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The Effect of Celebrity Endorsements on Gift-Giving Purchases: An Application of the Elaboration Likelihood Model

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The Effect of Celebrity Endorsements on Gift-Giving Purchases: An Application of the

Elaboration Likelihood Model

by

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DEDICATION

This thesis is dedicated to anyone who has ever thought that *anything* is impossible to achieve.

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I am always reminding myself to be thankful to the many people who love and support me in everything that I do. For this, I owe my thanks.

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From deep down, thank you.

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ABSTRACT

The purpose of this study is to determine how effective celebrity endorsements are in regards to the type of gift purchase one decides to make (i.e., buying for someone who has a high significant meaning to the buyer, such as a best friend, versus buying for someone who has a low significant meaning to the buyer, such as a casual friend). The study seeks to extend upon the anthropology research exploring gift-giving and marketing research exploring celebrity endorsements by applying the tenants of the Elaboration Likelihood Model (ELM). This study uses an experimental procedure in order to determine the effect of using celebrity endorsements on buyers' attitudes and purchase intentions for gift-giving purchases in low and high involving categories. Results indicate that celebrity endorsements have no influence on attitudes and purchase intention in different product involvement and gift giver-receiver conditions.

CHAPTER 1: INTRODUCTION

With Hollywood being a reflection of American culture, it is not a surprise that approximately 25 percent of American commercials use celebrity endorsers (Shimp, 2000). Celebrity icons are found in roughly 20 percent of all television advertisements (Boyd & Shank, 2004). But why do advertisers spend so much and have such confidence in celebrities? According to Till (1998), when celebrity endorsements are used appropriately, "[they] can serve a valuable role in developing brand equity and enhancing a brand's competitive position" (p. 401).

Understanding the effectiveness of endorsers is a central issue for both practitioners and academics (Till & Busler, 1998). With American culture's obsession with celebrities, it is important to understand the use of celebrities in advertising. More importantly, understanding the effect that celebrity endorsements have on how consumers spend their money will better help advertisers market their products when using celebrity endorsers. Since approximately 95 percent of the gifts given in the United States are purchased products rather than services or products (Belk 1982), it can be assumed that gift-giving is an important issue to marketers. For instance, Christmas holiday sales can make up 30-50 percent of a retailer's total yearly sales and earnings alone (Smith & Beatty, 1985).

A great deal research has been done on the effect of celebrity endorsements based on the following characteristics: Source credibility (e.g. trustworthiness and expertise), source attractiveness (e.g. likeability) and celebrity/product match. Past research has consistently shown that source credibility, especially expertise, is the most significant factor in determining the effectiveness of celebrity endorsements, which influences the consumers' intention to purchase (Silvera & Austad, 2004). On the other hand, little to no research has been done in order to determine the influence of these advertisements on attitudes and intention to purchase for someone other than the purchaser. For instance: Does the use of a celebrity aid in the consumer's decision to purchase a product as a gift?

The purpose of this study is to determine how effective celebrity endorsements are in regards to the type of gift purchase one decides to make (i.e., high involving product versus low involving product) and the type of gift giver-receiver relationship that exists (i.e., buying for someone who holds a special meaning to the buyer versus buying for someone who does not hold a special meaning to the buyer). This study seeks to extend upon the anthropology research exploring gift-giving and marketing research exploring celebrity endorsements by applying the tenants of the Elaboration Likelihood Model (ELM). This effort will be able to further discuss how involvement levels for celebrity endorsements and gift purchasing are used in changing attitudes and purchase intention. Since research shows that celebrity endorsements are often successfully used in advertisements and gift purchases make up a large percentage of sales, this subject should be of interest to marketers.

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CHAPTER 2: LITERATURE REVIEW

Endorsement Defined

According to the Federal Trade Commission (1980), an endorsement is defined as:

> Any advertising message (including verbal statements, demonstrations, or depictions of the name, signature, likeness or other identifying personal characteristics of an individual or the name or seal of an organization) which message consumers are likely to believe reflects the opinions, beliefs, findings, or expertise of a party other than the sponsoring advertiser. The party whose opinions, beliefs, findings, or expertise the message appears to reflect will be called the endorser and may be an individual, group or institution.

Endorsements have shown to be successful in advertisements. For instance, a study by Hastak & Mazis (2003) factoring testimonials and disclosures in dietary supplement booklets, found that numerous testimonials about a product positively and effectively communicates that the product is successful in the uses described in the testimonials and that the product will work for at least half of people who use it (Hastak & Mazis, 2003).

Although this may be true, endorsers used in advertisements have certain restrictions and guidelines that must be considered, according to the FTC (1980). "Endorsements must always reflect the honest opinions, findings, beliefs, or experience of the endorser" (FTC, 1980).

Endorsements should not be presented that is in any way out of context or reworded in any way that would alter the endorser's view or occurrence with the product (FTC, 1980). Additionally, a celebrity can be used as an endorser only when the advertiser has good reason to believe that the endorser continues to promise to the opinions presented. The endorser must have been a true user of the product at the time the endorsement was given and the advertisement can only be run for as long as the advertiser believes that the endorser still remains a user (FTC, 1980).

According to Friedman, Termini, and Washington (1976), there are four major different endorsers: The typical consumer, professional expert, company president and celebrity. The typical consumer is a real person, not an actor, and a true user of the product. In fact, the only knowledge of the product is the result of the typical consumer's use of the product. The company president is leader of the company's product in which is being promoted and the professional expert is recognized based on their expertise within the product class that is being endorsed. This person's special understanding or training of the product is more advanced than that gained by average people. The celebrity is a recognized individual who is known for their accomplishments in areas that are not associated to the product class that is being endorsed (Fredman, Termini & Washington, 1976).

Celebrity Defined

According to Marshall (1997), celebrities are celebrated individuals that are unique, in some way, from the average citizen. Boorstin (1961) defines celebrity as someone "who is well-known for their well-known-ness" (p. 58).

According to Fredman, Termini and Washington, a celebrity is sometimes a sports figure, actor, comedian or other type of entertainer (1976). However, unlike heroic figures, the *modern celebrity* may not have achieved anything exceptional except, merely, public attention and a product of media representation (Tuner, 2004). This is evident in contestants from reality shows, such as *Big Brother* and *Survivor*.

According to Tuner (2004) fame is developed, not by the achievement of great things, but, by differentiating one's personality from those of their competitors. Consequently entertainers lead the ranks of celebrity "because they are skilled in the marginal differentiation of their personalities" (Boorstin, 1961, p. 65).

One of the "know all" resources that keep our society up-to-date about the latest celebrity news is the tabloid press. As noted by Marshall (1997), the tabloid press gives us an outrageous twist on the connotation of the celebrity because it presents the general public a possibility that these "unique talents," that makes one a celebrity, are vulnerable. As a result, these public individuals are subject to ups and downs in their career, and ultimately their life. As a result, these ups and downs can influence the brand or product that has been endorsed by a particular celebrity.

According to McCracken (1989), the success of a celebrity endorsement has to do with the cultural meaning of the celebrity endorser. These meanings vary across status, class, gender and age. In addition, unique celebrity personalities and lifestyles can influence the success of an endorser depending on cultural norms. (McCracken, 1989). These and other source characteristics are significant to advertising research and, more specifically, research that focuses on the effect of celebrity endorsements.

Source Characteristics

The source characteristics of a spokesperson, more specifically a celebrity spokesperson, have been studied by researchers for years since each characteristic influences audiences in their own unique ways (Marshall, 1997). "Who is shown in an advertisement can say much to the consumer about the intended users of a product and about the benefits resulting from product use" (Lynch & Schuler, 1994, p. 418). Therefore, these characteristics are important to briefly touch upon in order to entirely comprehend the impact of a celebrity endorser.

Source Credibility

Silvera & Austad (2004) note that source credibility is the primary factor determining how influential the celebrity endorser is perceived. According to Goldsmith, Lafferty and Newell (2000), the credibility of the endorser, celebrity or not, is influential, especially on the attitudes towards the advertisement. Source credibility is classically seen as a function of trustworthiness and expertise (Silvera & Austad, 2004). "Trustworthiness refers to the general believability of the endorser, and is thus broader but conceptually similar to correspondent inferences about the endorser" (p. 1511). For example, this was apparent in regards to George Foreman and the George Foreman Grill. "The key to the success of the grill was marrying a great product with a credible personality to endorse it" (Hoyer & MacInnis, 2007, p. 124).

The other function of source credibility is expertise. This refers to the product knowledge that the endorser shows, which ultimately leads to the validity of his or her arguments in regards to the product (Silvera & Austad, 2004).

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In addition, "[expertise] is believed to be a factor that increases persuasiveness above and beyond the effects of trustworthiness" (Silvera & Austad, 2004 p. 1512). For instance, a study conducted by Ohanian (1991), examining the impact of celebrity spokespersons' perceived image on consumers' intention to purchase, found that expertise was the *only* significant characteristic that impacted purchase intention.

Source Attractiveness

Another source characteristic that has been of interest, in regards to celebrity endorsement research is source attractiveness. Source attractiveness has been argued to increase the likeability of the source and the advertisement. Most studies have shown that a physically attractive source assists in changing consumers' attitudes (Baker & Gilbert, 1997; Caballero & Prince, 1984; Chaiken, 1979; Horai et al., 1974; Joseph, 1982; Kulka & Kessler, 1978; Mills & Aronson, 1965; Mills & Harvey, 1972; Petty & Cacioppo, 1980 as cited in Kahle & Homer, 1985; Silvera & Austad, 2004). However, researchers such as Benoy (1982) found source expertise to be more important than source attractiveness.

> When the source was expert, [their] physical attractiveness made little difference in terms of subjects' preferences; however, when she was inexpert, subjects agreed more with the high attractive source than with the medium or low attractive source. Apparently, when objective or task-related source characteristics (e.g., expertise) are weak, subjects resort to "irrelevant" cues (such as physical attractiveness) to form opinions (p. 19).

Matching Products with Endorsers

Other research has focused on the "fit" between the celebrity and the endorsed product (Till & Busler, 1998; Till & Shimp, 1998). Till & Busler (1998) note that certain celebrity/product matches work better than others due to a match-up between the celebrity and product. For example, professional sports players match up better with sporting good products rather than cosmetics. In general, understanding the source characteristics that have been researched are key in order to fully grasp an understanding of how celebrity endorsements are used to persuade consumers. However, this particular research is concerned with if and when a spokesperson (famous or not famous) is influential.

The Impact of Using a Celebrity versus Using a Non-Celebrity

Overall, research has shown that consumers' views and opinions about an advertisement that involve celebrities are positive. Research has shown that a significant amount of money is invested by corporations in order to align itself and its products with celebrities (O'Mahony & Meenaghan, 1997/1998). This is done in an effort to "draw attention to endorsed products/services and transfer image values to these products/services by virtue of their celebrity profile and engaging attributes" (O'Mahony & Meenaghan, 1997/1998, p. 15). According to Sherman (1985), approximately 20 percent of all television advertisements include famous people and approximately 10 percent of the money spent on television advertisements are used on celebrity endorsements.

In addition, high profile brands side themselves with high named celebrities. For example, Coca Cola Company spent $25 million dollars for an advertising campaign in order to present a certain celebrity as an endorser for Coke (Advertising Age, 1986 as cited in Jagdish, Kamakura, & Wagner, 1995).

However, according to Fredman, Termini and Washington (1976), endorsements, no matter who the endorser is, have been found to be worthwhile (Fredman, Termini & Washington, 1976). Endorsers effect consumers' expectations, intent-to-purchase and believability than advertisements shown with no endorser (Fredman, Termini & Washington, 1976). Although Till (1998) suggests that there are certain risks involved in using a celebrity endorser, celebrity ads can serve as effective ways to market a brand.

Ultimately celebrity endorsements are assumed to produce a greater probability of customers' choosing the endorsed brand (Heath, McCarthy, & Mothersbaugh, 1994; Kahle & Homer, 1985; Kamins et al., 1989; Ohanian, 1991 as cited in Agrawal, Jagdish, Kamakura & Wagner, 1995). A study was conducted in an effort to better understand if celebrity endorsers were economically worthwhile. By viewing the impact of celebrity contract announcements on stock returns, results indicate a positive correlation (Agrawal, Jagdish, Kamakura & Wagner, 1995). Therefore, celebrity endorsement contracts are a worthwhile investment in advertising as opposed to using non-celebrities. (Agrawal, Jagdish, Kamakura & Wagner, 1995). However, do consumers use a celebrity as a cue when purchasing a gift for someone else? This question will be discussed later. But first, it is important to grasp an understanding of the importance of the Elaboration Likelihood Model and how it interacts with celebrity endorsements.

Elaboration Likelihood Model and Celebrity Endorsements

According to Petty, Cacioppo and Schumann (1983), understanding attitudes has become of key interest within consumer behavior research. Researchers and advertisers have devoted a great deal of time and effort in order to determine how to change the buyer's attitude to sell their brand. As a result, Petty and Cacioppo's Elaboration Likelihood Model (ELM) is an influential tool in research studying the attitudes and persuasion in consumer behavior research.

In order to understand the ELM, it is first important to define the terms *attitude* and *influence* and *persuasion*, in regards to attitude, since these words are imperative in understanding the model. Attitudes are defined as "general evaluations people hold in regards to themselves, other people, objects, and issues" (Petty & Cacioppo, 1986, p. 4). Influence is defined as any change in these general attitudinal evaluations. Finally, persuasion refers to "any change in attitudes that results from exposure to a communication" (Petty & Cacioppo, 1986, p. 5).

The ELM is a two-process model of response to advertising stimuli (Petty, Cacioppo, & Schumann, 1983). In regards to the "elaboration" portion of the ELM, "on one end…there is virtually no thinking about the issues discussed in the message, whereas at the other end there is an enormous amount of mental activity, as the individual mulls over and cognitively elaborates on message arguments" (Perloff, 2003, p. 118-119). Under conditions of *high involvement*, the attitude change is processed through the *central route*.

This is when "consumers are more likely to devote a lot of effort toward and invest considerable personal involvement in forming or changing attitudes and making decisions" (Hoyer & MacInnis, 2007, p. 127). The central route is used to process information that the viewer finds to be vital to the true qualities of a particular attitudinal position (Petty, Cacioppo, & Schumann, 1983).

Under conditions of *low involvement*, attitude change is processed through the *peripheral route* (Petty, Cacioppo, & Schumann, 1983). This is when "consumers' attitudes are based on a more tangential or superficial analysis of the message, not on an effortful analysis of its true merits" (Hoyer & MacInnis, 2007, p. 127). For example, rather than considering the pros and cons of an argument, an individual may decide to accept an argument simply because a celebrity was used in the endorsement. Figure 1.0. offers a diagram of the model.

