

APPAREL BRAND ENDORSERS AND THEIR EFFECTS ON PURCHASE INTENTIONS: A STUDY OF PHILIPPINE CONSUMERS

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This study explores the effects of endorser type (celebrity and anonymous) and endorser credibility on consumers' attitudes and purchase intentions. It also explores the moderating effect of culture on the influences of spokesperson type and spokesperson credibility on attitude towards the advertisement of Filipino consumers.

The research data indicate that the higher the celebrity status of the endorsers featured in an advertisement, the higher the purchase intentions of consumers. For spokesperson credibility, the only characteristics which have a significant influence on intentions to purchase are: Experienced, Knowledgeable, Qualified, and Trustworthy. In addition, power distance and collectivism seem to have a substantial moderating effect on the relationship between spokesperson type and credibility, and attitude towards the advertisement.

Keywords: celebrity endorser, credible endorser, collectivism, and power distance

I. INTRODUCTION

Today's clothing companies spend a significant amount of their budget on hiring endorsers to advertise their brand. These companies aim to have a sufficient return on investment with the expectation that these endorsers catch their prospective customer's attention, strengthen brand recall, increase product attractiveness, and have a significant contribution to consumer's purchase intentions. Hiring an endorser is, therefore, an important decision for a company.

In the Philippine market, numerous apparel brands exist and customers are confronted with many choices. Many companies advertise their brand aggressively

so that it will be recalled and preferred over others.

Although there are various approaches to advertising, the use of endorsers to increase an advertisement's persuasiveness is very common. There is, thus, a need for empirical evidence to validate the effectiveness of the use of endorsers as a form of advertisement (ad). And while there have been a number of published studies on this topic, most are based on western settings. This research aims to shed light on the characteristics of the Philippine consumer which could aid in making advertising decisions.

II. LITERATURE REVIEW

The use of endorsers is an important question in advertising strategy and a

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considerable literature on this topic exists. The need for endorsers has been described in various ways. According to Erdogan, Baker and Tagg (2001), a spokesperson's role is to make the advertisement stand out from the clutter, arrest potential customers, add value to the brand, and lastly, build a lasting impression to encourage the consumer to make a purchase. Lane and Russell (2000), argue that "one of the primary challenges for advertising is to provide a tangible and differentiating element to the marketing of services". Stafford, Stafford and Day (2002) refer to 'tangibility' as "the visualization of a service's benefits or qualities, the association with an extrinsic product, person, event, place or object, the physical representations of the service, and documentation such as facts or figures explaining the characteristics of a service". The use of an endorser is one of the methods of enhancing the tangibility of the ad and differentiating it from others.

The Endorser

An endorser is a person who makes a 'testimonial', or a written or a spoken statement, extolling the virtue of some product. This person could be a public figure or a private citizen. A testimonial usually applies to sales pitches attributed to ordinary citizens whereas endorsement usually applies to pitches by celebrities (Liu, Huang, & Jiang, 2007). This study focuses on two (2) types of spokespersons – celebrity and anonymous.

Celebrity endorsers

Celebrities are well-known individuals (TV stars, movie actors and actresses, famous athletes, pop stars, entertainers, etc.) who owe their fame to their achievements. McCracken (1989) defines a celebrity endorser as "any individual who enjoys public recognition and who uses the recognition on behalf of a consumer good by appearing with it in an advertisement"

(Bryne, Whitehead, & Breen, 2003). Friedman and Friedman (1979) define a celebrity as "an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed".

Lay endorsers or anonymous models

Lay endorsers are unknown individuals who are chosen based on the target market demographics. These anonymous individuals offer association with the target audience for a less expensive price. They are usually packaged as the 'typical person' that the consumers can identify with (McCracken, 1989).

Endorser/Message Source Credibility

Ohanian (1990) defined message source credibility as "a term commonly used to imply a communicator's positive characteristics that affect the receiver's acceptance of a message". The term has three dimensions: attractiveness, trustworthiness and expertise. Goldsmith, Lafferty & Newell (2000) referred to endorser credibility as "the extent to which the source is perceived as possessing expertise relevant to the communication topic and can be trusted to give an objective opinion on the subject".

