Celebrity Endorsement
- A gender perspective of consumer behavior in the fashion industry

Bachelor’s Thesis within Business Administration

Authors: 880727-1641 Renée Erlandsson
911004-2364 Isabell Hansen
880309-2173 Henrik Mokhtari

Tutor: MaxMikael Wilde Björling

Jönköping May 2013
Acknowledgements

The writing and finalization of this thesis would not have been possible without the help, support and guiding from certain people. Therefore, we would like to dedicate a few words to them.

First of all, we would like to express our gratitude and thank our tutor MaxMikael Wilde Björling. His support and guidance throughout the writing of this thesis has been of great importance for us.

Furthermore, we want to thank all the people who provided us with their time by participating in the focus groups and the questionnaire. Without them, we would have no empirical findings and this thesis would not have been possible to finalize.

We would like to give a special thank you to the participants in the focus groups, for devoting an hour of their time to discuss the topic of this thesis and giving us an extensive amount of information.

Renée Erlandsson          Isabell Hansen          Henrik Mokhtari

Jönköping International Business School

May 2013
Abstract

Background – Celebrity endorsement has been researched to a great extent, however the main focus of the previous research has been about the effectiveness and the negative/positive information about the celebrity and the brand. Additionally, previous studies on gender differences have been conducted; however it has not been done in consideration with celebrity endorsement in the fashion industry.

Purpose – This study aims to examine if there is a difference between how men and women perceive celebrity endorsement in the fashion industry. The purpose is to gain a deeper understanding of factors that affects how genders perceive celebrity endorsement, and lastly to research if the celebrity endorsement has a positive or negative effect on the brand endorsed.

Method – The theoretical framework was tested through focus groups conducted with students from Jönköping University. It was also researched through an online questionnaire that was spread to the author’s personal networks via social media. The questions have been designed according to the AIDA-framework to help address important steps that the consumer goes through.

Conclusion – The findings suggest that there is a difference between how men and women perceive celebrity endorsement. The women analyze different cues to a greater extent and tend to be more skeptical, while the men focus mostly on the prominent cues. Moreover, the findings show that both men and women are more attentive to a male celebrity endorser than a female celebrity endorser.

Keywords – Endorser, Celebrity Endorser, Celebrity Endorsement, Brand Image, Consumer Behavior, Fashion Industry
# Table of Contents

1 Introduction .................................................................................. 1
  1.1 Background ........................................................................... 1
  1.2 Problem ................................................................................ 2
  1.3 Purpose .................................................................................. 3
  1.4 Delimitations .......................................................................... 4
  1.5 Definitions of Concepts .......................................................... 4
  1.6 Brief Description of Method ..................................................... 4
  1.7 Disposition of Thesis ............................................................... 5

2 Frame of References ...................................................................... 7
  2.1 Celebrity Endorsement ............................................................ 7
  2.2 Gender Perspective ............................................................... 8
  2.3 Celebrity’s Impact on Fashion .................................................. 9
    2.3.1 Roger’s Innovation Diffusion ............................................. 10
  2.4 Brand Equity .......................................................................... 10
  2.5 Brand Personality ................................................................... 11
  2.6 Buyer Decision Process .......................................................... 11
  2.7 The AIDA Model .................................................................... 12
  2.8 Characteristics of the Spokesperson ........................................... 13
  2.9 The Meaning Transfer Model ................................................... 13
    2.9.1 Stage 1 ......................................................................... 14
    2.9.2 Stage 2 ......................................................................... 14
    2.9.3 Stage 3 ......................................................................... 15
  2.10 Literature Summary and Formation of Propositions ................. 15

3 Method .......................................................................................... 18
  3.1 Framework ............................................................................ 18
    3.1.1 Deductive versus Inductive .............................................. 18
    3.1.2 Research strategy ............................................................ 18
    3.1.3 Qualitative versus Quantitative ........................................ 19
  3.2 Methodology .......................................................................... 20
    3.2.1 Focus Groups ................................................................ 20
    3.2.2 Questionnaire ............................................................... 21
  3.3 Reliability and Validity ............................................................. 21

4 Findings ......................................................................................... 22
  4.1 Proposition 1a and 1b .............................................................. 23
  4.2 Proposition 2a and 2b .............................................................. 25
  4.3 Proposition 3a and 3b .............................................................. 27
  4.4 Proposition 4a and 4b .............................................................. 30

5 Discussion and Analysis ............................................................... 32

6 Conclusion and Research Contributions ....................................... 37
  6.1 Conclusion ............................................................................ 37
  6.2 Research Contributions .......................................................... 38

7 Limitations ..................................................................................... 39
8 Implications and Recommendations .............................. 40
  8.1 Managerial Implications ........................................ 40
  8.2 Recommendations for Future Research ....................... 40

List of references .................................................. 41

Appendices ................................................................ 45
  Appendix 1 - Self-designed posters for H&M ..................
  Appendix 2 - Real advertisement for H&M ......................
  Appendix 3 - Online questionnaire ...............................
I Introduction

Section one will contain an introduction to the research topic of the research in this thesis. Background on the topic will be presented, with a summary of the most prominent literature in order for the reader to get acquainted with the subject. The background will lead the reader in to the problem statement, and subsequently the purpose and research question will be presented. The section will be finalized with delimitations, definitions of concepts, a brief description of the method and disposition of the thesis.

1.1 Background

Fashion is something that everyone is exposed to. It is something that affects our everyday choices and how we want to present ourselves to the world around us. Among all the industries that have been researched, this study will focus on the fashion industry. The fashion industry today is using celebrity endorsers to an increasing extent (Pringle, 2004), and this gives the celebrities extensive power.

Furthermore celebrity endorsement is not a new phenomenon. In Sweden the actress Karin Ekelund endorsed a Swedish product in the early 1930s (Söderlund, 2003). Today athletes, actors and singers appear as endorsers for different brands in magazines, television commercials, and on out of home media such as buses or billboards. Unavoidable everyday advertisements feature these recognized faces. By using celebrities in advertisements, companies can reduce the effects of communication clutter that is constant and can let their product stand out from substitute products (Sherman, 1985).

However, previous studies have investigated the effectiveness of celebrity endorsement and they have shown that an appropriate match between the endorser and the product is an important aspect in order for the endorsement to be effective (Kahle and Homer, 1985; McCracken, 1989; Kamins, 1990; Till and Busler, 1998). Other studies suggest that companies using celebrities as endorsers will generate a positive impact on the financial returns (Erdogan, 2001; Chung, Derdenger, and Sirvisan, 2013). This is also found by Lear, Runyan and Whitaker (2009), who present three issues benefiting the use of celebrity endorsers. These issues are financial implications, effects on store image and consumer/retailer relationships. Furthermore, consumers tend to think that celebrities have a genuine interest in the product they endorse rather than the rewards they receive. This customer view can explain the effectiveness of celebrity endorsement (Atkin and Block, 1983).

Celebrity endorsement has to this day been researched to a great extent, although the majority of the research is about the effectiveness and the negative/positive information about the celebrity and the brand (Bailey, 2007; Edward and La Ferle, 2009). Findings
have shown that negative information about the celebrity endorser will have a negative effect on the product evaluations (Till and Shimp, 1998; Bailey, 2007; White, Goddard and Wilbur, 2009) and on brand association (Campbell, M.C., and Warren, C., 2012). Bailey’s (2007) hypothesis showed that when a consumer is exposed to negative information about a celebrity endorser, it will lead to the consumer’s decrease of purchase intentions for the brand. In addition, the consumer might also establish a negative attitude towards the company itself. However, negative information about the brand does not necessarily affect the perception of the celebrity (White, Goddard and Wilbur, 2009).

Furthermore, Carroll (2009) argues that if the consumers are exposed to excessive advertisements with a celebrity endorser, they become cynical and have a tendency to screen out those advertisements. This is said to be the result of consumer scepticism. This suggests that consumers become used to the advertisements and distance themselves from the influence of it (Ibid). Bailey (2007) agrees with this statement, and his study claims that the consumer scepticism has the greatest impact when the information the consumers are given is neutral.

Nevertheless, considering advertisements in general, some research has been done on gender differences in reactions and decoding of messages in advertisements. Most commonly, the assumptions are made that men and women do react differently to advertisements and that they also differ in their perception of a brand or a product. This in turn, has led to that certain advertisements target only men and other advertisements target only women (Fischer and Arnold, 1994).

However, in the research of Meyers-Levy and Sternthal (1991), there was little difference found between how men and women decode cues and different messages. They state, on the other hand, that men and women differ in their psychological characteristics. Since women have been submissive to men in the past, they have actually become more motivated to understand subtle cues and messages (Ibid). This can be confirmed by Fischer and Arnold (1994), who argues that different demographic and psychological factors have to be considered when investigating if genders are affected differently by advertisements.

Considering all of this, it is clear that there are many different factors and perspectives to study concerning celebrity endorsement in the fashion industry, both negative and positive. This is something that will be further researched in this study, with the main focus on the gender aspect of the impact of celebrity endorsement.

1.2 Problem

Celebrity endorsement has to this day been subject to extensive research, as previously mentioned. Nevertheless, some aspects have not gained as much attention as others. For
instance, professional athletes are commonly used in research, and they usually endorse sports products (Costanzo and Goodnight, 2005; Bailey, 2007; Klaus and Bailey, 2008; Premeaux, 2009), but there is a lack of research within the fashion industry. In addition, when researching the effects of celebrity endorsement it is often done without paying attention to potential demographic differences, especially the differences between the genders (Till and Shimp, 1998; Bailey, 2007; White, Goddard and Wilbur, 2007; Carroll, 2009; Edward and La Ferle, 2009).

The reason for the choice of industry relates to the lack of research within the field, as mentioned above. Celebrities have for several decades had great influence on fashion and how people dress (Pringle, 2004). But since the beginning of the 21st century there has been an increase in the active use of celebrities as models, in order to promote fashion brands (Ibid). Although, this is an increasing trend, the research available today does not provide enough understanding of the phenomenon, especially not in view of the demographic differences mentioned.

In previous research the main celebrities used to endorse brands, have been professional athlete celebrities (Costanzo and Goodnight, 2005; Bailey, 2007; Klaus and Bailey, 2008; Premeaux, 2009). A greater amount of the studies within celebrity endorsement have used undergraduate students who previously had participated in marketing classes (Costanzo and Goodnight, 2005; Bailey, 2007). When conducting this kind of research with marketing students, the results might end up to be biased, since the students might use their knowledge of the subject instead of their own opinions.

