ROLE OF BALANCE THEORY ON CELEBRITY ENDORSEMENT: EFFECT OF PRE-EXISTING ATTITUDES[*]

Denge Teorisinin Reklamlarda Ünlü Kişi Kullanimindaki Rolü: Var Olan Tutumların Etkisi

Enis Yakut[**]

Manisa Celal Bayar Üniversitesi

Abstract

The proven success of celebrity endorsement led companies use this type of advertisement excessively. Even though celebrity endorsement can create a competitive advantage, studies show that the presence of the celebrity is not enough to influence the consumer behavior. In this study, with the help of balance theory, a 2x2 between subjects design experiment was conducted on university students in order to measure the effect of pre-existing attitudes on consumer behavior. Results showed that; when pre-existing attitudes on celebrity and firm are both positive, consumers perceive the advertisements more favorably. Also, there is a synergy effect when both attitudes are positive and there is a contamination effect when either or both of the attitudes are negative.

Keywords: Celebrity Endorsement, Balance Theory, Pre-existing attitudes, Consumer Behavior

Özet

Reklamlarda ünlü kullanımının kanıtlanmış başarısı, birçok firmayı bu tarz reklamların aşırı şekilde kullanımına itmiştir. Ünlü kullanımı her ne kadar rekabetçi üstünlük sağlıyor olsa da, yapılan araştırmalar

---

sadece ünlü bir kişinin kullanılmasının tüketici davranışlarını etkileye-bilmek için yeterli olmadığını ortaya koymuştur. Bu çalışmada, denge teorisinden faydalanılarak, var olan tutumların tüketici davranışları üzerindeki etkisini ölçmek amacıyla üniversite öğrencileri üzerinde 2X2 gruplar arası faktöriyel desenli bir deney uygulanmıştır. Çalışma sonucunda, firma ve ünlü kişi hakkında var olan tutumların ikisinin de olumlu olduğu durumlarda, tüketicilerin reklamlara daha hoşnutlukla yaklaştıkları ortaya çıkmıştır. Ayrıca iki tutumun olumlu olduğu durum-larda sinerji etkisi, tutumlardan birinin ya da ikisinin olumsuz olduğu durumlarda ise kontaminasyon etkisi olduğu belirlenmiştir.

Anahtar Kelimeler: Ünlü Kişi Kullanımı, Denge Teorisi, Var olan Tutumlar, Tüketici Davranışı

INTRODUCTION

Celebrity endorsement is an advertising technique that has been employed by many companies in order to achieve competitive advantage over their competitors. The aim of the celebrity endorsement is to transfer the likable and attractive qualities of the celebrities to the company's products and services (Erdogan, 1999: 291). The success of this strategy, which relies on the public recognition of the successful individuals from different fields, has been proven (Choi, et al, 2005: 85). This proven success also led to an increase in the number of celebrity endorsed advertisements. Today around twenty five percent of all advertisements are using celebrity endorsements (Spry, et al, 2011: 882). Even though the effectiveness of the celebrity endorsements may vary, it is still a very common strategy for many firms since consumers believe that celebrities are genuinely affected by the product itself (Silvera & Austad, 2004: 1509).

There is no doubt that cost of celebrity endorsements is excessive. Examples such as, basketball star LeBron James's $30 million/ year contract with Nike, Dior's 11 year agreement with Charlize Theron to become the face of J'adore perfume for a fee of $55 million, and rapper Jay Z's deal with Samsung for $20 million (Anon., 2015) prove that companies are eager to pay tremendous amounts to celebrities where they believe celebrities will generate more sales and profits (Agrawal & Kamakura, 1995: 56).

There are also examples for unsuccessful endorsement deals such as Tiger Woods with Nike, Kate Moss with H&M, which all went horribly wrong and resulted in losses for companies. Erdogan (1999: 308) stated that, celebrity endorsement can create a competitive advantage if the celebrity is 'right'. A three year study which was published in 2011 and updated in 2014, conducted by Ace Metrix, questioned the effectiveness of celebrity TV ads. The results of the study showed that, the presence of the celebrity is not enough to increase the effectiveness of the advertisements (Ace Metrix, 2014: 12). It also concludes that in order to create an effective advertisement, the message, tone, and the relevance of the celebrity is essential. Even though there are many models which give insights about choosing the right celebrity (Ohanian 1990; Swarts 1984; Hahle and Homer 1985), the debate on who the right celebrity is still continues.

The aim of this paper is to measure how the pre-existing attitudes toward the celebrity and the firm influence the effectiveness of the advertisements. With the use of Balance Theory framework, consumer responses to Celebrity Endorsed Ads were measured.

LITERATURE REVIEW

There are four models on selecting the right celebrity, in order to transfer positive meaning to a brand. According to Erdogan (1999: 297-305) those models are, the source ceredibility model, the source attractiveness model, the match-up model and the meaning transfer model.

