

**CELEBRITY ENDORSEMENT VS. OPPOSITION OF A CELEBRITY: A STUDY  
OF ENDORSEMENT EFFECTS IN POLITICS USING A BALANCE THEORY  
APPOACH**

**MUSTAFA YOUNAS**

**Bachelor of Business Administration (B.B.A Hons.), COMSATS University, 2016**

A Master's Thesis

Submitted to the School of Graduate Studies

of the University of Lethbridge

In Partial Fulfillment of the

Requirements for the Degree

**MASTER OF SCIENCE IN MANAGEMENT**

Dhillon School of Business

University of Lethbridge

LETHBRIDGE, ALBERTA, CANADA

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CELEBRITY ENDORSEMENT VS. OPPOSITION OF A CELEBRITY: A STUDY OF  
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MUSTAFA YOUNAS

Date of Defense: February 21, 2019

Dr. Debra Basil	Professor	Ph.D.
Co-Supervisor		

Dr. Michael Basil	Professor	Ph.D.
Supervisor		

Dr. Tanya Drollinger	Associate Professor	Ph.D.
Thesis Examination Committee Member		

Dr. Dennis Kinsey	Professor	Ph.D.
External Examiner		
S.I. Newhouse School, Syracuse University		
Syracuse, NY, USA		

Carla Carnaghan	Associate Professor	Ph.D.
Chair, Thesis Examination Committee		

## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

### **Abstract**

The purpose of this study is to examine celebrity endorsement effects in the political sector. This study focuses on the likability and expertise of celebrities to see their effectiveness in situations where the celebrity either endorses a political candidate or decides to speak against a candidate. Balance Theory is used in the study to provide theoretical support for the importance of likability and expertise. Celebrity endorsement has been studied countless times from the product/services perspective and from the political advertisement perspective. However, Balance Theory has not been used to understand the effects that likability and expertise of a celebrity endorser can have on the political celebrity endorsement. This research makes an important contribution to the political realm by using Balance Theory to understand the importance of likability and expertise of a celebrity in cases of endorsement or opposition of a candidate by the celebrity. Another important contribution of this study is its focus on the celebrity opposition of a political candidate which has not been previously studied before.

*Keywords:* Celebrity endorsement, likability, expertise, opposition by celebrity and Balance Theory.

## **Acknowledgement**

First, I would like to acknowledge my supervisor Dr. Michael Basil and my co-supervisor Dr. Debra Basil, for their assistance and guidance in my thesis. My supervisors were there to support me and to provide me with guidance when I was stuck and at loss. This thesis could never have been finished without their help. The credit of this thesis also goes to Dr. Tanya Drollinger, my supervising committee member, for her valuable suggestions and much-appreciated help.

I am also most grateful to my parents who supported me emotionally and financially throughout my Master's degree program at the University of Lethbridge. With their prayers and best wishes, I always found my way when I was lost.

I appreciate the help of my fellow classmates who helped me learn a lot throughout my degree. They have provided me with a joyful and fun atmosphere. We had a lot of fun and challenging moments together, but what is life without a little challenge.

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## Introduction

For centuries people have admired and followed famous people whom they did not know personally. The word “celebrity” has its roots in the ancient Roman civilization and it is derived from the word *celeber* which means “renowned” or “famous”. Even in ancient Roman civilization, individuals such as Scipio Africanus, Gaius Julius Caesar, and Lucius Cornelius Sulla were respected and admired by people. Even in the current era, people always have actors, musicians, spokespeople, athletes etc. that they like and follow which is one of the reasons why celebrities are influential these days. A celebrity can be defined as, “The accumulation of attention capital. Most commonly, it is understood to be a quality of individuals. However, it may also refer to social groups (sports teams, pop groups, business management partnerships)” (Rojek, C., 2001). These activities can be acting, sports, music, modeling etc. In marketing communication, celebrity endorsement has been as a popular topic of discussion by researchers (Ohanian, 1990; 1991; Erdogan, 1999; Kahle & Homer, 1985) and advertisers see celebrities as a great strategy to attract the attention of consumers (Erdogan, 1999), increase the recall of the audience (Kahle & Homer, 1985; Friedman & Friedman, 1979) and make the advertisements credible (Kamins, 1990). Another major advantage that compels advertisers to use celebrities is that the celebrities distinguish their product from other competitive products in the market (Kamins, Brand, Hoeke and Moe, 1989). Therefore, they hire celebrities to make endorsements by offering them contracts to endorse their products. However, product/services are not the only things the celebrities endorse. Many celebrities endorse causes like reducing global warming, endangered animal safety, charitable causes etc. These are generally endorsed free of charge and some examples of

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celebrities endorsing charities are Elon Musk (XPRIZE Foundation), Taylor Swift (The GRAMMY Foundation) and Sandra Bullock (The Red Cross).

Celebrity endorsement can be explained as a form of marketing strategy and advertisement campaign used by brands and companies which involves celebrities or a well-known person using their fame to help promote a service, product or even raise awareness in matters which are environmental or related to society (Business dictionary, 2016). Most of the existing studies done on celebrity endorsements and its effectiveness focused on and investigated categories such as credibility (Erdogan, 1999; Ohanian, 1990; Ohanian, 1991; Kamins *et al.*, 1989; Goldsmith *et al.*, 2000), expertise (Ohanian, 1990), attractiveness (Singer, 1983; Ohanian, 1990; Friedman & Friedman, 1979) and identification of the celebrities (Friedman & Friedman, 1979; Basil & Brown, 1995), and concluded that these factors are important and would enhance the effectiveness of advertisements if used properly. However, most of these studies have focused on the endorsement effects from the product perspective. Another important field that uses celebrity endorsement is that of politics. There have been studies that focus on using celebrities for political endorsement because of their uses like increasing citizen involvement in politics (Austin *et al.*, 2008; Inthorn & Street, 2011). Other studies in this field focus on the results of Presidential elections of 2008, which resulted in Barak Obama winning the presidential election, in which Oprah Winfrey endorsed Barak Obama which is also known as the “Oprah factor” (Pease & Brewer, 2008; Moore & Garthwaite, 2008).

The focus of this study is to examine how celebrity likability and expertise can improve the effectiveness of the celebrity endorsement in the political sector, mainly the

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elections between candidates. Another objective of this study is to examine the effects of celebrities' denigration of politics. To examine the effect of likability and expertise of celebrities on their political endorsements, Balance Theory (Heider, 1946; 1958) will be used. This study will go in-depth to understand the importance of likability and expertise of the celebrity endorsers and how it is important in politics.

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### Literature Review

Napoleon Hill, a famous American author, once said, “Think twice before you speak, because your words and influence will plant the seed of either success or failure in the minds of others” (Retrieved from <https://www.the-open-mind.com/16-brilliant-napoleon-hill-quotes-on-creating-your-reality/>). Celebrities are considered influential and useful because of their ability to increase recall, gain the attention of the audience and to help differentiate the product from its competitors (Erdogan, 1999). Previous studies done on celebrity endorsements focus on the effectiveness of celebrity advertising mainly by measuring celebrity endorsers’ perceived attractiveness, credibility, and identification (e.g. Kamins, 1990; Kamin *et al*, 1989; Ohanian, 1990; Ohanian, 1991; Kahle & Homer, 1985; Till & Shimp, 1998; Basil, 1996).

Celebrity endorsement is not a recent phenomenon, but it is centuries old. The oldest endorsement was mentioned by Terry O’ Riley in his radio broadcast “Under Influence” in which famous and favorite gladiators were seen in fresco paintings promoting products in ancient Greece (CBC radio, Feb 28). Celebrity endorsers are very popular in advertisements because of the advantages they bring to the process of communication (Erdogan, 1999; Silvera & Austad, 2004), but there are still some dangers that advertisers feel from it. Erdogan (1999) conducted a study in which he explained that celebrity endorsement is a growing phenomenon and a good strategy to use against competitors in the market. However, it is a “double-edged sword” which means that it has its strengths (increased attention, polishing of image etc.) and weaknesses (overshadowing the brand, overexposure, expensive, vampire effect etc.). Even though celebrity endorsement is a double-edged sword, celebrities have still been appearing in

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advertisements for a long time. Fleck, Korchia & Le Roy (2012) mentioned in their study that in early 1890, actress Sarah Bernhardt appeared on the posters of a famous French rice powder. Over the years brands have actively used celebrities in their advertisements for products, for example, Pepsi has featured celebrities like Michael Jackson, Spice Girls and even Madonna (Erdogan, 1999). Whenever there is a debate on celebrity endorsement, non-celebrity endorsements are also mentioned because of their advantages i.e. they are cheaper, easier to control and can be a good fit for the brand. Moreover, many authors like Tom et al. (1992) do not support the use of celebrity endorsements. The authors of the study explain the importance of non-celebrity endorsements over celebrity endorsements by use of classical conditioning which explains that there is a strong linkage between the product and spokesperson when the spokesperson is created (non-celebrity) (Tom et al., 1992).

There are four models that are important in celebrity endorsement literature.

These four models are:

**Source Credibility Model (Ohanian, 1990; Ohanian, 1991):** According to this model, the effectiveness of a message depends on the expertise and trustworthiness of the endorser. Trustworthiness can be explained as the believability and honesty of the endorser and mainly depends on the perception of individuals. Source credibility of an endorser is also related to trust. Expertise can be defined as the extent to which a celebrity has the knowledge and has skills relevant to the endorsement because proper knowledge and skills can help in the persuasion of the audience towards the advertising message. To measure the source credibility model, there are many scales and one of them is mentioned in

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this study i.e. truth-of-consensus method in which the individuals rank an endorser on a high to low scale of credibility or attractiveness. Ohanian (1990) also constructed a scale for source credibility of celebrity endorsement.

**Source Attractiveness Model (McGuire, 1985):** Attractiveness is one of the strongest traits a celebrity should have. Advertisers use celebrities mainly to benefit from their dual effect i.e. status and attractiveness (Singer, 1983).

According to this model, the effectiveness of an advertisement message depends on similarity (when the source and receiver of the message have a resemblance), familiarity (knowledge through exposure) and likability (feeling attracted or attached to a certain individual because it is possible that an individual can be attractive but not likable). Attractiveness is not only important because it attracts the attention of individuals, but also because it helps to generate purchase intention which can be increased when the attractive endorser uses the two-sided format of messages i.e. using the positive and negative statements in the advertisement. To measure the popularity of a celebrity, researchers can use the Performance Q (quotient) rating which is basically a survey to measure the popularity rating of a celebrity.

**Product Match-up Hypothesis (Kamins et al., 1990):** The main concept behind this hypothesis is that there should be a good fit between the product and celebrity image for the advertisement message to be successful. Without a proper fit, celebrities can be a danger to the product as celebrity endorsement is a double-edged sword. Evans (1988) explained in his study that if there is not a distinct and specific relationship between the celebrity and their endorsed product, it could

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lead to the “vampire effect” which is defined as when the “celebrities suck the lifeblood of the product dry” (pg. 292) which means that the celebrities endorsing the product overshadow it and become more prominent in front of the targeted audience than the product itself.

**Meaning Transfer Model (McCracken, 1989):** According to this model, meaning can be transferred from a product to a consumer. The meaning transfer has three stages which are the formation of the image of the celebrity, transferring the meaning from celebrity to product (creating product personality) and then transferring the meaning from product to the consumer.

The study by Erdogan (1990) also examined these models and identified the factors that have been shown to be effective for celebrity endorsers like attractiveness, credibility, fit between celebrity and the product etc. So, celebrity endorsement, if used properly, can be a great weapon in the market to compete.

Another important study that focused on the effectiveness of celebrity endorsements was that of Silvera & Austad (2004) which explained the factors that can influence the celebrity effectiveness in the endorsement process. The authors of the study start by explaining the double-edged nature of celebrity endorsement. A celebrity is a good resource to attract attention, but if the celebrities have a bad reputation it can affect the product negatively. Moreover, the authors of the study suggested that for the endorsement to be effective, it also should consider correspondent inference which means that the audience believes that the celebrity likes the product after using it personally. The results of the study of Silvera & Austad (2004) also supported the notion that if there is a proper correspondent inference, it can provide a positive result for the celebrity

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endorsement. The results of the study also suggested that the attitude towards the endorser was related to the attitude towards the product. Another interesting point was the influence of corresponding inference on the attitude towards the product was greater than the influence of attitude towards the celebrity endorser.

The studies mentioned above can be considered as a general summary of how celebrity endorsement works and the factors that are important to them are. Now the study will move towards the factors that are important for celebrity endorsements to explain them in more depth. Following are some of the factors which are important in celebrity endorsements:

**2.1.1. Attractiveness.** According to Aristotle (as cited in Ohanian, 1991, p. 47), “Beauty is a greater letter of recommendation than any letter of introduction”. Physical attractiveness is a very important factor which, if used properly, can result in the success of celebrity endorsements. In previous research, physical attractiveness has been measured in terms of elegant, attractive, sexy and classy (Ohanian, 1990). Marketers tend to use celebrities in advertisements based on their attractiveness to get maximum use of their status as a celebrity and their physical appeal (Singer, 1983). The source attractiveness model has its origin in psychological research and is considered an effective way to convey a message using a celebrity. However, the effectiveness of the process depends on the source’s similarity, familiarity, attractiveness, and likability to the respondent (Ohanian,1990).

Friedman & Friedman (1979), in their study, explained that there are three types of endorsers that are widely used these days: a celebrity endorser is a person who is well known to the public as an entertainer, athlete, or actor etc. for his/her achievements as a

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celebrity. An expert endorser is a group or an individual who has upper-knowledge in any field i.e. a famous dentist will endorse toothpaste as they are viewed as an expert in the field of dentistry etc. Moreover, a consumer endorser is a person who has no special knowledge whatsoever but is used in advertisements to show how a normal person thinks about the product. The main purpose of the study of Friedman & Freidman (1979) was to see the effectiveness of celebrity endorsements in different product types. Moreover, another purpose was to see which one among the three endorsers (expert endorser, celebrity endorser and consumer endorser) is more effective and for this one must understand the importance of trustworthiness, expertise, similarity, familiarity, and likability. The results of the study of Friedman & Freidman (1979) suggested that the product type and endorser type combination resulted in better attitude towards the product and increased the purchase intention and credibility of the advertisement of the product. After this, the next key findings of Friedman & Freidman (1979) to look at are the processes of social influence which are applicable to endorsements i.e. identification and internalization:

***Identification:*** When the audience starts to conform to the attitude or behavior of the source (celebrity), this is called identification. This occurs when the audience believes that they are similar to the source which can cause internal satisfaction for the audience (Friedman & Freidman, 1979).

***Internalization:*** This occurs because of the audience members' own personal values. In internalization, an individual will conform to the attitude or behavior because of their belief in the substance of the new behavior or attitude (Friedman & Freidman, 1979).

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By looking at these two processes carefully, it can be understood that identification happens because of attractiveness, similarity, and likability of a celebrity, whereas internalization occurs because of the persuasiveness of the source.

Most studies have shown that a physically attractive celebrity can cause a change in consumer attitude but not all research has found a change in attitude. One such study is that of Kahle & Homer (1985) which focused on advertisements of disposable razors by manipulating celebrity attractiveness, celebrity likability, and the involvement of the participant. The results of the study revealed that in the involvement and gender interaction, the low involvement conditions between the two genders had more impact on the individuals involved in the study and they were more strongly influenced by physical attractiveness of the models involved in the razor advertisements than the participants in the high involvement group. In other words, physical attractiveness of the models advertising disposable razors influenced the individuals who were in the low involvement group of the experiment. The authors of the study also suggest that attractiveness information is conveyed more quickly than other information.

Another set of studies was conducted by Ohanian which was related to attractiveness. She conducted two studies which focused on different topics. In 1991, she gave a study which focused on the importance of attractiveness and trustworthiness. Attractiveness is considered important because, in print advertisements, the attractiveness could capture the attention of the viewer and deliver the message. However, the results of the study of Ohanian (1991) suggest that even though attractiveness and trustworthiness are important factors in persuasion, they had less impact in this study. Ohanian explained these results of the study by explaining that the attractiveness is a factor that was already

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present in the celebrities which is why it was not a strong factor to influence the decision making of the consumers. Moreover, consumers do not have a high level of trust for people who are paid to appear in advertisements as a famous spokesperson because they believe they are less trustworthy if they are paid to speak about the product.

If we see the study of Silvera & Austad (2004), culture can be seen as another factor which can influence the celebrity power as their study suggests that most of the studies related to celebrities are done in the U.S, but if they were done in Norway then the results would have been different because the culture of Norway is bitter for celebrities because of the perception of the people. However, Ohanian (1990) suggests from her results that people do not have a negative attitude towards all celebrities but towards those who are paid to speak for the products they are endorsing.

Now if we look at the studies mentioned above, Erdogan (1999) explains in his study that in the product context, attractiveness not only attracts the attention of the people but can also increase the purchase intention by using two-sided messages i.e. positive and negative statements about a certain product. Moreover, Ohanian (1991) suggested in her study that a combination of attractiveness, expertise, and trustworthiness is required for the endorsement to be successful. In other words, attractiveness can attract attention, but it needs other factors like the right message type (two-sided), expertise etc. for it to be successful in celebrity endorsement.

**2.1.2. Credibility.** Now it can be understood that the proper fit between the product and celebrity image is important. However, another important thing is how the message is delivered to the receiver (audience) from the source (celebrity endorser). Over the years, advertisers have looked at new ways of getting the attention of the audience to distinguish

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their products/services from that of the competitor. One good way to do that is through celebrity endorsement. Kamins et al. (1989) conducted an experimental study which focused on two different formats of statements that are used by celebrities. These two formats are:

***One-sided format:*** In this format, the celebrity only uses positive statements for the product being advertised.

***Two-sided format:*** In this format, the celebrity uses both positive and negative statements for the product during the advertisement. This format can result in better credibility of the celebrity because when a person only explains the good side of one thing, people might not believe him/her that much because it is always believed that there are two sides of every coin. Moreover, if there is an attempt to weaken the significance of the negative claims made in the advertisement, then it is called two-sided refutation, whereas if there is no such attempt then it is called non-refutational.

The main purpose of the study of Kamins et al. (1989) was to use a two-sided format to increase the credibility of the spokesperson. However, the studies it reviewed suggested that product type had a mediating effect on the credibility of the spokesperson. For example, products that were of high-risk needed the two-sided format of communication as it increased the believability to the audience and consumers, compared to low risk products. Moreover, the results of this study also suggest that a two-sided format was useful in creating more credibility than a one-sided format which shows that for the advertisement to be successful, there should be a good fit between celebrity and product and the way the advertisement message is delivered is also important.

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Ohanian (1990) did a study which focused on developing a scale to measure the celebrity endorsers' perceived expertise, attractiveness, and trustworthiness. Ohanian (1990) explained source credibility as the positive characteristics of the communicator (celebrity) which can affect the receiver's acceptance of the message. Research done on the topic of celebrity endorsement rests on two models: the source credibility model (trustworthiness and expertise) and the source attractiveness model (familiarity, similarity, likeability, and attractiveness). This study contributed to the research by developing a reliable and valid scale for source credibility. After source credibility was introduced in the research (source credibility model was developed by Hovland et al., 1953), it was used in psychology but now the scale has been used in multiple fields like politics (for assessing a candidate's credibility), media (for media, news and journalist credibility) and to assess the manipulations made in an experimental study.

Natarajan & Chawla (1997) conducted research which was focused on the fitness aspect of advertising. In this study, endorser credibility is considered as a manifest variable (measurement is directly made through a single item measure) and the purpose of this study was to see the perception of viewers on advertisements for fitness products endorsed by celebrities and then using these perceptions to choose either celebrity or non-celebrity for fitness related products. The results of this study support the notion that celebrity endorsement has more credibility compared to a non-celebrity endorser. However, there is still some more research needed in this field as the only focus of this study was the celebrity or non-celebrity endorsement for fitness marketing.