1.3 Purpose

The purpose of this thesis is to study whether there is a difference between how men and women perceive celebrity endorsement in the fashion industry. Furthermore, the aim of this study is to gain a deeper understanding of factors that affects how genders perceive celebrity endorsement. Lastly, this paper will investigate whether celebrity endorsement have a positive or negative effect on the brand endorsed. The findings presented in this paper will be of interest for companies within the fashion industry that are considering the use of celebrity endorsers as a marketing tool.

Thus, this thesis addresses the following research question:

Is there a difference between how men and women perceive celebrity endorsement in the fashion industry?
1.4 Delimitations

Several delimitations should be acknowledged regarding this thesis. Firstly, it should be recognized that the study will focus on consumers living in Sweden. Thus, the conclusions and implications might not transfer to consumers living in other countries and consumers from different cultures. Secondly, the participants in the focus groups will only consist of students studying and living in Jönköping. These two delimitations are due to the ease of contacting possible participants both for the focus groups and the questionnaire. Finally, only actors will be used as celebrity endorsers in this study. This is due to the fact that this study needed to be limited and because there was a lack of research containing actors used in celebrity endorsement.

1.5 Definitions of Concepts

**Endorser**
An endorser is a person, most commonly a well-known person, who appears with a product in an advertisement saying or indicating that they use and like the product (Cambridge Dictionaries Online).

**Celebrity endorser**
According to the Merriam-Webster Online Dictionary a celebrity is a person who is famous or celebrated. This in combination with the definition of endorser (Cambridge Dictionaries Online), constitutes a celebrity endorser. This is a person who enjoys public recognition due to his or her accomplishments outside of the product area where they act as an endorsers (Friedman and Friedman, 1979; McCracken, 1989).

**Brand image**
Keller (1993) defines brand image as the “perceptions about a brand as reflected by the brand associations held in consumer memory”. These brand associations are informational nodes that are linked to the brand node, which regards the brand awareness, in the memory of a person and contains the brands meaning for the consumer (Ibid).

**Consumer behavior**
Solomon (2013) defines consumer behavior as “the processes that are involved when an individual or a group select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and desires.” This is an ongoing process, and not only something that occurs the moment a consumer decided to purchase the product (Ibid).

1.6 Brief Description of Method

To gain understanding of men and women’s perception on celebrity endorsement within the fashion industry, a great amount of information is required. Additionally, the information needs to be in-depth. This leads up to the conclusion that the method of research
will be mainly qualitative, where focus groups will be the source of primary data. Four focus groups will be conducted, with five students in each group. Two of the focus groups will consist of only women and two of the groups will consist of only men. The people participating in the focus groups will be students from Jönköping University.

The main resources used during the focus groups will be self-designed posters of two celebrities, one actor and one actress together with a well-known fashion brand/company. The questions for the focus groups will be design based on the AIDA framework.

Previous researchers have used similar method of showing different pictures with a certain products and celebrities to understand people’s perception of celebrity endorsement (Cortini, Vicenti and Xuffo, 2010). For this study and purpose, this method will lead up to the collection of the in-depth knowledge of whether the product will be more attractive to the consumer with or without a certain celebrity. Furthermore it will lead in to the research questions that this study aims to answer.

In addition, a questionnaire will be distributed through social media. The purpose of the questionnaire is to support the findings conducted from the focus groups. These questions will also be designed based on the AIDA framework.

1.7 Disposition of Thesis

This thesis consists of eight sections.

Section two, will contain all the relevant information needed to conduct the study, fulfill the purpose and answer the research question. Moreover, a model and for proposition will be developed to sum up the literature.

In section three, the method used to conduct the research will be described thoroughly. Both the setting and methodology will be dealt with.

Section four present the findings from the study. The findings will be dealt with in consideration to the propositions developed in section two, in order to discover if they are supported or not.

Section five will discuss the findings in the previous section together with the frame of references. Hence, this section is a combination of discussion and analysis.

In section six, the most important findings will be presented in a conclusion, together with the contributions to existing research.

In the section seven limitations to the research will be brought up.
In section eight, suggestions for future research will be made. In addition, managerial implications of the research will be brought forward.
2 Frame of References

Section two will present the theories and models needed in order to meet the purpose and answer the research question of this study. In the end of this section, the literature will be summarized and converted into a model, and propositions are developed from the model.

2.1 Celebrity Endorsement

According to Cambridge Online Dictionary, an endorser is a famous person who appears with a product in an advertisement and indicates or states that they like or use the product. Friedman and Friedman (1979) states that there are three types of endorsers that are commonly used within marketing and advertising; the celebrity, the professional expert, and the typical consumer. Since the celebrity endorser is the focus in this study, this will be explained in more detail below. A professional expert is either a group or a person, who have higher knowledge, through training, study or experience, regarding the product that is being endorsed. As an example, a hairdresser promoting a certain type of shampoo would fit into this category of endorsers (Ibid).

Ordinary people, who are expected to have no expert knowledge of the product, except the normal use of it, are called a typical endorser. An example of this is the Pepsi Taste Challenge, where ordinary consumers were involved, and Pepsi gave out their names and addresses (Friedman and Friedman, 1979).

A celebrity endorser is a an individual who is publicly recognized, and uses this on behalf of a consumer good by appearing with it in an advertisement (McCracken, 1989). The celebrities that are most commonly used in advertisement are entertainers and politicians, however, the majority of the scholars have used athletes in their studies (Costanzo and Goodnight, 2005; Bailey, 2007; Klaus and Bailey, 2008; Premeaux, 2009). Furthermore, McCracken (1989) argues that celebrities offer configurations of meanings that an anonymous model could never offer and celebrities also deliver the message in a more powerful manner. Kamins et al (1989), supports this argument by explaining that celebrity endorsers makes the message more believable. Premeaux (2009) together with Friedman and Friedman (1979) claims that celebrities increase message recall, but on the other hand, Costanzo and Goodnight (2009) argues for the opposite. In addition to this it is said that celebrities that endorse products that they might have expertise of, arouses greater desires for the consumers (Premeaux, 2009). In contradicition to this argument Erdogan (2001) found that it is not of importance if the celebrities actually use the endorsed brand.
Further, it has been argued that the attractiveness of a celebrity used in an advertisement is relevant, especially if the product that is being endorsed is something that could enhance attractiveness (Kahle and Homer, 1985). This is called the match-up hypothesis (Kahle and Homer 1985; Kamins, 1990; Till and Busler, 1998). This is of importance since this study is concerning the fashion industry, which could be said to be an attractive-enhancing industry.

Spry, Pappu and Cornwell (2011) showed that there is a positive relationship between an endorser’s credibility and the brand’s credibility. Further research has shown that celebrity endorsement has positive effects on both advertising appeal and the advertising effect. Since celebrities are already known and recognized, using their faces is a fast method of product recognition (Wang, Cheng and Chu, 2012). Therefore, they are able to transfer meaning to the product more effectively (McCracken, 1989). Hence, companies can promote their existing products using celebrities that have the necessary meaning for it (Erdogan, 1999). Perhaps this is why celebrity endorsement has become such a ubiquitous way for companies to promote their products. It is also argued to be one of the most effective advertisement strategies by many scholars (Kamins et. al., 1989; Ohanian, 1991).

2.2 Gender Perspective

The area of gender differences in general, has been a widely researched subject. Through this, different authors have all come to the conclusion that there are differences in how men and women act in different situations (Gilligan, 1982; Meyers-Levy 1989; Meyer-Levy and Sternhal, 1991; Mansfield, McAllister and Collard, 1992).

Many researchers have made efforts in order to explain the differences between men and women. One suggested explanation is the one of Meyers-Levy (1989), called the selectivity hypothesis, which gathered all the existing differences. According to this hypothesis, men and women process information in different manners. Men are supposed to be selective processors and focus on cues that are highly available to them. In other words, men have a tendency to focus on the cue that is the most prominent and noticeable, or cues that aims to indicate one single inference. Further, the male gender is not probable to pay any consideration to subtle details in a message (Meyers-Levy, 1989). One suggested reason for this way of processing information might come from the more self-focused orientation that men adopts due to their tendency to occupy a dominant role (Meyers-Levy and Sternhal, 1991).

Women’s information process is more complicated, since they are comprehensive processors (Meyer-Levy and Sternhal, 1991). This means that all the information that is obtainable has to be integrated, more cues have to be understood, encoded and elaborated on (Ibid). Hence women, in comparison to men, put more effort into their analysis of the information, and thus more subtle cues are noticed. Reasons for this could be that
women have a lower threshold for the elaboration of message cues (Meyer-Levy and Sternhal, 1991). Further suggested reasons for these demographic differences are that women have the tendency to be more interpersonally compliant than men and hence they base judgment of the cues based on the interaction with other people (Christensen and Rosenthal, 1982). This is consistent with the research of Prakash and Flores (1985). Their findings showed that when women process information they do it more subjectively than men. Therefore, they suggest that marketers should use different advertising formats to target each gender.

Research has also indicated that genders tend to react differently, especially on advertisements (Wolin, 2003; Costanzo and Goodnight, 2005; Klaus and Bailey, 2008; Edwards and La Ferle, 2009; Premeaux, 2009). This is also supported within the psychology of gender differences where biological and social explanations can be found (Putrevu, 2001).

In a study done by Edwards and La Ferle (2009), findings showed that male consumers tend to trust male celebrities and female consumers trust female celebrities in a larger extent. Premeaux (2009) on the other hand chose to add another variable, income level, to investigate the trustworthiness or influence of a celebrity on gender. Her research findings state that most influenced sex is females in the upper class. However, another study done by Costanzo and Goodnight (2005) showed that neither men nor women showed higher brand recognition through advertisements done by celebrities.

