



Product effects on endorser image

Product effects
on endorser
image

The potential for reverse image transfer

Jan Charbonneau

*Department of Communication, Journalism and Marketing, Massey University,
Palmerston North, New Zealand, and*

Ron Garland

Department of Marketing, University of Waikato, Hamilton, New Zealand

101

Received December 2008
Revised March 2009
Accepted April 2009

Abstract

Purpose – The purpose of this paper is to investigate reverse image transfer as it applies to both celebrities (actors/models) and celebrity athletes in a New Zealand context. It extends the work of Garland and Charbonneau which examined reverse image transfer (product image transferring to endorser) as it applied to celebrity athlete endorsers alone.

Design/methodology/approach – The data for the study are collected from 240 New Zealand university undergraduate students who are split equally into eight treatment groups. Using Ohanian's source-credibility scale, each group rate several celebrities or celebrity athletes on their suitability for endorsing two contrasting products: orange juice (representing a positively perceived product) and cigarettes (representing a negatively perceived product). ANOVA (analysis of variance) is used to compare means between celebrities/celebrity athletes and the products they endorse. The study is a close replication of Till's work in the USA.

Findings – The results show a pronounced polarising effect for celebrity athletes, as opposed to celebrities (actors/models), for the endorsement of both products but particularly for cigarettes, the negative product. The potential for reverse image transfer is real, demanding careful attention by celebrities, agents and marketers during evaluation of endorsement opportunities.

Research limitations/implications – Though not compromising the research integrity, the sample of New Zealand students is restrictive. Further extension of the research is advisable to address limitations based on sample composition, cultural setting and time of research.

Originality/value – Aside from addressing the paucity of research on reverse image transfer, this paper signals important managerial implications for celebrity endorsers and their agents.

Keywords Product image, Product endorsement, Celebrities, Marketing strategy, New Zealand

Paper type Research paper

Introduction

Historically “using celebrities in advertising dates back to the late nineteenth century” (Choi *et al.*, 2005, p. 85), however, since the 1980s the use of celebrities as the source in marketing communications has become standard practice. McCracken defines a celebrity endorser as “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 1989, p. 30). Celebrities leverage their public profiles by endorsing product and service brands; brand owners (and their advertising agencies) leverage these celebrity profiles in the hopes of achieving potential benefits from associating their brand with a particular celebrity (Agrawal and Kamakura, 1995; Erdogan, 1999; Boyd and Shank, 2004). Celebrities bring their own images and values into the interaction with the brands they endorse with “the image affect . . . transferred to the endorsed brand” (Biswas *et al.*, 2006, p. 18). It can be presumed that the transfer of the endorsers' images, values and goodwill onto the brands they endorse follows the hierarchy-of-effects model which, in its most generic form, shows how consumers move from a state



of minimal knowledge about a brand through to eventual brand choice. Whether the ultimate state of purchase is arrived at by reinforcement of existing brand knowledge or by deeper cognitive processing, academic research shows that some form of “affect transfer” or “affect interaction” occurs between celebrities and the brands they endorse.

Literature review

Since the 1980s, academic research into celebrity endorsement has adopted source model theory as the over-arching theory to explain celebrity – brand interaction. Ohanian’s work (1990, 1991) with source credibility and source attractiveness models, operationalised by measurement of the impact upon consumers of a celebrity’s attractiveness, expertise and trustworthiness, exemplifies this approach. Ohanian’s model posits that message effectiveness depends on the endorser’s perceived credibility (credibility being a combination of both expertise and trustworthiness) and perceived attractiveness. This combined source-credibility model forms the basis of the evaluative measures used in this paper.

Parallel to and closely related with source theory is research investigating “fit” and “match-up hypothesis”. These studies suggest that endorsement effectiveness is affected by the “fit” between the endorser and the product. First articulated by Kahle and Homer (1985), this research was steadily built upon by many academics and practitioners such as McCracken (1989), Kamins (1990), Miciak and Shanklin (1994), Till and Busler (2000), Baker and Tagg (2001), Ruth and Simonin (2003), Charbonneau and Garland (2005) and Ang *et al.* (2006).

