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Celebrity endorsement, self-brand connection and consumer-based brand equity

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Abstract

Purpose – The purpose of this paper is to examine the impact of celebrity endorser credibility on consumer self-brand connection and endorsed brand equity. A conceptual model is developed, positioning consumer self-brand connections as a partial mediator of the effect of endorser credibility on endorsed brand equity.

Design/methodology/approach – A cross-sectional survey of 382 consumers of sports drinks in the USA was conducted to estimate the conceptual model. Stimuli, devised on the basis of a pre-test, involved celebrity–brand pairings in the context of the US sports drinks industry. Structural equation modeling is used as the analytic tool.

Findings – The research model is empirically supported. Celebrity endorsements impact endorsed brand equity via two pathways. First, a direct effect of endorser credibility on endorsed brand equity was observed, which is positively moderated by the degree of consumer-perceived endorser–brand congruence. Second, self-brand connection partly mediates the effect of endorser credibility on endorsed brand equity, supporting an indirect mechanism of brand equity enhancement.

Practical implications – Managers can now consider using celebrities as tools to develop meaningful self-concept-related connections with consumers. Additionally, the results of this study support for the use of celebrity endorsers as direct brand equity-enhancing tools.

Originality/value – This study is among pioneering investigations that examine the self-concept repercussions of celebrity endorsements, suggesting that celebrity endorsers possess the ability to engage with consumers at the self-concept level, in turn, impacting endorsed brand equity. Additionally, this paper examines the direct and indirect mechanisms by which celebrities influence consumer-based brand equity of the endorsed brand.

Keywords SEM, USA, Moderation, Celebrity endorsement, Brand equity, Self-brand connection

Paper type Research paper

An executive summary for managers and executive readers can be found at the end of this issue.

Introduction

Globally, the celebrity endorsement market is a multi-billion-dollar industry (Crutchfield, 2010). For instance, in the USA, celebrity endorsements are a popular advertising strategy, representing approximately 15 per cent of advertisements (Crutchfield, 2010; Hsu and McDonald, 2002). By linking celebrities with brands, advertisers imbue the endorsed brands with desirable associations (Keller, 2013; Till, 1998), with the expectation of developing favorable consumer-based brand equity (Keller, 1993). Although prior research investigates the impact of celebrity endorsers on brand recall (Kahle and

Homer, 1985), endorsed brand attitudes (Till *et al.*, 2008) and purchase intentions (Kahle and Homer, 1985), scholarly research into the effects of celebrity endorsers on brand equity remains limited (Seno and Lukas, 2007). Given the high costs involved in hiring celebrity endorsers, it is imperative for marketing and advertising managers to establish a link between endorser qualities and endorsed brand equity to justify the funds allocated to celebrity advertising. Therefore, our first objective is to empirically assess the impact of celebrity endorsements on consumer-based brand equity, specifically the perceived credibility of the celebrity endorser.

Celebrities are considered as an embodiment of personality- and lifestyle-related meanings (McCracken, 1989). Consumers value the symbolic meanings associated with celebrities and use these meanings, in part, to craft an individual sense of self (McCracken, 1989). Despite the theoretical understanding of meaning movement in celebrity brand endorsement and the potential impact on consumer self-concept, as highlighted by McCracken (1989), empirical investigations of these relationships are minimal. In accordance with McCracken's view, we expect consumers to address self-definitional needs through the celebrity endorsement. Our second objective is to empirically examine the effect of celebrity endorsements on consumer self-brand

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connection. Self-brand connection is an emergent concept, which reflects the formation of strong and meaningful ties between brands and consumer self-identity (Escalas, 2004; Kemp *et al.*, 2012). Moreover, given the well-documented role of “self” in governing consumer behavior (Belk, 1988; Sirgy, 1982), the development of self-brand connection potentially serves as an additional pathway to the development of endorsed brand equity.

The effects of celebrity endorsers on consumers’ brand behavior have been found to be dependent upon the extent to which consumers perceive a celebrity–brand pairing as being congruent or logical (Misra and Beatty, 1990; Till and Busler, 2000). Thus, the degree of endorser–brand congruence potentially moderates the effects of celebrity endorsers on brand outcomes. The role of endorser–brand congruency is highlighted in a study of practitioners by Shanklin and Miciak (1997) who report that the degree of a celebrity’s congruence with the endorsed brand figures among the top priorities of advertising executives when recruiting and selecting celebrity endorsers. Our third objective, therefore, is to assess the moderating role of endorser–brand congruence in the endorsement process. The conceptual foundations and the hypotheses are presented next.

Conceptual foundations and hypotheses

Associative-network memory theory

According to the associative-network memory theory, consumer knowledge of a brand is represented conceptually as a network (schema) of stored information nodes in consumer memory (Keller, 1993). These nodes are interconnected by links, referred to as associations. Whenever a node is primed, it becomes a potential source of activation of all other nodes in consumer memory through a process of spreading activation (Keller, 1993; Spry *et al.*, 2011). Moreover, the associations tend to vary in strength, which determines the amount brand information that is retrieved from memory. Ultimately, it is these sets of brand associations in consumer memory that are reflective of a brand’s equity (Keller, 1993). In a celebrity brand endorsement, a “celebrity” and a “brand” each represent a set of information nodes and associations in consumer memory (Till, 1998). Consumers’ attitudes toward an endorser as well as a brand are a part of this association set (Till and Busler, 2000). Initially unconnected, the two entities (celebrity and brand) are connected through the endorsement process (Spry *et al.*, 2011; Till, 1998). The assumption is that, via spreading activation, meanings and associations from a celebrity get transferred to a brand (Till, 1998). Keller (2013) refers to celebrity endorsers as “secondary associations” of an endorsed brand and hence an alternate means of building brand equity. For instance, in case of Michael Jordan’s endorsement of Nike, consumers are likely to recall “Jordan” when primed with the Nike name, leading to a cognitive transfer of associations (e.g. attitudes) from Jordan over to Nike’s association set. The extent of transfer of associations, however, depends on the degree of consumer-perceived endorser credibility.

Research reveals that a major determinant of celebrity endorsement effects is consumer-perceived credibility of an endorser (Amos *et al.*, 2008; Ohanian, 1990). Endorser credibility, i.e. consumer perceptions of a celebrity’s

attractiveness, expertise with the endorsed product and trustworthiness (Ohanian, 1990), is generally positively associated with enhanced brand information recall (Speck *et al.*, 1988) and endorsed brand evaluations (Stafford *et al.*, 2002), as well as consumer-based brand equity (Spry *et al.*, 2011). We adopt Ohanian’s (1990) conceptualization of endorser credibility. Endorser trustworthiness refers to the honesty, integrity and the degree of confidence associated with an endorser (Ohanian, 1990). Endorser expertise is a consumer perception of knowledge, experience or ability of an endorser with the product being endorsed. Attractiveness refers to consumer perceptions of physical appeal of an endorser (Ohanian, 1990). Next, we discuss the link between endorser credibility and brand equity.

Endorser credibility and brand equity

Fundamentally, consumer-based brand equity is shaped by the quantity and quality of brand associations in memory (Keller, 1993), implying that brands with more detailed knowledge structures in consumer memories possess greater brand equity as compared to competitive brands. We define brand equity as the value that consumers associate with a brand, as reflected by the dimensions of brand awareness, brand associations, perceived quality and brand loyalty (Pappu *et al.*, 2005, 2006). This conceptualization of brand equity is consistent with prominent conceptualizations in the literature (Keller, 1993) and has also been adopted in the celebrity endorsement literature (Spry *et al.*, 2011).

Celebrities imbue an endorsed brand with a personality that matches the celebrity’s popular image (Keller, 2013). A brand imbued with such aspirational reference group associations likely impacts consumers’ global evaluation of a brand. Thus, we expect that when a celebrity endorser who is perceived as credible is linked with a brand, that credibility impacts brand equity. The associative-network memory theory helps explain the effect of endorser credibility on endorsed brand equity. When a celebrity endorses a brand, consumer perceptions of the celebrity link up with associations of the endorsed brand stored in memory (Till, 1998). Such a connection facilitates a transfer of meaning from the celebrity to the brand being endorsed (McCracken, 1989). Hence, the perceived image of a celebrity endorser cognitively flows to the endorsed brand and becomes a part of the endorsed brand’s association set (Keller, 2013). A celebrity who is perceived by consumers as credible carries favorable associations of attractiveness, trustworthiness and expertise (Ohanian, 1990), thereby directly and favorably augmenting consumer knowledge of an endorsed brand. We thus offer the following hypotheses:

H1. Endorser credibility has a direct positive effect on brand equity.

Meaning transfer and consumer “self” motivations

Celebrity endorsement effects can also be understood from the perspective of cultural meanings associated with celebrities (McCracken, 1989). McCracken (1989) explicates a theory of meaning movement, by which cultural meaning moves from cultural space into material objects and finally into consumers’ lives, often accomplished by advertising. The celebrity endorsement process enables a transfer of a celebrity’s personality- and lifestyle-related meanings into the endorsed

products. Consumers then use this meaning, in part, to craft their sense of self (McCracken, 1989). Research into consumer “self” motivations (Belk, 1988) corroborates McCracken’s view of cultural meaning consumption by consumers, revealing that consumers engage in consumption behavior partly to craft and refine their personal identities (also referred to as self-concept). From an associative-network theory perspective, celebrity endorsers represent symbolic aspirational reference groups for consumers (Escalas, 2004; Keller, 2013). These views suggest that consumers associate the meanings that are vested in the endorsed brands with their self-concept. More recently, the literature has introduced the concept of consumer self-brand connection (Escalas and Bettman, 2003), that is, the degree to which consumers incorporate specific brands into their self-concepts. Fulfillment of consumer self-definitional needs potentially has implications for consumer brand evaluations.

Self-brand connection

We define self-brand connection as formation of strong and meaningful ties between a particular brand and a consumer’s self-identity (Escalas, 2004). Despite being related to consumers’ self-identity, self-brand connection is distinct from prominent consumer “self”-relevant constructs. Recently, Sprott *et al.* (2009) introduce the construct of brand engagement with self-concept (BESC) referring to a general consumer tendency for consumers to use brands as part of their self-schemas. However, self-brand connection is conceptually distinct from BESC. Where self-brand connection captures a brand-specific consumer tendency to form “self” relevant linkages, BESC captures a relatively general (not brand-specific) propensity of consumers to engage with brands at the self-concept level; a conceptual distinction that is also acknowledged by Sprott *et al.* (2009). Self-brand connection is also distinct from the self-congruity concept (Sirgy, 1982), which refers to a match (or divergence) between consumer image and brand image. Self-brand connection is not based on such discrepancy between user image and brand image, instead it encompasses the degree to

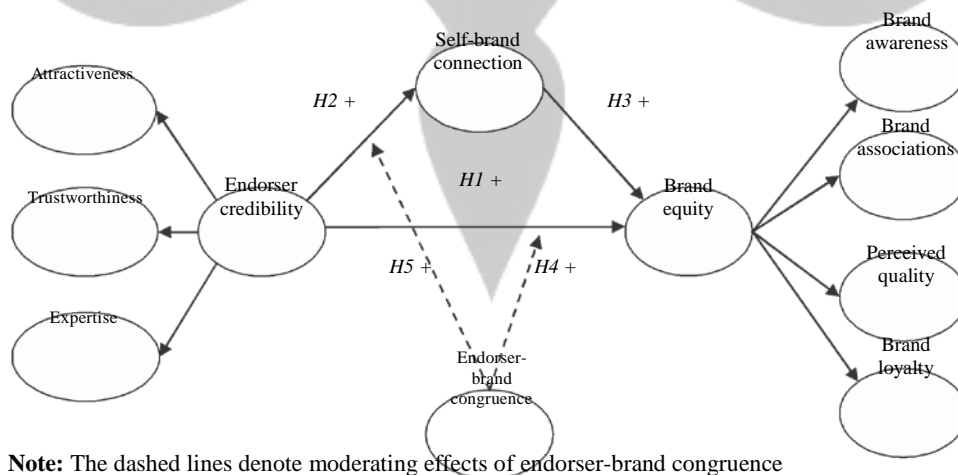
which a given brand gets incorporated into the self-concept. The current study focuses on the self-brand connection.

Consumers are often engaged in a process of defining their self-identities and desired self-images (Escalas, 2004). Brands are one such mechanism by which such self-definitional needs are fulfilled (Belk, 1988). Certain brands possess symbolic associations that are pivotal to a consumer’s sense of self and thus enhance or reinforce the self. Such brands develop strong emotive ties with a consumer over time, generally culminating in development of favorable brand attitudes and behavioral intentions (Escalas, 2004). Self-brand connection is thus a useful construct that potentially explains prominent brand-related outcomes. In the following section, we discuss the role of endorser credibility in the development of self-brand connection.

Endorser credibility and self-brand connection

We expect endorser credibility and self-brand connection to be related. Given that consumers often use brands as tools for creation and maintenance of self-identity (Belk, 1988), the self-brand connection potentially signifies a deeper level of consumer identification with a brand (Albert *et al.*, 2013). Because celebrities comprise symbolic aspirational reference group associations (Escalas, 2004), we expect celebrity endorsements to impact self-brand connections (Figure 1). In the associative-network memory theory (Keller, 1993), celebrities represent a type of information node in consumer memory (Till, 1998). When a brand is linked with a celebrity through an endorsement arrangement, associative links among nodes are formed in consumer memory (Till, 1998). Once the nodes are connected, perceived celebrity attributes (meanings) transfer to the endorsed brand (McCracken, 1989). Hence, a celebrity that is perceived as possessing associations of credibility (i.e. trustworthiness, attractiveness and expertise) carries multiple favorable associations that consumers would like to identify themselves with. We therefore hypothesize:

Figure 1 The research model



H2. Endorser credibility has a direct positive effect on the self-brand connection.

Self-brand connection and brand equity

We expect a positive relationship between self-brand connection and brand equity. Theoretical frameworks on reference groups (Bearden and Etzel, 1982) and self-concept theory (Belk, 1988) help explain how self-brand connection may influence consumer-based brand equity in our hypothesized model. To consumers, celebrities represent aspirational reference groups that possess a value-expressive appeal (Bearden and Etzel, 1982), assisting consumers in shaping a desired sense of self (Moore and Homer, 2008). Self-brand connection likely develops as the idealized image of a celebrity is linked to the brand through the endorsement process. Once a self-brand connection is developed, consumers may attain added benefits such as an enhanced self-esteem, social approval and expression of individuality (Escalas and Bettman, 2003). In turn, attainment of such self-image-relevant benefits is likely to strengthen consumers' knowledge base pertaining to an endorsed brand, reflected in strengthening of relevant brand associations and attitudes in consumer memory (Keller, 1993), thereby impacting consumer-based brand equity. Additionally (as noted in the preceding sections), our expected relationship is consistent with meaning-transfer mechanisms underlying the endorsement process (McCracken, 1989). Development of self-brand connection by consumers explicates how consumers engage celebrities and transfer meaning to brands. We thus hypothesize as follows:

H3. The self-brand connection has a direct positive effect on brand equity.

