Effect of Celebrity Endorsements on Brand Quality Perceptions & Brand Loyalty – A Comparative Study of Luxury & non Luxury brands in India

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Abstract: Brand equity is an incremental value of brand due to the brand name. Celebrity endorsements play an extremely important role in adding value to brands. Despite extensive research in the field of celebrity endorsements by academicians in recent years, different findings and opinions exist in regards to how it works and how one can utilize endorsements effectively to create brand loyalty & improved brand quality perceptions. The goal of this research is to empirically test & compare the effects of celebrity endorsements on perceived quality & brand loyalty in Indian market for luxury & non-luxury brands. Shopping center intercept survey of 202 respondents was conducted to collect data in the cities of Delhi, Gurgaon, Faridabad, Noida & Chandigarh. Exploratory factor analysis was used to reduce the number of scale items. The empirical tests using regression were used to test the proposed hypotheses. The results show that the celebrity endorsements have a positive & significant effect on perceived quality & brand loyalty in non luxury market but they do not have any significant influence on perceived quality & brand loyalty in luxury market . Implications for scholars & practitioners, limitations and the scope for future research are discussed .

Keywords: Brand Equity, Brand Loyalty, Perceived Quality, Celebrity endorsements

INTRODUCTION

The luxury goods market in India is perhaps one of the world's most diverse and a challenging one for brands seeking to gain a presence there. According to a KPMG-ASSOCHAM (2014) report, the growth of Indian luxury market is driven by a continuous increase in number of ultra high-net worth households, which is expected to grow at a CAGR of 27 per cent through 2017-18. The luxury market was once driven primarily by the preferences of these ultra high-net worth households. However, in the recent past, rising incomes and aspirations have led to a new segment of potential luxury buyers who are typically upper middle class aspirers. Luxury brands have responded to this potential segment by launching entry-level luxury brands to help these consumers move up the 'consumption ladder' by customising the shopping experience. This presents a significant opportunity for brands to establish a long-term connect with the consumers and gain a first-mover advantage. Celebrities can be perhaps one of the ways companies can use to connect with the customer.

Celebrity endorsement of luxury brands is not a new phenomenon. Celebrities are extremely important and valuable to luxury brands and can make or break brands. Celebrity endorsement in general, helps in transferring the personality and /or status of the celebrity

such as successful, wealthy directly to the brand. Various other celebrity personality attributes   such as glamour, beauty, style may also be ultimately linked to the brand. This phenomenon however appears to exist to a relatively lesser extent in luxury brands due to the fact that luxury brands have already well-defined and strong brand personalities. **Therefore, a study of celebrity endorsements in luxury brands as compared to consumer brands is a subject of interest**.

Although previous studies suggest that high advertising spending signals high product quality   (e.g. Kennedy, 1994; Milgrom and Roberts, 1986; Miller, 1988), the role of celebrities in creating positive quality perceptions is still not clear. Also little has been done to empirically examine the role of celebrities in building loyalty around the endorsed brand. The purpose of this research is to demonstrate how the celebrity endorsement process can be more effectively managed to build positive quality perceptions & brand loyalty.

This paper has been organized as follows. The paper begins with a review of relevant theoretical literature. Further we formulate hypotheses in the current study followed by research methodology, discussions, conclusions and limitations.

REVIEW OF LITERATURE

Brand equity has been defined by Aaker (1991) as a set of assets and liabilities linked to a brand that create value for both customers and the firm (Fig. 1). The set of assets and liabilities have been usefully grouped into five categories: brand loyalty, brand awareness, perceived quality, brand association, and other brand proprietary assets. As the basis of brand equity, they are called the brand equity dimensions. Since brand equity is rooted in these four dimensions, brand management should capitalize on the current strength of these dimensions.