Both the above variables, i.e., endorser type and message source credibility, are said to influence three factors which ultimately influence the effectiveness of advertisements. These are: attitude towards the advertisement, attitude towards the brand, and purchase intention.

Attitude towards the advertisement

Attitude towards the advertisement is defined as "a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion" (McKenzie,

Lutz, & Belch, 1986). Shimp and Gresham (1985) describe the term as “the attempt to influence consumer choice through creating a favorable attitude that may transfer to the advertised brand and influence choice behavior”.

Attitude towards the brand

Attitude towards the brand is defined as “an individual’s internal evaluation of the brand” (Mitchell & Olson, 1981).

Purchase intention

Spears and Singh (2004) define the term as “an individual’s conscious plan to make an effort to purchase a brand”.

The use of celebrities to advertise a product is based on the assumption that getting famous personalities to represent a brand will result to a higher degree of advertising appeal, believability, and recall as compared to anonymous models. Famous personalities are said to possess the ability to increase brand awareness, create positive feelings towards the brand, and make the advertisement be perceived as entertaining to the customers (Kambitsis, Harahousou, Theodorakis, Chatzibeis, 2002). Past research state that celebrity endorsers have a more positive influence on attitude towards the advertisement (Atkin & Block, 1983; Bryne et al., 2003), and purchase intentions (Atkin & Block, 1983; Freiden, 1984).

However, not all celebrity endorsers yield favorable results [e.g., Bill Cosby was not a successful endorser for E.F. Hutton, and Ringo Starr failed for Sun Country Classics (Walker, Langmeyer, & Langmeyer, 1992)]. Also, in addition to the risks associated with hiring these famous people, the costs associated with them are also high. Some businesses with a lower marketing budget resort to hiring anonymous models to represent their brand name. This spokesperson type is available for a fraction of the cost. Also, they provide a feeling of

association and identification to target consumers, most especially on the cultural aspect.

Some studies claim that the effectiveness of a message source depends on the spokesperson’s perceived credibility. Endorsers who are liked, perceived to be trustworthy, expert, and attractive, are said to have more positive influences on advertisement believability and brand image, which can contribute to purchase intentions. They possess the ability to arrest and lure readers to an advertisement, thus making the communication more effective.

Goldsmith et al. (2000) claimed that credible endorsers have been shown to have a more positive effect on consumer’s attitude towards the advertisement. Credible spokespersons are perceived to be more socially and intellectually competent, and have higher levels of integrity which makes them more persuasive (Till & Busler, 1998). These credible endorsers have the ability to significantly increase purchase intentions (Liu et al., 2007; Pompitakpan, 2003; Erdogan, et al., 2001).

The above statements are congruent to the Source Credibility Model which states that “the effectiveness of a message depends on the perceived level of expertise and trustworthiness of an endorser”, and that “information from a credible source can influence beliefs, opinions, attitudes, and/or behavior through a process called internalization” (Erdogan, et al., 2001). This model states that message sources that are perceived to be credible are more persuasive.

Another related theory is the Elaboration Likelihood Model (ELM), which states that there are two (2) distinct routes to persuasion, namely, the “central and the peripheral routes”. The central route is taken when the recipient is intrinsically motivated to examine and elaborate the product-related arguments in a message. If positive thoughts result from the meticulous analysis, the message will most certainly be accepted (Lowrey, Wanke, Shavitt & Swan, 1994).

The peripheral route is taken when “conditions do not foster either the motivation or the ability to process the message in detail” (Lowrey, et al, 1994). Due to the lack of incentive or ability to carefully scrutinize a message, the argument relies on environmental characteristics of a communication (e.g., the perceived credibility of the endorser, or the layout of the advertisement) to elicit positive attitude change (Petty & Cacioppo, 1981).

Past researches suggest that message source characteristics affect the consumer’s attitude towards the advertisement which in turn affects their attitude towards the brand (Goldsmith et al., 2000; Shimp & Gresham, 1985). Emotions and attitudes formed towards an advertisement predict brand attitudes (Yoo & MacInnis, 2005). In addition, Brown and Stayman (1992) claimed that there is a consistent relationship between attitude towards the advertisement and attitude towards the brand and purchase intentions. McKenzie et al. (1986) stated that consumers are said to have a tendency to purchase products from brands where they develop positive attitudes (Goldsmith et al., 2000). There is a consistent pattern showing the effect of attitude towards the brand on purchase intentions.