Using celebrities as the source of brand messages has acknowledged advantages. Undoubtedly, celebrity endorsers break through media clutter and hold viewers’ attention (Dyson and Turco, 1998; Erdogan and Baker, 1999; Charbonneau and Garland, 2005), contribute to brand name recognition, create positive associations with the brand and assist in developing distinct and credible brand personalities (Kamins, 1990; Ohanian, 1990; Charbonneau and Garland, 2005). Using celebrities though is not without risk. With the increased attention comes the risk of the celebrity overshadowing the brand – what Erdogan and Kitchen (1998) refer to as the “vampire effect”. Should an endorser become embroiled in controversy in either their personal or professional lives, not only corporate embarrassment but potentially negative consumer attitudes to the brand can result (Veltri and Long, 1998; Till and Shimp, 1998; Till, 2001; Pornpitakpan, 2003; Charbonneau and Garland, 2005). Celebrities endorsing multiple products risk overexposure, lessening the impact and distinctiveness of each product relationship as well as diminishing consumer perceptions of celebrity credibility and likeability (Tripp *et al.*, 1994; Dyson and Turco, 1998; Erdogan and Kitchen, 1998; Charbonneau and Garland, 2005). Interestingly, research findings are somewhat equivocal as to whether consumers are more likely to purchase goods and services endorsed by celebrities (Agrawal and Kamakura, 1995; Dyson and Turco, 1998; Erdogan and Kitchen, 1998).

The academic research reviewed above shows that positive brand attitude changes can be accredited to the presence of a celebrity as product endorser. Kahle and Homer (1985) extended this research perspective, being among the first to formally acknowledge how attractive endorsers, such as celebrities, can produce attitudinal change among viewers. McCracken (1989) believed celebrities’ pre-existing positive images passed from the endorser to the brand they were promoting, developing the Meaning Transfer Model to explain how pre-existing celebrity symbolic and cultural meanings such as status, class and lifestyle can transfer from celebrity to brand being endorsed. If this concept of meaning transfer can be reversed, then it is possible for

endorsed brands to attach some of their pre-existing underlying image to the celebrity endorser – referred to by the authors as reverse image transfer.

Till (2001) demonstrated how celebrity endorsers' own images can be adversely affected by association with negatively perceived products, especially products such as tobacco with their well documented health risks and increasing social stigma. The authors suggest, as did Till (2001), that in this age of celebrities pursuing their own branding opportunities, the potential for reverse image transfer (from product or brand back to endorser) should be considered whenever celebrities or celebrity athletes (and their agents) are evaluating endorsement opportunities and is a topic worthy of investigation.

This study is a close replication of Till's (2001) American study and an extension of Garland and Charbonneau's (2005) New Zealand study which tested reverse image transfer relative to celebrity athlete endorsers.

The main assertion under test is that while a positively perceived product will have little or no effect on respondents' perceptions of celebrity endorser, a negatively perceived product will have a substantial effect. This finding held in the Garland and Charbonneau (2005) study for celebrity athletes but of issue is whether it holds for other celebrities (non-athletes) or whether there are notable differences.

Methodology

Following extensive pre-testing, Till (2001) selected orange juice and chewing tobacco as the anchor products for the "positive-negative" product continuum used in his research. Orange juice was validated in New Zealand pre-tests as a "positive product". As New Zealanders do not have a tradition of chewing tobacco, cigarettes were substituted and pre-testing revealed a substantial level of negative connotations for cigarettes. To remove any specific confounding branding influences in the experiment, the two products were presented to respondents as "Brand X orange juice" and "Brand X cigarettes". Till (2001) created fictitious endorsers to remove any chance of effect from choice of endorser. In this study, "generic" endorsers, one male (Marty) and one female (Franny) were created to test for gender effects. Marty and Franny were created as either elite models or elite rugby players (rugby football is arguably New Zealand's "national" sport) depending upon which treatment (discussed below) each respondent received. For celebrity athletes ("branded" athletes), David Beckham and Anna Kournikova were selected (both with almost universal recognition among the study's target audience, and earnings from endorsements far exceeding their sport-related income). For the two high profile celebrities representing "celebrities as their own brands", actors Brad Pitt and Jennifer Aniston were chosen (note: data collection was before their much publicised divorce). Both actors were pre-tested and found to have high general public name and face recognition.