Fig. 1 Aaker's Brand Equity Model
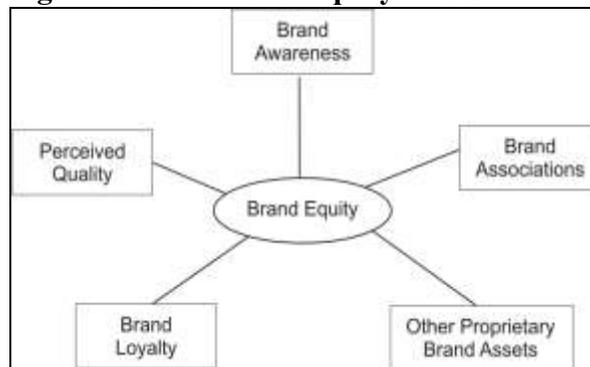
Source: Aaker, 1991

Perceived Quality: Perceived quality refers to the customer's judgment about a product's overall excellence or superiority' (Zeithaml, 1988). It is expected that luxury brands will offer superior product qualities and performance as compared to non-luxury brands. Perfectionist consumers may perceive more value from a luxury brand (Aaker, 1991)

because they may assume that it will have a greater brand quality and reassurance. The literature on luxury consumption (Quelch, 1987; Garfein, 1989) emphasizes the importance of leadership in quality to ensure better perception of luxury. Zeithaml (1988) identified perceived quality as a component of brand value; therefore, a consumer may choose a brand due to its high perceived quality rather than other competing brands.

Brand Loyalty: The ultimate marketing goal for any business is to create, maintain and improve customer loyalty toward its brands, products or services (Dick and Basu, 1994). Loyal consumers show more favourable responses to a brand as compared to non-loyal or switching consumers (Grover and Srinivasan, 1992). It has been suggested that the companies which focus on building customer loyalty would have improved profitability, reduced marketing costs and increased competitive advantage (Reichheld and Sasser, 1990). Brand loyalty has been defined as a measure of a customer's attachment to a brand (Aaker, 1991). Brand loyalty is the extent to which a buying unit such as a household, concentrates its purchases over time on a particular brand within a product class (Schoell and Guiltinan, 1990). Brand loyalty is a deeply held commitment to rebuy (or repatronize) a preferred product (or service) on regular basis in the future, despite situational influences and competitor's marketing efforts (Oliver, 1997).

Luxury Goods: Luxury brands are purchased for their uniqueness, scarcity, quality, hedonic and self-expression attributes (Vigneron and Johnson, 2004). Despite a rapid growth of the luxury goods market and rich accumulated knowledge on the subject, there is a lack of consensus as to what constitutes a luxury brand (Vigneron and Johnson, 2004; Vickers and Renand, 2003). Social and behavioural psychology defines luxury from luxury goods consumption motivations based on external factors e.g. opinions, influences, approval and suggestions of or interaction with others (Groth and McDaniel, 1993) and internal factors, such as feelings and emotions that stimulate luxury brands consumption (Vigneron and Johnson, 2004). Luxury goods are either consumed for social recognition, status and positive impression management purposes (Vickers and Renand, 2003; Vigneron and Johnson, 1999; Novak and MacEvoy, 1990) or for hedonic purposes (Fenigshtein, Scheier and Buss, 1975; Vickers and Renand, 2003).

HYPOTHESES

Celebrities are highly valuable to brands, especially in the luxury fashion sector (Okonkwo, 2007). Friedman and Friedman (1979) defined a celebrity as an individual who is well known to the public (i.e. an entertainer, an actor, a sports figure, etc.) for his or her achievements in areas other than that of the product class endorsed.

Spielman (1981) has shown that celebrities can be employed to enhance the subject's attentiveness to the ad, improve the memorability, credibility of the copy, and effectively glamorize the product. Keller (2002) suggests that the rationale behind the celebrity strategy is that a famous person can draw attention to a brand and shape its perceptions based on consumers' knowledge of the famous person. In a study by Copeland et al. (1996), the increased product awareness was found to be the second most important reason companies choose celebrity endorsers. Research findings show that celebrities improve advertisements'

crediblity (Kamins, 1990) & enhance message recall (Friedman and Friedman, 1979). Celebrity endorsement thus affects the brand awareness positively.