Figure 1.0. The Elaboration Likelihood Model of Persuasion (Petty &

Wegener, 1999).

Persuasive communication

MOTIVATED TO PROCESS?
(personal involvment,
need for cognition, etc)

yes

ABILITY TO PROCESS?
(distraction, repetition,
knowledge, etc)

yes

WHAT IS THE NATURE
OF THE PROCESSING?
(argument quality,
initial attitude, etc.)

MORE
FAVOURABLE
THOUGHTS
THAN BEFORE?

MORE
UNFAVOURABLE
THOUGHTS
THAN BEFORE?

yes | yes

IS THERE A CHANGE IN
COGNITIVE STRUCTURE?
Thought rehearsal,
reflection time, etc.

yes
fav.

yes
unfav.

CENTRAL POSITIVE/NEGATIVE
ATTITUDE CHANGE
Changed attitude is relatively
enduring, resistant to counter-
persuasion, and predictive of
behaviour

PERIPHERAL ATTITUDE SHIFT
Changed attitude is relatively
temporary, susceptible to
counterpersuasion, and
unpredictive of behaviour

no

yes

IS A PERIPHERAL PROCESS
OPERATING?
(expertise of source, source
attractiveness, use of
heuristics, etc

no

no

RETAIN INITIAL ATTITUDE
Attitude does not change
from previous position

no

no

The elaboration likelihood model
(Petty, Cacioppo, 1986) (diagram
by Petty, Wegener, 1999)

As noted by Clark and Horstmann (2005), products that are often endorsed by celebrities are running shoes, beauty products, soft drinks and other beverages, and the like. These types of products are often in the low involving product categories, as noted by the ELM. This is because these types of products are well established, have little apparent quality variation, and on which their manufacturers constantly spend large amounts for advertising. In addition, the authors note that an item in the low involvement product category risks being forgotten or being passed up for a similar product.

> Essentially, the explanation is that producers of these types of products advertise because of the negative inferences that consumers not seeing an ad for a particular product draw about the value of that product. A consumer who does not see an ad for firm 2's product, say, but does for firm 1's, attaches greater probability to firm 1's product, the advertised product, having large sales, and so being of higher value, than firm 2's product, the non-advertised product. As a result, this consumer is less likely to purchase firm 2's product. Had this consumer failed to observe an ad for either product, he would value firm 1's product less than in the previous situation and so would be less likely to purchase 1's product than previously. These negative inferences, and consequent purchase decisions, provide the profit incentive for a firm to advertise (Clark & Horstmann, 2005, p. 380).

Therefore, effective advertising, such as using celebrity endorsements, is imperative to the lower involving product categories in order to make a product memorable. Other researchers have concluded that celebrities persuaded consumers when products were less costly, low involving and few differences apparent among existing brands (Callcoat & Phillips, 1996).

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Also consistent with the ELM, Petty, Cacioppo, & Schumann (1983) conducted a

study, specific to celebrity endorsements, which found that under conditions of high

involvement (central route), arguments but not celebrities influenced attitudes. On the

other hand, under conditions of low involvement (peripheral route), celebrities but not

arguments influenced attitudes. This experiment showed that there are two relatively

distinct routes to persuasion (Petty, Cacioppo, & Schumann, 1983).

According to Byrne et al. (2003), incorporating the use of a celebrity to a

product's image, such as a grocery store item, can positively affect the overall image of a

corporation. For instance, a leading European grocery store, J. Sainsbury, incorporated

the use of a famous chef from the popular Food Network Channel's show *The Naked

Chef*. The store had the famous chef endorse certain grocery store items, such as low fat

food products, in an attempt to rebuild their brand. As a result, J. Sainsbury succeeded in

their brand renovation because that they used the well-known chef for their low-involving

grocery items (Byrne et al., 2003).

Thus, per the ELM, celebrity endorsements have shown to be successful when the

product is low-involving by activating the consumer's peripheral cue. However, it is

important to note that the effectiveness of the spokesperson, such as a celebrity, depends

on the receiver. "Much depends on the biases and beliefs that audience members bring to

the persuasion situation and the extent to which receivers are motivated and able to

process the message" (Perloff, 2003, p. 153).

So, is the receiver motivated because the message is personally relevant to them?

Personal relevance is a significant component of the ELM that is especially relevant to

the gift-giving portion of this study and discussed in more detail at a later time. But first,

let's explain the gift and the factors that influence gift-giving.

 Gift-Giving

Gift-giving is a subject chiefly studied by anthropologists for the reason that

different cultures exchange gifts in various ways. Anthropologists such as Malinowski

(1922), Levi-Strauss (1969), & Sahlins (1972) have contributed to gift-giving research

(as cited in Komter & Vollebergh, 1997). These researchers "emphasized that gift

exchange fulfills important functions in the development and continuity of society and

culture" (Komter & Vollebergh, 1997, p. 747).

Certain gift-giving research incorporates the emotions that go along with the

process. "We all understand that we are expected to give gifts to certain people on certain

occasions, and that the value of the gift depends on the occasion and our relationship with

the recipient" (Laroche et al., 2000). Anthropologists who have researched the act of

gift-giving have pointed to feelings of obligation and patterns of reciprocity that are

involved in the gift exchange process (Komter & Vollebergh, 1997). However, "pure"

gift-giving is described by the lack of these feelings.

The reciprocity within the pure gift-giving act may not be in the form of tangible

items. Instead, reciprocal gift exchange creates moral ties between people…"

(Malinowski, 1923 as cited in Komter & Vollebergh, 1997, p. 748). In other words, gift-

giving is a way of maintaining social relationships.

Another type of obligation, defined by Goodwin et al. (1990), is ritual. Certain occasions involve certain traditions, which are dictated by the culture of one's society. For instance, one of the most popular occasions is Christmas where the gift exchange is a key ritual.

Elaboration Likelihood Model and Gift-Giving Involvement

Determinants of processing strategy: Motivation and ability

According to the ELM, people must be motivated, influenced by the level of involvement and the need for cognition or thought, to elaborate on a message and must have the ability, influenced by knowledge or situational factors, to do so in order to bring out central processing (Petty & Cacioppo, 1981). A motivational factor that can affect a person's ability to analyze "issue-relevant arguments in a relatively objective manner" (Petty & Cacioppo, 1981, p. 81). There are three variables that have an important effect on the motivation to process: personal relevance of an issue, personal responsibility for message evaluation, and the number of message sources. However, personal relevance is the variable that is most applicable to this study.

Personal relevance, defined by Petty & Cacioppo, 1981, have also be labeled "ego-involvement," "issue involvement," "personal involvement," "vested interest," etc. Personal relevance occurs when people expect the issue to have consequences that can affect their own lives. These consequences can exist over long periods of time (e.g. changing certain laws), exist for a more confined period and/or audience (raising college tuition), or exist only under temporary conditions (e.g. computer advertisements have a higher relevance when a person is searching for a new computer) (Petty & Cacioppo, 1981).

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Petty and Cacioppo (1986) proposed that "as personal relevance increases, people become more motivated to process the issue-relevant arguments presented" (p. 82). In other words, as the personal consequences increase, it is more important for people to evaluate the *true merits* of the proposal by processing information centrally in order to form an opinion.

Gift-giving and involvement

Although purchasing something as a gift for someone else is not initially thought of as personally relevant and involving because it is not being purchased for one's self, the opposite is true. According to Belk (1982), the gift-giving process is more involving activity than self purchasing activity. There are at least two types of involvement with which are concerned with gift-giving. The first is *item-specific* and the second is *purchase situation-specific*. The item-specific form of involvement has been called "issue involvement" (Lastovika, 1976 as cited in Belk, 1982), "importance of purchase" (Howard & Sheth, 1969), "enduring involvement" (Rothchild, 1977) and "product involvement" (Clarke & Belk, 1979). Essentially, the consumer who is high in purchase item-specific involvement cares more about that item and is more interested in the purchase outcome.

The situation-specific involvement of the purchase centers on the consumer's particular objective or task to be completed in the shopping situation. For instance, "the task may be highly involving either because it entails important immediate goals (e.g. find a coat which is the least expensive wool coat in town), or because the intended usage situation involves important goals (e.g. find a dress to wear to the prom)" (Belk, 1979).

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Laroche et al. (2000) additionally found that involvement level varies depending on the item or budget the buyer has predetermined. Consistent with the ELM, the study by Laroche et al. found that in-store information sources (information that buyers used to go out of their way and seek), such as store displays and sales clerks, were generally used for items that were costly (e.g. high involving). Additionally, an individual with a predetermined gift selection was more likely to specifically search for information about that predetermined gift instead of a general information search (Laroche et al, 2000).

According to Gronhaug (1972), consumers who bought tableware as a gift reported spending a significant amount of time seeking out information about the product (e.g. considering more alternative choices, shopping at more dealers, seeking more advice from others, and reading dealers' brochures more thoroughly). Additionally, previous research has also found higher levels of perceived risk (Hart, 1974 as cited in Belk, 1982) and prices less of an issue (Shapiro, 1975) in gift buying rather than self purchase. However, this paper focuses on the different gift giver-recipient relationships that can ultimately impact how the buyer chooses a gift.

Belk's (1982) study was composed of less involving gift items that were characterized by low cost, ease of purchase, and low quality. The low involvement gift situations were the following: a thank-you gift to repay for a favor and a birthday gift for a casual friend. High involvement gift situations were as follows: a birthday gift for a close friend and a wedding gift for a close relative. As stated earlier, gift-giving involvement levels are accompanied by other factors in regards to purchasing strategies.

In this study, Belk (1982) found that the expectations that are attached to the specific gift-giving occasion and the recipient relationship influenced the results. For instance, wedding gifts were judged as having more expensive selections, and therefore higher expectations, than birthday gifts. Therefore, the buyer was highly involved for this gift-giving occasion. In addition, these high involving occasions were both to be given as a gift to someone with greater salient meaning (e.g. close friend or relative versus casual friend). All in all, the gift giver-recipient relationship showed to influence purchase strategy involvement.

According to Laroche, et. al. (2000), "In terms of search effort, more demanding selection strategies are likely to be used when the relationship is more salient to the giver" (p. 4). Gift recipients are often described as "difficult" or "easy," which is influenced by the giver-receiver relationship or commonality that they both share, noted by Otnes et al. (1993). For instance, difficult recipients in Otnes' (1993) study were older or more distant relatives, while easy recipients tended to be young (children) and same-gendered friends. Givers also noted that they perceive difficult recipients as misinterpreting gifts that are intended to express a specific social role. The following is a list of top (six or more; the rest was four or less) difficult recipients as noted by respondents: in-laws, fathers, grandparents and elderly relatives, and step relatives. The list of top (11 or more; the rest was four or less) easy recipients were children and same-gendered friends. Mothers, sisters, husbands or boyfriends, and opposite-gendered friends were spread among the two lists of recipients (Otnes et al, 1993).

Komter and Vollebergh (1997) studied different Western social relationships between the giver and recipient by analyzing the feelings that go along with gift-giving. The study contrasted between feelings of affection, as indicated by love and companionship, and obligation, as indicated by indebtedness, personal obligation, and customary obligation. Results point out that extended kin and friends each are given more than a quarter of all gifts. However, showing to have lesser salient meaning to the giver were acquaintances and neighbors who receive the least amount of gifts. Results also found that friends and family are as emotionally as close. Overall, family and friends are the most salient individuals in a person's social network.

> Different from what the older anthropological sociological theories suggest in this respect, gift-giving to these family members is not only based on feelings of affection in our own society, but it also springs from feelings of moral obligation. Gift-giving to friends; however, is more often accompanied by feelings of affection. ...The explanation for this may be that family ties are given, and most people traditionally feel a certain moral obligation to sustain these ties. Ties to friends are chose, not born out of obligation or tradition, but out of mutual affection (Komter & Vollebergh, 1997, p. 756).

As shown in the research previously stated, different gifts are given to different people. For instance, one may give a gift to someone that they consider particularly special in their life, such as a family member. However, the consumer may feel obligated to give a gift to someone even if they do not consider this recipient to be as special. Therefore, personal relevance and the level of involvement in the gift choosing process differ.

As stated earlier, Petty and Cacioppo (1976) found that as the personal consequences increase, it is more important for people to evaluate the *true merits* of the proposal by processing information centrally in order to form an opinion. Therefore, as shown in the research, gift-giving is a personally relevant and involving process (especially if it is highly priced), which makes it important for buyers to *centrally* process information about the item. More specifically, the more significant one feels that the recipient is to the buyer, the more involved the buyer is in the gift-giving process. But how does the use of a spokesperson, such as a celebrity, influence gift purchasing?

Celsi and Olson (1988) note that personal relevance is a subjective feeling, which they label "felt involvement." Even objects or events, such as gift-giving, that are extremely important to an individual are not felt as personally relevant at all times. Therefore, just because gift-giving has been noted as being high involving does not mean that it is high involving at all times. Instead, outside factors, such as the giver-receiver relationship, influences how involving the gift-giving process may be. This entails that the situational context, such as the use of a celebrity endorsement or giver-receiver relationship, is vital in determining the degree and type of personal relevance experienced by a consumer (Celsi & Olsen, 1988).

As argued earlier, per the ELM, there has been a significant amount of research that has shown that the use of a celebrity activates the consumer's peripheral route of persuasion. Celebrity endorsements are used for low involving situations while gift-giving is a high involving, cognitive-based process, especially when purchasing for a recipient that has salient meaning to the buyer. Therefore, even though gift-giving is a high involving process, an outside factor, such as the use of a celebrity in an advertisement, may influence the consumer.

However, one specific study, conducted by Ohanian (1991), which focused on the impact of celebrity spokespersons on consumers' intention to purchase, only *briefly* mentioned anything about gift purchasing. Again, compared to other source characteristics such as physical attractiveness and trustworthiness, this study found that expertise was the only characteristic that significantly related to respondents' intention to purchase for themselves and as a gift not for themselves (Ohanian, 1991). The research done for this study seeks a more specific and better understanding of the impact, if any, of celebrity endorsements on a consumer's attitudes and intention to purchase an item as a gift. The information gathered from this study will be able to aid marketers' understanding of what influences consumers.

CHAPTER 3: RESEARCH HYPOTHESES

The main purpose of this study is to explore the influence that celebrity endorsements have on the gift-giving process and attitudes toward the brand and advertisement they endorse. The experiment seeks to find if there is any effect that the independent variables— product involvement (high versus low), spokesperson (celebrity versus non-celebrity), and gift recipient relationship (weak or low significant meaning versus strong or high meaning), have on the dependent variable — attitudes (attitude toward the ad and attitude toward the brand) and buying intention.