### 2.3 Celebrity’s Impact on Fashion

People have always lived in societies where our perceived status or attractiveness is indicated by what people wear (Pringle, 2004). For centuries political leaders, such as pharaohs, and kings and queens, have set the fashion standards for their time. However, in today’s society, politicians are not the main trendsetters, but other types of celebrities are. In the beginning of the 60s, celebrities within music and acting started to influence fashion (Ibid). Examples of this are David Bowie and Queen, who took glam rock into the fashion world. Sex Pistols, who did the same with punk rock, and James Dean’s signature look, with jeans and a black leather jacket, influenced a range of other stars to perpetuate the same look (Ibid). Furthermore, it is not only completed looks that became in fashion due to celebrities; specific items can also gain popularity from celebrities. Pringle (2004) used Britney Spears as an example, when she made crop tops and low-waist jeans popular, in the late 90s. The public are provided with a range of emotions, when they see the mix of a celebrity and fashion. For instance, people might feel the confidence to buy and wear an item that they otherwise would not, and also escapism appear with a feeling of identifying with the celebrities lifestyle. Perhaps, these are reasons for why there has been an increasing trend in celebrity endorsement since the beginning of the 21st (Ibid).
2.3.1 Roger’s Innovation Diffusion

One other possible reason for the increased use of celebrity endorsement within the fashion industry could be that it is potentially an effective way to reach out to early adopters. These people adopt new ideas early on and hence they are opinion leaders. This model suggests that the marketing efforts should be targeted on innovators and early adopters. This requires research about the adopter groups in order to use the right marketing strategies (Kotler, Wong, Saunders and Armstrong, 2005), and this study aims to provide companies with that research.

Fig. 2.1. Roger’s Innovation Diffusion (Kotler et al., 2005, p. 288)

This can be connected to the concept of reference groups. Reference groups could be either a person or a group that has the ability to significantly impact another individual’s behavior and assessments (Bearden and Etzel, 1982). In this way, a reference group can be seen as early adopters, or even innovators.

2.4 Brand Equity

The term brand equity refers to the additional value the brand receives from a product (Spry, Pappu & Cornwell, 2011). Brand equity can come from the benefits of having a celebrity as an endorser for the product. McCracken (1989) stated that the celebrities can help to create the brand equity just by being associated with the brand. This is confirmed by Atkin and Block (1983) who concluded that celebrity endorsement benefits both the brand and the advertisements.

According to Aaker (1991) brand equity is usually divided into four different categories: brand loyalty, brand awareness, brand perceived quality and brand association. These four categories are all assets of the brand equity, and can add or remove consumers’ value of the brand. It is important to think about the fact that these categories can be combined in order to estimate the degree of brand equity. For example brand awareness and brand perceived quality. If the consumer is aware that he or she is wearing something of value, perhaps something from a luxury brand, it can have an impact on the
way they feel about it (Aaker, 1991). The same thing can be possible, if the consumer is using something that is endorsed by a celebrity they admire. Here, reference groups become relevant again, and it shows that celebrities are a type of reference groups.

As previously mentioned, even if a celebrity endorser can help build up the brand equity of a certain brand and product, this is not always the case – in fact the opposite could happen (Bailey 2007; Carroll 2009). For example, the credibility of the celebrity affects how the consumer sees the brand, and if the consumer associates the celebrity with something negative they can associate the brand negatively (Ibid).

2.5 Brand Personality

Solomon (2013) stated that brand personality decides where the brand’s market position is. This is the way the makers of the brand see it and how they want the consumers to perceive the brand. The problem is that the makers of the brand and the consumers might not have the same image of which personality the brand has. For example some brands can generally be perceived as “boring” brands by consumers, for example Volvo. They tried to reposition and make their brand personality more “sexy”, but consumers were not convinced (Ibid).

However, just as with the brand equity, a celebrity endorser can have an effect on the brand personality and help change the perception of the brand (Solomon, 2013). One brand that actually succeeded to change their brand personality by using a celebrity endorser was the cosmetic brand Rimmel. In 2001 they signed supermodel Kate Moss to represent their brand, and this turned out to be a huge success and helped increase their profitability remarkably (Pringle, 2004). They started to get younger consumers, which had begun to perceive the brand as more cool and trendy than they did before (Ibid).

2.6 Buyer Decision Process

Marketing is an important tool for companies to reach out to their target consumers, therefore the understanding of the consumer’s buying decision is crucial to be able to create a successful marketing strategy. Kotler et al. (2005) has structured a model called Buyer Decision Process which consists of different stages that a consumer is passing through before a purchase is made. The model consists of five stages, but the order of the stages may differ depending on the situation of the buyer.

Fig. 2.2. Buyer Decision Process (Kotler et al., 2005, p.279)
The consumers need for a product or service can be recognized by external or internal stimuli, where external stimuli can be trigged by for instance, an advertisement or television commercial that one is exposed to. The internal stimuli can arise from a need that has to be fulfilled, such as hunger or thirst. When the need is recognized the consumer will search for information about the product or service through one or several different sources. Personal sources: that is people in your environment as family and friends, commercial sources: advertising, internet, packaging, public sources: mass media or experiential sources: try the product. When enough information is retrieved the consumers will evaluate the alternatives and the attributes involved. The benefit of the product or service has to fulfill the consumers’ need which then can lead to a decision. The purchasing decision is also affected by different factors, it might be aspects as income level but also what the sales person at the store recommends. The final stage in the model is called post-purchase behavior, and happens when the purchase has been made. The consumers’ behavior after purchase will depend on if the consumers are satisfied or dissatisfied with the product or service (Kotler et al., 2005). Considering this model, this study suggests that the role of the celebrities occurs in the first or second stage.

2.7 The AIDA Model

The AIDA model is a sales model developed by E. St. Elmo Lewis in 1898 and it is created to show the four different steps the consumer goes through when purchasing a product. The four steps that the model consists of are: Attention, Interest, Desire and Action. In order to sell a product or a service the marketer of the products has to capture the consumer’s attention of the product/service and make them aware that it exists; secondly they have to get the consumer to be interested in it and see the benefits of it. Thirdly they have to create a desire of the product, and lastly get the consumer to purchase the product (Petit et.al. 2011).

![Fig. 2.3. The sales and marketing model AIDA (Kotler et al., 2005, p.732)](attachment)

However, there are some drawbacks to the AIDA model since there are several factors that the model does not take into account. For example the model does not take the more psychological aspects of the consumer into consideration, which should be considered because the brands today are sending more and more deeper and conscious messages to the consumers (Barnham 2008; Petit et.al. 2011).
2.8 Characteristics of the Spokesperson

The source models, consisting of the source credibility model and the source attractiveness model, are designed to determine under which conditions the source is persuasive (McCracken, 1989).

The source credibility model is developed by Hovland, Janis and Kelley (1953) and suggests that a messages’ effectiveness is depending upon its trustworthiness and its expertness. The difference between trustworthiness and expertness is that trustworthiness considers the perceived ability of the source to make valid statements, and the expertness considers the ability to do the same.

The source attractiveness model, developed by McGuire (1985), opposes that the effectiveness of a message depends on likability, familiarity and/or similarity of the source (Ibid). Likability is defined as affection for the source stemming from the physical attributes and the behavior of the source, familiarity as knowledge of the source by exposure, and similarity as a supposed alikeness between the receiver of the message and the source. In relation to this, the source attractiveness model holds that if the source is known to, liked by and/or is similar to the consumer, then the source is attractive to the consumer. Therefore, it is also persuasive (McGuire, 1985).

Since the source models shows that credibility and attractiveness are vital parts for the effectiveness of a celebrity endorser, it can be stated that it provides a necessary understanding of how the endorsement process works (McCracken 1989).

2.9 The Meaning Transfer Model

McCracken (1989) argues that the models mentioned above cannot explain other fundamental features. These features are the meanings contained within the celebrity, the match between the product and the celebrity and why a certain celebrity is attractive. According to the source models, a celebrity would be useful as an endorser for any brand as long as he or she is perceived as attractive or credible, but this might be argued against, using the match-up hypothesis (Kamins, 1990). This hypothesis infers that the only way the attractiveness of a celebrity will increase the evaluations of a product or an ad, is if there is a match or a fit, between the celebrity and the product, and is further supported by Kahle and Homer (1985). McCracken (1989) is further adding the importance of the meanings the endorsers conveys in the endorsement process. For the purpose of this study, demographic meanings such as gender are of special importance. To be able to gain answers to these problems, McCracken (1989) made use of his meaning transfer model to show the celebrity endorsers contribution.
2.9.1 Stage 1

In the first stage of the model, the meanings of the celebrity reside within them-selves. The celebrity endorser delivers meanings as anonymous models do, but a celebrity is capable to do this with more depth and strength. They are the “owners” of their meanings, since they themselves created them in the eye of the public, for instance in movies. This is further obvious with actors, due to the phenomenon of typecasting. Merriam-Webster Online Dictionary defines typecasting as repeatedly casting an actor in the same type of roles. When this occurs, the accumulated meanings of the actors turns them into effective endorses (McCracken, 1989).

2.9.2 Stage 2

It is in this stage the meaning is actually being transferred the first time. This transfer occurs when a celebrity is seen with a product in an advertisement. Here, some of the celebrities’ meanings becomes the meaning of the product as well. Hence the choice of the right celebrity is of importance, in order for the product to contain the appropriate meanings. When the marketers believe that the right celebrity has been found, identification and delivering of the meanings from the celebrity to the product takes place. It is vital that only the meanings that the product wishes to obtain is captured, and that unwanted meanings are left behind. Furthermore, the ad needs to be designed in a way that lets the consumer see the similarities between the celebrity and the product, which is consistent with the hypothesis of a match-up (Kamins, 1990), as mentioned earlier. It is first when the consumer recognizes and sees the similarity that they will be equipped to accept that the meanings of the celebrity are now present in the product (McCracken, 1989).
2.9.3 Stage 3

In the third and last stage, the meaning transfers further to the consumer. The reason why celebrities contributes to this stage effectively, is that in the first stage of the model they accomplished what the consumers now are trying to do. As a celebrity becomes an endorser, they make their meanings available in physical form for the consumer, and from this consumers try to build their own self. In other words, celebrities are able to provide the actual thing that would help them to succeed with this action (McCracken, 1989).

2.10 Literature Summary and Formation of Propositions

From reviewing previous research several characteristics of celebrity endorsement have been found. These characteristics need to be present in order for the endorsement to be effective.