Cultural Variables in Advertising

Advertising literature also emphasizes the influence of cultural variables in advertising effectiveness (McCracken, 1989; Paek, 2005). McCracken (1989) argued that “the success of celebrity-endorsed advertisements depends on whether the endorser is meaningful within a culture’s consumer values and norms”. In McCracken’s Meaning Transfer Model, he claims that celebrity endorsers contain a broad range of meanings such as demographics, personality, and lifestyle. These meanings are transferred from the endorser to the product, and afterwards, from the product to the consumer.

It is important for advertisers to understand the culture of their market for them to be successful. This is because “consumers respond to advertising messages that are congruent with their culture, thereby rewarding advertisers who understand that culture, and who tailor ads to reflect its values” (Paek, 2005). Hofstede (1984) describes spokespersons as ‘cultural heroes’ because they serve as role models, and they possess characteristics that are looked upon by society.

Based on the above studies, it was decided that cultural variables would be included since, unlike most advertising studies which were conducted in Western countries, Filipino respondents are involved in this study.

Hofstede’s Cultural Framework (Power Distance and Collectivism)

Perhaps the most well-known study on contemporary cultural orientations in different countries is Geert Hofstede’s (Hofstede, 1984). Hofstede compared the cultures of various countries using four dimensions namely, power distance, individualism/collectivism, uncertainty avoidance, and masculinity/femininity (Francis & Pornpitakpan, 2001; Hofstede, 1984). For this study, two of the above dimensions are included because these are most relevant to the issue of endorser credibility and effectiveness. These two variables are defined, as follows:

Power distance

Power distance is described as the “extent to which the less powerful person in a society accepts inequality in power and considers it as normal” (Hofstede, 1984). Hofstede argued that power distance explains how different societies have dealt with basic human inequalities in social status, reputation, wealth, and sources of power. High power distance countries, such as

Korea, are more open-minded of hierarchies and autocratic leadership and more likely to expect clear directions. Low power distance countries (e.g., the United States) on the other hand, are more likely to seek factual evidence and reasoning in relation to a particular course of action (Paek, 2005).

It is generally proposed that in high power distance societies, like most countries in Asia, people are more likely to “obey the recommendations of public authority figures such as celebrities. People with power are viewed to be convincing message sources, and are believed to be right and regarded as reference groups” (Paek, 2005).

In the Philippines, traditional families and other social systems are highly authoritarian. Age, power, social class, professional status or official government affiliation, are the determining factors of authority (Zialcita, 2005). The Philippines has a power distance index of 94 as compared to the world average of 55 (www.geert-hofstede.com, 2003).

Collectivism

Hofstede defines collectivism as “a situation in which people belong to in-groups or collectivities which are supposed to look after them in exchange for loyalty”. This is in contrast to individualism which he defined as “a situation where people are supposed to look after themselves and their immediate family only” (Hofstede & Bond, 1984).

Societies with collectivist cultures like the Philippines (www.geert-hofstede.com, 2003) value interdependence over independence. Collectivists have the tendency to be concerned with affiliating

with others, and preserving connectedness. They are usually motivated by the duties imposed on them by their groups, and give priority to their group’s goals. This is in contrast to individualist societies which value independence, self-realization, and competition. (Choi, Lee, & Kim, 2005).

Based on Hofstede’s statements, it is inferred that the collectivist’s emphasis on connectedness and blending with others result in the need to feel a sense of interpersonal trust before such connectedness can happen and last. The importance of trust in collectivist cultures is therefore more important than in individualistic cultures (Pornpitakpan, 2003).

Individuals in collectivist cultures are more likely to rely on a trustworthy source to send messages. They tend to purchase products based on the opinion of others whom they view to be trustworthy. Therefore, hiring credible endorsers to bring credibility to a product may be more congruent with the mode of communication in collectivist societies. Spokespersons that represent the values of a society may be viewed as more credible and prominent among collectivists, in contrast to individualists who may view endorsers as merely individuals who are accomplished in their profession (Choi, et al., 2005).