The Elaboration Likelihood Model states that a message or advertisement can change attitudes or create resistance to change either centrally or peripherally (Petty & Cacioppo, 1986). A message can influence attitudes "…by getting the person to do a great deal of thinking about the message, or by inducing the individual to focus on simple, but compelling, cues that are peripheral to the message content" (Perloff, 2003, p. 119). Research has consistently found through empirical analysis that more thought and processing of message arguments were found in individuals in high involvement situations. However, the peripheral cues, such as the use of a celebrity, were found in individuals under low involvement situations. Under high involvement, argument quality was important. Based on the tenets of the ELM, the following hypotheses are suggested:

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H1a: Celebrity endorsements will be more effective in generating favorable attitudes than non-celebrity endorsements only in low involvement product situations, while celebrity endorsements and non-celebrity endorsements will have no effect in high involvement product situations in regards to the buyer's attitudes.

H1b: Celebrity endorsements will be more effective in increasing buying intention than non-celebrity endorsements only in low involvement product situations, while celebrity endorsements and non-celebrity endorsements will have no effect in high involvement product situations in regards to the buyer's buying intentions.

Furthermore, research has found that the giver-receiver relationship impacts the level of involvement consumer's use when choosing a gift for someone. "In terms of search effort, more demanding selection strategies are likely to be used when the relationship is more salient to the giver" (Laroche, et al., 2000, p. 4). In addition to the celebrity and involvement relationship stated earlier, the following hypotheses were constructed:

H2a: Celebrity endorsements will be more effective in regards to the buyer's attitudes than non-celebrity endorsements only when the gift recipient has low significant relationship with the buyer.

H2b: Celebrity endorsements will be more effective in regards to the buyer's buying intentions than non-celebrity endorsements only when the gift recipient has a low significant relationship with the buyer.

H3a: The effect of the celebrity endorsement on the buyer's attitudes will be the strongest in low involvement product situations where the recipient has low significant meaning to the buyer.

H3b: The effect of the celebrity endorsement on the buyer's buying intentions will be the strongest in low involvement product situations where the recipient has low significant meaning to the buyer.

CHAPTER 4: METHODOLOGY

Experimental Design

A 2X2X2 factorial design was chosen in order to determine if the independent variables influence the dependent variables. Each participant was randomly assigned to one of eight treatment cells, varying the spokesperson, product involvement level, and recipient. The goal of this design is to determine if any difference in attitudes and the likelihood of purchasing exists across (1) the affective relationship between receiver and giver; (2) the level of involvement (high or low); (3) celebrity endorsements. Table 1 illustrates the distribution of participants to six treatment groups.

Table 1. Distribution of Participants to Treatment Groups

			Product	
Friend			*MP3*	*Photo Album*
Best Friend	Spokesperson	*Oprah*	31	26
		Regular	27	25
Casual Friend	Spokesperson	*Oprah*	27	27
		Regular	25	31

In order to empirically assess the hypotheses mentioned previously, a convenience sample of 219 students enrolled in summer courses at the University of South Florida were involved in the experiment. Although a total of 226 experiment packets were collected, the 219 packets that were tabulated were those that found Oprah a celebrity. The measurement instrument was a 26-item experiment that measured consumers' attitudes toward the advertisement and brand, as well as purchase intention. These items serve as the primary dependent variables. The packets experimentally and successfully manipulated three conditions: The spokesperson endorsing a common consumer product, the product featured in an advertisement and the recipient/friend for whom the product is intended. These measures serve as the primary independent variables.

Altogether, there were a total of four advertisements that were given to eight experimental groups. The first advertisement was of the celebrity endorsing a low involving product where groups one and two received this advertisement. This low involving product was to be bought for either a best friend or a casual friend. The second advertisement was of a celebrity endorsing a high involving product where groups three and four received this advertisement. This high involving product was to be bought for either a best friend or a casual friend. The third advertisement was of a non-celebrity endorsing a low involving product where groups five and six received this advertisement. This low involving product was to be purchased for either a best friend or a casual friend.

The fourth advertisement was of a non-celebrity endorsing a high involving product where groups seven and eight received this advertisement. This high involving product was to be purchased for either a best friend or a casual friend.

These groups mentioned above are more specifically noted, in regards to placement, as follows: The first group viewed a low involvement product advertisement where a celebrity endorses the product and the recipient has a less significant relationship with the buyer ($n = 27$). The second group viewed a low involvement product advertisement where a celebrity endorses the product and the recipient has a significant relationship with the buyer ($n = 26$). The third group viewed a low involvement product where a celebrity does not endorse the product and the recipient has a less significant relationship with the buyer ($n = 31$). The fourth group viewed a low involvement product where a celebrity does not endorse the product and the recipient has a significant relationship with the buyer ($n = 25$). The fifth group viewed a high involvement product where a celebrity endorses the product and the recipient has a less significant relationship with the buyer ($n = 27$). The sixth group viewed a high involvement product where a celebrity endorses the product and the recipient has a significant relationship with the buyer ($n = 31$). The seventh group viewed a high involvement product where a celebrity does not endorse the product and the recipient has a less significant relationship with the buyer ($n = 25$). The eighth group viewed a high involvement product where a celebrity does not endorse the product and the recipient has a significant relationship with the buyer ($n = 27$).

The dependent variables of advertising effectiveness were measured using Likert

scales. Three general categories were examined: attitudes toward the ad, attitudes toward

the brand and the likelihood of purchasing the product as a gift. The list of questions that

tested these variables can be found in Appendix D.

The experiment used a 2X2X2 factorial design to test the hypotheses. A more

visual explanation of the factorial design hypotheses testing is shown in Table 2.

Table 2. 2X2X2 Factorial Design

	High Involvement (MP3)		Low Involvement (Photo Album)	
	Significant Relationship (Best Friend)	Insignificant Relationship (Casual Friend)	Significant Relationship (Best Friend)	Insignificant Relationship (Casual Friend)
Celebrity (Oprah)	Celeb-MP3-Best	Celeb-MP3-Casual	Celeb-Photo-Best	Celeb-Photo-Casual
Non-Celebrity	Non-Celeb-MP3-Best	Non-Celeb-MP3-Casual	Non-Celeb-Photo-Best	Non-Celeb-Photo-Casual

Stimulus Material

Each treatment was given one of four advertisements, which are available to view

in Appendix C. Each advertisement featured a female spokesperson, product, brand and

written text. The brand, "Companion," and written text were consciously chosen to

posses the same attributes in order to compliment both products. Every advertisement

remained the same with the exception of the spokesperson and product.

Pretest

Before the experimental packets were designed, a pretest was conducted in order

to identify the appropriate independent variables. A list of 12 celebrities was presented in

the pretest.

Based on respondents' opinions of the celebrities in regards to familiarity, popularity, likeability, and celebrity, the spokesperson was chosen. Additionally, a list of different product categories were listed, while respondents were to rank how important the decision of buying the product would be when it came to buying for themselves and for someone other than themselves. Lastly, a list of gift recipients were presented and ranked in terms of importance, significance and saliency. Based on the pretest results, the questions for the experiment were designed.

Spokesperson

Two spokespeople were featured in the advertisements that were included in the experiment: Oprah Winfrey and an ordinary spokesperson.

Product

Both low and high involvement products were featured in the experiment in order to stay true to the ELM. It was necessary that both products were consciously chosen to be purchased by a college-aged student and as a gift. Therefore, an MP3 player and photo album were the products chosen.

Product Recipient

The two recipients in the experiment were labeled "best friend" and "casual friend." The recipients were noted as being separate from each other. A best friend was defined in the experiment as someone the respondent speaks to or sees on a regular basis and who is very close with and trusts. A casual friend is someone the respondent may socialize with in a group or even one-on-one.

Procedure

The respondents were informed at the outset of the experiment that the questions were to be for a Master's thesis. Participants were told to simply read the packets carefully and follow the instructions that were given on the packets. Participant instructions are available in Appendix B.

After the verbal instructions were given, the packets were passed out to the participants. Since the experiment took place in a classroom, the experiment was done in a group setting of approximately 20-30 students per classroom. On average, it took participants a total of 10-15 minutes to complete the experiment. After each person was done with the experiment, they handed the packet in to the front of the room to be collected by the experimental conductor.

Manipulation Checks

Manipulation checks were performed to test the internal validity of the experimental conditions. In other words, respondents were asked a series of questions at the end of the experiment designed to confirm (1) that respondents who received the Oprah Winfrey advertisement believed she had traditional celebrity attributes compared to the non-celebrity advertisement; (2) that respondents who were in the MP3 player condition considered it a high involvement product, as opposed to the photo album, which was designed to be a low involvement product;

(3) that respondents whose purchase intention was for a recipient defined as a best friend considered them to be a high involving recipient, as opposed to a casual friend, which was designed to be a low involving recipient. For a complete list of the manipulation questions and answers, please refer to Appendix E.

Respondents were asked whether they believed that the spokesperson was a celebrity by simply checking "Yes" or "No." Since this question contained only two response choices a 2X2 chi-square table was created. Table 3 reveals that of the 219 respondents, 111 of the respondents in the Oprah treatment recognized her as a celebrity and 108 of the respondents in the non-celebrity treatment did not recognize the spokesperson as a celebrity. The trends in the data exhibit a perfect relationship. For each variable, the results confirm that the measures are valid as the observed frequencies are clearly non-random and in the intended direction.

Table 3. Spokesperson Manipulation Check (2X2 Chi-Square Table)

		SP-Celeb/Non-Celeb		
		No	*Yes*	Total
Spokesperson	*Oprah*	0	111	111
	Regular	108	0	108
Total		108	111	219

Participants were then asked a series of questions pertaining to whether the product category they were assigned was high or low involving. The questions asked whether they thought the product was something they care about when buying as a gift, whether it was something that was important to them in regards to making the right choice of the product, and whether it was something that was important to the them, in regards to the outcome of their choice. To assess the effectiveness of the product involvement and perceptions of two different product categories, a *t* test was performed, $t=7.122$, $p<.001$. These results, shown in Table 4, confirm that the measures are significantly valid.

Table 4. Manipulation Check for Product Involvement (t-test)

	t-test for Equality of Means				
	t	df	Sig.	Mean Difference	Std. Error Difference
Prod Involvement	7.122	217	.000	1.51991	.21341

The final manipulation check was designed to test whether the gift recipient was low or high involving; high being a best friend and low being a casual friend. Participants were asked about the friend they were assigned to in terms of importance, significance and saliency. To evaluate the effectiveness of the product involvement and perceptions of two different friend categories, a *t* test was performed, $t=10.07$, $p<.001$. As expected, the results shown in Table 5 confirm that the manipulation was successful.

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Table 5. Manipulation Check for Friend Importance (t-test)

	t-test for Equality of Means				
	t	df	Sig.	Mean Difference	Std. Error Difference
Friend Importance	10.066	202	.000	.99115	.09847

Reliability

A reliability check was performed for the seven attitudinal measures to ensure they measure a single construct. The measures for ATTA (a combined index for the all attitudinal questions about the ad) were found to have "acceptable" reliability; Cronbach's Alpha was estimated to be .729 ("What does Cronbach's alpha mean?," 2009). However, ATTB (a combined index for all attitudinal questions about the brand) had a Cronbach's alpha was .676, which is rather low. Reliability statistics for ATTA and ATTB are illustrated in Tables 6 and 8. Tables 7 and 9 are presented as reference for each attitudinal measure.

Table 6. Reliability Statistics for ATTA

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.729	.744	4

Table 7. ATTA Item Statistics

	Mean	Std. Deviation	N
AdCon	2.62	.933	225
AdInfo	2.52	1.065	225
AdFeel	2.57	.837	225
AdLike	2.75	.781	225

Table 8. ATTB Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.676	.680	3

Table 9. ATTB Item Statistics

	Mean	Std. Deviation	N
BrandFav	2.73	.824	225
BrandFeel	3.07	.630	225
BrandLike	2.98	.664	225

CHAPTER 5: RESULTS

Descriptive Statistics

Along with demographic information of participants, this study also sought to measure participants' attitudes about the advertisement, specifically asking how convincing, informative, and likeable the ad was, as well as the feelings the ad brought upon the respondent. Additionally, respondents were asked how favorable and likeable they found the brand, as well as the feelings the participant felt about the brand. The research instrument included items to measure purchase intent. Table 10 contains the descriptive statistics for the eight dependent variables used in this study. The results reveal that each variable is approximately normal[i] in distribution and has sufficient variation for quantitative analysis.

Table 10. Dependent Variable Descriptive Statistics

Spokesperson	Product	Friend	Mean	Std. Deviation	N
ATTA	*Oprah*	*MP3*	*Best Friend*	2.7083	.79080	30
			Casual Friend	2.6759	.59167	27
			Total	2.6930	.69760	57
		Photo Album	*Best Friend*	2.5577	.60954	26
			Casual Friend	2.3889	.60579	27
			Total	2.4717	.60776	53
		Total	*Best Friend*	2.6384	.71019	56
			Casual Friend	2.5324	.61053	54
			Total	2.5864	.66225	110
	Regular	*MP3*	*Best Friend*	2.8269	.65867	26
			Casual Friend	2.7000	.60381	25
			Total	2.7647	.62931	51
		Photo Album	*Best Friend*	2.4200	.67593	25
			Casual Friend	2.6210	.76341	31
			Total	2.5312	.72623	56
		Total	*Best Friend*	2.6275	.69169	51
			Casual Friend	2.6563	.69177	56
			Total	2.6425	.68861	107
	Total	*MP3*	*Best Friend*	2.7634	.72835	56
			Casual Friend	2.6875	.59176	52
			Total	2.7269	.66411	108
		Photo Album	*Best Friend*	2.4902	.64024	51
			Casual Friend	2.5129	.69840	58
			Total	2.5023	.66883	109
		Total	*Best Friend*	2.6332	.69814	107
			Casual Friend	2.5955	.65313	110
			Total	2.6141	.67440	217

Table 10. Dependent Variable Descriptive Statistics (Continued)

ATTB	Oprah	MP3	Best Friend	2.7222	.49583	30
			Casual Friend	2.9630	.54954	27
			Total	2.8363	.53126	57
		Photo Album	Best Friend	2.9231	.53589	26
			Casual Friend	2.9506	.61813	27
			Total	2.9371	.57385	53
		Total	Best Friend	2.8155	.51998	56
			Casual Friend	2.9568	.57933	54
			Total	2.8848	.55196	110
	Regular	MP3	Best Friend	3.0513	.58646	26
			Casual Friend	2.9067	.48610	25
			Total	2.9804	.53918	51
		Photo Album	Best Friend	2.8933	.63625	25
			Casual Friend	3.0323	.52603	31
			Total	2.9702	.57657	56
		Total	Best Friend	2.9739	.61044	51
			Casual Friend	2.9762	.50795	56
			Total	2.9751	.55646	107
	Total	MP3	Best Friend	2.8750	.55981	56
			Casual Friend	2.9359	.51572	52
			Total	2.9043	.53739	108
		Photo Album	Best Friend	2.9085	.58149	51
			Casual Friend	2.9943	.56710	58
			Total	2.9541	.57282	109
		Total	Best Friend	2.8910	.56779	107
			Casual Friend	2.9667	.54173	110
			Total	2.9293	.55474	217

