Perception of the Celebrity Endorser

A study of how age and gender influences the consumer perception

Bachelor Thesis 15 hp

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Abstract

Background: The concept of celebrity endorsement is a constantly growing marketing communication tool. A recent example of when the usage of celebrities within advertising has been successful is the case of Zlatan Ibrahimovic endorsing Volvo. Because of the expansive usage of celebrities in advertising as well as the ongoing increase of competition, the development for further efficiency in celebrity endorsement is essential for creating efficient advertisements. The foundation of this thesis relies upon the meaning transfer model (McCracken, 1989) as well as the source effects model (Ohanian, 1990).

Purpose: This thesis intends to investigate how the different source effects within celebrity endorsement are appealing to the various consumers based on their age and gender. To be able to further investigate into the nature of the differences between genders, we will observe how gender stereotypical- and gender neutral products are perceived by the consumers and the role that the gender of the endorser plays in celebrity endorsement.

Method: In order to fulfill the purpose of this thesis, an abductive study was conducted by the usage of both quantitative and qualitative data. The data was collected through a questionnaire, both among the members of Bryngfjorden GK and students at Jönköping International Business School, and focus groups with participants representing the overall population of Sweden.

Conclusion: We have identified numerous of different characteristics of the consumers that will influence their perception of celebrity endorsers in advertisements, thus depending on age and gender. Mainly we have found is that younger consumers put a large emphasis on the attractiveness effect of the celebrity endorser compared to older people who rather emphasize on the credibility effects of the endorser. Further we have found explanations for how different product types are dependent on the gender of the consumer, as well as the gender of the endorser, for creating an effective advertising message.
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Introduction

In this part of the thesis we summarize and outline the background to the topic of celebrity endorsement, along with the problem and purpose of the thesis. Further, propositions are stated followed by definitions related to celebrity endorsement. The section is concluded by showing the overall delimitations and contributions of the thesis.

I.1 Background

“*The celebrity endorser is defined as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement.*”

- McCracken (1989, p.310)

There have been many cases of when celebrity endorsement has been used as a strategic marketing communication tool. A case, which is currently discussed as a hot topic, is the case of the sport profile Zlatan Ibrahimovic endorsing the car manufacturer Volvo. The video showing how Ibrahimovic is hunting, taking a bath in an ice hole and driving a new Volvo car has gone viral as well as been adopted to suitable international markets. According to Volvo’s executives there has been a great sales increase, especially in the Swedish market after the release of the “Made by Sweden”-campaign starring Ibrahimovic (Sharesix, 2014). Other examples of when the strategy of using celebrities as endorsers have been implemented is for example when Rolex used the professional tennis player Roger Federer to endorse their luxury watches. An example of a brand that has been using a large number of celebrity endorsers within the last decade/s is the brand Pepsi. During this time they have had music artists, sport profiles and actors as brand endorsers; for example, both Michael Jackson and Beyoncé have endorsed the brand Pepsi, this by for example adorn the Pepsi bottles and cans with pictures of themselves. A case of Pepsi using another celebrity in different contexts as an endorser is the case of the Nascar driver Jeff Gordon who had the majority of his car covered with the Pepsi logo and adverts while competing in the Nascar races.

The degree to which businesses in the modern days are employing celebrities as endorsers, within US advertisements, are around 25% (Shimp, 2000). Hunter (2009) argues that during the last decade’s celebrities such as Elvis Presley, the Beatles and Michael Jackson have endorsed generations by using their fame as celebrities to promote, both themselves as individuals but also to use this fame in a business context as a tactical marketing tool for endorsing e.g. businesses and guises.

Many researchers suggest that using celebrities as endorsers within advertising is in many cases a good strategy for creating an attractive approach towards the consumers (Hunter, 2009; Ohanian, 1990; McCracken, 1989; Kaikati, 1987). Further it is argued
that businesses can improve their financial returns by employing celebrities and implementing the concept of celebrity endorsement into their advertising campaigns (Erdogan, Baker & Tagg, 2001).

1.2 Problem

The subject of celebrity endorsement is since a fairly well researched area, especially considering around the effectiveness of celebrity endorsement. The effectiveness of celebrity endorsement can be divided into several source effects that will affect the consumer perception of the celebrity endorser (Hunter, 2009; Amos, Holmes & Struton, 2008; Ohanian, 1990). Petty and Cacioppo (1981) discuss further how the level of product involvement affects the perception towards the celebrity endorser. The authors provide a research regarding the different levels of significance into the various source effects.

The current literatures on consumer behavior within marketing have explained some differences that occur due to the gender and age of the consumer. Kotler, Armstrong, Harris and Piercy (2013) recognize these two factors as viable parts in segmenting and targeting a market among marketers. Therefore these differences should be accounted for in celebrity endorsement as well. With the change in age, they claim that wants and needs of a consumer will change. Today practitioners often use life-cycle stages instead of mere age where they develop appropriate strategies and marketing plans to target each generational cycle (Kotler et al., 2013). When it comes to the aspect of gender it is well suggested that practitioners need to further look into this by claiming that there is a difference between genders in the perception of endorsers which influences the purchase behavior of the consumer (Peetz, Parks & Spencer, 2004).

McCracken (1989) argues that a theory or model that explains what attractive is in the context of the source models needs to be developed. As well, Amos et al. (2008) and Freiden (1984) state that the multidimensional nature of celebrity endorsement is something that needs to be further investigated. For instance the role of age and gender can be considered as a multidimensional nature of celebrity endorsement (Freiden 1984). From this lack of existing literature of how age and gender of the consumer will influence their perception of the source effects we have found a problem that we wish to answer. By combining the suggestions of McCracken (1989) and Amos et al. (2008) together with the guidelines conducted by Ohanian (1990), we want to further explain how the source effects of celebrity endorsement are differently appealing among consumers depending on their age and gender.

Based on the previous literature, we reckon that the dimensions of age and gender are important aspects to take into account when researching within celebrity endorsement. The problem is addressed from a practitioner's perspective, meaning that this research will generate further knowledge and deeper understanding for the practicalities of celebrity endorsement. Kotler et al. (2013) argue that the understanding for age and gender of
the consumer is an important aspect to take into consideration in general marketing to create an effective message; we suggest that it holds true for consumers of celebrity endorsement as well. The lack of research combining the variables of age and gender into the context of celebrity endorsement are thus what we want to further investigate into in this thesis. This due to the fact that there are differences among the mentioned aspects in general marketing communication (Kotler et al., 2013; Peetz et al., 2004) that so far has not been applicable to the marketing communication tool of celebrity endorsement.

1.3 Purpose

This thesis intends to investigate how the different source effects within celebrity endorsement are appealing to the various age groups and genders of consumers. To be able to further investigate into the nature of the differences between genders, we will observe how gender stereotypical- and gender neutral products are perceived by the consumers and the role that the endorser’s gender plays in celebrity endorsement.

1.4 Definitions

Celebrity

According to Friedman and Friedman (1979) and Hunter (2009), a celebrity is an individual who is publicly known such as; actors, sports figures, entertainers, for their personal achievements and has an impact on the overall public consciousness. Gabler (2001) introduces the concept of “human entertainment”, by which he means that a celebrity is not just an entertainer, rather a person who by the process of living provides general entertainment for us.

Celebrity Endorser

McCracken (1989) describes a celebrity endorser as a person who is publicly known and who takes advantage of his/her fame, from a consumer perspective this is done by emerging with the product in advertisements. Hunter (2009) states that a celebrity endorser is; “a public well known individual who associates her- or himself with a brand/company/product in order to induce some desirable outcome for their sponsor” (Hunter, 2009, p.23).

The Source Models

According to McCracken (1989) and Ohanian (1990) the source models within celebrity endorsement is an extended model from two original models; the source credibility model (describing how trust and expertise influences the endorsement process) and the source attractiveness model (describing how likeability and familiarity influences the endorsement process).
Effectiveness of Celebrity Endorsement

Effectiveness of celebrity endorsement is something that the literature has been trying to explain for a long time, it has been explained in many different ways, however the differences are ambiguous. Frieden (1984) and Silvera and Austad (2003) argue that the effectiveness is dynamic, thus depending on the celebrity, the product and even to an extent the societal circumstances at the time and place when the advertisement is implemented. They explain that the effectiveness is various and is dependent on each situation. This as opposed to Erdogan (1999), who argues that the effectiveness of celebrity endorsement is dependent on several static factors such as; celebrity attractiveness and credibility, product-celebrity match, level of involvement and overall meanings (e.g. personality, values and standards) etc. According to us these statements conclude into our own definition of effectiveness of celebrity endorsement. In this study we will perceive effectiveness of celebrity endorsement as dependent on a several of factors within the receiver's perception of the product in combination with the celebrity endorser.

Age of the consumer

Chronological age is a person's actual/biological age compared to cognitive age which is the age self-perceived by a person, thus as part of the self-concept (Stephens, 1991; Barak & Schiff 1981). Based on previous studies done including age ranges (Rumbaut 2004) and for the sake of simplicity, we will from here on in this paper see the chronological age as follow; young people 0-35 years, middle-aged people as 35-55 years old and old people taking on the age of 55 and older.

Gender Stereotypical Products & Neutral Products

Stern, Gould and Tewari (1993) propose that products and services can be defined as either masculine or feminine, this based on how the advertisers are aiming to create a gender image for the brand or product in question (Debevec & Iyer, 1986). Previous suggestions base male stereotypical products as lawnmowers, beer, etc. and female stereotypical products as hair spray, shampoo, etc. (Fugate & Philips, 2010; Klassen, Jane & Schwartz, 1993; Hong & Toner, 1989). Products that we regard as either gender stereotypical, both male- and female stereotypical, or gender neutral will be presented later on in the thesis.

1.5 Delimitations

This thesis does not intend to answer the overall complex nature of celebrity endorsement, but rather focusing on the aspects of age and gender of the consumer and how these variables affect the consumer preference towards the celebrity endorser and the overall concept. Another delimitation of this study is that the research is done with only Swedish citizens, thus delimiting the findings to the Swedish market and consumers alike.
1.6 Contributions

This thesis contributes towards the academia by providing a model of the concept of celebrity endorsement effectiveness with a focus on the aspect of the age and gender among the consumers. The findings can be used and implemented by practitioners, who will be able to become more efficient in targeting their hypothetical target consumer when using celebrity endorsement in their marketing communication strategy. Other than the contribution to the practitioners this thesis will also contribute by forwarding the current research of celebrity endorsement effectiveness through the different dimensions.

1.7 Disposition

The disposition of the residual sections of this thesis will follow the layout of this model:

1.1 Figure of the disposition of the thesis
2 Frame of Reference

This section includes a relevant literature review for the discussion of the connection between the source effects, age and gender, in combination with the concept of low involvement products. From this information, we derive to our stated propositions.

2.1 Celebrity Endorsement

As described in definitions, the celebrity endorser is a person who is publicly known and who takes advantage of his/her fame, from a consumer perspective by emerging with the product in advertisements (McCracken, 1989). Celebrity endorsement is a well-known and common strategy for marketing communication among brands (Spry, Pappu & Cornwell, 2009; Khatri, 2006; Erdogan, 1999; Hunter, 1999; Ohanian, 1991). Companies invest resources such as money and time in the endorser so that the brands achieve a higher recognition (Spry, et al., 2009; Erdogan, 1999). Further benefits that a strategy like celebrity endorsement can generate are increased financial returns and overall recognition (Amos et al., 2008; Erdogan et al., 2001). Amos et al. (2008) argue that the importance does not lie in the increase of revenue, but rather in the concept of that the celebrity adds value, through the endorsement process (which is explained further below) to the brand, company or product being endorsed (McCracken, 1989). Khatri (2006) adds an additional perspective in regards to celebrity endorsement and discusses the disadvantages and risks with an unsuccessful combination of product and the celebrity endorser.

2.2 Endorsement Process

According to McCracken (1989) a meaning transfer is a general process used in marketing communications, within celebrity endorsement, it occurs when celebrities bring their own symbolic meaning into the process of meaning transfer (Erdogan, 1999). McCracken (1989) further defines it as the meaningness that moves to the product and to the consumer through its’ engaged effort within the process of product transfer. McCracken (1989) also states that a meaning transfer in context of celebrity endorsement can be achieved through three stages. The first stage is where the foundation of the meaningness of the celebrity is firstly created. The meaningness is based on the celebrity’s characters and own persona in which the society creates a meaning towards the celebrity based on his/her previous accomplishments and experiences. The second stage is when the meaningness is identified from the chosen celebrity and delivered to the product. The issue that might arise through this step is how to only capture the wanted meanings from the endorser to the product. The third and last stage is to make an effort for adapting the wanted meaningness from the product to the consumer. The final stage can be discussed as the most complicated and difficult stage as there does not exists any natural and automatic transfer of meaningness towards the consumer. The meaningness from the product and chosen celebrity has to be appealed and requested from the consumer for the transfer to be completed (McCracken, 1989) thus, to make it effective.
2.1 Figure McCracken (1989) Meaning Transfer Model

The above figure is an illustration made by McCracken (1989) where he simplifies the explanation of the meaning transfer process. Meaning transfer here being the theoretical way in which the consumer through three different stages perceives the message created in the advertisement endorsed by a celebrity.

