

# Endorser Effectiveness by Product Type

*Celebrities worked best—  
with exceptions.*

**Hershey H. Friedman and Linda Friedman**

Three types of endorsers are widely used in advertising today:

- (1) the celebrity;
- (2) the professional (or recognized) expert;
- (3) the typical consumer.

A celebrity endorser is an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed. For instance, motion-picture director Otto Preminger endorses the American Express card.

A professional expert endorser is an individual or group possessing superior knowledge regarding the product class endorsed. The endorser has obtained this knowledge as a result of experience, study, or training. An example of an individual expert endorser is Amy Greene, beauty consultant, who endorses Tone soap.

A typical consumer endorser is an ordinary person who is expected to have no special knowledge of the product class endorsed except that acquired by normal use of the product. The Pepsi

Taste Challenge commercial used typical consumers and gave their names and cities of residence.

Endorsements are used extensively in advertising. According to a study done by Gallup and Robinson (Forkan, 1975), prime-time advertising features celebrities 15 percent of the time. However, we know little about the effectiveness of endorsements in advertising. One study, conducted by Daniel Starch and staff (Freeman, 1957), concluded that, on the average, consumers see and read more celebrity-testimonial advertisements than nontestimonial advertisements.

Similarly, Rudolph (1947) cited a study that compared six types of advertising copy. The study found that the "testimonial approach," using celebrity endorsements, showed the highest readership scores. Dichter (1966), in a study analyzing 488 purchases resulting from word-of-mouth recommendations, found that 7.5 percent were attributed to celebrity endorsements.

In order to develop hypotheses for predicting which of the three endorser

types is most effective, one must first delve into the communications literature dealing with source credibility.

Some attributes of a persuasive source that induce attitude change are trustworthiness, expertise, similarity, attractiveness, and likableness (McGuire, 1969; Mills, 1969). Trustworthiness is probably the major dimension underlying source credibility. Without it, any other quality possessed by the communicator is not effective in producing attitude change (Serenio and Hawkins, 1967). An endorser attempting to induce attitude change should, therefore, attempt to project a trustworthy image.

Celebrity endorsers generally are attractive and/or likable. Expert endorsers will possess expertise. Typical consumer endorsers draw their appeal from similarity—at the very least, similarity of usage, which has been found to be important by Brock (1965).

---

*The authors wish to thank Dr. Ronald Gatty and Dr. Edward Wolf of Baruch College for their invaluable comments and assistance.*

Since advertisers expect each endorser type to influence consumers via a different attribute, it is not inconceivable that each type of endorser will work differently in inducing attitude change. Kelman (1961) hypothesized three processes of social influence that cause individuals to adopt the attitude advocated by an influencing agent. Of these, two are applicable to the endorsement situation: identification and internalization.

Identification occurs when individuals conform to the attitude or behavior advocated by another person because these individuals derive satisfaction from the belief that they are like that person. The individuals believe in the attitude or behavior advocated, but their satisfaction is principally derived from the act of conforming.

Internalization occurs when individuals conform to the attitude or behavior advocated by another person because they believe in the substance of the new attitude or behavior. It is assimilated (internalized) with their own personal values.

Identification is related to likableness and attractiveness, and thus may be the

process underlying persuasion by a celebrity endorser. Internalization should occur when the source is perceived as honest, sincere, and possessing expertise. Thus, internalization seems to be the process underlying persuasion by an expert endorser.

Typical consumer endorsers seem to fall somewhere in between. Their influence may work through identification by virtue of their similarity to the consumer, or by internalization since similarity of usage may endow them with some expertise.

Thus, it seems that a particular endorser type would not be equally effective for all types of products. Celebrities, by using the identification process, should be most effective for products that demonstrate the presence or lack of good taste. Experts, who seem to work via internalization, should be most effective for products perceived as requiring expert advice, such as complex and/or expensive products. Typical consumer endorsers, since they possess similarity of usage, should be effective in the endorsement of everyday, low-risk products. For these types of products, expert endorsers would appear ludicrous and incredible—e.g., engineers endorsing toilet tissue. Celebrity endorsers would be equally untrustworthy for these types of products—e.g., Zsa Zsa Gabor endorsing toothpicks.