Most Asian countries are characterized as collectivist, while most western countries are individualists. (Pornpitakpan, 2003). The Philippines has an individualism index of 43, indicating that it is a collectivist society (www.geert-hofstede.com, 2003); Acuña & Rodriguez (1996) generally validate Hofstede’s findings with respect to the above value orientations of Filipinos.

III. RESEARCH HYPOTHESES

Based on the foregoing literature review, the following research hypotheses were formulated for this study:

H1: Endorsers with high celebrity status will yield a more positive attitude towards advertisement.

H2: Celebrity endorsers have a more positive effect on purchase intentions as compared to anonymous spokespersons.

H3: Endorsers with a high credibility status will yield a more positive attitude towards the advertisement.

H4: Credible endorsers will have a more

positive effect on purchase intentions as compared to non-credible endorsers.

H5: Individuals with a high power distance have more positive attitude towards advertisements featuring celebrity endorsers.

H6: Collectivists have a more positive attitude towards advertisements featuring credible endorsers.

H7: Attitude towards the advertisement influences attitude towards the brand.

H8: Attitude towards the brand influences purchase intentions.

IV. RESEARCH DESIGN

Respondents of the Study

The study was conducted in Manila, Philippines. A total of 200 female university students from the University of the Philippines, Diliman, were employed as respondents for the main study. One hundred sixty of the 200 students were included in the experimental group, and 40 students in the control group. Majority of the respondents were single and belong to the age range of 17-21.

Research Variables

The study has two independent

variables; viz., Endorser type (celebrity or anonymous) and Endorser/message source credibility. The dependent variables are: attitude towards the advertisement, attitude towards the brand, and intention to purchase. The cultural dimensions of power distance and collectivism are viewed as moderating variables that affect the relationship between the independent and the dependent variables.

Questionnaires using the 7-point semantic scale, with 1 being the lowest and 7 being the highest, were used to measure each variable. These are shown in Table 1.

Table 1
Questionnaire Scale Items

Variable	Scale Items
Endorser type	Famous/not famous, Recognizable/ not recognizable, Known/ unknown, A Celebrity/ not a celebrity
Endorser credibility	Attractive, Classy, Beautiful, Sexy, Elegant, Dependable, Honest, Reliable, Sincere, Trustworthy, Expert, Experienced, Knowledgeable, Qualified, Skilled
Attitude towards the advertisement	Pleasant/unpleasant, likeable/not likeable, interesting/uninteresting, good/bad
Attitude towards the brand	Favorable/unfavorable, good/bad, wise/foolish
Purchase intentions	Likely/unlikely, probable/improbable, possible/impossible
Power distance index	1. The majority of people should be dependent on society. 1. People with authority are entitled to more rights. 2. Not every one should have equal rights 3. In society, the number of people with power should be as many as possible
Collectivism	1. Working in a group is more efficient than working alone. 2. It is better to be a follower than a leader. 3. People trust group decisions more than individual decisions. 4. Societal value standards should apply to all individuals.

The Experiment

This study employs the 2x2 full factorial design for the experiment, which is shown on

Table 2. The experiment incorporates the two (2) independent variables of the study: endorser type and credibility.

Table 2
Factorial Design for the Experiment

	Endorser Type	
Endorser Credibility	Print Ad 1: Credible Celebrity Endorser	Print Ad2: Non-Credible Celebrity Endorser
	Print Ad 3: Credible Non-Celebrity Endorser	Print Ad 4: Non-Credible Non-celebrity Endorser

The Stimulus

The experiment included four kinds of advertisements which were used as the stimulus for the experiment. These include an ad featuring a credible celebrity, a non-credible celebrity, a credible non-celebrity, and an ad with non-credible non celebrity.

The study included a 5th ad which featured no endorser. This ad was used for the control group. The purpose of the control group is an attempt to ensure that other external factors unrelated to the type of endorser, does not affect the results of the experiment. It intends to isolate the impact of the endorser types on the dependent variables.

The print ads contained a fictitious brand name for the advertised product, which is apparel clothing. This was done to eliminate effects on purchase intentions that a ‘real’ brand may produce.

