CHAPTER 10

DISCUSSIONS

The study has successfully extended celebrity endorsement literature from celebrity-product category congruence to the celebrity-brand congruence. Real brands and real celebrity endorsers were selected, which increased the ecological validity of the study (Ang et al., 2006). This was the first instance when the impact of celebrity endorser-brand congruence has been investigated on the important selection criteria for celebrity such as endorser suitability and endorser credibility. Further it has also tested the use of personality traits as the match-up stimuli between celebrity and brand. Impacts of celebrity endorser and brand personality congruence on some important advertising effectiveness measures have been also investigated.

A total of fifteen (15) hypotheses were tested, which were divided in two parts: hypotheses H-1 to H-11 were tested through SEM and hypotheses H-12 to H-15 were tested through Independent samples t-tests. Results of H-1 to H-11 are shown in Table-23, Table-24 and Figure-2 and results of H-12 to H-15 are shown in Table-25 and Table-26.

Hypothesis 1

Hypotheses 1 was related to the effect of perceived celebrity endorser personality-brand personality congruence on the suitability of celebrity as the endorser. This effect was found to be significant with path coefficient value as 0.584 with p-value = 0.000. Therefore the hypothesis H-1 was supported.
Hypothesis 2

Hypothesis 2 was related to the impact of perceived celebrity endorser personality-brand personality congruence on the celebrity endorser’s credibility. This impact was found to be significant with path coefficient 0.752 and p-value = 0.000. Therefore the hypothesis H-2 was supported.

Hypotheses 1 and 2 were formulated to see the impact of celebrity endorser personality-brand personality congruence on important selection criteria such as celebrity’s suitability to endorse and his/her credibility. The results showing the significant impact of CONGR on ES and EC support the Match-Up hypothesis which argues that the congruent endorser-product/brand has positive impact on advertising measures. The findings also support the studies based on social adaptation theory in celebrity endorsement such as Kahle and Homer (1985) and Kamins (1990), as the adaptive significance between the celebrity endorser and brand (because of personality match) led to the positive evaluation of the endorser specific criteria (suitability and credibility). Further the findings also support the studies based on the attribution theory such as Rifon et al. (2004), which suggested that for congruent celebrity-brand pair, the consumers as social perceiver attribute the internal/intrinsic causes to the celebrity’s action of endorsing brand and it leads to positive impact on endorser’s perceived suitability and credibility.

Hypothesis 3

Hypothesis 3 was related to the effect of celebrity endorser’s credibility on celebrity endorser’s suitability under the conditions of perceived celebrity endorser personality-brand personality congruence. This effect was found to be significant with path coefficient 0.298 and p-value = 0.000. Therefore the hypothesis H-3 was supported.
The finding from hypothesis 3 supports the results of Bekk and Sporrle’s (2010) study, which empirically tested the relationships between components of EC and ES and found a significant and positive impact of EC on ES. This study also investigated the mediating role of EC components between perceived personality of the celebrity and ES. In the current study, findings have shown the significant impact of EC on ES and the mediating role of EC between perceived celebrity-brand personality congruence ‘CONGR’ and ES. Hence, the results of the current study support both the important findings of Bekk and Sporrle’s (2010) study.

**Hypothesis 4**

Hypothesis 4 was related to the impact of celebrity endorser’s suitability on advertisement believability under condition of perceived celebrity endorser personality-brand personality congruence. This impact was found to be significant with path coefficient 0.551 and p-value = 0.000. **Therefore the hypothesis H-4 was supported.**

The finding showing the significant impact of ES on ABL under perceived endorser personality-brand personality congruence has a very important implication for practitioners. It also provides opportunities for further research about the celebrity characteristics ‘suitability’ in celebrity endorsement literature.

