of respondents agreeing with the fifteen attributes about the Hansa Pilsener's brand is not equal to that of Vuyo, the personified celebrity endorser. The results supported the alternate hypothesis that Hansa Pilsener's brand source credibility is significantly different to that of the personified celebrity endorser, Vuyo.

6.2.1 Discussion of findings on proposition one

The development of personified characters to endorse a brand is done to transfer meaning from the brand, to the character, to the consumer. Over time, the personified character gains its own credibility. This credibility of the personified character is based on the hefty investment of the original brand (Cohen, 2014; Fleck, Korchia, & Le Roy, 2012). Using the Theory of Transference and source credibility, this study set out to ascertain if the personified celebrity endorser's credibility was independent of the original brand.

The results in Table 5.1 for the Hansa Pilsener brand and the personified celebrity endorser, Vuyo, suggest that perceived credibility of both are not the same, with a mean score of .55 versus .60. which is significantly different according to the results. This differs from the argument of Delbaere, McQuarrie, and Phillips (2011), who suggest that a character is designed to personify the brand itself, reflecting and sharing features of the

brand's personality. Ideally, this character should have the same perceived credibility so as to be congruent and consistent with the brand's values in the eyes of consumers, according to Aguirre-Rodriguez, 2014.

While Hansa Pilsener created the Vuyo character, positioning and alignment with the brand's own credibility may, in turn, have given the Vuyo character credibility. The study shows that, according to consumers, the Vuyo character has gone on to acquire his own identity and credibility. This supports the theory that the endorsement process is not only beneficial to the brand but also to the endorser (Chao, Wu˙hrer, & Werani, 2005).

Thus one can infer, as per the Theory of Transference, that transference occurred on two levels. Firstly, the brand originally helped build and give the Vuyo character credibility. Secondly, the Vuyo character gained its own credibility over time to the point where credibility was no longer gained by the brand. This puts the Hansa Pilsener brand in a precarious position as consumers resonate with Vuyo more than with the brand. This has negative effects on brand recall and association on the original brand due to lack of congruency (Fleck, Korchia, & Le Roy, 2012).

However, in this case it could be argued that the personified celebrity endorser, Vuyo, who originally shared cultural significant elements – such as race, age, lifestyle and personality as per the Theory of Transference – with the Hansa brand was transformed to have his own cultural significance that separated him from the brand, and in doing so, obtained his own cultural elements (McCracken, 1989; Seno & Lukas, 2007; White, Goddard & Wilbur, 2009). As a result, the Vuyo character is no longer effective to the Hansa brand. Consumers adopt a different form of meaning than intended by the brand (Sliburyte, 2009). The Hansa Pilsener brand may thus have impacted upon the personified celebrity endorser, Vuyo, and reverse transference could occur (Amos, Holmes, & Strutton, 2008; Seno & Lukas, 2007).

The results show that Vuyo has higher credibility than Hansa and this could have a negative effect on the Vuyo character and its credibility over time. Dross (2011) explored this and found that the attitude towards the endorsed brand can be transferred to the celebrity. This affects the credibility and expertise of the celebrity regardless of the original perceptions, negative or positive, of the brand. Particularly for currently popular celebrities, a brand, which is poorly perceived, can negatively influence the public's perceptions of the endorser, both in terms of attractiveness and trustworthiness. Brand credibility is concerned with whether consumers perceive a brand as possessing relevant expertise,

trustworthiness, and attractiveness. This differs from brand image which focuses on the strength, favorability, and uniqueness of brand associations (Wang & Yang, 2010).

6.2.1.1 Findings with regard to attractiveness on the source credibility scale

Celebrity attractiveness can play a strong role in ensuring the effectiveness of the endorsement deal (Sliburyte, 2009). The attractiveness of celebrities influences preference, recall and purchase intent. Attractiveness is not based on solely physical attributes but includes the public persona and acceptance, and has been found to considerably improve the product or brand's image associated with the endorser (Sliburyte, 2009; Spry, Pappu, & Cornwell, 2011).

The study showed a significant difference with regard to attractiveness between Vuyo and the Hansa Pilsener brand. The character, Vuyo, was viewed by respondents to have a higher attractiveness than the Hansa Pilsner brand with a mean scoring of .60 versus .55.