Celebrity and brand congruence

The celebrity endorsement process entails a transfer of associations from a celebrity endorser to an endorsed brand. The match-up perspective suggests that the extent of the transfer is contingent upon the degree of consumer-perceived congruence between a celebrity and an endorsed brand (Misra and Beatty, 1990). Favorable brand responses are likely when consumers perceive a celebrity-brand pairing as relevant (Keller, 2013). Regarding the conceptualization of endorser-brand congruence, earlier studies investigated physical attractiveness of an endorser as a basis of perceived endorser-brand congruence (Kahle and Homer, 1985; Till and Busler, 2000). For instance, attractive celebrities when endorsing attractiveness-related (i.e. beauty enhancement) products had a positive influence

on brand attitudes and purchase intentions. Scholars then broadened the notion of congruence beyond that of physical attributes to that of global image similarity or general congruity between the two entities (Kamins and Gupta, 1994), observing positive effects of such congruity on brand attitude. The broadened conceptualization of congruity complements psychological research into how consumers cognitively judge congruency between two entities. Research reveals that people evaluate congruency among entities according to their naïve theories about the workings of the world (Murphy and Medin, 1985). A naïve theory refers to various "mental explanations" used by consumers

when judging the degree of matchup between two entities, and typically such assessment is devoid of any scientific foundation (Murphy and Medin, 1985, p. 290). Thus, according to Murphy and Medin (1985, p. 291), two entities are perceived as congruent when their grouping "makes sense to the perceiver". This notion of congruency represents an accepted view in branding research domains, such as brand extensions and co-branding, in which consumers' congruency judgments between branded entities are vital to formation of brand evaluations (Viot, 2011; Thompson and Strutton, 2012). We adopt this broadened notion of congruency and define endorser-brand congruence as the extent to which consumers perceive an endorser-brand combination as sensible and logical (Spry *et al.*, 2011).

When a celebrity and a brand are paired via the endorsement, consumers typically judge the relevance of the celebrity's associations to the endorsed brand (Keller, 2013), probably using naïve mental explanations to assess the degree of matchup between the two entities (Murphy and Medin, 1985). Prior research has highlighted the role of endorser-brand congruence in facilitating brand outcomes such as attitudes and purchase intentions (Kamins and Gupta, 1994; Misra and Beatty, 1990). From a meaning-transfer perspective, McCracken (1989) outlines the importance of endorser-brand congruence, noting that a consumer "sees the *similarity* between the celebrity and product" (emphasis added, p. 316) and then decides whether to accept the meaning. Thus, a general view in the literature seems to suggest that a consumer-perceived "fit" between an endorser and an endorsed brand enhances the effectiveness of celebrity advertisements (Till and Busler, 2000). We therefore expect that the degree of perceived endorser-brand congruence will positively moderate (i.e. facilitate) the effect of endorser credibility on brand equity. Hence, we suggest the following hypothesis:

H4. Endorser-brand congruence positively moderates the effect of endorser credibility on brand equity.

Endorser-brand congruence may also play a role in the development of self-brand connections. Apart from consumer assessments of endorser credibility, additional mechanisms facilitate consumer evaluations of an endorsed brand via the matchup hypothesis perspective (Till and Busler, 2000). For example, when consumers encounter a celebrity-endorsed brand, there is a cognitive attempt to match a celebrity endorser's image with that of the endorsed brand's image (Kahle and Homer, 1985). Congruity judgments will likely facilitate the transfer of self-relevant meaning from a celebrity to an endorsed brand, thereby being more salient to the formation of self-brand connection. This leads us to expect endorser-brand congruence to moderate the degree to which endorser credibility impacts self-brand connection. Hence our final hypothesis is:

H5. Endorser-brand congruence positively moderates the effect of endorser credibility and self-brand connection.

Method

Research design

Data were collected using an online survey. The self-report questionnaire took between 15 and 20 minutes to complete. In total, 382 students at a major public university in the southwestern region of USA were recruited for the survey. The students were drawn from a university-wide pool of undergraduate students who agreed to participate in academic research. Students were offered course credit for their participation or allowed to complete an alternate assignment. The respondents belong primarily to the Generation-Y cohort (18-25 year old) that is used consistently in advertising research (Baek and Morimoto, 2012; Clayton and Heo, 2011). Typically, a homogenous student sample might help to reduce error variance, facilitating stronger theory-testing (Baek and Morimoto, 2012). Data were collected within two weeks of launch of the online survey.

Stimulus design

We conducted a pilot test with 23 students to generate a list of salient brands and associated celebrity endorsers. The students were asked to generate (recall) names of celebrity endorsers and their associated brands. Given five minutes for the exercise, the evoked endorser names and associated brands were salient to the respondents. A total of 73 unique celebrity-brand combinations were generated across 41 product categories. Highly evoked product categories were soft drinks, athletic gear and equipment, sports drinks, automobiles, acne care and weight loss programs. Professional football and basketball players and singers were among the most evoked celebrities (e.g. LeBron James, Dwayne Wade, Beyonce Knowles and Aaron Rodgers).

We decided on a systematic procedure to arrive at the stimulus for the main survey. A decision was taken by the research team to first decide upon a product category stimulus. We decided that the chosen category must meet three criteria. First, the category must be a highly salient category to the respondent group. The assumption underlying this criterion was that product categories that are highly salient to consumers suggest existence of well-developed brand knowledge structures in memory, which, in turn, would allow respondents to provide more accurate responses to questions in the survey. Second, a particular category must demonstrate celebrity endorsement activity for most brands competing in that category. The idea was to ensure adequate market coverage of brands with associated celebrity endorsers; a facet that has implications for respondent participation in the survey. For instance, using a product category that is fragmented and in which only few brands use celebrity endorsers is likely to be of little relevance and interest to most respondents, resulting in little participation. Third, the selected product category must be relevant to both male and female consumers to ensure adequate survey participation.

The research team conducted secondary research into the product categories that were evoked in the pilot test, and found that most categories were either highly fragmented with selective endorsement activity (e.g. automobiles and athletic gear and equipment) or were largely gender-specific (e.g. acne cream and weight loss programs). Among these categories, only the sports drinks category emerged as a highly

concentrated industry with the two major brands using celebrity endorsements. Gatorade (77 per cent market share) and Powerade (21 per cent market share) jointly represent around 98 per cent of the sports drink market in the USA (Bevindustry.com, 2012). Further, the category is not gender-specific. The sports drinks category meets the three conditions of high salience, market concentration and gender neutrality and was, therefore, chosen as stimulus category in the final survey.

After having decided the sports drinks category, we decided on the following endorser-brand pairings that were operating in the market at the time of research:

- LeBron James – Powerade.
- Derrick Rose – Powerade.
- Kevin Durant – Gatorade.
- Dwayne Wade – Gatorade.

All the endorsers in our stimuli are professional basketball players, thereby our design controls for nature of endorsers' profession. Additionally, the endorsers are all current players unlike Shaquille O'Neill and Michael Jordan who were also elicited in the pilot study. The "heroic" status that is associated with some ex-players, such as Michael Jordan, may confound the results (Shuart, 2007 for differences in consumer evaluations of "heroes" versus "celebrities" in sports). Finally, to the best of our knowledge, none of the endorsers was involved in any serious notoriety at the time of our research that could potentially introduce biases in the study (Till and Shimp, 1998). In the online survey, the respondents were first asked to choose one of the listed celebrity-brand pairings and attempt all questions in the survey based on their chosen pairing.

Instrument and measures

We structured and formatted the survey questionnaire to minimize the potential occurrence of various response biases. The chosen context of the survey pertains to consumer assessment of brands of sports drinks, which does not lend itself to serious social desirability bias. Construct items are operationalized clearly (consistent with their usage in the literature) to reduce the risks of ambiguity and item demand characteristics. We attempted to control for the potential effects of common method bias through several procedural and statistical techniques mentioned by Podsakoff *et al.* (2003, p. 899), who state that "there is no single best method for handling the problem". Some of the procedural remedies adopted were breaking up the questionnaire into sub-sections with respective introductions (to increase psychological separation of the variables), avoiding construct item intermixing and ensuring respondent anonymity.

We use previously validated measures to operationalize the constructs, measured using multi-item, five-point Likert-type scales. Endorser credibility is operationalized as a 15-item second-order construct measured using five items each for perceived attractiveness, expertise and trustworthiness as dimensions (Ohanian, 1990). Ohanian used three approaches to identify the dimensions of celebrity credibility: semantic differential, Likert and Stapel scales. She found that the three dimensions of attractiveness, expertise and trustworthiness were significantly correlated. In a meta-analysis, Amos *et al.* (2008, p. 224) state, "a source credibility construct composed of

trustworthiness, expertise, and attractiveness dimensions should be employed in future studies” while recognizing that there may be additional dimensions. This indicates that the three dimensions commonly used are reflective of the latent construct of credibility. Self-brand connection is measured using seven items (Escalas and Bettman, 2003). Brand equity is operationalized as a higher-order construct, comprising dimensions of brand awareness (three items), brand associations (four items), perceived quality (four items) and brand loyalty (three items) (Spry *et al.*, 2011). The chosen brand equity scale is based on the extensive work of Pappu *et al.* (2005, 2006). Three items from Spry *et al.* (2011) are adapted to operationalize endorser–brand congruence. We also collected data on multiple covariates that are potentially associated with variables in our study – endorser familiarity (three items; Spry *et al.*, 2011), endorser attitude (three items; Sheinin *et al.*, 2011) and consumers’ product knowledge (four items; Chang, 2004). Lastly, we included questions on a marker variable (discussed later) and consumer demographics (i.e. gender). A two-step structural equation modeling procedure was used to analyze the data (Anderson and Gerbing, 1988). We first examine the measurement model to assess the validity of the research constructs. Once satisfied with the psychometric properties of the constructs, we proceeded to examining the hypothesized structural relationships.

Results

The raw data were first processed for missing data. Missing values were less than 5 per cent of the total values. However, we did observe that missing values were systematically concentrated at the very end of questionnaire, although affecting only 4 of the 54 observed variables. The affected items measure consumer knowledge of the product category. A possible reason for the missingness could be respondent fatigue. Given this systematic lack of answers, we used the Expectation Maximization approach (based on maximum-likelihood algorithms) for imputing missing data, recommended in case of systematic missingness (Hair *et al.*, 2010). After the treatment of missing values, a final dataset of 382 was available for analysis.

Preliminary tests

Preliminary tests reveal that 64 per cent ($n = 243$) of the respondents normally consumed Gatorade, 29 per cent per cent ($n = 110$) consumed Powerade and 8 per cent ($n = 29$) did not consume sports drinks. These estimates are consistent with respective market shares, suggesting that we attained proportional representation of consumers in the sample. Regarding celebrity brand pairings, 38 per cent of the respondents ($n = 145$) chose the “Kevin Durant–Gatorade” combination, 35 per cent ($n = 135$) chose ‘LeBron James–Powerade, 23 per cent ($n = 86$) chose “Dwayne Wade–Gatorade” and four per cent ($n = 16$) chose “Derrick Rose–Powerade” combination. Regarding endorser attitude, only Kevin Durant’s mean score ($M_{KevinDurant} = 4.14$) was significantly different from that of the other endorsers ($M_{DwayneWade} = 3.74$; $M_{DerrickRose} = 3.71$; and $M_{LeBronJames} = 3.59$). The other three endorsers were equally liked. The two brands, Powerade and Gatorade were equally liked as no significant difference was observed among respective brand attitude scores. Lastly, the sample did not seem to be gender-biased, as 45 per cent of the respondents were female. Consistent with Ohanian (1990), the three dimensions of celebrity endorser credibility were significantly correlated ($p < 0.05$).

The normality of data assumption is seemingly satisfied. All skewness values of observed variables are within -1.96 (-1.61 all skewness values 0.49). Most kurtosis values are also within -1.96 (-1.23 all skewness values 1.87). Nine out of 49 variables demonstrate slightly higher kurtosis values (ranging from 2.03 to 4.63), although these are non-threatening. Further, our chosen estimation method of maximum-likelihood is purportedly unbiased to moderate violations of normality (Shah and Goldstein, 2006). Table I reports the factor-score means, standard deviations, inter-construct correlations and square-root of average variance extracted (AVE) scores. The construct means range from 2.57 to 4.19 (out of 5.0) and corresponding standard deviations range from 0.57 to 0.93. Inter-construct correlations are positive and significant ($p < 0.05$) for most pairs of constructs, although we do observe some non-significant correlations. No correlations approach a level that might indicate multicollinearity.

Table I Descriptives, bivariate correlations and square root of AVE estimates

Construct	Mean score	SD	TRT	ATT	EXP	CON	SBC	AWA	ASC	LOY	QUL	EAT	FAM	PDT
Trustworthiness (TRT)	3.57	0.75	0.84											
Attractiveness (ATT)	3.02	0.79	0.27	0.80										
Expertise (EXP)	4.07	0.65	0.43	0.21	0.73									
Endorser-brand congruence (CON)	4.19	0.57	0.40	0.16	0.56	0.75								
Self-brand connection (SBC)	2.62	0.82	0.20	0.18	0.12	0.09 ^{n.s.}	0.76							
Brand awareness (AWA)	4.19	0.58	0.22	0.03 ^{n.s.}	0.29	0.32	0.13	0.75						
Brand associations (ASC)	4.12	0.61	0.37	0.10	0.33	0.34	0.31	0.53	0.70					
Brand loyalty (LOY)	3.71	0.92	0.21	0.09 ^{n.s.}	0.19	0.18	0.36	0.29	0.45	0.82				
Perceived quality (QUL)	4.07	0.62	0.34	0.11	0.34	0.37	0.23	0.39	0.67	0.41	0.78			
Endorser attitude (EAT)	3.83	0.87	0.70	0.32	0.39	0.46	0.21	0.20	0.30	0.27	0.29	0.88		
Endorser familiarity (FAM)	4.16	0.93	0.33	0.19	0.29	0.40	0.14	0.29	0.28	0.12	0.23	0.35	0.82	
Product knowledge (PDT)	2.57	0.85	0.06 ^{n.s.}	0.22	0.02 ^{n.s.}	0.03 ^{n.s.}	0.47	0.26	0.20	0.25	0.09 ^{n.s.}	0.19	0.24	0.83

Notes: $p < 0.05$; $p < 0.10$; n.s. refers to not significant; SD refers to standard deviation; the square root of the average variance extracted (AVE) is typed in bold italics along the diagonal

Examining non-response and method effects

Prior to examining the measurement model, we conducted some preliminary tests on the data to assess the severity of non-response and common method effects. We examined the extent of non-response bias by comparing early (first quartile) and late (last quartile) respondents across all variables and examining for significant differences (Armstrong and Overton, 1977). The results reveal that there is no significant difference in the responses between the first and last quartiles. This result suggests that late respondents, assumed to be similar to theoretical non-respondents (Christodoulides *et al.*, 2006), do not differ significantly from those who responded. Non-response bias does not seem to be problematic in our study.