There are many articles focusing on celebrity credibility and ways to improve it, but the study of Goldsmith *et al.* (2000) focuses on a different type of credibility which is

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also important for the success of the product. This credibility is called corporate credibility which is the reputation of a whole company for expertise and honesty. The purpose of this study was to assess attitude towards the advertisement, the brand, and purchase intention. Credibility is one of the most discussed topics in the endorsement literature, but the way in which credibility is explained with the corporation is different. In the corporate sector, credibility is the degree to which investors, consumers and other people trust a company to be expert and trustworthy. Unlike celebrity credibility, corporate credibility is given less attention, but it is still an important thing. The results of the study showed that corporate credibility does influence attitude towards advertisement, brand, and purchase intention. Moreover, the results also showed that there was an asymmetrical relationship between celebrity and corporate endorsement.

**2.1.3. Celebrity Influence through attachment.** Identification is another important factor for the celebrity endorsement to be effective. Identification can be defined as, “When the audience starts to conform to the attitude or behavior of the source (celebrity), this is called identification” (Friedman & Freidman, 1979). Moreover, identification with a celebrity can result in attachment to the celebrity. An example of this statement can be seen in “Magic” Johnson’s case (Basil & Brown, 1995) in which the disclosure of Johnson to have HIV was successful at creating awareness among the masses about HIV because the people knew who “Magic” Johnson was (identification) and because the people were emotionally attached to him. Soon after the announcement of “Magic” Johnson, there was a significant increase in calls to know more about HIV/AIDS and what the causes of this infection were.

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In the year 2001, Boon and Lomore (2001) presented their study whose purpose was to investigate young adults to see how much their identity and self-worth are influenced by their attachment to a celebrity. Adolescents start following celebrities and become attached to them which then plays an important part in their development towards maturity. This leads to the main goal of the study which was to investigate whether the qualities of the relationship between celebrity and an admirer explain the degree of celebrity influence these young adults perceive. According to Caughey (1985) celebrities frequently serve as role models and as an idolized self-image for their admirers because they possess the characteristics and qualities that admirers would like to develop in themselves. To support his claim, Caughey described how participants in his study even decided to change their values, abilities, and physical appearance to be closer to their role model. Such an attachment, even though it might be imaginary, can shape both the identity admirers choose and how they feel about themselves. From the finding of Caughey (1985), it can be concluded that celebrities can guide identity development and in doing so shape the attitude, value, and behavior of the admirer. Moreover, any celebrity model we use in this situation is incomplete unless it includes measures that assess the young adults' input in a relationship and their belief regarding the degree to which their relationship is intimate. In Caughey's research, it can also be seen that unless a minimum threshold is passed, the individual will be simply "attracted" to a celebrity. When the minimum threshold is passed, the individual gets "attached" with the celebrity and starts seeing him/her as a role model/idol. As the individuals become attached, it fuels their desire to bring a change in their life to increase the degree of correspondence between his character and that of his idol's. The contributions the study of Boon and

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Lomore (2001) made to the literature on identity formation and celebrity influence are that it provided descriptive data concerning the kinds of celebrities that young adults identify as idols and the extent to which these idols are viewed as an “influential force” when it comes to their self and feelings of self-worth.

### **2.2. The Political Context of Celebrity Endorsements**

There have been a lot of studies that have worked on the effectiveness of celebrity endorsements and celebrity endorsements for commercial products, and some of them have been mentioned above in the “celebrity endorsement” literature. The three factors mentioned above, namely attractiveness, credibility and attachment are considered very important in the celebrity endorsement process. However, commercial products are not the only things that are being endorsed by celebrities. Another major sector that uses celebrity endorsement is politics. In 2008, Garthwaite and Moore (2008) presented their study on the role of celebrities in politics which explained that the political endorsement is not a recent phenomenon but has a long history. John F. Kennedy used it when he got the support of the “Rat Pack,” a famous supergroup of entertainers in the 1950s and 1960s. The oldest political endorsement found by the historians was in 1920’s presidential campaign of Warren Harding who got the support of various movie stars. When political candidates get the support of celebrities, they send the news to the press who let the masses know about the endorsement and then the celebrities make schedules to appear alongside the candidate on their political campaigns.

In the presidential elections of 2008, Barak Obama was endorsed by the famous talk show host Oprah Winfrey, and the results of this study (Garthwaite and Moore, 2008) suggested that in the elections of 2008, there was a significant increase in the votes

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that Obama received after Oprah endorsed him. This shows the significant importance of the “Oprah Factor”. Oprah is a very influential woman as she is on the list of Times Magazine’s *100 Most Influential People* (Retrieved from Times website:

<http://content.time.com/time/specials/packages/completelist/0,29569,2066367,00.html>).

Moreover, she also has a great influence on the success or failure of a product; a negative comment made by her can damage the success of a product which qualifies her as a strong influential celebrity endorser. The results of this study suggest that in the Presidential elections of 2008, the endorsement of Oprah Winfrey had a great significance, both statistically and politically, on the outcome of the elections. Moreover, the results of the study also suggested that the effectiveness of a celebrity endorser depends on the characteristics of the celebrity involved in the endorsement process as Oprah Winfrey was influential and well-known among people. So the characteristics of a celebrity who is going to be involved in the endorsement must be looked at properly.

In our study, we will look at the expertise of celebrity along with the likability to see the effect of these factors on the endorsement process. The reason to look at the expertise is that it has been shown to be very important in product endorsement, but it has not been examined in the political realm. Same goes for the likability of the celebrity as it has been examined in commercial realm (Basil & Brown, 1995; Boon & Lomore, 2001; Caughey, 1985) but not in the political realm. Now the study will move towards the factors which are the focus of our study:

**2.2.1. Likability.** As mentioned in the “celebrity endorsement” literature, likability is an important factor from the product endorsement perspective. When individuals become attached to a celebrity after identifying with them, they start changing

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their values and physical appearance to get closer to their role model (Caughey, 1985). Now if we look at the political context of likability, it has the same importance.

Austin *et al.* (2008) conducted a study whose main objective was to attract the targeted audience (youth) towards politics using GOTV (get-out-to-vote) promotions as youth during the time of their study seemed to be cynical and distant from politics and public affairs as compared to the previous generations (Buckingham, 1997). The focus of this study was to find and explain factors that could influence young voters not only in the short-term but also in the long-term towards politics. Mostly, people blame negative political campaigns and media for the lower turnout rate of voters. Another reason for this can be that the new generation is more “cynical” than the other generations. To overcome this, the study looked at promotions which involved celebrities to reach young people. Celebrities are famous and have become role models for many individuals (Brown, Basil, & Bocarnea, 2003) which makes them persuasive, trusted, and likable by the masses (Silvera & Austad, 2004; Till & Shrimp, 1998). Moreover, celebrities can also influence the lives of others by use of media and if that is the case, then it stands to reason that celebrities can be used to motivate youth to increase their involvement in politics. A great example mentioned by Austin *et al.* (2008) was that of Christina Aguilera who joined her fans and voters in 2004 for the online voter registration drive. As explained by Caughey’s research (1985), when an individual identifies with a celebrity, they first become attracted and then attached to the celebrity which results in the individual adopting the behavior and attitude of the celebrity as their own. The results of the study of Austin *et al.* (2008) suggested that the promotions having endorsed celebrities had positively affected the self-efficacy of the voters. Moreover, the openness

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to the celebrity-based promotions associated with involvement and higher levels of self-efficacy had a strong positive association with the increased levels of self-efficacy.

Therefore, it is suggested that celebrity-based promotions hold promise for increasing situational involvement. Situational involvement means that there are short-term/temporary feelings of heightened involvement towards a particular situation, person or object (Houston & Rothschild, 1978). The results also suggest that fans become motivated from the celebrity-endorsed promotions which can lead to them becoming more aware of personally relevant issues and using media to learn more about such issues which then leads to self-efficacy. Overall, the results of the study explain that celebrity endorsed promotion of civic engagement has positive effects in the short-term and long-term.

Another study that focused on the topic of using celebrities to motivate young voters was that of Inthorn & Street (2011) who conducted a study to look at the factors that might mediate the responses of citizens towards celebrity politics. The culture of politics is changing as the political candidates have the celebrities endorsing them. Young adults seemed to be disconnected from participation in politics, but these young adults are strongly connected to media culture which can become a strong resource to motivate them to participate in politics. According to Ofcom (2009, as cited in Inthorn & Street, 2011), around 93% of young adults (age 16-24) in the UK watch television and 71% of them listen to music regularly. These young adults have role models whom they are attached to and according to Caughey's research (1985), this results in the individual adopting the behavior and attitude of the celebrity as their own. The findings of the study of Inthorn & Street (2011) suggest that young adults who were involved in the sample

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had tension in their attitude towards celebrity politics. They did respond positively to the idea of celebrity endorsement, and the way celebrities were viewed by the respondents in the focus group interviews was striking as none of the politicians were expressed in such a way. An explanation for this can be that the private lives of the celebrities have a major advantage over that of politicians because the private lives of celebrities are publicized, and people get really interested to know more about the celebrity when they hear about their private lives. A recent example can be that of Megan Markle, an American actress, who became a hot topic of discussion after her engagement to Prince Harry. The results also suggest that young adults look for authentic politics and for that use the private image of the political actor to look at their authenticity and commitment. However, even though there are some political actors that might be good for leadership but, not all celebrities were perceived as capable of political leadership.

One of the important studies which explain the importance of likability and attachment is the study of Pease and Brewer (2008) which examined politics and celebrity endorsement. The authors of the study talked about the presidential election of 2008 in which presidential candidate Barak Obama was endorsed by the famous talk show hostess Oprah Winfrey. According to CNN Politics data, American voters are big fans of Oprah Winfrey and she is very likable (Struyk, 2018). She hosted many events in support of Obama which really helped him as a candidate for president in the elections of 2008. However, she was not the only celebrity to endorse a presidential candidate. Famous action movies hero Chuck Norris also endorsed Mike Huckabee, a Republican nominee for the President. Oprah Winfrey was not considered as a normal celebrity because of her likability and strong position in media and minds of masses. However,

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many surveys and polls suggested that the endorsement of Oprah would not influence the voting preference of the people. Hence, the polls and surveys suggested that there would not be an “Oprah factor,” but the authors of the article suggest one to be careful about interpreting the surveys. Popkin (1991) argues that people do not spend a lot of effort on the information about political campaigns, rather they use shortcuts i.e. use daily life choices to make political ones. Moreover, they also consider the chances of a political candidate to win before voting. This explanation can help in explaining the influence Oprah Winfrey would have on people as she was the host of an entertainment television show “The Oprah Winfrey show”. From the experiment conducted for this study, the results of it suggested that the exposure of news about the endorsement of Oprah Winfrey for Obama did not influence the opinion of people towards Obama. However, this endorsement did let people think that Obama had more chances to win because of the endorsement of Oprah and they would likely vote for him, but this effect is dependent on the opinion of people towards Oprah Winfrey. So it can be suggested from the results that the news about the endorsement had the potential to change the public’s opinion about Obama winning the nomination of President, but this depends on the influence of the celebrity on the people. Overall, the results highlight the influence celebrity endorsements have on political campaigns. Moreover, as explained by Popkin (1991), celebrity endorsement can also be considered as a shortcut through which people can decide for whom to vote.

The above-mentioned studies explain the importance of likability in the political realm. Another reason that likability of a celebrity is important in political celebrity endorsements is that even though some celebrities are attractive, they might have a

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notorious reputation or are hated by the public. For example, according to *National Enquirer's* survey of *America's 25 Most Hated Celebrities*, celebrities like Miley Cyrus, Shia LaBeouf and Rosie O'Donnell etc. have notorious reputations which can lead to a disaster in the endorsement process.

**2.2.2. Expertise.** The studies mentioned in the “celebrity endorsement” literature focus on the credibility of celebrity endorsements in the perspective of commercial products. O'Regan's (2012) study focused on the credibility of celebrity endorsements in the political perspective. People usually share their opinions with others, but sometimes these opinions are accepted and sometimes rejected. What if a celebrity gives their opinion on a certain matter? Will it affect the belief of the people and change their opinions or not? The focus of O'Regan's paper was to understand the influence of celebrity opinions and endorsements on the political attitude of the youth. There are also some who get the attention from others because of their notoriety and they are considered very influential when it comes to informing youth about right and wrong. Near the elections, there are usually a lot of talks between the celebrities about their opinions on politics. These opinions can also influence the people and persuade them to vote in a certain way. O'Regan (2012) also looked at the influence of celebrities in advertisements i.e. celebrities improve the recall of the message given by them because of their image (Friedman & Friedman, 1979). Moreover, celebrities provide more credibility and the information that is provided by celebrities is believed to be more accurate (Kamins *et al.*, 1989). The main objective of the paper given by O'Regan (2012) was to determine whether celebrity endorsements are effective with youth and whether it attracts the attention of young adults towards politics. The results of this study suggest that people

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are less likely to trust political statements made by a celebrity who has less knowledge about politics as most of the sample included in the study disagreed that celebrities are more informed than an average citizen. People just do not see such celebrities as more knowledgeable about politics. However, they do trust the endorsement of those celebrities who are active and knowledgeable about politics (i.e. have high expertise). Furthermore, the result explains that even though celebrities are not more informed than an average citizen, people would still prefer to listen to them as young adults perceived that celebrities do draw attention towards an issue or information related to politics.

In the current era, politics and entertainment have become intertwined which has resulted in many celebrities endorsing and even joining the campaigns of political candidates. Celebrities are considered a great resource because of their advantages. For example, one of the advantages of celebrities is that they draw the attention of the audience. According to Henneberg & Chen (2008) two types of celebrities take part in political endorsements:

- External celebrities (i.e. actors, athletes, entertainers, talk show hosts etc.)
- Internal/political celebrities

There have been many types of research that support the use of political endorsements, but there are also some that are against it. For example, Henneberg & Chen (2008) did in-depth interviews in their study which revealed that when there is an intense use of celebrity endorsement in politics, the probability of winning the election is increased. However, O'Regan (2012) found that young adults are less likely to trust celebrities when they are involved in politics than from other sources because they believe that celebrities lack expertise and knowledge (source credibility) about politics. The results of the study

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of Chou (2015) also supports the use of political endorsements and suggests that advertisements showing political endorsement do influence the behavior of young adults because even a small amount of information can be useful to change the vote from one party to another. Moreover, the results also suggested that celebrity endorsement can be useful in advertisements which persuade voters to remain consistent with a political party.

Erdogan (1999) mentioned in his review that the source credibility model, which emphasizes the need for trustworthiness and expertise, is necessary for the endorsement process. The results of the study of O'Regan (2012) suggest that people think that celebrities have not got more knowledge about politics than an average person which makes it hard for people to believe them. However, they do attract attention to issues and news related to politics. Moreover, there has been work done on "fit" in celebrity endorsements from a commercial goods perspective, but not from the political perspective. An example is a study of Byrne *et al.* (2003) which focused on celebrity endorsements for commercial products. This study focused on an excellent example of Jamie Oliver, also known as *The Naked Chef*, as a celebrity endorser. J. Sainsbury is one of the leading grocery stores in Europe and has a strong reputation for its quality products. When it was in a tough spot because of its competitors, the company decided to spend money on celebrity endorsement. It used Jamie Oliver, who was a famous chef on television, as a celebrity spokesperson to endorse Sainsbury's low-fat products in a post-Christmas campaign. Jamie Oliver's endorsement of Sainsbury's products resulted in more than a quarter of Sainsbury's profits. Out of Sainsbury's profit made in 2001 (£535 million), £153 million were made because of the endorsement and advertisements of

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Jamie Oliver (Born, 2002). It is already known that according to two dimensions of credibility, the effectiveness of endorsement depends on the level of trust and knowledge of the celebrity. Moreover, there should be a “fit” between the celebrity image and the product. If there is not a proper “fit” then according to the Match-up Hypothesis a “vampire effect” (celebrities overshadow the product and become more prominent in front of the targeted audience than the product itself) might be triggered which will result in the failure of the celebrity endorsement (Evans, 1988).

## **Conceptual Framework & Hypothesis**

### **3.1 Overview**

There have been many theories and models that have been used to understand and explain the effectiveness of celebrity endorsements such as the meaning transfer model (McCracken, 1989), source credibility model (Ohanian, 1990 & 1991) and source attractiveness model (Erdogan, 1999). MacCracken (1989) also supported the concept of “fit” by explaining it through the meaning transfer model which suggests that celebrities have different traits which are transferred to the product giving the product its personality which cannot be explained by the source models. In our study, we will be using Balance theory (introduced by Heider, 1958) which focuses on the triadic relationships between an individual, a comparison person, and an object to explain the importance of endorsement and opposition of celebrities. The reason for choosing Balance Theory and not the other models is because Balance Theory specifically looks at the relationship of three entities (voters, celebrity, and politician) which is the focus and interest of our study which is why it is a “fit” for our study. This theory helps us understand the interwoven relationships among celebrities, politicians, and voters. Moreover, the concept of Balance Theory is also useful in understanding the importance of likability and expertise of celebrities in the endorsement process using the P-O-X model which will be explained later on in the Balance Theory part of literature.

### **3.2 Background of Balance Theory**

Balance theory has been previously used to understand the effectiveness of celebrity endorsements in commercial products, but not from the political perspective.

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According to Balance Theory (Heider, 1958), individuals seek to achieve a psychological balance which can be achieved by either having a positive attitude or negative attitude towards other triadic relationships or entities. For example, if an individual likes a certain person and that person likes to do an activity (for example jogging), then to achieve psychological balance, the individual will have to have a positive attitude towards jogging. In case that the psychological balance is not achieved, an individual goes through cognitive dissonance which is the feeling of psychological discomfort which leads the individual to strive for balance or consistency (Festinger, 1957). There are certain relations between these entities (individuals, a certain person and an object) called sentiment relations which refer to an attitudinal evaluation which means attitude or affect, generally directed towards people. The other relation is called a unit relation where it is perceived that two elements are associated or belong to each other (Feather, 1964). To understand the concept of Balance Theory more easily, Cartwright & Harary (1956) gave arithmetic signs of positive (+) and negative (-) to the relationship between entities to understand them more easily. To understand the triadic relationships and balance better, P-O-X model will be used where:

**P:** An individual who analyzes

**O:** A comparison person

**X:** Can be a thing or a person

A positive sign in the triadic relationship means that there is a positive attitude towards that component or an existing relationship; a negative sign means a negative attitude or no existing relationship. One way to know the balance or imbalance can be by

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multiplying the signs of the three relations. A positive sign suggests balance and a negative sign suggests an imbalance.