The purpose of the current study was to determine whether or not the effectiveness of an endorser type is dependent upon the type of product being endorsed. In order to accomplish this end, we formulated the following hypotheses. (We will explain the risk types referred to shortly.)

(1) (a) Subjects will evaluate more favorably advertisements featuring a celebrity endorser than those using an expert or a typical-consumer endorser, in the promotion of products high in psychological and/or social risk.

(b) In addition, for this type of product, the celebrity will be significantly more effective in obtaining consumer agreement with his or her opinions about the product, and in

inducing consumers to express intentions to buy the product.

(2) (a) Subjects will evaluate more favorably advertisements featuring a professional expert endorser than advertisements utilizing a celebrity or a typical consumer endorser, in the promotion of products high in financial, performance, and/or physical risk.

(b) In addition, for this type of product, the expert will be significantly more effective in obtaining consumer agreement with his or her opinions about the product, and in inducing consumers to express intentions to buy the product.

(3) (a) Subjects will evaluate more favorably advertisements featuring a typical-consumer endorser than those utilizing an expert or a celebrity endorser, in the promotion of products low in all five types of risk.

(b) In addition, for this type of product, the typical consumer will be significantly more effective in obtaining consumer agreement with his or her opinions about the product and in inducing consumers to express intentions to buy the product.

(4) Consumers exposed to the celebrity endorsement will expect the product to sell at a higher price than will those exposed to the other types of endorsers. This should hold true for any type of product.

(5) The celebrity will be more effective than the expert or typical-consumer endorser in sustaining recall of the advertisement and the brand name of the product, regardless of the type of product.

We based hypothesis 4 on the feeling that celebrity endorsers might enhance the value of the product advertised (measured by what consumers think the product sells for), since the celebrity's prestige might have spillover effects for the product. We intended hypothesis 5 to point out an important advantage that celebrities may have over professional experts and typical consumers—familiarity. The connection of an unfamiliar product with a familiar celebrity should increase recall of the product. Learning



**Hershey H. Friedman is associate professor of marketing at Fordham University. He received his Ph.D. in marketing from the City University of New York. Dr. Friedman has published articles in several journals, including this one, and has also co-authored a textbook on finance.**

of new and unfamiliar material is often enhanced by relating it to familiar material (Ruch, 1963).

---

**Pretest**

---

We conducted a pretest in order to determine the products and the celebrity endorser to be used in the study.

We sought the following products:

- (1) one rating high on social and/or psychological risk;
- (2) one rating high on financial, performance, and/or physical risk;
- (3) one rating low on all five types of perceived risk.

We used the same methodology in this pretest as that employed by Jacoby and Kaplan (1972), who asked students to evaluate various familiar products on each of the following five types of perceived risk:

- (1) financial risk—the chance of losing money due to purchase of the product;
- (2) performance risk—the chance that the product will not work properly;
- (3) physical risk—the chance that the product will cause the user physical harm;
- (4) psychological risk—the chance that the product will not fit well with the consumer's self-image;
- (5) social risk—the chance that use of the product will affect the way others think of the consumer.

Since housewives were to be the subjects in the main study, we asked a convenience sample of 50 housewives from an overwhelmingly white, middle-class, residential area (Clifton, New Jersey) to rate 10 products on the five risk types, using a seven-point scale (1 = "financial risk not at all likely"; 7 = "financial risk extremely likely").

In order to minimize a "halo effect" we asked the housewives to rate all 10 products listed on one risk type at a time, using an integer from 1 to 7. The products listed were those with which housewives could be expected to be familiar and involved in the purchasing decision.

The products chosen for use in the

main study were

- (1) costume jewelry, which was rated high in psychological and social risks and low in financial, performance, and physical risks;
- (2) a vacuum cleaner, which was rated high in financial, performance, and physical risks and low in social and psychological risks;
- (3) a box of cookies, which was found to rate low on all types of risks tested.