To come up with names of endorsers to be featured in each of the four ads, the following procedures were conducted:

Names of celebrity spokespersons

To attain an appropriate list of celebrities, forty university students, excluded from the main study were asked to

list down the names of local female celebrities they can think of in two (2) minutes. The names of the celebrities were then collected and the four that had the highest frequency of mention were: Pokwang, Kristine Hermosa, Marian Rivera, and Angel Locsin.

For the credible celebrity selection process, the pictures of the 4 mentioned actresses were placed on a piece of paper. Another set of forty university students were used as respondents. After being exposed to the pictures, they were first asked about their familiarity with the celebrities. All confirmed awareness with the actresses. Afterwards, using the message source credibility scale developed by Ohanian (1990), the respondents were asked to rate each celebrity in terms of her credibility if she were to endorse an apparel brand. The scale items for endorser credibility are shown on Table 1.

Names of anonymous models

For the credible anonymous models, four pictures of unknown Filipinas were placed on a piece of paper. Forty university students were asked to rate each individual in terms of her credibility to endorse a clothing brand using the same scale items. The results are summarized in Table 3.

**Table 3
Celebrity and Anonymous Endorser Credibility Ratings**

Name of Local Celebrity	Credibility	Mean	Std Deviation
Marian Rivera	Credible	5.4667	1.121
Pokwang	Not credible	3.33	0.9759
Name of Non-Celebrity			
Model A	Credible	5.0667	1.43759
Model B	Not credible	2.4	1.40408

Table 3 presents the celebrity and anonymous endorsers with the highest and the lowest credibility rating. For the famous

personalities, Marian Rivera, who received the highest mean score, was used as the credible celebrity, Pokwang, who received

the lowest mean score, the non-credible celebrity. For the anonymous models, Model A was used as the credible non-celebrity, and Model B, the non-credible non-celebrity.

The experimental procedure

The experiment included a pretest and a post-test which are summarized on Table 4.

**Table 4
Pretest and Post-test**

Respondent Set	Pre test Questionnaire	Treatment Exposure (Stimulus of the Study)	Post test Questionnaire
Set 1 (40 university students)	*Purchase intention	Treatment 1 (An ad featuring a credible celebrity endorser)	*Purchase intention *Attitude towards the ad *Attitude towards the brand *Endorser type *Endorser credibility *Collectivism and power distance
Set 2 (40 university students)	*Purchase intention	Treatment 2 (An ad featuring a credible anonymous endorser)	*Purchase intention *Attitude towards the ad *Attitude towards the brand *Endorser type *Endorser credibility *Collectivism and power distance
Set 3 (40 university students)	*Purchase intention	Treatment 3 (An ad featuring a non-credible celebrity endorser)	*Purchase intention *Attitude towards the ad *Attitude towards the brand *Endorser type *Endorser credibility *Collectivism and power distance
Set 4 (40 university students)	*Purchase intention	Treatment 4 (An ad featuring a non-credible anonymous endorser)	*Purchase intention *Attitude towards the ad *Attitude towards the brand *Endorser type *Endorser credibility *Collectivism and power distance
Set 5 (40 university students) (Control Group)	*Purchase intention	Treatment 5 (An ad with no endorser)	*Purchase intention *Attitude towards the ad *Collectivism and power distance

For the pretest, the respondents were asked to answer the Purchase intention

questionnaire. After this, they were exposed to the stimulus of the study. Each respondent

was randomly exposed to only one advertisement. After being exposed to the ads, the respondents were asked to answer the same purchase intention questionnaire. The idea behind this is to test how the stimulus affected their purchase intentions. In addition, they were also asked to answer the collectivism, the power distance, attitude towards the advertisement and attitude towards the brand and the personal information questionnaire. Results for the

pretest and post-test were then compared and analyzed.

Manipulation checks

Manipulation checks are important in an experiment to find out if the manipulation performed as expected. This is important to be able to draw valid conclusions from the results. Table 5 shows the manipulation check for the type of endorser and spokesperson credibility.