Table 10. Dependent Variable Descriptive Statistics (Continued)

Purchase Intent	Oprah	MP3	Best Friend	.3000	.19564	30
			Casual Friend	.1852	.16860	27
			Total	.2456	.19069	57
		Photo Album	Best Friend	.2600	.22900	26
			Casual Friend	.2796	.24511	27
			Total	.2700	.23527	53
		Total	Best Friend	.2814	.21077	56
			Casual Friend	.2324	.21375	54
			Total	.2574	.21269	110
	Regular	MP3	Best Friend	.3923	.20369	26
			Casual Friend	.1988	.22002	25
			Total	.2975	.23136	51
		Photo Album	Best Friend	.2728	.25633	25
			Casual Friend	.3097	.24847	31
			Total	.2932	.25038	56
		Total	Best Friend	.3337	.23648	51
			Casual Friend	.2602	.24061	56
			Total	.2952	.24037	107
	Total	MP3	Best Friend	.3429	.20298	56
			Casual Friend	.1917	.19319	52
			Total	.2701	.21147	108
		Photo Album	Best Friend	.2663	.24042	51
			Casual Friend	.2957	.24521	58
			Total	.2819	.24230	109
		Total	Best Friend	.3064	.22387	107
			Casual Friend	.2465	.22721	110
			Total	.2760	.22703	217

Sample Profile

The study sampled 75 male and 151 female respondents. With a total of 24,591 students enrolled for summer 2009 courses at the USF Tampa campus, 14,724 were female and 9,856 were male, which may explain the reason for such a higher number of female respondents. Additionally, the majority of respondents were white (n= 147), of senior class rank (n = 136), single (n = 213), and had a mean age of 22.2. The ethnicity of respondents also follows the suite of students enrolled for summer 2009 courses, since the majority of students were white (n = 15,255). For a more specific summary of the sample profile, refer to Table 11 for a summary of the sample. All student profile data for USF summer 2009 students is available on the University of South Florida Info Center Web page.[ii] Sample profile information was collected for this study using questions that are available to view in Appendix A.

Table 11. Sample Profile

	n	%
Gender		
Male	75	33.0
Female	151	66.5
Missing	1	0.4
Ethnicity		
White	147	64.8
Black	34	15.0
Hispanic	25	11.0
Asian or Pacific Islander	10	4.4
American Indian	1	0.4
Other	8	3.5
Missing	2	0.9
College Rank		
Freshman	4	1.8
Sophomore	17	7.5
Junior	63	27.8
Senior	136	59.9
Graduate	3	1.3
Other	2	0.9
Missing	2	0.9
Marital Status		
Single	213	93.8
Married	11	4.8
Widowed	0	0.0
Separated/Divorced	1	0.4
Missing	2	0.9
Age		
Mean	22.2	
18	3	1.3
19	20	8.8
20	32	14.1
21	56	24.7
22	46	20.3
23	24	10.6
24	15	6.6
25	7	3.1
26	8	3.5
27	4	1.8
28	5	2.2
29	1	0.4
30	1	0.4
31	1	0.4
32	1	0.4
44	1	0.4
55	1	0.4
Missing	1	0.4

Hypothesis 1

  H1a. The first hypothesis (H1a) predicted that celebrity endorsement will be more

effective in generating favorable attitudes than non-celebrity endorsements only in low

involvement product situations, while celebrity endorsements and non-celebrity

endorsements will have no effect in high involvement product situations in regards to the

buyer's attitudes.

  To test this hypothesis, the mean of the attitudes were compared across the

product categories and spokespersons, as show in Tables 12 and 13. In regards to ATTA,

the mean for the celebrity and low involvement product condition (M= 2.48) is higher

than the mean for the non-celebrity and low involvement product condition (M= 2.54).

Table 12. ATTA Means for Spokesperson+Product Category

Spokesperson	Product	Friend	Mean	Std. Deviation	N
Oprah	*MP3*	*Best Friend*	2.7083	.79080	30
		Casual Friend	2.6759	.59167	27
		Total	2.6930	.69760	57
	Photo Album	*Best Friend*	2.5577	.60954	26
		Casual Friend	2.3889	.60579	27
		Total	2.4717	.60776	53
Regular	*MP3*	*Best Friend*	2.8269	.65867	26
		Casual Friend	2.7000	.60381	25
		Total	2.7647	.62931	51
	Photo Album	*Best Friend*	2.4200	.67593	25
		Casual Friend	2.6210	.76341	31
		Total	2.5312	.72623	56

For ATTB, the mean for the celebrity and low involvement product condition (M= 2.94) is slightly lower than the mean for the non-celebrity and low involvement product condition (M= 2.97). In both cases, ANOVA indicated no support for the hypothesis, (ATTA) $F(1, 209)= .017$, $p =.895$ and (ATTB) $F(1, 209)= .534$, $p =.466$ as illustrated in Table 21.

Table 13. ATTB Means for Spokesperson+Product Category

Spokesperson	Product	Friend	Mean	Std. Deviation	N
Oprah	*MP3*	*Best Friend*	2.7222	.49583	30
		Casual Friend	2.9630	.54954	27
		Total	2.8363	.53126	57
	Photo Album	Best Friend	2.9231	.53589	26
		Casual Friend	2.9506	.61813	27
		Total	2.9371	.57385	53
Regular	*MP3*	*Best Friend*	3.0513	.58646	26
		Casual Friend	2.9067	.48610	25
		Total	2.9804	.53918	51
	Photo Album	Best Friend	2.8933	.63625	25
		Casual Friend	3.0323	.52603	31
		Total	2.9702	.57657	56

Figure 2.1. displays the means of ATTA, comparing the spokespersons and product categories. Results show that attitudes were most favorable in the high involvement product category, while attitudes were least favorable in the low involvement product category for both spokespersons.

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In addition, the fact that the lines are nearly parallel suggests that the mean for each

spokesperson treatments is similar. In other words, there is no effect of the spokesperson.

Figure 2.1. ATTA Means
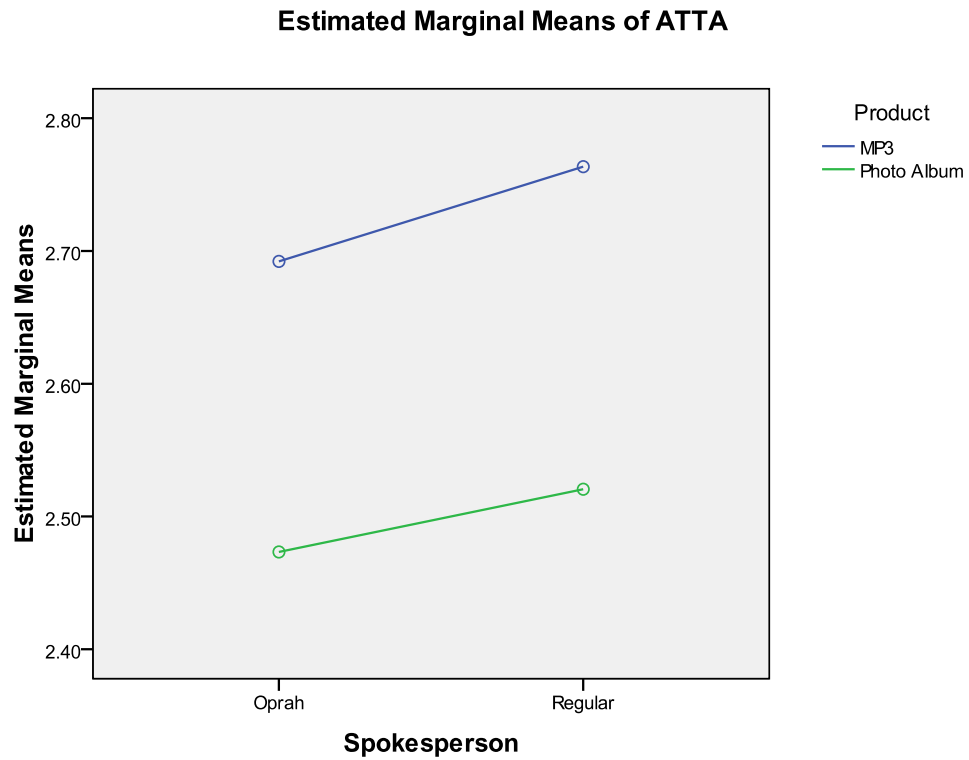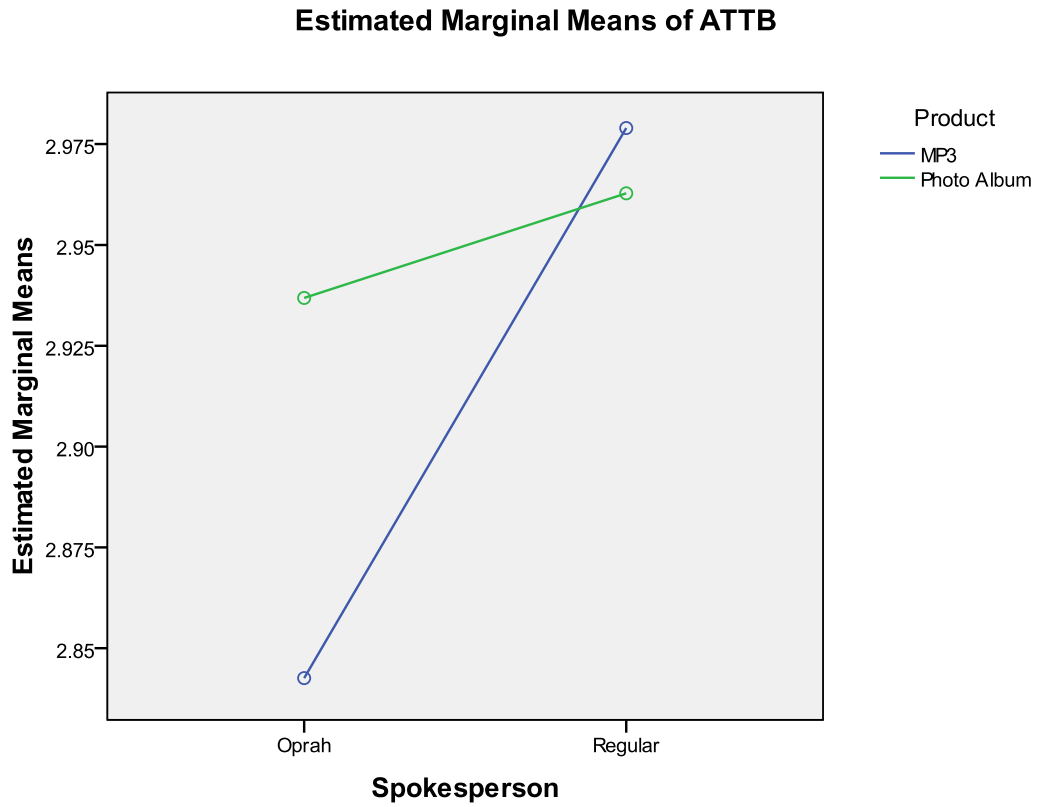

Estimated Marginal Means of ATTA

Figure 3.1. demonstrates the means of ATTB, comparing spokespersons and

product categories. Results show that brand attitudes are most favorable in both product

categories when a non-celebrity is used. This is in contrast to the hypothesis.

Figure 3.1. ATTB Means

Estimated Marginal Means of ATTB

H1b. The second hypothesis states that celebrity endorsements will be more effective in increasing buying intention than non-celebrity endorsements only in low involvement product situations, while celebrity endorsements and non-celebrity endorsements will have no effect in high involvement product situations in regards to the buyer's buying intentions.

To test this hypothesis, the mean of the purchase intent was compared across the product categories and spokespersons, shown in Table 14. In the celebrity and low involvement product condition, the mean (M= .27) was lower than the mean for the non-celebrity and low involvement product condition (M= .29). ANOVA indicated no support for the hypothesis, $F(1, 209)= .017$, $p =.603$ as demonstrated in Table 21.

Table 14. Purchase Probability Means for Spokesperson+Product Category

Spokesperson	Product	Friend	Mean	Std. Deviation	N
Oprah	*MP3*	*Best Friend*	.3000	.19564	30
		Casual Friend	.1852	.16860	27
		Total	.2456	.19069	57
	Photo Album	*Best Friend*	.2600	.22900	26
		Casual Friend	.2796	.24511	27
		Total	.2700	.23527	53
Regular	*MP3*	*Best Friend*	.3923	.20369	26
		Casual Friend	.1988	.22002	25
		Total	.2975	.23136	51
	Photo Album	*Best Friend*	.2728	.25633	25
		Casual Friend	.3097	.24847	31
		Total	.2932	.25038	56

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Figure 4.1. shows the means of purchase intent, comparing product categories and spokespersons. Purchase intent shows to be highest for both product categories when a non-celebrity is used.