In the second part of the pretest, we asked the 50 subjects to rate seven female celebrities on four attributes: awareness, likableness, attractiveness, and trustworthiness. We chose the particular celebrities used in the pretest because they were not known for any product endorsements at the time of the study. For example, we used a seven-point awareness scale (1 = "not at all known to me"; 7 = "extremely well known to me").

We asked subjects to rate the celebrities, using an integer from 1 to 7. Subjects rated all celebrities on one attribute at a time in order to minimize possible "halo effects."

Mary Tyler Moore achieved the highest ratings of all the celebrities over all four attributes. Thus, we used a photo, courtesy of MTM Productions, in the construction of the advertisements featuring the celebrity endorser.

---

**Method**

---

**The Advertisement.** Twelve different fictitious, black-and-white print advertisements were professionally prepared, representing the 12 different combinations of four categories of endorsement (celebrity, expert, typical consumer, control) by three products.

We used the same name, Joan Greene, with a photograph of a woman to introduce both the professional/expert and the typical-consumer endorsements. Except for a small variation in the control advertisement, which pictured no endorser, all 12 advertisements had the identical layout and spacing.

We identified the photographs of the

three endorsers (the control advertisement featured no endorser) by the captions found in Table 1. Note that the expert endorser's identification had to differ slightly depending on the product endorsed. (See the sample advertisement.)

We chose the brand name "Majestik" because it would

- (1) be applicable to all three products;
- (2) be relatively easy to remember;
- (3) not be well known enough to be associated with an existing company.

**The Experimental Design.** We ran the study as a 4 × 3 factorial design (four endorsement types by three product types), with 30 subjects per cell, resulting in a total sample size of 360. We randomly assigned each subject to 1 of the 12 treatment groups. This was a fixed effects model since all levels of product and endorser were fixed.

**The Questionnaire.** The same interviewer approached each of the 360 subjects in person and asked her to indicate her attitude toward the advertisement by means of a three-page questionnaire, organized as follows:

- (1) rating the advertisement on a six-point unidimensional scale, going from "not at all" (adjective) to "extremely" (adjective), using the fol-



Linda Friedman is a doctoral student in applied statistics and an adjunct lecturer at Polytechnic Institute of New York. She has published articles in several scholarly journals.

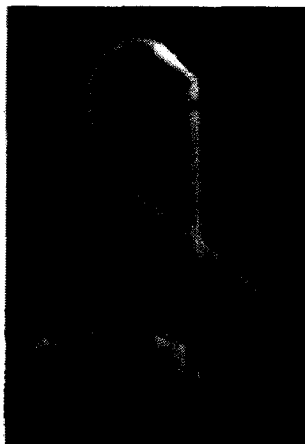
Sample Advertisement



Joan Greene, well-known appliance expert author of the best-selling fix-it book, *A Woman's Guide to Home Appliances*

"I'm Joan Greene and I think that the Majestik Vacuum Cleaner is the best! Its strong suction power and smooth cleaning action make vacuuming a pleasure. It cleans up surface litter and gets out the deep-down dirt without reducing carpet life. A Majestik Vacuum Cleaner is economical, durable, and energy-efficient. Give your carpet a royal cleaning --with a Majestik!"

**MAJESTIK--**  
 THE ROYAL VACUUM CLEANER  
 FOR HER MAJESTY,  
 QUEEN OF THE HOUSE.



Majestik Vacuum Cleaner

unbelievable, with the exception of the control groups, for which there was no endorser pictured.

In addition to these six questions, subjects were asked to rate the advertised product with regard to the above-mentioned five types of risk to ensure that the experimental manipulation did, in fact, work and that subjects perceived the purchase of a vacuum cleaner, a box of cookies, and costume jewelry to be of the risk classes hypothesized.

**The Sample.** The sample consisted of 360 housewives from a predominantly white, middle-class area in Brooklyn. One female interviewer conducted all the interviews. Since the interviewer introduced herself as a neighbor doing part-time work for a market-research firm, few women refused to be interviewed. The interviewer informed the subjects that they were to give their opinions of a proposed advertisement for a new product that would shortly be on the market. Subjects accepted this explanation without question.