We examine the extent of common method bias in the data using a Harman single-factor test. The unrotated factor solution yielded 13 factors that accounted for approximately 70 per cent of the variance, of which the first factor explained 24 per cent of the variance. Because the first factor did not explain the majority of the variance, common method bias does not seem to be a serious threat. This was confirmed in a confirmatory factor analysis that revealed a poor fit for the single-factor model (i.e. $\chi^2(819) = 6,545.01, p < 0.05$; CFI = 0.37, RMSEA = 0.135), implying that the method factor is unlikely to explain variances in the measures. We also used a “marker” variable approach (Lindell and Whitney, 2001). A variable that is theoretically unrelated to the substantive items of our study, that is, respondents’ extent of use of public transport (Sichtmann and Diamantopoulos, 2013) was used as the marker variable. The smallest positive correlation between the marker variable and a substantive variable was 0.01 ($p < 0.05$), which served as a proxy for the effect of method variance. We compared our raw inter-item correlation matrix with a method-variance-adjusted correlation matrix. Most of the originally significant inter-item correlations remained statistically significant after adjustment, indicating that common method bias does not seem to be a serious threat to our study.

Measurement model analysis

We first examined a seven-factor measurement model (two higher-order factors and five first-order factors) using a confirmatory factor analysis (CFA). A significant chi-square value (χ^2) was obtained, that is, $\chi^2(1098) = 2,680.78 (p < 0.05)$. The analysis also revealed a negative error variance (an “improper” estimate) on the residual of a dimension of brand equity, namely, brand associations. However, this improper estimate was not statistically significant (i.e. error variance = 0.016; $p = 0.208$), suggesting that the true value of the estimate is very close to zero. A bootstrapping analysis (using 5,000 sub-samples and 95 per cent confidence intervals [CI]) confirmed our suspicion, as the 95 per cent CI around the offending estimate includes a 0 point (i.e. 95 per cent CI: 0.05–0.02; $p = 0.31$). The presence of a zero point in the confidence interval indicates that model-misspecification is *not* a likely cause of the offending estimate (Dillon *et al.*, 1987). Besides, we operationalize brand equity in accordance with previous operationalizations (Pappu *et al.*, 2005, 2006). Therefore, the offending estimate was deemed as non-threatening. A possible cause of the offending estimate may be the relatively small sample-size of our study *vis-à-vis* the

observed variables (Kline, 2011). We have a sample-size of 382 and 42 observed variables, the ratio of which is less than generally accepted sample size to observed variable ratio of 10:1. This situation makes the number of parameters that need to be estimated is very large relative to the sample size.

To get a proper solution, however, we constrained the offending estimate to an arbitrarily small positive value (i.e. 0.005), as recommended by experts (Hair *et al.*, 2010). The re-specified measurement model elicits a significant chi-square, that is, $\chi^2(1099) = 2,683.16 (p < 0.05)$. Other fit indices are normed $\chi^2 = 2.44$, TLI = 0.84, CFI = 0.85, SRMR = 0.076 and RMSEA = 0.062. Given the effect of model complexity (i.e. the number of observed variables) and the sample size on fit indices (Sharma *et al.*, 2005), the fit indices elicited in our measurement model do not seem to indicate an unsatisfactory fit to data (Sharma *et al.*, 2005). Furthermore, we conducted a chi-square difference test, comparing the freely estimated measurement model versus the model that fixed the offending estimate. The result revealed the two models do not differ statistically at the 0.5 level of significance (i.e. $\chi^2 = 2.38$; degrees-of-freedom = 1).

Once a solution was achieved, we refined the measurement model by eliminating loadings that did not load strongly on the respective constructs (i.e. demonstrated a standardized factor loading of less than 0.50 in magnitude; Hair *et al.*, 2010). Seven such items were identified and were deleted from the analysis. For instance, two items of endorser attractiveness (“The endorser of my brand can be considered as classy” and “The celebrity endorsing my brand can be considered as elegant”) load weakly on the underlying construct. Similarly, one item each measuring brand loyalty (“I would not buy any other brand of sports drink with my brand was available at the store”), brand associations (“I have no difficulty in imagining the brand in my mind”) and self-brand connection (“My brand suits me well”) loaded weakly on the respective construct and hence eliminated from the subsequent analysis.

The final measurement model yields an acceptable fit to data: chi-square of $\chi^2(791) = 1,653.59 (p < 0.05)$, Normed $\chi^2 = 2.09$, TLI = 0.90, CFI = 0.91, SRMR = 0.064 and RMSEA = 0.053. We then conducted traditional tests of reliability and validity to examine the psychometric properties of the first-order constructs included in the final measurement model. As shown in Table II, the constructs of the study demonstrated acceptable reliability levels as indicated by the composite reliability estimates that exceed 0.70. Convergent validity is supported as all standardized factor loadings fall within the acceptable range (i.e. 0.65–0.91). Further, the AVE estimate for all constructs was greater than 0.50 (Fornell and Larcker, 1981). Further, discriminant validity is supported as the square-root of AVE (as reported in Table I above along the upper diagonal) for any given construct is greater than the standardized correlation coefficient of that construct with all other constructs (Fornell and Larcker, 1981). As regards the second-order reflective constructs, endorser credibility is significantly measured by endorser attractiveness (standardized beta coefficient = 0.36, critical ratio (C.R.) = 5.34, $p < 0.01$), endorser trustworthiness (0.81, C.R. = 5.90, $p < 0.01$) and endorser expertise (0.61, C.R. = 5.34, $p < 0.01$). Brand equity is significantly measured

Table II Summary of measurement model statistics

Construct and items	^a (sig.)	CR ^b
Attractiveness		0.84
[Endorser] is good looking	0.86	–
[Endorser] is attractive	0.82	–
[Endorser] is sexy	0.71	–
Trustworthiness		0.92
[Endorser] is trustworthy	0.91	–
[Endorser] is honest	0.89	–
[Endorser] is dependable	0.81	–
[Endorser] is reliable	0.79	–
[Endorser] is sincere	0.78	–
Expertise		0.85
[Endorser] is qualified to endorse it	0.76	–
[Endorser] is knowledgeable	0.75	–
[Endorser] is an expert	0.73	–
[Endorser] possesses good experience	0.70	–
[Endorser] is skilled in the use	0.69	–
Endorser-brand congruence		0.79
Combination is appropriate	0.83	–
There is similarity	0.74	–
Logical choice for the endorser	0.67	–
Self-brand connection		0.89
I consider the [Brand] to be “me”	0.80	–
The [Brand] helps me become the type of person I want to be	0.80	–
Feel a personal connection to the [Brand]	0.78	–
I (can) use the [Brand] to communicate who I am to other people	0.74	–
The [Brand] reflects who I am	0.74	–
I can identify with the [Brand]	0.67	–
Brand awareness		0.79
I can recognize the [Brand]	0.82	–
I am aware of the [Brand]	0.77	–
Some characteristics come to mind quickly		0.65
Brand associations		0.74
I trust this brand as a manufacturer of sports drinks	0.78	–
I like this brand of sports drinks	0.67	–
I would feel proud to own this brand	0.65	–
Brand loyalty		0.80
I feel loyal to my brand	0.85	–
My brand is usually my first choice	0.79	–
Perceived quality		0.86
My brand is of very high quality	0.83	–
My brand is of very consistent quality	0.81	–
My brand is very reliable	0.77	–
My brand offers excellent features	0.69	–

(continued)

Table II

Construct and items	^a (sig.)	CR ^b
Endorser attitude		0.87
My attitude towards the endorser is very positive	0.90	–
I like the celebrity who endorses my brand	0.86	–
Endorser familiarity		0.86
I recognize the celebrity	0.87	–
I am familiar with the celebrity	0.84	–
I have heard of the celebrity	0.73	–
Product knowledge		0.87
I know more about sports drink than my friends do	0.86	–
I would consider myself to be an expert	0.83	–
I usually pay a lot of attention to information about sports drinks	0.80	–

Notes: ^a refers to the standardized factor loading; ^bCR refers to composite reliability; significance at 0.01 level

by brand awareness (0.65, C.R. 9.00, *p* 0.01), brand associations (0.98, C.R. 9.07, *p* 0.01), brand loyalty (0.59, C.R. 7.58, *p* 0.01) and perceived quality (0.81, C.R. 8.99, *p* 0.01). These results cumulatively suggest that acceptable construct validity can be assumed in our study.

Structural model analysis

The results of the structural model analysis are reported in Table III. We first examine the hypothesized direct paths (i.e. *H1*, *H2* and *H3*). The structural model was estimated using the maximum-likelihood method. The structural model yields acceptable fit to data: $\chi^2(793) = 1,593.26$ (*p* 0.01), normed $\chi^2 = 2.01$, TLI 0.90, CFI 0.91, SRMR 0.060 and RMSEA 0.051. Additionally, each of the hypothesized direct path estimates is significant and in the predicted direction. Endorser credibility has a direct impact on brand equity (0.64, C.R. 2.44, *p* 0.05). Hence *H1* is supported. Endorser credibility also exerts a direct significant impact on self-brand connection (0.16, C.R. 2.76, *p* 0.01), supporting *H2*. Self-brand connection exerts a direct significant impact on brand equity (0.23, C.R. 3.38, *p* 0.01), lending support to *H3*. As regards the impact of control variables in the model, brand equity was impacted by endorser–brand congruence (0.38, C.R. 4.46, *p* 0.01) and consumer product knowledge (0.15, C.R. 1.96, *p* 0.050). The direct influences jointly explain around 44 per cent of the variation in brand equity.

Next, we examine the hypotheses pertaining to moderation (i.e. *H4* and *H5*) using moderated regression analysis (Baron and Kenny, 1986). We contemplated conducting a sub-group analysis in structural equation modeling by dichotomizing the moderator (a continuous variable). However, we decided against using the dichotomization approach as it purportedly leads to loss of information that leads to spurious results and is strongly discouraged (MacCallum *et al.*, 2002). We first created interaction terms using centered values of the predictor (endorser credibility) and the hypothesized

Table III Structural model results

Hypothesized effects		Critical ratio	p	Hypothesis support
H1: Endorser credibility \rightarrow brand equity	0.64	2.44		Supported
H2: Endorser credibility \rightarrow self-brand connection (SBC)	0.16	2.76		Supported
H3: Self-brand connection \rightarrow brand equity	0.23	3.38		Supported
H4: Endorser credibility x endorser-brand congruence \rightarrow brand equity	0.13 ^a	2.36		Supported
H5: Endorser credibility x endorser-brand congruence \rightarrow SBC	0.24 ^a	2.46		Supported

Notes: β refers to standardized beta coefficient; p refers to significance level; p < 0.01; p < 0.05; ^a unstandardized beta coefficient is reported for the interaction terms

moderator (endorser–brand congruence). Two sets of regression equations were then estimated, whereby self-brand connection and brand equity were independently regressed on the predictor, the moderator, as well as the interaction term (Baron and Kenny, 1986). With brand equity as the specified criterion, the interaction term was significant (Unstandardized Interaction term 0.13, $t = 2.36$, $p < 0.05$; 95 per cent CI 0.02–0.23), suggesting that endorser–brand congruence positively moderates the effect of endorser credibility on brand equity. Hence, *H4* is supported. Similarly, as expected, with self-brand connection as the specified criterion, our results reveal that endorser–brand congruence positively and significantly moderates the effect of endorser credibility on self-brand connection (Unstandardized Interaction term 0.24, $t = 2.46$, $p < 0.05$; 95 per cent CI 0.05–0.43). *H5* is therefore supported.

Discussion and implications

Billions of dollars are spent annually for celebrities to endorse products because these celebrities possess symbolic and aspirational associations (Escalas, 2004) that can be transferred to the endorsed brand. However, at times, the benefits of using celebrity endorsers do not materialize as expected (Till, 1998), raising questions about their efficacy as brand equity enhancing tools. Hence, there is a need to further understand (and empirically explicate) the relationship between celebrity endorsers on consumer-based brand equity.

We contribute to the celebrity endorsement literature by integrating the mechanisms brand-association transfer and the consumer self-concept under the framework of endorser credibility, allowing brand managers and strategic planners to better understand the function of celebrity endorsers. The first objective of this study was to examine the impact of endorser credibility on consumer-based brand equity. Our findings reveal that endorser credibility exerts a direct significant impact on consumer-based brand equity, thus finding support for the use of celebrity endorsers for brand building purposes. Theoretically, the findings are consistent with various conceptual frameworks that are outlined in the literature that explain the effect of celebrity endorsers on brand equity. First, our results are supportive of the associative-network memory theory (Keller, 1993). When a celebrity links up a brand via an endorsement deal, the associations of a celebrity get transferred over to the endorsed brand in consumer memory (Till, 1998), imbuing the brand with favorable associations. We find empirical support for Till's (1998) theorization, unlike Spry *et al.* (2011), who do not observe such a direct relationship between endorser credibility and brand equity. In

essence, consumer perceptions of a celebrity endorser's attractiveness, trustworthiness and expertise that are jointly reflective of endorser credibility seem to shape consumer perceptions of an endorsed brand, that is, impact consumer-based brand equity. Second, our results offer support to meaning-transfer mechanisms of celebrity endorsement effects (McCracken, 1989). Cultural meaning purportedly moves from celebrity endorsers into brands via the endorsement system (McCracken, 1989). Our finding of a direct impact of endorser credibility on brand equity suggests that culturally valued meaning may be moving from a celebrity endorser into the endorsed brand, thereby imbuing the brand with favorable meanings (or added values). As a result, favorable consumer perceptions of an endorsed brand materialize that result in endorsed brand equity. Our results are consistent with prior studies that observe a positive relationship between celebrity endorsers and endorsed brand evaluations (Misra and Beatty, 1990). A clear managerial implication of our finding is that credible celebrity endorsers possess the ability to impact endorsed brand equity, which is reflected by four aspects – brand awareness, brand associations, perceived quality and brand loyalty. Therefore, we suggest that practitioners should recruit and select celebrity endorsers that possess the desired meanings and associations that are needed in the endorsed brand. For instance, Jennifer Lawrence as an endorser for the Miss Dior Bag campaign carries favorable associations of “young”, “talented” and “successful” that will likely impact various facets of Dior's brand equity. A related implication is that celebrities with the desired associations can be used to reinforce the established image of a brand. For instance, Benedict Cumberbatch as a brand ambassador for the British brand Jaguar helps to reinforce the image already established by the brand. The first contribution of this paper, therefore, is to show that celebrity brand endorser credibility does indeed contribute to brand equity.