The Source Credibility Model (Hovland & Weiss, 1951: 647) (Hovland, et al, 1953:13) states that endorser's expertise and trustworthiness effects the change in opinion. According to The Source Attractiveness Model, the message will be more effective if the respondent finds the source as familiar, likable, similar and attractive (Simmers et al., 2009, s. 53). Even though many studies used the source credibility concept, the scales developed by researchers used a different dimension of credibility (Ohanian, 1990: 39). Because of that, Ohani-

an (1990) proposed a reliable new scale which measures the source credibility in terms of attractiveness, trustworthiness and expertise and states that with the use of this scale researchers can measure the persuasiveness of the celebrity endorser. In the Match-up Model, it was stated that if there is a fit between endorser and the product, the endorsement process will be more effective (Till and Busler, 2000: 1). In the fourth and the last model, The Meaning Transfer Model, the meaning is transferred from product to consumer by the use of celebrity (McCracken, 1989: 314). So we can conclude that the attractiveness and the credibility of the source are critical in terms of affecting the attitude change in consumers (Solomon et al., 2006, s. 172).The all mentioned studies examined the role of celebrity endorsement through attitude toward ad, attitude toward brand and purchase intention.

Previous research has examined the Balance Theory and Celebrity Endorsement. Especially Mowen (1980: 43) suggested six relationships according to the Balance Model. These are: (1) consumer-endorser, (2) consumer-product, (3) consumer-message, (4) endorser-product, (5) endorser-message, and (6) product-message. Also Roy, Gammoh, & Koh (2012, p. 48) took Mowen's study and empirically tested the Mowen's model and concluded that intense care should be taken when choosing the celebrity and the advertisement massage.

There are also other studies which discuss the celebrity product relations (Dominguez 2013; Silvera and Austad 2004), but role of pre-existing attitudes toward the firm and celebrity is not clear. As Woodside and Chebat (2001: 490) convincingly argued, the problem is how often our thoughts, attitudes and behaviors are driven by some hidden intention or purpose. Solomon (2006: 149) stated that balance theory may help us understand the consumer behavior. In this study, with the help of balance theory, the effect of pre-existing consumer attitudes on the perception of celebrity endorsement advertisements will be questioned.
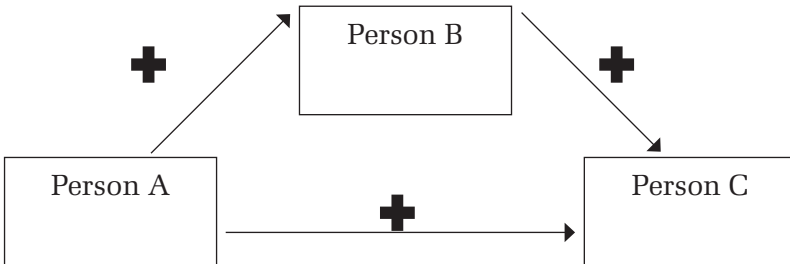
Balance Theory

Balance Theory examines the relations between individuals. Heider (1946) proposed that individuals seek balance throughout their relationships. He also stated that a person's attitudes towards another person or entity may influence another person's attitudes. In his terms Heider explains the balanced state as: *"In the case of two entities, a balance state exists if the relation between the entities is positive (or negative) in all respects. In the case of three entities, a balance state exists if all three relations are positive in all respects or if two are negative and one positive"* (Heider, 1946: 110).

Heider (1958: 186) also stated that relationships between people are called sentiments and relationships between entities are called unit relations. According to Mowen (1980: 42), consumer-endorser relation is a sentiment relation and consumer firm relation is a unit relation.
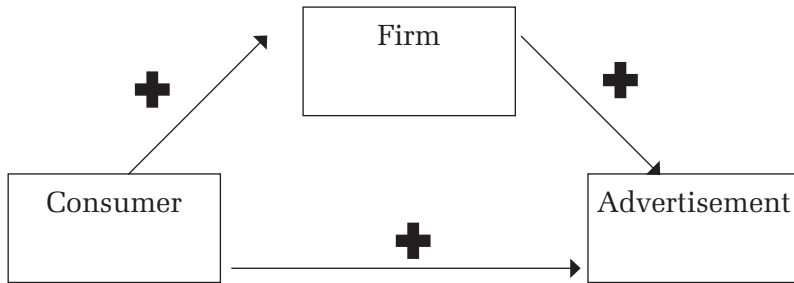
State of balance was explained by Cartwright and Harary (1956: 284) by multiplying the positive/negative (+/-) signs.