Approximately 48 hours after the initial interview, the same interviewer telephoned the subjects and asked them to describe the advertisement they had seen. We thus obtained two scores: one for unaided recall of the brand name, Majestik (scored as a "No" or "Yes"), and one for unaided recall of the total advertisement, the recall score. The latter score ranged from 0 to 100, and the interviewer computed it by means of a checklist of the various points of the advertisement.

**Results**

Since we used all 20 adjectives of question 1 to describe the advertisement, we used multiple analysis of variance (MANOVA) to analyze the responses to this question. Table 2 presents the results of the MANOVA. According to the hypotheses of the study, we expected a product-by-endorser interaction effect to emerge. Table 2 indicates that the product-by-endorser interaction was significant at the  $p < .0007$  level. Thus, the hypothesis that

lowing 20 adjectives:

- |             |               |
|-------------|---------------|
| honest      | believable    |
| intelligent | trustworthy   |
| good        | expert        |
| impartial   | sincere       |
| interesting | reliable      |
| persuasive  | competent     |
| effective   | clear         |
| original    | objective     |
| powerful    | likable       |
| informative | knowledgeable |

(2) overall attitude toward the advertised product, rated on a six-point scale going from "not at all favorable" to "extremely favorable":

- (3) intent to purchase the advertised product, measured by a seven-point scale ranging from "definitely would not buy" to "definitely would buy";
- (4) worth of the advertised product to the respondent, in dollars and cents;
- (5) expected selling price of the advertised product;
- (6) open-ended believability measure, for which the subject was asked to list anything she found hard to believe about the advertisement. For this question, we compared the number of subjects in each group who indicated that the source was

Table 1

Endorser	Caption to the Photograph
Celebrity	Mary Tyler Moore star of the CBS hit series "The Mary Tyler Moore Show"
Professional/Expert (Vacuum Cleaner)	Joan Greene, well-known appliance expert, author of the best-selling fix-it book, <i>A Woman's Guide to Home Appliances</i>
Professional/Expert (Cookies)	Joan Greene, director, Metropolitan Cooking School, author of the best-selling cookbook, <i>The Joy of Creative Cooking</i>
Professional/Expert (Costume Jewelry)	Joan Greene, well-known jewelry expert, author of the best-selling book, <i>Make Your Own Costume Jewelry</i>
Typical Consumer	Joan Greene, housewife, Clifton, New Jersey

Table 2  
MANOVA for 20 Dependent Variables —  
Ratings of the Advertisements (Question 1)

Source	Wilks' Lambda	Approximate F Statistic	d.f.	Significance Level
Product (P)	.878	1.11	40;658	.3044
Endorser (E)	.744	1.71	60;982	.0011
P × E	.593	1.51	120;1908	.0007

consumers' evaluations of the advertisement would depend upon the particular product/endorser combination was upheld.

Analysis of the 20 individual univariate ANOVAs showed that the product-by-endorser interaction was significant in 17 cases, the exceptions being "impartial," "informative," and "clear." We plotted the means for the 17 measures that showed a significant interaction effect to determine whether a pattern would emerge. The general patterns that emerged for the four endorsement types follow.

As shown in Figure 1, subjects, in general, rated advertisements utilizing the celebrity endorser most highly when the endorsement was for costume jewelry, and most poorly when the endorsement was for a vacuum cleaner. Fur-

thermore, subjects gave the celebrity-endorser advertisement for costume jewelry consistently higher ratings than the other advertisements featuring this product.

As Figure 2 illustrates, subjects rated advertisements utilizing the expert endorser most highly when the vacuum cleaner was the product endorsed. The expert did quite poorly for the cookie advertisement. In general, the expert advertisement achieved a higher rating than did the other endorsements when the vacuum cleaner was advertised, and a lower rating than the other endorsements when cookies were advertised.