A missing element in the celebrity endorsement process is the way a consumer uses the endorsed brand to develop her/his self-concept, that is, the self-brand connection. Celebrities represent an aspirational reference group to consumers seeking to craft and refine their desired sense of self (Escalas, 2004). Yet, how celebrities may help shape consumer's self-definitional needs via creation of a self-brand connection has not received much empirical investigations in the celebrity endorsement literature. Our second objective was to examine the impact of endorser credibility on consumer self-brand connection. As predicted, we observe a direct positive effect of endorser credibility on self-brand connection. From a

theoretical perspective, the effect of endorser credibility on consumer self-brand connection is consistent with McCracken's (1989) meaning-transfer processes that suggest that consumers use endorser-related meanings to partly shape an individual sense of self. Thus, our finding seems to offer empirical support to McCracken's (1989) cultural meaning-movement processes. Additionally, our findings are broadly consistent with research into consumer self-concept that suggests that consumers use brands in general to fulfill self-definitional needs (Belk, 1988; Sirgy, 1982). Thus, after being imbued with a celebrity endorser's associations and valued meanings, an endorsed brand may serve as a tool for crafting a desired sense of self (Escalas, 2004). The three dimensions of endorser credibility, that is, attractiveness, trustworthiness and expertise, may facilitate consumer willingness to incorporate this meaning into her/his self-concept. Our study is among pioneering investigations that supports the role of celebrity endorsers as shaping consumer self-concept. A key managerial implication of our finding is that celebrity endorsers can be strategically used to develop a stronger level of engagement with consumers given their potential to address consumer self-definitional needs. Thus, self-brand connection may now be considered as a key performance indicator of celebrity endorser effectiveness.

The results of this study indicate that self-brand connection significantly impacts endorsed brand equity. The finding contributes to the emergent literature on self-brand connection and positions brand equity as its outcome, complementing the literatures on self-concept (Sirgy, 1982) and the associative-network memory theory of brand associations (Keller, 1993). Our observed linkages between celebrity endorsements to consumer self-brand connection are consistent with the literature on the lifestyle of younger (i.e. Generation-Y) consumers (Allen and Mendick, 2013). Generation-Y consumers – the respondent group of our study – tend to engage in a social discourse with celebrities and use the narrative created by the celebrity culture to craft their sense of self, what Allen and Mendick (2013, p. 80) refer to as young people's "identity work"; an ethos that is reflected in cultural meaning transfer via celebrity endorsements (McCracken, 1989). Studies into Generation-Y consumers reveal that self-identification with brands is a crucial aspect of Generation-Y's brand behavior, resulting in preference for brands that match their sense of self (Noble *et al.*, 2009; Sbarbaro *et al.*, 2011). Our study finds empirical support for a direct link between celebrity endorsements and young consumers' self-brand connection. More broadly, our findings compare favorably with research on the consumption of and the identification with the celebrity culture in society (Fraser and Brown, 2002). A practical implication of this finding is that by facilitating the development of self-brand connection, especially among a younger consumer group, brands are likely to experience a favorable impact on brand equity. Taking into account the previously discussed direct effects, we observe that self-brand connection partially mediates the influence of endorser credibility on brand equity. Theoretically, our partial mediation finding implies a dual pathway to brand equity enhancement – a direct effect on endorsed brand equity, as well as an indirect effect via development of self-brand connection. From a managerial perspective, our finding

suggests that investments into celebrity endorsements may entail a dual return. Apart from the direct impact on brand equity, celebrity endorsements are likely to first impact consumer self-brand connection that, in turn, impacts brand equity. Another managerially relevant implication of the study's findings is that using self-brand connection as a measure of celebrity's consumer engagement proficiency might be more effective method for advertisers to use when hiring celebrities rather than relying on celebrity rankings. We suggest that self-brand connection may provide a rich, brand-specific measure to better predict success of the endorsement. Therefore, the second contribution of this research is to show that self-brand connection partially mediates the link between celebrity brand endorser credibility and brand equity, explicating one of the psychological mechanisms for improving brand equity through the use of celebrity endorsers.

We expected the impact of endorser credibility to be moderated by the degree of endorser–brand congruence. We find that the congruence of a celebrity and the brand he/she is endorsing plays an important role, consistent with prior research (Misra and Beatty, 1990; Till and Busler, 2000). Specifically, we observe that celebrity–brand congruence (Till and Busler, 2000) not only strengthens the relationship between endorser credibility and the self-brand connection but also that between endorser credibility and brand equity. Thus, from a managerial standpoint, advertisers should choose carefully when selecting a celebrity to endorse a brand to ensure not only credibility but also that the celebrity is naturally linked with the brand. Overall, the results of this study add to our understanding of how consumers incorporate brands into their self-concept and how this, in turn, impacts brand equity of an endorsed brand. It also deepens our knowledge of the role of celebrities in creating brand equity and suggests important factors for advertisers to consider when selecting celebrities to endorse their products. The third contribution of this research is to show that the congruence between the celebrity and the brand he/she endorses can improve the strength of the relationships from that celebrity's credibility to both self-brand connection and brand equity.

Limitations and future research

We acknowledge the limitations of our study. First, this study used a convenience product, sports drink, to test the model. Such products tend to have low consumer involvement. Peripheral cues such as celebrity endorsers may play a larger role than in shopping or specialty products where consumer involvement is likely higher and where consumers are likely to rely on a more central, cognitive elaboration (Cacioppo and Petty, 1984). Second, we collected data from a homogenous student sample – American college students. Although this was an appropriate sample frame given the product, this aspect of our design may limit the external validity of our findings. A direct recommendation is that future studies should be conducted using a broader consumer sample to achieve generalizability, although considering that studies with respondents in different age groups or in another country may yield different results. Third, all of the celebrities used in the study are professional basketball players, appropriate spokespersons for a sports drink. Studies using other types of celebrities such as singers, actors or athletes from other sports

may yield different outcomes. Fourth, given the cross-sectional nature of the research, we were limited in our ability to model the effects of previously used celebrity endorsers on the outcomes. Future research may attempt to disentangle the effects of previous endorsers from those currently endorsing a brand, possibly using a multiple-endorser design whereby the effects of previously-used endorsers can be controlled for. Additionally, given the cross-sectional design, threat of method effects can be further minimized by collecting data on independent and dependent variables from different sources. Finally, we expect the model parameters to be dependent upon consumer judgments other than endorser-brand congruity. We expect consumer brand schematicity, conceived as the propensity to attend to, organize and use brand information (Puligadda *et al.*, 2012), to play a potential moderating role in our model. Celebrity endorser related associations are likely to be more (less) salient for brand schematic (aschematic) consumers who are likely to appropriate such associations more (less) when making self-brand connection judgments. Future extension of our research should consider such moderating effects.

Conclusion

Celebrity endorsers have long been used successfully to imbue brands with meaning. We demonstrate that celebrity endorsers are instrumental in influencing consumers' self-brand connection as well as endorsed brand equity. In doing so, we explicate that the effects of celebrity endorsers on the two outcomes are contingent upon the degree of endorser-brand congruence. Additionally, we show that the effects of celebrity endorsers on brand equity also materialize via indirect mechanisms, mediated through their impact on consumer self-brand connection.

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No	Judul Artikel	Penulis (Tahun)	Tujuan	Hipotesis	Metodelogi Penelitian	Hasil
1	<i>Celebrity endorsement, brand credibility and brand equity</i>	Amanda Spry, Ravi Pappu, T. Bettina Cornwell (2011)	Penelitian ini bertujuan untuk menguji dampak kredibilitas selebriti pada ekuitas berbasis konsumen dari merek yang didukung. Peran mediasi kredibilitas merek dan peran moderasi dari tipe merek (induk versus sub-merek) yang digunakan oleh merek yang disahkan pada hubungan kredibilitas <i>endorser</i> dengan ekuitas merek juga harus diperiksa. Hubungan kredibilitas <i>endorser</i> -ekuitas merek dikembangkan menggunakan prinsip pembelajaran asosiatif sedangkan teori pensinyalan merek diterapkan untuk menguji peran mediasi kredibilitas merek.	H1. Kredibilitas selebriti <i>endorser</i> akan berdampak positif pada kredibilitas merek yang disahkan. H2. Kredibilitas suatu merek akan berdampak positif pada ekuitas berbasis konsumen dari merek yang disahkan. H3. Kredibilitas selebriti <i>endorser</i> akan berdampak positif pada ekuitas berbasis konsumen dari merek yang didukung. H4. Kredibilitas merek memediasi hubungan antara kredibilitas <i>endorser</i> dan ekuitas merek berbasis konsumen. H5. Hubungan antara kredibilitas <i>endorser</i> dan kredibilitas merek bervariasi sesuai dengan jenis <i>branding</i> (yaitu merek atau sub-merek induk) yang digunakan oleh merek yang disahkan. H6. Hubungan antara kredibilitas <i>endorser</i> dan ekuitas merek berbasis konsumen bervariasi sesuai dengan jenis <i>branding</i> (yaitu merek induk atau sub-merek) yang digunakan oleh merek yang didukung.	Sampel= pusat perbelanjaan di kota metropolitan Australia. Jumlah sampel= 244 Sampling unit= individu Desain riset= skala likert 7 poin Alat analisis= SPSS & SEM	Hasil penelitian menunjukkan kredibilitas <i>endorser</i> memiliki dampak tidak langsung pada ekuitas merek ketika hubungan ini dimediasi oleh kredibilitas merek. Hubungan mediasi ini dimoderasi oleh jenis <i>branding</i> . Namun, hubungan "kredibilitas <i>endorser</i> -kredibilitas merek" dan "kredibilitas <i>endorser</i> -ekuitas merek" tidak bervariasi sesuai dengan jenis <i>branding</i> yang digunakan.

No	Judul Artikel	Penulis (Tahun)	Tujuan	Hipotesis	Metodelogi Penelitian	Hasil
2	<i>Measuring the impact of celebrity endorsement on consumer behavioural intentions: a study of Malaysian consumers</i>	Khong Kok Wei, dan Wu, You Li (2013)	Penelitian ini bertujuan membahas dampak selebriti <i>endorser</i> pada niat perilaku konsumen. Karakteristik selebriti <i>endorser</i> didiskusikan dan diperiksa, yaitu daya tarik sumber, kredibilitas sumber, dan kesesuaian antara <i>endorser</i> dan produk yang disahkan.	H1. Daya tarik sumber memiliki hubungan positif dengan niat perilaku konsumen. H2. Sumber kepercayaan memiliki hubungan positif dengan niat perilaku konsumen. H3. Keahlian sumber memiliki hubungan positif dengan niat perilaku konsumen. H4. Kesesuaian antara <i>endorser</i> dan produk yang didukung memiliki hubungan positif dengan niat perilaku konsumen.	Sampel= konsumen Malaysia. Jumlah sampel= 200 Sampling unit= individu Desain riset= skala likert 5 poin Alat analisis= SPSS 18, CFA & SEM	Temuan menunjukkan bahwa daya tarik sumber dan kredibilitas sangat penting untuk efektivitas selebriti <i>endorser</i> . Namun, kesesuaian antara <i>endorser</i> dan produk tidak ditemukan signifikan. Meskipun demikian, kecocokan ini memiliki efek tidak langsung pada niat perilaku konsumen, melalui varian bersama dengan daya tarik sumber dan kredibilitas.
No	Judul	Penulis	Tujuan	Hipotesis	Metodelogi	Hasil

No	Judul Artikel	Penulis (Tahun)	Tujuan	Hipotesis	Metodologi Penelitian	Hasil
3	<i>Impact of celebrity endorsement in advertising on brand image among Chinese adolescents</i>	Kara Chan, Yu Leung Ng, dan Edwin K. Luk (2013)	Tujuan penelitian ini untuk mengidentifikasi atribut selebriti <i>endorser</i> dan atribut iklan selebriti <i>endorser</i> yang paling menarik bagi remaja. Penelitian ini juga berupaya memeriksa persepsi remaja tentang cara kerja iklan selebriti <i>endorser</i> .	Apakah selebriti <i>endorser</i> bekerja dan bagaimana cara kerjanya di kalangan remaja?	Sampel= remaja Tionghoa berusia 13 - 19 tahun Jumlah sampel= 76 Sampling unit= kelompok Desain riset= wawancara Alat analisis= kuesioner wawancara	Hasil menemukan bahwa orang yang diwawancarai paling mampu mengingat <i>endorser</i> selebriti yang mereka anggap menarik, lucu dan ekspresif. Mereka mengidentifikasi popularitas, citra yang baik, dan kesesuaian antara citra selebriti dan citra merek sebagai faktor penting yang harus dipertimbangkan pemasar dalam memilih selebriti <i>endorser</i> . Mayoritas orang yang diwawancarai berpendapat bahwa menggunakan selebriti dalam iklan akan meningkatkan kesadaran merek, menarik penggemar selebriti, mendorong uji coba, dan meningkatkan kepercayaan pembelian.

4	<i>Credibility of a peer endorser and advertising effectiveness</i>	Juha Munnukka, Outi Uusitalo dan Hanna Toivonen (2016)	Tujuan dari penelitian ini adalah untuk mengeksplorasi pembentukan kredibilitas <i>peer-endorser</i> dan pengaruhnya terhadap pembentukan sikap. Peran keterlibatan produk dalam pembentukan sikap dan kredibilitas <i>endorser</i> juga diperiksa.	<p>H1. Kepercayaan <i>peer-endorser</i> berpengaruh positif pada sikap konsumen terhadap iklan.</p> <p>H2. Keahlian <i>peer-endorser</i> secara positif memengaruhi sikap konsumen terhadap iklan.</p> <p>H3. Kemiripan <i>peer-endorser</i> dengan konsumen secara positif mempengaruhi sikap konsumen terhadap iklan.</p> <p>H4. Daya tarik <i>peer-endorser</i> secara positif memengaruhi sikap konsumen terhadap iklan.</p> <p>H5. Kredibilitas <i>peer-endorser</i> memediasi pengaruh keterlibatan produk konsumen pada sikap terhadap iklan.</p> <p>H6. Sikap terhadap iklan memiliki efek positif pada sikap merek.</p> <p>H7. Pengalaman konsumen dengan produk yang diiklankan memoderasi hubungan antara kredibilitas sumber dan sikap terhadap iklan dan keterlibatan produk.</p>	<p>Sampel= mahasiswa Jumlah sampel= 364 Sampling unit= individu Desain riset= skala likert 5 poin Alat analisis= CFA</p>	<p>Penelitian ini menunjukkan bahwa kredibilitas <i>peer-endorser</i> dibangun dari dimensi kepercayaan, keahlian, kemiripan, dan daya tarik yang secara positif memengaruhi sikap konsumen terhadap iklan dan merek. Keterlibatan produk memengaruhi efektivitas iklan secara tidak langsung melalui konstruk kredibilitas <i>endorser</i>. Penelitian kami menunjukkan bahwa pengalaman konsumen dengan produk yang diiklankan mempengaruhi persepsi kredibilitas <i>endorser</i> dan efektivitas iklan.</p>
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No	Judul Artikel	Penulis (Tahun)	Tujuan	Hipotesis	Metodelogi Penelitian	Hasil
5	<i>Congruence and celebrity endorser credibility in Japanese OTC drug advertising</i>	Mariko Morimoto (2018)	Berdasarkan teori kongruensi, penelitian ini bertujuan untuk menguji pengaruh selebriti <i>endorser</i> terhadap kredibilitas <i>endorser</i> dalam iklan obat bebas OTC di Jepang menggunakan beberapa kategori selebriti. Secara khusus, penelitian ini mengeksplorasi <i>endorser-brand congruence</i> dan <i>endorser-consumer congruence</i> dan peran mereka dalam pembentukan sikap.	H1. Daya tarik yang dirasakan aktor/aktris lebih besar dibandingkan dengan kategori selebriti lainnya (atlet dan bakat) dalam iklan obat bebas OTC Jepang. H2. Ada perbedaan rata-rata yang signifikan di seluruh kateogoterkait: sikap terhadap iklan; dan merek yang diiklankan dalam iklan obat bebas OTC Jepang. H3. Dalam iklan OTC Jepang, kredibilitas <i>endorser</i> yang dirasakan memediasi hubungan antara kesamaan dan identifikasi dengan <i>endorser</i> dan sikap terhadap iklan.	Sampel= konsumen Jepang Jumlah sampel= 480 Sampling unit= individu Desain riset= skala likert 5, 4, dan 3 poin Alat analisis= SPSS	Dalam iklan obat bebas OTC Jepang, aktor / aktris dan atlet dianggap lebih kredibel daripada bakat (kepribadian TV) oleh konsumen Jepang. Kategori <i>endorser</i> juga memiliki pengaruh yang signifikan pada identifikasi dengan <i>endorser</i> melalui kesesuaian diri yang ideal. Selain itu, kredibilitas <i>endorser</i> memediasi hubungan antara identifikasi dan evaluasi iklan. Namun, itu tidak memediasi hubungan antara kesamaan yang dirasakan dengan tanggapan pengiklan dan iklan.