6.2.1.2 Findings with regard to expertise on the source credibility scale

Source expertise has been proven to play a significant role in defining the level of 'fit'' (likeness) between the celebrity and the product endorsed. An endorser who is perceived to be an expert is found to be more persuasive and likely to generate greater intention to buy the brand (Ohanian, 1991; Ilicic & Webster, 2011).

In this case, the study showed that there was a significance difference between the source credibility dimensions of expertise where Vuyo had a higher mean score than the Hansa Pilsener brand (.65, compared to Vuyo's .71).

6.2.1.3 Findings with regard to trustworthiness on the source credibility scale

Trustworthiness, the last dimension of the Source Credibility Model, is important as the consumer's trust in a brand is based on the perceived honesty and integrity of both the endorser and the brand with regard to credibility (Ohanian, 1991; Keel & Nataraajan, 2012). Perceived trust – based on the performance of a brand in achieving its objective and the endorser's skill in presenting information about the brand to a target audience – will determine the credibility of the endorser and the brand, thus increasing the effectiveness of the campaign (Spry, Pappu, & Cornwell, 2011). Trust directly affects commitment to the brand and influences attachment and affective commitment to a brand

(Louis & Lombart, 2010).

Trust was seen to not be significantly different between the Hansa Pilsner brand and the Vuyo character, with equal means of .60. The results show that there is a significant difference with regard to the participants' views of the Hansa Pilsener brand and Vuyo with regard to expertise. It could thus be suggested that the trust factor in the brand and Vuyo is somewhat supported by the credibility of Vuyo and his expertise. These results support research undertaken by Charbonneau and Garland (2010) who found that trustworthiness of celebrities was a significant factor.

6.3 Proposition Two: A personified celebrity endorser can transfer his/her credibility to another brand other than the original brand endorsed.

The null hypothesis proposed that the proportion of respondents agreeing with the fifteen attributes about Vuyo's perceived level of credibility is equal to that of the fictitious clothing and life insurance brands, whereas the alternative hypothesis stated the proportion of respondents agreeing with the fifteen attributes of Vuyo 's perceived level of credibility is not equal to that of the fictitious clothing and life insurance brands. The results supported the alternate hypothesis, implying that the proportion of respondents agreeing with the fifteen attributes about the Hansa Pilsener brand and Vuyo's perceived level of credibility post Vuyo's endorsement of fictitious brands, would differ.

6.3.1 Discussion of findings on proposition two

Proposition two focusses on the transference of credibility from Vuyo to the new fictitious brand that does not exist or have any source credibility as a brand. Thus, the credibility it receives is based on the endorsement of the personified character, Vuyo. This endorsement and credibility score is a result of perceived consumer-based brand equity, and this credibility is built around credibility of the brand and the endorser. Keel and Nataraajan (2012) argue that the consumer's attitude and brand equity should be the same as those of the endorser.

Yet, the study shows that for both fictional products, consumers' perceptions of the brands being endorsed were significantly different than those of the personified celebrity endorser, Vuyo. In the case of the fictional clothing and life insurance brands, the means were lower overall than for the personified celebrity endorser, Vuyo. However with this said, the mean of the clothing brand was still viewed positively at .55 versus the life insurance brand at .38, while the mean of Vuyo was .60.

One could argue that this is due to the fictitious brands having no brand equity or reference. It also makes one contemplate Spry, Pappu and Cornwell's (2011) conceptual framework for celebrity endorsement and consider a few aspects, the first of which is the credibility of the brand based on expertise and trustworthiness. The brand alignment with the new unknown brand shows that there is a lack of aligned credibility perceived by the consumer but, in this case, the study did not measure if the alignment enhanced the new brand's original credibility and consumer-based brand equity (Amos, Holmes, & Strutton, 2008). This finding alludes to McCracken's (1989) Meaning Transfer Model which describes how a perceived celebrity's image is transferred to an endorsed product, and ultimately to the end consumer. In this finding, the meaning transfer is somewhat reversed and an endorsed brand influences the perception of the celebrity endorser. These findings suggest that the endorser's attractiveness draws attention to the brand advertising and ultimately, increases advertisement and brand awareness (Chao, Wuˈhrer, & Werani, 2005). Importantly for celebrities, a poorly perceived brand can negatively influence the perceptions of attractiveness and trustworthiness (McCracken, 1989). However, on closer inspection, there are key differences between the two fictitious brands and the findings.