Figure 3 demonstrates that, in general, subjects rated advertisements utilizing the typical-consumer endorser most highly when cookies were being endorsed, and more highly for this product

Figure 1  
Means for the Celebrity Endorser

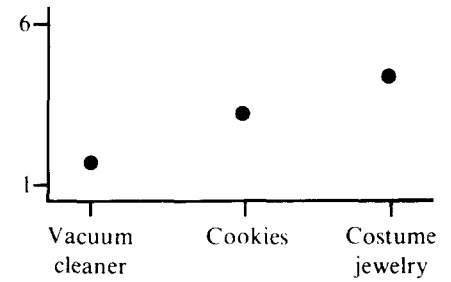


Figure 2  
Means for the Expert Endorser

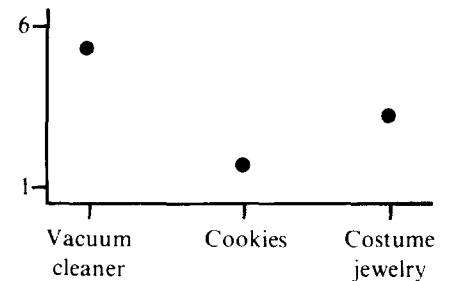


Figure 3  
Means for the Typical-Consumer Endorser

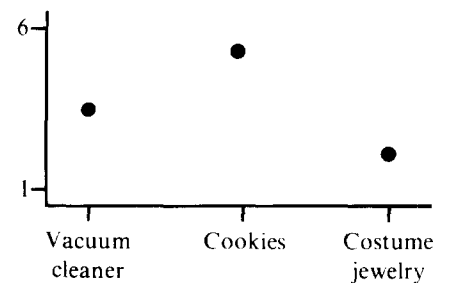
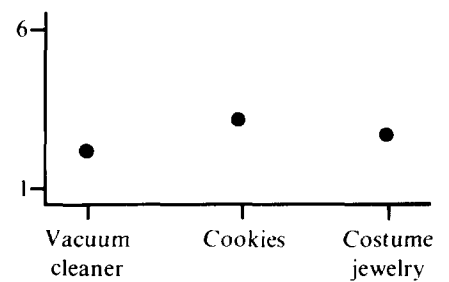


Figure 4  
Means for the Control Advertisement



than were the other endorsements. In virtually each case, with the sole exception of "original," the typical-consumer endorser did very poorly when endorsing costume jewelry.

As depicted in Figure 4, the mean ratings for the control advertisements fell, in general, between the extremes plotted for each product. The cookie/control advertisement did somewhat better than any other control advertisement.

The analysis of question 1, the 20 adjectives describing the advertisement, seemed to uphold hypotheses 1a, 2a, and 3a. The analysis-of-variance run on the factor scores of these measures provides further evidence for the veracity of these hypotheses.

In order to confirm the results of the MANOVA, we ran factor analysis (principal-components method) on these data. The one major factor that emerged explained 51.7 percent of the total variance. Analysis of variance performed on the factor scores confirmed the significant interaction uncovered by the MANOVA. Table 3 shows these results, and Figure 5 is the plot of means in which the general patterns discussed above were repeated.

Questions 2 and 3 were measures relating to the advertised product. As the ANOVA tables for these measures (Tables 4 and 5) indicate, there was a highly significant ( $p < .0001$ ) product by endorser interaction effect that was plainly evidenced by the plots of the two sets of means. These two plots conformed to the general patterns that manifested themselves in the analysis of question 1, and thus are not reproduced here.

The expert endorser elicited a higher overall attitude and greater intent to purchase for the vacuum cleaner than did the other endorsers. The typical-consumer endorser elicited a higher overall attitude and greater intent to purchase for the cookies than did the other endorsers. The celebrity endorser elicited a higher overall attitude and greater intent to purchase for the costume jewelry than did any of the other endorsers.