**Hypothesis 5**

Hypothesis 5 was related to the impact of celebrity endorser’s credibility on advertisement believability under condition of perceived celebrity endorser personality-brand personality congruence. This impact was found to be significant with path coefficient 0.392 and p-value = 0.000. **Therefore the hypothesis H-5 was supported.**
The finding related to hypothesis-5 shows the positive and significant effect of EC on ABL. It supports the results of Ohanian’s (1991) study which found source with high credibility to have more impact on consumer attitudes than the low credible source. Ohanian’s (1991) study was based on the source credibility theory of the celebrity endorsement. Further, as finding from the hypothesis-5 shows the significant impact of EC on ABL under the condition of perceived celebrity endorser personality-brand personality congruence, which also support the results of the studies based on another important celebrity endorsement theory namely match-up hypothesis. The Match-Up hypothesis argues that under the condition of perceived congruence between celebrity endorser and product/brand, the endorser has positive impact on advertising measures (Kamins, 1990; Misra and Beatty, 1990; Kamins and Gupta, 1994; Lynch and Schuler, 1994; Till and Busler, 1998; and Lee and Thorson, 2008). Hence the current study findings integrate the two major theories of celebrity endorsement namely source credibility theory and match-up hypothesis.

**Hypothesis 6**

Hypothesis 6 was related to the impact of advertisement believability on consumers’ attitude toward advertisement under condition of perceived celebrity endorser personality-brand personality congruence. This impact was found to be significant with path coefficient 0.859 and p-value = 0.000. **Therefore the hypothesis H-6 was supported.**

The finding from hypothesis-6 supports the attitude theory (Fishbein and Azen, 1975) which suggested that “A person’s attitude is a function of salient beliefs at a given point in time” (p. 222). It indicates the mediating role of ABL on the attitude change and formation.
Hypothesis 7

Hypothesis 7 was related to the impact of advertisement believability on consumers’ attitude toward brand under condition of perceived celebrity endorser personality-brand personality congruence. This impact was found to be not significant with path coefficient 0.150 and p-value = 0.233. Therefore the hypothesis H-7 was not supported.

Hypothesis 8

Hypothesis 8 was related to the impact of advertisement believability on purchase intention of consumers under condition of perceived celebrity endorser personality-brand personality congruence. This impact was found to be not significant with path coefficient 0.031 and p-value = 0.779. Therefore the hypothesis H-8 was not supported.

The reasons behind the insignificant results related to the paths ABL→AB and ABL→PI have been discussed later in the chapter.

Hypothesis 9

Hypothesis 9 was related to the impact of consumers’ attitude toward advertisement to their attitude toward brand under condition of perceived celebrity endorser personality-brand personality congruence. This impact was found to be significant with path coefficient 0.321 and p-value = 0.007. Therefore the hypothesis H-9 was supported.

Hypothesis 10

Hypothesis 10 was related to the impact of consumers’ attitude toward brand on their purchase intention under condition of perceived celebrity endorser personality-brand personality congruence. This impact was found to be significant with path coefficient 0.497 and p-value = 0.000. Therefore the hypothesis H-10 was supported.
The findings from hypotheses 9 and 10 support the results of past studies (Lafferty and Goldsmith, 1999; Goldsmith et al., 2000; and Silvera and Austad, 2004). These studies have found the significant effect of AA on AB and subsequent impact of AB on PI. This study too has found the significant relationships between AA to AB and AB to PI.

**Hypothesis 11**

Hypothesis 11 was related to the impact of consumers’ attitude toward advertisement on their purchase intention under condition of perceived celebrity endorser personality-brand personality congruence. This impact was found insignificant with path coefficient 0.015 and p-value = 0.888. **Therefore the hypothesis H-11 was not supported.**

Hence under first set of hypotheses, eight (8) out of eleven (11) hypotheses were supported. Figure-4 summarizes all these hypotheses through pictorial presentation.
**P<0.01, *P<0.05, ns = Not Significant**

**Model Fit Parameters:**

Chi-square test = 1123.387 (degrees of freedom = 640), RMSEA = 0.040, SRMR = 0.037, CFI = 0.971, TLI = 0.968
Though these results show that hypotheses H-7, H-8 and H-11 are not supported, these findings are in line with the ‘Affect Transfer Hypothesis’ of McKenzie, Lutz and Belch (1986) and Brown and Stayman (1992) which suggest that the reaction to the advertisement should follow the ‘Cognitive (Ad/Brand cognitions) → Affective (Ad/Brand attitude) → Conative (Purchase intention)’ path for attitude change. In the current study the path which has come significant is Advertisement Believability (cognitive component) → Attitude toward Advertisement (affective component) → Attitude toward Brand (affective component) → Purchase Intention (conative component). This indirect path was found significant while all other direct paths were found insignificant. Hence the findings of this study support the ‘Affect Transfer Hypothesis’. These results also substantiate the findings of Goldsmith et al. (2000), which postulated that the endorser credibility influences consumers’ attitude toward ad/brand and their purchase intention but chiefly these effects were focused on attitude toward ad with subsequent effects on purchase intention mediated through attitude toward ad and brand.