Background information provided in the questionnaires for the generic athletes (Marty and Franny as elite rugby players) was restricted to "Marty is a professional rugby player who represented his country at the recent World Cup. He was acclaimed by his teammates as one of the best players in his position" and "Franny is a rugby player who represented her country at the recent World Cup. She was acclaimed by her teammates as one of the best players in her position". Background information provided for David Beckham and Anna Kournikova was restricted to brief vignettes of each sports star's career. Background information provided in the questionnaires for the generic models (Marty and Franny as elite models) was restricted to "Marty has modeled internationally and has appeared in Gentleman's Quarterly [GQ] and other fashion magazines" and "Franny has modeled internationally and has appeared in

Vogue and other fashion magazines”. For actors Brad Pitt and Jennifer Aniston vignettes were restricted to naming their recent movies and television shows.

The research instruments for each product (orange juice and cigarettes) and each subject (generic rugby player or model); David Beckham, Anna Kournikova, Brad Pitt, Jennifer Aniston) contained three black and white print ads, mocked up with the subjects in casual clothing, a photograph of the product and the following copy illustrating differing degrees of endorsement:

- (Subject) ONLY drinks BRAND “X” orange juice
- (Subject) ONLY drinks BRAND “X”, the juice with more orange!
- (Subject) and BRAND “X” orange juice . . . a winning combination!
- (Subject) ONLY smokes BRAND “X” cigarettes
- (Subject) ONLY smokes BRAND “X” . . . the cigarette with more PUFF!
- (Subject) and BRAND “X” cigarettes . . . a winning combination!

These experiments necessitated multiple treatments of the study’s questionnaire. As with Till’s (2001) study, the design for this experiment was a $2 \times 2 \times 2$ split-plot factorial design. The two between-subject variables were product (orange juice or cigarettes) and celebrity (athlete or actor/model). Time of endorser evaluation (pre- or post-viewing of the print advertisements) became a within-subject variable.

Ohanian’s (1990) source-credibility scale was adopted to evaluate the study sample’s perceptions of each celebrity’s attractiveness and trustworthiness both before and after the product match-up experiment. Apart from her own validity and reliability testing in 1990 and 1991, Ohanian’s scale has been tested in a number of non-US settings (see, e.g. James and Ryan, 2001; Garland and Ferkins, 2003; Pornpitakpan, 2003; Garland and Charbonneau, 2005; Charbonneau and Garland, 2006). As the selected celebrities were all either independently judged or created as “experts” in their chosen fields, only the first ten attributes of Ohanian’s 15-point semantic differential source-credibility scale were used (see Figure 1).

Just as with Till’s (2001) research, the respondents in this study were all undergraduate business students, and from one regional New Zealand university. The research was carried out in class without any prior publicity. Once completed surveys were collected, aspects of the survey were incorporated into lecture content. Students were judged to be an appropriate sample for this experiment as they are often market innovators (Nikas, 1999) and are the target market for many of the products that have used by celebrities as endorsers.

In total, 240 respondents ($n = 128$ males and $n = 112$ females) completed the survey, split equally into eight groups with $n = 30$ respondents receiving one of the eight treatments.