Table 3  
Factor Scores as a Dependent Variable

Product	Endorser			
	Celebrity	Expert	Typical Consumer	Control
Vacuum Cleaner	-.16	.22	-.20	-.13
Cookies	.23	-.33	.37	.25
Costume Jewelry	.53	.01	-.68	-.10

Source	d.f.	Mean Square	F Value	Significance Level
Product (P)	2	1.53	1.66	.1821
Endorser (E)	3	2.08	2.26	.0800
P × E	6	4.64	5.04	.0002
Error	348			
Total	359			

Thus, we confirmed hypotheses 1b, 2b, and 3b.

Originally, when we formulated the questionnaire, we believed that the estimated worth of the product would be

an indirect measure of the respondent's overall attitude toward the advertised product. It did not work as expected.

Subjects were confused as to the meaning of "worth," and consequently

Table 4  
Dependent Variable: Overall Attitude

Product	Endorser			
	Celebrity	Expert	Typical Consumer	Control
Vacuum Cleaner	2.83	3.77	3.10	3.50
Cookies	3.87	2.97	4.30	4.00
Costume Jewelry	4.10	3.23	2.50	3.17

Source	d.f.	Mean Square	F Value	Significance Level
Product (P)	2	10.41	4.61	.0106
Endorser (E)	3	2.17	.96	.5870
P × E	6	12.89	5.70	.0001
Error	348	2.26		
Total	359			

Note: 1 = "not at all favorable"; 6 = "extremely favorable."

were very much influenced by the perceived selling price of the product when responding to the question dealing with worth. It is possible that, under the telling strain of inflation, subjects first considered the expected selling price of the product and then shaved off a few dollars from that value for their estimation of the worth of the advertised product. Thus, worth seemed to fall between an overall-attitude measure and a more objective expected-selling-price measure. The high correlation ( $r = .91, p < .0001$ ) between "worth" and "expected selling price" resulted in the analysis of the two measures together via MANOVA.

Table 6 indicates that there was neither a significant endorser main effect nor a significant product-by-endorser interaction. Of course, there was a highly significant product main effect, due to the great disparity in actual selling prices of a vacuum cleaner, a box of cookies, and a piece of costume jewelry. Even though there was no significant endorser main effect, as hypothesized for the expected-selling-price measure, the means for both measures were clear-

ly in the direction hypothesized.

Question 6 was open-ended, asking the respondent to list anything she might have found unbelievable about the advertisement. Table 7 shows the number of subjects who mentioned the endorser as being unbelievable. The chi-square value for the contingency table was 21.46, significant at the  $p < .0003$  level. This indicated that there was a significant product by endorser interaction effect similar to that found in the analysis of question 1. Subjects, apparently,

considered the endorser less unbelievable when evaluating one of three endorser/product combinations:

- (1) celebrity/costume jewelry (0 subjects out of 30 considered the endorser unbelievable);
- (2) expert/vacuum cleaner (4 subjects out of 30 considered the endorser unbelievable);
- (3) typical consumer/cookies (3 out of 30 subjects considered the endorser unbelievable).

For any other cell, at least 8, and as many as 15, subjects were incredulous about the endorser.

Thus, these results provided additional evidence for hypotheses 1a, 2a, and 3a. Consumers' evaluations of the advertisements' believability varied according to the product/endorser combinations hypothesized.

Table 8 displays the results of the recall-of-brand-name measure. The frequencies of yeses and nos—i.e., the number of subjects who did and did not recall the brand name, Majestik—have been grouped so as to specifically test the hypothesis of celebrity-endorser effectiveness as compared with the other endorser types.

With a chi-square value of 5.70, the effect of endorser type (celebrity versus the other kinds of endorsement) on recall of brand name was significant at  $p < .0170$ . Thus, while 61.9 percent of the subjects remembered the brand name of a product endorsed by a celebrity, only 43.4 percent of the subjects remembered the brand name of a product advertised