This particular event, when there is indirect effect and no direct effect is termed as “Full Mediation” (Barron and Kenny, 1986) or “Indirect-Only Mediation” (Zhao, Lynch Jr. and Chen, 2010). The findings of the current study support full mediation of ‘attitude toward Ad (AA)’ between ‘Advertisement Believability (ABL)’ to ‘Attitude toward Brand (AB)’ and ‘Purchase Intention (PI)’. To check the mediating effects, direct path between the AA to PI was removed. The results of this step have been shown in Figure-5. No significant difference was found comparative to the earlier model shown in Figure-4 as direct paths ABL→AB and ABL→PI were still found insignificant and the indirect path ABL → AA → AB → PI was significant. In next step, indirect paths AA→AB and AB→PI were removed. Results of this step have been shown in Figure-6. This step provides the significant direct paths between ABL→AB and ABL→PI along with ABL→AA. Combining all these results the inferences
that could be drawn are, (a) indirect paths AA→AB and AB→PI are significant even in presence of direct paths ABL→AA, ABL→AB, ABL→PI and AA→PI; (b) direct paths ABL→AB, ABL→PI and AA→PI in presence of indirect paths AA→AB and AB→PI were insignificant; but (c) direct paths ABL→AB and ABL→PI in absence of indirect paths AA→AB and AB→PI were significant. Thus the study findings support full mediation of construct ‘Attitude toward advertisement (AA)’ between ‘Advertisement Believability (ABL)’ to ‘Attitude toward Brand (AB)’ and ‘Purchase Intention (PI)’.
**P<0.01, *P<0.05, ns = Not Significant

Model Fit Parameters:

Chi-square test = 1123.407 (degrees of freedom = 641), RMSEA = 0.040, SRMR = 0.037, CFI = 0.971, TLI = 0.968
**P<0.01, *P<0.05

Model Fit Parameters:

Chi-square test = 1123.387 (degrees of freedom = 640), RMSEA = 0.040, SRMR = 0.037, CFI = 0.971, TLI = 0.968
Hypotheses from H-12 to H-15 were tested through a series of independent samples t-tests. The objective of these tests was to compare the means of dependent variables ‘Advertisement Believability (ABL)’, ‘Attitude toward Advertisement (AA)’, ‘Attitude toward Brand (AB)’ and ‘Purchase Intention (PI)’ across two conditions of congruent and incongruent celebrity-brand pairs. The congruent celebrity-brand pairs were Levi’s-Priyanka Chopra and Nokia-Vijender Singh. The incongruent celebrity-brand pairs were Levi’s-Rani Mukherjee and Nokia-Sreesanth. The study aimed to check whether congruent pair of celebrity-brand performs better on these dependent variables. Results of t-tests for brand ‘Levi’s’ and brand ‘Nokia’ are shown in Table-25 and Table-26 respectively.

Hypothesis 12

Hypothesis 12 was related to the question whether advertisement believability was significantly higher in case of high brand personality-endorser personality congruence than low brand personality-endorser personality. For ‘Levi’s’ brand (Table-25), advertisement having congruent celebrity Priyanka Chopra was found to be significantly higher ($t = 7.741$, p-value = 0.000) on advertisement believability than the advertisement having incongruent celebrity Rani Mukherjee. While for brand ‘Nokia’ (Table-26), advertisement having congruent celebrity Vijender Singh was found to be significantly higher ($t = 5.367$, p-value = 0.000) on advertisement believability than the advertisement having incongruent celebrity Sreesanth. **Therefore hypothesis H-12 was supported.**