2.3 The Source Models

One of the main models to explain the celebrity endorsement strategy is the ‘source models’. The ‘source models’ was assembled by Ohanian (1990) and is a collecting word for two previously separated models. The two source models upon which Ohanian’s ‘source models’ rely upon are; the source credibility model (Erdogan, 1999; Gotlieb & Sarel, 1991; Ohanian, 1990; Dholakia & Sternthal, 1977; Hovland & Weiss, 1951) and the source attractiveness model (Erdogan, 1999; McGuire, 1985; Petty, Cacioppo & Schuman, 1983). Within these two models, there are three dimensions called the source effects. The source credibility model has two dimensions called; expertise and trustworthiness, and the source attractiveness model has one dimension called attractiveness.

2.3.1 The Source Attractiveness Model

The source attractiveness model is based upon social psychology research (McGuire, 1985) with the perception of the communication transfer as its main message (Erdogan, 1999). According to McGuire (1985) the effectiveness of a message is dependent on the similarity, familiarity and liking for the product and the endorser. Similarity is defined as the resemblance between the source of the message and the receiver, meaning the consumer, perceiving the message (McGuire, 1985). Familiarity is seen as the awareness and understanding of the source in the eyes of the receiver and likeability is the perception of the source due to its physical appearance and behavior (McGuire, 1985). According to McGuire (1985) attractiveness is a more complex phenomenon than what is first thought. It is not only about the physical appearance of the endorser and the mes-
sage, but rather a number of virtuous characteristics are contributing to the final perception of what attractiveness is in the eyes of the receiver; including characteristics like intellectual skills, personality properties and lifestyle.

2.3.2 The Source Credibility Model

The source credibility model is based upon the research within social psychology conducted by Hovland and Weiss (1951). Erdogan (1999) states that the receivers will perceive the celebrity endorser differently within the credibility model, this due to the fact that they are influenced by their own beliefs, opinions, attitudes and behavior. Ohanian (1990) states that the source credibility model has two dimensions called expertise and trustworthiness. Dholakia and Sternthal (1977) previously explained the concept of both expertise and trustworthiness, thus not within this context, but by referring expertise as the perception of the knowledge from the messenger, and trustworthiness as whether the messenger’s opinion regarding the product or service are unbiased. Erdogan (1999) extends the explanation of the two by adding to the term expertise, that endorser possession of knowledge, experience and skills are reflected to the receiver. The endorsers’ possession will impact the perception of the quality of the product. Erdogan (1999) thereafter adds the keywords; honesty, integrity and believability to the term trustworthiness.

2.4 Elaboration Likelihood Model

Petty et al. (1983) extend from the original psychology studies an additional angle of how to reach effectiveness with the advertising message. In their research, which is called the Elaboration Likelihood Model (ELM), they present an idea of how the source
effects effectiveness are dependent of whether the product is of low- or high involve-
ment for the overall effectiveness of the marketing message. Thus, the persuasion under 
low and high involvement varies as the conditions of the products do. Social psycholo-
gists have found that elaborations of high involvement are more influenced by the atti-
tudes towards the product rather than the celebrity endorser. In contrast to high in-
volvement, low involvement decisions are rather impacted by the attitudes towards the 
celebrity rather than the arguments used.

2.5 Match-up hypothesis

Kamins (1990) goes further into the process of celebrity endorsement effectiveness by 
introducing the match-up hypothesis as the fit of appropriate between celebrity and 
product. For the meaningness to be fully captured, there must exist a fit between the ce-
lebrity endorser and the product being endorsed (Till & Busler, 2000). The greater the 
fit is between the chosen celebrity and the product the higher the efficiency for the ad-
vertising message due to the increase in believability (Kamins & Gupta, 1994). If the 
‘fit’ is not good enough it is suggested that it would result in that the consumer feels like 
the celebrity have been bought by the brand, thus receiving money for the usage of their 
name with no general connection (Erdogan, 1999).

However, the issue is that there exist no specific model explaining what a ‘good fit’ is in 
such a context (Erdogan 1999). McCracken (1989) states that using existing models as 
an approach toward finding the ‘good fit’ will only show if the match between prod-
uct/business and celebrity is attractive or not. What he further argues is that the selected 
model/s cannot show what specifically makes the arrangement successful or not, thus 
since it does not explain what attractive is in the context. From this, Erdogan (1999) and 
McCracken (1989) argue that there is a lack of research of the concept of what attrac-
tiveness of celebrity endorsement is.

2.6 Age of the consumer

Studies have shown that younger people are in general easier to reach out to with adver-
tising, this since they are more likely to be seeking for new information themselves. 
However, people who are older are much harder to reach out to from a marketing per-
spective, this due to the fact that they are not themselves seeking for new information, 
rather they are comfortable with what is already known and familiar to them (Stephens, 

Kotler et al. (2013) introduce a concept which emphasis on the importance of under-
standing the behavior of different age groups. They discuss the differences in behavior 
among the different age groups, and how the behavior differs based on the generation. 
As of today there are three different generations of consumers and these are character-
ized by either seeing themselves as younger than they actually are, being less materialis-
tic or being an overall curious generation (Kotler et al. 2013; Hudson, 2010).
2.7 Gender congruity within celebrity endorsement

In previous research of celebrity endorsement while looking into the difference between genders, the research has not been focusing so much on the attributes (such as attractiveness and credibility) of the consumer. The research of gender in celebrity endorsement has rather been looking into how the differences rather lie in the self-concept of the recipient and how he/she perceives a product and endorser. Within this research regarding advertising effectiveness and gender, two dimensions are proposed - consumer gender and product gender (Morrison & Shaffer, 2003). This has to do with measurements of self-referencing and whether a male or a female could see him/herself with the product in question. Research suggest that there is an arguable difference in perception of beliefs and attitudes towards traditional advertising and how their consumer behaviors are stimulated along with the advertisement depending on the gender of the consumer (Wolin & Korgaonkar, 2003). Further there is evidence of that attractive female endorsers perceive more recognition and positive attitudes among both genders of the audience compared to what attractive male endorsers do, this statement especially holds true among the perception of male audience (Debevec & Kernan, 1984). In contrary Caballero, Lumpkin and Madden (1989) argue that females are more likely to purchase a product that is endorsed by a female endorser, as opposed to males who are more likely to purchase a product endorsed by a male endorser. Ndubisi (2005) also found that female consumers are to a significant extent much more loyal in a case of when the entity in question is regarded as trustworthy, compared to their counterparts of male customers.

Stern et al. (1993) discuss the concept of whether a product, just like a person, has a gender. What they found was that most products and also a variety of services have a gender. Thus the authors argue that products can be sex-typed as either masculine or feminine and that a person’s consumption behavior is consistent with their gender identity, thus meaning that a person do not feel comfortable using products or services which are not seemed to be made for their gender (Stern et al., 1993). An additional argument provided by Fugate and Philips (2010) states that a person’s gender identity is one’s most significant social identity, thus meaning that our gender is very influential in how we perceive things and how we behave in social contexts. Further the authors argue that people purchase products not only for the practicality of using it, but rather due to that the product reflects the self-concept of the purchaser’s individuality.

When it comes to gender stereotypical products there are researchers that have been trying to categorize what the gender of different products are. Suggestions for male stereotypical products are car, lawnmower and beer; female stereotypical products would be maxi pad, shampoo and hair spray (Fugate & Philips, 2010; Klassen, Jane & Schwartz, 1993; Hong & Toner, 1989).
2.8 Relevance of the theories

To understand the complex nature of celebrity endorsement we consider all of the presented models to be significant for the process of this thesis. We use the existing models of the meaning transfer model (McCracken, 1989) and the source models (Ohanian, 1990) to understand the overall concept of celebrity endorsement. To further explain the nature of the concept we also apply the ELM (Petty et al., 1983) and the match-up hypothesis (Till & Busler, 2000; Kamins, 1990) to supply practitioners with this still unexplored part of celebrity endorsement. Applying these existing models and adding the theory of age and gender of the consumer into the context we extend the existing models of celebrity endorsement.

2.9 Proposition Development

From the review conducted of the existing literature with combination of our problematization, we have constructed propositions based accordingly. According to Saunders et al. (2012) propositions are developed to test whether there exist a relationship between different categories, thus propositions are used when the researchers want to reveal patterns and connections among the data. Further Saunders et al. (2012) argue that one should test the propositions inductively from the data to develop valid and grounded conclusions, meaning that one should search for alternative explanations and examples that do not support the proposition stated and argue for these as well. The authors explain these alternative examples as negative cases and argue for that these are as important as the positive cases for explaining the categorical relationships between the tested variables.

2.9.1 Proposition 1, 2 & 3

Ohanian (1991) provides a study, which focuses on the respondents’ age and gender towards the attractiveness and credibility concepts. The results found do not prove for “any significant impact on the evaluations of the celebrity’s attractiveness, trustworthiness, or expertise” according to Ohanian (1991, p.49). Newly researched areas in marketing suggest the opposite (Chang, 2008; Songini, 2001; Stephens, 1991) of what Ohanian argued for, meaning that the age of the potential consumer is an important concept to take into consideration. Chang (2008) and Stephens (1991) argue that advertising could be more efficient when recognizing the importance of the concept of age, this to identify and target customers accordingly. Within the concept of age, Kotler et al. (2013) argue how it is essential for practitioners to define and recognize the age of the consumer, this to be able to handle the marketing strategy and communication in the most efficient way possible.

While valuing the fact and arguments that previous research have provided us with, we can argue that the research and analysis conducted by Ohanian (1991) might be out of date and thus create difficulties to apply it into practice nowadays. Therefore with this in mind and the suggested research, we construct the following propositions:
**P1:** There is a relationship between young age groups and the appeal towards the attractiveness effect, compared to the credibility effects

**P2:** There is a relationship between middle-age and older age groups and the appeal towards the credibility effects, compared to the attractiveness effect

2.3 Figure of propositions P1 & P2

Other than looking into the concept of age and based on suggestions for development of the multidimensional nature of Amos et al. (2008) and proposed research by Freiden 1989, we have developed the following proposition regarding gender of consumers:

**P3:** There is a difference between the gender of the consumers in the appeal towards the attractiveness effect and the credibility effects

2.9.2 Proposition 4 & 5

Caballero et al. (1989) proved early on that there is a higher possibility that a female consumer purchases a product endorsed by a female celebrity, and that a male consumer is more likely to purchase an endorsed product from a male endorser, this meaning that a consumer is more likely to purchase a product that is endorsed by an endorser with the same gender. In comparison, Debevec and Kernan (1984) found that attractive female endorsers would have larger impact on positive attitudes of consumers than attractive male endorsers.

Recent studies support Caballero et al. (1989) regarding the differences based on the concept of gender, it is fairly discussed that there exist differences in the perception of marketing and ads depending on the gender of the consumer (Peetz et al., 2004; Wolin & Korgaonkar, 2003; Caballero et al., 1989). The authors Wolin and Korgaonkar (2003) explain this further by stating that male and female perception toward advertising are differentiated, this based on the consumer behaviors associated with the stereotypical associations of gender.
Beside the theory of celebrity endorsement, Kotler et al. (2013) argue that general marketing and marketing communication have experienced changes the last decade. The mentioned authors state that newly changes are depending on aspects which have not been consider before, such an example of an aspect could be the importance of gender (Kotler et al., 2013).

Due to the stated arguments above we recognize that there have been changes within marketing communication (Kotler et al., 2013) and celebrity endorsement (Peetz et al., 2004; Wolin & Korgaonkar, 2003; Erdogan, 1999; Caballero et al., 1989; Debevec & Kernan, 1984). Since there are a variety of explanations for gender research within celebrity endorsement, we find it interesting to investigate whether the gender of the endorser has an impact on the consumers’ preference as the gender stereotypic of a product decreases. Thus, we want to further explain the gender dimensions within celebrity endorsement by looking at the differences among the consumers within the source effects.