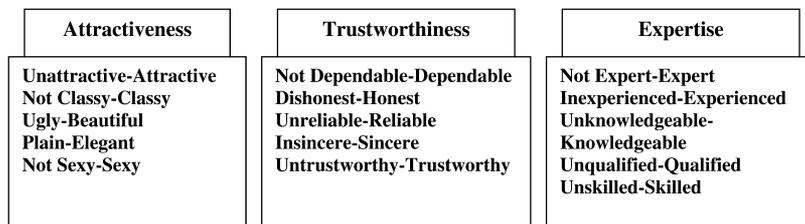


Figure 1.
Ohanian’s 15-point
source-credibility scale

Respondents completed several demographic questions, “level of interest in sport and fashion/show business” questions and then two screening questions on perceived level of appropriateness for an athlete or actor/model to endorse cigarettes or orange juice (using a nine-point semantic differential scale: anchors – not appropriate; appropriate). Next, the celebrity (either generic or branded) was presented to respondents by way of a PowerPoint slide (picture) along with the brief biographical vignette specified above. Respondents scored their subject on the ten attractiveness and trustworthiness attributes of the Ohanian (1990) 15-point source-credibility scale. Respondents were then exposed to the three print ads in randomised order (for each celebrity paired with his/her particular product) with the viewing pace controlled by the authors to ensure adequate exposure to each print ad. After viewing was complete, respondents completed the same evaluation (again using ten of the 15 attributes of Ohanian’s source-credibility scale) for their celebrity as before, completing the “before exposure, after exposure” experiment.

Results and discussion

Results displayed in Table I, while fulfilling the manipulation check (see Till, 2001), also show the appropriateness of orange juice but not cigarettes as products for celebrities to endorse. Given that orange juice represents positive products, while cigarettes represent negative products, these results were not surprising. Note, however, the differences in means for the appropriateness of celebrity athletes (1.86) and actors/models (3.32) endorsing a negative product such as cigarettes. This result is statistically significant on a standard means test. These results provide further support for the “match-up” and “fit” hypotheses tested, for example, by McCracken (1989), Till and Busler (2000) and Ang *et al.* (2006).

Tables II and III display the grand means for each treatment, first for actors/models (Table II) and secondly for celebrity athletes (Table III). Note that previous research (Till, 2001; Garland and Charbonneau, 2005) showed little effect (as hypothesised) between celebrity athletes (both generic and branded) and the endorsement of orange

Product	Actors/models		Athletes		Sample size
	Mean	SD	Mean	SD	
Orange juice	6.40	1.87	7.09	1.57	237
Cigarettes	3.32	2.24	1.86	1.73	234

Table I.
Appropriateness of
product for celebrity
endorsement

Treatment (<i>n</i> = 30 each)	Product	Pre-test mean	Post-test mean	<i>t</i>	<i>p</i>
(1) Generic male model	Orange juice	4.56	4.69	-1.04	0.307
(2) Generic male model	Cigarettes	4.41	3.86	2.78	0.010*
(3) Generic female model	Orange juice	4.96	5.31	-2.94	0.006*
(4) Generic female model	Cigarettes	5.08	4.39	3.93	0.001*
(5) Brad Pitt	Orange juice	4.91	5.17	-1.91	0.067
(6) Brad Pitt	Cigarettes	5.29	4.90	2.54	0.017*
(7) Jennifer Aniston	Orange juice	5.25	5.51	-2.63	0.014*
(8) Jennifer Aniston	Cigarettes	5.58	5.31	2.55	0.016*

Table II.
Evaluation of actors/
models by product
category

Note: *Statistically significant at 0.05 level on simple ANOVA (analysis of variance)

juice. This study confirms the positive but statistically insignificant changes for the generic male celebrity athlete (Marty) and David Beckham (branded male celebrity athlete) when endorsing orange juice. Nonetheless there is an important, statistically significant movement in the positive direction for female actor/model endorsers (both the generic model and Jennifer Aniston) of orange juice (Table II), yet this does not hold for both the female athletes.

The results for endorsement of cigarettes were consistent with those found in Till's (2001) study. The change in respondents' evaluations brought about by pairing generic and branded celebrity endorsers with cigarettes in mock-up print ads was always in the negative direction – in each of these cases mean evaluations fell by statistically significant amounts (at the 0.05 level) as seen in Tables II and III.