First, research has shown that a positive relationship between the endorser’s credibility and the brand’s credibility exists. This in combination with findings that suggests that genders act differently considering advertisement (Wolin, 2003; Costanzo and Goodnight, 2005; Klaus and Bailey, 2008; Edwards and La Ferle, 2009; Premeaux, 2009), and the findings of Meyers-Levy (1991) that suggests that women elaborate and analyze more which leads up to this papers first proposition. This states that due to these factors, a fit between the celebrity endorser and the brand would be more relevant for women than for men.

\[ P1a: \text{For women, there has to be a fit between the celebrity endorser and the brand in order for the advertisement to be credible} \]

\[ P1b: \text{For men, a fit between the celebrity endorser and the brand is not of importance} \]

Secondly, a match needs to be present between the celebrity and the product or brand (Kahle and Homer, 1985). According to this match-up hypothesis attractiveness of a celebrity endorser is relevant, and more so, if the product that is being endorsed is enhancing attractiveness, for instance a razor, make-up or as in this case, fashion.

Thirdly, according to McCracken (1989), the reason for the effectiveness of using a celebrity in a commercial is that they contain meanings that anonymous models do not contain. The celebrity also needs to be able to transfer these meanings to the products
that are being endorsed, in order for people to purchase the product, and build their own self from those meanings (McCracken, 1989).

\[ P2a: \text{According to the women, the celebrity endorser should contain meanings that they can relate to or wants to attain} \]

\[ P2b: \text{According to the men, the celebrity endorser should contain meanings that the consumer can relate to or wants to attain} \]

These two traits are of importance for this marketing technique to work. Further, these meanings and matches with the brand provide the prospective consumer with cues. These cues are leading up to a decision of purchasing or not purchasing the endorsed product.

Further research has shown that female consumers tend to trust female celebrity endorsers to a wider extent, and male consumers tend to trust male celebrity endorsers (Edwards and LaFerle, 2009).

\[ P3a: \text{According to women, female celebrity endorsers tend to create a greater desire for H&M than male celebrity endorsers does} \]

\[ P3b: \text{According to men, male celebrity endorsers tend to create a greater desire for H&M than female celebrity endorsers does.} \]

Research and studies conducted by other authors have proved for some differences between the genders (Gilligan, 1982; Meyer-Levy and Sternhal, 1991; Mansfield, McAllister and Collard, 1992). Meyers-Levy (1991) showed that men tend to listen to the most salient cue, the most available cue or cues that simply are indicating one inference. Women, on the other hand, recognize more subtle and discrete cues. This is due to the fact that women are more elaborative and analytic than men, and hence, they put more effort into understanding and encoding the different available cues (Ibid).

\[ P4a: \text{Women put more effort into their analysis of different cues than men do} \]

\[ P4b: \text{Men tend to focus on the most prominent cue} \]
The precious research suggest that there are differences in how men and women are affected by celebrity endorsements (Meyers-Levy, 1991); however they do not tell us whether the final decision of purchasing or not purchasing the product will differ.

In order to finalize these arguments and assumptions, a model has been made which contains the aspects, and shows the relevance between them. Through this model, the propositions have been developed.

Fig. 2.5. Model designed for proposition creation
3 Method

Section three will present the framework and methodology that is used in this study. Further, the reliability and validity will be expressed.

3.1 Framework

3.1.1 Deductive versus Inductive

There are two main research approaches when designing a study, inductive and deductive. The inductive approach is often implemented when the study is intended to understand meanings of human behavior and focuses less on generalization. This approach use qualitative methods where focus groups, interviews and observations assists the study with the right information. The structure of this approach is flexible which invite the study to be open to changes (Saunders, Lewis and Thornhill, 2011). Furthermore the deductive approach is when scholars gathers theory to create hypotheses that will be tested. The hypotheses are tested with quantitative methods, for instance with surveys and questionnaires. Deductive approach is more structured than the inductive approach and the findings are generalized (Ibid).

The setting for this paper has mainly been inductive with some elements out of deductive approach with formation of propositions. Furthermore, this study focuses on human behavior. In order to understand these behaviors, the inductive approach is the best match to answer the research question conducted.

3.1.2 Research strategy

The formation of the purpose and research question should be the motive of choosing the right research strategy. There is three different ways of setting the strategy, descriptive, explanatory and exploratory (Saunders, Lewis and Thornhill, 2011). In the literature it is argued that a study can be both descriptive and explanatory when the study has more than one purpose (Ibid). Descriptive studies is formulated by Robson (2002, p.59) “to portray an accurate profile of persons, events or situations”. Furthermore, explanatory studies on the other hand want to find the relationship between variables and wants to do so by having the focus on specific situations or problems, similar to deductive (Saunders, Lewis and Thornhill, 2011). These two strategies are mainly structured to collect data from quantitative methods. An exploratory study is said to be “what is happening; to seek new insights; to ask questions and to assess phenomena in a new light” (Robson, 2002, p.59). There are three different ways of conducting an exploratory study. One can use interviews, literature search or conducting focus groups.
As mentioned above, the selection of the strategy should be based on the purpose of the study and the research question designed. Hence this paper has implemented an exploratory study. The exploratory study gave this paper more flexibility and therefore the study could be adapted to the new insights that appeared as Saunders et al. (2011) also argues in the literature. Hence, the focus of the research has been broader in the beginning and later the development of propositions helped the paper to find its focus.

### 3.1.3 Qualitative versus Quantitative

In qualitative research, the collection of the data is non-numeric. The focus is aimed at using more than words or numbers, instead the practice of having pictures and video clips could be implemented within the research to better collect data (Saunders, Lewis and Thornhill, 2011). Qualitative methods help scholars to better understand human behavior. As Fossey et al. (2002, p.717) presents it, qualitative research concerns “developing an understanding of the meaning and experience dimensions of humans’ lives and social worlds.” On the contrary, quantitative research is the collection of numeric measures. The data collected has to be processed and analyzed to create meaning. A satisfactory way of presenting this kind of data collection is to use “graphs, charts, and statistics….helping us to explore, present, describe and examine relationships and trends within our data” (Saunders et al., 2011, p.414).

Since this paper conducted exploratory study the choice of method has primary been qualitative. For the qualitative method, focus groups have been the main source of information. The main reason for choosing focus groups is due to the research question designed, where this paper wants to gain understanding of gender differences of celebrity endorsement in the fashion industry. The focus groups made it possible to divide men and women into separate groups. Discussions between the same genders could further assist this paper with knowledge and understanding of the sexes. Interviews on the other hand, would only have given answers from a specific person and a discussion would not been possible. The discussions in the focus groups are of importance to understand the main differences between the sexes.

Exploratory studies can seldom be generalized because the focus is on a specific group or person. However this paper intends to gain further knowledge to the subject, as stated in the purpose: to gain a deeper understanding of factors that affects how genders perceive celebrity endorsement. Hence more general answers could be of interest, and these can be collected by quantitative methods. Therefore, a questionnaire was conducted in this study. This was distributed online via social media. The different factors can depend on different variables, the questionnaire can help separate or include variables to be able to see a pattern for how men and women perceive celebrity endorsement.

Furthermore, this implies that this paper has made use of multiple methods with mixed-methods: where both qualitative and quantitative method has been a part of the research.
However, a mixed-model research has been implemented, which is to “take qualitative data and qualities it, that is, convert it into narrative that can be analyzed qualitatively” (Saunders, Lewis and Thornhill, 2011, p.153). This means that the questionnaire will not be presented with statistics; instead it will be presented with graphs and analyzed in similar way as the qualitative data. The main reason that the questionnaire was conducted this way, was to be able to combine results from qualitative and quantitative methods and present them in a structured way.

3.2 Methodology

3.2.1 Focus Groups

The participants in the focus group were students from Jönköping University in Sweden. To entice people to take part in the focus groups, personal networks were used. As compensation for participation in the focus group, coffee and cookies were offered.

The focus groups were held at four separate times at Jönköping International Business School. Each focus group was consisting of five men or five women. In total 20 students were participating in the focus groups. The main reasons for only using five participants in each focus group was to better follow what is said and let the participants feel involved in the discussion. This view is supported by Greenbaum (1998) who argues that effective focus groups should contain of 5-6 people.

The questions used during the focus groups have been design through an AIDA-framework. The AIDA-framework has helped to address important steps that consumers go through when evaluating marketing strategies as celebrity endorsement. What is more, to reach a uniform observation of the opinions generated, the chosen celebrities should be from the same genre. Considering previous research, it is apparent that athletes are the most common endorsers (Costanzo and Goodnight, 2005; Bailey, 2007; Klaus and Bailey, 2008; Premeaux, 2009). Hence, to differentiate the study, actors were used as celebrity endorsers. The idea was to choose celebrities that are neutral, which means that media has not identified the celebrity as specific type of person. Therefore, the two actors Mila Kunis and Jake Gyllenhaal were the chosen celebrities used in the study.

Since the study is aimed to understand how the genders perceive celebrity endorsement in the fashion industry, a selection of a well-known company was made to assist the paper with relevant information. Hence, the apparel company H&M (Hennes & Mauritz) was selected. Two different realistic posters, one for each celebrity, were created to look like H&M advertisements (appendix 1). Two real posters with models from H&M (appendix 2) was also used during the focus groups to gain a better understand the consumer behaviour. All the posters were showed for all the participants, men as women.
3.2.2 Questionnaire

An online questionnaire was also designed to further assist the authors with relevant information to better understand consumers and their behavior when it comes to celebrity endorsement. An online questionnaire was used and the questions design was written in Swedish to reach out to a larger amount of people and not make language a limitation for filling out the questionnaire. The authors designed the questionnaire similar to the questions used during the focus groups, with help from the AIDA-framework. The questionnaire was distributed via social media to the authors’ personal networks.

3.3 Reliability and Validity

It is impossible to recognize if the participants in the focus groups and the questionnaire gave honest answers. Considering the questionnaire, the participants might simply answer the questions without paying any attention. Further, considering the focus group the participants might choose to follow the rest of the participants’ opinions. Nonetheless, Bryman (1988) states that as the researcher and the person being interviewed are spending more time together, the answers and results are more reliable. Hence, the choice of focus groups might lead to more honest answers, since the time spent together is longer. However, considering the questionnaire it remains impossible to tell whether the questions were answered honestly.
4 Findings

In section four, the findings from the research will be presented in the order of the proposition developed in section two. The information is based on the findings from the four focus groups that were conducted and the online questionnaire that was distributed through social media.