We want to investigate whether there is a relationship between the consumers’ preferences of the type of product and the gender of the endorser; due to this we have conducted the following propositions:

**P4a:** A male consumer is more likely to increase his purchase intention from a male celebrity endorser when it comes to male stereotypical products

**P4b:** A female consumer is more likely to increase her purchase intention from a female celebrity endorser when it comes to female stereotypical products

**P5:** The gender of the celebrity endorser does not have a significant impact on the perception of the consumer towards a neutral product

<table>
<thead>
<tr>
<th>Consumer Gender</th>
<th>Product Gender</th>
<th>Gender of Celebrity Endorser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Male</td>
<td>Male</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>Female</td>
</tr>
<tr>
<td>Female</td>
<td>Female</td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td>Neutral</td>
<td>Male</td>
</tr>
</tbody>
</table>

2.4 Figure of propositions P4a, P4b and 5
3 Method & Data

In this part of the thesis the design of the research process is outlined, this describing how the research was layout, conducted and designed. Sections followed will further explain more descriptive how the process for gathering information and knowledge were conducted, with reasons for the decisions.

3.1 Methodology

The term methodology can be separated from the term method (Svenning, 2003). Method is more seen as the actual practical way in which data is gathered and later on arranged (Svenning, 2003). Methodology is constructed from the underlying assumptions and beliefs of the researchers, this to inform the reader about the nature of the selected research approach and fundamental strategies used within the research process (Blackshaw & Crawford, 2009; Svenning, 2003). For the research philosophy, there are two commonly used dimensions that can be implemented for the guidance and nature of the research, these two are; positivism and interpretivism. The positivism philosophy is associated with studying the observable ‘law-like’ reality, this by collecting data to search for regularities and casual relationships within it (Saunders et al., 2012). Interpretivism is in contrary focusing on the complexity of humans and their role as social actors with no ‘law-like’ generalizations (Saunders et al., 2012). Further, Saunders et al. (2012) introduces a mix of the positivism- and interpretivism philosophies, this mixed philosophy is known as; pragmatism. The pragmatism philosophy does recognize that there is no single philosophy that can explain the entire picture due to the complexity of the nature. The pragmatists often use multiple methods or methods that enable reliable and relevant data to create a credible research.

In this thesis we implement a pragmatism philosophy. The underlying assumption for this choice is that we believe the nature of the research to be complex and thus not be interpreted through only one of the methodological philosophies. Due to the fact that this research will contain both quantitative and qualitative method approaches we argue for that the pragmatist philosophy will in the best way possible support the coming parts of the thesis and provide us with as a reliable and honest result as possible. However we want to state that there is no guarantee that a definite reality will exist since the reality may vary, but the pragmatism philosophy will in the best way possible contribute to an honest result.

3.1.1 Research Purpose

According to Saunders et al. (2012) it is significant for the researcher to recognize the nature of the research design, this to decide upon which one of the three research designs that is the most suitable for the study in mind. The three approaches that a researcher can go about with are; exploratory, descriptive or explanatory.
Firstly, an exploratory study is a suitable approach when the aim of the research is to clarify the understanding of a problem, especially when the researcher is not fully secure about the specific nature of the problem. The study is often conducted by open-ended questions for the researcher to easily gain more than one insight of the topic. Secondly, a descriptive study can be declared as an opposite to the mentioned exploratory study. For a descriptive study it is significant for the researcher to “have a clear picture of the phenomenon on which you wish to collect data prior to the collection of the data” (Saunders et al., 2012, p.171). Thirdly, an explanatory study will define and establish a relationship between variables through studies from a situation or a problem (Saunders et al., 2012). Ghauri and Gronhaug (2010) refer to this study under the term ‘casual research’ as the aim of the research is to seclude the cause/s and figure out to what extent the cause/s leads to the proven effect/s.

For the nature of this research our thesis will take on an exploratory perspective, both in the questionnaire and in the focus groups. The questionnaire is based on theories as a framework, however it is explaining the yet unexplored nature of the implications of age and gender, and how they affect celebrity endorsement. The questionnaire take on a quantitative observation at what the opinions are towards the source effects of celebrity endorsement. The focus groups further explain the reasons and factors behind the findings from the questionnaire. We believe that a quantitative study is not enough in-depth to solely explain the phenomenon of celebrity endorsement, thus the focus groups provide the possibility for an in-depth understanding of the complex phenomenon. Implementing this kind of study it helps us to recognize and understand the relationship between the variables of age, gender and appeals towards celebrity endorsement.

3.1.2 Research Approach

Mixed Method

Saunders et al. (2012) state that strategy/approach is in general terms a plan of actions structured to achieve a specific goal. Further they argue that a research strategy is the plan of actions for a researcher for how to go about with the process of answering the stated research question. The key idea of a research strategy is to build the foundation for the rest of the research layout so that it aims to answer the particular research question examined. Thus doing so by being supported by the previous stated ideas of the research questions, objectives, approach and purpose (Saunders et al., 2012). Creswell (2003) presents three ideas through which research methods can be investigated; quantitative, qualitative and mixed method. Creswell (2003) defines the three strategies; by firstly arguing that a quantitative approach is based on the interests of the investigator as a post-positivist (i.e., using specific variables as measurements and observations to test theories) who claims for expanding the knowledge by using strategies of inquiries that result in statistical data, this by using experiments and questionnaires on predetermined instruments. Secondly, Creswell (2003) argues that the concept of qualitative research is based on that the investigator claims knowledge alternatively on a constructivist perspective (i.e., multiple understanding with the idea of developing a repeated pattern) or
advocacy/participatory perspective (i.e., political and change oriented) or both combined together. A qualitative research is performed when the researcher wants to gain open-ended answers, and this is implemented by the usage of strategies like; ethnography and action research (Saunders et al., 2012). There exist also a mix of the quantitative- and the qualitative approach, involving strategies like; case studies and archival research, this approach is called the mixed method. Hesse-Biber (2010) argues that the mixed method approach complements the quantitative and qualitative approaches and is used when the researcher wants to gain a fuller understanding of the topic in question, this since it utilizes both the aspects of quantitative and qualitative approaches.

In this thesis we use a mixed method approach. This decision is built upon the argument that we want to conduct our research in form of a quantitative questionnaire, since it further allow us to receive a large extent of samples and to get a general understanding for the opinions of the respondents. Also we will by the usage of focus groups add qualitative stability to support the propositions, this by getting a deeper understanding for the overall problem. Using the mixed method is the best way possible for us to receive the information needed to understand our propositions. Only using one of the approaches would not be sufficient for this research. This research will take on an approach with focuses on the qualitative aspects of it, thus our quantitative research will be interpreted in more of a qualitative way since we do not include the typical statistical methods that are sufficient for conducting a research with a quantitative nature. Thus our research will take on the ideas of the figure stated below.

![Figure 3.1 Figure of the research strategy](image.png)

**Abductive Approach**

Saunders et al. (2012) state that there are three approaches that can influence the design of the overall research; inductive, deductive and abductive. The choice of approach is based on how the researcher is going about with literature, data collection and theory (Saunders et al., 2012). When the research starts off with theory that is based on the existing literature a deductive research approach is implemented. Conversely, an inductive approach starts off with the gathering of data, which is conducted to later on generate new theory. Lastly the abductive approach can be used when exploring new as well as existing theory to identify themes and patterns between the data. Thus one can say that the abductive approach is a mix of the deductive- and inductive approach and is rather in an unstructured way elaborating between theory and data back and forth.
To best fulfill the purpose of this thesis we implement an abductive approach. This is a result of that we are using already existing theory from literature which we want to further develop by moving back and forth between theory and data. By the usage of our questionnaire, we get an overview of the scientific nature of the problem, which is associated with a deductive approach, but we also gain further knowledge by the usage of focus groups, which is seen as an inductive approach, thus resulting in a mix of the two and making our thesis taking on an abductive approach. This since we do not want to exclude any aspects of the two approaches since a mixture of the two give us a holistic overview of the phenomenon.

3.2 Method

Method is the technique and process of how to obtain and analyze data, this by gathering information via for example questionnaires, observations and interviews (Saunders et al., 2012). The method describes the overall idea of “how shall I conduct my research” (Saunders et al., 2012, p.54). The method part of this thesis is divided into subsections in which each step of the procedure is described more in detail; the layout for the rest of the method part is as follows:

![Method Diagram]

3.2 Figure of the method disposition

3.2.1 Data Collection

There are two kinds of data to be collected when researchers want to answer their research question, these two approaches are; primary data and secondary data (Saunders et al., 2012). Primary data is associated with the data collected by the researchers themselves, which is new data specifically collected for the purpose of the research (Saun-
ders et al., 2012). Other data that can be used by the researchers for answering their research question is existing data, also called secondary data, conducted by other researchers in previous studies. Saunders et al. (2012) argue that the overall idea of data collection is to firstly review secondary data and from that find new and additional theories that can be explained by collecting primary data.

**Primary Data**

Primary data can be collected through a variety of ways, among others through interviews, questionnaires and observations (Saunders et al., 2012). The reason for collecting primary data is to get specific and relevant data for the purpose of the research. Questionnaires are according to Saunders et al. (2012) a general and common tool for researchers to go about with to collect primary data. Interviews are used when collecting data that answers purposeful questions about the topic in question (Saunders et al., 2012). In this thesis we collect a wide range of primary data, thus focusing on an in-depth perspective as well. Based on this argument we use two ways for collecting our primary data; a quantitative questionnaire and qualitative semi-structured focus groups. This is a decision taken due to that we want to be able to get as a large extent of data to analyze, thus trying to get as a wide picture of the generalized problem as possible.

**Secondary Data**

According to Saunders et al. (2012) it is suggested that one should consider to a further extent analyze already conducted data by reviewing existing literature. In this thesis we have mainly gathered our secondary data from the Jönköping University Library and the online Library. To make our research as reliable as possible we will gather peer-reviewed literature which is highly cited and of high quality. However, we would like to reserve the fact that due to limited time and resources, there could be a chance of us, in the large jungle of literature, missing out on literature that could be of further assistance for this study.

**Sampling**

“Sampling occurs when researchers examine a portion or sample of a larger group of potential participants and use the results to make statements that apply to this broader group or population” (Fritz & Morgan, 2010, p.3). Sanders et al. (2012) state that a sample can be as reliable as using the whole population within the research if the sample is representative enough to the whole population. They further argue that using a sample can be more effective since using the whole population might be impractical due to the size, the cost and the time needed for reaching out to the whole population.

**Non-probability Sampling**

Ghauri and Gronhaug (2010) and Saunders et al. (2012) recognize that there exist two different kinds of sampling techniques; probability sampling and non-probability sampling.
Saunders et al. (2007) present the probability sampling as being ‘representative sampling’, meaning “in which the chance, or probability, of each case being selected from the population is known and is not zero” (Saunders et al., 2007, p.607). Thus, results from a probability sampling should be similar as results from the whole population. Ghauri and Gronhaug (2010) explain further the advantages with such sampling and how equal probability as sampling can allow the researcher to estimate unknown parameters or make valid statistical inferences about the population (Bryman & Bell, 2010; Ghauri & Gronhaug, 2010; Saunders et al., 2007). Saunders et al. (2007) state that a non-probability sampling is one “in which the chance or probability of each case being selected is not known” (Saunders et al., 2007, p.604). Based on those words the characteristics of a sampling can only be generalized without a statistical background (Saunders et al., 2007). Ghauri and Gronhaug (2010) suggest that all researchers should prefer a probability sample since a non-probability sample may present the researcher with misleading results, as it does not fully represent the population.

In this thesis we adopt a non-probability sampling approach as the limitations of time and possibility to connect with all respondents within Bryngfjorden and the students of JIBS are restricting us on various levels. Both the questionnaire and the focus groups will be selected by using this approach, this so that we get as a representable sample as possible considering age and gender among the respondents in the questionnaire as well as representable in-depth opinions among the participants of the focus groups.

**Questionnaire Sample**

The actual sample for our questionnaire consists of two different groups of sample; the members of the Golf Club Bryngfjorden and the students of Jönköping International Business School. This to get as a large variety of ages and genders among the respondents as possible to make the sample representative for the whole population and thus reliable.

**Bryngfjorden Golf Club**

The sample from Bryngfjorden Golf Club is as of March 2014 consisting of 854 members, 639 of these members are men and 215 are women. The members have an age range from 2 years to 82 years old.

![Figure 3.3 Figure of the data of the members of Bryngfjorden GK](image-url)
After thoroughly analyzing the data and statistics of the members of Bryngfjorden Golf Club, which was originally supposed to be the overall sample for the questionnaire in this research, we recognize that the largest proportion of the members were older thus between the ages of 40 and 65 years old. Due to this issue we decide to send out the questionnaire to younger people to complement the lack of younger participants. In hope of expanding the proportion of younger respondents we decide to target the students of Jönköping International Business School. Thus the sample that we have been using from Jönköping International Business School is consisting of 82 International Management students. This sample is consisting of the members of a Facebook group, out of the 82 members; 41 are female and 41 are male students. Thus presenting us with a 50/50 situation among the gender, and the majority of the students are taking on an age in the range of 20 to 30 years old.