In figure 1A, a triad is seen between three individuals. If person A has positive relationship with B, and B has a positive relationship with C, then A is expected to have a positive relationship with Person C (+ * + = +).
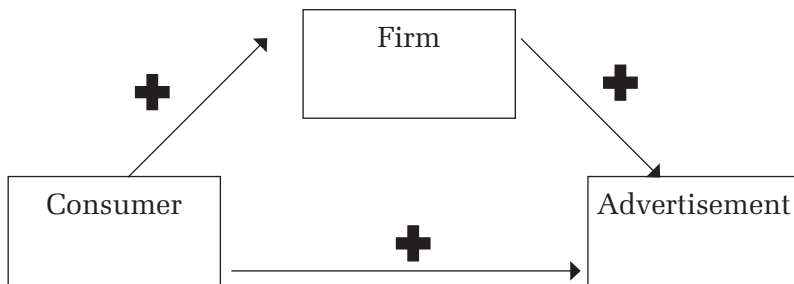
A)

B)

C)

Figure 1: Relationship Triads according to Balance Theory

With the same explanation, if a consumer has a positive relationship with a Firm, then the consumer is expected to have a positive relationship with the advertisement (and product) of this company. (Figure 1B). On the other hand, if the consumer has a negative relationship with the Firm, then he/she is expected to have a negative relationship with the advertisement (and product).

And, again if a consumer has a positive relationship with a celebrity, then he/she is expected to have a positive relationship with the advertisement (and product) which celebrity endorsed. If the consumer celebrity relationship is negative, then attitude toward the advertisement and the product is also expected to be negative. (Figure 1C)

In this study, both pre-existing attitudes toward the firm and pre-existing attitudes toward the celebrity are combined and their separate effects and joint effect on consumer behavior was measured.

A person's attitude toward the advertisement consists of his/her pre-existing attitudes toward the firm and celebrity, and combination of these two attitudes, according to Balance Theory. So consumer's positive pre-existing attitudes toward the firm and positive pre-existing attitudes toward celebrity will result in a positive attitude toward the ad. Also, this positive attitude toward the ad will result to both positive attitude toward the brand and positive purchase intention. So

H1: Consumers' pre-existing attitudes toward the firm and the celebrity will result that attitude toward the ad, attitude toward the brand and purchase intent will be more positive when both pre-existing attitudes are balanced and both are positive.

Also in both positive attitude situations, there might be a synergy effect of these relations. In some cases one neutral and one positive response may give the same positive effect. On the contrary one neutral and one negative response may give the same negative effect. In order to understand the effects of neutral responses and question the contamination effect of the neutral responses, we came up with the following hypotheses:

H2: Pre-existing firm and celebrity attitudes will positively affect the attitude toward the ad, attitude toward the brand and purchase intention if both pre-existing attitudes are positive, compared to neutral attitudes. (Neutral responses will contaminate the results)

H3: Pre-existing firm and celebrity attitudes will negatively affect the attitude toward the ad, attitude toward the brand and purchase intention if either one or both of the pre-existing attitudes are negative, compared to neutral attitudes (Neutral responses will contaminate the results).

METHODOLOGY

Since the main direction of this research is to assess the varying effects of pre-existing firm and celebrity perceptions on consumer

behavior, an experimental design will be used in the study to test the hypotheses. In order to understand cause and effect and draw conclusions, experimental designs are helpful (Royne, 2008: 482) A 2X2 between subjects design with two levels of firm ratings (positive and negative) and 2 level of celebrity ratings (positive and negative) will be used in the study. A preliminary study was conducted to specify the two firms (positive/negative) and two celebrities (positive/negative) that will be used in the experiment.

In order to secure the believability of the experiment, a decision was made to select real TV advertisements. Since there is a need for both positive and negative celebrities and firms, celebrities and firms that were subject to public criticism (such as involving in a scandal) or appreciation (getting nominated for an award) are considered in the selection process. After a detailed search thorough national advertisement websites, total of twenty four advertisements are selected from different industries.

Preliminary Test

The aim of the preliminary test was to determine which firms and celebrities will be rated positively and which will be rated negatively by the participants. During the preliminary test, none of the advertisements were shown to the participants. The procedure was as follows: After choosing the twenty four TV advertisements from the website, all twenty four firms and celebrities who were in those advertisements were listed separately. Then a two-part survey administered to 92 university students in the same department. In the first part of the survey, respondents were asked to rate the listed twenty four firms (positive, neutral or negative) one by one. In the second part, respondents were asked to rate the listed twenty four celebrities (positive, neutral or negative) one by one.

After analyzing the results of these preliminary surveys, the firms and celebrities are categorized whether they were rated positive, neutral or negative. Among those advertisement, a positive/positive, a

positive/negative, a negative/positive and a negative/negative scenario were required. Four advertisements which provided the required scenarios were selected for final analysis (see Table 1 for details) for each category.

Table 1: Selected Advertisements

Advertisement Number	Firm Rating	Celebrity Rating	Firm	Celebrity
1	+ Positive	+ Positive	A*	W*
2	- Negative	+ Positive	B*	X*
3	+ Positive	- Negative	C*	Y*
4	- Negative	- Negative	D*	Z*

*Name of the firms and celebrities are concealed because of legal and copyright issues.

Experiment

i. Participants and Design

After the preliminary test, four different advertisements, which were listed in Table 1, were selected and a survey was conducted in the classroom setting. 191 undergraduate students, which consist of 85 male (44%) and 106 female (56%), participated in the experiment in four classrooms. In each of the classrooms, participants were exposed to one of the four advertisements at the same time and a survey was conducted. Duration of the each advertisement was about 45 seconds, and advertisements were played twice. For each of the four advertisements, a separate survey was designed. Every survey consisted of three parts in order to measure the effects of pre-existing firm attitudes, pre-existing celebrity attitudes, and celebrity endorsed advertisement. Procedure was as follows:

1- Participants are given the first part of the questionnaire which asked them to rate the pre-existing attitudes toward the firm.