Figure 4.1. Purchase Probability Means

Estimated Marginal Means of PurchaseProb
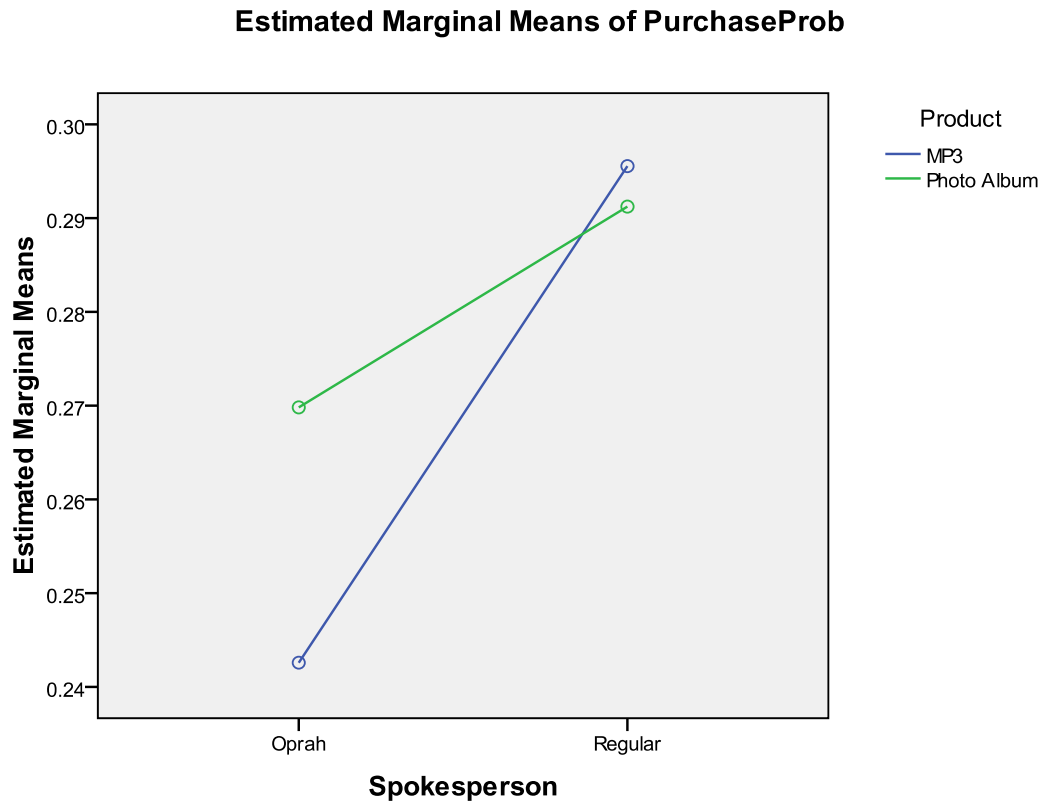
Hypothesis 2

 H2a. The third hypothesis (H2a) states that celebrity endorsements will be more effective in regards to the buyer's attitudes than non-celebrity endorsements only when the gift recipient has low significant relationship with the buyer.

 In order to test this hypothesis, the mean of the attitudes were compared across the friend categories and spokespersons, as shown in Tables 15 and 16. In regards to ATTA, the mean for the celebrity and low significant relationship condition (M= 2.54) is lower than the mean for the non-celebrity and low significant relationship condition (M= 2.66).

Table 15. ATTA Means for Spokesperson+Friend Relationship

Spokesperson	Product	Friend	Mean	Std. Deviation	N
Oprah	Total	*Best Friend*	2.6384	.71019	56
		Casual Friend	2.5324	.61053	54
		Total	2.5864	.66225	110
Regular	Total	*Best Friend*	2.6275	.69169	51
		Casual Friend	2.6563	.69177	56
		Total	2.6425	.68861	107

In regards to ATTB, the mean for the celebrity and low significant relationship condition (M= 2.96) is slightly lower than the mean for the non-celebrity and low significant relationship condition (M= 2.98). ANOVA shows no support for the hypothesis, (ATTA) F(1, 209)=.567, p =.452 and (ATTB) F(1, 209)=.822, p =.366, as shown in Table 21.

Table 16. ATTB Means for Spokesperson+Friend Relationship

Spokesperson	Product	Friend	Mean	Std. Deviation	N
Oprah	Total	*Best Friend*	2.8155	.51998	56
		Casual Friend	2.9568	.57933	54
		Total	2.8848	.55196	110
Regular	Total	*Best Friend*	2.9739	.61044	51
		Casual Friend	2.9762	.50795	56
		Total	2.9751	.55646	107

Figure 5.2. illustrates the means of ATTA, comparing spokesperson and friend categories. Results show that ad attitudes are least favorable when a celebrity is used in the casual friend category and most favorable when a non-celebrity is used in the casual friend category. This is in contrast to the hypothesis.

Figure 5.2. ATTA Means

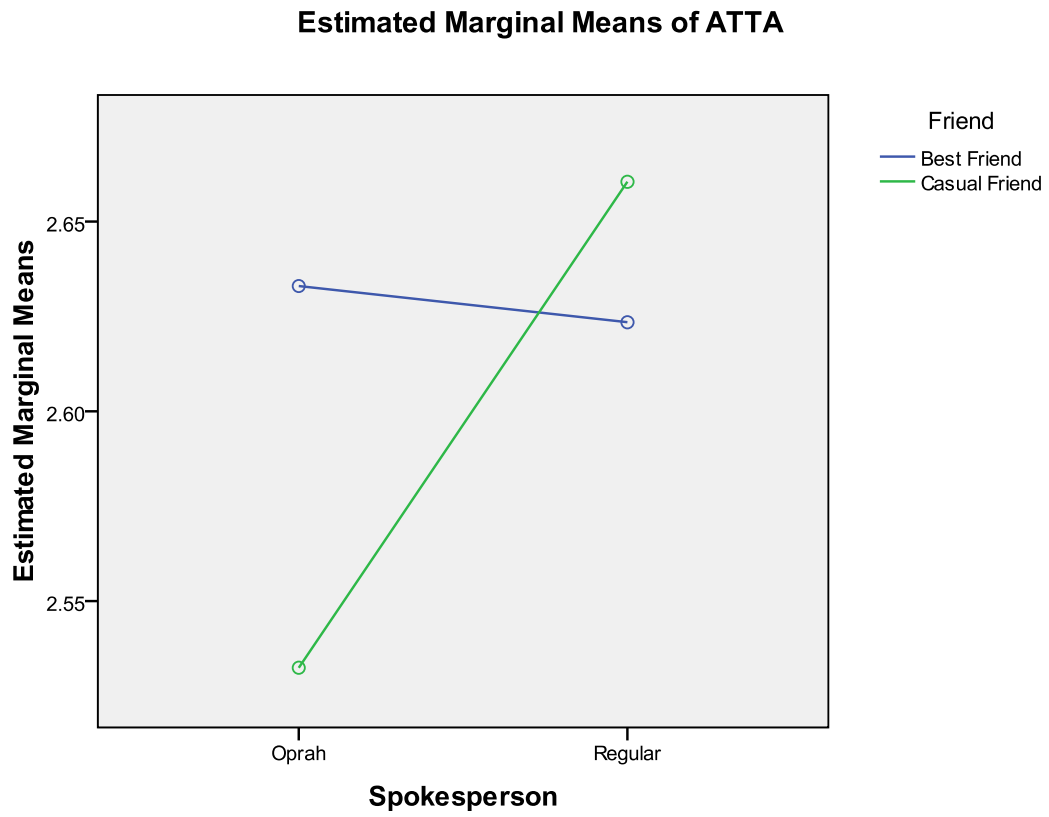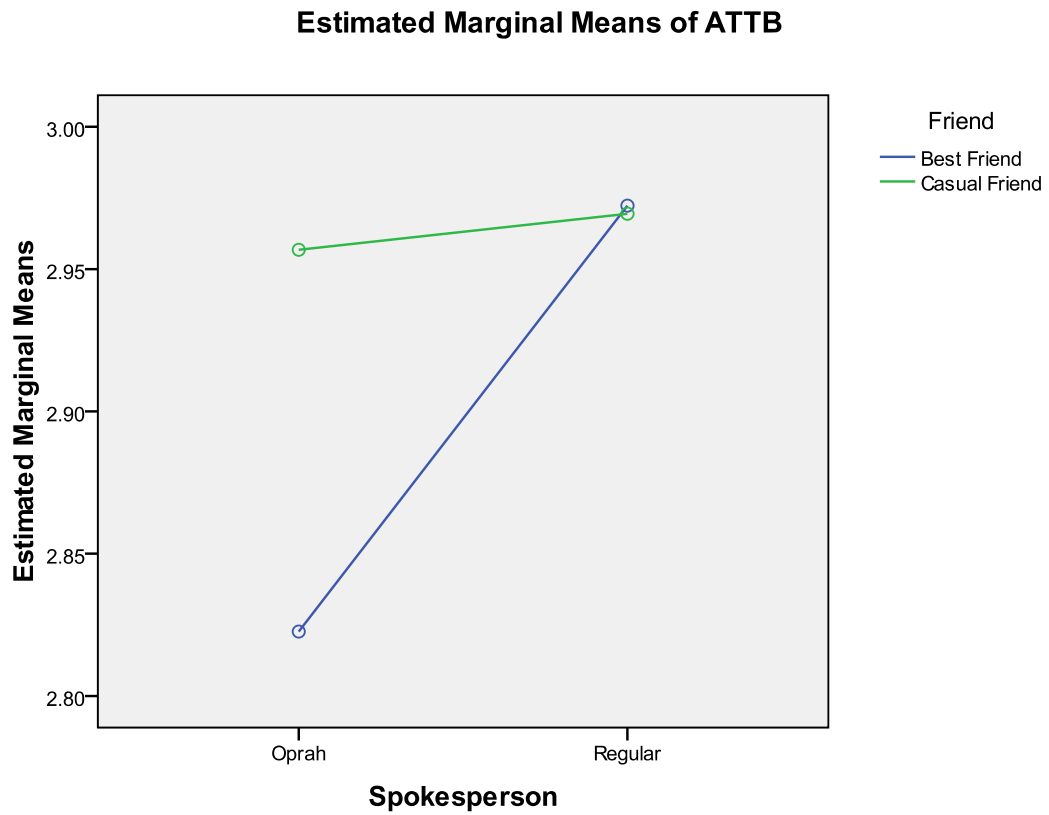**Estimated Marginal Means of ATTA**

Figure 6.2. shows the means of ATTB, comparing spokesperson and friend categories. Results show that brand attitudes are most favorable, and almost equal, in both friend categories when a non-celebrity is used.

Figure 6.2. ATTB Means

Estimated Marginal Means of ATTB

H2b. The fourth hypothesis states that celebrity endorsements will be more effective in regards to the buyer's buying intentions than non-celebrity endorsements only when the gift recipient has a low significant relationship with the buyer. To test this hypothesis, the mean of the purchase intent was compared across the friend categories and spokespersons.
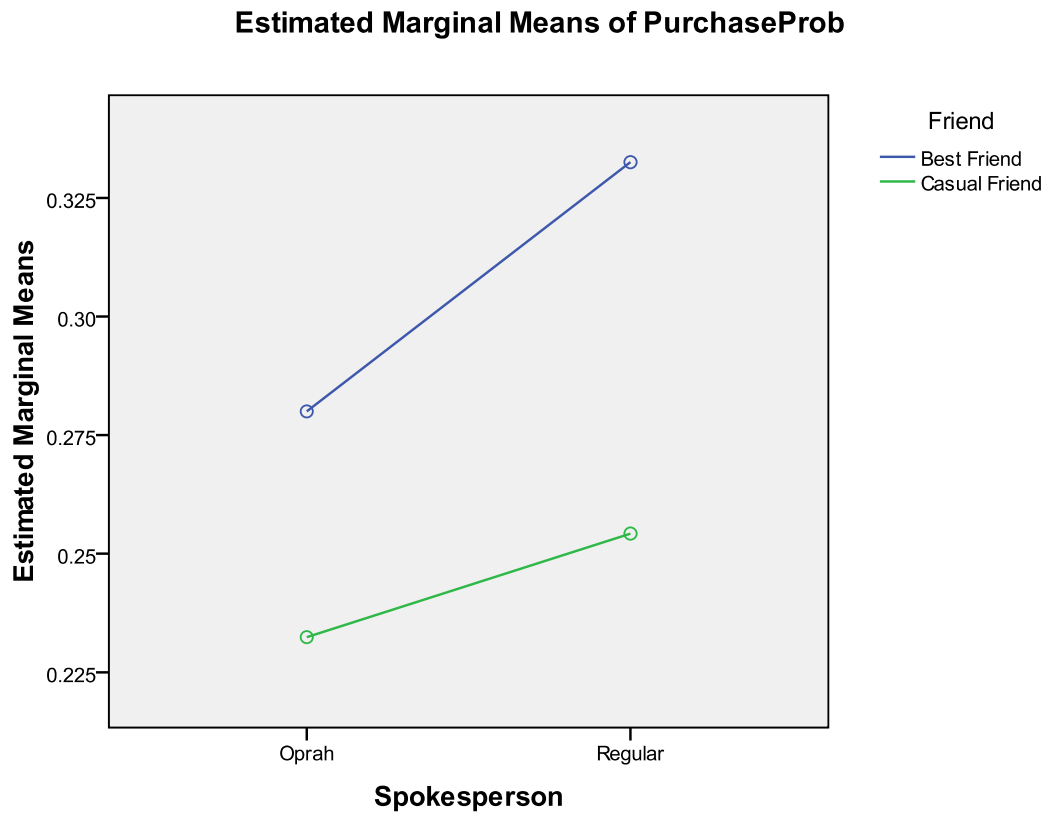
For purchase intent, the mean of the celebrity and low significant relationship condition (M= .24) is lower than the non-celebrity and low significant relationship condition (M= .26). This is show in Table 17. ANOVA indicated no support for the hypothesis, $F(1, 209)=.257$, $p =.613$, as demonstrated in Table 21.

Table 17. Purchase Probability Means for Spokesperson+Friend Relationship

Spokesperson	Product	Friend	Mean	Std. Deviation	N
Oprah	Total	*Best Friend*	.2814	.21077	56
		Casual Friend	.2324	.21375	54
		Total	.2574	.21269	110
Regular	Total	*Best Friend*	.3337	.23648	51
		Casual Friend	.2602	.24061	56
		Total	.2952	.24037	107

Figure 7.2. shows the means of purchase intent, comparing spokespersons and friend categories. Results show that purchase intent is highest when a non-celebrity is used for both friend categories, which is opposite of the hypothesis. Nearly parallel lines suggest that there is no difference in purchase intent for both product categories and spokespersons.

Figure 7.2. Purchase Probability Means

Estimated Marginal Means of PurchaseProb

Hypothesis 3

H3a. The fifth hypothesis states that the effect of the celebrity endorsement on the buyer's attitudes will be the strongest in low involvement product situations where the recipient has low significant meaning to the buyer. In order to test this hypothesis, the mean of the attitudes were compared across the product categories, friend categories and spokespersons. This is displayed in Tables 18 and 19.

In regards to ATTA, the mean for the celebrity, low product involvement and low significant relationship condition (M= 2.39) is lower than the mean for the non-celebrity, low product involvement and low significant relationship condition (M= 2.63).

Table 18. ATTA Means for Spokesperson+Product Involvement+Friend Relationship

Spokesperson	Product	Friend	Mean	Std. Deviation	N
Oprah	*Photo Album*	*Best Friend*	2.5577	.60954	26
		Casual Friend	2.3889	.60579	27
		Total	2.4717	.60776	53
Regular	*Photo Album*	*Best Friend*	2.4200	.67593	25
		Casual Friend	2.6210	.76341	31
		Total	2.5312	.72623	56

In regards to the ATTB, the mean for the celebrity, low product involvement and low significant relationship condition (M= 2.96) is lower than the mean for the non-celebrity, low product involvement and low significant condition (M= 3.04). ANOVA designated no support for the hypothesis, (ATTA) F(1, 209)=1.164, p =.205 and (ATTB) F(1, 209)=2.701, p =.102, as reported in Table 21.