Celebrity endorsement involves associating a product or service of a firm with a well known person. McCracken (1989) theorized that celebrities impart culturally constituted meanings of their own to the product or service in the endorsement process. Unique meanings that celebrities' embody (beauty, success etc.) are transferred to brands that are fairly mundane. Similarly, other scholars have proposed that associative learning theory is useful in explaining the process in which the celebrity's unique attributes are transferred to brands (Till, 1998). According to associative learning theory, memory can be considered to be a network of various nodes which are connected by associative links. The pairing of two stimuli (a celebrity and brand) over a period of time will build a link between the nodes and that feeling and or meanings toward a celebrity will transfer to the endorsed brand after repeat exposure to the pairing. Celebrity endorsement thus affects the brand association positively.

When a company induces a celebrity to endorse a brand, it hopes the brand can benefit from customers' awareness of the product, which could include improving the quality perception or a certain image. A credible celebrity endorser is normally a sign of high quality in consumers' minds. For example, the association of top-line athletes with a particular sports brand can be seen as an indication of the superior quality of the product, which creates an image of credibility. Perceived quality refers to consumers' subjective opinions about a brand. Erdogan et. al. (2001) found out that celebrities are chosen for building a lasting impression which is so strong that it can persuade the consumer to make a purchase. Thus a celebrity may also help in enhancing a brand's perceived quality, thus allowing the brand managers to charge higher prices (Shimp, 2008).

The celebrity endorser plays the role of making consumers less price sensitive and more loyal to the product or brand (Mela et. al., 1997). Consumers viewing the celebrity endorser as their role model are most likely to stick to the same brand which is being endorsed by the celebrity. Therefore, celebrities can be considered to possess the ability to influence the consumers' repeat purchase behavior i.e. make them loyal to brand.

Based on the above literature and discussion, the following hypotheses about the relationship between celebrity endorsement and brand equity dimensions are posited:

H$_{1a}$: Perceived quality of a brand is related positively to the extent to which celebrity endorsement is used for the non-luxury brand.
**H$_{1b}$:** Perceived quality of a brand is related positively to the extent to which celebrity endorsement is used for the luxury brand.
H$_{2a}$: Brand loyalty is related positively to the extent to which celebrity endorsement is used for the non-luxury brand.
H$_{2b}$: Brand loyalty is related positively to the extent to which celebrity endorsement is used for the non-luxury brand.

The hypotheses are shown with the help of a diagram in Fig 2.

Fig 2: Hypotheses
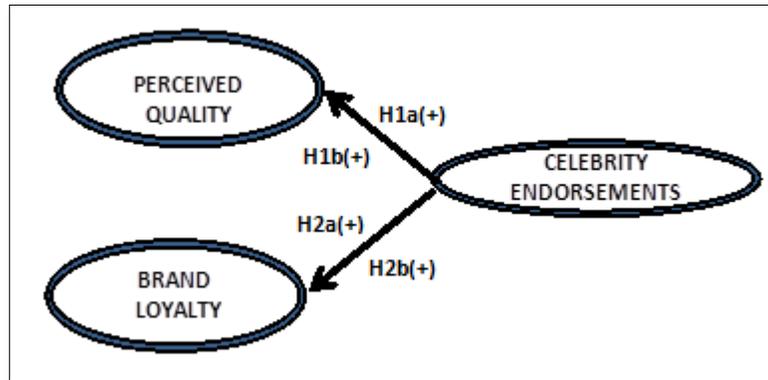
METHODOLOGY

Pre-test
The pre-test was used to assess the clarity of the questions and the reliability of the measures of the variables. A total of 50 pre-test surveys were collected from a non-probability sample of corporate executives (32) & management graduates (18) by email. The participants were asked to indicate if they had any difficulty in understanding and answering the questions and also to provide suggestions to improve the questionnaire, if any. Based on the feedback from the pre-test, minor improvements in the wording of questionnaire items were made.