LAMPIRAN III

Kuesioner

The image displays two screenshots of a Google Form titled "MAYBELLINE NEW YORK". The form is in edit mode, showing the first two sections of a survey.

Section 1 of 10:

Pengaruh Selebriti Endorser, Self-brand connection, dan Endorser-brand Congruence terhadap Ekuitas Merek

Perkenalkan nama saya Tiara Indrawati Thalia, mahasiswa Program Studi Manajemen, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta yang sedang melakukan penelitian untuk menyelesaikan tugas akhir/skripsi. Saya membutuhkan data penelitian yang sekiranya Saudara bisa membantunya. Atas kesediaannya saya ucapkan banyak terimakasih.

After section 1 Continue to next section

Section 2 of 10:

Pertanyaan Filter

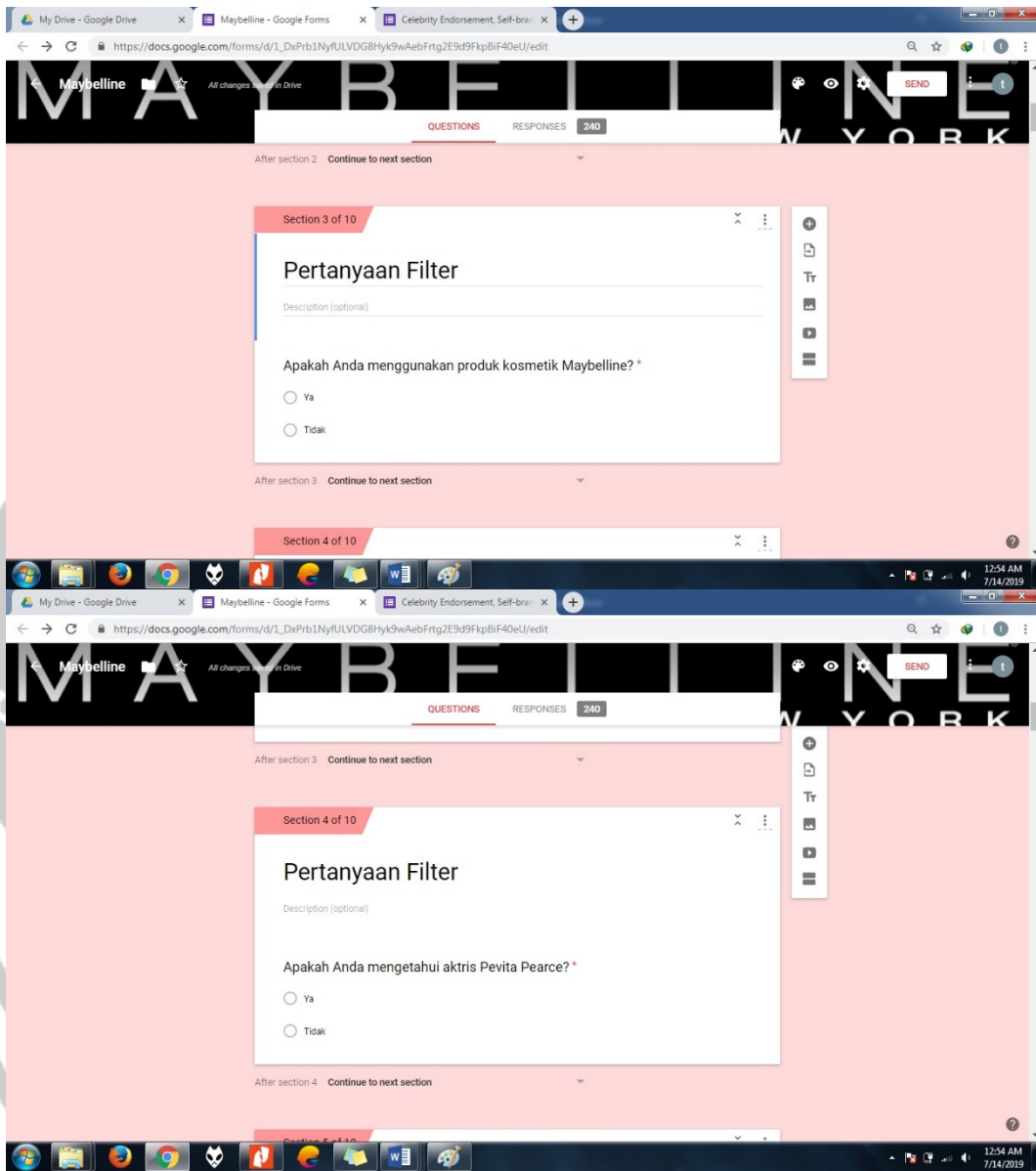
Description (optional)