There are 4 sets that are usually balanced:

- P+O, P+X, O+X
- P-O, P-X, O+X
- P-O, P+X, O-X
- P+O, P-X, O-X

In other words, either all the relationships are positive or two are negative. Now to see the four sets which are imbalanced:

- P+O, P-X, O+X
- P+O, P+X, O-X
- P-O, P+X, O+X
- P-O, P-X, O-X

In other words, all are negative, or two relationships are positive. This can be better understood by using an example for both balanced and imbalanced:

**Balanced:** P+O, P+X, O+X

Jimmy likes Albert (P+O)

Jimmy likes skiing (P+X)

Albert also likes skiing (O+X)

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**Unbalanced:** P+O, P-X, O+X

Smith likes Lilly (P+O)

Smith does not like skiing (P-X)

Lilly loves skiing (O+X)

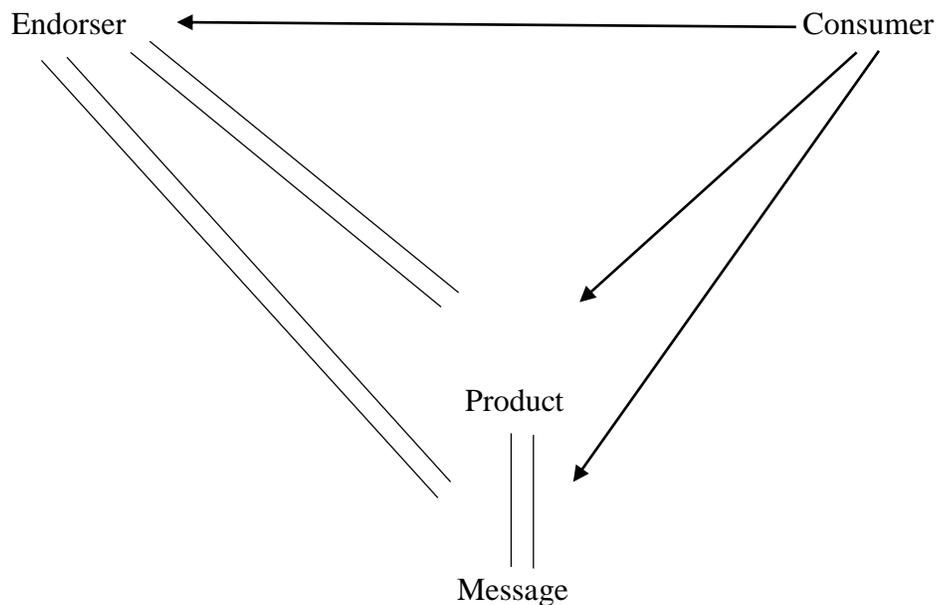
As mentioned earlier that in case of imbalance (if we assume two positive and one negative attitude i.e. P+O, P-X, O+X) in the relationship between entities, cognitive dissonance (mental stress/discomfort which is caused because of having contradictory ideas or beliefs) occurs which will then motivate the individual to strive for balance. In order to move from an unbalanced state to a balanced state, an individual can: decide that X is not bad; decide O is not a good person or that O does not really like X. This will result in psychological balance for the individual who has an imbalance.

There have been studies done on Balance Theory and commercial celebrity endorsements like that of Feather (1964) which worked on the triadic relationship (P-O-X) introduced by Heider (1946) and applied it in communication context to explain balance theory. Feather (1964) extended the basic triad balance (Consumer-Product-Endorser) by introducing a fourth entity called message (M) i.e. C-P-M-E.

Based on Heider Balance Theory (1946, 1958) and Feather's approach (1964), John C. Mowen's (1980) presented his study whose purpose was to overcome the gap of an integrated approach to understand the impact of endorsements on customers' perception of products, using Balance Theory as a lens. Balance theory (Heider, 1946, 1958) was developed to aid in understanding the psychological balance and relationships between individuals and entities. However, Mowen (1980) altered the Balance Theory

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model to measure endorser effectiveness. This new version uses C-P-M-E (customer-product-message-endorser) triads which considers a consumer (C) who is receiving the information (M) from the endorser (E) for a product or service (P). Figure 1 below shows the new Balance Theory model. This is the same as Feather's approach; however, Mowen (1980) suggested that the celebrity endorser (E) and consumer (C) is one way rather than two way as assumed by Feather (1964).



*Figure 1.* Mowen's new balance theory model.

In this figure, the arrows indicate sentiment relations and the double-lines show unit relations.

The consumer and endorser relation are considered very important because the results depend on their relationship. Roy et al. (2012) presented their study according to which the celebrity endorsement is becoming a very popular phenomenon; however, research done on various aspects of celebrity endorsement has not been able to get consistent results which is a huge problem because marketers need research to decide on

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celebrity endorsement as it costs a lot of money. The purpose of the study of Roy et al. (2012) was to develop a theoretical model for celebrity endorsement using Balance Theory (Heider, 1946; Mowen, 1980), source credibility and the match-up hypothesis. The findings of the study suggest that the attitude of consumers towards the message (being delivered to consumers) is very important in influencing their attitude towards the product. This finding also provides support for the concept of the Meaning Transfer Model (McCracken, 1989). The results also suggest that the likability of a celebrity would help in creating a more favorable impact on the attitude of the consumer to purchase the product (i.e. increase purchase intentions). Another concept for which the results of the study provide support for is match-up hypothesis which focuses on a proper fit between celebrity and a product.

### 3.3. Balance Theory and Celebrity endorsement

The above-mentioned studies focus on Balance Theory from a commercial perspective. Now to see Balance Theory from a political celebrity endorsement perspective, examine Figure 2. If we take an example of one of the balanced P-O-X, then:

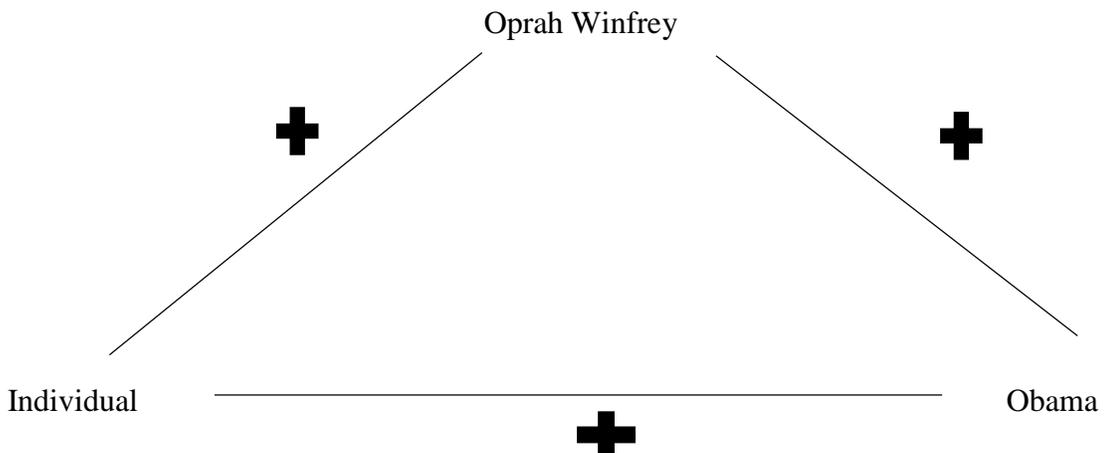
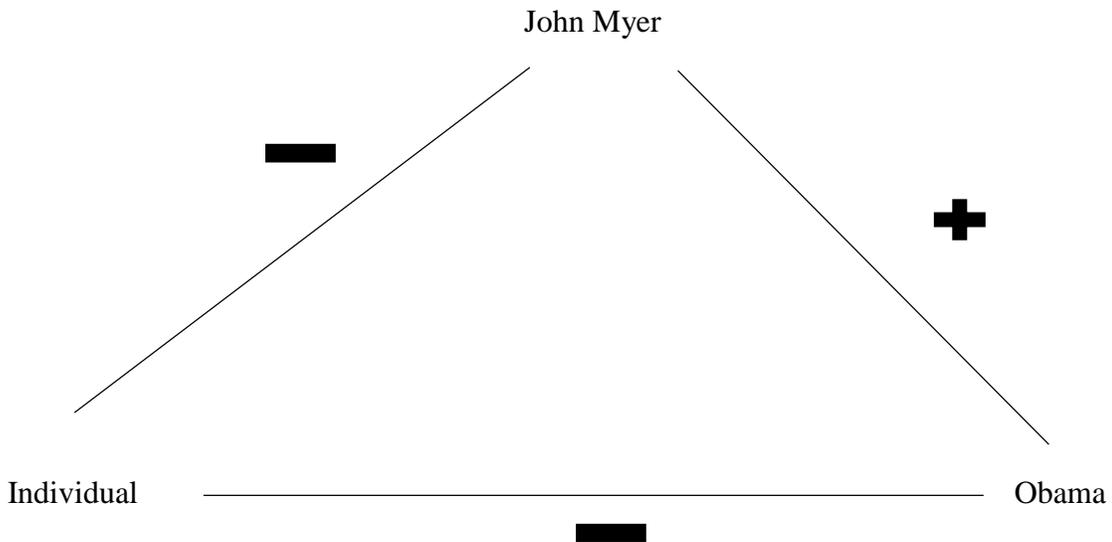


Figure 2. Political example of balance theory using P-O-X model (balanced scenario).

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There has been a lot of studies which have focused on the celebrity endorsement of Oprah Winfrey for Obama in the Presidential elections of 2008 (O'Regan, 2012; Pease & Brewer 2008; Garthwaite and Moore, 2008). If we take the Oprah Winfrey example and apply it here, then according to Balance Theory if an individual likes Oprah Winfrey (P+O) and Oprah endorsed Obama for the elections, then Balance Theory suggests that the individual would "like" Obama to maintain the psychological balance i.e.  $(+) \times (+) \times (+) = (+)$ . Now let us take another example but this time for an unbalanced P-O-X:



*Figure 3.* Political example of balance theory using P-O-X model (unbalanced scenario)

If an individual does not like John Myer, but he endorsed Obama then the individual will not like the politician that the celebrity has endorsed to keep the psychological balance i.e.  $(-) \times (-) \times (+) = (-)$ . Therefore, it depends on the type of celebrity (likability/expertise) that will determine the balanced or imbalanced state.

Now the study will move forward to explain the importance of likability using Balance Theory and provide hypotheses of the study. As mentioned earlier, individuals seek to achieve a psychological balance which can be attained by either having a positive

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attitude or negative attitude towards other triadic relationships. Now if we bring “celebrity likability” to the same example mentioned above then according to Balance Theory, if an individual finds Oprah Winfrey extremely likable (+) and she has endorsed Obama for the Presidential elections (+), then the individual will also have a positive attitude towards the politician that was endorsed by the likable celebrity to maintain psychological balance. This leads to the first hypothesis of the study which suggests:

**H1:** Endorsement of a politician by a likable celebrity will result in a positive attitude of an individual towards the politician.

Now let us move to the next factor of the study which is the expertise of the celebrity. If we take the same example of Oprah and Obama mentioned above, then according to Balance Theory if an individual perceives Oprah to be an expert in politics and she has endorsed Obama for the upcoming elections, then Balance Theory suggests that individual will “trust” Obama in order to maintain psychological balance i.e. (+) x (+) x (+) = (+). In other words, if an individual finds Oprah Winfrey highly expert in politics (+) and she has endorsed Obama for the Presidential elections (+), then they will have a positive attitude towards the politician endorsed by the celebrity. This leads to the next hypotheses of the study which suggests:

**H2:** Endorsement of a politician by an expert celebrity will result in a positive attitude of an individual towards the politician.

Now according to the Theory of Reasoned Action (TRA), which was presented by Ajzen & Fishbein (1980), the theory hypothesizes that the intention of an individual to perform a behavior is influenced by attitude and subjective norms. Bagozzi (1992) also

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mentions in his study that an attitude provides a reason for developing an intention which leads towards the valued outcome or behavior. The author of the study also suggests that attitude is an evaluative appraisal and by following the appraisal, intentions to perform a behavior are expected to emerge if the evaluation (evaluations can be favorable-unfavorable, positive-negative or similar items of semantic differential) are strong enough. So overall if we see the examples of P-O-X model mentioned above, the attitude of the individual towards the politician is important in determining the success of the endorsement process in influencing their vote, which leads to the next hypothesis:

**H3:** There exists a direct relationship between attitude towards the politician and likelihood to vote for the politician.

### 3.4 Balance Theory and Celebrity Opposition

In the recent era, it is relatively common for celebrities to appear on television shows and make statements about politics and political candidates. One recent example is the soundtrack of Eminem, a famous rapper, which was directed towards President Trump (Retrieved from: <http://www.huffingtonpost.ca/entry/eminem-donald-trump-freestyle>). Another famous example is that of Meryl Streep's speech at the Golden Globes Awards (Retrieved from: <https://www.aol.com/article/entertainment/2018/01/06/meryl-streep-golden-globes-speech-donald-trump-reaction/23325359/>). Celebrities can be considered one way of providing information to the public. Therefore, the public opinion provided by the celebrities can either be accepted by the public or rejected or a mix of both i.e. some will accept, and some will reject the opinion (Fizzell, 2011). However, public opinion provided by the celebrities still act as a cue for the public to simplify the huge flow of

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information as people look for additional cues or heuristics that can help them make decisions quickly (Down, 1957). Fizzell (2011) also suggests in his study that the effectiveness of public opinion provided by the celebrity is dependent on how the celebrity is viewed by the public. If the celebrity providing the opinion is knowledgeable and trustworthy, the public will use their information with ease to simplify a large amount of information. Just as the right celebrity is important for a fit in product endorsement, the right celebrity is also important in providing a public opinion for it to be accepted by the public (Dholakia & Sternthal, 1977).

As explained earlier, it is relatively common for celebrities to appear on television shows and make statements about politics and political candidates (Freeman, 2017). Celebrities are considered as one way to provide information to the public and their opinions can influence people. However, the right fit is important for maximum effectiveness (Dholakia & Sternthal, 1977). If a celebrity is likable, it leads to people accepting their public opinion. Another thing to focus on is that the people will change their attitude towards politicians rather than celebrities in order to attain the balance, if their attitudes toward the celebrity are more strongly held than those toward the politician. The reason for this is that people tend to change their weaker attitudes rather than the stronger ones and are more likely to act on their stronger attitudes (Stangor, 2011). Moreover, their stronger attitudes are also more resistant to change or persuasion (Petty, Cacioppo and Goldman, 1981). This leads us towards the next hypotheses of the study:

**H4(a):** Opposition of the politician by an expert celebrity will result in a negative attitude towards the politician.

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**H4(b):** Opposition of the politician by a likable celebrity will result in a negative attitude towards the politician

**3.4.1. Importance of opposition.** Word of mouth (WOM) is considered as a form of communication either oral or written by an individual about their experiences about something or someone. WOM can be positive as well as negative. It is said that negative word-of-mouth travels faster and has more impact than positive word-of-mouth. An example is a study of Arndt (1967) who studied word-of-mouth among the housewives and determined from the results of the study that housewives receiving negative word-of-mouth were less likely to purchase a new coffee brand than those receiving positive word-of-mouth. Arndt (1967) determined from the results that negative WOM led to a greater change in attitude and customer's intent to purchase the product than positive WOM. In other words, value of change in attitude and purchase intention was greater for negative WOM than positive WOM. Kotler (1991) quoting the work from Arndt (1967) stated that when a customer is dissatisfied with a product or service, that customer will spread negative WOM to 11 acquaintances whereas satisfied customers will spread positive WOM to only 3 acquaintances. Negative to positive WOM ratio was also mentioned and supported by TARP (1986) who suggested from their study that customers spread twice as much negative WOM than positive WOM if they are dissatisfied with a product or service. This leads us to the next hypothesis of the study.

**H5:** The effects of the opposition of celebrity (negative endorsement) will be stronger than the positive endorsement.

Now let us move to the final hypothesis of the study. The study of Miciak and Shanklin (1994) suggests that the respondents from different advertisement agencies

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identified credibility to be the most important factor for selecting celebrity endorsers. The experts from different agencies agreed that source credibility factors (i.e. trustworthiness and expertise) can result in persuading individuals to purchase a product. Likability is considered the second most important factor after credibility. However, likability is considered the most important factor if the objective is to create brand awareness. There are two factors of credibility which are trustworthiness and expertise (Ohanian, 1990), but in our study, we have only focused on expertise of the celebrity because it provides a better fit as we used expertise factor as “political expertise of a celebrity”. In our study, we have looked at the expertise of a celebrity along with the likability to see the effect of these factors on the endorsement process. We compare the impact of likability and expertise of a celebrity to see which of them is more influential. The study of Miciak and Shanklin (1994) led to the final hypothesis of the study:

**H6:** The expertise of a celebrity is more important than the likability of a celebrity such that the expertise will be relatively more important in determining the attitude towards the endorsed politician.

### **Methodology**

This research first conducted two pre-tests to develop stimuli and assess measures. The pre-test of the study identified the celebrities that we used in the experiment as stimuli. Next, the main experiment tested the hypotheses of the study.

#### **4.1. Variables**

**Independent variables.** Independent variables in an experimental study are those which are manipulated to see their effect on the dependent variables. The independent variables of this study are likability of the celebrity endorser, expertise of celebrity endorser, celebrity's endorsement of the politician and the gender of the celebrities. The "endorsement" variable has two conditions i.e. endorsement and opposition of the celebrity. The likability of a celebrity variable was measured in a pre-test and then manipulated in the study using likable and unlikable celebrities as determined by the pre-test. The expertise of a celebrity variable was also measured in the pre-test and then manipulated in the main study by informing the participants of the political expertise level of the celebrity. This was fictitious. We measured participants' perceptions of celebrity expertise in the pretest and selected those towards whom participants did not have any clear perception of expertise. Manipulating expertise in this way was chosen due to the difficulty of selecting a fully crossed slate of celebrities in terms of existing likeability and expertise. Celebrity gender was a non-theoretical control variable. We selected two male and two female celebrities from the pre-tested celebrities to see additional effect of gender on the dependent variables.

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**Dependent variables.** The dependent variables are used to measure the effect of the change in independent variables. The dependent variables of this study are the likelihood to vote for a political candidate and attitude of an individual towards the politician. The independent variables (likability, expertise, gender, and endorsement) were manipulated to see their effects on the dependent variables (likelihood to vote and attitude towards the candidate).

**Control variables.** Political perception of celebrity, political stance of respondent and social desirability of respondents were the control variables of our study. To measure the political perception of celebrity, we used an item with a 7-point Likert scale which asked the respondents about how they perceive the political activism of the celebrity. The measure of political perception of celebrity along with political stance of the respondent and social desirability are mentioned in Appendix K.

### 4.2. Pre-tests

Two pre-tests were conducted to measure the familiarity, likability, perceived political activism and perceived expertise. First pre-test focused on 20 **celebrities** to find the right celebrities that could be used as stimuli in the pre-test. Second pretest focused on 20 **athletes** to find the right celebrities that could be used as stimuli in the pre-test. Both pre-tests also tested the manipulation check of expertise and endorsement of a celebrity. Moreover, scenario descriptions were also pre-tested to see which ones explain the endorsement and expertise situations properly. The pre-tests were designed using *Qualtrics Online Research Platform* which helped us design, collect and analyze data more efficiently.

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### 4.2.1. Stimuli.

*Stimuli of Celebrity Pre-test:* The stimuli of the celebrity pre-test included the pictures of 20 celebrities. These were the celebrities which were well known among the masses and many of them have even been included in the list of *100 Most Influential Celebrities* of Time Magazine. Another thing that was looked at while choosing the celebrities for the pre-test was their nationality. Only celebrities that were born in or had permanent residence in the United States were included in the pre-test. The participants of the pre-test were shown a picture of the celebrity on a single page along with the questions to answer about them which provided us the data to measure the perceived likability, familiarity, perceived political activism and expertise of the celebrities. Some of these celebrities include Dwayne Johnson, Rihanna, Kevin Spacey, and Ellen DeGeneres. Appendix A of the study include the names of all 20 celebrities that were used in the pre-test. 20 celebrities that were tested in the pre-test were chosen because they were among the list of the most influential people, famous musicians, and actors. Another reason of choosing them is because they have not stood out politically or made huge statements about politicians that can be remembered by people (unlike celebrities like Eminem and Meryl Streep) which made it easier for us to manipulate the political expertise of celebrity variable.

*Stimuli of Athletes' Pre-test:* The stimuli of the athlete pre-test included the pictures of 20 athletes. These are the athletes which are well known among the masses and many of them are big names in their field of sports. Another thing that was looked at while choosing the athletes for the pre-test was their nationality. Only athletes that were born in or had permanent residence in the United States were included in the pre-test. The

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participants of the pre-test were shown a picture of the athlete on a single page along with the questions to answer about them which provided us the data to measure the perceived likability, familiarity, perceived political activism and expertise of the athletes. Some of these athletes include Serena Williams, Tiger Woods, LeBron James, Michael Phelps and Mike Tyson. Appendix B of the study includes the names of 20 athletes which were pre-tested. The reason we choose athletes to be pre-tested with celebrities was that their political activism is usually low, and familiarity is high which will help us manipulate the variables of the study more effectively.