Figure 5  
Factor Scores: Plot of Means

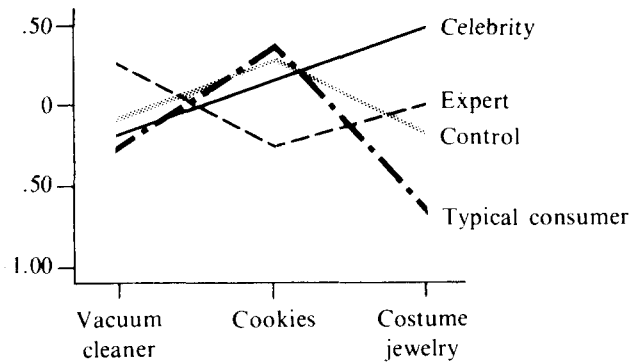


Table 5  
Dependent Variable: Intent to Purchase

A. Cell Means

Product	Endorser			
	Celebrity	Expert	Typical Consumer	Control
Vacuum Cleaner	3.30	3.63	3.17	3.47
Cookies	4.87	3.90	5.27	5.13
Costume Jewelry	4.70	3.53	2.63	3.57

Note: 1 = "definitely would not buy"; 7 = "definitely would buy."

B. ANOVA Table

Source	d.f.	Mean Square	F Value	Significance Level
Product (P)	2	68.14	31.99	.0001
Endorser (E)	3	7.83	3.68	.0124
P × E	6	13.17	6.18	.0001
Error	348			
Total	359			

Table 6  
MANOVA for Two Dependent Variables:  
Estimated Worth and Expected Selling Price

**A. MANOVA Table**

Source	Wilks' Lambda	d.f.	Approximate F Statistic	Significance Level
Product (P)	.323	4:694	131.86	.0001
Endorser (E)	.973	6:694	1.57	.1537
P × E	.961	12:694	1.17	.3038

**B. Cell Means for Estimated-Worth Measure**

Product	Endorser			
	Celebrity	Expert	Typical Consumer	Control
Vacuum Cleaner	\$99.29	\$84.23	\$64.27	\$74.56
Cookies	.63	.61	.64	.61
Costume Jewelry	7.80	6.13	3.56	6.65

**C. Cell Means for Expected-Selling-Price Measure**

Product	Endorser			
	Celebrity	Expert	Typical Consumer	Control
Vacuum Cleaner	\$124.46	\$114.33	\$91.77	\$105.78
Cookies	.78	.71	.71	.72
Costume Jewelry	12.33	9.53	6.72	10.60

via expert or typical-consumer endorsement or no endorsement.

The recall scores, which ranged from 0 to 100, represented the sums of the values assigned to the various parts of the advertisement that the subject was

able to remember.

A two-sample *t* test (Table 9) found the mean recall score of the celebrity group, 42.81, to be significantly different from the mean recall score of the other-endorsers group, 29.97, at  $p < .001$ .

Table 7  
Contingency Table for Open-ended Believability Measure<sup>a</sup>

Product	Celebrity	Expert	Typical Consumer
Vacuum Cleaner	15	4	10
Cookies	8	9	3
Costume Jewelry	0	10	13

$\chi^2$  (4 d.f.) = 21.46

$p < .0003$

Cramer's coefficient = .39

<sup>a</sup>Entries represent the number of subjects who mentioned the endorser as being unbelievable.

Thus, this study provides considerable evidence for the veracity of hypothesis 5. The celebrity endorsement appeared to be more effective than the other types of endorsement in sustaining recall of the advertisement and the brand name of the product, regardless of the type of product.

One key assumption of this study was that the products chosen conformed to the risk types hypothesized for each product. In order to test this assumption, we asked each subject to evaluate the risks inherent in the purchase of the product featured in the particular advertisement she had seen. We will not discuss this portion of the data. But the results did confirm that subjects in the main study perceived the products' inherent risks in the same way as did subjects in the pretest.

Thus, it appeared that the experimental manipulation, with regard to the three products chosen, worked.

**Discussion**

Analysis of the data upheld four out of the five hypotheses of the study. A significant product-by-endorser interaction did occur. Advertisements composed of the product/endorser combinations hypothesized achieved the highest evaluations:

- (1) costume jewelry/celebrity;
- (2) vacuum cleaner/expert;
- (3) cookies/typical consumer.

Furthermore, these specified product-endorser combinations resulted in better overall attitude toward the product, greater intent to purchase the advertised product, and more credibility for the endorser.