Tables IV and V present the pre- and post-test means using Ohanian's individual Attractiveness and Trustworthiness attributes for actors/models (Table IV) and celebrity athletes (Table V) relative to cigarettes. Endorsement of cigarettes did not significantly affect evaluations of overall Attractiveness (attractiveness, classiness, beauty, elegance, sexiness) for branded celebrities Brad Pitt and Jennifer Aniston, with the exception of the "Classiness" attribute for Jennifer Aniston. Yet endorsement of cigarettes did have an impact on overall Attractiveness for the generic celebrities – Marty and Franny as models. This suggests a small sample effect here. The overall

Table III.
Evaluation of celebrity athletes by product category

Treatment (<i>n</i> = 30 each)	Product	Pre-test mean	Post-test mean	<i>t</i>	<i>p</i>
(1) Generic male athlete	Orange juice	4.45	4.49	-0.24	0.82
(2) Generic male athlete	Cigarettes	4.58	4.20	2.19	0.04*
(3) Generic female athlete	Cigarettes	5.21	4.69	3.83	0.01*
(4) Generic female athlete	Orange juice	5.13	5.23	-1.39	0.18
(5) David Beckham	Orange juice	5.05	4.84	1.49	0.15
(6) David Beckham	Cigarettes	4.67	4.32	2.41	0.03*
(7) Anna Kournikova	Orange juice	5.21	5.33	-0.88	0.39
(8) Anna Kournikova	Cigarettes	5.32	4.67	3.74	0.01*

Note: *Statistically significant at 0.05 level on simple ANOVA

Table IV.
Celebrity actors/models and cigarettes: attribute means

Ohanian's (1990) attributes	Generic male model		Generic female model		Brad Pitt		Jennifer Aniston	
	Pre-test	Post-test	Pre-test	Post-test	Pre-test	Post-test	Pre-test	Post-test
Attractiveness	4.90	4.27*	5.80	5.37	5.55	5.55	6.23	5.90
Classiness	4.93	3.97*	5.43	4.57*	5.63	5.30	5.70	5.20*
Beauty	4.70	4.27	5.83	5.03*	5.57	5.20	6.13	6.07
Elegance	4.63	4.00*	5.34	4.48*	5.43	5.07	5.90	5.53
Sexiness	4.43	3.97	5.40	5.00	5.53	5.23	6.10	5.97
Dependability	4.00	3.67	4.67	4.03*	5.14	4.72	5.07	5.20
Honesty	4.07	3.53*	4.70	4.03*	4.71	4.63	5.13	4.70*
Reliability	4.20	3.70	4.57	3.90*	5.03	4.33*	5.13	4.87*
Sincerity	4.10	3.60*	4.60	3.80*	4.77	4.40*	5.17	4.83*
Trustworthiness	4.17	3.67	4.47	3.73*	4.87	4.30*	5.27	4.87*

Note: *Statistically significant at the 0.05 level on simple ANOVA

Ohanian's (1990) attributes	Generic male athlete		Generic female athlete		Beckham		Kournikova	
	Pre-test mean	Post-test mean	Pre-test mean	Post-test mean	Pre-test mean	Post-test mean	Pre-test mean	Post-test mean
Attractiveness	5.07	4.70	5.57	5.30	4.77	4.60	6.17	5.40*
Classiness	4.87	4.30*	4.87	4.63	5.00	4.30*	5.31	4.38*
Beauty	4.90	4.50*	5.70	5.40	4.63	4.40	5.97	5.60*
Elegance	4.73	4.30*	5.07	4.60*	4.80	4.63	5.76	4.97*
Sexiness	4.43	4.21	5.23	5.10	4.73	4.47	6.43	6.03
Dependability	4.37	4.23	5.20	4.53*	4.50	4.27	4.77	4.30
Honesty	4.23	4.03	5.13	4.40*	4.47	4.23	4.83	4.27*
Reliability	4.57	3.97*	5.10	4.41*	4.57	4.03*	4.76	3.86*
Sincerity	4.37	3.83*	5.10	4.31*	4.73	4.17*	4.90	4.03*
Trustworthiness	4.27	3.90	5.17	4.20*	4.50	4.07*	4.87	3.90*

Note: *Statistically significant at the 0.05 level on simple ANOVA

Table V.
Celebrity athletes and
cigarettes: attributes
means

message for potential actor/model celebrity endorsers is one of care in product selection.