Data Collection
The research employed mall intercept survey technique to collect consumer information. Shopping malls in North Indian cities of **New Delhi, Gurgaon, Faridabad, Noida & Chandigarh** were selected based on the criterion whether selected apparel brands included in the study were available in these malls. The study subjects were adult respondents 18 years of age or older who had purchased any of the listed brands in the last one year and who were also users of the brands being studied. Each individual was requested to evaluate a maximum of one brand.

Product Stimuli Selection
To select the commercial brands in this study, we followed the guidelines of Leuthesser *et al.* (1995) to use only those brands that are sufficiently well-known to the consumer. For this reason, as a prelude to the study, fifty individuals were personally interviewed and requested to indicate smart phone brands & luxury brands from three categories (pens, watches & perfumes) purchased & used by them and of which they had sufficient knowledge. Based upon the responses, six luxury brands (Mont Blanc, Sheaffer, Tag Heuer, Rolex, Dior & Hermes) & six smart phone brands (Samsung, Nokia, Apple, Micromax, Lava & Karbonn) were shortlisted.   .

Instrument and Measures

Items representing facets of the brand loyalty, perceived quality & celebrity endorsements were generated to form the initial item pool for the instrument. This process resulted in the generation of **17 items** (at least 5 items per dimension). The respondents indicated their degree of (dis)agreement using a five-point Likert scale (with anchors of 1 = strongly disagree and 5 = strongly agree). The complete list of measures & sources of brand equity dimensions & celebrity endorsements is provided the Appendix.

Data Analysis

Responses were obtained from 225 patrons of shortlisted brands and Exploratory Factor Analysis (EFA) was performed to reduce the number of items. 23 responses were not considered for further analysis as they were either incomplete or were identified as outliers. We followed the two-step approach for analysis. In the first stage, the measurement model was analyzed to ensure reliability and validity of the constructs. In the second stage we tested the proposed hypotheses. Table 1 summarizes sample characteristics of respondents included in the study.

Table 1: Sample Characteristics (N=202)

Demographic Characteristics		Respondents	
		F	%
Gender	Male	109	53.96
	Female	93	46.04
Age (years)	18 – 30	64	31.68
	31 – 40	62	30.69
	40 – 50	56	27.72
	51 – 60	17	8.42
	60-70	3	1.49
Education	High School	6	2.97
	Graduates	102	50.5
	Post-Graduates	88	43.56
	Others	6	2.97
Marital Status	Single	71	35.15
	Married with Kids	72	35.64
	Married no Kids	55	27.23
	Others	4	1.98
Household Annual Income (in Indian Rupees)	upto10 lakhs	56	27.72
	between 10 lakhs-20 lakhs	63	31.19
	between 20lakhs-30 lakhs	45	22.28
	more than 30 lakhs	38	18.81
City-wise Breakup	New Delhi	48	23.76
	Gurgaon	41	20.3
	Noida	38	18.81
	Faridabad	34	16.83
	Chandigarh	41	20.3

F- frequency

Reliability and Validity of Measures

The measures used in the study were borrowed and/or adapted from previous studies. The majority of the items used were borrowed from instruments used in previous studies on Western consumers. Thus, it was necessary to test the instrument prior to the data collection process to ensure its applicability in the Indian market. Cronbach's alpha & exploratory factor analysis were employed to refine the scale.

Reliability

Due to the multidimensionality of the brand equity construct, coefficient alpha (Cronbach, 1951) was computed separately for each of the five constructs. We used the cut-off level of 0.7, recommended for theory testing research (Nunnally & Bernstein, 1994) and eliminated the items that did not significantly contribute to the reliability. The criterion used in deciding the deletion of an item was its corrected item-to-total correlation. Recomputing the alpha values for the reduced sets of items and examining new corrected item-to-total correlations helped in further deletion of items whose elimination improved corresponding alpha values. This iterative sequence was repeated several times and resulted in a set of 9 items across the 3 constructs.