Table 5
Manipulation Check for Endorser Type and Credibility

Endorser Type	Mean	Std Dev	Independent Samples T-test	
			t-value	p-value
Celebrity	5.85	0.86	22.35	***0.00
Non-celebrity	2.5	1.03		
Credible	4.6	0.62	13.99	***0.00
Non-credible	3.21	0.62		

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

By using the 7-point semantic differential scale, celebrity and non-celebrity endorsers were rated. A celebrity endorser is rated as the message source with a high mean range of 5.41–6.10. On the other hand, non-celebrity endorser has a low mean range of 2.38–2.58.

The independent samples t-test was used to compare the mean of the two (2) independent samples of the study. As shown in Table 5, the t-test results indicate that there is a significant difference between a celebrity

and a non-celebrity endorser (t-value=22.35, p-value=***0.00).

For spokesperson credibility, a credible spokesperson is rated as message source with a high mean range of 4.21–5.42. A non-credible endorser has a low mean range of 2.82–3.42. The independent samples t-test indicates that there is a significant difference between the two types of message sources (t-value=13.99, p-value=***0.00).

Based on these values, it can be said that the manipulation performed as expected.

V. RESULTS

Purchase Intentions Before and After Viewing the Stimulus

The paired samples t-test was used to compare means before and after being exposed to the stimulus. Table 6 shows the

results of the paired samples t-test, comparing the purchase intentions of the four experimental groups and the control group, before and after being exposed to the advertisement. Using the mentioned test, it can be observed that the purchase intentions

significantly changed after viewing the print advertisement.

For the advertisement containing a credible celebrity, the mean for purchase intentions after viewing the advertisement is 5.72. It is higher than the mean for purchase intentions before viewing the ad (5.14). The paired sample t-test indicate that the mean increased significantly after viewing the advertisement ($t = -2.17$, $p = .010$). For the advertisement featuring a credible non-

celebrity endorser, the purchase intention average also significantly increased from 4.37 to 5.15 after viewing the stimulus ($t = -2.67$, $*p = 0.011$). However for the non-credible celebrity, the non-credible non-celebrity, and the control group, the mean score significantly decreased after viewing the stimulus. The means before and after viewing the advertisement indicate that purchase intentions increase with a credible endorser.

Table 6
Purchase Intentions Before and After Viewing the Stimulus

Type of Endorser	Initial Purchase Intention mean	Purchase Intention mean after viewing stimulus	t-value	p-value	Comparison
Credible celebrity	5.14	5.72	-2.17	*0.010	PIAfter>PIBefore
Credible Non-celebrity	4.37	5.15	-2.67	*0.011	PIAfter>PIBefore
Non-credible Celebrity	5.48	3.94	5.71	***0.00	PIAfter<PIBefore
Non-credible Non-celebrity	5.44	3.55	8.03	***0.00	PIAfter<PIBefore
Control group	5.53	3.82	6.80	***0.00	PIAfter<PIBefore

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Comparison of Purchase Intentions Among the Four Groups

The two-way ANOVA was used to test the effect of the two independent variables (endorser type and credibility) of the experiment on purchase intentions (the dependent variable). The results are shown on Figure 1. Among the four groups, the credible celebrity yielded the highest purchase intention mean (PI= 5.71). These

indicate that celebrities have more impact on intentions to purchase than non-celebrities (celebrity PI= 5.23, non-celebrity PI= 3.74, $p\text{-value} = ***0.00$, $t\text{-value} = 7.75$). Also, credible spokespersons influence intentions to purchase more than non-credible spokespersons (credible PI= 5.11, non-credible PI= 3.86, $p\text{-value} = ***0.00$, $t\text{-value} = 6.15$). This outcome is in line with *H2* and *H4* of the study.

Figure 1
Mean Scores for Purchase Intentions (PI) after Viewing the Stimulus

		Endorser Type			
		Celebrity	Non-celebrity		
Credible		n=40 PI = 5.71	n=40 PI = 5.15	N = 80 PI = 5.11	
Not credible		n=40 PI = 3.94	n=40 PI = 3.55	N = 80 PI = 3.86	
		N = 80 PI = 5.23	N = 80 PI = 3.74		

Linear Regression Analysis Results

Linear regression was used to analyze the relationship between each independent variable and its corresponding dependent variable. Table 7 presents the linear regression analysis results for the independent and the dependent variables of the study.