Other stimuli of the pre-tests included 4 fictitious descriptive news articles (two for celebrity endorsement and two for celebrity opposition) which were used alongside the celebrity pictures in the experiment. These news articles helped in manipulating the expertise and endorsement scenarios. Appendix C of the study includes the descriptive texts that were used to manipulate the endorsement and expertise variables of the study. These descriptive scenarios were created by analyzing the news journal articles about endorsements and opposition of politicians by celebrities. By analyzing the way the news journal articles are written, four descriptive scenarios were written and tested in the pre-test and later used in the experiment of the study.

**4.2.2. Scales and measures.** To measure likability the scales given by Reysen (2005), with a Cronbach's alpha of 0.90, was used. This pre-test helped us find out which celebrities and athletes are on the high end and which celebrities are on the low end (i.e. high likability, low likability etc.) which were then used in the experiment of the study. The scale used was a 7-point Likert scale (strongly disagree---strongly agree) where *strongly disagree* was assigned the value of 1 whereas *strongly agree* was assigned the

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value of 7. To measure the manipulation check for expertise, the scale given by Ohanian (1990), with a Cronbach's alpha of 0.89, was used which is a 7-point Likert scale (strongly disagree---strongly agree) where *strongly disagree* was assigned the value of 1 whereas *strongly agree* was assigned the value of 7. Appendix D includes the questions/scales which were used to measure the factors of the study. To check the manipulation of the endorsement variable, we used three simple questions focusing on celebrity endorsement, opposition, and support. These three questions measured how the participants of the study perceived the descriptive scenario. These three questions also used 7-point Likert scales (strongly disagree---strongly agree). Two other questions were included in the pre-tests to measure the familiarity and political activism of athletes and celebrities which are also mentioned in Appendix D.

**4.2.3. Data collection.** A sample size of 50 participants per pre-test (50 participants for the celebrity pre-test and 50 participants for the athletes' pre-test) was used to gather data for the pre-test. The data from the participants was collected using Mechanical Turk (*mTurk*), a data gathering Amazon website. The demographic location of the sample was the U.S. The data was collected by using a survey type questionnaire format having pictures of 20 celebrities (pre-test 1) and 20 athletes (pre-test 2) with questions to measure the factors mentioned above. Moreover, participants were rewarded \$1 USD for their involvement in the pre-test survey. In the data collection, the participants were shown all 20 celebrities and 20 athletes i.e. the format was one celebrity/athlete and then questions about that stimuli. After the participants answered questions about the celebrities, the descriptive scenarios were shown next, in the same way, i.e. one scenario and then the questions until they have answered questions about

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each scenario. At the end of the survey, participants were asked about their demographic information according to which the number of males that participated in both pre-tests was 63 (31 in celebrity pre-test and 32 in athletes' pre-test) and the number of females was 37 (19 in celebrity pre-test and 18 in athletes' pre-test).

The step-by-step procedure of the pre-test is explained in Table 1.

Table 1

### *Step-by-step Procedure of Pre-tests*

Step	Task
1	Informed Consent
2	Transition page to explain the structure of pre-tests
3	Exposure to the pictures of celebrities/ athletes
4	Measuring likability of celebrities/ athletes
5	Exposure to the descriptive stimuli and measuring expertise
6	Measuring the identification of endorsement or opposition.
7	Demographics of the participants

**4.2.4. Results of the pre-tests.** Both pre-tests (celebrity and athletes' pre-test) were conducted but the results of athletes' pre-test did not have sufficient variability to create manipulations. So, we decided to use only celebrities to develop experimental stimuli. As a result of the pre-test, 4 celebrities out of 20 celebrities were chosen based on the results of familiarity, likability and political activism. The 4 celebrities which were chosen are Dwayne "Rock" Johnson (Familiarity mean **5.29**, Likability mean **6.21** and

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Political activism **4.56**), Kanye West (Familiarity mean **5.94**, Likability mean **3.63** and Political activism **5.14**), Katy Perry (Familiarity mean **5.86**, Likability mean **5.12** and Political activism **4.42**) and Kim Kardashian (Familiarity mean **6.06**, Likability mean **3.84** and Political activism **4.54**). The Cronbach's Alpha of likability scale for each celebrity is as following: Dwayne "Rock" Johnson (**0.86**), Kanye West (**0.93**), Katy Perry (**0.87**) and Kim Kardashian (**0.92**). Appendix E of the study has pictures of the 4 celebrities who were chosen from the pre-test. Appendix F of the study has the results of the pre-test of all 20 celebrities and 20 athletes. Another thing that was measured in both pre-tests was the manipulation check of descriptive stimuli which was used to make the experimental stimuli. Two manipulations that were tested in the pre-tests were the "endorsement/opposition of celebrity for the politician" and the "perceived political expertise of the celebrity". These manipulation check focused on the descriptive stimuli to see if it actually was successful in manipulating the valence condition and political expertise of celebrity. For the "perceived political expertise of the celebrity", the results of the independent sample t-test suggested that there was a significant difference [ $t(91) = -5.25, p < 0.001$ ] between descriptive stimuli with high expertise ( $M = 5.20, SD = 1.25$ ) and low expertise ( $M = 3.65, SD = 1.67$ ) in endorsement condition. In opposition condition, there was again a significant difference [ $t(86) = -9.07, p < 0.001$ ] between high expertise ( $M = 5.24, SD = 1.07$ ) and low expertise ( $M = 2.78, SD = 1.58$ ). Finally for the descriptive stimuli, we checked if the respondents correctly identified the endorsement/opposition conditions. The results of the independent sample t-test identified a significant difference [ $t(74) = 16.02, p < 0.001$ ] between endorsement ( $M = 6.38, SD = 0.86$ ) and opposition

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( $M=2.13$ ,  $SD=1.66$ ) conditions. The results of the descriptive scenario are mentioned in Appendix G.

### 4.3. Experiment

The second part of this methodology involved conducting an experiment to test the hypotheses. The experimental design for the study was a  $2 \times 2 \times 2 \times 2$  factorial design (likability x expertise x endorsement x gender of celebrity) which made 16 cells for experimental manipulation. Table 2 shows the experimental design of the study. The data collected from the pre-test was used to develop the experimental stimuli for the experiment with high and low conditions for the likability factor and expertise factor, and with endorsement and opposition conditions for the endorsement factor. Male and female were the conditions of the celebrity gender factor. The experiment was presented on Qualtrics and the data were collected using a sample drawn using Mechanical Turk (powered by Amazon). The experiment was a between-subject design in which the participants were assigned randomly to one of the 16 experimental conditions.

**4.3.1 Stimuli.** The stimuli in the experiment were advertisements made on Photoshop software by using the celebrities identified as most suitable based on the celebrity pre-test. These advertisements had a news article format with a picture of the celebrity and politician along with descriptive text to manipulate the endorsement and expertise variables. The politician who was included in the study was fictional in nature and was called “Robert (Bob) Brown” in the experimental conditions. Politicians such as Barak Obama, Hilary Clinton or Donald Trump were not used because existing attitudes towards them are strong. The picture of the politician, shown in Appendix H, was taken from Google by searching an anonymous person. In Appendix I of the study, we have the

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16 stimuli that were used in the 16 experimental conditions/cells of the study. These 16 experimental cells can be seen in Table 2 shown below:

Table 2

*Experimental Conditions/cells of the Study*

Male Celebrity				
High Expertise			Low Expertise	
<i>High Likability</i>	<i>Low Likability</i>		<i>High Likability</i>	<i>Low Likability</i>
<i>Endorsement</i>			<i>Endorsement</i>	
<i>Opposition</i>			<i>Opposition</i>	

Female Celebrity				
High Expertise			Low Expertise	
<i>High Likability</i>	<i>Low Likability</i>		<i>High Likability</i>	<i>Low Likability</i>
<i>Endorsement</i>			<i>Endorsement</i>	
<i>Opposition</i>			<i>Opposition</i>	

**4.3.2. Manipulation.** In the experiment, the four independent variables were manipulated to see their effect on the dependent variable. The likability variable and the celebrity gender variable were manipulated using the celebrity pictures as stimuli for the experiment. These pictures had “likable” and “less likable” male and female celebrities taken from the pre-test of the study. The expertise variable was manipulated in the descriptive stimuli by explaining the celebrity’s political expertise to be either high or low depending on the experimental condition. The endorsement variable was also manipulated in the descriptive stimuli by stating that the celebrity has “endorsed” or “opposed” the candidate.

**4.3.3. Scales and measures.** To measure the likelihood to vote for the candidate, we used three questions which used a 7-point Likert scale (strongly disagree---strongly

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agree) where *strongly disagree* were assigned the value of 1 whereas *strongly agree* were assigned the value of 7. These three questions are shown in Appendix J. To measure the attitude of the individual towards the politician, we used the measures of MacKenzie & Lutz (1989) which is a seven-point semantic differential scale (Cronbach's alpha of 0.90) which is mentioned in Appendix J. For the manipulation check of likability, expertise and endorsement of celebrity, we used the measures present in Appendix C.

**4.3.4 Data collection.** The targeted sample size of the experiment was 850, but the actual sample size was 800 (Approx. 50 participants per cell) participants. The data collection was done using Mechanical Turk and the demography of the sample was the United States. The data was collected using a survey type experimental questionnaire where the participants were randomly assigned to one for the 16 experimental conditions. Moreover, the participants that participated in the study were rewarded \$1 USD for their involvement in the study.

### Results of Experiment

The final part of the methodology section of the study includes the results of the experimental study that was conducted.

#### 5.1. Manipulation Checks

Manipulation checks of the study were conducted to ensure that the experimental manipulation was a success. The first manipulation check that was successful was *“Likability of Celebrity”* (Likability of liked celebrity  $M=5.68$  vs. likability of disliked celebrity  $M=3.01$ , where the  $t$  value= $34.3$  and  $p<0.001$ ), demonstrating that likability of liked and disliked celebrities were successfully manipulated.

The next test we conducted was that of *“Perception of Political Activism of Celebrity”* (Political perception of expert celebrity  $M=3.09$  vs. political perception of inexpert celebrity  $M=2.78$ , where the  $t$  value= $3.18$  and  $p<0.001$ ). The main purpose of checking perception of political activism of celebrity was to have celebrities with low political activism (inactive in politics) so that we could manipulate the political expertise in the experimental conditions. We also conducted a one-sample t-test see if political activism value was below or above the scale midpoint. The results of one sample t-test suggest that political perception of the less expert celebrity [ $t(402)= -18.1, p<0.001$ ] and highly expert celebrity [ $t(395)= -13.2, p<0.001$ ] was significantly lower than scale midpoint. The results suggest that even in low or high expertise, the political activism of celebrities was lower than mid-scale point (as we initially intended).

The next test we conducted was that of *“Familiarity of Male and Female Celebrity”*. This test was not a manipulation check but rather the goal of this test was to

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see if the male and female celebrities were equivalently familiar to the respondents. The results showed that the male celebrities were significantly more familiar (Familiarity of male celebrity  $M=6.07$  vs. familiarity of female celebrity  $M=5.87$ , where the  $t$  value=3.08 and  $p$  value<0.001). However, because the familiarity of both male and female celebrities was nonetheless high, they were deemed acceptable. We also conducted a one-sample t-test and the familiarity score of the male celebrities [ $t(397)=47.1$ ,  $p<0.001$ ] and the female celebrities [ $t(400)=39.4$ ,  $p<0.001$ ] was significantly above the scale midpoint (4).

The second manipulation check of the study that was successful was “*Expertise of Celebrity*” (Expertise of expert celebrity  $M=5.25$  vs. expertise of inexperienced celebrity  $M=2.65$ , where the  $t$  value=37.7 and  $p<0.001$ ). Note that there is a significant difference between the celebrities that were in the expert condition versus celebrities that were in the inexperienced condition of the experimental stimuli. In other words, celebrities included in the expert conditions were considered as an expert in politics whereas celebrities included in the inexperienced condition were considered as inexperienced in politics which indicates a successful experimental manipulation.

The final manipulation check of the study that was successful was “*Correctly Perceiving Endorsing or Opposing scenarios*”. We wanted to see if the respondents involved in the study would correctly perceive the endorsing or opposing scenarios of the study. We conducted an independent samples t-test to see if our manipulation check was successful. The mean of valence manipulation in opposition scenario ( $M=2.37$ ,  $SD=0.80$ ) was significantly [ $t(788)= -55.3$ ,  $p<0.001$ ] lower than the endorsement ( $M=5.69$ ,  $SD=0.88$ ). In other words, the respondents were successful in determining the correct

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endorsing and opposing scenarios of our experiment. The result tables of the experimental manipulation are mentioned in Appendix L.

### **5.2. Covariates that were used in the Analysis**

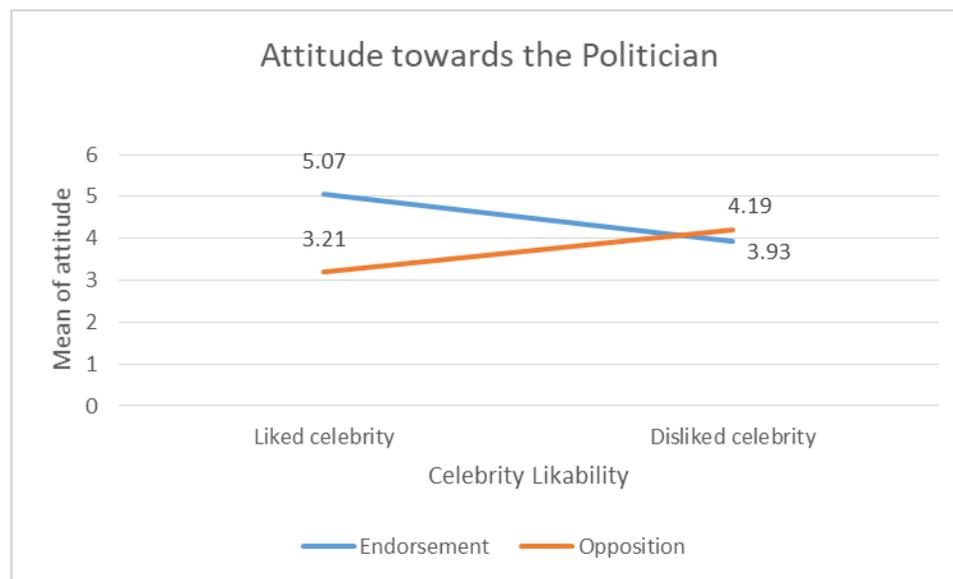
We identified multiple covariates which could have been potentially influential in the analyses. These covariates included age of respondents, sex of respondents, education level, up to date with celebrity issues, political views (liberal or conservative) and political party preference. This was done by putting all covariates as independent variables for our two dependent variables (Likelihood to vote and attitude towards the politician). When linear regression was run using **likelihood to vote** as a dependent variable, the three covariates that were significant were political party preference ( $B=-0.12$ ,  $p=0.01$ ), being up to date with celebrity issues ( $B=0.12$ ,  $p<0.001$ ) and education level of respondents ( $B=0.13$ ,  $p<0.001$ ). When linear regression was run again using **attitude towards politician** as a dependent variable, the same covariates were found to be significant. In other words, political party preference ( $B=-0.13$ ,  $p=0.01$ ), being up to date with celebrity issues ( $B=0.11$ ,  $p<0.001$ ) and education level of respondents ( $B=0.14$ ,  $p<0.001$ ) all significantly influence attitude toward the politician and likelihood of voting for the politician. As such these covariates were used in ANOVA analyses of the study.

### **5.3. Multi-way ANOVA for Attitude towards the Politician (Hypotheses 1 & 2)**

Multi-way ANOVA was conducted on SPSS to test hypotheses 1 and 2 of the study. The reason multi-way ANOVA was chosen was that the manipulation variables were categorical in nature and the dependent variable of the hypotheses was continuous in nature (7-point Likert scale). Hypothesis 1 predicted that an increase in the likability of

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a celebrity will lead to an increase in positive attitude towards the politician in the endorsement scenario when the celebrity has endorsed the politician (thus an endorsement x celebrity likability interaction predicting the attitude towards politician). Results showed that the interaction was significant [ $F(1, 783)=147, p<0.001$ ]. In other words, the effect of celebrity likability and valence was significant on the respondent's attitude towards the politician. In the endorsement condition, the mean of attitude towards the politician when endorsed by a highly likable celebrity was 5.07 ( $M=5.07, SD= 1.07$ ) and for the disliked celebrity, it was 3.93 ( $M=3.93, SD=1.49$ ). Graph A shows the difference between high and low likability under the endorsement condition.



*Graph A.* Difference between high & low likability when DV is attitude towards politician.

The means that were found using descriptive statistics were in the predicted direction, so an independent sample t-test was conducted to assess whether the apparent difference was significant. Additionally, the assumption of homogeneity of variance was tested, but

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was not satisfied using Levene's test [ $F(1, 358)= 11.1, p<0.001$ ]. The t-test results show that this difference between the means of the liked celebrity ( $M=5.07$ ) and the disliked celebrity ( $M=3.93$ ) was significant [ $t(358)=8.70, p<0.001$ ] which provides support for hypothesis 1. However, the main effect of celebrity likability was not significant [ $F(1, 783)=0.71, p=0.39$ ] which is not surprising since we predicted an interaction, as opposing directional results were predicted for the endorsement and opposition conditions. Table 3 has the ANOVA results for hypothesis 1. Table 4 has the results of the independent sample t-test which was used to know the significance of the difference.

Table 3

### *ANOVA Results for Hypothesis 1*

ANOVA					
Dependent Variable: Attitude towards politician					
Source	Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	517	15	34.5	22.3	0.00
Intercept	13416	1	13416	8700	0.00
Valance Condition	129	1	129	84.0	0.00
Celebrity Gender Condition	0.44	1	0.44	0.29	0.59
Celebrity Likability Condition	1.17	1	1.17	0.71	0.39
Valance * Celebrity Likability	227	1	227	147	0.00
Error	1207	783	1.54		

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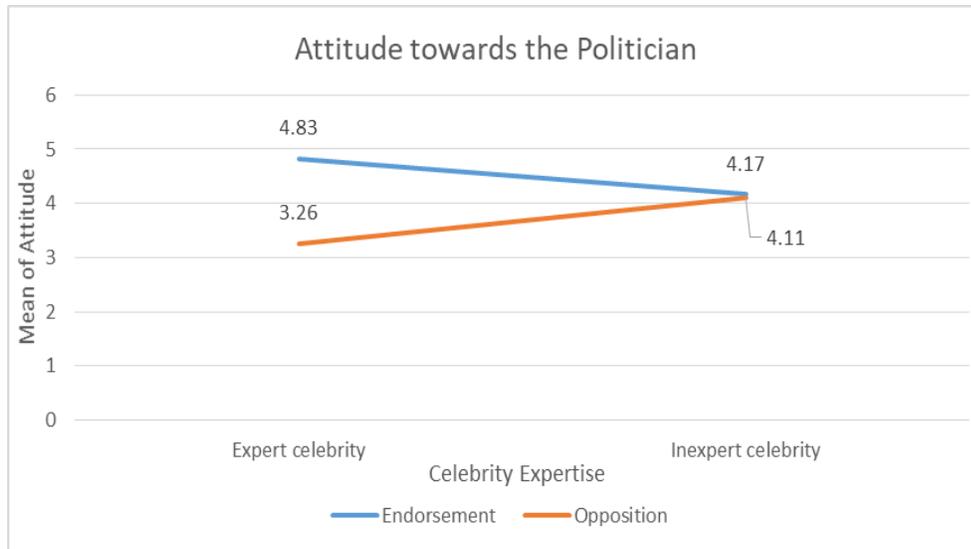
Table 4

### *Independent Sample T-test for Hypothesis 1*

Independent Samples Test			Levene's Test				
			F	Sig.	t	df	Sig. (2-tailed)
Endorsement	Attitude towards politician	Equal variances assumed	11.1	0.00	8.7	395	0.00
		Equal variances not assumed			8.70	358	0.00

Hypothesis 2 of the study predicted that an increase in the political expertise of the celebrity would result in an increase in the positive attitude towards the politician in the endorsement scenario when the celebrity has endorsed the politician (thus an endorsement x celebrity expertise interaction predicting the attitude towards the politician). Results showed that the interaction was significant [ $F(1, 783)=73.1, p<0.001$ ]. In other words, the effect of celebrity expertise and valence was significant on the respondent's attitude towards the politician. In the endorsement condition, the mean of attitude towards the politician when endorsed by a politically expert celebrity was 4.83 ( $M=4.83, SD=1.26$ ) and for the inexpert celebrity, it was 4.17 ( $M=4.17, SD=1.49$ ). Graph B shows the difference between the expert and inexpert celebrity under the endorsement condition.