Though the results showed that there was no overall significance, on three dimensions of the credibility scale the following was found:

Attractiveness:
With regard attractiveness on the source credibility scale, the results showed the fictitious clothing brand to have a higher mean (.52) than Vuyo, the endorser (.49). These findings support studies suggesting celebrity endorsements result in improved communication with higher advertisement recall rates with potential customers by establishing connections between the advertised brand and consumers (Ilicic, & Webster, 2011). Sliburyte (2009) refers to a number of studies that highlight the importance of the attractiveness of the celebrity and the phenomenon of source attractiveness – thus supporting the view that the attractiveness of the celebrity can play a strong role in ensuring an effective endorsement deal.

This reinforces the role celebrities play in assisting in repositioning brands and company images by breaking down cultural barriers and, ultimately, improving sales of the endorsed products. This demonstrates the powerful influence across all facets of popular culture that celebrities have beyond selling products and brands, but by influencing consumer attitudes and perceptions (Ilicic, & Webster, 2011, Aguirre-Rodriguez, 2014).

The attractiveness mean of the fictitious life insurance was extremely low at .27. This could be expected due to the fact that the decision process involved in life insurance is a more intimate and functional cognitive process based on analytics rather than attractiveness,

Expertise:

Findings with regard to expertise also showed a significant difference between the source credibility scale of Vuyo versus the fictional brands. The clothing brand showed a mean of .64 and the life insurance brand a mean of .49. versus Vuyo whose credibility was .72. These means are the highest of all factors on the credibility scale and could be a result of the story line of Vuyo's character (Vuyo was positioned as an aspirational figure who started out selling food on the corner of a street and became a business mogul investing in other ideas and people) and the degree to which it succeeded. This trust in the brand aligns with Louis and Lombart (2010), who purport that the credibility of trust is built on expertise and directly affects commitment to the brand; the credibility dimension of trust influences attachment and affective commitment.

Trustworthiness:

With regard to trustworthiness on the source credibility scale, the fictitious life insurance brand and the clothing brand showed significantly different results than that of the celebrity endorser, Vuyo. Both the clothing and life insurance brands had lower means with regard to trustworthiness –.50 and .38 respectively, compared to Vuyo whose trustworthiness was rated .60. However, the life insurance brand was drastically lower. A contributor to this is the fact that trustworthiness is a meaningful predictor of endorser-product fit. This makes intuitive sense as increased perceptions of fit and trustworthiness as consumers would want to believe the individual has actually used the product. Since Vuyo had not previously been attached to the insurance/financial sector, trust levels are low and a lack of congruency exists.

Vuyo's credibility has importance in the brand-leveraging process, as here consumers aligned the fictional brands with Vuyo, particularly with regard expertise and attractiveness, as per the suggestion of Wang and Yang (2010). This supports McCracken (1989) who suggested that celebrity endorsers could build brand equity by creating secondary associations to other brands. Despite this, however, the current study also suggests that this is not enough and that a brand cannot rely solely on an endorser. Rather, it is the synergy of co-branding that generates equity as per Seno and Lukas (2007), who proposed that a celebrity endorser operates as a co-brand for the endorsed brand, leading to the creation of equity for both the endorsed brand and the endorsing celebrity.

6.4 Proposition 3: The credibility of the personified celebrity endorser and the original brand would be impacted if the personified celebrity endorser endorses another brand.

The null hypothesis states that the proportion of respondents agreeing with the fifteen attributes about the Hansa Pilsener's brand and the personified celebrity endorser, Vuyo's, perceived level of credibility post Vuyo's endorsement of fictitious brands would remain the same, while the alternative hypothesis states that the proportion of respondents agreeing with the fifteen attributes about the Hansa Pilsener's brand and the personified celebrity endorser, Vuyo's, perceived level of credibility post Vuyo's endorsement of fictitious brands will change. The study showed that in the case of the Hansa Pilsener brand, the null hypothesis was proven and in the case of the personified celebrity endorser, Vuyo, the alternate hypothesis was proven.