Table 19. ATTB Means for Spokesperson+Product Involvement+Friend Relationship

Spokesperson	Product	Friend	Mean	Std. Deviation	N
Oprah	*Photo Album*	*Best Friend*	2.9231	.53589	26
		Casual Friend	2.9506	.61813	27
		Total	2.9371	.57385	53
Regular	*Photo Album*	*Best Friend*	2.8933	.63625	25
		Casual Friend	3.0323	.52603	31
		Total	2.9702	.57657	56

Figure 8.3. shows the means of the ATTA when product categories and friend categories are compared. Both friend categories were least favorable in the low product category and most favorable in the high product category, which is conflicting with the hypothesis. Since the lines are nearly parallel, this proposes that there is no difference in ad attitudes when both product and friend categories are used.

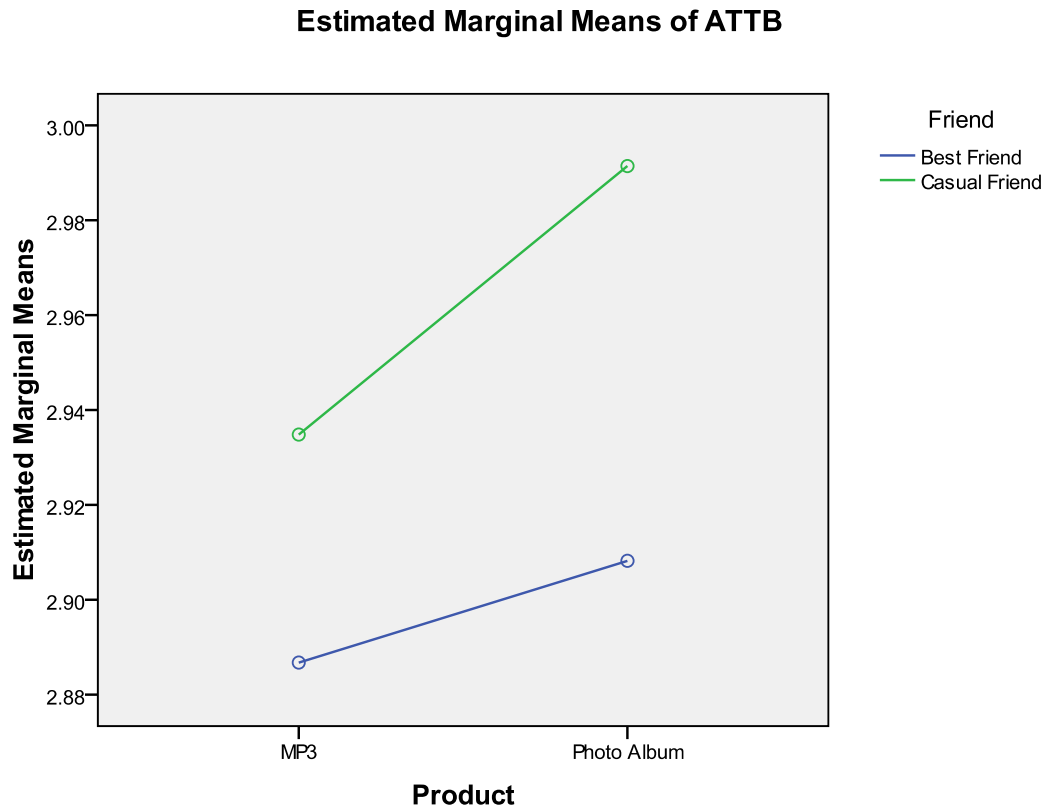**Figure 8.3. ATTB Means**
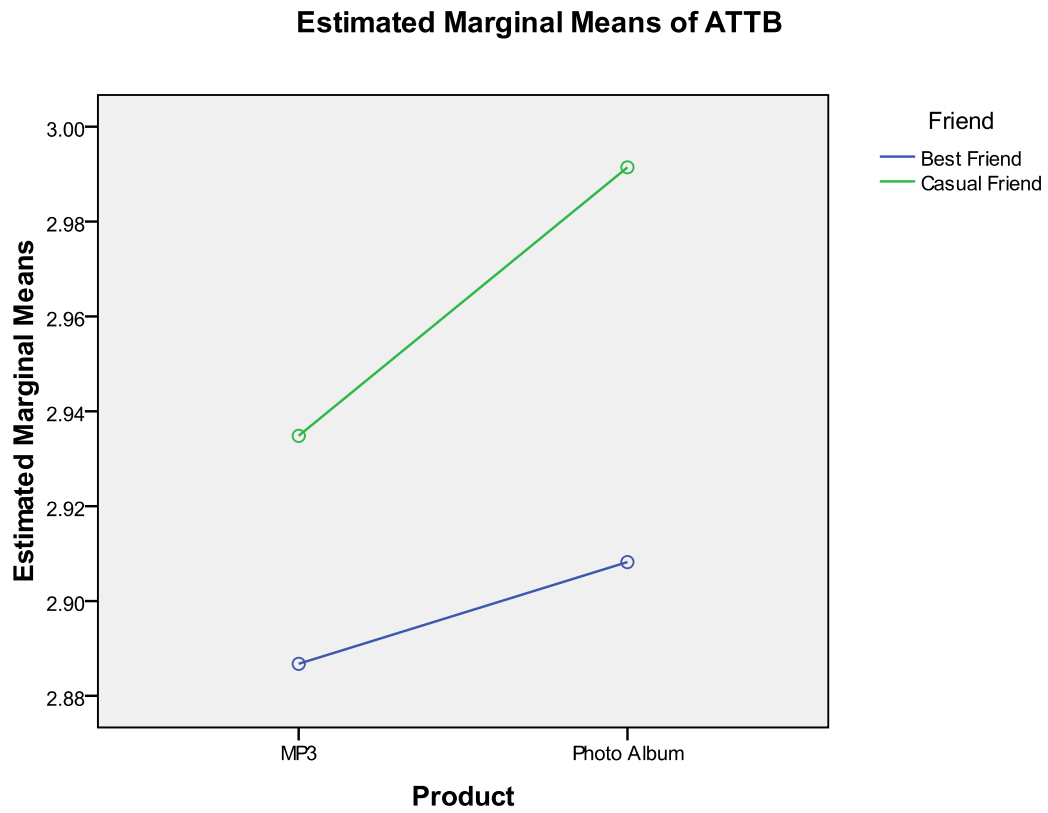
Estimated Marginal Means of ATTB

Figure 9.3. shows the means of ATTB, comparing product and friend categories.

Results show that ATTB is most favorable in both low involving categories.

Figure 9.3. ATTB Means

Estimated Marginal Means of ATTB

H3b. The final hypothesis states that the effect of the celebrity endorsement on the buyer's buying intentions will be the strongest in low involvement product situations where the recipient has low significant meaning to the buyer. To test this hypothesis, the mean of the purchase intent was compared across the product categories, friend categories and spokespersons, shown in Table 20.

The mean of the celebrity, low product involvement and low significant relationship condition (M= .28) is lower than the mean for the non-celebrity, low product involvement and low significant relationship condition (M= .31). ANOVA indicated no support for the hypothesis, F(1, 209)=.627, p =.429, as illustrates in Table 21.

Table 20. Purchase Probability Means for Spokesperson+Product Involvement+Friend Relationship

Spokesperson	Product	Friend	Mean	Std. Deviation	N
Oprah	*Photo Album*	*Best Friend*	.2600	.22900	26
		Casual Friend	.2796	.24511	27
		Total	.2700	.23527	53
Regular	*Photo Album*	*Best Friend*	.2728	.25633	25
		Casual Friend	.3097	.24847	31
		Total	.2932	.25038	56

Figure 10.3. demonstrates the means of purchase intent when both spokesperson means for each product and friend treatments were averaged. This figure shows that the purchase intent for a casual friend and MP3 player is lower than the purchase intent for a casual friend and photo album. The opposite is true for a best friend.
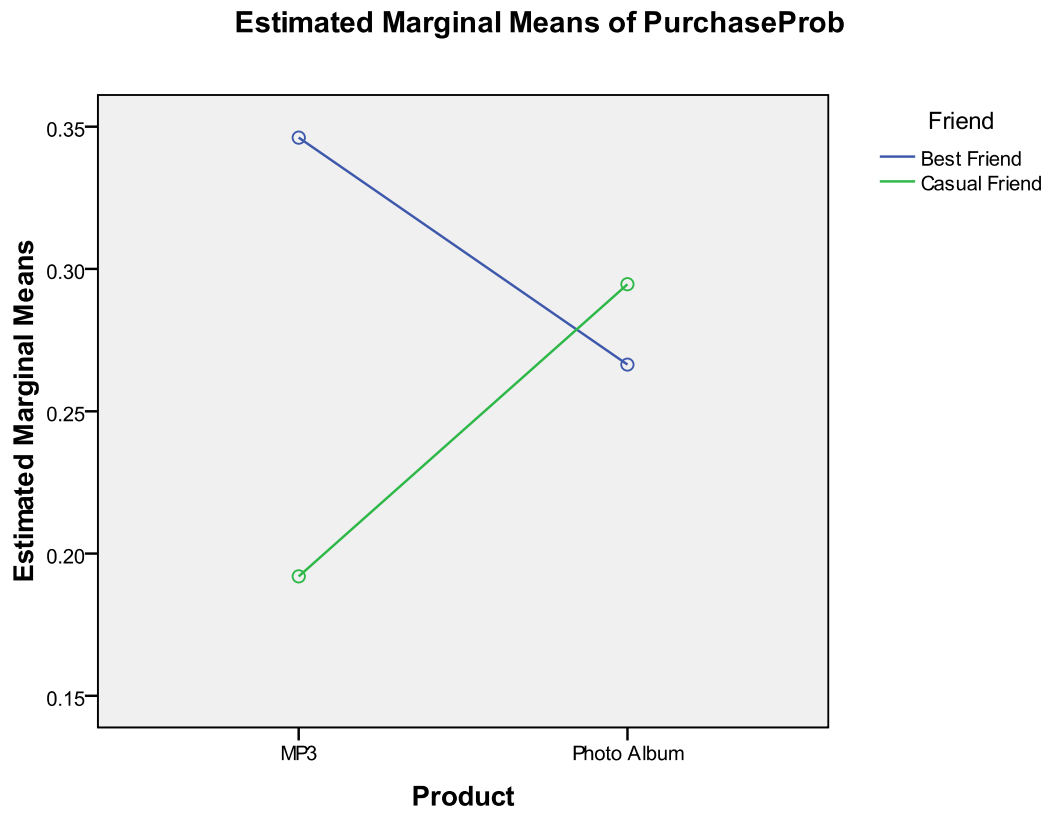
Figure 10.3. Purchase Probability Means

Estimated Marginal Means of PurchaseProb

Table 21. ANOVA Results

Indep Variable	Dep Variable	df	F	Sig.
Corrected Model	ATTA	7	1.309	.247
	ATTB	7	.970	.454
	Purchase Intent	7	2.259	.031
Intercept	ATTA	1	3270.279	.000
	ATTB	1	6015.033	.000
	Purchase Intent	1	329.043	.000
Spokesperson	ATTA	1	.421	.517
	ATTB	1	1.154	.284
	Purchase Intent	1	1.507	.221
Product	ATTA	1	6.388	.012
	ATTB	1	.267	.606
	Purchase Intent	1	.143	.706
Friend	ATTA	1	.121	.728
	ATTB	1	.755	.386
	Purchase Intent	1	4.317	.039
Spokesperson * Product	ATTA	1	.017	.895
	ATTB	1	.534	.466
	Purchase Intent	1	.271	.603
Spokesperson * Friend	ATTA	1	.567	.452
	ATTB	1	.822	.366
	Purchase Intent	1	.257	.613
Product * Friend	ATTA	1	.275	.601
	ATTB	1	.054	.816
	Purchase Intent	1	9.062	.003
Spokesperson * Product * Friend	ATTA	1	1.614	.205
	ATTB	1	2.701	.102
	Purchase Intent	1	.627	.429

Table 21. ANOVA Results (Continued)

Error	ATTA	209		
	ATTB	209		
	Purchase Intent	209		
Total	ATTA	217		
	ATTB	217		
	Purchase Intent	217		

CHAPTER 6: DISCUSSION

Other Findings

As far as the non-significant statistical results that were measured based on the hypotheses, significance was indeed found in other areas. The ANOVA results indicate that respondents in the MP3 category had significantly higher attitudes towards the ad than respondents in the photo album category, $F(1, 209)= 6.39$, $p= .01$. This may be because photo albums do not hold as much saliency as MP3 players, as indicated in the manipulation checks. In other words, a photo album is not something that one finds to be noteworthy or striking. Since the hypothesis, according to the ELM, was stated in relation to the low involvement product category (the photo album) it is possible that the null results are due to an aversion to the product chosen. The significant difference reported above suggests this is the case. While a photo album is certainly a low involving product, it may not be something people are willing to purchase regardless of the celebrity endorsements. Basically, there are limits to the effects of celebrity endorsements.

The results also indicate that respondents in the best friend category were significantly more likely to purchase the product than respondents in the casual friend category, $F(1,209)=4.31$, $p=.04$. This results does not tell us much about the ELM, rather it confirms the findings in gift-giving research and our general intuition about human relationships—that people are more likely to buy a gift for someone who holds a significant meaning to the buyer than for someone who holds a less significant meaning to the buyer.

Finally, the results indicate that respondents in the high involvement product category who were buying the MP3 player for a best friend were more likely to purchase the product than respondents who were buying the MP3 for a casual friend, $F(1, 209)= 9.062$, $p<.01$. These results are in line with the ELM's explanation of motivation and the gift-giving research presented earlier. In other words, people are motivated to consider the true merits of a high involving product, such as an MP3 player, *especially* if it is for someone that holds special meaning to the gift-giver, such as a best friend.

Study Limitations

As with any other study, it cannot be said that this study has reached perfection. Based on an overall review, there are certain limitations that can be summarized

First, it is important to note that when choosing the products for this study, it was essential to keep in mind that these products were to be purchased by a college student and for someone as a gift. It was imperative to choose products that were affordable for college students. However, the products chosen may have influenced the results of this study.

For instance, an MP3 player has recently become so commonplace and may not be viewed as high involving. Furthermore, even though manipulation checks confirmed that both products were viewed as high and low involving, it may be that conceptually an MP3 player and photo album are more similar than suspected. High and low involving products can be somewhat subjective, depending on the consumer's opinions. The experiment should have pointed out that the MP3 player was more expensive than the photo album in order to clarify how high and low involving the products were. Since both products may not be far enough apart, in regards to involvement, this may have created an unwanted bias to the study. The same limitation explanation can be said for the friend relationships chosen.