2- 2-After the first part is finished; second part of the questionnaire was given which asked participants to rate the pre-existing attitudes toward the celebrity.

3- After the first two parts, the TV advertisement was played with the multimedia projector.

4- After the TV advertisement was played, third part of the questionnaire was given, which asked participants to rate the advertisement.

ii. Independent Variables

Pre-existing firm and celebrity attitudes were measured as independent variables. Participants asked to rate their pre-existing attitudes for both firm and celebrity, on an 11-point scale ranging from -5 (very negative) to +5 (very positive). A large scale is used in order to assess the true nature of the pre-existing attitude toward the firm and celebrity.

iii. Dependent Variables

In order to rate the effectiveness of celebrity endorsement, attitude toward the ad, attitude toward the brand and purchase intention scales were used. The original scales were used by many researchers and most versions of the scale has a reliability of .90 and over (Bruner II, 2009: 98-101). Shiv, Edell and Payne's (1997) version was done in 7 point scale and an alpha of .85 was reported for the reliability. Yağcı and İlarslan translated that version of the scale into Turkish (See Table 2). The Turkish version was also 7 point scale and reliability tests revealed an alpha of 0,8019 (Yağcı & İlarslan, 2010: 145).

Table 2: Translated version of the scale

Reklama Yönelik Tutum Ölçeği (Attitude Toward the Ad-AAD)	
1. Kötü (Bad)	İyi (Good)
2. İtici (Unappealing)	Çekici(Appealing)
3. Hoşa Gitmeyen (Not Likable)	Hoşa Giden (Likable)
4. İlginç Olmayan (Not Interesting)	İlginç (Interesting)

Markaya Yönelik Tutum Ölçeği (Attitude Toward the Brand-ABR)
1. Bu markayı satın almak doğru bir karardır.
    (Buying the advertised _____ is a good decision.)
2. Bu marka tatmin edici bir markadır.
    (I think the advertised _____ is a satisfactory brand.)
3. Reklamda bahsedilen markanın pek çok faydalı özelliği var.
    (I think _____ depicted in the ad has a lot of beneficial characteristics.)
4. Reklamdaki markaya ilişkin olumlu düşüncelerim var.
    (I have a favorable opinion of the advertised _____.)

Satın Alma Niyeti Ölçeği (Purchase Intention-PI)
1. Reklamı yapılan ürünü büyük ihtimalle satın alacağım.
    (It is very likely that I will buy the advertised _____.)
2. Söz konusu ürüne bir daha ihtiyaç duyduğumda, reklamı yapılan ürünü satın alacağım.
    (I will purchase the advertised _____ next time I need the product.)
3. Reklamı yapılan ürünü kullanmayı kesinlikle deneyeceğim.
    (I will definitely try _____ depicted in the advertisement.)

(Yağcı & İlarslan, 2010: 145)

iv. Method

Since we want to question the relationship between two independent and three dependent variables, most appropriate approach was to use MANOVA (Multivariate Analysis of Variance). MANOVA is concerned with differences across groups. The advantage of MANOVA is that, it combines two or more dependent variables and assesses the differences among different groups which are formed by one or more independent variables. Even after forming the groups, researcher can get separate results for every variable (Hair, et al, 2010: 350).

Also by using MANOVA instead of ANOVA, the Type I error was reduced. In our case if we used ANOVAs, 6 F tests would increase the probability of Type I error to 30%. Also we wanted to check the joint effect of pre-existing attitudes toward firm and celebrity on ce-

lebrity endorsement, and none of the single ANOVAs can analyze the joint effect of independent variables (Dwyer, et al, 2012: 22). We also wanted to check the intercorrelations among the DVs, and MANOVA enabled us to pursue this goal.

RESULT

Our sample size is satisfactory, also the n in each cell > the number of DVs. Also there weren't any outliers in our data (With 3 variables, the critical value is 16.27, and there is not any participant which has a Mahalanobis Distance value greater than 16.27), and our data was normally distributed.

Also there needs to be correlation among the dependent variables. But it should not be over 0.80 or .90. Our correlation numbers are below that and correlated between the acceptable terms. (0.660, 0.724 and 0.794). The correlation between attitude toward brand and purchase intention was very close to 0.800 and might be a point of concern. Since the correlation level is acceptable, we can continue with three dependent variables.

In our study, the analysis showed that, the age and gender differences weren't significant, and were omitted. Also all respondents were undergraduate students and education level did not differ.