6.4.1 Discussion of findings on proposition three

The findings of proposition three with regards the Hansa Pilsener brand, reinforce the literature: an endorser or spokesperson does not need to be exclusive to one brand but needs to be culturally relevant, trustworthy and congruent to allow for transference to occur (Amos, Holmes, & Strutton, 2008; Spry, Pappu, & Cornwell, 2011). The Hansa Pilsener brand was found to show no significance difference from pre-testing to post-testing the scenario of Vuyo endorsing fictional brands. This is supported by Chen, Chang, Besherat, and Baack (2013), who argued that, due to the complex marketing environment that exists, consumers are conditioned with the association between the original brand and endorser. Hence, the original brand will maintain its brand concept and consistency regardless of another brand being endorsed by the same celebrity.

However, the results of the Vuyo character show a significant difference, indicating that it is the endorser who is affected when endorsing other brands. The mean overall source credibility of the Vuyo character dropped from .60 to .53 post testing. This supported the literature of Sliburyte (2009), suggesting Vuyo is no longer as effective, with consumers adopting a different viewpoint as the Vuyo brand endorses multiple other brands. The results show how Vuyo's credibility changed due to his multiple endorsements, suggesting that perceived credibility is reduced due to the newly endorsed brands, and this can impact the endorser, Vuyo, with reverse transference occurring (Amos, Holmes, & Strutton, 2008; Seno & Lukas, 2007).

The findings also show that the attachment towards the personified celebrity is based on the actions of the endorser, and endorsing multiple brands results in a lack of congruency, which can have a negative effect on brand recall and association, since the product is not the focal point (Fleck, Korchia, & Le Roy, 2012). This supports research showing that consumers perceive celebrities as less credible when they endorse brands in multiple product categories as to only endorsing one (Ilicic, & Webster, 2011).

Furthermore, there were significant differences of opinion regarding Vuyo in terms of source credibility of trustworthiness and expertise, but an insignificant difference regarding change in source credibility attractiveness pre and post endorsing of other brands. Concerning trustworthiness on the source credibility scale for Vuyo, post testing, the mean dropped from .60 to .50 whereas with regard expertise on the source credibility scale, post testing, the mean dropped from .71 to .61.

The above findings support the research of Charbonneau and Garland (2010) that highlighted the fact that celebrities had to portray a steady and constant image if trust in both them and their endorsed products was to be maintained. What was interesting about the Charbonneau and Garland (2010) study was that trustworthiness was the most impacted attribute within the Source Credibility Model. The dimensions of attractiveness and expertise were not impacted as significantly. In fact, the study showed that the trustworthiness dimension could even be impacted positively if the endorser was shown to be endorsing what the respondents considered to be a positive product. This is further supported by Tripp *et al.* (1994), who suggest that a celebrity is seen as more trustworthy and more of an expert when endorsing only one brand. Perceptions of trustworthiness, expertise and liking of a celebrity significantly decrease when the celebrity endorses multiple products.

Findings with regard attractiveness on the source credibility scale of Vuyo, post testing, were slightly, but not significantly, lower as the mean dropped from .49 to .47., showing that the efficiency and effectiveness of using Vuyo as a celebrity is, in large, due to consumers regarding him as a famous person who is highly dynamic, engaging and likeable (Atkins & Block, 1983). Attractiveness is meaning transferred by celebrities to the products they endorse, as too are desirability and alluring lifestyles (McCracken, 1989). These findings suggest that the endorser's attractiveness draws attention to the brand and ultimately increases advertising and brand awareness (Chao, Wuˈhrer, & Werani, 2005). This give rise to the business case for celebrity endorsement, explaining why multiple endorsements by a celebrity are common features in today's marketing world, while other

studies state that transference is diluted and effectiveness and credibility decreased (Ogunsiji, 2012) when an endorser represents multiple brands. This dilution varies based on the forms of the new multiple endorsements, and affects not only the brand but also the endorser (Tripp, Jensen, & Carlson, 1994).

## Chapter 7: Conclusion and Recommendations

7.1 Introduction

This chapter presents a conclusion of the findings discussed in Chapter Six against the three propositions presented in Chapter Three. The recommendations will be targeted at advertising and public relations agencies, and brand managers and teams involved in the process of endorsement and personification of brands. A potential model will be suggested and future areas of research, based on this study, will be proposed.