Second, the celebrity chosen, Oprah Winfrey is unlike any other celebrity. She is unlike any ordinary celebrity, especially known for successfully endorsing various products, and even people. The unique nature of the celebrity chosen for this study may introduce unrecognized biases (this possibility is addressed more fully in the next section). Third, the advertisements that were used in the experiment were not true ads. These ads were not professionally designed based on marketing research, unlike the various ads seen in magazines. Therefore, there may have been a lack of realism or practicality that respondents are used to seeing these types of ads, especially those that Oprah has been a part of in the past. Fourth, as noted in the reliability portion, the items designed to measure brand attitudes are not internally consistent, as reflected by in the reliability portion of this manuscript.

Instead, the Cronbach's alpha for ATTB is .676, which is rather low. Lastly, the experiment was conducted only with college students, which means that the results can only be generalized of similar populations. All of these limitations are important to be considered when evaluating the results.

The Use of Oprah Winfrey

The results indicate that the use of a celebrity does not generate more favorable attitudes or increase purchase intention than non-celebrities in low involving product categories and low significant friend relationships. A reason for these findings can be reflected on the celebrity used in the experiment. A more recent example of Oprah's endorsement influence is the result of the 2008 presidential nomination campaign. After examining data that studied the influence of her endorsement of Barack Obama, results showed that the endorsement did not directly influence people's opinions toward Obama or the level of Obama's likeability (Pease & Brewer, 2008). Instead, Oprah's endorsement had an indirect effect, causing respondents to perceive Obama as likely to win the nomination and thereby helping his campaign (Pease & Brewer, 2008). This shows that the effect of Oprah, and celebrity endorsers in general, can have complex effects of attitudes. In the case of the 2008 election and, potentially the present study, the effect of Oprah may be different than we expect. This may explain the null results reported.

It is apparent that Oprah is someone who is known to endorse an array of products. As mentioned in the review of literature, celebrity endorsers are most effective when they possess credibility. In other words, celebrity endorsers can be successful because consumers trust that celebrities are genuine in their endorsement of the product rather than motivated simply by endorsement fees (Atkin & Block, 1983). However, this may not be the case in all similar situations. Silvera & Austad (2004) found that participants were cynical toward the endorsers' motives (i.e., receiving standard fees), which may have influenced this study's results. Research has shown that multiple product endorsements by celebrities affect consumers' attitudes and intentions (Tripp, Jenson & Carlson, 1994). In other words, the more endorsements a celebrity is involved in, the lower their credibility and likeability becomes in the eyes of the consumer. In short, it is possible that while respondents clearly perceived Oprah as a credible celebrity, they were nonetheless fatigued by Oprah's overexposure and thus unaffected by the celebrity stimulus. In the simplest of terms, Oprah may be too much of a celebrity and, in certain situations, her endorsement may have no effect.

The intended contribution of this research was to introduce a new variable to the ELM literature: gift giver-receiver relationship. Though the study found no signifying results in this domain, additional research is needed to understand how celebrity endorsements influence attitudes and purchase intention. If the effect of celebrity endorsements on gift-giving for low involvement produces is truly non-existent this would suggest s limitation of the ELM. In all likelihood, however, the null effect is due to the problems outlined in the limitations section.

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CHAPTER 7: CONCLUSION

This experimental study sought a better understanding of consumer's attitudes and purchase intentions in different product involvement and gift giver-receiver conditions. While past research has shown that the use of a celebrity as a spokesperson impacts buyers, the subject has not been studied when consumers' intentions are to purchase a product solely as a gift. Over the years, research has shown that celebrity endorsements are effective (Agrawal et al., 1995; Byrne et al., 2003; Callcoat & Phillips, 1996; Ohanian, 1991; Silera & Austad, 2004). More importantly, celebrity endorsements are useful in changing people's attitudes and buying intentions, especially when it comes to a low involving product, according to the ELM (Clark & Horstmann, 2005; Petty & Cacioppo, 1981; Petty et al., 1983). Contrary to previous research, the results of this study do not support the hypotheses and show that the use of a celebrity does not influence buyers' attitudes or purchase intentions in low involving product situations and giver-receiver relationships, compared to a non-celebrity spokesperson.

Although non-significant results were measured based on the hypotheses, significance was found in the product category, friend category, and product and friend interaction. Unlike the hypothesized results, these additional results are consistent with ELM and gift-giving research.

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As previously mentioned, ELM has two different routes of persuasion: Central and peripheral. Research shows that the use of a celebrity is beneficial in low involving product situations. However, one needs to be motivated and possess ability to process a message before anyone can be persuaded. In terms of ELM, "Much depends on the biases and beliefs that audience members bring to the persuasion situation and the extent to which receivers are motivated and able to process the message" (Perloff, 2003, p. 153).

Motivation is influenced by one's need for cognition. Possessing some sort of motivation is necessary in order to elaborate on a message and bring out central processing (Petty & Cacioppo, 1981). In other words, one must be motivated or driven to think or learn about a product before attitudes are changed. However, one person's need for cognition may be different from another's need. While some people may be influenced by certain superficial or peripheral factors, such as celebrities, to buy a product, others have a constant need for cognition and will not be influenced by peripheral factors. Instead, those who have a constant need for cognition will seek out the true merits of a product, even if it is a low involving.

Another central aspect of ELM that effects one's motivation to process is personal relevance (Petty & Cacioppo, 1981). Personal relevance is something that determines whether the consumer is willing to pay attention to an advertisement. For instance, if one is currently in the market to buy a car, a car advertisement may catch the consumer's attention and motivate them to cognitively pay attention to the message and its information. However, if the person is not in the market for such a product, the message may be ignored.

Although past research has found that gift-giving is more involving than self-purchasing, it may not be the case for all consumers (Belk, 1982). Buying something for someone else may not be as personally relevant as buying something for one's self. Therefore, the viewer of a message is not motivated to seek information about the product.

Although non-significant results were measured based on the hypotheses, significance was found in the product category, friend category, and product and friend interaction. These other results are consistent with ELM and gift-giving research.

With the lack of research combining celebrity endorsements and gift-giving, and the findings of this study imply that there is more research to be done. In order for marketers to better appreciate buyers' attitudes and purchase intentions in the area of gift-giving, suggestions are offered for future studies. Future research may want to merely use participants who find gift-giving high involving, because although gift-giving research has found that gift-giving is a high involving process, it may not be for all givers. This may lead to significant results that would further tap into consumers' attitudes and buying intentions and better aid marketers in various popular gift-giving and gift exchanging occasions, such as Christmas.

Previous research on celebrity endorsements has not been done over long periods of time. Future research may benefit from tracking celebrity endorsements over longer periods of time in order to find greater significance in regards to people's attitudes and purchase intentions, depending on the celebrity.

For the reasons mentioned above, it can be assumed that the use of an atypical celebrity may have created factors that hampered the results of this study. Future studies are encouraged to use one or more "ordinary" celebrities in order to determine if gift purchases are influenced by these endorsers. In addition, a more diverse selection of high and low product categories for future studies may be beneficial.

Finally, it is important to note that the number and type of respondents used in this study may have caused certain limitations. Additional studies may want to incorporate the use of both college and non-college samples in order to achieve a more diverse sample. Since the number of respondents is quite low, future studies are encouraged to obtain a larger sample.

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[i] As indicated by histogram graphs (not reported here).

[ii]

http://usfweb3.usf.edu/infocenter/?silverheader=2&report_category=ADM&report_type=SMAJF&reportid=1145

APPENDICES

Appendix A. 1. Participant Background

Section 1—Background

Instructions: Please check the box that best answers the question.

1. Gender
    - ☐ Male
    - ☐ Female

2. Ethnic Origin
    - ☐ White (non-Hispanic) 1.   ☐ Asian or Pacific Islander 4.
    - ☐ Black (non-Hispanic) 2.   ☐ American Indian/Alaskan Native 5.
    - ☐ Hispanic 3.   ☐ Other: _____ 6.

3. Age
    _____ (write age here)

4. College Rank
    - ☐ Freshman 1.   ☐ Senior 4.
    - ☐ Sophomore 2.   ☐ Graduate Student 5.
    - ☐ Junior 3.   ☐ Other: _____ 6.

5. Are You Currently (check only one)
    - ☐ Single 1.   ☐ Widowed 3.
    - ☐ Married 2.   ☐ Separated/Divorced 4.
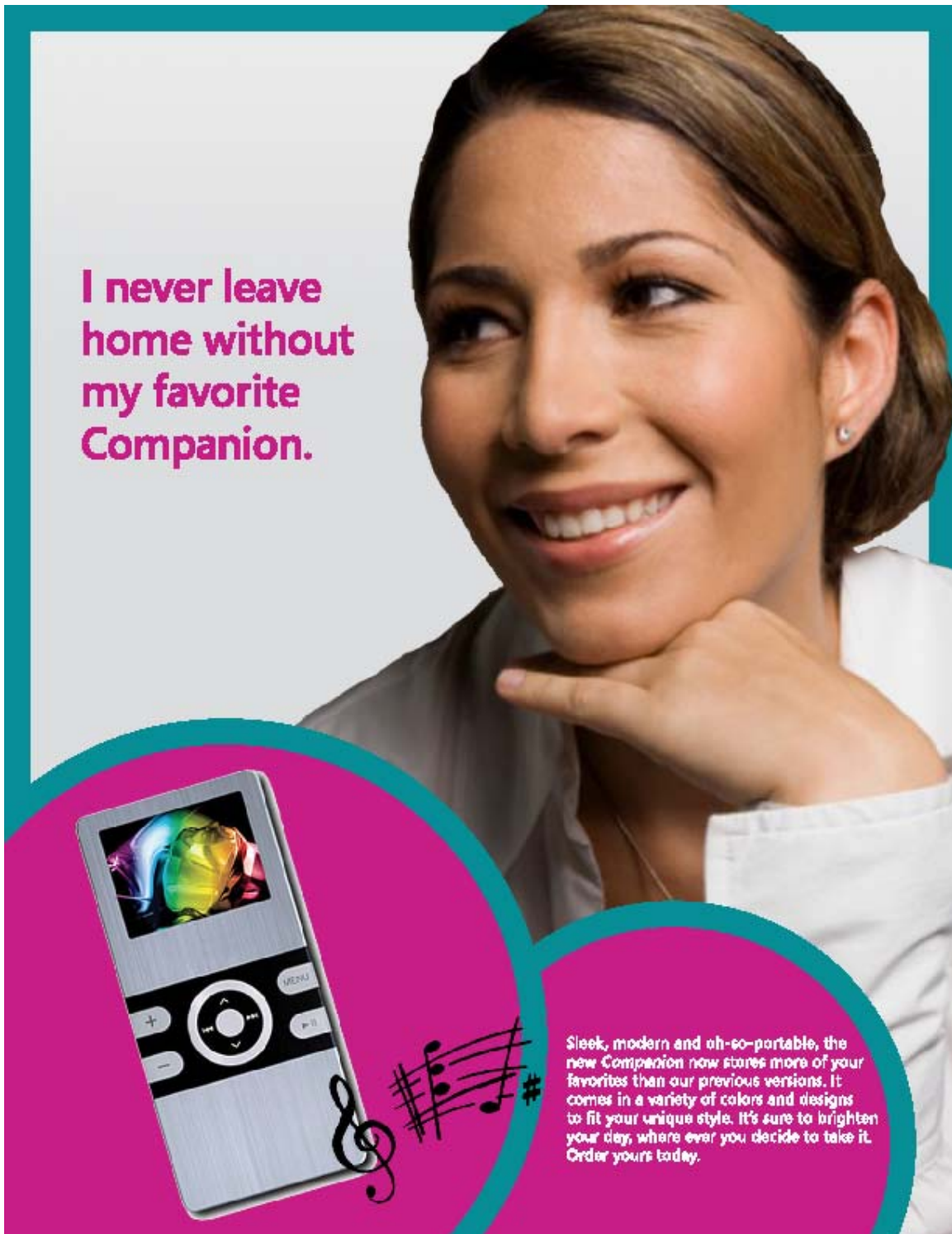
Appendix B. 1. Participant Instructions

Section 2— Advertisement Instructions

Instructions: In a moment you will flip to page 2 of the questionnaire. On page 2 is an advertisement for a product. Please take a moment to examine the ad. After examining the advertisement flip to page 3 and answer a few short questions pertaining to the ad. <u>Please DO NOT return to the advertisement on page 2 while answering the questions.</u>

<u>Remember to do your own work and do not refer to anyone else's packet.</u>

Appendix C. 1. Non-Celebrity, MP3 Treatment
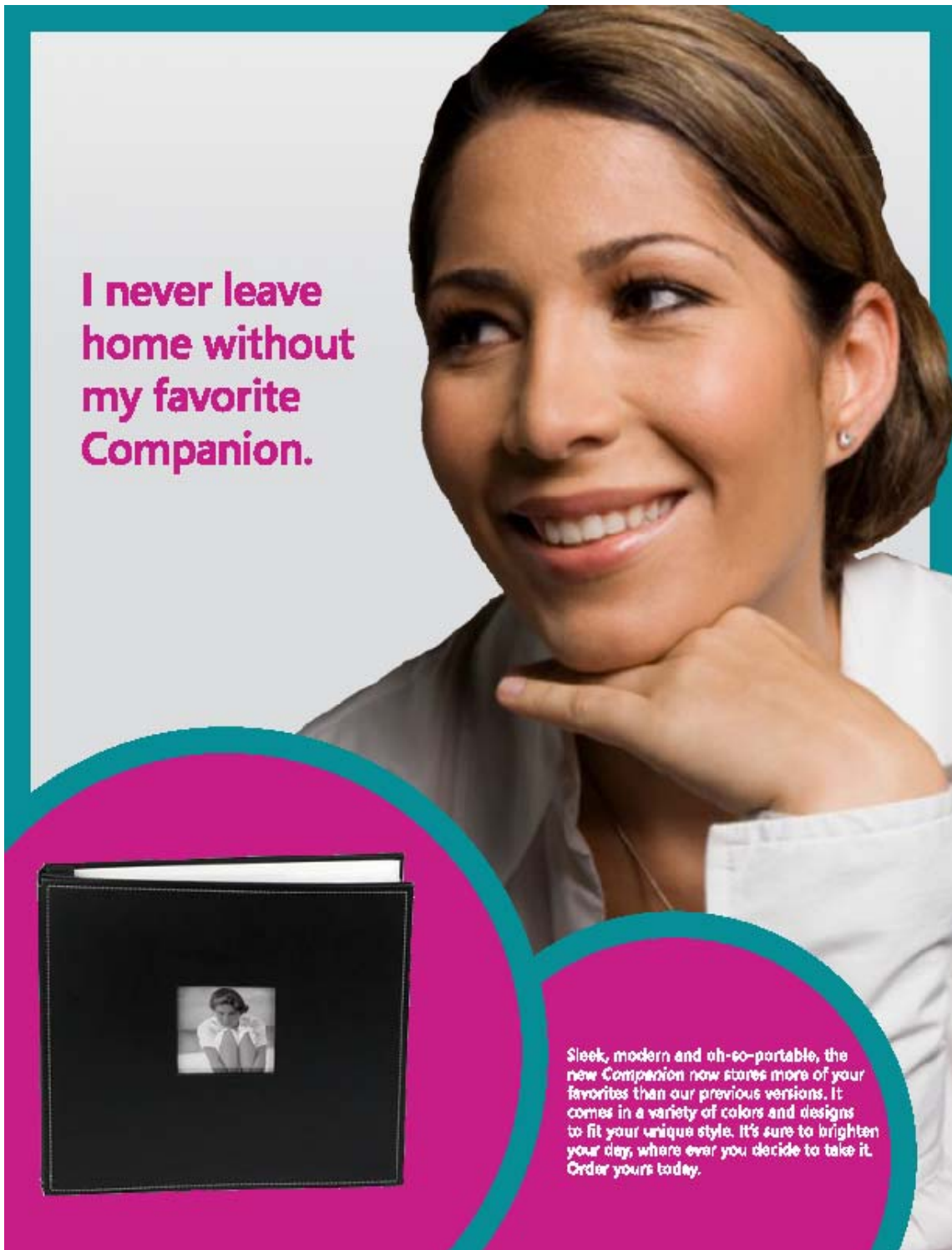
Appendix C. 2. Non-Celebrity, Photo Album Treatment

I never leave home without my favorite Companion.