First we checked the Box M test results. Box M tests the equality of covariance matrices. The results of this test were significant and significance was less than 0.001, which told us that, we violated the assumption of MANOVA and there might be a severe distortion in the alpha levels. We had a large sample size, but unequal cell sizes. Even though we had high observed power, we redid the test with a 0.001 confidence levels in order to get significant results and the results are similar. The significance of Box M Test directed us to use Pillai's criterion instead of Wilk's lambda. As stated by Rimarcik, if significance is less than 0.001, only Pillai's trace criterion should be used (Rimarcik, 2015). See Table 3 for Pillai's trace criterion results:

Table 3: Multivariate Tests[d]

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
FIRMRATE	Pillai's Trace	,464	18,215	6,000	362,000	**,000**	,232	109,289	1,000
CELEBRATE	Pillai's Trace	,379	14,103	6,000	362,000	**,000**	,189	84,616	1,000
FIRMRATE * CELEBRATE	Pillai's Trace	,290	4,869	12,000	546,000	**,000**	,097	58,425	0,996

a. Exact statistic b. Computed using alpha = ,001 c. The statistic is an upper bound on F that yields a lower bound on the significance level. d. Design: Intercept + FIRMRATE + CELEBRATE + FIRMRATE * CELEBRATE

As we can see from the Table 3, significance levels for pre-existing attitudes toward celebrity, pre-existing attitudes toward firm and joint effect of both IV were as desired. The Lambda value defines the unexplained percent of variance by independent variables. Here, Lambda Value for firm was 0.464 (46%), for celebrity 0.379 (38%) and for the joint effect only 0.290 (29%). The result of joint affect means that only 29% of the results couldn't be explained, which meant it was really effective.

A one-way MANOVA revealed following results:

- A significant multivariate main effect for firm, Pillai's Trace' λ = .464, F (6, 362.000) = 18.215, p <. 001, partial eta squared = .232. Power to detect the effect was 1.0.

- A significant multivariate main effect for celebrity, Pillai's Trace' λ = .379, F (6, 362.000) = 14.103, p <. 001, partial eta squared = .189. Power to detect the effect was 1.0.

- A significant multivariate main effect for joint effect of firm and celebriry, Pillai's Trace' λ = .290, F (12, 546.000) = 4.869, p <. 001, partial eta squared = .097. Power to detect the effect was 0.996.

- With those one-way MANOVA results, hypothesis 1 was confirmed. As can be seen from the table 3, joint effect of the pre-existing attitudes toward firm and celebrity is more than separate effects of celebrity and firm

- After looking at the general model, analysis of the separate independent variables through ANOVA tests was conducted. Since we had 9 cases, we divided our significance level by 9 (0.05/9) and came up with new confidence level which is 0.005.

Since the overall test was significant, the univariate main effects were examined. Our test of between subject effect revealed that, pre-existing firm attitude is significant on all dependent variables (p <.005, partial eta square =.400, .239, and .139 respectively, and power = 1.0) pre-existing celebrity attitudes only significant on attitude toward ad (p <.001, partial eta square =.354, power = 1.0), and joint effect of pre-existing celebrity and firm attitudes only significant on attitude toward ad (p <.001, partial eta square =.204, power = .996). See highlighted items on Table 4:

Table 4: Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power[b]
FIRMRATE	x1AtToAd	64,068	2	32,034	60,609	,000	,400	121,218	1,000
	x2AtToBrand	97,414	2	48,707	28,583	,000	,239	57,165	1,000
	x3PurchaseIntent	75,541	2	37,771	14,752	,000	,139	29,504	,958
CELEBRATE	x1AtToAd	52,683	2	26,341	49,839	,000	,354	99,677	1,000
	x2AtToBrand	7,055	2	3,527	2,070	,129	,022	4,140	,062
	x3PurchaseIntent	7,828	2	3,914	1,529	,220	,017	3,057	,036
FIRMRATE * CELEBRATE	x1AtToAd	24,623	4	6,156	11,647	,000	,204	46,588	,996
	x2AtToBrand	6,523	4	1,631	,957	,433	,021	3,828	,031

a. R Squared = ,849 (Adjusted R Squared = ,842) b. Computed using alpha = ,001 c. R Squared = ,505 (Adjusted R Squared = ,483) d. R Squared = ,412 (Adjusted R Squared = ,387)