Endorser type, credibility, attitude towards the ad, and purchase intentions (Hypothesis 1 - 4)

The values presented on the first two (2) rows of Table 7 indicate that the endorser type significantly affects attitude towards the advertisement ($R^2 = 0.58$, $p\text{-value} = ***0.00$, $F\text{-value} = 223.32$), and purchase intentions ($R^2 = 0.14$, $p\text{-value} = ***0.00$, $F\text{-value} = 26.37$).

Thus, it can be said that hypotheses 1, and 2 are supported.

The regression outcome for hypotheses 3 indicate that only the first factor of spokesperson credibility significantly influences attitude towards the advertisement ($R^2 = 0.19$, $p\text{-value} = ***0.00$, $F\text{-value} = 38.32$). The same can be said for hypothesis 4. Only the first factor which include: experienced, knowledgeable, qualified, and trustworthy have significant influence on attitude towards the brand ($R^2 = 0.16$, $p\text{-value} = ***0.00$, $F\text{-value} = 31.61$). This indicates that hypotheses 3 and 4 are partially supported. A possible explanation for this is that respondents may be more likely to purchase a product based on an endorser's perceived experience, knowledge, trustworthiness and qualification rather than her physical appearance and perceived attractiveness.

Table 7
Linear Regression Analysis Results

H	Independent Variable	Dependent Variable	R ²	p-value	t-value	F	Beta
H1	Endorser type	Attitude towards the advertisement	0.586	***0.00	14.944	223.324	0.765
H2	Endorser type	Purchase intentions	0.143	***0.00	5.492	26.37	0.441
H3	Endorser credibility (factor 1)	Attitude towards the advertisement	0.195	***0.00	6.19	38.32	0.442
	Endorser credibility (factor 2)	Attitude towards the advertisement	0.073	**0.001	3.535	12.498	0.271
H4	Endorser credibility (factor 1)	Purchase intentions	0.167	***0.00	5.62	31.610	0.408
	Endorser credibility (factor 2)	Purchase intentions	0.100	***0.00	4.180	17.468	0.316
H5	Endorser type x Power distance	Attitude towards the advertisement	0.335	**0.005	2.89	39.575	1.88
H6	Endorser credibility (factor 1) x Collectivism	Attitude towards the advertisement	0.248	**0.005	7.215	52.060	0.498
	Endorser credibility (factor 2) x Collectivism	Attitude towards the advertisement	0.539	***0.00	10.60	100.61	0.647
H7	Attitude towards the advertisement	Attitude towards the brand	0.165	***0.00	5.55	30.768	0.404
H8	Attitude towards the brand	Purchase intentions	0.046	**0.006	2.77	7.652	0.215

* $p < .0$, ** $p < 0.01$, *** $p < 0.001$

Power distance as a moderating variable (Hypothesis 5)

The one-sample t-test was used to determine whether or not the sample mean is different from the population mean. Table 8 shows the results of the one-sample t-test for the factor of power distance. From the questionnaire Likert scale of 1-7, 4 is the median. Low power distance refers to mean

scores less than 4, and high power distance refers to mean scores greater than 4. The power distance mean for the study is 4.66. The value is greater than 4, which suggests that the respondents have a high power distance. The one-sample t-test results indicate that the power distance mean significantly differs from the 4, the neutral value.

Table 8
One-Sample t-test for Power Distance

Factor	Test-Value	Mean	t-value	p-value
Power distance factor	4	4.66	5.48	***0.00

From Table 7, the linear regression outcome indicates that power distance significantly moderates the relationship between endorser type and attitude towards the advertisement ($R^2 = 0.33$, $p\text{-value} = **0.005$, $F\text{-value} = 39.57$, $Beta = 1.88$). The positive value for beta indicates that the higher the level of power distance, the stronger the relationship between the two variables become. Therefore, hypothesis 5 is supported.

Collectivism as a moderating variable (Hypothesis 6)

Table 9 presents the result of one-sample t-test for the collectivism factor. From the questionnaire Likert scale of 1-7, 4 is the median. High collectivism refers to mean scores greater than 4, and low collectivism

(individualism) refers to mean scores lower than 4. The study's collectivism mean is 5.47, which is higher than 4. This suggests that the respondents are collectivists, and not individualists. The t-test indicates that the mean is significantly different from the median.