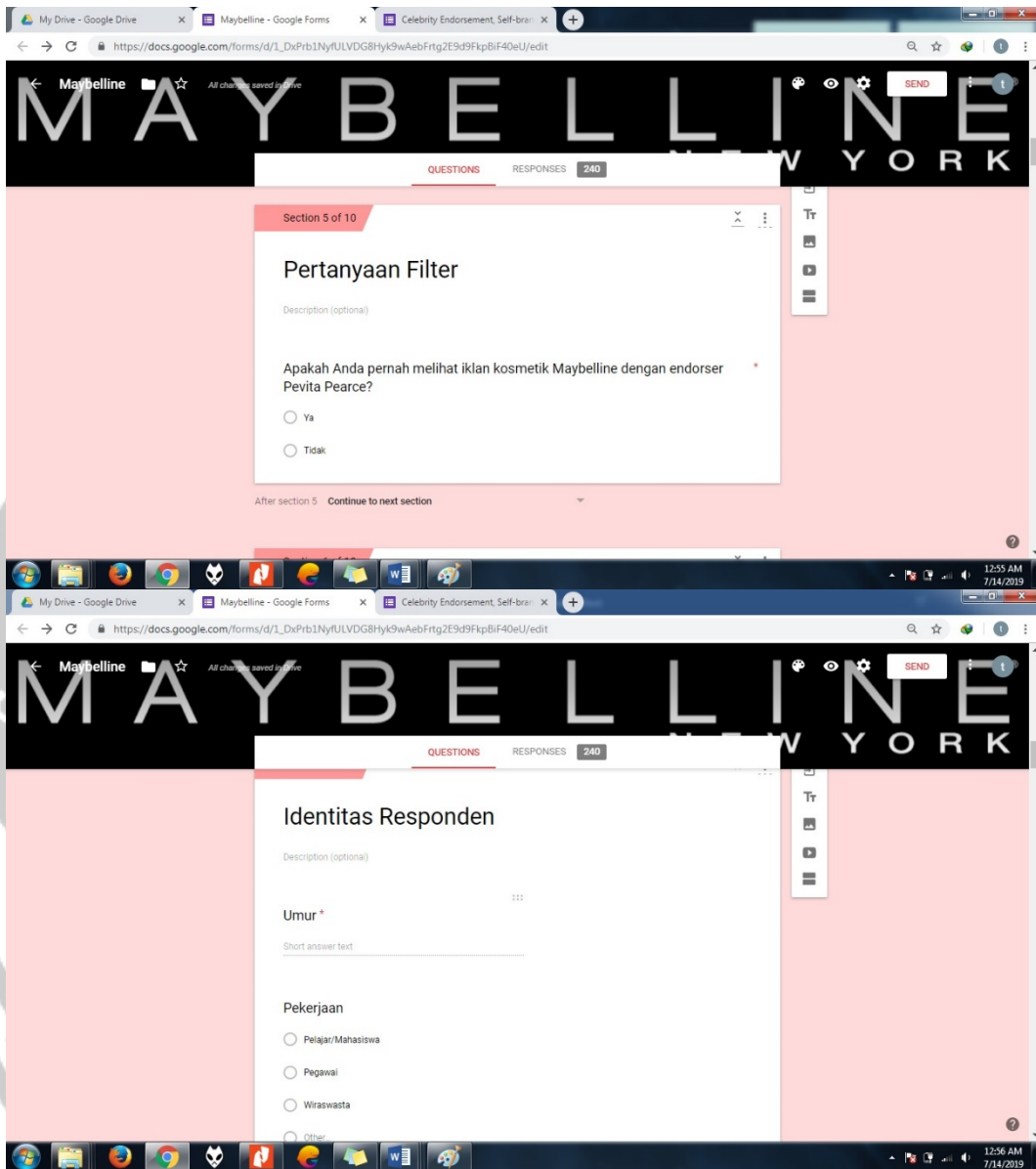
Jenis Kelamin *

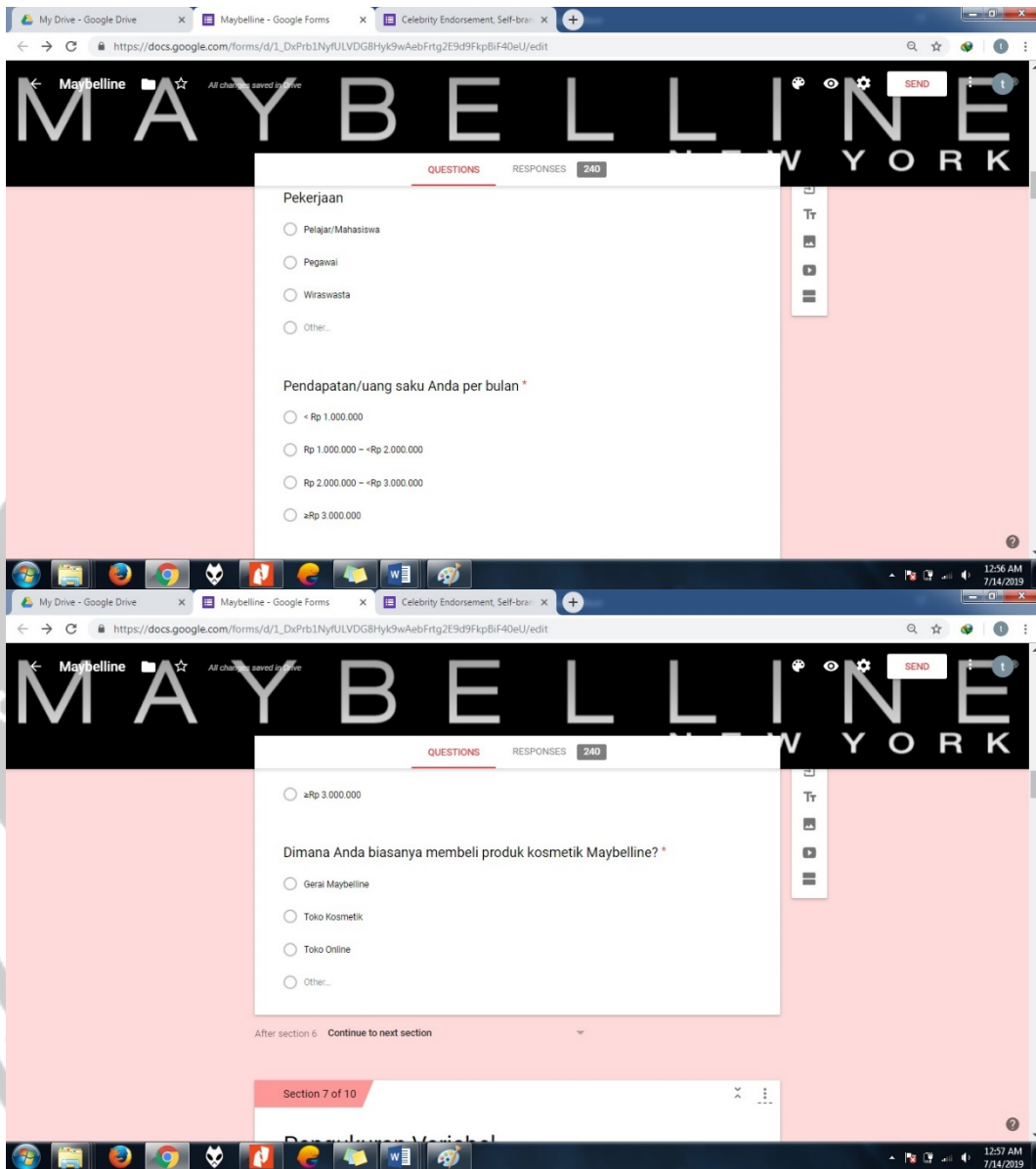
- Laki-laki
- Perempuan

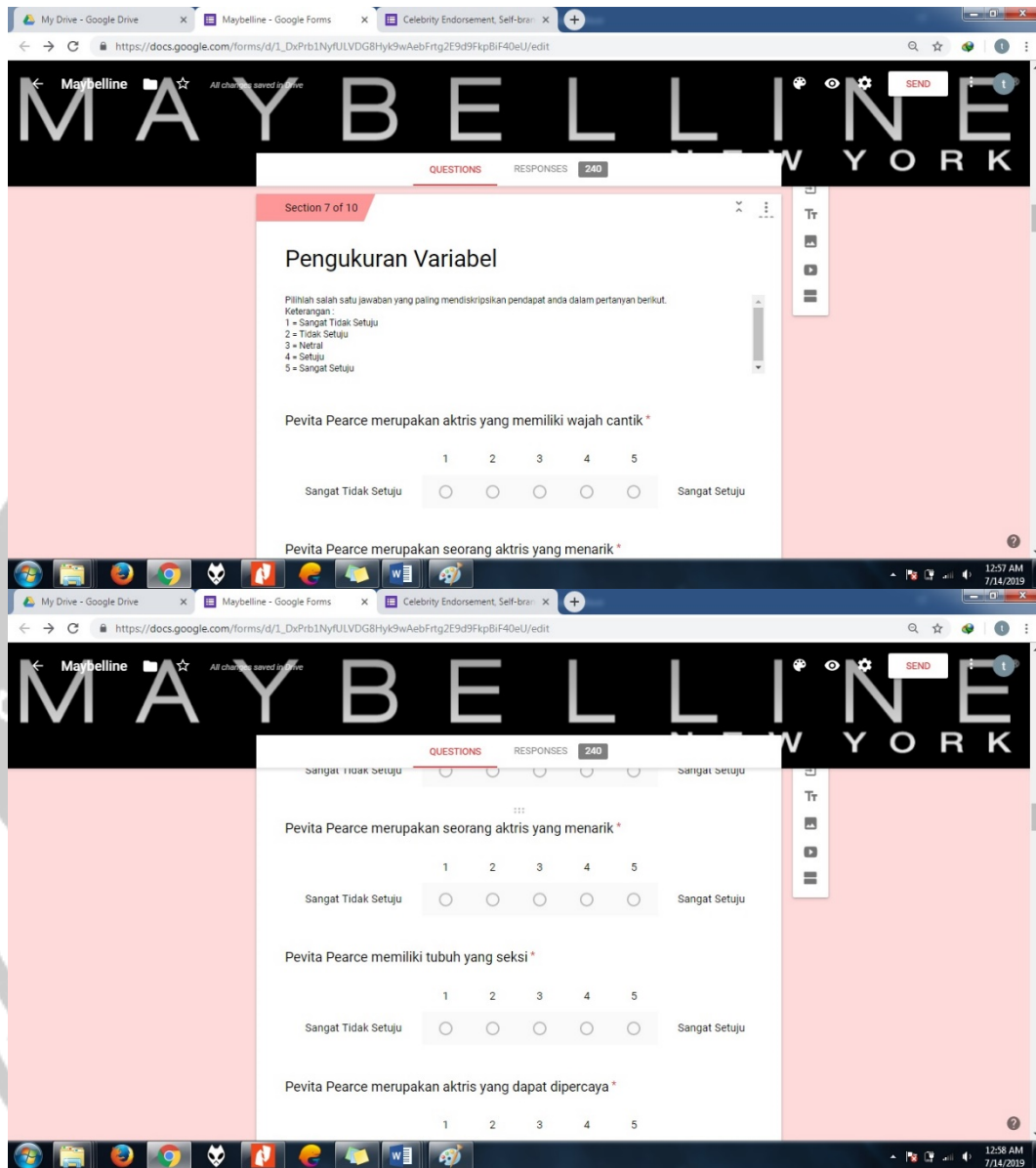
After section 2 Continue to next section

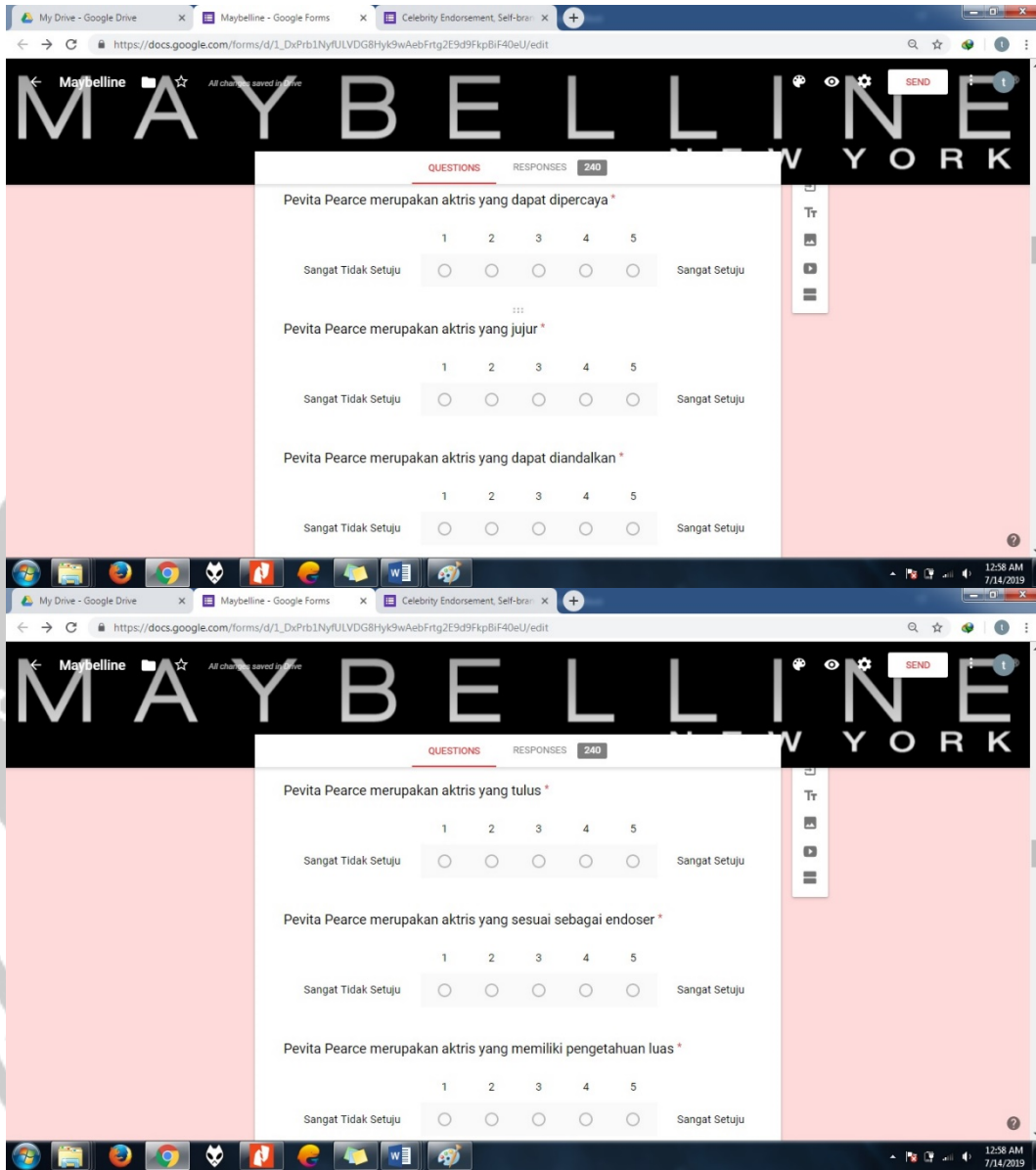
Section 3 of 10:

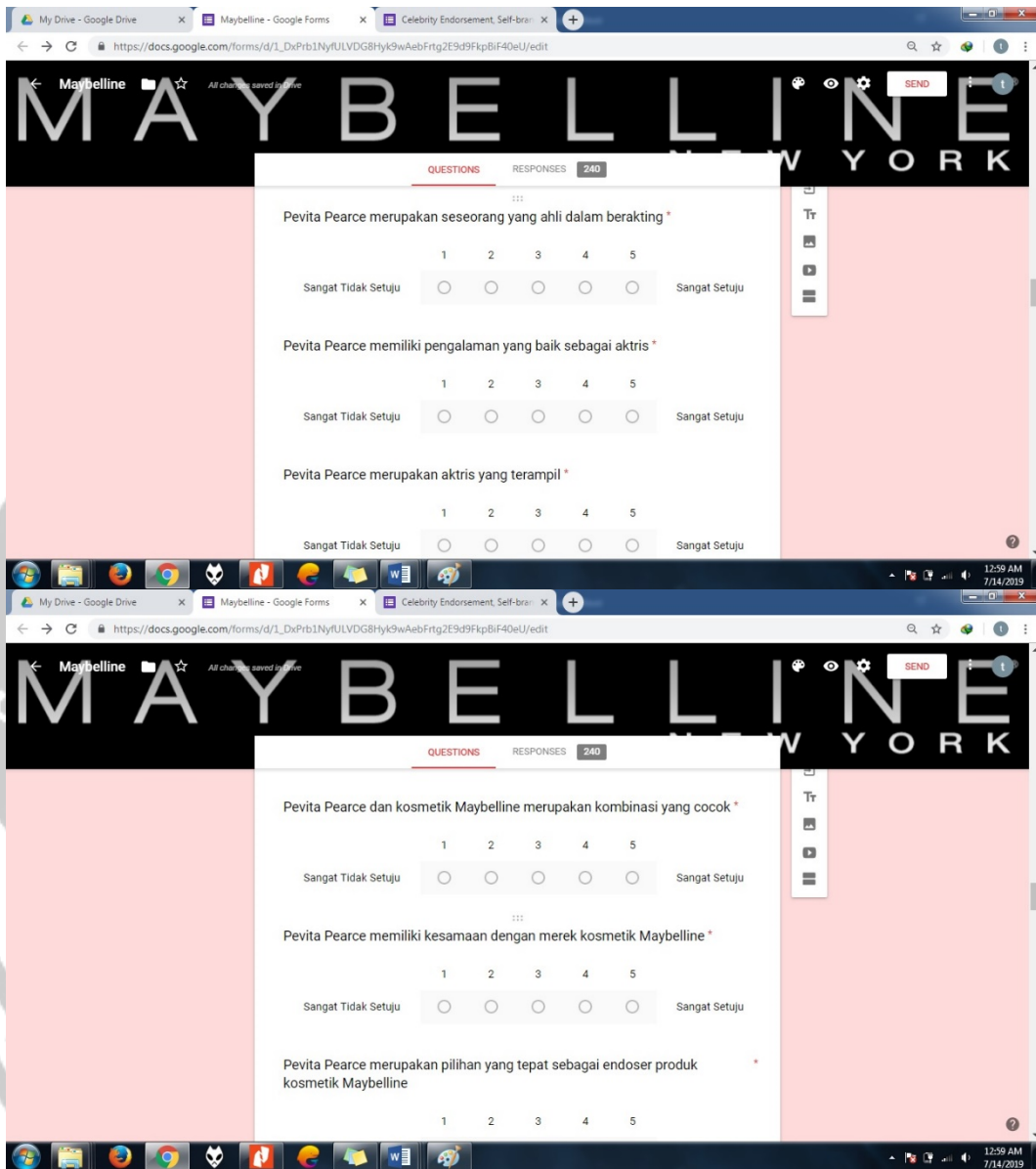












The image displays two screenshots of a Google Form titled "MAYBELLINE NEW YORK". The form is in "QUESTIONS" mode and shows 240 responses. The background is a light pink color with the Maybelline logo at the top.

Section 7:

QUESTION 1: **Pevita Pearce memiliki kesamaan dengan merek kosmetik Maybelline ***

Scale: Sangat Tidak Setuju (1) to Sangat Setuju (5)

QUESTION 2: **Pevita Pearce merupakan pilihan yang tepat sebagai endoser produk kosmetik Maybelline ***

Scale: Sangat Tidak Setuju (1) to Sangat Setuju (5)

After section 7 Continue to next section

Section 8 of 10:

Section Header: **Pengukuran Variabel**

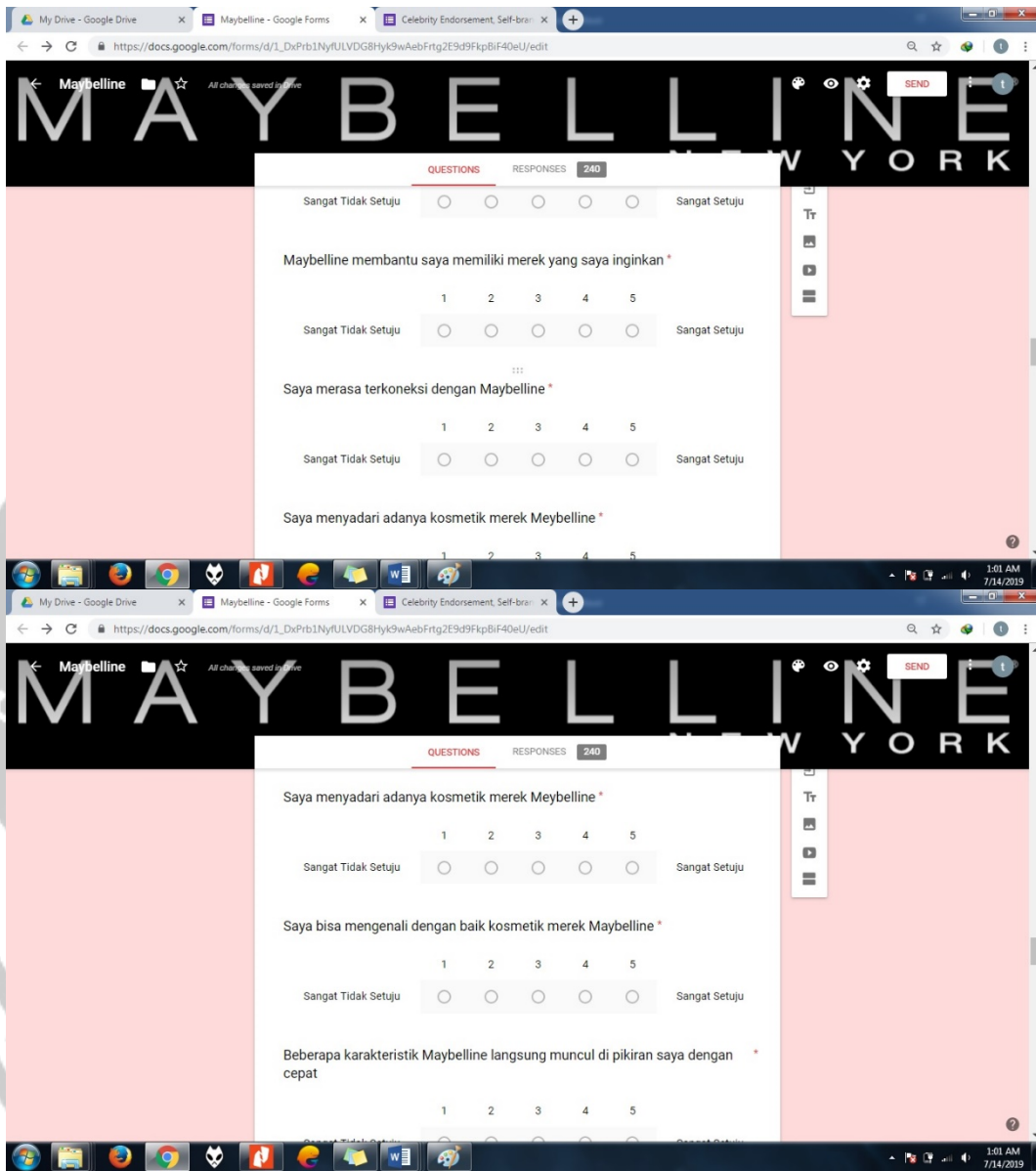
Description (optional):

QUESTION 3: **Saya menganggap Maybelline adalah produk untuk saya ***

Scale: Sangat Tidak Setuju (1) to Sangat Setuju (5)

QUESTION 4: **Maybelline membantu saya memiliki merek yang saya inginkan ***

Scale: Sangat Tidak Setuju (1) to Sangat Setuju (5)



My Drive - Google Drive x Maybelline - Google Forms x Celebrity Endorsement, Self-bran... x

https://docs.google.com/forms/d/1_DxPrb1NyfULVDG8Hyk9wAebFrtg2E9d9FkpBif40eU/edit

MAYBELLINE NEW YORK

QUESTIONS RESPONSES 240

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Beberapa karakteristik Maybelline langsung muncul di pikiran saya dengan cepat

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya percaya merek Maybelline sebagai produsen kosmetik yang baik *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya menyukai merek kosmetik Maybelline *

1 2 3 4 5

My Drive - Google Drive x Maybelline - Google Forms x Celebrity Endorsement, Self-bran... x

https://docs.google.com/forms/d/1_DxPrb1NyfULVDG8Hyk9wAebFrtg2E9d9FkpBif40eU/edit

MAYBELLINE NEW YORK

QUESTIONS RESPONSES 240

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya menyukai merek kosmetik Maybelline *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya akan bangga memiliki merek kosmetik Maybelline *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya merasa setia dengan merek Maybelline *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

1 2 3 4 5

1:01 AM 7/14/2019

1:02 AM 7/14/2019

My Drive - Google Drive x Maybelline - Google Forms x Celebrity Endorsement, Self-br... x

https://docs.google.com/forms/d/1_DxPrb1NyfULVDG8Hyk9wAebFrtg2E9d9FkpBiF40eU/edit

MAYBELLINE NEW YORK

QUESTIONS RESPONSES 240

Maybelline memiliki kualitas yang sangat konsisten *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

...