When we proceeded to the pairwise group means comparison, we tested our hypotheses 2 and 3. At the 99.9% confidence level, we saw
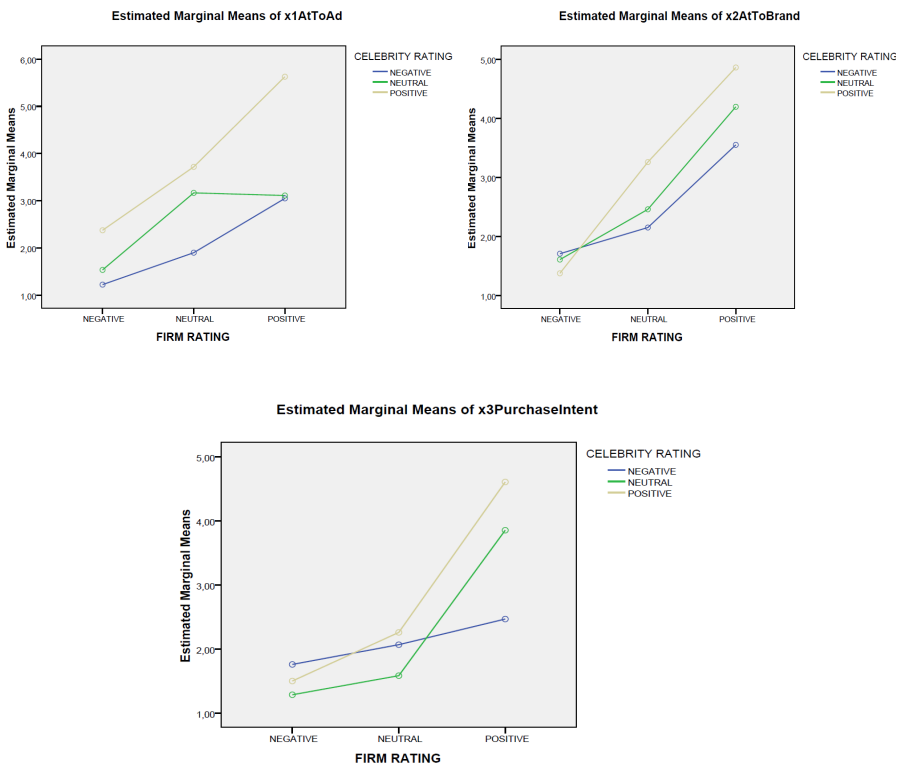
that when both pre-existing attitudes toward firm and celebrity were positive, means for all dependent variables were higher compared to other groupings (positive-neutral, neutral-positive, positive-negative, neutral-neutral, neutral-negative, negative-positive, negative-neutral, negative-negative). This supported our Hypotheses 2 and 3.

When we look at the Table 5, we see that negative or neutral pre-existing attitudes contaminated the results. When both IVs were negative, the mean for Attitude towards Ad was 1.22; on the other hand the mean was 5.67 when both were positive. Even with the neutral pre-existing attitudes, means were significantly decreased.

Table 5: Pre-existing Firm Attitudes * Pre-existing Celebrity Attitudes

Dependent Variable	FIRM RATING	CELEBRITY RATING	Mean	Std. Error	99,9% Confidence Interval	
					Lower Bound	Upper Bound
x1AtToAd	NEGATIVE	NEGATIVE	1,224	,135	,773	1,676
		NEUTRAL	1,536	,275	,617	2,455
		POSITIVE	2,375	,364	1,159	3,591
	NEUTRAL	NEGATIVE	1,900	,230	1,131	2,669
		NEUTRAL	3,167	,210	2,465	3,869
		POSITIVE	3,718	,131	3,281	4,154
	POSITIVE	NEGATIVE	3,050	,325	1,963	4,137
		NEUTRAL	3,111	,171	2,538	3,684
		POSITIVE	5,627	,084	5,346	5,907
x2AtToBrand	NEGATIVE	NEGATIVE	1,707	,242	,896	2,518
		NEUTRAL	1,607	,493	-,043	3,257
		POSITIVE	1,375	,653	-,808	3,558
	NEUTRAL	NEGATIVE	2,150	,413	,769	3,531
		NEUTRAL	2,458	,377	1,198	3,719
		POSITIVE	3,258	,234	2,474	4,042
	POSITIVE	NEGATIVE	3,550	,584	1,597	5,503
		NEUTRAL	4,194	,308	3,165	5,224
		POSITIVE	4,860	,151	4,356	5,364
x3PurchaseIntent	NEGATIVE	NEGATIVE	1,759	,297	,765	2,752
		NEUTRAL	1,286	,605	-,737	3,309
		POSITIVE	1,500	,800	-1,176	4,176
		NEGATIVE	2,067	,506	,374	3,759
	NEUTRAL	NEUTRAL	1,583	,462	,038	3,128
		POSITIVE	2,258	,287	1,297	3,219
	POSITIVE	NEGATIVE	2,467	,716	,073	4,860
		NEUTRAL	3,852	,377	2,590	5,113
		POSITIVE	4,604	,185	3,986	5,222

Also Post-Hoc analysis proved that for individual independent variables, contamination effect existed and the results on all dependent variables were affected by the neutral or negative responses (see figures below).

Estimated Marginal Means of x1AtToAd

Estimated Marginal Means of x2AtToBrand

Estimated Marginal Means of x3PurchaseIntent

CONCLUSION AND IMPLICATIONS

Conclusion

This study revealed that, joint effect of the pre-existing attitudes toward firm and celebrity is more than separate effects of celebrity and firm. This is in line with our first hypotheses, and results proved the synergy effect of both positive pre-existing firm and celebrity ratings.

Also, if both pre-existing attitudes toward firm and celebrity are positive when compared to other groupings (positive-neutral, neutral-positive, positive-negative, neutral-neutral, neutral-negative, negative-positive, negative-neutral, negative-negative), means for all dependent variables were higher. This proves the contamination effect of the negative and neutral pre-existing attitudes. This underlines the importance of having a both positive firm and celebrity rating.