Exploratory Factor Analysis (EFA)

Examining the dimensionality of the **9-item** scale was the next task and was accomplished by factor analysis. Exploratory Factor Analysis was conducted to reduce the number of items and to determine construct validity. Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity were applied for ensuring sampling adequacy and checking the appropriateness of the factors extracted. The sample and factors extracted were considered as adequate and appropriate as the KMO value (0.829) was more than 0.5 and Bartlett's test (p=0.00) was significant (p-value < 0.05).

Table 2: Construct Reliability

Cons	Items	CID	CAC (NI)	Factor loading	Variance (%)	Eigen values
BLO	I consider myself to be loyal to Brand X	0.734		0.716		
	Brand X would be my first choice	0.746	0.731(3)	0.706	18.35	7.31
	I will not buy other brands if Brand X is available at the store	0.802		0.702		
PRQ	Brand X is a brand characterized by its continuous innovation	0.825		0.756		
	Brand X appears to be of very poor quality (R)	0.824	0.715(3)	0.733	12.36	4.46
	Brand X is of high quality	0.827		0.731		
CEL	Brand X is intensively endorsed by celebrities	0.85		0.704		
	The celebrity endorsements for brand X seem very expensive compared to campaigns for competing brands	0.749	.704(3)	0.719	9.12	3.63
	My opinion about brand X's celebrity endorsements is very high	0.75		0.716		

Key: Cons: Construct; PRQ: Perceived Quality; BLO: Brand Loyalty; R: Reverse Coded;

CID: Cronbach's Alpha if Item Deleted; CAC (NI): Cronbach's Alpha of Construct (No. of Items)

Principal Component Analysis (PCA) method was applied for extracting the components. Only the components with eigen values of more than 1 were retained.

Only items with loading factor of more than 0.7 were considered as an acceptable loading factor. The varimax rotation produced a factor-loading matrix that was by and large easy to interpret. The high factor loadings in Table 2 show clearly defined factors and the high alpha values indicate internal consistency among items within each dimension. Moreover, the combined reliability of 0.805 for the 9-item scale was quite satisfactory.

Hypothesis testing
The independent variable in the study was celebrity endorsements. The effect on dependent variables (perceived quality and brand loyalty) was analyzed through regression. The results (Table 3) do not show any significant influence of celebrity endorsements on perceived quality (β= 0.301, p>0.05) and brand loyalty (β=0.238, p>0.05) in case of luxury brands. However, the results were supported in case of non-luxury brands as there was a significant influence of celebrity endorsements on perceived quality (β=0.149, p<0.05) and brand loyalty (β=0.183, p<0.01).

Table 3: Hypothesis testing

Dependent Variable	Hypothesis	Beta	t-value	Sig.	R Square	Adj.R Square	SEE	Result
Perceived Quality	H1a	0.301	2.213	0.083	0.072	0.068	0.408	Not supported
	H1b	0.149	2.276	0.023**	0.022	0.018	0.588	supported
Brand Loyalty	H2a	0.238	1.698	0.096	0.057	0.037	0.378	Not supported
	H2b	0.183	2.801	0.005*	0.035	0.031	0.783	supported

Independent variable-Celebrity Endorsements

SEE-Standard Error of Estimate; * sig. p<0.01;**sig. p<0.05

DISCUSSION AND IMPLICATIONS
In the current study, as per the empirical findings for luxury brands, celebrity endorsements do not help in improving the perceptions of quality & building brand loyalty. The hypotheses H_{1a} (significant & positive effect of celebrity endorsement on perceived quality) was not supported in our study. These findings are similar to those of Agrawal & Kamakura (1995) who doubted the power of celebrity to impact the efficiency and features of the core product. At the base level, luxury brands are known to deliver superior experience at two different levels – the first being at a product level and second, at an experiential level. At the product level they satisfy the functional and utilitarian characteristics like craftsmanship, precision, materials, high quality, and uniqueness in designs while at experiential level they appeal to the emotions of the consumers. In case of luxury brands, celebrities may appeal to customer emotions and hence motivate them to purchase the product. However, only if consumers find the perceived value of luxury brand to be trustworthy, they will form superior brand quality perceptions.