As seen in Tables IV and V, endorsing cigarettes had a significant deleterious impact on the celebrities' (whether actor/model or athlete) overall Trustworthiness (dependability, honesty, reliability, sincerity and trustworthiness). For celebrity athletes, endorsing cigarettes would be "endorsement suicide". Respondents were especially harsh in their scoring of the athletes on Trustworthiness attributes (dependability, honesty, reliability, sincerity and trustworthiness) when they were paired with the negative product. Nevertheless, interesting side issues emerge on closer inspection of the scores for the two named celebrity athletes. It would appear that Anna Kournikova dealt particularly severe evaluations when associated with cigarettes, stemming from decreasing values for both overall Attractiveness and Trustworthiness and on all but two of the attributes, whereas David Beckham is perceived less severely although he too loses some appeal on Trustworthiness. The generic female athlete (Franny) scores very similarly to Anna Kournikova on these attributes leading us to speculate that associating with a negatively perceived product poses greater risks for female athletes than male athletes. Sampling bias can be ruled out in this study as the sample was evenly split between young males and young females. Thus the apparent heightened deleterious effect upon female celebrity athletes who endorse negatively perceived products deserves future research attention.

Tables VI and VII display the pre- and post-test means for Ohanian's Attractiveness and Trustworthiness dimensions (ten attributes in total) relative to orange juice. Interestingly, endorsement of orange juice had a positive effect on evaluations of "Beauty" for the generic female model but not for the male equivalent. Orange juice endorsement enhanced the Attractiveness dimension for both Jennifer Aniston and Brad Pitt, demonstrating that association with a positive product "reverses" onto them as hypothesised. This is further substantiated by the results for the Trustworthiness dimension (Table VI) where almost all of the individual attributes of Trustworthiness for each celebrity were boosted by statistically significant increases in the post-test.

Table VII's results for the match-up of celebrity athletes and orange juice are less definitive than for actors/models. There is a slight positive response for the Attractiveness dimension for the generic celebrity athlete (either male or female) but only one statistically

Table VI.
Celebrity actors/models
and orange juice:
attribute means

Ohanian's (1990) attributes	Generic male model		Generic female model		Brad Pitt		Jennifer Aniston	
	Pre-test	Post-test	Pre-test	Post-test	Pre-test	Post-test	Pre-test	Post-test
Attractiveness	5.28	5.14	5.53	5.73	5.27	5.47	5.62	6.10*
Classiness	5.03	4.86	5.20	5.47	5.45	5.34	5.66	5.86
Beauty	4.90	5.03	5.60	5.87*	4.79	5.07	5.97	6.17
Elegance	4.61	4.75	5.17	5.33	5.00	5.10	5.83	5.79
Sexiness	4.93	4.79	5.20	5.20	4.73	5.03*	5.66	5.93*
Dependability	4.07	4.38	4.50	5.20*	4.73	5.30*	4.69	5.10*
Honesty	4.24	4.52	4.63	5.10*	4.80	5.23*	4.79	5.11*
Reliability	4.07	4.48	4.55	5.07*	4.86	5.28	4.66	4.93
Sincerity	4.21	4.52	4.63	4.97	4.63	5.20*	4.72	5.03
Trustworthiness	4.38	4.52	4.57	5.13*	4.83	5.07	4.48	4.97*

Note: *Statistically significant at the 0.05 level on simple ANOVA

Table VII.
Celebrity athletes and
orange juice: attributes
of attractiveness and
trustworthiness

Ohanian's (1990) attributes	Generic male athlete		Generic female athlete		David Beckham		Anna Kournikova	
	Pre-test mean	Post-test mean	Pre-test mean	Post-test mean	Pre-test mean	Post-test mean	Pre-test mean	Post-test mean
Attractive	4.77	5.00	5.63	5.67	5.43	5.23	6.38	6.31
Classiness	4.57	4.73	5.00	4.97	4.97	4.93	4.97	5.43*
Beauty	4.53	4.80*	5.53	5.70	5.20	4.93*	6.23	6.10
Elegance	4.29	4.25	4.83	4.87	4.97	4.67*	5.33	5.37
Sexiness	4.30	4.30	4.97	5.20*	5.30	5.03	6.23	5.87*
Dependability	4.60	4.50	4.97	5.17	4.97	4.83	4.73	4.80
Honesty	4.33	4.47	5.17	5.17	4.80	4.67	4.60	4.87
Reliability	4.50	4.50	5.03	5.10	4.90	4.70	4.50	4.87
Sincerity	4.23	4.10	5.17	5.23	4.97	4.73	4.53	5.00*
Trustworthiness	4.33	4.23	5.00	5.17	4.97	4.73	4.63	4.67