Maybelline sangat bisa diandalkan sebagai produsen kosmetik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Maybelline mampu menawarkan produk kosmetik unggulan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

My Drive - Google Drive x Maybelline - Google Forms x Celebrity Endorsement, Self-br... x

https://docs.google.com/forms/d/1_DxPrb1NyfULVDG8Hyk9wAebFrtg2E9d9FkpBiF40eU/edit

MAYBELLINE NEW YORK

QUESTIONS RESPONSES 240

Sangat Tidak Setuju Sangat Setuju

Maybelline mampu menawarkan produk kosmetik unggulan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Sikap saya terhadap Pevita Pearce sangat positif *

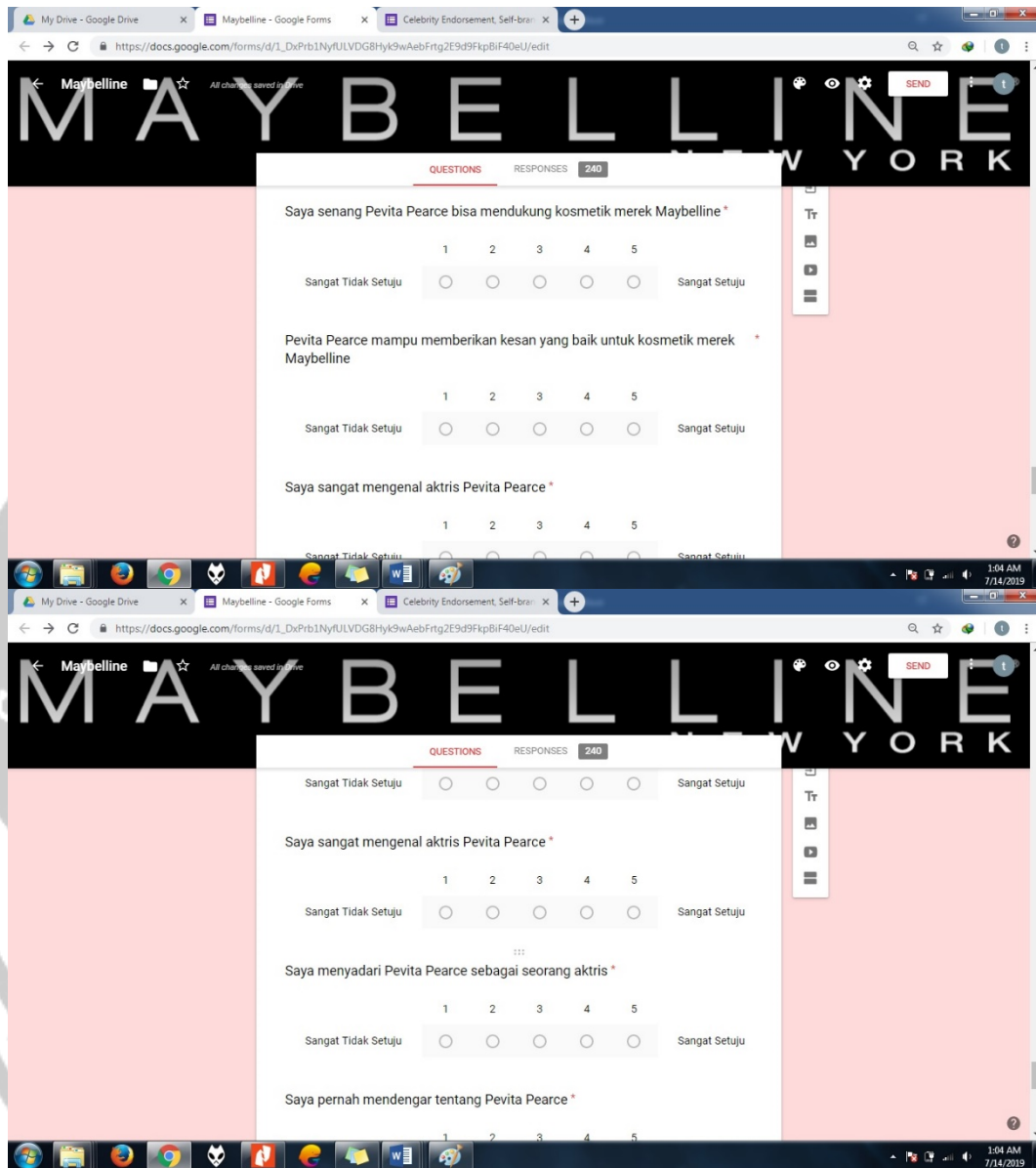
1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya senang Pevita Pearce bisa mendukung kosmetik merek Maybelline *

1 2 3 4 5

1:03 AM 7/14/2019



My Drive - Google Drive x Maybelline - Google Forms x Celebrity Endorsement, Self-br...

https://docs.google.com/forms/d/1_DxPrb1NyfULVDG8Hyk9wAebFrtg2E9d9FkpBiF40eU/edit

MAYBELLINE NEW YORK

QUESTIONS RESPONSES 240

Saya pernah mendengar tentang Pevita Pearce *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

...

Saya tahu lebih banyak tentang kosmetik dibandingkan teman-teman saya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya akan menganggap diri saya seorang yang ahli dalam kosmetik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

My Drive - Google Drive x Maybelline - Google Forms x Celebrity Endorsement, Self-br...

https://docs.google.com/forms/d/1_DxPrb1NyfULVDG8Hyk9wAebFrtg2E9d9FkpBiF40eU/edit

MAYBELLINE NEW YORK

QUESTIONS RESPONSES 240

Saya mengumpulkan banyak informasi mengenai kosmetik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

After section 9 Continue to next section

Section 10 of 10

Terimakasih

Atas waktu yang sudah Saudara berikan untuk mengisi kuesioner ini, saya Tiara Indrawati Thalia mengucapkan banyak terimakasih.

1:04 AM 7/14/2019

1:05 AM 7/14/2019



LAMPIRAN IV

Hasil Kuesioner

Responden

R e s p .	K E 1	K E 2	K E 3	K E 4	K E 5	K E 6	K E 7	K E 8	K E 9	K E 10	K E 11	K E 12	E B C 1	E B C 2	E B C 3	S B C 1	S B C 2	S B C 3	E M 1	E M 2	E M 3	E M 4	E M 5	E M 6	E M 7	E M 8	E M 9	E M 10	E M 11	E M 12	E M 13	E M 14	E M 15	E M 16	E M 17	E M 18	E M 19	E M 20	E M 21	E M 22		
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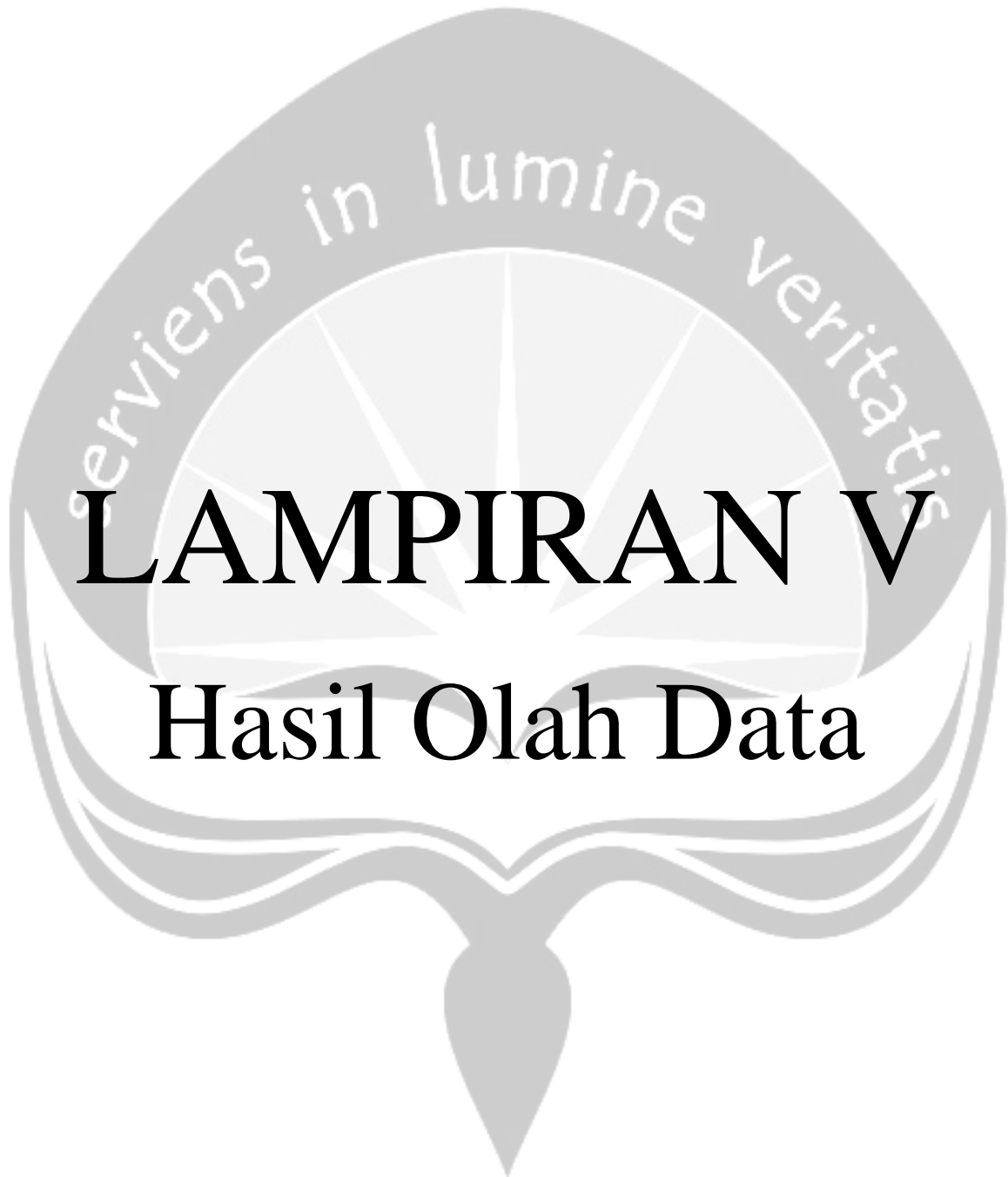
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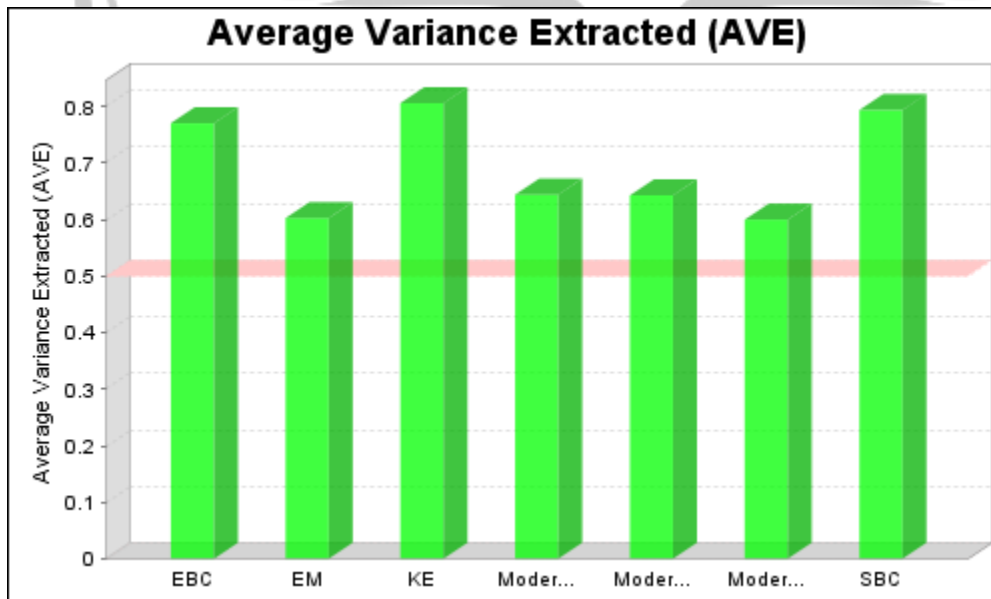
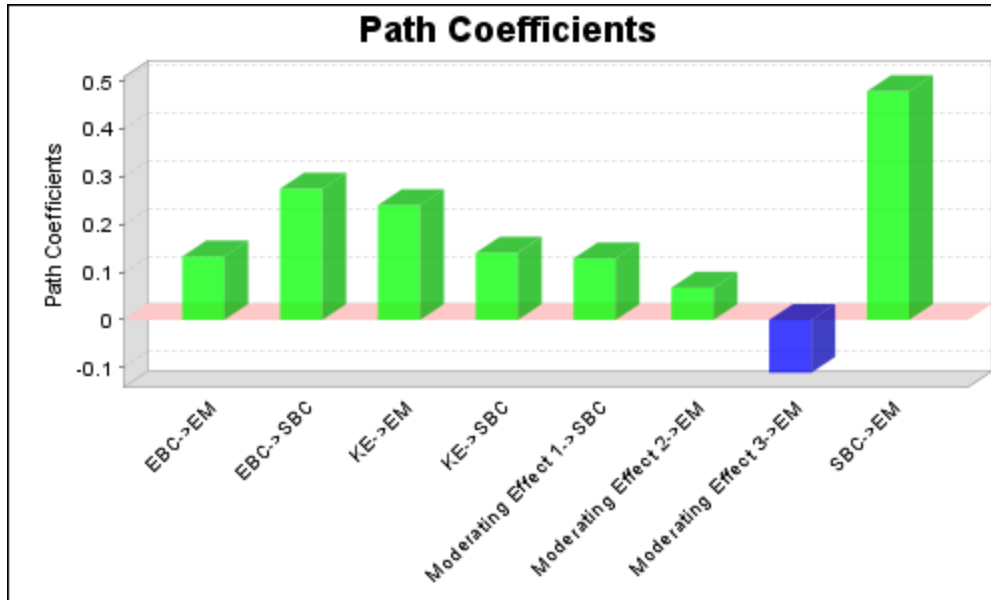
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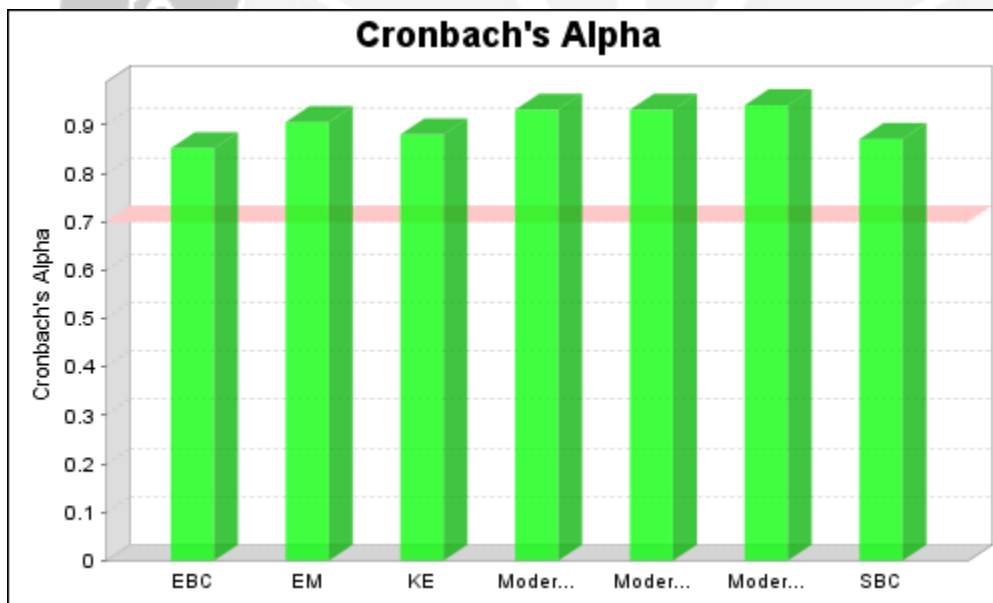
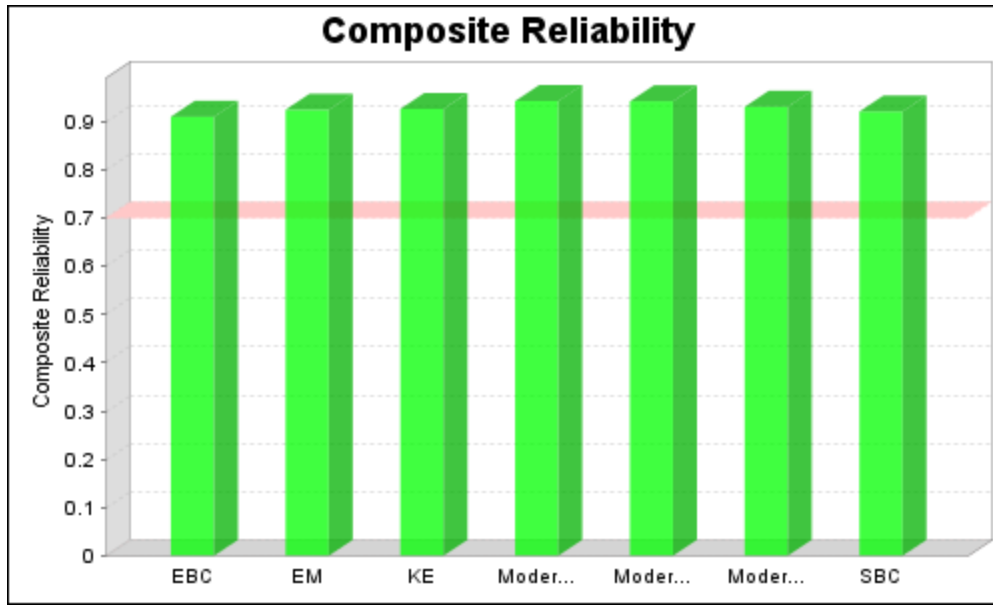
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101	4	4	3	4	3	3	3	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	3	2	4	
102	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4	2	4	4	4	4	4	2	2	2	4	4	2	2	4	4	4	4	4	4	4	2	4	4	2	2
103	5	5	5	3	3	4	4	5	4	5	5	3	4	4	4	4	4	3	5	4	4	4	4	4	3	3	2	4	4	4	4	5	4	5	4	5	5	4	4	3			
100	5	5	3	4	4	4	4	5	4	3	3	3	4	5	5	4	4	3	4	3	4	4	3	3	3	2	2	4	4	4	4	4	4	3	4	4	4	4	4	5	2	2	