7.2 Main finding of the research

The study quantitatively showed, using Ohanian's (1990) Source Credibility Scale, that a personified celebrity endorser's' credibility could change and increase when moving to a different brand from the original, and that this credibility could be transferred to other brands without affecting the original brand's credibility, or the credibility of the personified celebrity endorser's brand. Figure 7.1 suggests a proposed model summarising the findings of the paper.

The research showed that the original brand, Hansa Pilsner, for which the personified celebrity endorser, Vuyo, was developed, was perceived to be significantly different in terms of credibility to the personified celebrity endorser. It also showed that the means of all three dimensions of credibility and overall source credibility of the personified celebrity endorser were higher than the original brand, with only trustworthiness being relatively unaffected. This suggests that the original brand and the personified celebrity endorser have independent credibility, but that there is transference in the areas of attractiveness and expertise. This suggests that the personified celebrity endorser has its own new independent credibility. The results also showed that if a personified celebrity endorser endorses other brands, there is transference though overall source credibility from the personified celebrity endorser to the new brand, which would not be aligned to the original brand resulting in a new brand credibility (NBC). There will be value added, particularly with regard to attractiveness for unknown brands with commercial products that could involve impulse buying (such as clothes), but not for 'long-term' product purchases that require analytical thought (such as life insurance). Lastly, the findings show that endorsement of other brands does not dilute the original brand, but rather affects the endorser himself or herself.

Figure 7.1 Proposed model that summarises the main findings of this research, showing the different combinations of factors of the personified celebrity endorser on source credibility.
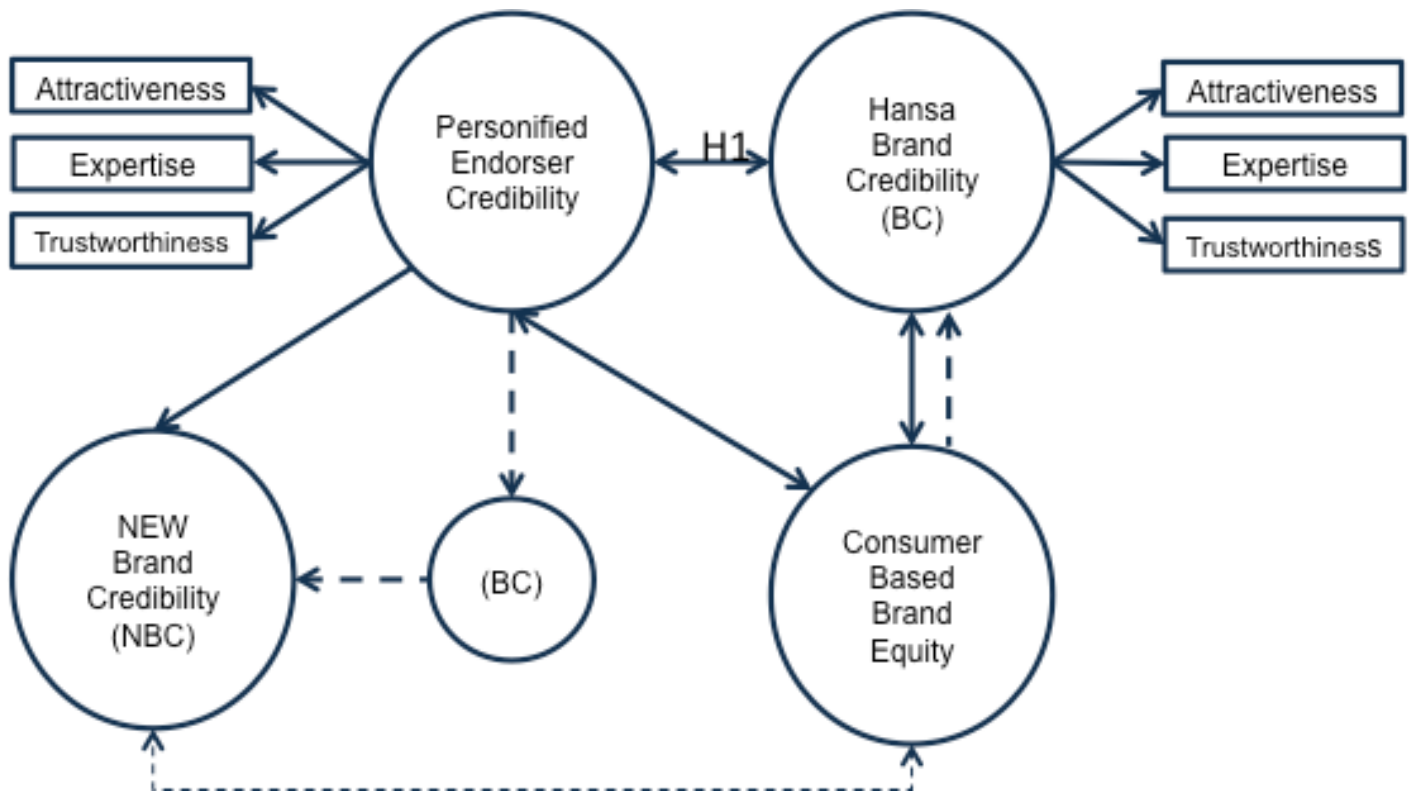
Source: Adapted from Spry, Pappu & Cornwell (2011).