In total 20 members have been participating in the focus groups conducted. There were two female groups with five women in each group, and two male groups with five men in each group. In total 166 people participated in the online questionnaire. 110 of the participants consisted of women and 56 of participants were men.

The celebrities Mila Kunis and Jake Gyllenhaal were used in the focus groups and in the questionnaire to help understand consumer behavior/perception and celebrity endorsement. The following pictures were used in both the focus group and in the questionnaire. In the questionnaire the pictures are a part of question 7: “Which celebrity catches your attention the most?”.

The findings will be presented in the same order as the proposition formation. Both qualitative and quantitative data findings will be given for each proposition. The main findings related to each proposition will be presented.

![Picture 4.1. Self-designed posters used during focus groups and in questionnaire](image)
4.1 Proposition 1a and 1b

_P1a: For women, there has to be a fit between the celebrity endorser and the brand in order for the advertisement to be credible_ 

The women participating in the focus groups were asked to discuss how they perceive H&M, the brand and the company in general. Key factors as quality of their clothes, commercials, ethics and reputation was discussed.

In the focus groups the participants said that “H&M is all about fast fashion” and at the same time the groups perceive H&M as a brand that follows or form trends. The groups agreed that H&M is for everyone. On the other hand, there was one person who did not agree, but this person did not shop at H&M. The consensus in the female focus groups was that H&M’s commercials are easy to recognize and coherent in the way they are designed. Furthermore, they also stated that H&M has been in the media because of different ethical issues. However, women said that H&M is a company that solves ethical issues, but on the other hand the ethical issues did not affect the buying behavior of the participants. The participants were asked to answer if they believed that the celebrities fit H&M’s brand image, where all the participants agreed that both of the celebrities are a good fit. The participants also stated that a good fit would be positive for the brand perception, and a bad fit would be negative.

The following was asked in the questionnaire (see appendix 3 for full questionnaire), which will relate to proposition 1a and proposition 1b:

**Question 9: Which factors made you choose the celebrity in previous question (7)? (More than one alternative is possible)**

*Fig. 4.1. Answers from the 110 women participating in the questionnaire*
Out of the 110 female participants in the questionnaire, 9.1% answered that “The celebrity matches H&M’s brand image” as a factor that is in accordance with why selecting the celebrity in previous question. Compared to other factors this factor is not that important for the respondents, where for instance “The celebrity is attractive” 70.9%, “TV/movie characters that the celebrity has played” 49.1% and “He/she is famous” 30% are all factors that females see as most important for their choice of celebrity.

The results indicate that proposition 1a is supported from the focus group, however it is not supported from the answers in the questionnaire. Hence, proposition 1a is partially supported.

\[ P1b: \text{For men, a fit between the celebrity endorser and the brand is not of importance} \]

The male respondents from the focus group perceive H&M and its clothes as trendy, but at the same time they believe that one does not need to have a specific style to be able to buy apparels at H&M. One of the participant said that “there seem to be a little bit of H&M in all of us”, which the rest of the group also agreed on. Furthermore, the group was commonly arguing that H&M was selling apparel that are cheap but at the same time there was shared opinions if the quality was good or bad. The discussions about commercials brought up celebrities as a topic and endorsers was discussed.

The group was talking about different celebrities that have been involved in H&M commercials. The creativity of H&M’s commercials was also discussed and they pointed out that they remember commercials due to the celebrity. Moreover, the focus group talked about H&M’s placement in the news, regarding their ethics and reputation. The main statements were regarding poor working environments in clothing factories and the issue of child labor. The male participants all agreed on that there is a fit between the celebrities used in the study and H&M. Furthermore they also said that in general when celebrities are used in advertisements, a fit between the celebrity and product endorsed is of importance for making the advertisement believable and interesting. This would also positively increase their perception of the brand.
Fig. 4.2. Answers from the 56 men participating in the questionnaire

The men accomplices from the questionnaire also chose “The celebrity is attractive”, “TV/movie characters that the celebrity has played” and “He/she is famous” as the factors that were of most importance for choosing the celebrity in previous question. On the other hand, the two main factors that is of importance for proposition 1b is “The celebrity matches H&M’s brand image” which only had 5.4% out of 56 male respondents and “The celebrity is credible” had 12.5%.

The results from the focus group indicate that proposition 1b is not supported, as all participants agreed that there is a fit between celebrity and brand. On the contrary, the questionnaire only indicates that a few people believed that there is a match between the celebrities and H&M but 12.5% of the people in the questionnaire believed that “The celebrity is credible”. Hence, the results from the focus groups and the questionnaire suggest that proposition 1b is partially supported.

4.2 Proposition 2a and 2b

*P2a: According to the women, the celebrity endorser should contain meanings that they can relate to or wants to attain*

The women in the focus groups did not see identification with the celebrity endorser as something crucial when it comes to deciding whether to purchase a product or not. However, they all agreed that the celebrity had to have something that they feel they can connect with, but they did not necessarily feel the need to identify themselves with the celebrity. The women also mentioned that the previous TV/movie characters the celebrity has played would make the advertisements more memorable, but there were split

---

The image contains a bar chart showing the responses of 56 men to the questionnaire. The chart indicates the percentage of respondents choosing various factors, with “The celebrity is attractive” being the most chosen factor at 43.2%, followed by “TV/movie characters that the celebrity has played” at 37.9%, and “He/she is famous” at 17.9%. Other factors such as “The clothes that the celebrity is wearing in the picture” and “The celebrity’s gender” also received significant attention, with 17.9% and 12.5% respectively. The least chosen factors were “My own opinion about the celebrity” and “I can identify with the celebrity”, each with 5.4%.

On the other hand, the focus groups suggested that proposition 1b was not supported, as all participants agreed that there is a fit between celebrity and brand. However, the questionnaire indicated that a few people believed there was a match, with 12.5% believing “The celebrity is credible”. Hence, the results suggest that proposition 1b is partially supported.
opinions of whether they would purchase a product because of this. Some women said that previous movie characters of the celebrity would affect their purchasing decision, and others said that would not affect their purchasing decision at all. On the other hand, they all agreed that if they find that a celebrity had good personal style, and a match could be seen with the movie characters they played, then it could affect them to purchase a clothing item if the interest of the item already exists. The women said that the celebrity is not what creates a desire for the clothing; it is the brand itself that creates a desire.

In the questionnaire 28.2% of the 110 women who answered said that their interests was “Movies/TV-shows” from Question 3, also chose “TV/movie characters the celebrity has played” as the most important factor in question 9. This is also in line with what the women in the focus groups stated. They said that the TV-shows/movies they watch makes them relate to or “get to know” the celebrity, and in that way the character they play makes them more memorable and catches more attention. Hence, it makes their clothes in the advertisements more desirable for women.

Only 1 of the 110 women that answered the questionnaire said that the reason they chose the celebrity they did in question 9, was because they felt that they could identify with the celebrity. Even though most of the women said they do not necessarily have to identify with the celebrity endorser, they all agreed that the celebrity should contain some kind of meaning or something that the women wants to attain. Hence the proposition is supported, mostly from the focus groups.

**P2b: According to the men, the celebrity endorser should contain meanings that the consumer can relate to or wants to attain**

The male focus groups thought that it was important for the celebrity endorser to fit a certain genre that they were interested in, in order for the celebrity to be interesting. It was mentioned several times that the celebrity endorser should be someone they “want to become”, and it was also important that it is a celebrity that they could recognize themselves in. The men also discussed that the characters the celebrity played can affect the way they feel about purchasing a clothing item that is being endorsed by the celebrity. However, it was mentioned that even though a celebrity endorser creates a greater desire for the products, the celebrity does not particularly create a desire on its own.

Out of the 56 men who answered the questionnaire, 32% of the men answered that they have an interest of movies/TV-shows and chose “TV/movie characters the celebrity has played” as the most important factor in Question 9. This also supports what the men said in the focus groups, where the TV-shows/movies they are interested in can affect
how they see the celebrity and the advertisements he/she appears in, and that is the rea-
son why selecting the celebrity.

In the questionnaire only 3% of the men answered that the reason they chose the celeb-
trity they did was because they felt that they could identify themselves with him/her. This result goes against what is said by the men in the focus group, hence the result conducted from the focus group is supported, but the result from the questionnaire does not support this.

4.3 Proposition 3a and 3b

P3a: According to women, female celebrity endorsers tend to create a greater desire for H&M than male celebrity endorser does

The women in the focus group focused on the male celebrity endorser Jake Gyllenhaal straight away. What was said is that they found him attractive, and they looked at his face because he was smiling and looking happy. First they looked at the male celebrity, which they found to be attractive. Subsequently, they looked at his clothes, even if they had no interest in buying male clothing items. The women also spoke of previous movie characters the celebrity has played, and all participants agreed that this is making him more memorable.

From question 7 in the questionnaire (appendix 3): “Which celebrity catches your attention the most?” the result showed that 73.6% of the women answered that the male celebrity caught their attention the most.

![Fig. 4.3. Answers from the women who chose the male celebrity](image-url)
When looking only at the women’s answers from the questionnaire, who said that the male celebrity caught their attention the most, and the reasons why they chose him in Question 9, it becomes clear that 79\% of the women chose him because they found him attractive. The second strongest reason was because of previous TV/movie characters that he has played, which 46.9\% of the women answered. This is also one of the reasons the women mentioned in the focus groups.

To summarize the findings, proposition 2a is not supported neither in the focus groups or questionnaire. This is because women felt that the male endorser created a greater desire for H&M than the female endorser did.

**P3b: According to men, male celebrity endorsers tend to create a greater desire for H&M than female celebrity endorser does**

The men in the focus groups said that the male celebrity endorser caught their attention the most. They said that the male celebrity caught their attention because he looks confident and attractive. Furthermore, it was stated that they become more interested in the clothes if a celebrity is in the advertisement, and also mentioned several times that in order for the celebrity to have an effect on them it has to be somebody they “want to become”, or that they could relate to. However, the male members that do not shop at H&M said that it would be more likely for them to look at the female model. Worth mentioning, is that even if H&M only used the female celebrity endorser, it would not lead the men who already shop at H&M to reject the store.