Hypothesis 4 was not confirmed. It appeared that the celebrity endorser did not impart a high-priced image to the product, as had been expected.

The study confirmed hypothesis 5. Regardless of the type of product, the celebrity endorser was most effective in sustaining brand-name recall and recall of the advertisement.

The current study indicates that ad-



**Table 8**  
**Recall of Brand Name**

Brand Name Recall	Endorser		Totals
	Celebrity	Others	
No	24 (38.1%)	103 (56.6%)	127
Yes	39 (61.9%)	79 (43.4%)	118
Column Totals	63	182	245

$\chi^2(1 \text{ d.f.}) = 5.70$  (with Yates' correction for continuity)  
 $p < .0170$   
 Cramer's coefficient = .16

**Table 9**  
**Recall Scores**

Group 1: Celebrity			Group 2: Other Endorsers		
Mean	Std. Dev.	N	Mean	Std. Dev.	N
42.81	27.52	63	29.97	25.20	182

$t$  value (243 d.f.) = 3.39  
 $p < .001$

vertisers should give more thought to the type of endorser used in advertising their products. If brand-name and advertisement recall are most desirable, advertisers should use a celebrity as an endorser.

If, on the other hand, believability of the endorsement, overall attitude toward the advertised product, and initial intent to purchase the advertised product are desired, the type of endorser used should be considered more carefully. Suppose the major risk inherent in the purchase of a product is social and/or psychological. Then, the advertiser should choose a celebrity as an endorser. For a complex product high only in financial, performance, and/or physical risk, the advertiser should choose an expert endorser. For products with little inherent risk, the advertiser should choose a typical-consumer endorser.

We should point out some of the limitations of the current study. We conducted the study under "laboratory" conditions, and not in a typical advertising situation. Subjects saw the adver-

tisement only once, during the initial interview and not while leisurely leafing through a favorite magazine.

Furthermore, inferences from this study can only be made regarding print advertising. These may not be true for advertising in other media. Since we tested only one product for each risk type, it may be difficult to generalize this study's findings to other products with the same types of risk.

Future research in this area should focus on radio and television commercials, utilize other choices of products and celebrities, and, if possible, use sales rather than attitudinal measures.

References

Brock, T. Communicator-Recipient Similarity and Decision Changes. *Journal of Personality and Social Psychology*, Vol. 1, No. 6, June 1965, pp. 650-654.

Dichter, E. How Word-of-Mouth Advertising Works. *Harvard Business Review*, Vol. 44, No. 6, November 1966, pp. 147-166.

Forkan, J. Commercial Actors Squeezed by Stars, "Real People." *Advertising Age*, November 17, 1975, p. 142.

Freeman, W. *The Big Name*. New York: Printers' Ink, 1957.

Jacoby, J., and L. Kaplan. The Components of Perceived Risk. In M. Venkatesan (Ed.). *Proceedings of the Third Annual Convention of the Association for Consumer Research*. Chicago: University of Chicago, 1972.

Kelman, H. Processes of Opinion Change. *Public Opinion Quarterly*, Vol. 25, No. 1, Spring 1961, pp. 57-78.

McGuire, W. The Nature of Attitudes and Attitude Change. In G. Lindzey and E. Aronson (Eds.). *Handbook of Social Psychology*, Vol. 3. Reading, Mass.: Addison-Wesley, 1969.

Mills, J. *Experimental Social Psychology*. New York: Macmillan, 1969.

Ruch, F. *Psychology and Life*. Chicago: Scott Foresman, 1963.

Rudolph, H. *Attention and Interest Factors in Advertising*. New York: Printers' Ink, 1947.

Sereno, K., and G. Hawkins. The Effects of Variations in Speakers' Non-fluency upon Audience Ratings of Attitude toward the Speech Topic and Speakers' Credibility. *Speech Monographs*, Vol. 34, No. 2, March 1967, pp. 58-64.

Copyright of Journal of Advertising Research is the property of Cambridge University Press / UK. The copyright in an individual article may be maintained by the author in certain cases. Content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.