**Focus Group Sampling**

For this research four focus groups are constructed in the following way; two heterogeneous focus groups and two homogenous focus groups. The heterogeneous focus groups will implicate diversity among the participants in aspect of gender but not in the aspect of age. For the homogenous focus groups the aspects of gender and age provide us with participants of both the same gender as well as the same generation.

The participants of the groups consists of participants as shown in the table below:

<table>
<thead>
<tr>
<th>Focus Group</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of participants</td>
<td>4</td>
<td>6</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>No of male participants</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>No of female participants</td>
<td>0</td>
<td>3</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>No of young participants (&gt;35)</td>
<td>4</td>
<td>0</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>No of old participants (&lt;35)</td>
<td>0</td>
<td>6</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Duration</td>
<td>48 min</td>
<td>25 min</td>
<td>23 min</td>
<td>29 min</td>
</tr>
<tr>
<td>Location</td>
<td>Jönköping, Sweden, 17/4</td>
<td>Norrköping, Sweden, 19/4</td>
<td>Norrköping, Sweden, 20/4</td>
<td>Jönköping, Sweden 24/4</td>
</tr>
</tbody>
</table>

*3.1 Table - Data of the focus groups*
3.2.2 Questionnaire

Design in context of a questionnaire/survey is described as “a way of arranging the environment in which a survey takes place” (Fink, 2003, p.31). Fink (2003) proceeds by explaining the term environment as the objects of the questionnaire, which often consists of individuals or groups of people, activities, places etc.

The design of our questionnaire is constructed as a structures standardized interview with closed questions. This approach gives the respondents the same context of questioning and a limited choice of possible answers, thus provide us with a result with less chance of misinterpretation and ease the process with measuring and decoding the data retrieved (Saunders et al., 2012; Bryman & Bell, 2010). The questionnaire is constructed as a self-completed questionnaire via the Internet by using Qualtrics, this since it is a suitable approach for closed questions and it will help us to further enlarge the size of the sample (Saunders et al., 2012).

Questionnaire Design

The questionnaire consists of a brief introduction and explanation of the purpose of the questionnaire and the reason to why we want the respondent to answer it, this to increase the validity of the response. Due to the stated argument by Langmeyer and Walker (1991) we decide to put all of the questions concerning celebrities and products into a visual context in the questionnaire, this to further extent eliminate the risk of that the respondent is not familiar with the product or the celebrity. Also this is due to the fact that the respondent will have a possibility to associate the context as if it was a real life example and answer the question as reliable and valid as possible.

The first part of the questionnaire is based on the gender of the respondent. The first questions are categorical questions covering the ground of the independent variables (i.e. age and gender). Following this there are two questions (question 3 and 4, i.e. education and income level of the respondent) that work as a complement to question 1 and 2, regarding control variables for the generalizability of the sample. Based on what the respondent answer in the question concerning gender, the male respondents will have questions regarding male stereotypical products (question 5-9) and female respondents will have female stereotypical products (question 10-14). Questions 15-19 are about gender neutral products and are answered by both female and male respondents.

The second part of the questionnaire (Question 19-24) includes questions with regard of the Source effects model (see figure 2.2 by Ohanian, 1990). The questions are based on the source effects in combination with a non-gender stereotypical and low involvement product. From the source models only the main words/characteristic from each of the three effects are applied, thus resulting in three different possible response alternatives for the respondent. We believe that more words/characteristics would only confuse the respondent and decrease the interest of them completing and submitting the questionnaire. The questions are clearly visible for the decoder on what source effect they are
regarding, however the encoder is not be able to distinguish a resemblance between them, this in order for us to keep the questionnaire unbiased from pre-assumed thoughts from the respondents. Thus keeping a high reliability and validity of the measurements of the concepts.

**Celebrity Endorser Selection**

When creating the questionnaire to suit our propositions we decide to use hypothetical cases of celebrities endorsing products, which we ourselves constructed and created. The celebrities were chosen due to their recognition, firstly as celebrities but also due to their equal knowledge within the product area in which the hypothetical product that they are endorsing belongs to. We decide to only implement Swedish celebrities in all of the questions within the questionnaire. This is a result of that we want to increase the chance of that all of the people within the sample will have the same chance for recognizing the celebrities, thus creating as an honest result as possible. We have also used celebrities with different ages by creating a range of ages it increases the likeliness and familiarity of that the respondents recognizing the celebrity.

The choices of the female and male celebrity endorsers are supposed to be within the same or similar field for the respondents to achieve a similar perception of the celebrity endorsers as high as possible. With regards of respondents’ own connections and attraction to each celebrity endorser, there is a possibility that a respondent can choose the celebrity endorser based on his/her persona instead of the combination of celebrity endorser and product. We do not want to have an active part in the choosing of what we consider to be a preferable among the respondents of the female and male endorsers. Thus we do not want our own preferences to be a part of the process and consequently create a biased result. For the answers in our questionnaire to become as subjective as possible we therefore only apply each celebrity endorser once into the questionnaire.

**Product Selection**

For selecting the products in our questionnaire we have summarized the information and different aspects regarding the level of involvement of the products. Petty et al. (1983) argue that source effects in celebrity endorsement are differently significant due to the level of the product; low- or high involvement. Thus meaning that people will respond to a celebrity as an endorser differently depending on the degree of product involvement demanded, meaning that the effectiveness of a celebrity as an endorser is dependent on the product involvement. To state the definition of low- and high involvement clearer than what is already done, Holmes and Crocker (1987) states that high involvement products are purchased infrequently and low involvement products are purchased more frequently. Petty et al. (1983) argue that a celebrity as an endorser plays a more vital role when it comes to low involvement products compared to high involvement products.
Due to the above statements we have come to the conclusion to only use the concept of low involvement products as examples within our research, thus meaning that we only use examples with low involvement products in our questionnaire since celebrities play a more significant role (Petty et al., 1983). The choice for using low involvement products is to maximize the reliability of the results (Saunders et al., 2012) meaning that the aspect of age and gender of the respondents are what influences the answers and not the level of product involvement, this to make the influence of age and gender as accurate as possible. We think that the usage of both low- and high involvement products would rather eliminate what our original idea is about by rather putting the level of product into focus.

An additional reason for us to use low involvement products is due to the price level, this as a high involvement product are purchased infrequently (Holmes & Crocker, 1987) it hypothetically implies that the cost for purchasing it is a bit more expensive. Thus imaginatively eliminating people with lower incomes, here meaning that younger people would most likely be out of the picture for purchasing such a product. The respondents who cannot afford buying a high involvement product, such as a car or house, would leave the response unreliable. Thus since there is a high probability that those respondents do not know which aspects to consider when purchasing such a product.

3.2.3 Interviews

Interviews may be highly formalized and structured, this by using the same questions for every respondent, or they might be very informal with unstructured questions varying from interview to interview (Saunders et al., 2012). Thus an interview can have both parts, this depending on the purpose of the overall research. Between the two extremes of a formalized and structured interview and an informal and unstructured interview there are a number of different interview techniques to choose among. A structured interview uses highly structured questionnaires with predetermined questions, resulting in a quantitative research interview. In contrary an unstructured interview is informal with no specific guidelines, rather an interview that is shaped along with the interview. As a mix of a structured and an unstructured interview one can do a semi-structured interview, which implicates that the researcher has a list of themes or key questions to start off with but then lets each interview take its own overall form.

In this study we implement a semi-structured interview approach, in the form of a focus group, this due to the fact that we want to gain in-depth data and opinions of the interviewees. An unstructured interview is not preferred since we have built up key themes and guidelines for our thesis to collect the most interesting and appropriate data but still keeping it on a level so that we gain valuable information from the interviewees. We reject the idea of a structured interview based on the reasons that we have a questionnaire constructed in such way and that we need opinions from the interviewees that will not be received through closed questions. The aim is to gain knowledge of the behaviors of the hypothetical consumers here being the interviewees. An additional reason for us
choosing a semi-structured interview is that it is preferred when there are a large number of questions to be answered and when these questions are either complex or open-ended.

Focus Group
Saunders et al. (2012) state that a semi-structured and in-depth interview can be conducted on a group basis, meaning that the interviewer asks questions to a group rather than to individual participants. Further the authors introduce the concept of group interviews as all interviews which are involving two or more participants. One kind of such an interview is a focus group, in where the respondents will be provided with a clear defined topic that is to be discussed (Saunders et al., 2012). Saunders et al. (2012) state that focus groups typically involve between four and twelve participants, thus the number is dependent on the complexity of the stated subject. It is proposed that the more complex the subject is, it should be less number of participants in the group. Further the authors argue that the participants are chosen as a non-probability sample in which the decision lies in whether they as participants can contribute to the discussion in an interesting way.

For this thesis, focus groups help us to enable and collect interactive discussion among the participants involved within a short period of time (Saunders et al., 2012; Ghauri & Gronhaug, 2011). Due to limited resources the idea of using focus groups is effective, this since we gain a lot of in-depth data without any specific resources. Further we can observe the participants reactions, and thus recognize their true reflections. Additionally, it allow us to interact with the respondents, thus the major advantage with this approach can be claimed to consist around the three words; quick, flexible and inexpensive (Ghauri & Gronhaug, 2011). According to Ghauri and Gronhaug (2011) there exist also weaknesses with this approach such as; the difficulty of gathering and summarizing the information from the interviewees given and/or for the interviewees to remain unbiased from each other.

Design of Focus Groups
Since the focus groups are of a semi-structured nature, we do not have a static set of questions, but rather the questions for the interviews are dynamic. They change in the sense that they are constantly improved and adapts to the current situation. The first couple of questions are asked to get a general idea of what the main preferences and attitudes are towards advertising and celebrity endorsement. The second set of questions are regarding the source effects, here video commercial clips, each starring a different celebrity endorser is shown. The videos is chosen due to the source effect that they are based on, this to create a context and from that create a discussion regarding these source effects among the participants. In the third and last section of questions, we want to see how the attitude among the participants varies when the context of product does. This is done by choosing a set of different products who are both gender stereotypical and gender neutral, this to investigate whether the expected qualities of an endorser var-
ies between the products or if there is a certain quality in a product that is appealing for a specific age or gender.

3.3 Data Analysis

As previously stated our research will contain a qualitative as well as a quantitative study. The data collected from the quantitative study can be divided to either categorical or numerical data (Saunders et al., 2012). Numerical data meaning, “assigning each data value a position on a numerical scale” and categorical data is “data whose values cannot be measured numerically” (Saunders et al., 2012, p.475). Our data is categorical, however it will be coded into values of ranking in order for it to be valid for further analysis.

For the analysis of the questionnaire, we will be using the previously mentioned data collection tool called Qualtrics. After that the respondents have answered the questions via the online link, the results are collected within the Qualtrics software. The data is put into Excel for descriptive analysis where we calculate the ratio percentage for questions 5-19 and the mean value of the likert scale for questions 20-24. The ratios of questions 5-19 which are involving gender stereotypical and gender neutral products are compared with each other, this by separately compare the answers of male and female respondents in both gender stereotypical and gender neutral products. Thus meaning questions only answered by male respondents, here being questions 5-9 (male stereotypical products), are compared with the answers by the male respondents for questions 15-19 (gender neutral products). For the questions answered by the female respondents, meaning questions 10-14 (female stereotypical products), are compared with the answers by the female respondents of question 15-19 (gender neutral products).

The data retrieved from questions 20-24 are however compared intertwined with each other since they are answered by all respondents. Questions 20-24 are filtered based on the groups of men, women, young (age 0-34), middle aged (age 35-54) and old (55-). From the questionnaire we receive a mean from the likert scale, between the numbers of 1 and 5, where 5 indicates significant importance and 1 indicates no importance. The means for each of the products for the different source effects are evaluated by the degree of importance and evaluated accordingly (seen in Appendix 3). This is done on the basis that the source effect with the highest mean gets three points, the second highest mean for the product gets two points and the source effect with the lowest mean gets one point, thus being evaluated on their importance. Putting together the points for each of the source effects result in them getting different scores and being ranked due to their degree of importance. The maximum amount of a source effect is thus three points in five questions that result in the number of 15 and the lowest possible number is five if scored as being not important at all by the participants. This decision is based on that we want to rank the source effects according to their importance by each of the subgroups, this ranking system is chosen based on the pedagogical aspects of the method since it is fairly straightforward due to its simplicity of logic. Thus we want to interpret the re-
results, which might seem to be more closely stated and draw more clear lines between them.