The hypotheses H_{2a} (significant & positive effect of celebrity endorsement on brand loyalty) was also not supported in our study. Celebrity endorsements may enhance consumers' confidence in and preference for a luxury product, which in turn may influence their purchase intention. Celebrity endorsements however always do not translate to brand loyalty. A celebrity may attract buyers to a brand but they will shift to other brands if the product does not perform. A decreasing customer loyalty also indicates that the luxury brand is either not relevant enough or does not stand out from the competition and the

customer simply makes a rational purchase decision, rather than having any emotional connect with the brand. By improving the perceptions of brand quality, and helping customers in differentiating one brand from another companies can improve financial gains by increasing customer's satisfaction and loyalty.

Since perceived quality is a consumer's subjective judgment, she will evaluate quality from her past experiences and feelings with the brand. Marketers, therefore, need to ensure that the customers have pleasant brand experiences to ensure customer satisfaction. Customer satisfaction, in turn, being a significant determinant of positive word-of-mouth, repeat sales, customer loyalty contributes to company's profitability and hence brand equity. Also, in an era of increasing competition from store brands, a superior perceived product quality would give the national brands an advantage over store-brands in that category. However, managers should avoid frequent price deals or discounts because they lower consumer's perception of quality (and hence brand equity) especially when consumers strongly relate price to product quality.

The hypotheses H_{1b} (significant & positive effect of celebrity endorsement on perceived quality) for non luxury products was supported in our study. Thus non luxury products of inferior or similar quality to their competitors can benefit from using a high profile celebrity. The findings suggest that celebrities are not only good at generating attention, brand recall and positive attitudes towards advertising but also create positive attitudes to brands by creating better quality perceptions. Our findings suggest that a celebrity as the face of a brand helps boosting consumer brand quality perception. One of the reasons for celebrity endorsements by firms is the trust and faith of the consumers who believe the celebrity recommendations to be genuine & authentic. Moreover, consumers always look up to these celebrities as their role models and hence considering the brands endorsed by them as of superior quality.

The hypotheses H_{2b} (significant & positive effect of celebrity endorsement on brand loyalty) for non luxury products was also supported in our study. The findings are similar to those of previous researchers who showed enhancement in the perceived quality of a brand due to celebrity endorsement (e.g., Kamins, 1989; Ohanian, 1991). A possible explanation can be that celebrity advertising has both informational and emotional influence on the consumers. The informational impact creates awareness of the product while the emotional impact creates a strong emotional linkage between the customer and the celebrity endorser. Positive emotional responses can influence behavioural responses and can increase consumers' tendencies to engage in favourable behaviour). Thus, apart from ensuring brand loyalty positive emotional responses may also lead to favourable perceptions of a brand's quality.

Managers need to understand that technical progress may not necessarily ensure commercial success. Due to highly competitive business environment, it is difficult to develop and maintain unique product features. Managers thus need to build a customer-brand relationship which goes beyond features, functionality and price. The higher the commitment, the less vulnerable the customer will be to the offers of competitors. Marketers also need to understand the relation between perceived quality & brand loyalty. Customers may repurchase a particular brand due to the way they perceive the brand's

quality. Hence managers need to pay close attention to their products and services quality to build brand loyalty.

CONCLUSIONS

The importance & value of celebrities to brands cannot be ignored. Our study makes a contribution toward understanding of the Indian luxury market by understanding the relationship between celebrity endorsements and brand loyalty and between celebrity endorsements and perceived quality.

Celebrities may be good at generating attention and recall but are unable to create positive perceptions of brand quality & brand loyalty in case of luxury brands. Marketers spend enormous amounts on celebrity endorsements. This study raises the question about rationality of heavy investments in celebrity endorsers if they are unable to create positive quality perceptions & build brand loyalty for luxury brands.