LAMPIRAN V

Hasil Olah Data





Hasil Uji Validitas Konvergen

Konstruk	Indikator	<i>Outer Model</i>
Kredibilitas <i>Endorser</i>	KE5	0,893
	KE6	0,889
	KE7	0,911
<i>Endorser-brand Congruence</i>	EC1	0,877
	EC2	0,883
	EC3	0,873
<i>Self-brand Connection</i>	SC1	0,848
	SC2	0,918
	SC3	0,905
Ekuitas Merek	EM4	0,765
	EM5	0,802
	EM6	0,809
	EM7	0,835
	EM8	0,776
	EM10	0,740
	EM12	0,742
	EM13	0,737

Sumber: Data yang diolah (2019)

Hasil Cross Loading

	EBC	EM	KE	KE*EBC -> SBC	KE*EBC -> EM	KE*EBC ->EM	SBC
KE5	0,332	0,418	0,893	0,066	0,072	-0,012	0,271
KE6	0,359	0,378	0,889	0,138	0,155	0,000	0,206
KE7	0,406	0,377	0,911	0,181	0,195	-0,001	0,251
SBC1	0,287	0,447	0,166	0,115	0,109	0,007	0,848
SBC1 * KE5	0,092	0,005	0,040	0,301	0,285	0,683	-0,024
SBC1 * KE6	0,052	-0,030	0,067	0,193	0,186	0,671	0,039
SBC1 * KE7	0,140	0,010	0,133	0,246	0,248	0,686	0,033
SBC2	0,304	0,574	0,252	0,162	0,158	-0,062	0,918
SBC2 * KE5	0,155	-0,070	0,000	0,230	0,211	0,890	-0,035
SBC2 * KE6	0,132	-0,064	0,028	0,172	0,166	0,868	-0,007
SBC2 * KE7	0,131	-0,099	0,016	0,266	0,274	0,922	-0,049
SBC3	0,320	0,585	0,293	0,180	0,179	-0,037	0,905
SBC3 * KE5	0,134	-0,018	0,073	0,247	0,229	0,729	-0,039
SBC3 * KE6	0,165	0,023	0,145	0,204	0,200	0,707	0,011
SBC3 * KE7	0,178	0,022	0,147	0,306	0,316	0,767	-0,018
EBC1	0,877	0,351	0,292	0,052	0,042	0,110	0,310
EBC1 * KE5	0,082	0,111	0,059	0,784	0,786	0,189	0,099
EBC1 * KE5	0,082	0,111	0,059	0,784	0,786	0,189	0,099
EBC1 * KE6	-0,002	0,134	0,163	0,732	0,774	0,059	0,075
EBC1 * KE6	-0,002	0,134	0,163	0,732	0,774	0,059	0,075
EBC1 * KE7	0,040	0,179	0,176	0,818	0,851	0,234	0,154
EBC1 * KE7	0,040	0,179	0,176	0,818	0,851	0,234	0,154
EBC2	0,883	0,334	0,393	0,062	0,061	0,133	0,341

EBC2 * KE5	0,063	0,115	0,105	0,803	0,767	0,232	0,165
EBC2 * KE5	0,063	0,115	0,105	0,803	0,767	0,232	0,165
EBC2 * KE6	0,035	0,130	0,122	0,764	0,757	0,183	0,152
EBC2 * KE6	0,035	0,130	0,122	0,764	0,757	0,183	0,152
EBC2 * KE7	0,071	0,155	0,154	0,801	0,802	0,241	0,135
EBC2 * KE7	0,071	0,155	0,154	0,801	0,802	0,241	0,135
EBC3	0,873	0,321	0,389	0,066	0,069	0,112	0,239
EBC3 * KE5	0,060	0,051	-0,002	0,830	0,797	0,222	0,108
EBC3 * KE5	0,060	0,051	-0,002	0,830	0,797	0,222	0,108
EBC3 * KE6	0,052	0,114	0,099	0,811	0,802	0,127	0,145
EBC3 * KE6	0,052	0,114	0,099	0,811	0,802	0,127	0,145
EBC3 * KE7	0,068	0,157	0,140	0,875	0,874	0,213	0,174
EBC3 * KE7	0,068	0,157	0,140	0,875	0,874	0,213	0,174
EM4	0,212	0,765	0,376	0,059	0,068	-0,112	0,444
EM5	0,277	0,802	0,298	0,161	0,175	0,031	0,449
EM6	0,286	0,809	0,360	0,187	0,195	-0,081	0,471
EM7	0,303	0,835	0,417	0,088	0,092	-0,111	0,550
EM8	0,426	0,776	0,371	0,116	0,118	0,011	0,543
EM10	0,295	0,740	0,329	0,039	0,036	-0,192	0,321
EM12	0,291	0,742	0,211	0,171	0,175	-0,063	0,455
EM13	0,267	0,737	0,321	0,168	0,184	-0,155	0,487

Sumber: Data yang diolah (2019)

Hasil Uji Reliabilitas

	Cronbach's Alpha	Composite Reliability
EBC	0,852	0,91
EM	0,906	0,924
KE	0,880	0,926
KE*EBC → SBC	0,931	0,942
KE*EBC → EM	0,931	0,942
KE*SBC → EM	0,941	0,930
SBC	0,871	0,920

Sumber: Data yang diolah (2019)

Hasil R-Square

	<i>R Square</i>	<i>R Square Adjusted</i>
EM	0,471	0,458
SBC	0,156	0,143

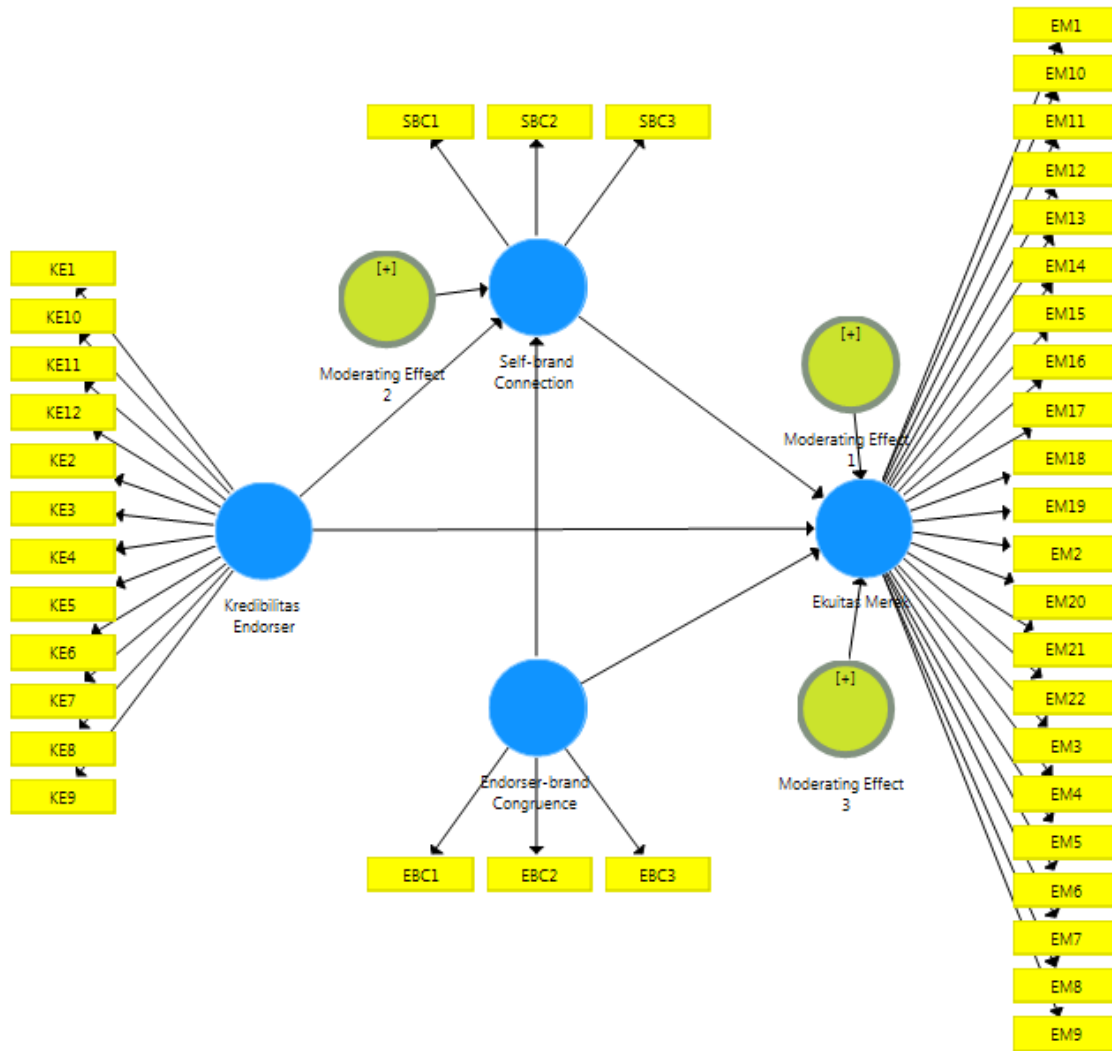
Sumber: Data yang diolah (2019)

Hasil Path Coefficient

	Beta	T Statistics	P Values	
EBC → EM	0,133	2,085	0,019	Signifikan
EBC → SBC	0,275	4,062	0	Signifikan
KE → EM	0,241	3,961	0	Signifikan
KE → SBC	0,141	1,992	0,023	Signifikan
KE*EBC → SBC	0,129	1,811	0,035	Signifikan
KE*EBC → EM	0,068	1,21	0,113	Tidak Signifikan
KE*SBC → EM	-0,111	1,154	0,124	Tidak Signifikan
SBC → EM	0,479	8,797	0	Signifikan

Sumber: Data yang diolah (2019)

Path Diagram



Hasil Path Diagram