For the focus groups, the data was recorded and then transcripted for further analysis, which is suggested by Saunders et al. (2012). Since the data was of an inductive nature, the generic approach of the qualitative analysis was, as proposed by Saunders et al. (2012), less structured and is therefore almost solely relied upon our own interpretation. The transcripts were cross-analyzed with each other in order for us to recognize relationships and differences and from this we could further develop propositions in which both negative and positive cases are enlightened as suggested by Saunders et al. (2012).

3.4 Figure of the analysis layout

3.4 Quality of the study

Saunders et al. (2012) argue that one should ensure reliability and validity within a research. Reliability is connected with the concept of consistency; this is related to whether the result would be the same if the data was collected by other researchers within the same kind of study. Reliability further emphasizes on the idea of transparency of the researchers, meaning whether the researchers are transparent in the way that they have collected data and implemented the results. With validity means the appropriate method approach for collecting data, further it measures the appropriateness of whether the method will give the intended result (Saunders et al., 2012).

To get data that is reliable and validity one should take some aspects into consideration in the planning process both of quantitative and qualitative approaches, Saunders et al. (2012) argue that these aspects are among others involving;

- Approach to questioning
- Appropriate use of different types of questions
- Approach to recording data
To assure reliability of this study we have tried to be as transparent as possible within the research process, this so that other researchers that want to research within the subject will be able to collect the same kind of study. Further we want to assure validity throughout this thesis; this by us designing an appropriate questionnaire to keep the stated issues of the planning process by Saunders et al. (2012) in mind. For the interviews we took the issue of bias related to interview, interviewee and participation into consideration (Saunders et al., 2012). We sent out the transcripts conducted from the focus groups to all of the participants of the focus groups to get them approved. Thus for increasing the reliability of the results retrieved from the focus groups.

3.4.1 Discussion of the method

The survey can be discussed negatively in the way of how it was conducted, especially due to the choice of sample. We recognized a downside by using Brynegjorden’s GK as a sample, which is the fact that it costs money for being a member of the club, thus meaning that there is a chance of that the members are not representing the least fortune in the overall population when it comes to income and financial situation. The fee for being a member of the club is thus overall lower than the membership for many other golf clubs. Due to this fee being paid, for the credibility of the questionnaire we add control variables of income and education to verify the variety of people with memberships. The club is also well renowned for their openness and diversity of members (Kemvall, 2014). The reason for us using Brynegjorden GK as a sample is the fact that it provides us with a large sample frame and help us to deal with lack of resources such as time and money. However, due to the lack of younger respondents we complemented the sample by letting students at Jönköping International Business School answer the questionnaire as well.

The focus groups can also be discussed constructively this since they were conducted in a semi-structured manner, which can lead to some negative aspects due to the possibility of a larger margin of possible errors and therefore relies on that the research is well prepared (Saunders et al., 2012). We prepared the interviews to prevent for errors to occur, this to ensure that the margin for errors was as small as possible. The fact that the interviews took place in a controlled environment with little, if any, potential distractions lead to a less biased result. To prevent the possibility for further bias of the interviews we asked no ‘leading’ questions and we made sure that the participants had the possibility to speak as open-minded as possible during the participation in the focus groups. Due to the nature of the research and the fact that the interviews were semi-structured, some guidance from the moderators occurred in order for to keep the discussion as interesting as possible and to keep it in line with the topic.

3.5 Summary of the Method

This study is an explorative research with a pragmatic philosophical view. The research has an abductive approach with a mixed method design in the form of a questionnaire and focus groups. The questionnaire was made to get a positivistic view of the consum-
er phenomenon and the variation of perception in celebrity endorsement, this depending on age and gender of the consumer. The focus groups had an interpretivist interpretation as we went in-depth for the tendencies of the opinions of the consumers. The questionnaire was conducted in two sets of samples, one in Bryngsfjorden’s GK and the other at Jönköping University. The later one was conducted ad-hoc to work as a complement to the first sample, since the original sample was lacking younger participants. The focus groups were conducted with a various sample of participants and were conducted in the area of Norrköping, Sweden and Jönköping, Sweden. The secondary data of this research was almost exclusively retrieved from articles and books gathered from the Jönköping University library and the library's database.
4 Empirical Findings

Following is a presentation of the empirical data retrieved through this research. Firstly the results from the questionnaire are presented, this by the usage of bar charts and comments to clarify each of the questions presented. Following the findings from the questionnaire, the overall findings from the focus groups are presented. For the sake of anonymity the participants of the focus groups will be named according to their focus group, thus becoming participant in group A, B, C or D.

4.1 Findings from the Questionnaire

As mentioned in the method part, the questionnaire was sent out to the members of Bryngfjorden Golf Club, this to get hold of older respondents, and to the International Management class of 2014 at Jönköping International Business School, this to get hold of younger respondents. The questionnaire was sent out via email contrary via Facebook on the 15th of April and was submitted one week later, more specifically on the 22nd of April. Our actual sample which consists of the people responding to the questionnaire is a total of 154 completed questionnaires.

4.1.1 Gender

![Gender Chart]

<table>
<thead>
<tr>
<th>Gender</th>
<th>Responses</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Man</td>
<td>86</td>
<td>56 %</td>
</tr>
<tr>
<td>Women</td>
<td>68</td>
<td>44 %</td>
</tr>
<tr>
<td>Total</td>
<td>154</td>
<td>100 %</td>
</tr>
</tbody>
</table>

The majority of the respondents of the questionnaire were men, although the number of female respondents were not that significantly different. The difference in the number of male and female respondents resulted in a 12% difference, thus 18 more males completed the questionnaire compared to females.
4.1.2 Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Responses</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>-18</td>
<td>10</td>
<td>6%</td>
</tr>
<tr>
<td>19-34</td>
<td>48</td>
<td>31%</td>
</tr>
<tr>
<td>35-54</td>
<td>59</td>
<td>38%</td>
</tr>
<tr>
<td>55-74</td>
<td>36</td>
<td>23%</td>
</tr>
<tr>
<td>75-</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>154</td>
<td>10%</td>
</tr>
</tbody>
</table>

The age range of 35-54 years old was the most common age range by the respondents, 38% out of the total of 154 respondents took on an age within that range. The age range of 19-34 years old was common as well and 31% of the respondents took on an age within that range. Only one of the respondents took on an age of 75 years old or older and 10 respondents were 18 years old or younger.

For this research we consider young people as >18 to 34 years old, which created a group of 58 young respondents. The middle aged group, 35-54 years old, resulted in 59 respondents. The older generation was seen as the people belonging to the age group of 55-74 years and 75 years old or older, thus resulting in a group of 37 respondents. In this thesis, middle aged people and old people were combined into one generation called ‘older’, thus resulting in that 58 young respondents took part in this research and 96 old participants.
4.1.3 Education

![Education Bar Chart]

We decided to use a couple of control variables in the questionnaire, this to be able to argue that the actual sample within this research is as representative for the overall population as possible. These control variables included education and income. Taking the variable of education into account we found out that 6%, 9 respondents, have finished elementary school, 42% resulting in that 65 respondents have finished high school and the remaining 52% resulting in that 80 respondents have finished or will soon be finishing the university.

4.1.4 Income

![Income Graph]

When it comes to the control variable of income, which was not compulsory to answer, we received 112 answers, these varied from being the minimum income of the student grant to the maximum income of 71000 SEK per month before taxes, with a large widespread of incomes among the range of the minimum- and maximum amounts.
4.1.5 **Celebrity Preference in Gender Stereotypical Products**

These results are based on whether the respondent is a male or a female. The findings are as follows for male vs. women respondents in stereotypical products:

**Male preference of endorsers in men-stereotypical products**

<table>
<thead>
<tr>
<th>Product</th>
<th>Male Endorser</th>
<th>Female Endorser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deodorant for Men</td>
<td>80</td>
<td>6</td>
</tr>
<tr>
<td>Mens underwear</td>
<td>78</td>
<td>8</td>
</tr>
<tr>
<td>Razor</td>
<td>82</td>
<td>4</td>
</tr>
<tr>
<td>Hair Wax</td>
<td>49</td>
<td>37</td>
</tr>
<tr>
<td>Tie</td>
<td>75</td>
<td>11</td>
</tr>
</tbody>
</table>

There were a total of 86 male respondents for each of the products above, the numbers provided indicate that in 85% of the cases when considering purchasing a male stereotypical product a male participant prefers to purchase the product from a male celebrity endorser. Thus a female endorser was only preferred in 15% of the cases.

**Female preference of endorsers in men-stereotypical products**

<table>
<thead>
<tr>
<th>Product</th>
<th>Male Endorser</th>
<th>Female Endorser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tampon</td>
<td>2</td>
<td>66</td>
</tr>
<tr>
<td>Women's underwear</td>
<td>1</td>
<td>67</td>
</tr>
<tr>
<td>Shaver</td>
<td>14</td>
<td>54</td>
</tr>
<tr>
<td>Hair Spray</td>
<td>19</td>
<td>49</td>
</tr>
<tr>
<td>High-heeled Shoes</td>
<td>6</td>
<td>62</td>
</tr>
</tbody>
</table>

By observing at the data and the answers retrieved from the 68 female respondents one can see that the female respondents significantly preferred the female celebrity endorsers compared to the male celebrity endorsers. In 88% of the situations the female respondents preferred the female endorser compared to the male endorser, for a female gender stereotypical product, which was only chosen in 12% of the cases.
4.1.6 Celebrity Preference in Gender Neutral Products

The empirical findings of the respondents overall view of neutral products, with no regards to the gender of the respondent, the data indicated that women as celebrity endorsers were highly more preferred by the overall respondent. For the five questions asked, 38% of the respondents chose the men celebrity endorser compared to the 62% that chose the female endorser.

**Male respondents**

<table>
<thead>
<tr>
<th>Product</th>
<th>Male Endorser</th>
<th>Female Endorser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Runner shoes</td>
<td>15</td>
<td>71</td>
</tr>
<tr>
<td>Pre-cooked dinner</td>
<td>23</td>
<td>63</td>
</tr>
<tr>
<td>Toothpaste</td>
<td>20</td>
<td>66</td>
</tr>
<tr>
<td>Coffee</td>
<td>48</td>
<td>38</td>
</tr>
<tr>
<td>Water</td>
<td>28</td>
<td>58</td>
</tr>
</tbody>
</table>

In 31% of the cases the 86 male respondents chose the male endorser for endorsing a gender neutral product, compared to female endorser who were preferred in 69% of the cases by the male respondents as endorsers for gender neutral products.

**Female respondents**

<table>
<thead>
<tr>
<th>Product</th>
<th>Male Endorser</th>
<th>Female Endorser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Runner shoes</td>
<td>17</td>
<td>51</td>
</tr>
<tr>
<td>Pre-cooked dinner</td>
<td>33</td>
<td>35</td>
</tr>
<tr>
<td>Toothpaste</td>
<td>35</td>
<td>33</td>
</tr>
<tr>
<td>Coffee</td>
<td>43</td>
<td>25</td>
</tr>
<tr>
<td>Water</td>
<td>30</td>
<td>38</td>
</tr>
</tbody>
</table>

The 68 female respondents preferred the male endorser for a gender neutral product in 46% of the cases and in 54% of the situations the female respondents preferred the female endorser for a gender neutral product.
4.1.7 Gender preference of the Source Effects

As seen by the calculations in Appendix 3 the male respondents, with no regards to age, ranked the importance of the source effects as follows; trustworthiness, expertise and attractiveness, where the most important source effect is mentioned first.

As seen in Appendix 3, the female respondents, with no regards to age, ranked the importance of the source effects as follows; trustworthiness, attractiveness and expertise, where the most important source effect is mentioned first.

4.1.8 Age preference of the Source Effects

Taking the importance of the source effects into account based on the age of the respondent, with no regard to gender, give the following results.
As seen in Appendix 3, the young participants consider the importance of the source effects as follows; attractiveness, trustworthiness and expertise.

![Younger people's preference of the Source effects](image)

As seen in Appendix 3, the older respondents evaluated the importance of the source effects as follows; trustworthiness, expertise and attractiveness.

![Older people's preference of the Source effects](image)

4.2 Findings from the Focus Groups

For the qualitative findings of this research we conducted four focus groups that will for the sake of anonymity be mentioned as participants of focus group A, B, C or D in the empirical findings.

4.2.1 General view of celebrity endorsement

All of the participants in the focus groups, with no regard of age or gender, had an overall view of the concept and idea of what celebrity endorsement is. The focus groups (A, C and D) consisting of younger participants had more suggestions for examples of when...
celebrities have been used in advertisements as endorsers compared to the older generation. One celebrity that was mentioned among all of the focus groups was David Beckham endorsing H&M underwear. Another celebrity that has recently been an endorser and that was mentioned in two of the focus groups was Zlatan Ibrahimovic endorsing Volvo. He was mentioned by a young female and an old female participant. Focus group A and D brought up the importance of that the celebrity is active right now; they argued that the choice of celebrity needs to be “up-to-date” to have an effective message. One of the members of focus group A supported this argument by stating that “I think that a celebrity that is more current and up-to-date would be more appealing to me.”