In Question 7 in the questionnaire, 53.6\% of the men answered that the male celebrity captured their attention the most. Although, 46.4\% of the men said the female celebrity caught their attention the most, the questionnaire is supporting what the men in the focus groups concluded. It becomes clear that men are more interested in male celebrity endorsers when it comes to clothing. However, since there was such little difference between the choices, both alternatives will be mentioned in the following result.
The strongest reason why men chose the male celebrity as the one that caught their attention the most was because of previous TV/movie characters that the celebrity has played, where 43.3% of the men answered this alternative. The second strongest reason for men to choose the male celebrity is because he is famous (40%), and the third reason was because of his clothes in the advertisements (30%). Out of the men who chose the male celebrity endorser, 10% answered that they chose him because they felt like they could identify themselves with him. This supports the findings from the focus groups, where men said that the clothes become more interesting because of a celebrity endorser.

As mentioned earlier, 46.4% of the men answered that the female celebrity endorser caught their attention the most. The strongest reason for why they chose the female endorser is because they found her attractive, which 80.8% of the men answered. The second strongest reason for why the men chose her was because of previous movie/TV-
roles she has appeared in. Only 3.8% of the men answered that they chose the female celebrity endorser because of the clothes she was wearing in the advertisement, or because she was credible. None of the men who chose the female celebrity in the questionnaire chose her because they could identify themselves with her.

The conclusion of the findings indicates that proposition 3b is in fact supported from both the focus groups and the questionnaire, even though the difference between choosing the two alternatives (Jake Gyllenhaal and Mila Kunis) is small in the questionnaire.

4.4 Proposition 4a and 4b

P4a: Women put more effort into their analysis of different cues than men do

When women discussed aspects of the celebrity endorsers in the focus groups, they took a lot of views into considerations, and hence gave good results from the focus group. Credibility, attractiveness, identification and match were stated as the most important aspects. In consideration of credibility, the belief in if the celebrity would actually buy the clothes showed to be important. Considering identification, the focus groups showed that this was significant for women since they want to be able to appreciate something about the celebrity. Further, it was relevant whether the celebrity was simply promoting the brand, or if the celebrity actually collaborated with the company and in that way had his/her own collection. This could also be linked to that the personal style of the celebrity was important for women. It was discussed that if the celebrity wore a clothing item in a movie and then endorsed the same item in an advertisement for the brand, this would then enhance the women’s likelihood of purchasing it. Merging all the information that was received through the female focus groups, it can be suggested that women do analyze cues to a wide extent.

The conclusion that could be drawn from the focus groups could be further supported with the answers to question 9, as presented in proposition 1a and b, in the online questionnaire (see figure 4.1 from proposition 1a). Answering this question, women chose more alternatives than men, which is shown with more selection of separate alternatives where the percentage rate is also higher for women than for men, with one exception, “He/she is famous” (see figure 4.1 and figure 4.2).

The information received in the focus groups and the questionnaires suggests that proposition 4a is supported.
For men participating in the focus group, attractiveness, identification, and a match between brand and the celebrity were suggested to be the most important aspects. It was mentioned early on in the focus groups that if an attractive celebrity were used this would increase the interest for the endorsed product. As the discussion continued and the match was further discussed, it became clear how important this actually is. The focus groups stated that since the actor has been seen in movies, he or she fits a certain genre of typecasting, and hence this genre needs to match the brand. Through this you get to know the celebrity, according to the men, and you want “to become that celebrity” or relate to him/her, as stated in proposition 3b. This suggests that the most important reason for paying attention and interest to an advertisement is that the person in the advertisement is famous, and you want to identify with him or her.

Once again considering question 9 and men’s answers in the questionnaire, it can be seen again that men do have a lower percentage rate for all the alternatives (see figure 4.2 from proposition 1b). The only exception is the alternative of “The person is famous”.

Summarizing the findings, the information received through the focus groups indicates that men tend to focus on one of the most prominent cues; that the person in the ad is famous. The information received in the focus groups and the questionnaire suggests that proposition 4b is supported.
5 Discussion and Analysis

In section five the empirical findings will be discussed and analyzed together with the theories and models covered in section two of the thesis.

In previous literature it is shown that brand- and endorser’s credibility have a positive relationship for the marketing message (Spry, Pappu and Cornwell, 2011). The findings from the focus groups indicate that both men and women believe that the credibility of a celebrity endorser is of great importance for a successful marketing message and to catch the consumer’s attention. The brand image of H&M was commonly perceived by both genders as a company that follows trends and sells budget clothing that fits everyone.

Prakash and Flores (1985) stated that women are more subjective in their information processing, while men are objective. Further, the research of Meyers-Levy (1989) and Meyers-Levy and Sternhal (1991) suggests that women are more interpersonal than men. These three studies were used in the model created by the authors of this thesis to build proposition 1a and 1b. The propositions suggests that a fit between the celebrity endorser and the brand would be of importance to women, but not to men.

The findings indicate that men and women both believe that the celebrities used in this paper fit their perception of the brand H&M. An appropriate fit between the celebrity endorser and the brand was stated by both genders to be positive for the brand perception. This could indicate that even though men are more objective and less interpersonal than women, they would still consider a fit of importance. However, the findings show that if a fit between the brand and the endorser is missing, the message of the advertisement might be less successful. For instance, a teenage singer might not be a proper endorser for a brand that targets senior men. Nonetheless, the advertisement itself may be remembered, but the main message of the advertisement may not be reached. This supports previous findings, that celebrity endorsement helps to create brand equity and provide benefits for both brand and advertisements (Atkin and Block, 1983; McCracken, 1989). However, a fit seem to be a relevant factor for the success.

Since the findings show that the celebrities chosen in this study is a suitable fit for H&M as a brand, these celebrities could potentially be good alternatives for H&M to use in a future advertisement both for men and women. Although, the fit seem to get attention and build up an interest, the consensus in the female focus groups was that this does not imply that the purchase intentions would increase because of the fit. One possible explanation regarding women, might be their tendency to analyse cues more and processing information in a complicated manner (Meyers-Levy, 1989; Meyers-Levy and Sternhal, 1991). The women also appeared to be more sceptical in general towards ce-
lebrity endorsement. Women in the focus groups have also showed to be more sceptical towards celebrity endorsement in general, and hence during this process of analysing information and cues women might come to the conclusion that they do not trust the advertisement enough to purchase a product. This might occur even though it caught their attention and interest. Further, this might indicate that in the AIDA model, the celebrities role occurs at the first or second step, which is attention and interest. For women, a recognized face could possibly enhance attention and interest for the product, however it would be doubtful that it increases desire and action.

Many scholars’ recent findings argues that men and women react differently when it comes to advertisement in general (Wolin, 2003; Costanzo and Goodnight, 2005; Klaus and Bailey, 2008; Edwards and La Ferle, 2009; Premeaux, 2009). Advertisements therefore need to be adapted to fit the specific gender it is aimed at. Companies that are considering using celebrity endorsement as a strategic marketing tool need to find the fit between celebrity and product to make the advertisement as effective as possible.

However, the findings show differently, since both men and women see the match of the celebrity and the brand to be of great importance in order to create an interesting advertisement message. Putrevu’s (2001) arguments goes against the findings of this study, and instead supports the previous literature where psychological gender differences could be seen, where men and women should react different due to social and biological explanations.

Attention is the first step of the AIDA model (Petit et.al. 2011). Considering which one of the celebrities that caught the most attention, both women and men in this study agreed on that the male celebrity caught their attention the most. This was because they found him to be attractive and confident.

It becomes apparent that attractiveness is of importance when it comes to how much attention the consumers pay to celebrity endorsements. This phenomenon is also showed by Kahle and Homer (1985) in their match-up hypothesis. This hypothesis argues that the only way the attractiveness of a celebrity will increase the appraisal of a product or an advertisement, is if there is a “match-up” or a fit between the celebrity and the endorsed product. It is especially relevant if the product that is being endorsed can enhance attractiveness, which is of importance within the fashion industry.

Nevertheless, as mentioned in the findings, there were different reasons why the men in the focus groups and the men in the questionnaire chose the male celebrity. The main reason the men in the questionnaire chose the male celebrity was because of previous movie characters he has played. However, the reason for why the men in the focus groups chose him was because the celebrity should be someone that they “want to become” or feel like they can relate to. The men do not identify themselves with the female celebrity; hence she does not catch their attention as much as the male celebrity.
does even if they find her attractive. This could be an additional reason for why they chose the male celebrity, instead of the female celebrity.

Furthermore, all men in the focus groups agreed that a male celebrity endorser would most likely affect their purchasing decision. Bearing in mind the celebrity’s place in the AIDA model, yet again it appears to differ when considering men as opposed to women. As previously mentioned, a celebrity endorser would not increase the purchasing intention of women, and hence the celebrity’s role would appear in the first or second step. However, this would be different for men since a celebrity endorser might in fact increase their purchasing decision, hence the celebrity’s role could be said to occur in the third and fourth stage, which is desire and action.

There was a noticeable difference in the discussions that men and women had in the focus group, which is in line with proposition 4a and 4b, which was built upon genders theories (Meyers-Levy, 1989; Meyers-Levy and Sternhal, 1991). The women talked about the celebrity’s personal style and style in movies more than the men did. However, it was clear that both men and women are affected more by a celebrity they admire from previous movie characters the celebrity has played. The women are more interested in purchasing clothes endorsed by a celebrity they admire from previous movie characters. This relates to the second step of the AIDA model, where an interest has to be created in order for the endorsement to be effective (Petit et.al. 2011).

Proposition 2a and 2b was developed from the suggestions of McCracken (1989). Stage 1 of the “Meaning Transfer Model” by McCracken (1989) is about typecasting. Typecasting was of importance for both men and women, since recognition and previous characters that the celebrity has played was mentioned several times as an important factor in a purchasing decision. The difference was that men saw identification with the celebrity as more important when it comes to how they perceive the celebrity endorsement. When it comes to the third step of the AIDA model (Petit et.al. 2011), which is desire, the women instead talked about that the clothes an actor wears in a movie can make the products they are endorsing more desirable. However, the celebrity could only increase their desire for the clothing if the interest of purchasing a product already exists. This can also be connected to the fourth and final step of the AIDA model, which is action (Ibid). However, what is also implied is that women do not find identification with the celebrity endorser as important as the men do. Men on the other hand focus more on the actual clothes.