Note: *Statistically significant at the 0.05 level on simple ANOVA

significant result for each. For the two named celebrity athletes, Anna Kournikova and David Beckham, the results are a little stronger – there is some enhancement of the Attractiveness dimension. For Trustworthiness, an association with orange juice tends not to induce change other than for the “Sincerity” attribute for Anna Kournikova. However, this result may owe more to the specific circumstances surrounding this particular celebrity, her controversies and her multitude of endorsements. Perhaps too, athletes are expected to endorse healthy beverages, at least to a greater extent than consumers’ expectations of an actor/model endorsing orange juice.

These results have implications for celebrities, agents and corporate partners when endorsement opportunities are being evaluated. Choice of product for endorsement does matter in that reverse transfer can occur, suggesting the need to test pre-existing product/brand images. In some instances, the reverse image transfer from a positive product may prove beneficial to the celebrity, especially given its impact on evaluations of overall Trustworthiness. However, as reverse image transfer of negative product

image can also occur, the potential for reverse image transfer needs to be factored into endorsement decisions.

Caution must be exercised when generalising this study's results. Though not compromising the integrity of the research, the sample of undergraduate students is but one specific demographic group – further extension of the research is always advisable. Additionally, the research is time-bound and while the hypotheses have been confirmed for now, the cross-sectional nature of this data means they may not hold in the future. Obviously, these results are culturally bound to New Zealand, generalising them to a wider cultural domain needs a caveat of caution.

References

- Agrawal, J. and Kamakura, W.A. (1995), "The economic worth of celebrity endorsers: an event study analysis", *Journal of Marketing*, Vol. 52 No. 3, pp. 56-62.
- Ang, L., Dubelaar, C. and Kamakura, W. (2006), "Changing brand personality through celebrity endorsement", *ANZMAC Conference Proceedings*, Queensland University of Technology, Brisbane, November, pp. 1679-86, CD-ROM.
- Biswas, D., Biswas, A. and Das, N. (2006), "The differential effects of celebrity and expert endorsements on consumer risk perceptions", *Journal of Advertising*, Vol. 35 No. 2, pp. 17-31.
- Boyd, T.C. and Shank, M.D. (2004), "Athletes as product endorsers: the effect of gender and product relatedness", *Sport Marketing Quarterly*, Vol. 13 No. 2, pp. 82-93.
- Charbonneau, J. and Garland, R. (2005), "Celebrity or athlete? New Zealand advertising practitioners' views on their use as endorsers", *International Journal of Sport Marketing and Sponsorship*, Vol. 7 No. 3, pp. 35-41.
- Charbonneau, J. and Garland, R. (2006), "The use of celebrity athletes as endorsers: views of the New Zealand general public", *International Journal of Sports Marketing and Sponsorship*, Vol. 7.4, pp. 326-33.
- Choi, S.M., Lee, W.-N. and Kim, H.-J. (2005), "Lessons from the rich and famous: a cross-cultural comparison of celebrity endorsement in advertising", *Journal of Advertising*, Vol. 34 No. 2, pp. 85-98.
- Dyson, A. and Turco, D. (1998), "The state of celebrity endorsement in sport", *Cyber-Journal of Sport Marketing*, Vol. 2 No. 1, available at: www.ausport.gov.au/fulltext/1998/cjism/ (accessed 20 October 2007).
- Erdogan, B. (1999), "Celebrity endorsement: a literature review", *Journal of Marketing Management*, Vol. 15 No. 4, pp. 291-314.
- Erdogan, B. and Baker, M. (1999), "Celebrity endorsement: advertising agency managers' perspective", *Cyber-Journal of Sport Marketing*, Vol. 3 No. 3, available at: www.ausport.gov.au/fulltext/1999/cjism/ (accessed 20 October 2007).
- Erdogan, B. and Kitchen, P. (1998), "Getting the best out of celebrity endorsers", *Admap*, Vol. 34, April, pp. 17-20.
- Erdogan, B.Z., Baker, M.J., and Tagg, S. (2001), "Selecting celebrity endorsers: the practitioner's perspective", *Journal of Advertising Research*, Vol. 41 No. 3, pp. 39-48.
- Garland, R. and Charbonneau, J. (2005), "Branding athletes: if the athlete is the brand, does the product matter?", in Pitt, B. (Ed.), *Where Sport Marketing Theory Meets Practice*, Fitness Information Technology, Morgantown, WV, pp. 130-40.
- Garland, R. and Ferkins, L. (2003), "Evaluating New Zealand sports stars as celebrity endorsers: intriguing results", *ANZMAC Conference Proceedings*, University of South Australia, Adelaide, December, pp. 122-9.