The linear regression outcome for the two (2) factors indicate that Collectivism significantly moderates the relationship between Endorser Credibility and Attitude towards the Advertisement (Factor 1: $R^2 = 0.24$, $p\text{-value} = **0.005$, $F\text{-value} = 52.06$, $Beta = 0.49$, Factor 2: $R^2 = 0.53$, $p\text{-value} = ***0.00$, $F\text{-value} = 100.61$, $Beta = 0.647$). The positive values for Beta indicate that the higher the level of collectivism, the stronger the relationship will become for the independent and the dependent variable. These values suggest that hypothesis 6 is supported.

Table 9
One-sample t-test for Collectivism

Factor	Test-Value	Mean	t-value	p-value
Collectivism factor	4	5.47	16.63	0.00

Attitude towards the brand and purchase intentions (Hypotheses 7 & 8)

The regression results indicate that there is a significant relationship between attitude towards the advertisement and attitude towards the brand ($R^2 = 0.16$, $p\text{-value} = ***0.00$, $F\text{-value} = 30.76$). Therefore, it can be said that $H7$ is supported.

The values shown on Table 7 state that there is no significant relationship between Attitude towards the brand and Purchase Intentions ($R^2 = 0.04$, $p\text{-value} = **0.006$, $F\text{-value} = 7.65$).

The small value for R^2 implies that the proportion of variance in the dependent variable accounted for by the independent variable is too small. Therefore, it can be said that $H8$ is not supported.

The possible explanation for this outcome is that the brand used in this study is fictitious. It will take time for a company to be able to establish a brand in the minds of their target consumers. Therefore, when the respondents were exposed to a brand that they were not familiar with, they may not have been much persuaded to purchase the

product. It can also be possible that the respondents are likely to purchase apparel based on the product's attributes and not based on its brand name. In the advertisement used for the experiment of this

study, the copy was just limited to the fictitious brand name and tagline. No product attributes were discussed. The respondents did not receive much product information and therefore may be hesitant to make a purchase.

VI. CONCLUSIONS AND IMPLICATIONS

Based on the study data it can be concluded that an endorser with a high celebrity status more positively influences the consumer's attitude towards the advertisement and purchase intentions. With respect to endorser credibility, the only qualities which influence attitude towards the advertisement and purchase intentions are: Experienced, Knowledgeable, Qualified, and Trustworthy. Spokespersons who possess these qualities are more persuasive and are more capable of positively influencing both attitude towards the advertisement and intentions to buy.

The results also support the view that culture plays a significant role in advertising. High power distance moderates the relationship between the endorser type and attitude towards the advertisement. The higher the power distance, the stronger the relationship becomes between the two variables.

Collectivism moderates the relationship between endorser credibility and attitude towards the advertisement, i.e., the higher the level of collectivism, the stronger the

relationship between the two variables become.

The results indicate however, that attitude towards the brand does not influence purchase intentions, contrary to what might be expected. A possible explanation for this is that the brand name used in the study is a fictitious one.

One of the contributions of this study is that it incorporated the value orientations of high power distance and collectivism. Having shown the moderating effects of culture, the study reinforces the view that it is important for managers and advertisers to consider the culture of their target audience when planning an advertising campaign.

The study provides further support to past researches which found that celebrities can positively affect attitudes and purchase intentions. Although the outcome of the study suggests that famous personalities should be favored by marketers as endorsers, marketers must nevertheless exercise good judgment in choosing endorsers for reasons previously cited.

VII. RESEARCH LIMITATIONS AND SUGGESTIONS FOR FURTHER STUDY

This study used print advertisements as the stimulus for the experiment. Further research of this type could examine the effects of different endorsers across different media, especially television or radio. Having the audience hear a spokesperson's voice during an advertisement may have a strong influence on how customers perceive the

message and the message source.

Finally, given the continuing trend towards global marketing, there is a need for more research using respondents from different cultural/ethnic backgrounds to compare the effects of spokespersons on attitudes and purchase behaviors.

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