The proposed model is based on the following proposals uncovered through this research:

Proposal 1: The source credibility of the personified celebrity endorser will differ from, and be independent of, the original brand, and can supersede the original brand.

Proposal 2: A personified celebrity endorser can transfer their credibility to another brand other than the original brand endorsed particularly with awareness due to attractiveness.

Proposal 3: The source credibility of the original brand will not be impacted if the personified celebrity endorser endorses another brand, while the personified celebrity endorser's trustworthiness and expertise are challenged.

7.3 Managerial Implications

7.3.1 Managerial implications for advertising and public relations agencies

The findings of the study suggest that a personified celebrity can be created to have his/her own character and credibility that are mutually exclusive from the brands endorsed. Thus, if the story and brand of a personified celebrity character is managed correctly and developed to gain credibility with consumers, he or she could endorse multiple brands. If managed and owned by the agency, the character can be used to endorse multiple brands, generating a longer life cycle for that character, and income for the agency, on the initial project, based on the ability to enhance brand equity through the transference of awareness and image associations (Keller, 2008), and symbolic meanings linked to the celebrity (McCracken, 1989). Thus, this revenue can be increased over time, across the lifespan of the character.

It must be noted, however, that agencies should not inflate personified celebrity endorsers beyond consumer expectations. While it is tempting to intoxicate consumers with a fictional story of grandeur and distinction, it is beneficial to rather maintain the personified celebrity's image in a realistic manner to leveraging on transference effectively and not lose congruency due to inauthenticity – an unrealistic image will result in dissonance rather than congruency (Cohen, 2014; Fleck, Korchia, & Le Roy, 2012). When personifying a brand, one must ensure that the personified object or endorser is congruent not only with expectation of the brand strategy, nature of the brand and the brand personality, but also with consumers' needs, culture and self-image that one is trying to target (Aguirre-Rodriguez, 2014).

The findings also suggest that the management of these brands be aligned to the past positioning of the personified celebrity endorser and no large shifts in segments occur, as consumers' perceptions will change, affecting the credibility of the personified celebrity endorser (asset) and reducing its equity and value, which will result in loss of revenue.

7.3.2 Managerial implications for brands

While personified celebrity endorsers are built by the brands and their campaigns, the study shows that these brands create their own identity and credibility. Brands invest a lot of money in creating these characters that may become larger than the brand itself, ultimately overshadowing it. As a result, brands usually terminate these characters before this occurs or when the brand evolves. This termination of a character results in the loss of

the asset and equity, which the brand has built. If the brand is able to sell or lease the use of these characters to another brand, either on par or at a higher rate with regard to equity or return on investment (ROI) will improve.

- The study showed that the selling or leasing of a character would not negatively affect the original brand. It must be considered, though, that the brand equity or positioning of the character should be maintained to ensure that brand equity of both the original brand and personified character is maintained – the original brand must have a strong agreement where they still retain some control and can protect the personified character.
- New brands could use the development of the character/endorser to enhance the brand in future or enhance the brand story. For example, if Vuyo endorses an already established product opening a new market of consumers, Vuyo gains credibility from the new endorsement. What is recommended here, however, is that Vuyo endorses one brand or product at a time based on the finding of this research and supported by Tripp *et al.'s* (1994) results which suggest that a celebrity is seen as more trustworthy and more of an expert when only endorsing one brand.