- James, K. and Ryan, M. (2001), "Attitudes toward female sports stars as endorsers", *ANZMAC Conference Proceedings*, Massey University, Auckland, December, pp. 1-8, CD-ROM.
- Kahle, L. and Homer, P. (1985), "Physical attractiveness of the celebrity endorser: a social adaptation perspective", *Journal of Consumer Research*, Vol. 11 No. 3, pp. 954-61.
- Kamins, M. (1990), "An investigation into the 'match-up hypothesis' in celebrity marketing: when beauty may be only skin deep", *Journal of Advertising*, Vol. 19 No. 1, pp. 4-13.
- McCracken, G. (1989), "Who is the celebrity endorser? Cultural foundations of the endorsement process", *Journal of Consumer Research*, Vol. 16 No. 3, pp. 310-21.
- Miciak, A. and Shanklin, W. (1994), "Choosing celebrity endorsers", *Marketing Management*, Vol. 3 No. 3, pp. 50-9.
- Nikas, C. (1999), "Just ad celebrity", *Ragtrader*, 5-18 May, pp. 22-3.
- Ohanian, R. (1990), "Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness", *Journal of Advertising*, Vol. 19 No. 3, pp. 39-52.
- Ohanian, R. (1991), "The impact of celebrity spokespersons' perceived image on consumers' intention to purchase", *Journal of Advertising Research*, Vol. 13 No. 1, pp. 46-55.
- Pornpitakpan, C. (2003), "Validation of the celebrity endorsers' credibility scale: evidence from Asians", *Journal of Marketing Management*, Vol. 19 Nos. 1/2, pp. 179-95.
- Ruth, J.A. and Simonin, B.L. (2003), "Brought to you by brand A and brand B. Investigating multiple sponsors' influences on consumers' attitudes toward sponsored events", *Journal of Advertising*, Vol. 32 No. 3, pp. 19-30.
- Till, B. (2001), "Managing athlete endorser image: the effect of endorsed product", *Sport Marketing Quarterly*, Vol. 10 No. 1, pp. 35-42.
- Till, B. and Busler, M. (2000), "The match-up hypothesis: physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs", *Journal of Advertising*, Vol. 29 No. 3, pp. 1-13.
- Till, B. and Shimp, T. (1998), "Endorsers in advertising: the case of negative celebrity information", *Journal of Advertising*, Vol. 27 No. 1, pp. 67-82.
- Tripp, C., Jensen, T. and Carlson, L. (1994), "The effects of multiple product endorsements by celebrities on consumers' attitudes and intentions", *Journal of Consumer Research*, Vol. 20 No. 4, pp. 535-48.
- Veltri, F. and Long, S. (1998), "A new image, female athlete-endorser", *Cyber-Journal of Sport Marketing*, Vol. 2 No. 4, available at: www.ausport.gov.au/fulltext/1998/cjsm/ (accessed 20 October 2007).

Corresponding author

Jan Charbonneau can be contacted at: j.charbonneau@massey.ac.nz