Hypothesis 13

Hypothesis 13 was related to the issue whether consumers’ attitude toward advertisement was significantly higher in case of high brand personality-endorser personality congruence than low
brand personality-endorser personality. For ‘Levi’s’ brand (Table-25), advertisement having congruent celebrity Priyanka Chopra was found to be significantly higher (t = 8.547, p-value = 0.000) on consumers’ attitude toward the advertisement than the advertisement having incongruent celebrity Rani Mukherjee. While for brand ‘Nokia’ (Table-26), advertisement having congruent celebrity Vijender Singh was found to be significantly higher (t = 4.399, p-value = 0.000) on consumers’ attitude toward the advertisement than the advertisement having incongruent celebrity Sreesanth. **Therefore hypothesis H-13 was supported.**

The results from hypotheses 12 and 13 support the findings of various studies on match-up hypothesis (Kamins, 1990; Misra and Beatty, 1990; Kamins and Gupta, 1994; Lynch and Schuler, 1994, Kirmani and Shiv, 1998; Rifon et al., 2004; and Lee and Thorson, 2008) which have found that the congruent celebrity-brand/product has high values of advertising effectiveness measures than the incongruent celebrity-brand pair.

**Hypothesis 14**

Hypothesis 14 was related to the issue whether consumers’ attitude toward brand was significantly higher in case of high brand personality-endorser personality congruence than low brand personality-endorser personality. For ‘Levi’s’ brand (Table-25), the difference between advertisement having congruent endorser Priyanka Chopra and advertisement having incongruent celebrity Rani Mukherjee was found to be statistically not significant (t = 1.229, p-value = 0.220) on consumers’ attitude toward the brand. While for brand ‘Nokia’ (Table-26) also, the difference between advertisement having congruent celebrity Vijender Singh and advertisement having incongruent celebrity Sreesanth was found to be statistically not
significant \((t = 0.256, \text{p-value} = 0.798)\) on consumers’ attitude toward the brand. \textbf{Therefore hypothesis H-14 was not supported.}

\textit{Hypothesis 15}

Hypothesis 15 was related to the issue whether consumers’ intention to purchase the brand was significantly higher in case of high brand personality-endorser personality congruence than low brand personality-endorser personality. For ‘Levi’s’ brand (Table-25), the difference between the condition having congruent endorser Priyanka Chopra and the condition having incongruent celebrity Rani Mukherjee was found to be statistically not significant \((t = 1.088, \text{p-value} = 0.278)\) on purchase intention. While for brand ‘Nokia’ (Table-26) also, the difference between the condition having congruent celebrity Vijender Singh and the condition having incongruent celebrity Sreesanth was found to be statistically not significant \((t = 1.731, \text{p-value} = 0.085)\) on consumers’ attitude toward the brand. \textbf{Therefore hypothesis H-15 was not supported.}

The insignificant mean differences between congruent and incongruent conditions for AB and PI may be the effect of the high familiarity and established personality of brands ‘Levi’s’ and ‘Nokia’. Both these variables (AB and PI) are brand-specific. Since participants had more knowledge about these brands (Levi’s and Nokia); they might not have relied on peripheral cues such as celebrity endorser-brand personality match in the formation of brand evaluation. Evidences of similar findings are there in the literature. Kamins (1990) also didn’t find impact of celebrity-product congruence on brand attitude (AB) and on purchase intention (PI). He attributed this finding to the familiarity of the brand and suggested to investigate the match-up theory in case of unfamiliar brands. But in case of current study, instead of celebrity-product
category match, the match between celebrity-specific brands was being investigated. Hence using the familiar and established brands was unavoidable since it required the brand to have an established personality. Secondly it also increased the ecological validity of the current study (Ang and Dubelaar, 2006). Recent studies by Ang et al. (2007) and Roy & Moorthy (2012) have focused on transfer of personality from celebrity to the brand. They found that when the brand had strong personality then either there was reverse transfer of personality traits from brand to the celebrity (Roy and Moorthi, 2012) or there was no transfer of personality traits (Ang et al., 2007). Therefore in the current study another reason of insignificant difference in consumers’ attitude toward the brand (AB) and purchase intention (PI) may be because of the strong established personality of the brands ‘Levi’s’ and ‘Nokia’.