Secondly, this study leads to those brands that do not have the budget to engage with certain consumers or the requirement of a brand endorser. The study suggests that, as a brand manager, one can find a character able to transfer the equity and credibility needed to support the product or brand. This finding provides suggestions for global firms seeking to enter a new market to use celebrity endorsement as a means of engaging with a local market as part of their marketing strategy, connecting with consumers, and boosting brand evaluations (Spry, Pappu, & Cornwell, 2009).

- The study showed this to be particularly true with regard attractiveness. This is dependent on what the brand is trying to achieve in terms of credibility with consumers but will bring awareness to a brand resulting in equity and value. As previously stated, it is recommended that if brands opt to follow this route in order to gain credibility, they ensure that that the personified celebrity endorser is endorsing only their brand at the time, and has similar category, but not segment, exposure. In this way, trustworthiness is maintained, with trust directly affecting commitment to the brand and the credibility dimension of trust influencing attachment and affective commitment (Louis & Lombart, 2010).

7.3.3 Implications for managing the personified celebrity endorser

The study showed that personified celebrity endorser characters could build their own credibility. This credibility is separate from the brand that they originally endorsed, and has implications for the actors who play these characters. The actor needs to manage the character as a product or brand itself. Contracts entered into by the actors would need to be redefined addressing issues of equity in the character rather than purely monetary remuneration. One could suggest that this helps the individual in terms of long-term returns rather than campaign-long returns only. Actors must find ways to keep their character in demand, increase ROI and ROA. How does a celebrity endorser enter into deals with brands to generate longevity and what does this entail? How much influence do they have over their contracts and future usage of the character? Ultimately, the level of success achieved from obtaining endorsement deals will depend on how well the celebrity is able to manage credibility.

7.3.3.1 Managing the credibility and the three dimensions of the personified celebrities character

This study highlighted the importance of trust and expertise in the context of the Source Credibility Model, and also showed that a personified celebrity endorser can be relevant beyond the current brand it endorses. Thus, from a managerial perspective, focusing on building the credibility of the personified celebrity endorser with regard to trust and expertise is a priority and, in turn, so is managing the future endorsements of new products accordingly, in order to build the brand and increase the longevity of the personified celebrity.

Charbonneau and Garland (2008), in their study demonstrated that the choice of product endorsed could impact the image of the celebrity. The results of the study showed that when endorsing a negative product, the perceptions of the celebrity decreased while if a positive product was endorsed, perceptions of the celebrity improved. While studies have built upon this concept, it has not been applied to personified celebrity endorsers using their own credibility. Neither has this concept been applied to an original owner of a personified celebrity endorser to develop and build the character so as to endorse other brands and even generate brand synergies. This study indicates that brand managers can significantly benefit from selecting personified celebrity endorsers with whom consumers have a connection, in terms of an attachment bond, as past theory suggest that celebrities to whom consumers are attached may be more effective endorsers of brands than those

celebrities from whom consumers feel less attached.

7.3.4 Summary of managerial implications

Marketers invest large amounts of capital in developing and generating brand equity, which is an asset to the company and has a monetary value. This is often done through endorsement deals, and consumers judge endorsers based on their source credibility traits of attractiveness, trustworthiness and expertise. As result, characters are used to personify the brand and maintain alignment and congruency with the brand. In some cases, personified celebrities are developed from these characters, with their own credibility and equity due to the large investment from the original brand. Monetary equity and value then exists within these characters, and if the character is terminated for various reasons, these could be leveraged. If brands could manage these personified celebrity characters (such as maintaining positive sentiments amongst consumers on the traits of attractiveness, trustworthiness and expertise), they could sell or lease the personified celebrity without negatively affecting the original brand. By coupling a brand with a celebrity, a brand is able to leverage the unique and positive secondary brand associations that are related to the celebrity. Thus Keller (2008) suggests a brand gains consumer awareness building brand image and enhancing the endorsed brand's equity by transferring positive associations tied to the celebrity. Based on this, the implications of this study are significant as the personified celebrity endorser clearly has his/her own credibility separate from the original brand and endorsing other brands or products does not impact the original brand's credibility. This proposes that the personified celebrity endorser's value can be extended to other brands to gain further economic value rather than simply being terminated.