Another overall pattern that was visible among all of the focus groups, when being asked to mention examples of celebrity endorsers, was that they used example of when the endorser had the same gender as themselves, meaning that male participants mentioned examples with male endorsers and that female participants mentioned examples with female endorsers. This held true among all of the groups, thus not being dependent on age. One of the participants of focus group A, only consisting of young male participants, stated that “I could more identify myself with Per Morberg” when being asked to choose among a female and male endorser. One of the young female participants in focus group C emphasized on the importance of being able to associate yourself with the celebrity, this by stating “you want to be her when you see her, like associate yourself with her!” The same participant further argued that a consumer's personal opinion about the celebrity in question might play a significant role for the advertisement to be successful or not, “I am more likely to buy from a person that I like than one that I do not like!”

The importance of the fit between celebrity and product was discussed within all of the focus groups. A participant in group D argued that she felt that the celebrity reflects his or her own personality and attributes to the product, meaning that a product will take on the characteristics of the celebrity. One of the older female participants in focus group B argued for the importance of the match between product and celebrity when watching one of the commercials shown.

4.2.2 Preference among young people towards celebrity endorser

The overall impression of the focus groups A, C and D which consisted of young participants was the focus on the attractiveness of the celebrity and the possibility for the consumers to be able to associate themselves with the celebrity. One of the participants in focus group A, which only consisted of males, argued for the importance of being able to associate himself with the celebrity and supported this by saying “You fantasize of what it is like being him!” One of the female participants in focus group C argued that she wanted to be able to associate herself with the female celebrity and she did this by stating; “Yeah like you want to be her when you see her, like associate yourself with her!” She also believed that people in general wanted to be able to associate themselves
with the endorsers. The majority of the participants in focus group A stated that they preferred a male endorser since it would further allow them to be able to identify themselves with the endorser and thus the product, terms such as “genuine” and “relate” were often brought up in the discussion to describe how a male endorser can have a possible impact on their association towards the endorser and product. One of the female participants of focus group C argued for the importance of that she needed to like the celebrity, she stated that she would be much more likely to purchase a product from an endorser that she personally liked than one that she did not like.

Throughout the discussions in the focus group A and C the participants argued that they preferred an attractive celebrity, but when a product got more expensive the trustworthiness needed to increase and the attractiveness was not as important. This is supported by a number of statements among the focus groups, one of the female participants stated that; “knowledge is more important when the product is more expensive!” the other female participants stated; “If it is a cheaper product I would go for the attractive celebrity! But if it is more expensive I would go for knowledge since you want the person to know what they are talking about!” Also one of the male participants in that group stated that the importance of attractiveness and trustworthiness depended on whether he had tried the product before or not, if the product was new to him he would go for the trustworthiness of the celebrity rather than the attractiveness, this by stating; “If I do not know that much about the product myself I would go for knowledge!”

One of the participants in focus group D argued that she believed that the product would be reflected by the endorser’s own personal values and personality, thus transferring consumers’ attitude of the celebrity to the product that is being endorsed. She also argued that this can be a good fit but also that the combination of product and celebrity might be less successful if the message being transferred was not good. One of the male participants in focus group A brought up an example in which he felt that the product and celebrity fit was not good, and thus gave him the wrong impression and increased his level of trust for the celebrity endorsing the brand.

4.2.3 Preference among middle aged and old people towards celebrity endorsers

When being asked what characteristics a celebrity should possess, the first intention of the majority of the participants was the look of the celebrity. This did especially hold true among the female participants, one of the females stated “In a way I would say the attractiveness of the celebrity!” when she was asked what she first considered to be important in an advertisement. The male participants did not emphasize on the aspect of look in the same way as the female participants did. According to the females the look was thus the first thing that came to their mind, emphasizing on that the celebrity needs to look good and be attractive. On contrary one of the female participants argued that the look was not important, she rather argued that humor was the only thing that made her like advertisements.
Other aspects that is seen as good characteristics of celebrity endorsers among the older generation is the personality of the celebrity, emphasizing on how the celebrity in question is expressing him or herself through words and actions. According to one of the participants, lacking in such qualities may increase the chance of perceiving the advertisement as a bad case of commercial. When the participants were exposed to an example of a well-known chef endorsing prepared dishes all of the participants agreed upon that he had authority within the field and that they felt that he was trustworthy due to his expertise. One of the female participants stated that she would be more willing to purchase a prepared dish due to the endorser, thus she felt that the product must be of better quality since the chef is a part of creating it. One of the other female participants rather argued that she would not purchase the product, firstly since she did not like the brand being endorsed, as well as that she felt that the combination of a respectable chef and prepared food was not good.

When the participants were exposed to an advertisement involving an actress endorsing an alcoholic beverage they all agreed upon that the advertisement was relying on the attractive look of the actress. Further one of the participants argued that this kind of combination between celebrity and product might end up in the situation of that the audience remembers the commercial due to the attractive celebrity but rather forgets about the product being endorsed. Two of the participants felt that the advertisement was a bit odd due to that they could not relate the celebrity to the product; they said that they did not get the overall purpose of the advertisement and thus felt it was not good.

The participants all agreed upon that the concept of celebrities, as well as in advertisements, has become more popular during the last decade. One of the male participants argued that younger generations are more aware of celebrities these days. All of the participants agreed upon that the attractiveness of the celebrity is what the younger generation looks for within celebrity endorsement. Compared to the younger generation the participants discussed that they as an older generation would rather focus on the knowledge of the celebrity and that they are putting emphasis on the product rather than the celebrity, which they thought younger generations to do. One of the female participants argued for the importance of attractiveness that she believed that younger people are striving for as well as that the degree of association between consumer and celebrity is dependent on the age of both parties as well, this by stating; “I think that one may want to associate oneself with the celebrity endorser! Like a young person would not associate themselves with an older chef like Mannerström, but rather they would like to associate themselves with the actress Jessica Alba.”

### 4.2.4 Preference of Products

**Lawnmower**

All of the focus groups suggested a male celebrity endorser for this product; they argued that this was a choice based on that they believed the product to be a stereotypical male product. The participants associated it with labor and physical work and due to that to-
together with a man. One of the female participants in focus group B suggested that almost anyone could endorse a lawnmower but emphasized on that the male endorser needs to look good. For focus groups A, C and D they all mentioned Martin Timell or Ernst Kirchsteiger as suggestions for potential endorsers. They argued that this was due to that both Martin Timell and Ernst Kirchsteiger are celebrities figuring in the home decorating/fixing shows. The participants in focus group D underlined that the home decorating/fixing shows provided Martin Timell and Ernst Kirchsteiger with enough knowledge to become trustworthy. However, focus groups A, C and D all mentioned that the choice of endorser relied upon what kind of lawnmower that was supposed to be endorsed, in the case of a self-going lawnmower a female celebrity endorser could thus be appropriate and even preferred according to these groups.

**Men’s Underwear**

For this product all of the groups were significantly clear on the point that this product was only for men, and therefore it was obvious that a male celebrity should be the one endorsing it. All of the groups agreed upon that the endorser would preferably be in good shape and with male characteristics, suggesting using an athlete as the endorser. Focus group A suggested Fredrik Ljungberg as a potential endorser, focus group C argued for David Beckham or Zlatan and in focus group D one of the participants believed that an appropriate endorser would be Mikael Persbrandt.

**Cider/Alchopop**

For this question mixed opinions were raised, however the overall opinion was that cider is a stereotypical female product. Focus group D discussed that the image of a cider is often connected with a woman, which is the reason that we associate cider as a female product. However, the general belief is that more females drink cider than males. A participant from focus group B suggested Måns Zelmerlöv as a male celebrity endorser for the product. The suggestion was based on that the participant experienced Måns Zelmerlöv as a quite feminine male. Other suggestions brought up during the focus groups were dj-duos such as Rebecca & Fiona and Icona Pop. Focus group B suggested Maria Montazami as an endorser.

**Beer**

As before, this product raised some mixed opinions, this due to the fact that there are different kinds of beers. The general opinion was that beer is a stereotypical product for men, however when it came to the beer Corona, both focus group C and D argued that a female celebrity endorser could also be appropriate since the image of Corona is experienced as being a “girly beer”. Focus group B got stuck in another discussion when the suggestion of the body builder Magnus Samuelsson as a celebrity endorser for beer was brought up by one of them. The other participants believed that it was not trustworthy to have an athlete as a celebrity endorser for alcoholic beverages. However, they all agreed upon that it was not wrong with an athlete drinking alcohol but the image of an athlete with alcohol was not simply preferred among the participants. One of the other partici-
pants therefore suggested Micke Dubois as a good endorser, this due to the image of him being the typical manly guy and would by that create a more trustworthy association. One of the members of focus group C thought that Steffo Törnqvist would create a better association between product and celebrity, the increased credibility would be based on Steffo Törnqvist knowledge and expertise within alcoholic beverages.

**Toothpaste**

For toothpaste the general opinion was that the gender of the celebrity endorser did not matter or make any impact. Focus group B, C and D discussed the product for a celebrity endorser and came to the result that the gender of the endorser did not matter. For focus group A the opinions were mixed when it came to deciding upon whether the celebrity endorser should be a male or a female. Two out of the four participants wanted a male celebrity endorser so that they could associate themselves with the product in a better way. The other two with the preference towards a female endorser explained that they perceived toothpaste as a beauty product, which would give a more trustworthy picture with a female endorser compared to a male.

**Chocolate**

All the groups clearly stated that there are different kinds of chocolate and that due to these differences there would have to exist different marketing strategies. Focus group A stated that they consider dark chocolate to be a more luxury product and that the commercial would be successful if the celebrity endorser was classy as an attractive mature man or a trustworthy genuine chef. One of the participants expressed that he would rather prefer an attractive women. Focus group B and C came to the conclusion that the gender of the celebrity endorser does not matter for this kind of product.
5 Analysis

This section will by the usage of the conducted theoretical framework analyze the empirical data retrieved from the findings of the questionnaire and the focus groups provide us with reasons for why the complex nature of the problem is as it is.

5.1 The Endorsement Process and Consumer Preference

For us to be able to describe what makes celebrity endorsement effective we need to use the concept of the meaning transfer model introduced by McCracken (1989) in the frame of reference and apply it to the findings retrieved throughout this research. The original idea of the model is to describe how a celebrity transfers his or her meaning, firstly towards the product and then how the meaning of celebrity and product is perceived by the consumer. It is further stated by McCracken (1989) that the meaningness from the product and chosen celebrity has to be appealing and requested from the consumers for the transfer to be completed (McCracken, 1989) thus, to make the message effective. But what is not described is what makes the mix appealing for each specific consumer. By applying the findings from this research we will extend the concept of effectiveness, this since this thesis focuses on consumer perception taking the aspects of age and gender of the consumer into account.

According to us, a crucial factor that needs to be taken into account for to be able to create an effective advertisement with a celebrity endorser is the concept of the targeted consumer. Who are the targeted consumers; young or old people, males or females? We consider this to hold true based on the findings retrieved from the questionnaire and the focus groups in this research. What we have found is that depending on the age and gender of the consumer they do evaluate characteristics of endorsers differently and will therefore reach effectiveness in the meaning transfer differently.

By analyzing our findings we have found that a celebrity should be attractive with aspects of trustworthiness when the targeted consumer is a young female. When the consumers are young males the celebrity should be attractive with a larger extent of emphasis on trustworthiness compared to the young females. When it comes to older female consumers trustworthiness is the most important aspect along with emphasis on attractiveness. Older male consumers firstly address the importance of trustworthiness of the celebrity followed by the possession of expertise. Also the gender of the celebrity needs to be chosen based on the gender of the targeted consumer as well as on what kind of product that is being endorsed. All of these statements will further on be analyzed more in-depth, by the usage of the empirical findings and previous literature, in the following sections.
5.2 The Source Effects

For the Source Models, which were introduced in the frame of reference, we have applied the two models; attractiveness and credibility. The attractiveness model includes the source effect attractiveness (Erdogan, 1999; McGuire, 1985; Petty et al., 1983) and the credibility model includes the two source effects; trustworthiness and expertise (Gotlieb & Sarel, 1991; Ohanian, 1990; Dholakia & Sternhal, 1977; Hovland & Weiss, 1951). The results that were implemented into the empirical findings showed us that the respondents of our questionnaire do not perceive the source effects trustworthiness and expertise as one source model, thus as the credibility model. The evidence is that the two source effects were not ranked equal or after each other in many of the cases, and therefore they are not perceived as equivalent among the respondents. Trustworthiness and expertise can therefore not be accounted, in this analysis, as one model but rather as two separate models, this as it will be applied in the coming sections of the analysis part.