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*Graph B.* Difference between high & low expertise when DV is attitude towards politician.

The means that were found using descriptive statistics were in the predicted direction, so an independent samples t-test was conducted to assess whether the apparent difference was significant. Additionally, the assumption of homogeneity of variance was tested and satisfied using Levene's test [ $F(1, 395)=3.03, p=0.08$ ]. The t-test results show that this difference between the means of the expert celebrity ( $M=4.83$ ) and the inexpert celebrity ( $M=4.17$ ) was significant [ $t(395)=4.74, p<0.001$ ] which provides support for hypothesis 2 of the study. However, the main effect of celebrity expertise was not significant [ $F(1, 783)=1.04, p=0.30$ ] which is not surprising since we were predicting an interaction. Table 5 has the ANOVA results for hypothesis 2. Table 6 has the results of the independent samples t-test which were used to determine the significance of the difference. More detailed tables and graphs for the results of hypotheses 1 and 2 are shown in Appendix M.

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Table 5

### *ANOVA Results for Hypothesis 2*

ANOVA						
Dependent Variable: Attitude towards politician						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	
Corrected Model	517	15	34.5	22.3	0.00	
Intercept	13416	1	13416	8700	0.00	
Valance Condition	129	1	129	84.0	0.00	
Celebrity Gender Condition	0.44	1	0.44	0.29	0.59	
Celebrity Expertise Condition	1.61	1	1.61	1.04	0.30	
Valance * Celebrity Expertise	112	1	112	73.1	0.00	
Error	1207	783	1.54			

Table 6

### *Independent Sample T-test for Hypothesis 2*

Independent Samples Test							
			Levene's Test				
			F	Sig.	t	df	Sig. (2-tailed)
Endorsement	Attitude towards politician	Equal variances assumed	3.03	0.08	4.7	395	0.00
		Equal variances not assumed			4.8	385	0.00

### **5.4. Linear Regression for Likelihood to Vote for the Politician (Hypothesis 3)**

To test hypothesis 3 of the study, linear regression was used to test the relationship between a predictor variable and a dependent variable. Hypothesis 3 states that an increase in the positive attitude of respondent towards the politician will result in an increase in the likelihood of an individual to vote for that politician. In other words, there is a direct relationship between attitude towards politician and likelihood to vote for the politician. Since both variables mentioned here are continuous variables (attitude

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towards the politician and likelihood to vote), we will use **attitude towards the politician** as a predictor variable and **likelihood to vote for the politician** as a dependent variable. The reason we choose “attitude towards politician” as a predictor/independent variable for this hypothesis is that we expect attitude to determine willingness to vote for the politician. The results of the linear regression mentioned in Table 7 showed that the hypothesis is supported [ $F(1, 797) = 1646, p < 0.001$ ]. In other words, the more positive attitude an individual has towards the politician, the more likely they will be willing to vote for that politician. A more detailed table reporting the linear regression is present in Appendix M.

Table 7

### *Linear Regression for Hypothesis 3*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1032	1	1032	1646	0.00
	Residual	499	797	0.62		
	Total	1531	798			

Dependent Variable: Likelihood to vote  
Predictors: (Constant), Attitude towards politician

### **5.5. ANOVA (Uni-variate) for Opposition of Celebrity (Hypotheses 4a and 4b)**

We conducted an Independent sample t-test to test both hypotheses 4a and 4b. To do this analysis, we first split the file in SPSS based on valence as a grouping variable which helped us look at the simple effects of likability (both high likability and low likability) and expertise (high expertise and low expertise) within the negative endorsement condition.

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The first Independent sample t-test includes testing the effect of expertise within the negative endorsement (opposition) condition. Hypothesis 4a suggests that opposition of the politician by an expert celebrity will result in a negative attitude towards the politician. In this t-test, we tested the significance of celebrity expertise within the opposition condition and then we compared the mean attitudes of respondents in the highly expert celebrity condition and the less expert celebrity condition to see if the hypothesis is supported. Additionally the assumption of homogeneity of variance was tested, but it was not satisfied [ $F(1, 399) = 3.69, p = 0.05$ ]. Results of the independent sample t-test (Table 8) showed that the effect of expertise within negative valence was significant [ $t(399) = -6.28, p < 0.001$ ] which provides support for hypothesis 4a. In other words, opposition by an expert celebrity can lead to a more negative attitude of respondents towards the opposed politician, compared to opposition of a less expert celebrity. The results of comparing the means of highly expert and less expert celebrities are shown in Table 9. As we can see from the results in the opposition conditions, when the politician was opposed by an expert celebrity, the attitude towards the politician by the respondent was decreased ( $M = 3.26, SD = 1.35$ ) versus when the politician was opposed by an inexperienced celebrity ( $M = 4.11, SD = 1.33$ ) which also provides support for hypothesis 4a. In other words, the p-value of expertise was significant in opposition condition that was predicted ( $p < 0.001$ ) and the mean of highly expert celebrity in opposition condition ( $M = 3.26, SD = 1.35, p < 0.001$ ) was lower than mean of less expert celebrity in opposition condition ( $M = 4.11, SD = 1.33, p = 0.22$ ).

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Table 8

*Independent Sample T-test for Hypothesis 4a*

Independent Samples Test			Levene's Test for Equality of Variances				
			F	Sig.	t	df	Sig. (2-tailed)
Opposition	Attitude towards politician	Equal variances assumed	3.69	0.05	-6.3	400	0.00
		Equal variances not assumed			-6.3	399	0.00

Table 9

*Mean Comparison of Low and High Expertise*

Descriptive Statistics			N	Mean	Std. Deviation	Std. Error Mean
Opposition	Attitude towards politician	High Expertise	199	3.26	1.35	0.09
		Low Expertise	203	4.11	1.33	0.09

Hypothesis 4b suggests that opposition of the politician by a likable celebrity will result in a negative attitude towards the politician. The second Independent samples t-test includes testing the effect of likability of the celebrity within the negative endorsement (opposition) condition. In this t-test, we tested the significance of celebrity likability within the opposition conditions and then we compared the means of highly likable celebrities and less likable celebrities to see if the hypothesis is supported. Additionally the assumption of homogeneity of variance was tested and satisfied with Levene's test [F(1, 400)=0.32, p=0.56]. The results (Table 10) of the study showed that the effect of

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likability of celebrity within the negative endorsement was significant [ $t(400) = -7.58$ ,  $p < 0.001$ ] which provides support for hypothesis 4b. In other words, opposition by a likable celebrity can lead to a negative attitude of respondents towards the opposed politician. We also looked at the means of likable and disliked celebrity in the opposition condition to see if the hypothesis 4b has additional support. As we can see from the results that in opposition condition, when the politician was opposed by a likable celebrity, the attitude towards the politician by the respondent was decreased ( $M = 3.20$ ,  $SD = 1.29$ ) versus when the politician was opposed by a disliked celebrity ( $M = 4.19$ ,  $SD = 1.34$ ), which also provides support for hypothesis 4a. In other words, the p-value of likability was significant in the opposition condition ( $p < 0.001$ ) and the mean of highly likable celebrity in opposition condition ( $M = 3.20$ ,  $SD = 1.29$ ,  $p < 0.001$ ) was marginally lower than the mean of less likable celebrity in the opposition condition ( $M = 4.19$ ,  $SD = 1.34$ ,  $p = 0.03$ ). More detailed tables for both hypothesis 4a and 4b are mentioned in Appendix M.

Table 10

### *Independent Sample T-test for Hypothesis 4b*

Independent Samples Test			Levene's Test for Equality of Variances		t-test for Equality of Means		
			F	Sig.	t	df	Sig. (2-tailed)
Opposition	Attitude towards politician	Equal variances assumed	0.32	0.56	7.58	400	0.00
		Equal variances not assumed			7.58	398	0.00

### **5.6. One-Sample t-test to see the Importance of Opposition versus Endorsement**

#### **(Hypothesis 5)**

We used the one-sample t-test to see if hypothesis 5 is supported in our study. We decided to use one sample t-test even though it has limitations as it was the only one that was available that assesses the extent to which endorsement and opposition differ from what can be seen as a “neutral” attitude, since the midscale point of 4 can be seen as a neutral attitude. We are using the one-sample t-test to see if the scores of endorsement and opposition differ significantly from the neutral attitude. A one sample t-test is used to compare sample data to a test value. We compared the average of our DVs and then compared it to a certain value (test value) which was 4 in our tests. We chose 4 as a test value because it is in the middle of a 7-point likert scale and thus would be expected to represent a “neutral” attitude. If the p-value is significant, we could say that our sample mean is different from test score and reject the null hypothesis. In other words, to find support for our hypothesis 5, we will compare the mean value of opposition and endorsement with the scale mid-point to see if they are significantly different or not.

Hypothesis 5 of the study states that the effects of the opposition of celebrity (negative endorsement) will be stronger than the positive endorsement. To conduct the one-sample t-test for hypothesis 5, we first split the file based on “valence condition” (i.e. Opposition and endorsement) and then conducted 2 tests, one for each dependent variable (attitude towards the politician and likelihood to vote for the politician) for each of the valence conditions.

In our first one-sample t-test, we used **attitude towards the politician** as a dependent variable. Mean attitude score of opposition (M=3.69, SD=1.40) was lower

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than the scale mid-point score (test score) of 4. However, mean attitude score of endorsement (M=4.50, SD=1.42) was higher than the scale mid-point score (test score) of 4. Moreover, table 11 mentioned below shows that the significance score of both endorsement [t(396)= -4.33, p<0.001] and opposition [t(396)= 7.03, p<0.001] is less than 0.05 which indicates that the means of samples of both valence conditions are significantly different from the test value of 4. In other words, if we use attitude towards the politician as a dependent variable, it does not provide a conclusive support for our hypothesis 5.

Table 11

*One Sample T-test for Attitude towards Politician*

One-Sample Test		Test Value = 4			Mean Difference
		t	df	Sig. (2-tailed)	
Opposition	Attitude towards politician	-4.33	401	0.00	-0.31
Endorsement	Attitude towards politician	7.03	396	0.00	0.51

In our second one sample t-test, we used **likelihood to vote for the politician** as a dependent variable. The mean likelihood score of opposition (M=3.43, SD=1.35) was lower than the scale mid-point score (test score) of 4 [t(401)= -8.36, p<0.05]. The mean likelihood score of endorsement (M=3.88, SD=1.37) was also directionally lower than the scale mid-point score (test score) of 4 [t(396)= -1.65, p>0.05], however this was not statistically significant but rather marginally significant. Moreover, table 12 shows that the significance score of opposition is 0.00 [t(401)= -8.36, p<0.05] but the significance

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score of endorsement is 0.09 [t(396)= -1.65, p>0.05]. In other words, if the likelihood to vote is taken as a dependent variable, we get the support for our hypothesis.

Table 12

### *One Sample T-test for Likelihood to Vote for the Politician*

One-Sample Test		Test Value = 4			
		t	df	Sig. (2-tailed)	Mean Difference
Opposition	Likelihood to vote	-8.36	401	0.00	-0.51
	Likelihood to vote	-1.65	396	0.09	-0.11

In other words, it is shown from the results of the one-sample t-test that when attitude towards the politician was taken as a dependent variable, we did not find the support for the hypothesis. Therefore, we could not conclusively determine if opposition had a greater impact or moved attitude to a greater extent than endorsement. However, if we see likelihood to vote for the politician then we can find the support for our hypothesis as the opposition of a celebrity is significant ( $p < 0.05$ ) whereas the endorsement of a celebrity is not ( $p = 0.09$ ) which tells us that the effects of opposition are stronger than the endorsement of the celebrity for likelihood to vote for the politician.

### **5.7. Linear Regression to see the Importance of Expertise versus Likability**

#### **(Hypothesis 6)**

We conducted Linear Regression to test hypothesis 6 of the study. According to hypothesis 6, the expertise of a celebrity is more important than the likability of a celebrity such that the expertise will be relatively more important in determining the

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attitude towards the endorsed politician than the likability of celebrity. Now to see if expertise is more important than likability, we conducted one linear regression test using expertise as a fixed factor and another using likability as a fixed factor, with attitude towards the politician as the dependent variable in both cases. Then we compared the R-squared values of both tests (expertise and likability) to see which variable was more predictive. R-squared is called the coefficient of determination which is a goodness-of-fit measure used for linear regression.

Table 13 shows the linear regression of **expertise**. The results of this linear regression show that the R Square for expertise in the opposition condition is 0.09 and in the endorsement condition, it is 0.05.

Table 13

### *Linear Regression of Expertise for Hypothesis 6*

Model Summary					
	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Opposition	1	0.31	0.09	0.08	1.34
Endorsement	1	0.23	0.05	0.05	1.38

Table 14 shows the linear regression of **likability**. The results of this linear regression show that the R Square for likability in the opposition condition is 0.12 and in the endorsement condition, it is 0.16.

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Table 14

### *Linear Regression of Likability for Hypothesis 6*

Model Summary					
	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Opposition	1	0.35	0.12	0.12	1.31
Endorsement	1	0.41	0.16	0.15	1.30

As we can see from the results of both (expertise and likability) tests of linear regression, the R Square of likability (Opposition=0.12; Endorsement=0.16) are greater than the R Square of expertise (Opposition=0.09; Endorsement=0.05) which suggests that likability may be more important than expertise when it comes to determining the attitude of an individual towards the politician in the study. Hence, it does not provide support for our alternate hypothesis and instead provides support for the null hypothesis that expertise is not more important than likability.

From the results of the study mentioned above, we can see that celebrity likability and political expertise of the celebrity can influence the attitude of an individual towards the politician when the celebrity is either endorsing or opposing the politician. Likeability appears to be relatively more important, at least in this study.

### **5.8. Post-hoc Analysis on Gender of Celebrities**

Gender of the celebrity was also included in our study as a non-theoretical manipulated variable in order to control for potential celebrity gender effects on the results of the study.

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**5.8.1. ANOVA for attitude towards politician.** In order to test the significance of gender of celebrity, we first conducted ANOVA for both dependent variables of the study i.e. attitude towards the politician and likelihood to vote for the politician. The independent variables used for both ANOVAs of dependent variables were celebrity likability, celebrity political expertise, celebrity gender, and valence condition. In the results of ANOVA we conducted for **attitude towards politician**, the main effect and mostly all the interactions of celebrity gender were found to be insignificant. However, the celebrity gender interaction with endorsement valence condition and likability condition (celebrity gender x endorsement valence x likability) was found to be significant [ $F(1, 783) = 20.1, p < 0.001$ ]. In other words, gender as a main effect and also in most of the interactions did not have a significant effect on attitude towards the politician. However, celebrity gender does have a significant effect when it has an interaction with valence condition and celebrity likability. Table 15 shows the ANOVA results for the main effect and interactions of the celebrity gender variable.

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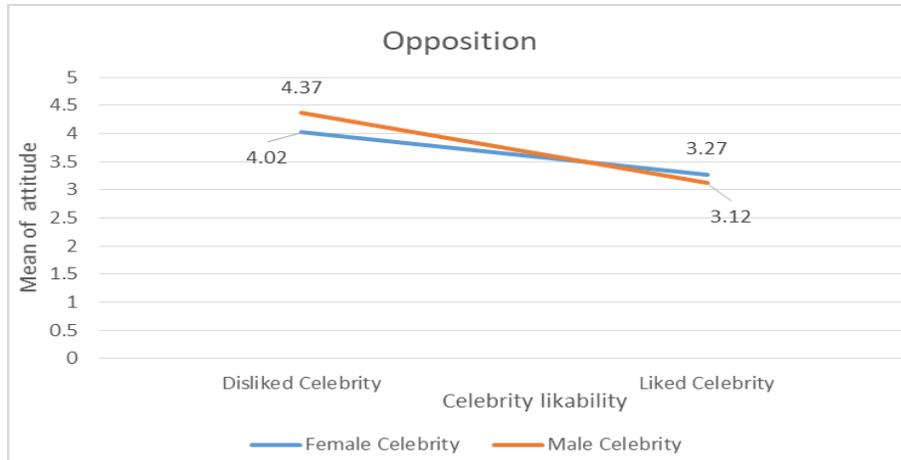
Table 15

*ANOVA for the Celebrity Gender Variable when DV is Attitude*

Tests of Between-Subjects Effects						
Dependent Variable: Attitude towards politician						
Source	Sum of Squares	df	Mean Square	F	Sig.	
Corrected Model	517	15	34.5	22.3	0.00	
Intercept	13416	1	13416	8700	0.00	
Valance	129	1	129	84.0	0.00	
Celebrity Gender	0.44	1	0.44	0.29	0.59	
Celebrity Likability	1.11	1	1.11	0.71	0.39	
Celebrity Expertise	1.61	1	1.61	1.04	0.31	
Valance * Celebrity Gender	0.68	1	0.68	0.44	0.50	
Celebrity Gender * Celebrity Likability	3.81	1	3.81	2.47	0.11	
Celebrity Gender * Celebrity Expertise	0.17	1	0.17	0.11	0.73	
Valance* Celebrity Gender * Celebrity Likability	31.0	1	31.0	20.1	0.00	
Valance * Celebrity Gender * Celebrity Expertise	0.86	1	0.86	0.55	0.45	
Valance * Celebrity Likability * Celebrity Expertise	1.77	1	1.77	1.15	0.28	
Celebrity Gender * Celebrity Likability * Celebrity Expertise	2.35	1	2.35	1.52	0.21	
Valance * Celebrity Gender * Celebrity Likability * Celebrity Expertise	2.22	1	2.22	1.44	0.23	

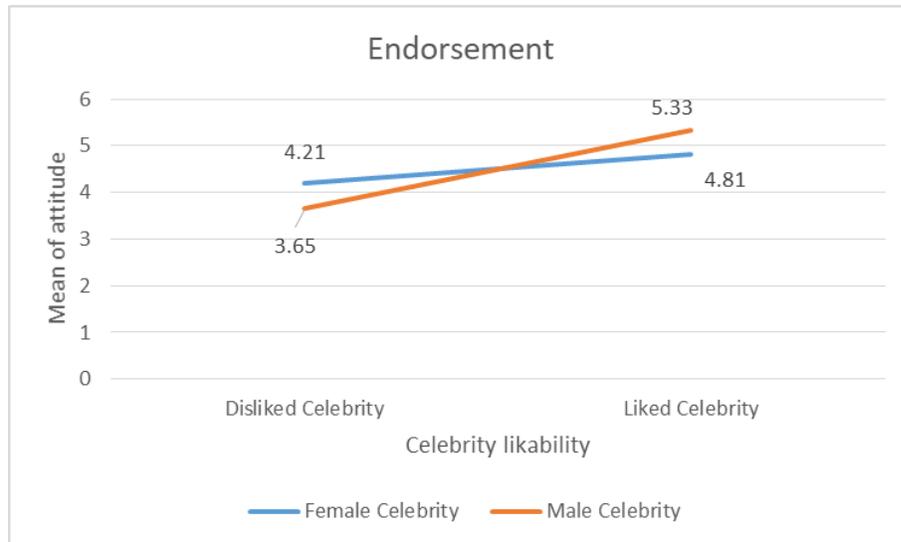
Next the nature of this three way interaction for attitude towards the politician was examined. We looked at the mean of attitude towards politician in celebrity likability, celebrity gender and valence condition to see which gender of celebrity had resulted in a more positive attitude. Graph C has been plotted to see the difference between male and female celebrities in the opposition condition.

