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

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)

References