Petty et al. (1983) argued by the usage of the elaboration likelihood model (ELM) that the level of significance of the source effects are dependent on the product, more specifically whether the product demands low or high involvement by the consumer at the purchase. The empirical findings display support for this general view of that the product involvement plays a significant role in regards to the source effects. Findings of such a pattern that supports the ELM and the idea of that the degree of importance of the source effects varies as the product involvement does, were found among the discussions in the focus groups. One of the male participants in focus group A argued that the importance of the different source effects varies by stating “That depends on what price it is on the product. In low-prices it doesn’t matter too much, and attractiveness plays a bigger factor. However, I believe that if I had bought a lawnmower then credibility would have played a bigger role.” This is what the ELM model suggests, that the perception of the source effects is dependent on the product involvement. Further one of the female participants in group C argued for the same concept as the male participant in group A, by stating; “If it is a cheaper product I would go for the attractive celebrity. But if it is more expensive I would go for knowledge since you want the person to know what they are talking about”
It is difficult to find such evidence that supports the argument by Petty et al. (1983) within the questionnaire, this since all of the products were set as low-involvement. Further the products were unlabeled and due to that the respondent might have perceived the products as either low- or high-involvement depending on what label and/or the cost of the product that they took into consideration when answering the questions. The ability for us to recognize whether the respondents saw the products as low- or high-involvement does not exist. Therefore we cannot use the findings to either support or reject the impact of the ELM on the source effects.

5.2.1 Young and Attractiveness

P1: There is a relationship between young age groups and the appeal towards the attractiveness effect, compared to the credibility effects

By observing the results from the questionnaire and the focus groups there are evidence of a relationship between the variable of age and the perception of the source effects within celebrity endorsement. The empirical findings retrieved by the questionnaire clearly supports proposition 1 by the usage of positive cases, this since the young respondents on of the questionnaire emphasized on the importance of the attractiveness compared to the trustworthiness and expertise of the celebrity. Additionally, the discussions among the focus groups with younger participants are evidence of that this relationship between younger consumers’ preference and the attractiveness of the celebrity holds true. The older generation also supported this relationship, as they were certain that younger consumers were more appealed by the attractiveness of the celebrity compared to any other aspects. According to McGuire (1985) the effectiveness of a message within celebrity endorsement is dependent on the similarity, familiarity and liking for the product and the endorser. All of these variables of the attractiveness effect were brought up during the discussions among the focus groups, which indicate evidence of an existing relationship between younger people and the source effect attractiveness.

In the focus groups with the ‘young’ participants (A, C, D) the examples of when celebrities have been endorsers brought up by the participants showed us a pattern of that the young participants often mentioned or implicated attractiveness together with the celebrity, thus emphasizing on the physical appearance as stated by McGuire (1985). For example the majority of the mentioned examples were either involving models, sports athletes or musicians endorsing products in a more sensual or attractive way, like underwear, bathing suits or clothing. One of the male participants in focus group C answered “The look of the celebrity!” when being asked what the most important characteristic of the endorser was. One of the young female participants from focus group D stated that for cheaper products she finds the attractiveness more appealing than the other aspect of the celebrity. As previously mentioned one of the female participants from focus group C argued for the importance of attractiveness but suggested that knowledge as well plays an important role when the price of the product increases, this by stating, “If it was a cheaper product I would go for the attractive celebrity. But if it is more expensive...
I would go for knowledge since you want the person to know what they are talking about!” Both the participants in focus group A and C argued for the possibility of being able to relate yourself with the celebrity, the participants in group A did this by emphasizing on the lifestyle and the personality of the celebrity which is mentioned by McGuire (1985) to be a crucial aspects for the attractiveness source effect. In addition this can be seen as the concept of similarity, which is suggested to be one of the most important aspects of the attractiveness effect according to McGuire (1985).

The mentioned examples brought up are positive cases that supports the proposition, thus there were also negative cases, mostly noticed within the focus groups compared to the questionnaire, which needs to be taken into consideration (Saunders et al., 2012). Such an example of a negative case was explored within focus group A, where one of the young male participants related to the idea of Petty et al. (1983) and Till and Busler (2000) who argued that the mix between product and celebrity plays a vital role for the effectiveness of the endorsement process. He did this by stating; “This decreases my trust even further of him being a genuine person. I think the match is not as good with an actor as it would have been if the celebrity had more to do with sports!”, this discussing an advertising in which the endorser was an actor endorsing a brand within the field of sports and betting. As Khatri (2006) suggested an unsuccessful combination of celebrity and product might, as in the mentioned case, lead to an overall disadvantage for the brand due to how the consumer perceives the product in combination with the celebrity.

Another negative case was brought up by one of the male participants in focus group C, he argued that the level of importance of attractiveness and credibility was dependent on his own knowledge of the product by stating; “I think it depends on whether you have tried the product before, like chocolate that I have tried before. So I would go for attractiveness since it doesn’t matter whether the person has knowledge. If I do not know that much about the product myself I would go for knowledge.” Thus emphasize on that trustworthiness is as well important, especially when the price level of the product increases.

The overall finding for this proposition is that the younger generation does not only focus on the physical appearance of the celebrity, rather they take into account other factors within the attractiveness source effect as well, such as; personality, similarity and lifestyle of the endorser. This can be related to the arguments of McGuire (1985) who argued that the attractiveness is a more complex phenomenon than what is first thought. It is also found here that the level of importance of the physical appearance of the endorser decreases as the price of the product increases. Which can be related to what Petty et al. (1983) argued to be the concept of product involvement.
5.2.2 Middle-aged & Old and Trustworthiness

P2: There is a relationship between middle age and older age groups and the appeal towards the credibility effects, compared to the attractiveness effect

In the section with the findings from the questionnaire one can observe that the generation of the middle aged and the older generation both scored almost identical responses on the questions involving the source effects. Additionally from the focus group with both middle aged and older participants the opinions of the questions being asked to the participants were to the largest degree identical between the generations. If there were differences in opinions these were most often seen within the same generation, thus making us to combine the generations of middle aged and old people. The similarities between the middle aged and the older generation is most likely a result of that these two generations are alike when it comes to variables such as education and income, which were the two control variables in the questionnaire.

The results retrieved from the questionnaire involving the source effects, shows that the two older generations perceive the degree of importance of the source effects in the following order; trustworthiness, expertise and attractiveness. This result is what proposition 2 is suggesting, that the older generations perceive the credibility effects, meaning trustworthiness and expertise higher than the attractiveness effect. Thus the questionnaire is a positive case that supports the proposition as described by Saunders et al. (2012). An additional positive case retrieved from a female older participant from focus group B, the participant state that the attractiveness of the celebrity is not important at all to her. Rather she argued for the importance of that advertisements need to be humorous to be successful in her eyes. Two other female participants within the same focus group argued that the attractiveness of the celebrity is what they first look at, and therefore consider it as an important aspect within the advertising process. This leaving us with a negative case concerning the proposition 2. However, the participants later argued that trustworthiness was more important for their generation.

These differences within the focus group might as described by Kotler et al. (2013) be a result of that some of the participants perceive themselves as younger than they actually are, thus this might be the case of that two of the women argued for the attractiveness of the celebrity as the first thing that came to their mind rather than trustworthiness that was supported by the overall responses of the older generations in the questionnaire as well by the majority of the participants in the focus group. Hudson (2010) stated that generations these days are more modern thinking than previous generation throughout the history, which might also be a reason for the difference among the participants, thus some are more modern thinking than others and due to that opinions a might differentiate.

In the focus group the participants argued that they consider that older generations perceive celebrity endorsement different than younger generations, this especially concerning the aspects of trustworthiness and attractiveness, but also the degree of importance
of the usage of a celebrity. Their overall argument was that older people focus more on the product and its effectiveness rather than the product in combination with the celebrity. By the support of Kotler et al. (2013), who argue that the older generations are less materialistic and more oriented towards experiences than acquisition, we argue while using statements made by one of the participants from the focus groups that older generations are more focused towards the product and the effectiveness of it. Thus the trustworthiness and effectiveness of the mix of celebrity and product rather than the attractiveness retrieved by the product and celebrity fit.

5.2 Figure of the age preferences of the source effects

5.2.3 Gender and the source effects

**P3: There is a difference between the gender of the consumers in the appeal towards attractiveness effect and credibility effects**

The overall view from the findings provide us with enough data to pronounce that the men’s preference towards the source effects are placed in the order where the most important source effect is trustworthiness followed by expertise and attractiveness. For the women’s preference the ranking are as following; trustworthiness, attractiveness and expertise. It provides us with a visible difference of men and women’s preferences, which can be clearly seen in their second and third choices of the source effects. Due to the result of the questionnaire we got the impression that female consumers are more likely to find the attractiveness of the celebrity more appealing compared to the male consumers.

The reason for the difference in preference among male and female consumers is difficult to pin down, thus it might be based on the problem of that there exist a difference in the perception of marketing and ads depending on the aspect of the gender of the consumer (Peetz et al., 2004; Wolin & Korgaonkar, 2003; Caballero et al., 1989). Therefore the marketing towards females and males might be perceived differently and thus hypothetically change how a female or male respectively imagine a product, which might af-
fect their perception of the source effects. For instance, a female can perceive a male celebrity endorser as attractive and a male participant can perceive the same male celebrity endorser as trustworthy. This might therefore be why the variety of the preferences for the source effects of the male and female respondents and participants.

A positive case supporting the result of the questionnaire, which states that females find the attractiveness of the celebrity the level of importance more significant than men, is that the majority of the female participants in focus group B agreed upon that they found the attractiveness of a celebrity important. They further argued that it is the first thing that struck their mind in an advertising involving a celebrity. For the male participants in the same focus group, they concluded that a celebrity endorser did not need to be attractive; rather the focus would be on the personality of the celebrity endorser.

A negative case which does not support the questionnaire is that one of the females within the same focus group as mentioned in the positive case did not find attractiveness important at all. Rather she argued for the importance of other characteristics of the celebrity, with a focus on humor, effectiveness and trustworthiness. Additional negative cases for the questionnaire result is that the overall focus of the male participants in focus group A were on the attractiveness of the celebrity, they all mentioned attractive cases of celebrities as endorsers and they argued that attractiveness of the endorser was always important and that the level of credibility only needed to increase as the price of the product did. Thus for low involvement products the look of the celebrity was the most important characteristic according to the young male participants. Additionally, focus group C contributed with negative cases rejecting the result retrieved by the questionnaire, in which one of the male participants argued that the attractiveness was the most important characteristics of the endorser. Thus he emphasized on that this held true when the product was not too expensive where he further argued that the level of the endorser’s knowledge needed to increase as the price level of the product did.

Due to the positive result from the questionnaires and the number of positive cases found among the focus groups that support the proposition, we will accept the proposition that states that there are differences due to the consumer's gender influences the perception of the source effects of attractiveness and credibility. By looking at the result from the focus groups the authors of this thesis can state that the proposition especially holds true among the older generations and the pattern of differences, in the perception of the source effects.
5.3 Figure of the gender preferences of the source effects

5.3 Product

**P4a**: A male consumer is more likely to increase purchase intention from a male celebrity endorser when it comes to male stereotypical products

**P4b**: A female consumer is more likely to increase purchase intention from a female celebrity endorser when it comes to female stereotypical products

5.3.1 Stereotypical product

Caballero et al. (1989) state that there is a higher possibility that a female consumer purchases a product endorsed by a female celebrity, and that a male consumer purchases from a male endorser. The research conducted in this thesis agrees with the statement provided from Caballero et al. (1989) this for gender stereotypical products and propositions 4a and 4b. In the questionnaire, for the male stereotypical products 85% of the male participants choose the male endorser and for the female stereotypical products 88% of the female participants choose the female endorser. Thus the results from the questionnaire indicates that the respondents choose the celebrity endorser with the same gender as themselves, meaning that a female consumer prefers to purchase a gender stereotypical product from a female celebrity endorser and a male consumer from a male celebrity endorser. Focus group A explained this by stating that it is easier as a consumer to associate yourself with a celebrity endorser if the celebrity endorser has the same gender. Thus, it was easier to imagine to be in the male celebrity endorser’s shoes for a male consumer, and a female celebrity endorser’s shoes for a female consumer. Stern et al. (1993) explained this phenomenon by stating that most products have a gender, meaning that products can be either masculine or feminine. The consumers’ behavior will be consistent with their gender identity, and therefore the consumer will be more comfortable purchasing products and services specifically for their gender (Stern et al., 1993).
In the questions regarding the product of men’s underwear, all participants in the focus groups set the product to be a male stereotypical product and explained the choice as “obvious” with no further thought. With this in mind, we will state that there is a difference between gender stereotypical products by usage and consumption (Morrison & Shaffer, 2003). Take the examples of men’s underwear and tampons that were both implemented in the questionnaire, are stereotypical products based on the usage of the gender. The other products such as lawnmower, beer and cider are stereotypical products set by consumption. The overall images of those products were confirmed by the focus groups that lawnmower and beer were defined as male stereotypical products and cider as a female stereotypical product. For the stereotypical products regarding usage of the gender it becomes clear of what products that are female and male. Thus for the stereotypical products regarding the consumption it can be easy to argue against Stern et al. (1993). In some of the products the focus groups brought up the question of whether a product was male or female stereotypical or neither since both women and men might consume it. Focus group D emphasized on the idea that a man as well as a woman can consume it and therefore a lawnmower could be endorsed by a female and male celebrity endorser. The original image and overall idea of a lawnmower is perceived as a male stereotypical product, but as introduced by focus group A and D a self-going lawnmower could be endorsed by a female celebrity since it does not have such a clear picture for being stereotypical.