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*Graph C.* Difference between male and female celebrities (both liked and disliked) in opposition condition when we look at mean of attitude.

Another graph (graph D) has also been plotted to see the difference of mean of attitude in male and female celebrities in the endorsement condition.



*Graph D.* Difference between male and female celebrities (both liked and disliked) in endorsement condition when we look at mean of attitude.

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Through ANOVAs, we saw that for attitude towards politician, the interaction of valence condition, celebrity gender and celebrity likability was found to be significant and from the means and graphs reported above, we can see that male celebrities had more influence over attitude in both liked/ disliked conditions according to the valence condition (endorsement/opposition).

**5.8.2. ANOVA for likelihood to vote.** In the results of the ANOVA we conducted for our second dependent variable **likelihood to vote for the politician**, we found the same results as the first ANOVA for the celebrity gender variable. The main effect of celebrity gender and mostly all interactions of the variable were seen to be insignificant. However, even in likelihood to vote, the interaction of celebrity gender, likability and valence condition was found to be significant [ $F(1, 783) = 10.9, p < 0.001$ ]. In other words, gender as a main effect and also in most of the interaction was not seen to have a significant effect on respondent's likelihood to vote for the politician. However, celebrity gender does have a significant effect when it has an interaction with the endorsement valence condition and celebrity likability. **Table 16** below shows the ANOVA results for the main effect and interactions of the celebrity gender variable.

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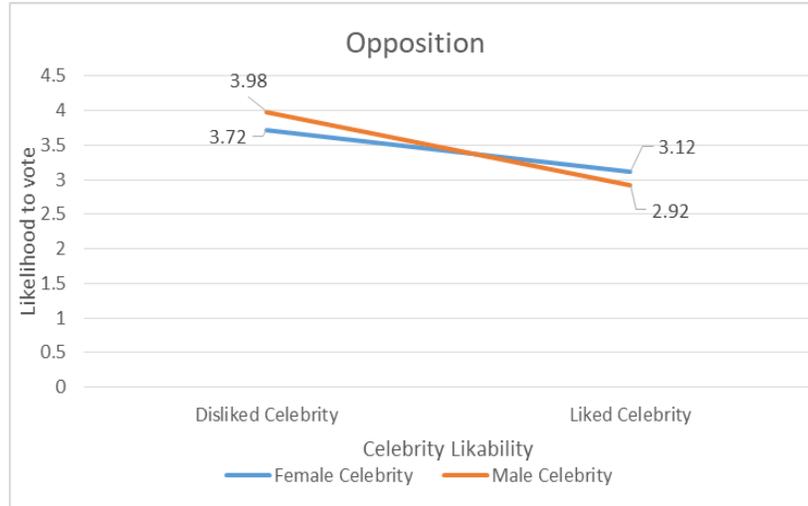
Table 16

*ANOVA for the Celebrity Gender Variable when DV is Likelihood*

Tests of Between-Subjects Effects						
Dependent Variable: Likelihood to vote						
Source	Sum of Squares	df	Mean Square	F	Sig.	
Corrected Model	338	15	22.5	14.8	0.00	
Intercept	10698	1	10698	7020	0.00	
Valance	41.3	1	41.3	27.1	0.00	
Celebrity Gender	0.02	1	0.02	0.01	0.89	
Celebrity Likability	0.25	1	0.25	0.14	0.71	
Celebrity Expertise	3.98	1	3.98	2.61	0.11	
Valance * Celebrity Gender	0.08	1	0.08	0.05	0.81	
Celebrity Gender * Celebrity Likability	0.42	1	0.42	0.28	0.59	
Celebrity Gender * Celebrity Expertise	0.34	1	0.34	0.25	0.63	
Valance * Celebrity Gender * Celebrity Likability	16.6	1	16.6	10.9	0.00	
Valance * Celebrity Gender * Celebrity Expertise	1.17	1	1.17	0.77	0.38	
Celebrity Gender * Celebrity Likability * Celebrity Expertise	0.62	1	0.62	0.41	0.52	
Valance * Celebrity Gender * Celebrity Likability * Celebrity Expertise	0.63	1	0.63	0.41	0.51	

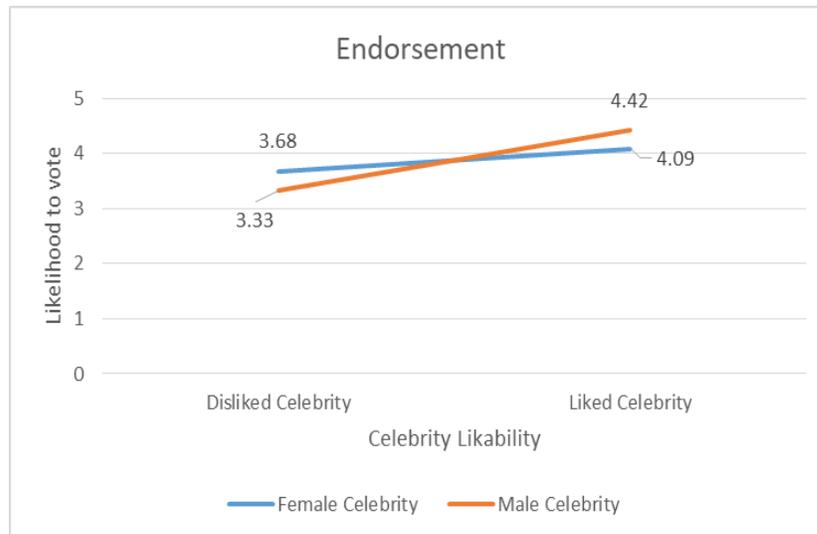
We also considered adding participants' gender as a covariate in ANOVA; however, participants' gender was found to be insignificant for both DVs i.e. for **attitude** (p=0.67) and for likelihood (p=0.95). Next the nature of this three way interaction (valence x celebrity likability x celebrity gender) for likelihood to vote was examined. We looked at the mean of likelihood to vote for the politician in celebrity likability, celebrity gender and valence condition to see which gender of celebrity had more positive attitude. A graph (graph E) has been plotted to see the difference between male and female celebrities in the opposition condition.

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*Graph E.* Difference between male and female celebrities (both liked and disliked) in opposition condition when we look at likelihood to vote.

Another graph (graph F) has also been plotted to see the difference of mean of likelihood to vote in male and female celebrities in the endorsement condition.



*Graph F.* Difference between male and female celebrities (both liked and disliked) in endorsement condition when we look at likelihood to vote.

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Through ANOVAs, we saw that for likelihood to vote for the politician, the interaction of valence condition, celebrity gender and celebrity likability was found to be significant and from the means and graphs shown above, we can see that male celebrities had more influence over likelihood to vote in celebrity likability according to the valence condition (endorsement/opposition).

**5.8.3. Linear regression for DVs.** Lastly, we conducted a linear regression test in SPSS and created interaction terms using celebrity gender, celebrity likability, and participants' gender. We did not choose valence and expertise in the regression because we previously saw the ANOVAs (for both DVs) that expertise (as a main effect and in interaction) was not significant for our DVs. Moreover, valence was only significant in the three way interaction (with celebrity gender and likability) which we have already discussed.

The reason we choose linear regression and not ANOVA was because participants' gender was a non-manipulative variable. To create interaction terms for regression, we multiplied the main effects of variables and created two-way and three-way interactions i.e.

- Participants' gender x likability
- Participants' gender x celebrity gender
- Likability x celebrity gender
- Participants' gender x likability x celebrity gender

These interactions were then used to see their significance on both DVs (attitude towards politician and likelihood to vote for the politician) of the study. In the first test of

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regression, **attitude towards politician** was used as a DV and main effects (participants' gender, likability condition, and valence condition) along with interactions were used as IVs. The results of the regression show that none of the main effects or interactions were found to be significant. Table 17 has the results of regression for attitude towards the politician.

Table 17

*Regression for Attitude towards Politician*

Coefficients		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	4.09	0.05		78.0	0.00
	Participants' Gender	-0.02	0.05	-0.01	0.42	0.67
	Celebrity Likability	0.02	0.05	0.01	0.52	0.60
	Celebrity Gender	0.03	0.05	0.02	0.64	0.51
2	(Constant)	4.09	0.05		78.0	0.00
	Participants' gender	-0.02	0.05	-0.01	0.39	0.69
	Celebrity Likability	0.02	0.05	0.01	0.44	0.65
	Celebrity Gender	0.03	0.05	0.02	0.73	0.46
	Participants' gender x likability	-0.07	0.05	-0.05	1.41	0.15
	Participants' gender x celebrity gender	0.03	0.05	0.02	0.62	0.53
	Likability x celebrity gender	0.06	0.05	0.04	1.20	0.23
	Likability x celebrity gender x participant gender	0.03	0.05	0.02	0.59	0.55

Dependent Variable: Attitude towards politician

The second test of regression used **likelihood to vote for the politician** as a DV and main effects along with interactions were used as IVs. The results of the regression show that none of the main effects or interactions were found to be significant. Table 18 has the

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results of regression for likelihood to vote for the politician. As we can see from the results of regression mentioned in Table 18, none of the main effects or the interactions are found to be significant. This shows that participants' gender, celebrity likability and celebrity gender has no significant effect on an individual's likelihood to vote for the politician. Now let us move to the discussion and conclusion of the study which has been drawn from the results.

Table 18

*Regression for Likelihood to Vote*

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.65	0.04		74.1	0.00
	Participants' Gender	0.00	0.04	0.00	0.05	0.95
	Celebrity Likability	0.00	0.04	0.00	0.03	0.97
	Celebrity Gender	-0.02	0.04	-0.01	0.46	0.64
2	(Constant)	3.65	0.04		74.1	0.00
	Participants' gender	0.00	0.04	0.00	0.05	0.95
	Celebrity Likability	0.00	0.04	-0.01	0.03	0.97
	Celebrity Gender	-0.02	0.04	-0.01	0.41	0.67
	Participants' gender x likability	-0.01	0.04	-0.01	0.37	0.70
	Participants' gender x celebrity gender	0.06	0.04	0.04	1.38	0.16
	Likability x celebrity gender	0.02	0.04	0.01	0.41	0.67
	Likability x celebrity gender x participant gender	0.09	0.04	0.06	1.83	0.06

Dependent Variable: Likelihood to vote

### **Discussion and Conclusions**

This study examined the effects of celebrity endorsement in politics using Balance Theory. In this study, we manipulated celebrity likability, celebrity expertise in politics, valence and celebrity gender to examine their effects on the attitude an individual can have towards the politician and then the influence of that attitude on an individual with voting for that politician. Several conclusions can be drawn from the results of the experiment. First, celebrity likability was shown to have an influence on the attitude towards the politician in both the endorsed and opposed scenarios. According to Caughey's research (1985), respondents of the study were influenced by the celebrities they liked which resulted in individuals adopting the behavior and attitude of the liked celebrity as their own. The results from our experiment also showed that the celebrities that were liked by respondents of the study influenced the attitude the respondents had towards the politician. In other words, when highly liked celebrities either endorsed or opposed a politician, the respondents of the study were influenced by their choice i.e. more positive attitude towards the politician when the politician was being endorsed and more negative attitude when opposed. This also shows that Balance Theory was successful in predicting attitude and behavioral intention of the respondents involved in the study. Consistent with Balance Theory, if an individual finds a celebrity to be extremely likable (+) and that celebrity has endorsed a politician for the elections (+), then it will increase the positive attitude an individual has towards the endorsed politician (+). Now this increase in attitude positivity towards the politician will increase the likelihood of the individual's intention to vote for that politician and vice versa for the opposition.

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Second, in addition to likability influencing the attitude of respondents towards the politician, the celebrity's political knowledge or expertise was also shown to have an influence. According to the study of O'Regan (2012), respondents in his study were less likely to trust the political statements made by a celebrity who has less knowledge about politics. People just do not see such celebrities as more knowledgeable about politics. However, they do trust the endorsement of those celebrities who are active and knowledgeable about politics (i.e. have high expertise). Kamins *et al.* (1989) also agreed that celebrities provide more credibility and the information that is provided by the celebrities is believed to be more accurate. The results from our study also showed that the attitude of respondents towards the politician was influenced by highly expert celebrities in endorsement and opposition scenarios. In other words, when a highly expert celebrity endorsed a politician, it led to an increase in respondents' attitude towards that politician. Moreover, when a highly expert celebrity opposed the politician, it led to a decrease in a positive attitude towards the politician. As we can see here again Balance Theory is successful in predicting the behavior and attitude of the respondent i.e. according to Balance Theory, if an individual finds the celebrity to be highly expert in politics (+) and that celebrity endorsed a politician for the elections (+), then it will increase the positive attitude an individual has towards the endorsed politician (+). Now this increase in attitude positivity towards the politician will increase the likelihood of them voting for that politician and vice versa for the opposition.

Third, the attitude of the respondents of the study directly influenced the behavioral intention of the respondents. In other words, the attitude of the respondents towards the politician influenced their intention to vote for the politician. According to

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Ajzen & Fishbein (1980) and Bagozzi (1992), an attitude of an individual provides intention which then leads towards the behavior. As seen in the results of our study, attitude directly influenced an individual's intention to vote for the politician. Moreover, Balance Theory is also in effect here as seen in the previous examples of Balance Theory, attitude an individual has towards the celebrity and the politician will result in their intention to either vote for the politician or not.

Fourth, the effect of a negative endorsement was seen to be stronger than for a positive endorsement when it comes to a respondent's likelihood to vote for the politician. In other words, a negative endorsement had more influence over the respondent's likelihood to vote for the politician. As explained previously, negative word of mouth travels faster and has more impact than positive word of mouth (Arndt, 1967; Tybout, Calder and Sternthal, 1981).

Fifth, we predicted that celebrity political expertise will be more important than celebrity likability in determining attitude towards the politician. The study of Miciak and Shanklin (1994) also suggested that the respondents from different advertisement agencies identified credibility to be the most important factor for selecting celebrity endorsers. The experts from different agencies agreed that source credibility factors i.e. trustworthiness and expertise are very persuasive when it comes to purchasing a product. Likability is considered as the second most important factor after credibility but is considered the most important factor if the objective is to create brand awareness. The results of this study did not support our prediction that celebrity expertise is more important than celebrity likability (i.e. results suggested that celebrity likability was more important than celebrity expertise in determining the respondent's attitude towards the

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politician). We speculate that likability was more important than expertise because the politician we used in the study was fictional in nature and was unknown to the respondents which is why respondents in the study preferred likability over expertise. Moreover, in the study of Miciak and Shanklin (1994), likability was considered as a second most important factor but was considered most important when the objective was to create awareness of a brand. In other words, the unfamiliarity of the politician in the study made this situation more like one of creating awareness. In this case, where the awareness was low, likability was more important than the expertise.

Finally, we conducted post-hoc analyses for our celebrity gender variable. The results demonstrated that celebrity gender as the main variable has no significant effect on any of our dependent variables. Even when celebrity gender had an interaction with other variables, there was no significant interaction, other than the three-way interaction (valence x likability x celebrity gender) that was found to be significant. After we found the three-way interaction, we went in-depth of this interaction to see its effect on the dependent variables. We looked at the mean of **attitude towards politician** and **likelihood to vote for the politician** of liked and disliked celebrities (both male and female celebrities) in both valence conditions (endorsement/opposition) to see which gender of celebrity had more impact than the other. From the results of ANOVA, male celebrities were seen to have more impact than female celebrities.

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### **Limitations**

We tried to use Balance Theory to explain the importance of likability and expertise of a celebrity when endorsing or opposing a politician and how these two factors can influence the attitude and behavioral intention of our respondents, but there are still some limitations that can be improved in future. First, the politician we used was fictional in nature. This fictional politician did not have a political party to belong to (i.e. Republican, Democrat etc.) nor did he have any political ideology (i.e. leftist, rightist etc.). Instead we used political stance and social desirability of respondents were used as control variables. In future research, perhaps a real politician can be used to see if the results are the same. A political party can be introduced as an independent variable to see if the celebrity endorsing a particular political party's candidate can have a different effect on the attitude of an individual towards a politician and that individual's likelihood to vote for that politician.

Second, only two main factors were used to look at the importance of celebrities in the political endorsement: likability and expertise. There are many other factors that might also be as important as the two factors we used like celebrity image (reduces due to scandals and bad rumors), celebrity political party support and their political ideology etc. These factors can be used in the study which will use a real politician to see the effects of these factors.

Another limitation of our study was in the celebrities we chose from the pre-test. In our pre-test, 4 celebrities (2 male and 2 female) were chosen from a pool of 20 celebrities that were involved in the pre-test. However, the results of the highly likable celebrity (Katy Perry) does not match the strict criteria. We mentioned that a well-liked

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celebrity can influence attitude, but the results of the pre-test showed that Katy Perry was somewhat likable. We had other options from the results of our study, but we had to make a compromise between high familiarity, moderate likability and low political activism or medium familiarity, high likability and high political activism. We chose the first option and decided to go with Katy Perry, because it is more important to avoid politically active celebrities. Therefore, this limitation influences the experiment to some extent. To overcome this limitation, a different pool of celebrities can be chosen to find a more perfect match.

The controlled online experiment and the artificial nature of the study can also be seen as a limitation of the study. We measured the attitude of respondents and their intention to vote, but towards a fictional politician without any political party or any political ideology. Moreover, respondents of our study only gave their opinions based on what the celebrity had said in the descriptive stimuli about the fictional politician which cannot be considered realistic as most individuals do not only rely on what a celebrity is saying when forming their attitude towards a politician, as in accordance with O'Regan's study (2012), people were less likely to trust the political statements made by a celebrity who has less knowledge about politics as most of the respondents in O'Regan's study disagreed that celebrities are more informed than an average citizen. Individuals might also see other factors when developing a certain attitude towards a politician like their past performances, political standing, contributions to society etc.

Another limitation of our study is that we are not measuring actual behavior. We are looking at the attitude of respondents which then leads to measuring behavioral intentions. We measured the intentions of respondents to vote for the politician but not

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their actual behavior. In other words, we examined attitude as only a predictor of behavioral intention and not behavior. Future research can overcome this limitation by measuring behavior as well.

Lastly, the prediction we made in our study that expertise is more important than likability was not supported through the results of the experiment. This limitation occurred because we failed to predict the effect of an unfamiliar fictional politician on the importance of expertise and likability and which one dominates over the other.

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## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

### Appendix A

1. Dwayne “Rock” Johnson
2. Kanye West
3. Kim Kardashian
4. Ellen DeGeneres
5. Kevin Spacey
6. Beyoncé
7. Bill Cosby
8. Bradley Cooper
9. Kristen Stewart
10. Jennifer Lawrence
11. Ariana Grande
12. Katy Perry
13. Johnny Depp
14. Tom Cruise
15. Jim Carrey
16. Anthony Hopkins
17. Liam Neeson
18. Taylor Swift
19. Eva Longoria
20. Mariah Carey

## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

### Appendix B

1. Serena Williams
2. Lindsey Vonn
3. Mia Hamm
4. Lance Armstrong
5. Michael Phelps
6. Phil Mickelson
7. Lebron James
8. Tiger Woods
9. Michael Jordon
10. Shawn White
11. Kurt Busch
12. Floyd Mayweather
13. Mike Tyson
14. Tom Brady
15. Kobe Bryant
16. Shaquille O'Neal
17. Mikaela Shiffrin
18. Venus Williams
19. Alex Rodriguez
20. Michael Vick

## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

### Appendix C

- In the upcoming elections, candidate X has decided to run for the House of Representatives. For the upcoming elections, candidate X has been endorsed by celebrity Y. In a late-night talk show, celebrity Y told the host, “He is one hell of a guy! He is tough and experienced to run for the seat as a candidate. I have watched him work and I can tell that I saw a man who loves his country with his heart and soul.” Celebrity Y is a famous musician who has won multiple awards including Grammy Award and Billboard Music Award, but the celebrity has not previously publicly demonstrated any knowledge or interest regarding politics.
- In the upcoming elections, candidate X has decided to run for the House of Representatives. For the upcoming elections, celebrity Y has shown strong opposition to candidate X. In a late-night talk show, celebrity Y told the host, “We need our House to be strong and have capable individuals. Candidate X does not have enough relevant experience and his background shows that he has very poor ethics. He is not the right person to support in the elections.” Celebrity Y is a famous musician who has won multiple awards including Grammy Award and Billboard Music Award, but the celebrity has not previously publicly demonstrated any knowledge or interest regarding politics.
- In the upcoming elections, candidate X has decided to run for the House of Representatives. For the upcoming elections, candidate X has been endorsed by celebrity Y. In a late-night talk show, celebrity Y told the host, “He is one hell of a guy! He is tough and experienced to run for the seat as a candidate. I have watched him work and I can tell that I saw a man who loves his country with his heart and soul.” Celebrity Y is a famous musician who has won multiple awards including Grammy Award and Billboard Music Award. Celebrity Y has been active with politics for many years, having testified before Congress on many important political issues.
- In the upcoming elections, candidate X has decided to run for the House of Representatives. For the upcoming elections, celebrity Y has shown strong opposition to candidate X. In a late-night talk show, celebrity Y told the host, “We need our House to be strong and have capable individuals. Candidate X does not have enough relevant experience and his background shows that he has very poor ethics. He is not the right person to support in the elections.” Celebrity Y is a famous musician who has won multiple awards including Grammy Award and Billboard Music Award. Celebrity Y has been active with politics for many years, having testified before Congress on many important political issues.

## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

### Appendix D

#### Scales of Likability (Reysen, 2005).

**Q1.** This person is friendly.

**Strongly disagree (1) Disagree (2) Somewhat disagree (3) Neutral (4) Somewhat agree (5) Agree (6) Strongly agree (7)**

**Q2.** This person is likable.

**Strongly disagree (1) Disagree (2) Somewhat disagree (3) Neutral (4) Somewhat agree (5) Agree (6) Strongly agree (7)**

**Q3.** This person is warm.

**Strongly disagree (1) Disagree (2) Somewhat disagree (3) Neutral (4) Somewhat agree (5) Agree (6) Strongly agree (7)**

**Q4.** This person is approachable.

**Strongly disagree (1) Disagree (2) Somewhat disagree (3) Neutral (4) Somewhat agree (5) Agree (6) Strongly agree (7)**

#### Scales of Expertise (Ohanian, 1990)

**Q1.** The celebrity is considered as an expert in politics.

**Strongly disagree (1) Disagree (2) Somewhat disagree (3) Neutral (4) Somewhat agree (5) Agree (6) Strongly agree (7)**

**Q2.** I would trust the celebrity's political knowledge.

**Strongly disagree (1) Disagree (2) Somewhat disagree (3) Neutral (4) Somewhat agree (5) Agree (6) Strongly agree (7)**

**Q3.** The celebrity has sufficient knowledge about politics.

**Strongly disagree (1) Disagree (2) Somewhat disagree (3) Neutral (4) Somewhat agree (5) Agree (6) Strongly agree (7)**

## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

### **Question to Measure Familiarity (Oliver and Bearden, 1985)**

Q. In general, would you consider yourself familiar or unfamiliar with the celebrity/athlete?

**Very unfamiliar (1) Unfamiliar (2) Somewhat unfamiliar (3) Neutral (4) Somewhat familiar (5)  
Familiar (6) Very familiar (7)**

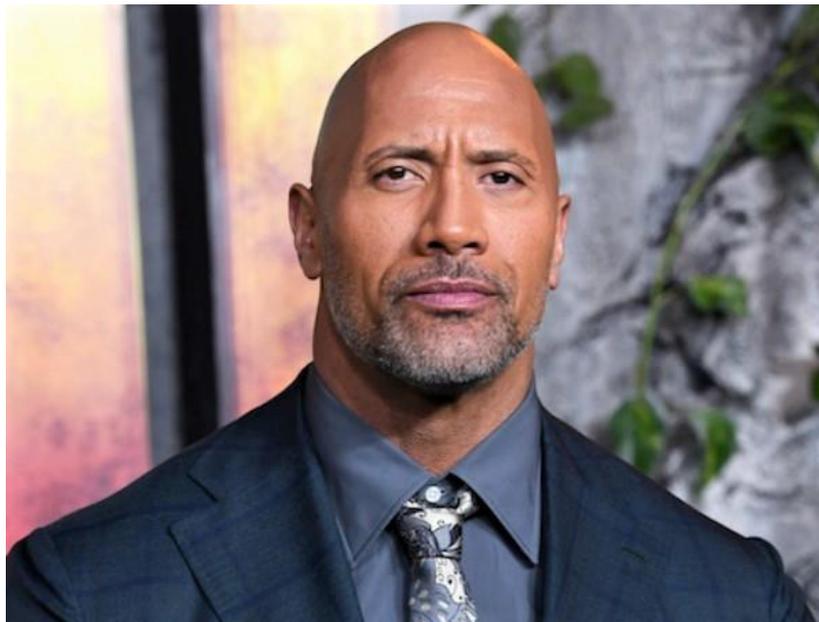
### **Question to Measure Perceived Political Activism**

Q. The celebrity is politically active.

**Strongly disagree (1) Disagree (2) Somewhat disagree (3) Neutral (4) Somewhat agree (5) Agree (6) Strongly agree (7)**

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

**Appendix E**



**Dwyane "Rock" Johnson**



**Kanye West**

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION



**Katy Perry**



**Kim Kardashian**

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

Appendix F

<u>Celebrity:</u>	Familiarity Mean	Mean of Likability	SD of Likability
Dwyane "Rock"			
Johnson	5.29	6.21 (Male)	0.86
Kanye West	5.94	3.63 (Male)	1.75
Ellen DeGeneres	6	5.84 (Female)	1.17
Kevin Spacy	5.74	3.56	1.72
Beyonce	6.1	4.96	1.43
Kim Kardashian	6.06	3.84 (Female)	1.79
Bill Cosby	6.12	3 (Male)	1.81
Bradley Cooper	4.96	5.55 (Male)	1.00
Kristen Stewart	4.9	4.3 (Female)	1.27
Jennifer Lawrence	5.28	4.97	1.45
Ariana Grande	5.12	4.68	1.62
Katy Perry	5.86	5.12 (Female)	1.21
Johnny Depp	6.08	4.42	1.65
Tom Cruise	6.26	4.62	1.49
Jim Carrey	6.28	5.44	1.46
Anthony Hopkins	5.4	4.98	1.02
Liam Neeson	5.76	5.13	1.29
Taylor Swift	6.04	4.75	1.76
Eva Longoria	4.98	5.05	1.06
Mariah Carrey	6.06	4.41	1.52

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

<u>Celebrity:</u>	Cronbach's Alpha of Likability scale	Political Activism Mean
Dwyane "Rock" Johnson	0.86	4.56
Kanye West	0.93	5.14
Ellen DeGeneres	0.88	5.50
Kevin Spacy	0.92	3.80
Beyonce	0.90	4.26
Kim Kardashian	0.92	4.54
Bill Cosby	0.95	3.20
Bradley Cooper	0.86	4.12
Kristen Stewart	0.90	3.94
Jennifer Lawrence	0.93	4.28
Ariana Grande	0.93	4.16
Katy Perry	0.84	4.42
Johnny Depp	0.92	4.24
Tom Cruise	0.92	4.44
Jim Carrey	0.91	4.41
Anthony Hopkins	0.79	4.06
Liam Neeson	0.92	3.80
Taylor Swift	0.95	3.80
Eva Longoria	0.87	4.14
Mariah Carrey	0.92	3.76

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

Athletes' Results of Pre-test

<u>Athletes:</u>	<b>Familiarity Mean</b>	<b>Mean of Likability</b>	<b>SD of Likability</b>
Serena Williams	5.65	5.57 (Female)	1.14
Lindsey Vonn	4.14	5.41	1.03
Mia Hamm	3.9	5.01 (Female)	0.95
Lance Armstrong	6	4.53	1.82
Michael Phelps	6.1	5.74 (Male)	1.11
Phil Mickelson	4.49	5.09	1.08
LeBron James	5.84	5.17	1.51
Tiger Woods	6.25	4.31 (Male)	1.49
Michael Jordan	6.25	5.18	1.70
Shaun White	4.69	5.26	1.34
Kurt Busch	3.31	4.32	1.31
Floyd Mayweather	5.47	3.55 (Male)	1.78
Mike Tyson	6.04	4.54	1.51
Tom Brady	5.86	4.72	1.72
Kobe Bryant	5.92	4.81	1.44
Mikaela Shiffrin	2.55	4.87 (Female)	0.92
Shaquille O'Neal	6.04	5.86 (Male)	1.10
Venus Williams	5.69	5.58 (Female)	1.20
Alex Rodriguez	4.55	4.77	1.25
Michael Vick	5.31	3.56	1.67

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

<u>Athletes:</u>	<b>Cronbach's Alpha of Likability Scale</b>
Serena Williams	0.86
Lindsey Vonn	0.86
Mia Hamm	0.83
Lance Armstrong	0.94
Michael Phelps	0.92
Phil Mickelson	0.87
LeBron James	0.94
Tiger Woods	0.90
Michael Jordan	0.92
Shaun White	0.89
Kurt Busch	0.96
Floyd Mayweather	0.95
Mike Tyson	0.91
Tom Brady	0.95
Kobe Bryant	0.90
Mikaela Shiffrin	0.88
Shaquille O'Neal	0.86
Venus Williams	0.90
Alex Rodriguez	0.92
Michael Vick	0.93

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

**Appendix G**

**Celebrity Expertise Comparison in Endorsement Condition (D1 & D3)**

Descriptive Statistics		N	Mean	Std. Deviation
Political Expertise	Low expertise	50	3.65	1.67
	High Expertise	50	5.20	1.25

Independent Samples Test		Levene's Test		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.
Political Expertise	Equal variances assumed	6.21	0.01	-	98	0	1.55333
	Equal variances not assumed			-	91	0	1.55333

**Celebrity Expertise Comparison in Opposition Condition (D2 & D4)**

Descriptive Statistics		N	Mean	Std. Deviation
Political Expertise	Low expertise	50	2.78	1.58
	High Expertise	50	5.24	1.07

Independent Samples Test		Levene's Test		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.
Political Expertise	Equal variances assumed	10.09	0	9.1	98	0	-2.46
	Equal variances not assumed			9.1	86	0	-2.46

**Endorsement vs. Opposition**

Descriptive Statistics				
		N	Mean	Std. Deviation
Endorsement vs. Opposition	Endorsement	50	6.38	0.86
	Opposition	50	2.13	1.66

Independent Samples Test		Levene's Test t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.
Endorsement vs. Opposition	Equal variances assumed	16.7	0	16.02	98	0	4.25
	Equal variances not assumed			16.02	73.9	0	4.25

**Appendix H**

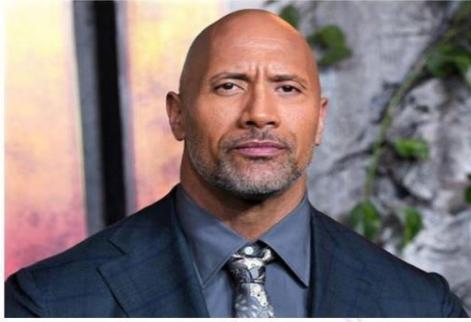
## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION



Fictional Politician

**Appendix I**

## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

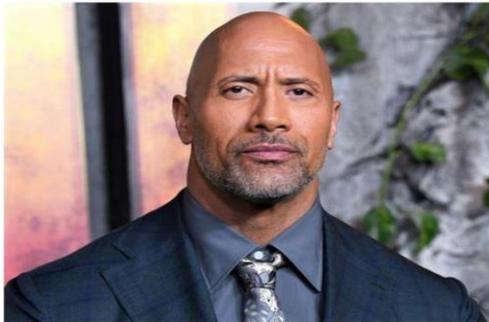


Dwayne "Rock" Johnson



Robert (Bob) Brown

In the upcoming elections, Robert (Bob) Brown has decided to run for the House of Representatives. For the upcoming elections, Robert (Bob) Brown has been endorsed by Dwayne "Rock" Johnson. In a late-night talk show, Dwayne Johnson told the host, "Robert (Bob) Brown is one hell of a guy! He is tough and experienced to run for the seat as a candidate. I have watched him work and I can tell that I saw a man who loves his country with his heart and soul." Dwayne Johnson was a professional wrestler and now actor who has won multiple awards including NAACP Image Award for Entertainer of the Year, People's Choice award and Teen Choice Award, but he has not previously publicly demonstrated any knowledge or interest regarding politics.



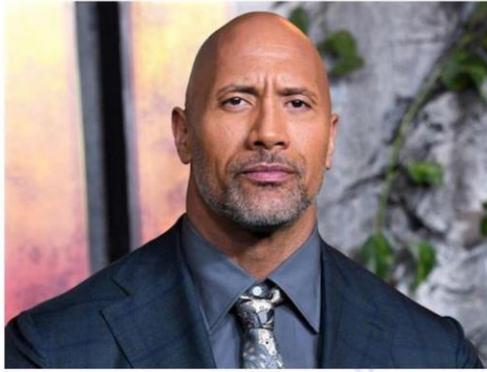
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## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

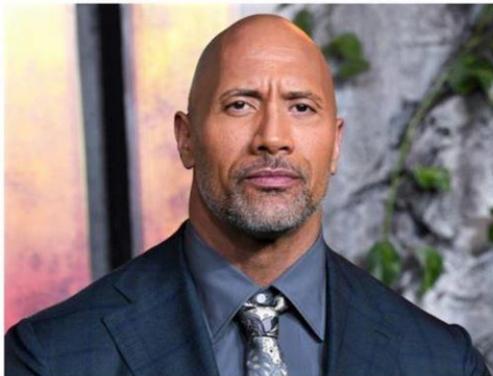


Dwayne "Rock" Johnson



Robert (Bob) Brown

In the upcoming elections, Robert (Bob) Brown has decided to run for the House of Representatives. For the upcoming elections, Dwayne "Rock" Johnson has shown strong opposition to Robert (Bob) Brown. In a late-night talk show, Dwayne Johnson told the host, "We need our House to be strong and have capable individuals. Robert (Bob) Brown does not have enough relevant experience and his background shows that he has very poor ethics. He is not the right person to support in the elections." Dwayne Johnson was a professional wrestler and now actor who has won multiple awards including NAACP Image Award for Entertainer of the Year, People's Choice award and Teen Choice Award, but he has not previously publicly demonstrated any knowledge or interest regarding politics.



Dwayne "Rock" Johnson



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## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION



Kanye West



Robert (Bob) Brown

In the upcoming elections, Robert (Bob) Brown has decided to run for the House of Representatives. For the upcoming elections, Robert (Bob) Brown has been endorsed by Kanye West. In a late-night talk show, Kanye West told the host, "Robert (Bob) Brown is one hell of a guy! He is tough and experienced to run for the seat as a candidate. I have watched him work and I can tell that I saw a man who loves his country with his heart and soul." Kanye West is a famous musician who has won multiple awards including Grammy Awards, People's Choice Award and Billboard Music Award, but he has not previously publicly demonstrated any knowledge or interest regarding politics.



Kanye West



Robert (Bob) Brown

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## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION



Kanye West



Robert (Bob) Brown

In the upcoming elections, Robert (Bob) Brown has decided to run for the House of Representatives. For the upcoming elections, Kanye West has shown strong opposition to Robert (Bob) Brown. In a late-night talk show, Kanye West told the host, “We need our House to be strong and have capable individuals. Robert (Bob) Brown does not have enough relevant experience and his background shows that he has very poor ethics. He is not the right person to support in the elections.” Kanye West is a famous musician who has won multiple awards including Grammy Awards, People’s Choice Award and Billboard Music Award, but he has not previously publicly demonstrated any knowledge or interest regarding politics.

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Kanye West



Robert (Bob) Brown

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## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION



Katy Perry



Robert (Bob) Brown

In the upcoming elections, Robert (Bob) Brown has decided to run for the House of Representatives. For the upcoming elections, Robert (Bob) Brown has been endorsed by Katy Perry. In a late-night talk show, Katy Perry told the host, "Robert (Bob) Brown is one hell of a guy! He is tough and experienced to run for the seat as a candidate. I have watched him work and I can tell that I saw a man who loves his country with his heart and soul." Katy Perry is a famous musician who has won multiple awards including Grammy Awards, People's Choice Award and Billboard Music Award, but she has not previously publicly demonstrated any knowledge or interest regarding politics.



Katy Perry



Robert (Bob) Brown

In the upcoming elections, Robert (Bob) Brown has decided to run for the House of Representatives. For the upcoming elections, Robert (Bob) Brown has been endorsed by Katy Perry. In a late-night talk show, Katy Perry told the host, "Robert (Bob) Brown is one hell of a guy! He is tough and experienced to run for the seat as a candidate. I have watched him work and I can tell that I saw a man who loves his country with his heart and soul." Katy Perry is a famous musician who has won multiple awards including Grammy Awards, People's Choice Award and Billboard Music Award. Katy Perry has been active with politics for many years, having testified before Congress on many important political issues.

## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION



Katy Perry



Robert (Bob) Brown

In the upcoming elections, Robert (Bob) Brown has decided to run for the House of Representatives. For the upcoming elections, Katy Perry has shown strong opposition to Robert (Bob) Brown. In a late-night talk show, Katy Perry told the host, “We need our House to be strong and have capable individuals. Robert (Bob) Brown does not have enough relevant experience and his background shows that he has very poor ethics. He is not the right person to support in the elections.” Katy Perry is a famous musician who has won multiple awards including Grammy Awards, People’s Choice Award and Billboard Music Award, but she has not previously publicly demonstrated any knowledge or interest regarding politics.

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## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION



Kim Kardashian



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Kim Kardashian



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## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION



Kim Kardashian



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Kim Kardashian



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## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

### Appendix J

#### Scales to Measure Likelihood to vote

**Q1.** I will support candidate X in the upcoming Representative election.

Strongly disagree (1) Disagree (2) Somewhat disagree (3) Neutral (4) Somewhat agree (5) Agree (6) Strongly agree (7)

**Q2.** I am likely to vote for candidate X.

Strongly disagree (1) Disagree (2) Somewhat disagree (3) Neutral (4) Somewhat agree (5) Agree (6) Strongly agree (7)

**Q3.** I will encourage my peers to vote for the candidate.

Strongly disagree (1) Disagree (2) Somewhat disagree (3) Neutral (4) Somewhat agree (5) Agree (6) Strongly agree (7)

#### Scales to Measure Attitude towards the Politician (MacKenzie & Lutz, 1989)

**Q.** Candidate X is:

Not reputable 1 2 3 4 5 6 7 Reputable

Unfavorable 1 2 3 4 5 6 7 Favorable

Bad 1 2 3 4 5 6 7 Good

## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

### Appendix K

#### Question to Measure Perceived Political Activism

Q. The celebrity is politically active.

Strongly disagree (1) Disagree (2) Somewhat disagree (3) Neutral (4) Somewhat agree (5) Agree (6) Strongly agree (7)

#### Question to Measure Political Stance

Q. Here is a 7-point scale on which the political views that people might hold are arranged from extremely Conservative (left) to extremely Liberal (right). Where would you place yourself on this scale?