The men and women in the focus groups did however, both agree that the celebrity endorser should contain some sort of meaning that they feel they can relate to or that they want to attain for themselves. This can also be connected to the Meaning Transfer Model mentioned in previous discussion. McCracken (1989) stated that the celebrity endorsers carry meanings that an anonymous model cannot offer. The men in the focus groups especially pointed out that the celebrity endorser is somebody they want to become, and
the women did not find this as important as the men did. The women were more skeptical and did not necessarily feel that they had to be able to identify themselves with the celebrity; however they said they had to be able to relate to the celebrity in some way.

Even though almost none of the men or women in the questionnaire said that they chose the celebrity because they felt like they could identify themselves with him/her, it becomes clear from the focus groups that the celebrity endorser should contain meanings that the consumer can relate to or certain attributes they want to attain. Both genders said that they do not want the celebrity endorser to be “too far away” from their own personal style, and they mentioned that the celebrity should be credible.

Furthermore, Stage 2 of the Meaning Transfer Model is when the meanings the celebrities send is actually being transferred and the meanings of the celebrity actually become the meaning of the product endorsed. This is when the consumer sees the similarity between the celebrity endorser and the product. This phenomenon can especially be connected to what the women in the focus groups said when they talked about the clothes the actors wears in movies. Moreover, Stage 3 in McCracken’s model is when the consumer tries to build their own self, from the meanings of the celebrity. This is associated with what the men mentioned several times in the focus groups, where they said that a successful celebrity endorser is someone they want to become.

According to Edwards and La Ferle (2009) and proposition 3a and 3b, male consumers tend to trust male celebrity endorsers more than female celebrity endorsers, and vice versa. However, considering the participants in this study, this is true for the men in this study, but not for the women. This is due to the fact that the male celebrity’s attractiveness was of great importance for the women, which made him more noticeable to them. From both the focus groups and the questionnaire, it becomes clear that men are more attentive to the male celebrity endorser, since they feel like he is someone they want to become. The women are also more attentive towards the male celebrity because of his attractiveness, even if they do not wish to buy the clothes he is wearing.

Meyers-Levy and Sternhal (1991) found out that women have a lower threshold for elaborating different cues, hence as mentioned above, proposition 4a and 4b in this study is partially built upon this theory. The proposition and the research by Meyers-Levy and Sternhal (1991) seem to be consistent with the findings in this study. However the results from the focus groups showed that women discussed more aspects and cues of the endorsement than men did. The women seem to be more skeptical and have a large need for a vast amount of information, before they decide if they are positive or negative towards the use of a certain celebrity. They answered the question reasonably fast, however, they prolonged by bringing up several additional points that was not completely related to the question asked. This opened up for a wider discussion of negative and positive aspects. This is in line with the findings of Meyers-Levy and Sternhal (1991), whose research said that women take all information into consideration whilst
analyzing cues. This was showed in the focus groups conducted in this study, where the topics were thoroughly analyzed and discussed by the women. One question could become a broad subject with many aspects and different opinions before a well thought-out answer was developed.

Previous literature have suggested that women are interpersonal and process information in a subjective way (Christensen and Rosenthal, 1982; Prakash and Flores, 1985) and that men focus on the cue that is the most available and prominent (Meyers-Levy, 1989). Hence, this means that women base their judgment of the cues depending on the interactions with other people, while men do not. Regarding the results of this study, this seems to be true in this case as well. The female participants took other people’s arguments into considerations and sometimes changed their own opinions upon hearing their arguments. This is dissimilar from how men behaved and discussed the aspects of the celebrity in the advertisements used.

However, the men in the focus groups answered the questions clearly, without any complex discussions afterwards. In contradiction to the women, they seemed to base their answers solely on their own opinions. They did not take other participant’s opinions into consideration and thereby closed themselves from changing their answer based on other people’s arguments. Meyers-Levy (1989) further argues that this could be related to more self-focused orientation of men. From how the men behaved and discussed in the focus groups, this might be true in the case of this study as well, since men seemed to rank their own opinion higher than others.

Nevertheless, one question in the questionnaire was regarding the reasons why people chose one instead of the other celebrity endorser in an advertisement (appendix 3). A range of alternatives were available in order to answer this question. Women did have a higher percentage rate on all of the alternatives. This information could suggest that women do in fact analyze the cues provided more, and wants more information before deciding on their opinion considering a celebrity endorser. This supports the research made by Meyers-Levy (1991).

However, there was one alternative that men ranked higher on, which was; “The person is famous”. This suggests that for men this is the main aspect that caught their attention and interest, and this is consistent with the results from the focus groups. Since the celebrity being famous could be said to be the most prominent cue of a celebrity endorsement, this further support the arguments of Meyers-Levy (1989). Furthermore, if the person is famous, people will most likely have more information and knowledge about the person. This could be connected to the focus groups, where the men mentioned that the celebrity should be someone that they want to become. It is very difficult to attain something that a person has if you do not know anything about him/her, which is why it is important for the men that the celebrity is someone they are aware of.
6 Conclusion and Research Contributions

In section six the most important findings are summarized. In addition, the contributions to already existing research will be presented.

6.1 Conclusion

The main conclusion that can be drawn from this study is that there is in fact a difference between how men and women perceive celebrity endorsement in the fashion industry. Women are more attentive to the attractiveness of the celebrity, while men are more interested in a celebrity that has qualities that they wish to obtain. There are also differences in how men and women analyze the information in the advertisements, as previously discussed.

Moreover, the celebrity endorser that caught men and women’s attention the most was not necessarily the celebrity of the same sex as themselves. Meanwhile the male celebrity caught the men’s attention; the female celebrity did not catch the women’s attention. Furthermore, since both genders chose the male celebrity, this could indicate that male celebrities might be more helpful in order to create successful advertisements and build brand equity.

Further, consensus has been made of the factors that affect the perceptions of celebrity endorsement. A match between the celebrity endorser and the endorsed brand is of importance for both men and women. However, women are more skeptical and they analyze different cues more than men do. Due to this, women seem to notice more subtle cues that the advertising provides and this makes them more skeptical towards the celebrity endorsement.

Men are most likely to focus on the prominent cues, and the fact that the person in the advertisement is famous catches the attention of the men. Further, it is of great importance for them to be able to identify themselves with the celebrity. This is to some extent important for women as well; however they sought for someone that they could relate to in some way, not necessarily someone they could identify with.

Other factors that showed to be significant for both genders, was recognition and credibility of the celebrity endorser. If the celebrity has played similar TV/movie characters several times, or frequently showed up in advertisements for the brand, this would create a feeling of knowing the person already. Further, if the feeling of knowing the endorser exists, this might create a sense of trust and credibility for the celebrity endorser or the brand. Hence, the consensus was that the celebrity should be someone you can and want to get to know.
Considering celebrity endorsements effect on the consumers’ perceptions of the brand, it seems to be mostly positive. If the factors mentioned above do exist, it is probable that the celebrity endorsement would have positive effects on the consumers’ brand perception. However, if there would be a mismatch, the opposite might take place. What might also be taken into consideration is the fact that celebrities are more frequently used in advertising (Pringle, 2004). It was mentioned in the focus groups that the consumer might not even notice or react to celebrity endorsement if it is this frequent. A new marketing method was suggested in the female focus groups, as an alternative to celebrity endorsements. This method is using a new type of endorsers, The New Icons. These icons are four leading models in the fashion industry and the collection was inspired by their personal street style (vogue.co.uk).

6.2 Research Contributions

Although, differences between men and women have been known for several decades (Gilligan, 1982; Meyers-Levy, 1989; Meyer-Levy and Sterhal, 1991; Mansfield, McAllister and Collard, 1992). this study provides further differences that has not yet been researched. Previous research has shown that men and women’s attention and trust lies with a celebrity endorser that is of the same gender as them. However, when conducting this thesis and its research, findings showed that this is only true for men. Women’s attention and trust do not go to the female celebrity, but the male. Reasons for this difference could be that the factor that affects women’s attention the most is attractiveness, hence women would pay more attention to a male celebrity endorser. On the contrary, for men identification with the celebrity is the most important factor, hence a male celebrity would attract more attention. These findings are new contributions to existing research on the subject.

Further, a model was created in order to develop propositions. This model does not only summarize the existing theories and literature on the subjects of celebrity endorsement and gender differences, but it also shows the linkages between the theories. Hopefully, this model will be helpful for future scholars who wish to research celebrity endorsement with a gender perspective further.
7 Limitations

In section seven the main limitations discovered when conducting the research study is presented.

Some limitations should be recognized regarding this thesis. Primarily, the original participants for the focus groups were supposed to be students from faculties of Jönköping University that did not have any previous experiences within marketing studies. However, those students were hard to attract for different reasons, and therefore the participants consisted of the students that were available at the times of the focus groups. Many of these were students from Jönköping International Business School, and they have greater experience and knowledge within the subject of marketing. Hence, they might analyze and use their knowledge more than a person that has not taken any marketing courses. Considering that all participants were student, the small age span of approximately five years might be seen as a limitation as well.

Furthermore, limitations considering the celebrities have become apparent. Despite the fact that the aim was to choose neutral celebrities, the name and appearance of the celebrity might still evoke feelings in the participants. This might affect the answers given, especially in the questionnaire. Also, since the authors of this study created the advertisements, the choice of picture and the quality of the picture might affect the answers as well. It was, for instance, mentioned that the picture of the male celebrity caught more attention due to the quality of the picture.

Finally, considering the questionnaire, more women than men answered. Hence, this limits the equality of the answers, since it becomes harder to get a general view of men, due to the lack of answers.
8 Implications and Recommendations

In the last section managerial implications will be suggested in order to assist companies in their use of celebrity endorsement. Further, recommendations will be made for future research within the subject.

8.1 Managerial Implications

This study has provided some factors that are of importance for marketing within the fashion industry. When a company makes the decision to use celebrity endorsement as a marketing strategy there are some factors that needs to be taken into consideration:

- The celebrity chosen needs to match the brand and product that they are supposed to endorse.
- Companies should be aware that both men and women tend to be more attentive to male celebrity endorsers.
- Companies should also be aware that women are more skeptical and analytical towards celebrity endorsement than men are.
- The celebrity should be someone that the consumer can at least relate to on some level.
- The consumer wants the celebrity to be someone that they feel like they know, or at least someone they are able to “get to know”.

If all of these factors are considered thoroughly, a celebrity endorser could be an effective way of marketing a fashion brand.