Sleek, modern and oh-so-portable, the new Companion now stores more of your favorites than our previous versions. It comes in a variety of colors and designs to fit your unique style. It's sure to brighten your day, where ever you decide to take it. Order yours today.
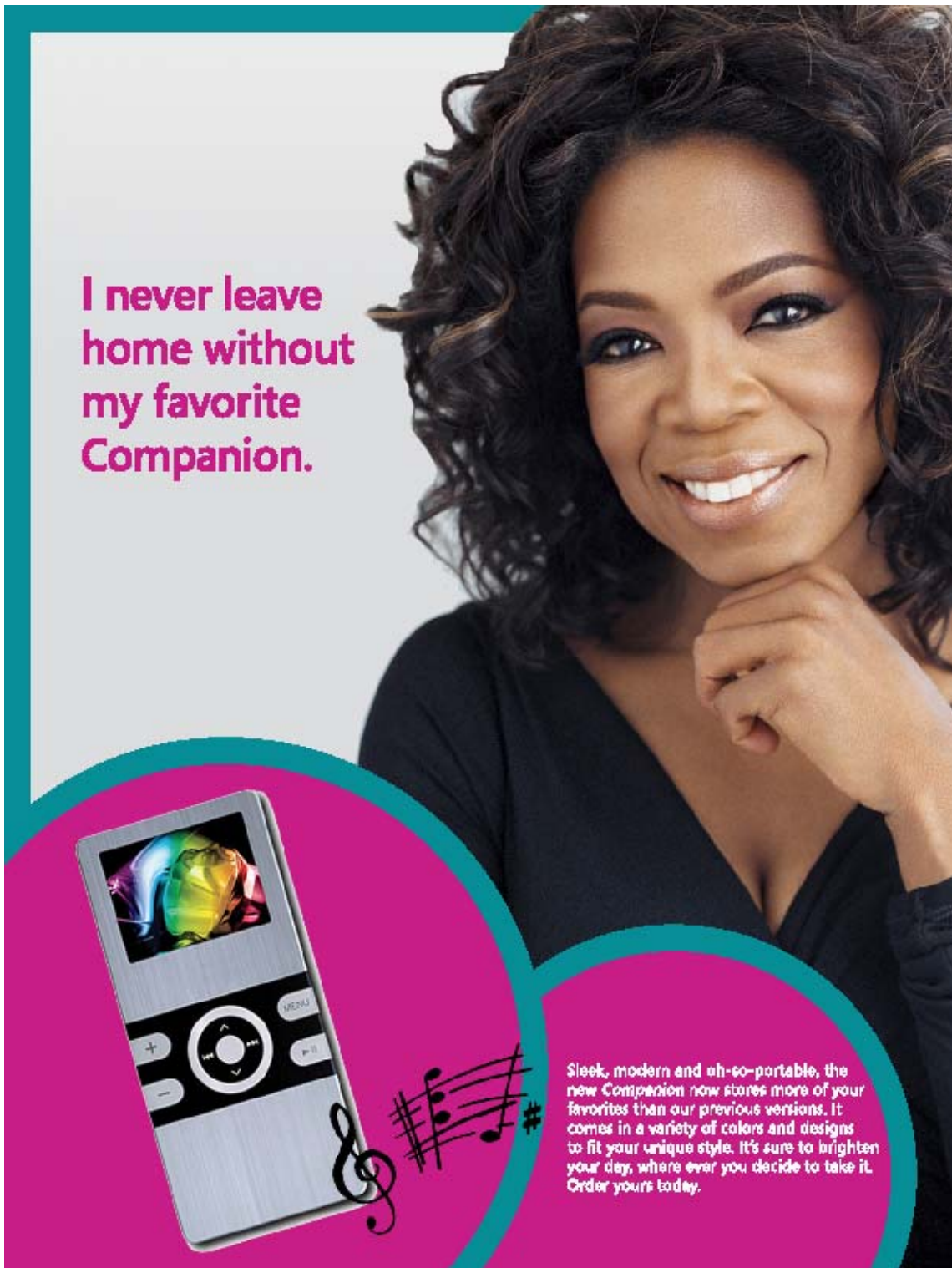
Appendix C. 3. Celebrity, MP3 Treatment

I never leave home without my favorite Companion.

Sleek, modern and oh-so-portable, the new Companion now stores more of your favorites than our previous versions. It comes in a variety of colors and designs to fit your unique style. It's sure to brighten your day, where ever you decide to take it. Order yours today.

Appendix C. 4. Celebrity, Photo Album Treatment

I never leave home without my favorite Companion.

Sleek, modern and oh-so-portable, the new Companion now stores more of your favorites than our previous versions. It comes in a variety of colors and designs to fit your unique style. It's sure to brighten your day, where ever you decide to take it. Order yours today.

Appendix D. 1. Advertisement Questions

Section 3—Advertisement Questions

Instructions: In this section you are answering a series of questions about the advertisement you just examined. <u>Remember not to flip back to the advertisement</u>. After carefully reading the questions and considering what the question is asking, circle the response that best describes what you thought about the ad. Please take your time.

6. Regarding the <u>advertisement as a whole</u>, how <u>convincing</u> is it? Would you say it is very convincing, somewhat convincing, somewhat unconvincing, very unconvincing?

Very Convincing	Somewhat Convincing	Neutral	Somewhat Unconvincing	Very Unconvincing
5	4	3	2	1

7. Regarding the <u>advertisement as a whole</u>, how <u>informative</u> is it? Very informative, somewhat informative, somewhat uninformative, very uninformative?

Very Informative	Somewhat Informative	Neutral	Somewhat Uninformative	Very Uninformativ
5	4	3	2	1

8. Regarding the <u>advertisement as a whole</u>, do you feel that it was a very good ad, a good ad, a bad ad, or a very bad ad?

Very Unfavorable	Somewhat Unfavorable	Neutral	Somewhat Favorable	Very Favorable
5	4	3	2	1

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9. Regarding the <u>advertisement as a whole</u>, how <u>likeable</u> is the ad? Do you like very much, like, dislike, dislike very much?

Like Very Much	Like	Neutral	Dislike	Dislike Very Much
5	4	3	2	1

10. Regarding the <u>brand</u> in this advertisement, how <u>favorable</u> do you feel toward this brand? Very unfavorable, somewhat unfavorable, somewhat favorable, very favorable.

Very Unfavorable	Somewhat Unfavorable	Neutral	Somewhat Favorable	Very Favorable
1	2	3	4	5

11. Regarding the <u>brand</u> in this advertisement, what kind of <u>feelings</u> do you have about the brand? Do you have very negative feelings, somewhat negative feelings, somewhat positive feelings, very positive feelings?

Very Negative Feelings	Somewhat Negative	Neutral	Somewhat Positive	Very Positive Feelings
1	2	3	4	5

12. Regarding the <u>brand</u> in this advertisement, how <u>likeable</u> is the brand? Do you like very much, like, dislike, dislike very much?

Like Very Much	Like	Neutral	Dislike	Dislike Very Much
5	4	3	2	1

13. Regarding the spokesperson in this advertisement, how effective do you find her? Is she very effective, somewhat effective, somewhat ineffective, very ineffective?

Very Effective	Somewhat Effective	Neutral	Somewhat Ineffective	Very Ineffective
5	4	3	2	1

14. Regarding the spokesperson in this advertisement, what kind of feelings do you have towards her? Do you have very positive, somewhat positive, somewhat negative, or very negative feelings toward her?

Very Positive Feelings	Somewhat Positive Feelings	Neutral	Somewhat Negative Feelings	Very Negative Feelings
5	4	3	2	1

15. Regarding the spokesperson in this advertisement, how likeable is the spokesperson? Very likeable, likeable, unlikable, very unlikable?

Very Likeable	Somewhat Likeable	Neutral	Somewhat Unlikable	Very Unlikable
5	4	3	2	1

Instructions: Please use the following scale to write in your answer (0%-100%).
Zero percent means you would <u>definitely not purchase</u> the gift and 100% means you
would <u>definitely purchase</u> the gift.

16. What is the likelihood you will purchase this product as a gift for a **[best friend/casual friend inserted here]**? Please note that a best friend is not a casual friend. Instead, a best friend is someone you speak to or see on a regular basis and is very close to you because you trust them/Instead, casual friend is someone you might socialize with in a group or even one on one, but they are not your best friend. Zero percent (0%) means you would <u>definitely not purchase</u> the gift and 100% means you would <u>definitely purchase</u> the gift.

What is your likelihood you would purchase this product as a gift for a **[best friend/casual friend]**? _____ (write percentage here from 0% to 100%)

0%	50%	100%
Definitely Not Purchase	Maybe Purchase	Definitely Purchase

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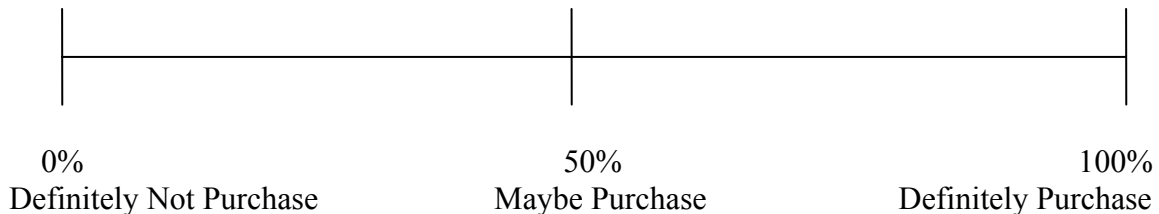
Appendix E. 1. Celebrity Manipulation Check

Instructions: In regards to the spokesperson, check each that apply:

17. The spokesperson is:

_____ a celebrity   or   _____ not a celebrity

18. The spokesperson is:

_____ popular   or   _____ unpopular

19. The spokesperson is:

_____ familiar   or   _____ unfamiliar

20. The spokesperson is:

_____ likable   or   _____ unlikable

Appendix E. 2. Non-Celebrity Manipulation Check

Instructions: In regards to the spokesperson, check each that apply:

17. The spokesperson is:

_____ a celebrity   or   _____ not a celebrity

18. The spokesperson is:

_____ popular   or   _____ unpopular

19. The spokesperson is:

_____ familiar   or   _____ unfamiliar

20. The spokesperson is:

_____ likable   or   _____ unlikable

Appendix E. 3. High Involvement Product Manipulation Check

Instructions: Answer each question for the product category listed as if you were buying the product <u>for a [best friend/casual friend inserted here]</u>. Please circle the number that best represents your response to the product

MP3 Player

21.　　In selecting from many types and brands of this product available in the market, would you say that:

I would not care a　　　　1　2　3　4　5　6　7　　I would care a great
great deal as to which one　　　　　　　　　　deal as to which one I buy as
I buy as a gift　　　　　　　　　　　　　　　　　　　　a gift

22.　　How important would it be to you to make a right choice of this product?

Not at all important　　　　1　2　3　4　5　6　7　　Extremely important

23.　　In making your selection of this product, how concerned would you be about the outcome of your choice?

Not at all concerned　　　　1　2　3　4　5　6　7　　Very much concerned

Appendix E. 4. Low Involvement Product Manipulation Check

Instructions: Answer each question for the product category listed as if you were buying the product <u>for a best friend</u>. Please circle the number that best represents your response to the product.

Photo album

21. In selecting from many types and brands of this product available in the market, would you say that:

I would not care a   1 2 3 4 5 6 7   I would care a great
great deal as to which one   deal as to which one I buy as
I buy as a gift   a gift

22. How important would it be to you to make a right choice of this product?

Not at all important   1 2 3 4 5 6 7   Extremely important

23. In making your selection of this product, how concerned would you be about the outcome of your choice?

Not at all concerned   1 2 3 4 5 6 7   Very much
concerned

Appendix E. 5. High Involving Friend Manipulation Check

Instructions: Please rank a best friend in terms of importance, significance and saliency. Circle the number 1 to 5 for each question.

Best Friend

24. Very important	Somewhat important	Neutral	Somewhat unimportant	Very unimportant
5	4	3	2	1

25. Very significant	Somewhat significant	Neutral	Somewhat insignificant	Very insignificant
5	4	3	2	1

26. Very salient	Somewhat salient	Neutral	Somewhat non-salient	Very non-salient
5	4	3	2	1

Appendix E. 6. Low Involving Friend Manipulation Check

Instructions: Please rank a casual friend in terms of importance, significance and saliency. Circle the number 1 to 5 for each question.

Casual Friend

24. Very important	Somewhat important	Neutral	Somewhat unimportant	Very unimportant
5	4	3	2	1

25. Very significant	Somewhat significant	Neutral	Somewhat insignificant	Very insignificant
5	4	3	2	1

26. Very salient	Somewhat salient	Neutral	Somewhat non-salient	Very non-salient
5	4	3	2	1