Theoretical Implications

The previous research on celebrity endorsements focused on four major areas which are source credibility, source attractiveness, match-up model and meaning transfer (Jain and Roy, 2016: 268). Even though meaning transfer studies examine the process of transfer between celebrity image and the brand image, the effect of pre-existing attitudes on both firm and celebrity are omitted.

The major contribution of this study is confirming the synergy effect of two independent pre-existing consumer attitudes by conducting an experiment. Our study indicates that, when both pre-existing attitudes to firms and celebrities are positive, the most positive results are obtained thorough the advertisements. The joint effect of pre-existing firm and celebrity attitudes revealed that, a firm with a positive reputation among consumers will benefit more from the celebrity endorsement advertisements. Also, it can be concluded that a firm which do not have positive consumer attitudes may not capture the positive outcomes of celebrity endorsement advertisement. According to these results it can be said that, when negative consumer attitudes exists, a company should try to heal its image in consumers' minds.

Another potential value of this research is that, the balance theory assumes that when all three valences are positive, then there is a balanced state, which means that attitude change is unlikely. So if a negative sign can be formed in any part of the triad (in our case either to firm or to celebrity), balanced state will be lost (Peterson, 2006,

p. 73). Even though it is not allowed in some countries, comparative advertisements might be used to change the attitude towards the competitor products.

So we can conclude that, if a firm with negative pre-existing attitudes uses a celebrity with positive pre-existing attitudes, the firm will benefit from that, but the benefit will be less than a situation when both views are positive. These results revealed that, there is a synergy effect when both attitudes are positive and there is a contamination effect when either or both of the attitudes are negative.

Managerial Implications

The results of this study provide critical insights to managers for the celebrity endorsement process.

This research reveals that, the first step in a successful marketing / advertising campaign is the firm image. Without having a positive image in the consumers' minds, celebrity endorsement advertisements will not generate the desired outcomes. The results show that, a firm with a positive image benefits more from celebrity endorsement advertisements compared to a firm with a negative or neutral image. This is also consistent with the current marketing literature. Klein and Dawar state that consumer attributions will build the consumers' brand judgements, evaluation and purchase decision (2004: 205). As our study reveals, the consumer attributions placed on firms and celebrity, affect the result of the advertisements.

Another contribution of the study is the common misconception on the presence of a celebrity. According to results of the study, the presence of the celebrity is not enough for a successful celebrity endorsement campaign. If the existing attitude toward the celebrity is negative, even if the firm has a positive consumer attitudes, attitudes toward the advertisement, attitude toward the brand and purchase intention change very little. This is also consistent with the current literature which emphasizes the importance of celebrity selection process (Silvera & Austad, 2004: 1524).

LIMITATIONS

As common for many experiments, this study was conducted in a classroom environment. Even though Calder, Phillips and Tybout (1981: 200) stated that, in order to test a theory a homogenous sample is sufficient, for a more generalizable results, this study should be replicate in wider environments.

Also, because of the time and sample size constraints, 'The Fit' concept is omitted. As stated by many researchers (Kamins, 1990: 11) (Kahle and Homer, 1985: 959) fit is an important aspect of the celebrity endorsement process. Even though Mowen (1980) and Roy, et al (2012) evaluated the celebrity endorsement in many aspects, measuring the effect of the pre-existing attitudes of firm and celebrity on celebrity endorsement by considering the fit/match-up would generate more generalizable results. A fit/non-fit scenario with a more heterogonous and bigger sample would be beneficial for future studies.

Another concern in the study was the Box M results which revealed that covariance matrices were significantly different across levels of the IV. And since the cell sizes were also unequal, a more cautious approach should be followed in interpreting the results.

REFERENCES

Choi, S. M., Lee, W. & Kim, H., (2005), "Lessons from the Rich and Famous: A Cross-Cultural Comparison of Celebrity Endorsement in Advertising", *Journal of Advertising*, 34(2), 85-98.

Ace Metrix, I., (2014), "The Impact of Celebrities in Advertising", El Segundo, CA: Ace Metrix, Inc, http://www.acemetrix.com/wp-content/uploads/2015/09/Ace_Metrix_Insight_CelebAdsDeux.pdf , (Retrieved on 01.09.2016)

Agrawal, J. & Kamakura, W. A., (1995), "The Economic Worth of Celebrity Endorsers: An Event Study Analysis", *Journal of Marketing*, 59(3), pp. 56-62.

"The biggest endorsement deals of all time", 01.04.2016, http://www.msn.com/en-in/money/photos/the-biggest-endorsement-deals-of-all-time/ss-BBnKanJ#image=1, (Retrieved on 17.06.2016).

Bruner II, G. C., (2009), *Marketing Scales Handbook: A Compilation of Multi-item Measures for Consumer Behavior & Advertising Research Volume,* Carbondale, Ill: GCBII Publications.

Calder, B. J., Phillips, L. W. & Tybout, A. M., (1981), "Designing Research for Application", *Journal of Consumer Research*, 8(2), 197-207.