Conservative	<input type="radio"/>	Liberal
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#### Question to Measure Social Desirability

Q. What political party do you most closely identify with?

- Democrat
- Republican
- Others (please specify) \_\_\_\_\_
- Prefer not to answer

### Appendix L

## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

### Celebrity Likability Manipulation check

Group Statistics					
		N	Mean	Std. Deviation	Std. Error Mean
Likability of Celebrity	Liked Celebrity	401	5.686	0.91349	0.046
	Disliked Celebrity	398	3.011	1.25955	0.063

Independent Samples Test							
		Levene's Test for Equality of Variances					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.
Likability of Celebrity	Equal variances assumed	32.63	0	34.37	797	0	2.67448
	Equal variances not assumed			34.33	723	0	2.67448

### Perception of Political Activism of Celebrity

Group Statistics					
		N	Mean	Std. Deviation	Std. Error Mean
Political Activism	High Expertise	396	3.09	1.36	0.06
	Low Expertise	403	2.78	1.34	0.06

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.
Political Activism	Equal variances assumed	0.07	0.79	3.18	797	0.002	0.3
	Equal variances not assumed			3.18	796	0.002	0.3

### Familiarity of Celebrity

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

Group Statistics					
Familiarity of celebrity		N	Mean	Std.	Std. Error Mean
				Deviation	
	Male Celebrity	398	6.07	0.87	0.04
	Female Celebrity	401	5.87	0.95	0.04

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.
Familiarity	Equal variances assumed	0.05	0.82	3.08	797	0.002	0.2
	Equal variances not assumed			3.08	792	0.002	0.2

**Expertise of Celebrity in Stimuli**

Group Statistics					
Political Expertise		N	Mean	Std.	Std. Error Mean
				Deviation	
	High Expertise	396	5.25	0.87	0.04
	Low Expertise	403	2.65	1.05	0.05

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.
Political Expertise	Equal variances assumed	41.9	0.01	37.7	797	0.00	2.59
	Equal variances not assumed			37.8	774.4	0.00	2.59

**Correctly Perceiving Endorsing or Opposing Scenarios**

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

Group Statistics					
		N	Mean	Std. Deviation	Std. Error Mean
Valance	Opposition	402	2.37	0.81	0.04
	Endorsement	398	5.69	0.88	0.04

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.
Valance	Equal variances assumed	4.86	0.02	55.3	798	0	-3.31
	Equal variances not assumed			55.3	788	0	-3.31

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

**Appendix M**

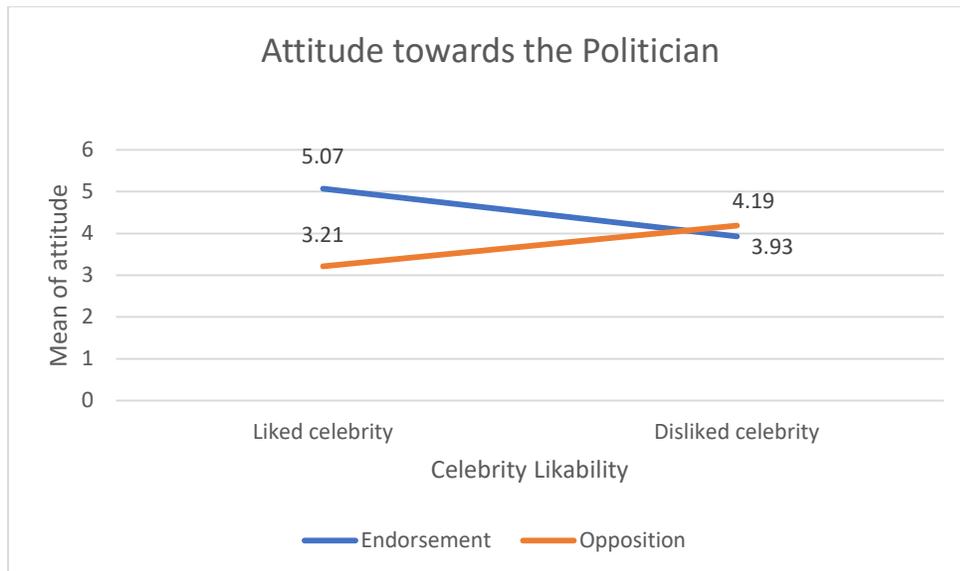
**Multi-way ANOVA for Attitude towards the Politician (Hypothesis 1 & 2)**

Tests of Between-Subjects Effects					
Dependent Variable: Attitude towards politician					
Source	Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	517.7	15	34.51	22.3	0.00
Intercept	13416.9	1	13416.9	8700	0.00
Valance	129.6	1	129.6	84	0.00
Celebrity Gender	0.44	1	0.44	0.29	0.59
Celebrity Likability	1.1	1	1.1	0.71	0.39
Celebrity Expertise	1.61	1	1.61	1.04	0.30
Valance Condition * Celebrity Gender	0.68	1	0.68	0.44	0.506
Valance * Celebrity Likability	227.4	1	227.4	148	0.00
Valance * Celebrity Expertise	112.8	1	112.8	73.2	0.00
Celebrity Gender* Celebrity Likability	3.81	1	3.81	2.47	0.11
Celebrity Gender* Celebrity Expertise	0.17	1	0.17	0.11	0.73
Celebrity Likability * Celebrity Expertise	2.08	1	2.08	1.35	0.25
Valance * Celebrity Gender * Celebrity Likability	31	1	31.1	20.1	0.00
Valance * Celebrity Gender * Celebrity Expertise	0.86	1	0.86	0.56	0.45
Valance * Celebrity Likability * Celebrity Expertise	1.77	1	1.77	1.15	0.28
Celebrity Gender * Celebrity Likability * Celebrity Expertise	2.35	1	2.35	1.53	0.21
Valance * Celebrity Gender * Celebrity Likability * Celebrity Expertise	2.22	1	2.22	1.44	0.23
Error	1207.4	783	1.54		
Total	15132.5	799			
Corrected Total	1725.1	798			
a R Squared = .300 (Adjusted R Squared = .287)					

## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

### Mean comparison of hypothesis 1 and graph.

Report		Mean	N	Std. Deviation
Attitude towards politician				
Opposition	Disliked Celebrity	4.19	199	1.34
	Liked Celebrity	3.20	203	1.29
	Total	3.69	402	1.40
Endorsement	Disliked Celebrity	3.93	199	1.49
	Liked Celebrity	5.07	198	1.07
	Total	4.50	397	1.42



CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

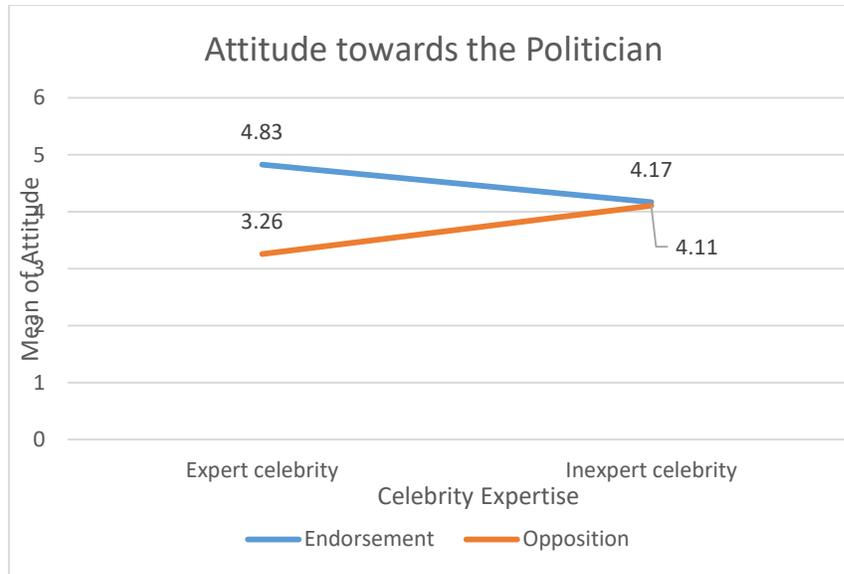
**Independent sample t-test for hypothesis 1.**

Independent Samples Test		Levene's Test for Equality of Variances		t-test for Equality of Means		Sig. (2-tailed)	Mean Diff.	
		F	Sig.	t	df			
Opposition	Attitude towards politician	Equal variances assumed	0.328	0.567	7.583	400	0	-0.99
		Equal variances not assumed			-7.58	398.464	0	-0.99
Endorsement	Attitude towards politician	Equal variances assumed	11.16	0.001	8.693	395	0	1.13
		Equal variances not assumed			8.701	358.47	0	1.13

**Mean comparison of hypothesis 2 and graph.**

Report		Attitude towards politician		
		Mean	N	Std. Deviation
Opposition	Low Expertise	4.11	203	1.33
	High Expertise	3.26	199	1.35
	Total	3.69	402	1.4
Endorsement	Low Expertise	4.17	200	1.49
	High Expertise	4.83	197	1.26
	Total	4.50	397	1.42

## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION



### Independent sample t-test for hypothesis 2.

Independent Samples Test			Levene's Test for Equality of Variances		t-test for Equality of Means			
			F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Opposition	Attitude towards politician	Equal variances assumed	3.69	0.05	6.28	400	0	-0.84
		Equal variances not assumed			6.28	399.4	0	-0.84
Endorsement	Attitude towards politician	Equal variances assumed	3.03	0.08	4.74	395	0	0.65
		Equal variances not assumed			4.75	385.8	0	0.65

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

**Linear Regression for Likelihood to Vote for the Politician (Hypothesis 3)**

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1032	1	1032	1646	0.00
	Residual	499	797	0.62		
	Total	1531	798			

Dependent Variable: Likelihood to vote  
 Predictors: (Constant), Attitude towards politician

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.48	0.08		5.9	0.00
	Attitude towards politician	0.77	0.01	0.82	40.6	0.00

Dependent Variable: Likelihood to vote

**Descriptive statistics.**

Descriptive Statistics				
		Mean	Std. Deviation	N
Opposition	Likelihood to vote	3.43	1.35	402
	Attitude towards politician	3.69	1.40	402
Endorsement	Likelihood to vote	3.88	1.37	397
	Attitude towards politician	4.50	1.42	397

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

**ANOVA (Uni-variate) for Opposition of Celebrity (Hypothesis 4a)**

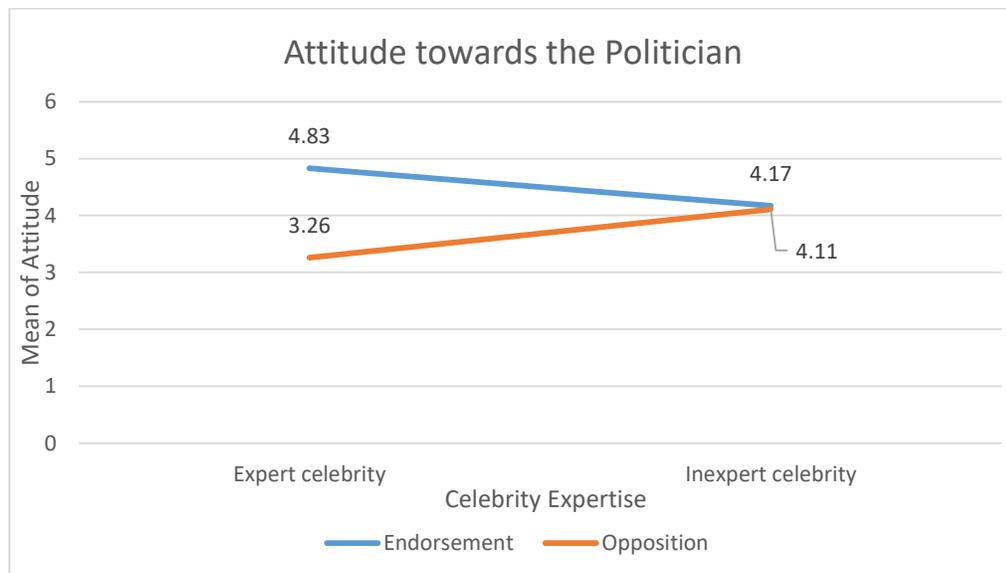
Tests of Between-Subjects Effects						
Dependent Variable: Attitude towards politician						
	Source	Sum of Squares	df	Mean Square	F	Sig.
Opposition	Corrected Model	98.39	4	24.5	14	0.00
	Intercept	253	1	253	144.1	0.00
	Covariate 1	5.72	1	5.72	3.26	0.07
	Covariate 2	0.34	1	0.34	0.19	0.65
	Covariate 3	21.2	1	21.2	12	0.001
	Celebrity Expertise	74.2	1	74.2	42.2	0.00
	Error	696.9	397	1.75		
	Total	6285.8	402			
	Corrected Total	795.3	401			
	Endorsement	Corrected Model	85.4	4	21.3	11.7
Intercept		298.7	1	298.7	163.9	0.00
Covariate 1		6.51	1	6.51	3.57	0.05
Covariate 2		27.9	1	27.9	15.3	0.00
Covariate 3		8.42	1	8.42	4.62	0.03
Celebrity Expertise		45.2	1	45.2	24.8	0.00
Error		714	392	1.82		
Total		8846	397			
Corrected Total		800	396			

a R Squared = .124 (Adjusted R Squared = .115)  
b R Squared = .107 (Adjusted R Squared = .098)

## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

### Descriptive statistics and graph.

Report				
Attitude towards politician				
		Mean	N	Std. Deviation
Opposition	Low			
	Expertise	4.11	203	1.33
	High			
	Expertise	3.26	199	1.35
	Total	3.69	402	1.4
Endorsement	Low			
	Expertise	4.17	200	1.49
	High			
	Expertise	4.83	197	1.26
	Total	4.50	397	1.42



CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

**Independent sample t-test for hypothesis 4a.**

Independent Samples Test			Levene's Test for Equality of Variances		t-test for Equality of Means			
			F	Sig.	t	df	Sig. (2- tailed)	Mean Diff.
Opposition	Attitude towards politician	Equal variances assumed	3.69	0.05	6.28	400	0.00	-0.84
		Equal variances not assumed			6.28	399	0.00	-0.84
Endorsement	Attitude towards politician	Equal variances assumed	3.03	0.08	4.74	395	0.00	0.65
		Equal variances not assumed			4.75	385.8	0.00	0.65

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

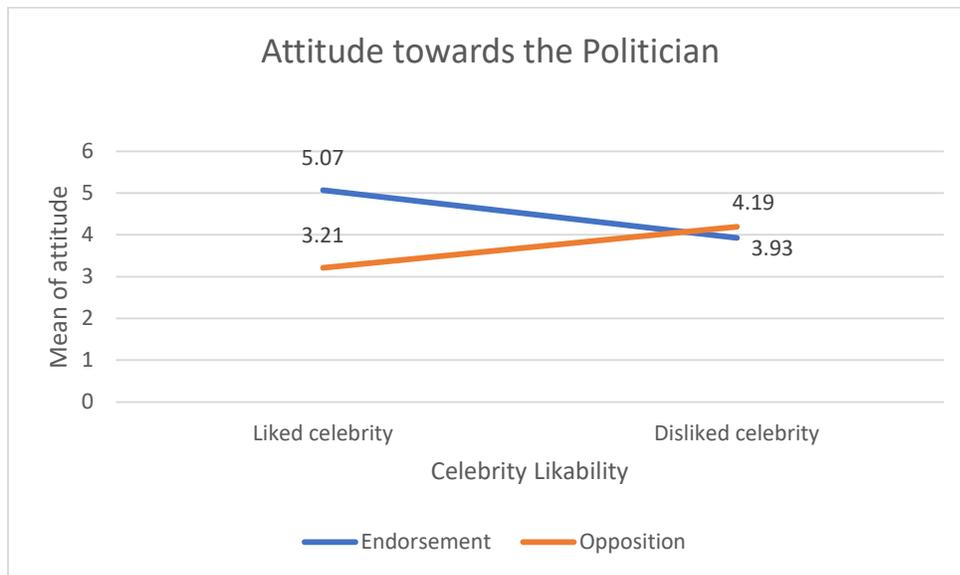
**ANOVA (Uni-variate) for Opposition of Celebrity (Hypothesis 4b)**

Tests of Between-Subjects Effects						
Dependent Variable: Attitude towards politician						
	Source	Sum of Squares	df	Mean Square	F	Sig.
Opposition	Corrected Model	120.5	4	30.1	17.7	0.00
	Intercept	238	1	238	140	0.00
	Covariate 1	1.71	1	1.71	1.008	0.31
	Covariate 2	0.22	1	0.22	0.13	0.71
	Covariate 3	19.3	1	19.3	11.4	0.001
	Celebrity Likability	96.3	1	96.3	56.7	0.00
	Error	674.7	397	1.7		
	Total	6285.8	402			
	Corrected Total	795.3	401			
	Endorsement	Corrected Model	164.2	4	41	25.3
Intercept		302.9	1	303	186.8	0.00
Covariate 1		4.29	1	4.29	2.64	0.10
Covariate 2		21.9	1	21.91	13.5	0.00
Covariate 3		9.89	1	9.89	6.10	0.01
Celebrity Likability		124.1	1	124.1	76.5	0.00
Error		635.6	392	1.62		
Total		8846.6	397			
Corrected Total		799.9	396			
R Squared = .152 (Adjusted R Squared = .143)						
R Squared = .205 (Adjusted R Squared = .197)						

## CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

### Descriptive statistics and graph.

Report		Mean	N	Std. Deviation
Attitude towards politician				
Opposition	Disliked Celebrity	4.19	199	1.34
	Liked Celebrity	3.20	203	1.29
	Total	3.69	402	1.40
Endorsement	Disliked Celebrity	3.93	199	1.49
	Liked Celebrity	5.07	198	1.07
	Total	4.50	397	1.42



CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

**Independent sample t-test for hypothesis 4b.**

Independent Samples Test			Levene's Test for Equality of Variances		t-test for Equality of Means			
			F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.
Opposition	Attitude towards politician	Equal variances assumed	0.32	0.56	7.58	400	0.00	-0.99
		Equal variances not assumed			7.58	398	0.00	-0.99
Endorsement	Attitude towards politician	Equal variances assumed	11.1	0.00	8.69	395	0.00	1.13
		Equal variances not assumed			8.7	358	0.00	1.13

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

**One-Sample T-test for Opposition vs. Endorsement (Hypothesis 5)**

**Attitude towards politician.**

One-Sample Statistics					
		N	Mean	Std. Deviation	Std. Error Mean
Opposition	Attitude towards politician	402	3.7	1.4	0.07
	Attitude towards politician	397	4.5	1.42	0.07

One-Sample Test					
Test Value = 4					
		t	df	Sig. (2-tailed)	Mean Difference
Opposition	Attitude towards politician	4.33	401	0.00	-0.31
	Attitude towards politician	7.03	396	0.00	0.51

**Likelihood to vote for the politician.**

One-Sample Statistics				
		N	Mean	Std. Deviation
Opposition	Likelihood to vote	402	3.43	1.35
Endorsement	Likelihood to vote	397	3.89	1.37

One-Sample Test					
Test Value = 4					
		t	df	Sig. (2-tailed)	Mean Difference
Opposition	Likelihood to vote	8.36	401	0.00	-0.51
	Likelihood to vote	1.65	396	0.09	-0.11

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

**Linear Regression for Expertise vs. Likability (Hypothesis 6)**

**Expertise.**

Model Summary						
	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
Opposition	1	0.31	0.09	0.08	1.34	
Endorsement	1	0.23	0.05	0.05	1.38	

**ANOVA**

	Model		Sum of Squares	df	Mean Square	F	Sig.
Opposition	1	Regression	71.5	1	71.5	39.5	0.00
		Residual	723.8	400	1.81		
		Total	795.3	401			
Endorsement	1	Regression	43.1	1	43.1	22.5	0.00
		Residual	756.7	395	1.91		
		Total	799.9	396			

**Likability.**

Model Summary						
	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
Opposition	1	0.35	0.12	0.12	1.31	
Endorsement	1	0.41	0.16	0.15	1.30	

CELEBRITY ENDORSEMENT VS CELEBRITY OPPOSITION

ANOVA							
	Model		Sum of Squares	df	Mean Square	F	Sig.
Opposition	1	Regression	99.9	1	99.9	57.5	0.00
		Residual	695.3	400	1.73		
		Total	795.3	401			
Endorsement	1	Regression	128.4	1	128.4	75.5	0.00
		Residual	671.4	395	1.70		
		Total	799.9	396			