8.2 Recommendations for Future Research

Firstly, the authors would recommend future researchers to conduct their study of this subject with people that have different occupations, not only with students. Moreover, it would be of interest to conduct the study with people who do not have any experience within marketing. This would lead the study to be less biased, since people with marketing experience might connect their answers too much to the theory they already know. Furthermore, the authors would recommend future researchers to conduct their study with people from other countries than Sweden in order to get a greater perspective.

An additional recommendation is to study why men feel the need to identify themselves with the celebrity endorser more than women. The final recommendation is for future researchers to study why both men and women seem to be more attentive towards a male celebrity endorser than a female celebrity endorser.
List of references


43
Sons Ltd. 227-234.


Appendix 1

Posters used in the focus groups and in the questionnaire. The celebrities Jake Gyllenhaal and Mila Kunis doing advertisement for H&M, self-designed for this study.
Appendix 2

Posters used in the focus groups. The advertisements are made by H&M.
The questionnaire that has been distributed online through social media.

### 1. Gender:

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>66.3%</td>
<td>110</td>
</tr>
<tr>
<td>Man</td>
<td>33.7%</td>
<td>56</td>
</tr>
</tbody>
</table>

answered question 166

### 2. Age:

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-18</td>
<td>0,0%</td>
<td>0</td>
</tr>
<tr>
<td>19-22</td>
<td>31.9%</td>
<td>53</td>
</tr>
<tr>
<td>23-26</td>
<td>50.6%</td>
<td>84</td>
</tr>
<tr>
<td>27-30</td>
<td>8.4%</td>
<td>14</td>
</tr>
<tr>
<td>31+</td>
<td>9.0%</td>
<td>15</td>
</tr>
</tbody>
</table>

answered question 166

### 3. Interests (several selections possible):

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport</td>
<td>45.8%</td>
<td>76</td>
</tr>
<tr>
<td>Music</td>
<td>59.0%</td>
<td>98</td>
</tr>
<tr>
<td>Movie / TV</td>
<td>59.0%</td>
<td>98</td>
</tr>
<tr>
<td>Fashion / shopping</td>
<td>49.4%</td>
<td>82</td>
</tr>
<tr>
<td>Magazines / books</td>
<td>24.7%</td>
<td>41</td>
</tr>
<tr>
<td>Travel</td>
<td>75.3%</td>
<td>125</td>
</tr>
<tr>
<td>Computers</td>
<td>12.7%</td>
<td>21</td>
</tr>
<tr>
<td>Video games / computer games</td>
<td>18.1%</td>
<td>30</td>
</tr>
<tr>
<td>Beauty / Health</td>
<td>40.4%</td>
<td>67</td>
</tr>
<tr>
<td>Food and drinks</td>
<td>59.0%</td>
<td>98</td>
</tr>
<tr>
<td>Socializing</td>
<td>68.7%</td>
<td>114</td>
</tr>
<tr>
<td>Entertainment</td>
<td>59.6%</td>
<td>99</td>
</tr>
<tr>
<td>Training</td>
<td>60.8%</td>
<td>101</td>
</tr>
<tr>
<td>Nature and outdoors</td>
<td>25.3%</td>
<td>42</td>
</tr>
<tr>
<td>Animals</td>
<td>18.1%</td>
<td>30</td>
</tr>
<tr>
<td>Nightlife</td>
<td>44.0%</td>
<td>73</td>
</tr>
<tr>
<td>Other</td>
<td>3.6%</td>
<td>6</td>
</tr>
</tbody>
</table>

answered question 166
### 4. Occupation:

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>54,2%</td>
<td>90</td>
</tr>
<tr>
<td>Working</td>
<td>40,4%</td>
<td>67</td>
</tr>
<tr>
<td>Unemployed</td>
<td>1,8%</td>
<td>3</td>
</tr>
<tr>
<td>Parental leave</td>
<td>0,0%</td>
<td>0</td>
</tr>
<tr>
<td>Senior</td>
<td>1,8%</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>1,8%</td>
<td>3</td>
</tr>
</tbody>
</table>

answered question 166

### 5. On a scale from 1-6 (1 = Disagree, 6 = Agree) I believe that:

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>1 Disagree</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6 Agree</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>The design of H&amp;M's apparel appeals me</td>
<td>5</td>
<td>19</td>
<td>46</td>
<td>38</td>
<td>41</td>
<td>17</td>
<td>166</td>
</tr>
<tr>
<td>H&amp;M's apparels have good quality</td>
<td>15</td>
<td>43</td>
<td>53</td>
<td>44</td>
<td>10</td>
<td>1</td>
<td>166</td>
</tr>
<tr>
<td>H&amp;M has a good reputation</td>
<td>7</td>
<td>11</td>
<td>45</td>
<td>50</td>
<td>40</td>
<td>13</td>
<td>166</td>
</tr>
<tr>
<td>H&amp;M is ethical company</td>
<td>17</td>
<td>37</td>
<td>62</td>
<td>28</td>
<td>14</td>
<td>8</td>
<td>166</td>
</tr>
</tbody>
</table>

answered question 166

### 6. Do you recognize these celebrities?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognize both celebrities</td>
<td>75,3%</td>
<td>125</td>
</tr>
<tr>
<td>Recognize the male celebrity</td>
<td>7,8%</td>
<td>13</td>
</tr>
<tr>
<td>Recognize the female celebrity</td>
<td>3,6%</td>
<td>6</td>
</tr>
<tr>
<td>Do not recognize any of the celebrities</td>
<td>13,3%</td>
<td>22</td>
</tr>
</tbody>
</table>

answered question 166
7. The celebrities shown in the pictures are Jake Gyllenhaal (Brokeback Mountain, Brothers, Donnie Darko, Jarhead) and Mila Kunis (Ted, That 70's Show, Forgetting Sarah Marshall, Black Swan). Which of the celebrities catches your attention the most?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mila Kunis</td>
<td>33,1%</td>
<td>55</td>
</tr>
<tr>
<td>Jake Gyllenhaal</td>
<td>66,9%</td>
<td>111</td>
</tr>
</tbody>
</table>

8. What kind of reputation do you think the celebrity you chose has?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neutral</td>
<td>29,5%</td>
<td>49</td>
</tr>
<tr>
<td>Good</td>
<td>69,9%</td>
<td>116</td>
</tr>
<tr>
<td>Bad</td>
<td>0,6%</td>
<td>1</td>
</tr>
</tbody>
</table>

9. Which factors made you choose the celebrity in previous question?

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Response Percent</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can identify with the celebrity</td>
<td>2,4%</td>
<td>4</td>
</tr>
<tr>
<td>He/she is famous</td>
<td>31,3%</td>
<td>52</td>
</tr>
<tr>
<td>TV / movie characters the celebrity has played</td>
<td>47,0%</td>
<td>78</td>
</tr>
<tr>
<td>The celebrity's reputation</td>
<td>8,4%</td>
<td>14</td>
</tr>
<tr>
<td>The celebrity is attractive</td>
<td>63,3%</td>
<td>105</td>
</tr>
<tr>
<td>The clothes that the celebrity is wearing in the picture</td>
<td>19,9%</td>
<td>33</td>
</tr>
<tr>
<td>The celebrity's personal style</td>
<td>12,7%</td>
<td>21</td>
</tr>
<tr>
<td>My own opinion about the celebrity</td>
<td>16,3%</td>
<td>27</td>
</tr>
<tr>
<td>The celebrity's gender</td>
<td>15,7%</td>
<td>26</td>
</tr>
<tr>
<td>The celebrity matches H&amp;M's brand image</td>
<td>7,8%</td>
<td>13</td>
</tr>
<tr>
<td>The celebrity is credible</td>
<td>19,9%</td>
<td>33</td>
</tr>
<tr>
<td>Other:</td>
<td>6,0%</td>
<td>10</td>
</tr>
</tbody>
</table>

answered question 166
10. Considering the celebrity you selected in previous question with pictures of the celebrities, rank 1 to 3 what catches your attention the most (1 catches your attention the most):

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Rating Average</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>The clothes</td>
<td>31</td>
<td>69</td>
<td>66</td>
<td>2.21</td>
<td>166</td>
</tr>
<tr>
<td>The celebrity</td>
<td>118</td>
<td>30</td>
<td>18</td>
<td>1.40</td>
<td>166</td>
</tr>
<tr>
<td>H&amp;M</td>
<td>17</td>
<td>67</td>
<td>82</td>
<td>2.39</td>
<td>166</td>
</tr>
</tbody>
</table>

answered question

11. Again consider the celebrity that caught your attention the most and rank 1 to 3 after what affects your attitude towards H & M the most (1 affects your attitude the most):

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Rating Average</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>The clothes</td>
<td>61</td>
<td>73</td>
<td>32</td>
<td>1.83</td>
<td>166</td>
</tr>
<tr>
<td>The celebrity</td>
<td>73</td>
<td>39</td>
<td>54</td>
<td>1.89</td>
<td>166</td>
</tr>
<tr>
<td>H&amp;M</td>
<td>32</td>
<td>54</td>
<td>80</td>
<td>2.29</td>
<td>166</td>
</tr>
</tbody>
</table>

answered question
12. On a scale 1-6 (1 = Disagree, 6 = Agree) I believe that:

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>1 Disagree</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6 Agree</th>
<th>Rating Average</th>
<th>Response Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>A celebrity involvement in an advertising increases my desire to buy the product</td>
<td>35</td>
<td>36</td>
<td>30</td>
<td>35</td>
<td>22</td>
<td>8</td>
<td>2,98</td>
<td>166</td>
</tr>
<tr>
<td>The celebrity creates enough interest to buy a product from H&amp;M, although I have not had the desire to buy it</td>
<td>53</td>
<td>42</td>
<td>31</td>
<td>25</td>
<td>11</td>
<td>4</td>
<td>2,46</td>
<td>166</td>
</tr>
<tr>
<td>Advertisement with celebrities is more memorable than advertisements with unknown models</td>
<td>17</td>
<td>12</td>
<td>25</td>
<td>28</td>
<td>41</td>
<td>43</td>
<td>4,16</td>
<td>166</td>
</tr>
<tr>
<td>Celebrities affect my view of the brand H&amp;M</td>
<td>36</td>
<td>29</td>
<td>27</td>
<td>29</td>
<td>33</td>
<td>12</td>
<td>3,18</td>
<td>166</td>
</tr>
</tbody>
</table>

answered question 166