Cartwright, D. & Harary, F., (1956), "Structural balance: a generalization of Heider's theory", *Psychological Review*, 63(5), 277-293.

Dwyer, L., Gill, A. & Seetaram, N., (2012), *Handbook of Research Methods in Tourism: Quantitative and Qualitative Approaches*, Northampton, MA: Edward Elgar Publishing, Inc.

Erdogan, B. Z., (1999). "Celebrity Endorsement: A Literature Review", *Journal of Marketing Management*", 15(4), 291-314.

Hair, Jr, J. F., Black, W. C., Babin, B. J. & Anderson, R. E., (2010), *Multivariate Data Analysis*. 7th Edition, New Jersey: Prentice Hall.

Heider, F., (1946), "Attitudes and cognitive organization", *The Journal of Psychology*, 21(1), 107-112.

Heider, F., (1958), *The Psychology of Interpersonal Relations,* Hillsdale, New Jersey: Lawrance Erlbaum Associates, Publishers.

Hovland, C. I., Janis, I. L. & Kelley, H. H., (1953), *Communication and persuasion; psychological studies of opinion change*, New Haven, CT, US: Yale University Press.

Hovland, C. I. & Weiss, W., (1951), "The Influence of Source Credibility on Communication Effectiveness", *Public Opinion Quarterly*, 15(4), 635-650.

Jain, V. & Roy, S., (2016), "Understanding meaning transfer in celebrity endorsement: a qualitative exploration", *Qualitative Market Research: An International Journal*, 19(3), 266-286.

Kahle, L. R. & Homer, P. M., (1985), "Physical Attractiveness of the Celebrity Endorser: A Social Adaptation Perspective", *Journal of Consumer Research*, 11(4), 954-961.

Kamins, M. A., (1990). "An Investigation into the "Match-up" Hypothesis in Celebrity Advertising: When Beauty May Be Only Skin Deep", *Journal of Advertising*, 19(1), 4-13.

Klein, J. & Dawar, N., (2004), "Corporate social responsibility and consumers' attributions and brand evaluations in a product–harm crisis", *International Journal of Research in Marketing*, 21(3), 203-217.

McCracken, G., (1989), "Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process", *Journal of Consumer Research*, 16(3), 310-321.

Mowen, J. C., (1980), "On Product Endorser Effectiveness: A Balance Model Approach", *Current Issues and Research in Advertising*, 3(1), 41-57.

Ohanian, R., (1990), "Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness", *Journal of Advertising*, 19(3), 39-52.

Peterson, R. T., (2006), "Improving Relationships with Small Business Buyers. Potential Contributions from Balance Theory", *Journal of Marketing Channels*, 13(3), 63-77.

Rimarcik, M., (2015). "Manova", http://rimarcik.com/en/navigator/manova.html

(Retrieved on: 10.06.2015).

Royne, M. B., (2008), "Cautions and Concerns in Experimental Research on the Consumer Interest", *Journal of Consumer Affairs*, 42(3), 478-483.

Roy, S., Gammoh, B. S. & Koh, A. C., (2012), "Predicting the effectiveness of celebrity endorsements using the balance theory", *Journal of Customer Behaviour*, 11(1), 33-52.

Shiv, B., Edell, J. A. & Payne, J. W., (1997), "Factors affecting the impact of negatively and positively framed ad messages", *Journal of Consumer Research*, 24(3), 285-294.

Silvera, D. H. & Austad, B., (2004), "Factors predicting the effectiveness of celebrity endorsement", *European Journal of Marketing*, 38(11/12), 1509 - 1526.

Simmers, C. S., Damron-Martinez, D. & Haytko, D. L., (2009), "Examining the Effectiveness of Athlete Celebrity Endorser Characteristics and Product Brand Type: The Endorser Sexpertise Continuum", *Journal of Sport Administration & Supervision*, 1(1), 52-64.

Solomon, M., Bamossy, G., Askegaard, S. & Hogg, M. K., (2006). *Consumer Behavior*. Essex: Prentice Hall.

Spry, A., Pappu, R. & Cornwell, T. B., (2011), "Celebrity endorsement, brand credibility and brand equity", *European Journal of Marketing*, 45(6), 882 - 909.

Till, B. D. & Busler, M., (2000), "The Match-Up Hypothesis: Physical Attractiveness,Expertise, and the Role of Fit on Brand Attitude,Purchase Intent and Brand Beliefs", *Journal of Advertising*, 29(3), 1-13.

Woodside, A. G. & Chebat, J. C., (2001), "Updating Heider's balance theory in consumer behavior: A Jewish couple buys a German car and additional buying–consuming transformation stories", *Psychology & Marketing*, 18(5), 475-495.

Yağcı, M. İ. & İlarslan, N., (2010), "Reklamların ve Cinsiyet Kimliği Rolünün Tüketicilerin Satın Alma Davranışları Üzerindeki Etkisi", *Doğuş Üniversitesi Dergisi*, 11(1), 138-155.