7.4 Suggestions for future research

This study has several limitations that should be addressed in future studies. Firstly, this research was based on fabricated products or brand endorsements. In order to have a more detailed view of the phenomenon, future studies should increase the number of celebrities and brands in the research and, if possible, focus on real brands rather than imaginary ones. Secondly, while the concepts of brand endorsement and credibility are international, the attitudes towards the personified celebrity endorser and brand surveyed in this research are based on opinions of South African respondents. Celebrities and brands may be viewed in a certain manner in this particular region, and very differently in other regions. Future studies should base the research on a wider geographical area, which would result in more generalisable representation. Thirdly, the diversity of the sample could be limiting as the representation of race was skewed to white (Caucasian)

individuals and thus not a true representation of South African demographics. Adding more diversity to the sample could only enhance and strengthen the study's results.

While the key theoretical principles in the study were not new, the focus on a personified celebrity endorser is a new application of the theory and should be explored further, partly because the study only focused on the credibility of the character as perceived by consumers and this is only one aspect of brand endorsements and brand equity building with regard brand image. In future studies, it is recommended that the concept of brand awareness, as per Keller (1993), be explored. This concept would be able to improve the understanding of the concept of a personified celebrity endorser endorsing other brands in relation to purchase intent.

Another aspect to be considered in future studies is attachment bonds, specifically with regard a personified celebrity endorser as the character depicted by a single individual with a specific name, life story and intimate connection in relation to the Self Determination Theory of Thomson (2006). This would give insight into the attachment towards personified celebrity endorsers and strategies in which best to use them.

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Appendices

Appendix A: Dos Equis, The Most Interesting Man In The World

Appendix B: Vuyo and the Hansa Pilsener brand

Appendix C: Questionnaire

What is your gender?

Male		Female	

What is your age?

18-24	
25-34	
35-44	
45-54	
55 and older	

What is your race?

Asian	
Black	
Coloured	
White	
Other	

Are you familiar with the Hansa Pilsener brand?

Yes		No	

Are you familiar with the Vuyo from the Hansa Pilsener advert?

Yes		No	

Are you a regular Hansa Pilsener consumer?

Yes		No	

Section 2					
Rate each section from strongly agree to strongly disagree as you view as being most suitable to the Hansa Pilsener brand					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Attractive					
Classy					
Beautiful					
Elegant					
Sexy					
Dependable					
Honest					
Reliable					
Sincere					
Trustworthy					
Expert					
Experience					
Knowledge					
Qualified					
Skilled					
Rate each section from strongly agree to strongly disagree as you view as being most suitable to Vuyo					
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Attractive					
Classy					
Beautiful					
Elegant					
Sexy					

Dependable					
Honest					
Reliable					
Sincere					
Trustworthy					
Expert					
Experience					
Knowledge					
Qualified					
Skilled					

Section 3					

If Vuyo endorses a new brand of product rate each section from strongly agree to strongly disagree as you would find most suitable to the new product if the product is **clothing**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Attractive					
Classy					
Beautiful					
Elegant					
Sexy					
Dependable					
Honest					
Reliable					
Sincere					
Trustworthy					
Expert					
Experience					
Knowledge					
Qualified					

Skilled					

If Vuyo endorses a new brand of product rate each section from strongly agree to strongly disagree as you would find most suitable to the new product if the product is l**ife insurance**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Attractive					
Classy					
Beautiful					
Elegant					
Sexy					
Dependable					
Honest					
Reliable					
Sincere					
Trustworthy					
Expert					
Experience					
Knowledge					
Qualified					
Skilled					

Section 4

After Vuyo endorses another brand, rate each section from strongly agree to strongly disagree as you view as being most suitable to Vuyo now

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Attractive					
Classy					
Beautiful					
Elegant					
Sexy					
Dependable					
Honest					
Reliable					
Sincere					
Trustworthy					
Expert					
Experience					
Knowledge					
Qualified					
Skilled					

After Vuyo endorses another brand, rate each section from strongly agree to strongly disagree as you view as being most suitable to the Hansa Pilsener brand now

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Attractive					
Classy					
Beautiful					
Elegant					
Sexy					
Dependable					
Honest					
Reliable					
Sincere					
Trustworthy					

Expert					
Experience					
Knowledge					
Qualified					
Skilled					