Managers can relate the findings for their brand-building strategies by using celebrity endorsements judiciously for non-luxury brands. However, it would be presumptuous to consider celebrity endorsement as a panacea. A judicious & effective use of celebrity endorsement, makes the brand stand out, helps in brand recall and facilitates instant awareness. This is possible only if the marketer is really disciplined in choice of a celebrity. The health of a brand may be improved to some extent by celebrity endorsement but managers need to understand that endorsement is a means to an end and not an end in itself. Further, a single marketing communication effort such as celebrity endorsement alone may not be able to build strong equity. Therefore, using a package of marketing efforts to improve quality perceptions & brand loyalty may be probably more effective in gaining a foothold in the Indian market.

To summarise, endorsement of brands by celebrities is a strategy that undoubtedly has great importance in the non luxury goods sector. Celebrity endorsement strategy, if managed effectively, may yield long-term benefits such as increased brand quality perceptions and brand loyalty.

LIMITATIONS AND DIRECTIONS OF FUTURE RESEARCH

Although we have successfully explored effects of celebrity endorsements on brand loyalty & perceived quality in the Indian market and provided important theoretical & managerial implications, our study has limitations as well. Overcoming these limitations can be a direction for future research.

This study focused only on the five north Indian cities. Further studies may need to be conducted if these results are to be expanded into other regional markets of India e.g South, West & East. Second, this study examines only the effect of individual integrated marketing communication variable i.e. celebrity. Since marketing strategies are interactive by nature, celebrity endorsement could interact with advertising, and advertising could interact with commercial event sponsorship & so on. It is the mix of strategies that both scholars and managers need to understand in the context of developing and improving brand equity.

Therefore, future research should explore the interaction effects of marketing communication variables.

The third limitation is that the variables of this study are too broad. For example, all celebrities build a brand. Studying which type of celebrity (e.g. athlete, an actor etc.) builds a strong brand will be more insightful for developing specific strategy. Finally, the existence of significant causal relationships among four brand equity dimensions also needs to be investigated.

This study focused only on different north Indian cities, thus to generalize the findings, more replicative studies need to be conducted in other cities and regions of the country to account for the country's diversity. The stimuli used in the present study included different brands from the same category e.g. smart phones as non luxury brands. For further studies, more categories need to be considered. Moreover, since few Indian smart phone brands also have international recognition, it would also be appropriate to study only Indian brands. Comparisons can also be made in consumer perceptions for domestic versus global international brands. The use of non probability personal survey technique also limits our ability to fully generalize the findings. Future researchers may preferably use more representative probability samples.

To summarise, this study is one of the few Indian studies to systematically examine the impact of celebrity endorsements on brand quality perceptions & brand loyalty for luxury & non luxury brands in India. However, the results from this research need to be interpreted with caution as few of these findings may be transferable to other product categories /cultures / countries, others could be context specific.

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Appendix: Measures of Perceived Quality, Brand Loyalty & Celebrity Endorsements

Construct (No. of items)	Item
Perceived quality (5)	Brand X is of high quality *
	Brand X must be of very good quality*
	Brand X appears to be of very poor quality ®*
	Brand X is a brand characterised by its continuous innovation**
	Brand X is a quality leader within its category**
Brand loyalty (7)	I consider myself to be loyal to X brand*
	Brand X would be my first choice*
	I will not buy other brands if brand X is available at the store*
	I will buy brand X again**
	I will suggest brand X to other consumers**
	The price of another brand would have to be considerably inferior to not choose brand X**
	Even in the case of not using it, I would like to buy brand X**
Celebrity Endorsements (5)	The Celebrity endorsements for brand X seem very expensive, compared to campaigns for competing brands*
	Brand X is intensively endorsed by celebrities.*
	The Celebrity endorsements for brand X are seen frequently*
	In general, I like the Celebrity endorsements for X brand**
	My opinion about brand X's Celebrity endorsements is very high**

* Yoo *et al.* (2000) ; ** Villarejo-Ramos & Sánchez-Franco (2005); ® Reverse Coded