

Spring 2019

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Recommended Citation

Guevara, Jessica; Rollins, Cassidy; and Czopek, Amelia, "Celebrity Owned-Brands: Do People Really Buy Them?" (2019). *Spring Showcase for Research and Creative Inquiry*. 54.

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Celebrity Owned-Brands: Do People Really Buy Them?

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Abstract

The presence of a celebrity can influence consumer behavior. Participants were shown a photograph with a celebrity holding a beverage with the text "Owned by Ryan Reynolds" or they are shown the same photograph with no text for 30 seconds, following a questionnaire on product attitude and buying intention. Participants in both conditions had no significant differences in buying intentions and product attitude towards the product.

Keywords: celebrity, product attitude, buying intention

Background

- Bond between the fan and the celebrity creates a sense of familiarity for the fan (Thomson, 2006)
- Recommendations from people the consumer feels familiar with are likely to follow than without that familiarity (Guo, Zhang, Ding, & Wang, 2016)
- Bond between celebrity and the product leads the fan to form an attachment to the product (Saldanha, Mulye, & Rahman, 2018)

Hypotheses

- Participants in the experimental condition will rate higher on buying intention and product attitude

Rationale/Purpose

- Celebrity endorsement is successful and is used to promote products
- We predicted that brands owned by celebrities will be more successful

Method

Participants

- 97 participants
- Age: $M = 19.46$, $SD = 3.3$
- 29 Freshmen, 17 Sophomores, 30 Juniors, 20 seniors, 1 unanswered
- 52 in the experimental group (6 failed manipulation check)
- 45 in the control group (24 failed the manipulation check)

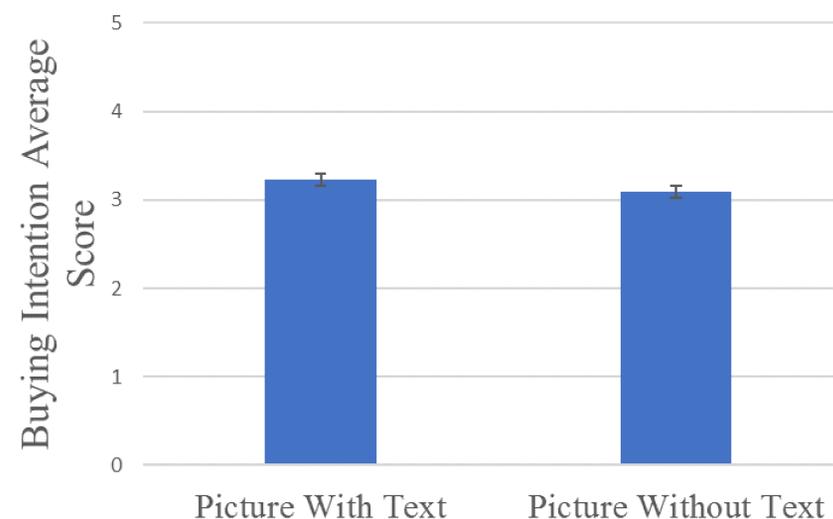
Materials and Procedure

- Between group design
- Independent Variable: The presence of the text "Owned by Ryan Reynolds" in photograph
- Dependent Variables: Product buying intention and product attitude
- Participants view one of the two photographs for 30 seconds
- After, participants completed a five point-Likert questionnaire on buying intentions and product attitude
- Buying intention question: "I would buy this product for my friends and family."
- Product attitude question: "I feel strongly about this product."

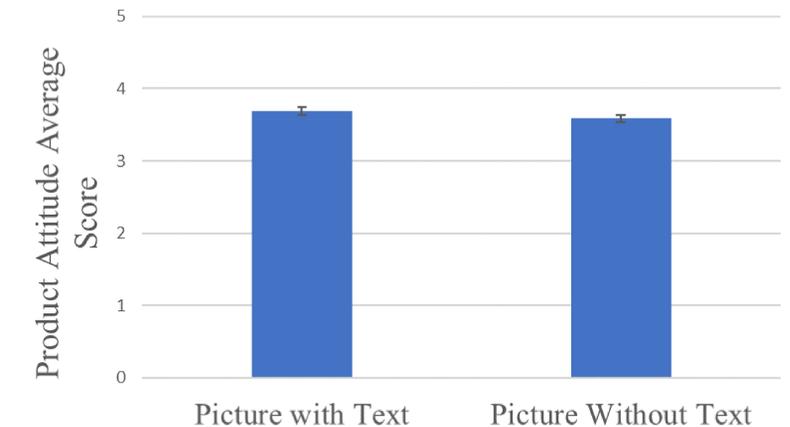


Results

- Independent t test
- No significant difference for buying intentions
- $t(95) = .683$, $p = .496$ (2-tailed), Cohen's $d = .136$.



- Independent t test
- No significant difference for product attitude
- $t(95) = .968$, $p = .336$ (2-tailed), Cohen's $d = .196$.



Discussion

- Celebrity brand-owned products do not lead to higher consumer buying intention or product attitude
- Manipulation check needs to be stronger
- Future research could study if a celebrity increases product attitude more than a person that is not (Yoon & Kim, 2015)
- The celebrity image and the type of product (Westover & Randle, 2009)

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