One of the participants in focus group D claimed that the image of whether these products were female or male stereotypical products could be based on the culture of the individual. Another participant claimed that it was dependent on the image of the marketing messages being presented. Debevec and Iyer (1986, p.12) support this meaning by their statement “Advertisers often work to create a gender image for a brand by featuring the targeted gender in an advertisement as a ‘typical’ user of the product”. Wolin and Korgaonkar (2003) described this phenomenon as that male and female perception toward advertising are differentiated as consumer behaviors associate with the stereotypical association of gender. This phenomenon was further discussed in the focus group D for the product beer. Even though women consume there is a clear image of a man drinking a beer in the commercials. Therefore it could be the reason for more men consuming beer, and that women are perceiving this commercial different from men.

A case with a surprising result, thus being close to a negative case for our proposition, was the case of the product hair wax, which is considered to be a male stereotypical product. According to our overall findings there should have been a clear choice among the male participants to prefer the male endorser Martin Stenmarck compared to the female endorser Sarah Dawn Finer. The participants’ preferred Stenmarck but not as significantly as in the other cases of male stereotypical products, 49 male participants choose Stenmarck and 37 choose the female endorser Dawn Finer. We believe this to be a result of a mistake made by us in the visual presentation in the questionnaire, which is argued by Langmeyer and Walker (1991) to be of importance for the consumer to create
an appropriate picture of the celebrity endorsing the product. Creating a good product and celebrity fit which is suggested by Till and Busler (2000) and Kamins and Gupta (1994) to be crucial for effectiveness of celebrity endorsement. The mistake was to put a picture of Martin Stenmarck with short hair, almost bald in the questionnaire, thus decreasing the level of celebrity and product fit.

5.3.2 Neutral products

P5: The gender of the celebrity endorser does not have a significant impact on the perception of the consumer towards a neutral product

Debevec & Kernan (1985) introduced early evidence in their research that attractive female endorsers perceived more recognition and positive attitudes among the gender of the audience, compared to what attractive male endorsers do. The authors argued that this especially was significant for the male audience. For proposition 5 the authors of this thesis are willing to decline Debevec and Kernan’s statement, and instead declare that the gender of the endorser does not have any impact in regards to neutral products. However, the results provided us with other results than expected and lead to that proposition 5 could not be fully supported.

This proposition lacks evidence since the questionnaire shows us that the male respondents choose to purchase a gender neutral product from a female celebrity endorser in 4 out of the 5 situations mentioned in the questionnaire, this results in 69% of the cases. The female respondent choose to purchase gender neutral products from a male celebrity endorser in 2 out of the 5 situations, thus giving a number of 46%. From the male perspective, it is easy to agree with Debevec & Kernan’s statement, that males are more likely to purchase from female endorsers in regards to gender neutral products. For the female perspective it becomes arguable that the gender of the celebrity endorser does not have any impact on the female consumer since the observation from the female respondents show that 46% of the female respondents preferred the male endorser and 54% preferred the female endorser. Thus, meaning that the division of the preference for male and female endorsers are somewhat more equal for women.

Observing the questionnaire we can see a specific choice regarding the male and female celebrity endorser that stand out from the pattern for both female and male respondents. The question in mind is including the product ‘runner shoes’ and the celebrity endorsers Zlatan Ibrahimovic and Carolina Klüft. The high preference towards Carolina Klüft can be explained as one additional factor, with the statement of Debevec and Kernan (1985), of why the percentage is not as divided equal as first thought (as seen in section 4.1.6 for the product ‘runner shoes’). The factor can be explained as an unsuitable match-up between the product and celebrity endorser. Even though both the celebrity endorsers image are from within sports; Zlatan Ibrahimovic, football player and Carolina Klüft athlete within track and field, there exists a better association for Carolina Klüft and the product ‘running shoes’ than for Zlatan Ibrahimovic. This based on that the image of
Zlatan Ibrahimovic as a football player would lead to an image of football shoes, and not running shoes. The focus groups discussed that there would have to be a suitable match-up for them to increase their purchase intention. Till and Busler (2000) supported this statement by arguing that in order for meaningness to be fully captured there must be a fit between the celebrity endorser and the product being endorsers. Focus group D brought up an example of how an unsuitable match-up can become a suitable match-up with the celebrity endorser Doggelito, the rapper promoting the home electronics company Elgiganten. However, the participants of focus group D emphasized on that this is a memorable example, since the match-up is unexpected but not as trustworthy. McCracken (1989) argued for a similar statement as a “good fit” will only show if the match-up between the product endorsed and celebrity is attractive and not if it is successful. Therefore leading the question of purchased intention unanswered.

In the discussion of neutral products in the focus groups there were a variety of opinions as; the neutral product ‘toothpaste’ was not consider neutral but as a beauty product, a better association towards the product could be made if the celebrity endorser had the same gender as the consumer. However, with those opinions in mind the general opinion was that the gender of the celebrity endorser did not matter for the efficiency of the marketing. As stated by one of the females in focus group C she said that she would be more willing to purchase the product from an endorser that she personally liked, with no aspect of the gender. Ndubisi (2005) researched around this area and found that female consumers are significantly more loyal on a personal level compared to male consumers. Erdogan (1999) state that there exist additional factors, as celebrity attractiveness, credibility and match-up between the celebrity endorser and the product being endorsed, behind the choice of celebrity endorser. An example that was previously brought up was the product ‘toothpaste’; here the participants from focus group D emphasized on how those commercials often included a female or male dentist with toothpaste. Focus group B state that toothpaste is a product that everyone can use and therefore the gender does not matter.

5.4 Figure of the consumer preference of the gender of the celebrity endorser
5.4 Match-Up & Self-image of gender perspective

In addition to our original set of research scope, we feel that we have to further discuss a common theme that was found within the study. What we found was the expression of a need for a consumer to find an endorser in which he or she could see a desired self-reflecting image. We derive this phenomenon as explained by Erdogan (1999), which is the concept called self-image. Erdogan (1999) discusses the phenomenon as a part of McCracken’s (1989) model of meaning transfer, where it is explained that a consumer must take the meaning of action into account to produce a self-image of him/herself.

Additionally found is that men and women enhance self-image when the product is stereotypical for their gender. This is seen within our research where endorsers with the same gender as the consumer were highly preferred in the context of stereotypical products. The respondents recognized more positive attitudes towards an endorser with the same gender since it created a self-image. This held true among products regarding usage of a specific gender (e.g. tampons). Products regarding consumption of a specific gender was perceived differently. Taking the example of the female stereotypical product cider/alcopop into account, was rather seen being endorsed by a female celebrity by both male and female consumers. This takes the self-image explanation out of account from the success and instead emphasizes on the importance of the match-up (Kamins and Gupta, 1994; Kamins, 1990) between the ‘fit’ of the brand- and the celebrity.

5.5 Figure with further development of figure 5.4
6 Discussion

This section will consist of a discussion of our own thoughts, taking the issues related to the thesis writing into account. Further our contributions to the academia will be presented based on how our propositions are either argued to be true or not, this based on what the results and data retrieved from the study indicates. Lastly limitations and implications of the research will be discussed and finally we will elaborate on recommendations for future researcher within the field.

Through this thesis development we as authors have gained knowledge and new insights into the research topic of celebrity endorsement. We have recognized limitations throughout the writing process and further acknowledged that there exists more research to conduct within the field. Further we claim that the findings from this research is of overall quality and will become of greater importance for brands to consider when implementing a marketing strategy which involves an endorser, in this case a celebrity endorser. We consider this to hold true due to the findings of this research, which supports that consumers within different categories of the variables of age and gender do prefer different characteristics of the endorser. Thus we consider it to be a crucial aspect for brands to take into consideration to choose an appropriate celebrity based on the preferences of the consumers, this to create an effective and successful advertisement.

To best answer the research purpose of this thesis we applied a mixed method design by using quantitative and qualitative data. We recognize that this choice of method is a strength for our thesis since this method provide us with more than one angle to go about with addressing the propositions. This due to that the quantitative data contribute with enough information to make a statement and the qualitative data helps us to in a larger extent explain the factors behind the statements. To collect the quantitative data we used the online survey software Qualtrics, which has made the process of sending out and gathering the data easy to access. We will see this part of the method as a strength since Qualtrics additionally created time for us to focus on other parts of the thesis by providing us with different values in order to rank the values retrieved.

We would also like to highlight the fact that not all primary data collected has been considered relevant in answering the research purpose, thus the empirical findings focuses and includes the data that we consider to be most relevant to answer the research purpose and its propositions.

6.1 Contributions

Firstly, we add to the celebrity endorsement literature by taking the variable of age of the consumer into account when evaluating the consumers’ perceptions towards the source effects. This research is worth looking at due to the lack of previous research within the field of consumer perception of celebrity endorsement based on the variable of age (Amos et al., 2008; Choi and Rifon, 2007; Freiden, 1984). What our research suggests is that young consumers have a tendency to prefer the attractiveness effect of
the endorser than the credibility effects. By the support of our research we can state that there exist a relationship between younger consumers and the attractiveness effect compared to the credibility effect, consisting of trustworthiness and expertise, of the endorser for creating an effective advertising.

Secondly, we additionally add to the previous section through observing and analyzing the findings within our research we can argue that there exist a relationship between older consumers and the credibility effects compared to the attractiveness effect of the endorser for creating an effective advertising.

Thirdly, we add to the celebrity endorsement literature by investigating into how the consumer perception of the source effects within celebrity endorsement varies as the gender of the consumer does. This contributes to the lack of research within the field of gender perception (Ohanian, 1991; McCracken, 1989), which is an important aspect to consider for the effectiveness of celebrity endorsement and whether the advertising message will be perceived positively or not (Debevec & Korgaonkar, 2003; Stern et al., 1993). Our research suggests that there is a difference between the perception of celebrity endorsement between male and female consumers. We acknowledge that there can be differences from case to case, however there is a clear pattern of what the research further suggest, which is that male consumers prefer trustworthy celebrity endorsers with expertise within the field being endorsed. On contrary female consumers prefer trustworthy endorsers with a large focus on the attractiveness of the celebrity compared to the male consumers.

Fourthly, we contribute to the stereotypical product research within celebrity endorsement by supporting the earlier statement of Caballero et al. (1989) and go further by identifying situations that affect the purchase intention of male and female consumers. For our research we have implemented stereotypical products in the two terms; stereotypical by usage of gender and stereotypical by consumption (Morrison & Shaffer, 2003). For the stereotypical products based on the usage of the gender, our research declare that a male consumer is more likely to increase his purchase intention from a male celebrity endorser when it comes to male stereotypical products. A female consumer is more likely to increase her purchase intention from a female celebrity endorser when it comes to female stereotypical products. This statement also holds true for stereotypical products regarding the consumption gender, however for this definition it depends on how the image of the products wants to be perceive for us to categorize the products as either male or female.

Lastly, we add to the academia of neutral products facts about the preference towards the celebrity endorsers when it comes to such products. Investigating further into the subject we came to the conclusion that gender of the celebrity endorser does not matter for neutral products. For the empirical findings from our questionnaire this will be more difficult to state due to that the alternatives for the choice of celebrities was chosen by us which does not leave the respondent totally unbiased from their own pre-opinions.
about a celebrity endorser. Therefore we have to acknowledge that there are many factors included in the choice of celebrity endorser (Erdogan, 1999), and gender being only one. From the fourth and fifth contribution we find a pattern of how as the degree of stereotypical product decreases towards neutral, the importance of the gender of the celebrity endorser also decreases for the consumers.

Additionally, excluded from the propositions, we have contributed to the discussion of match-up hypothesis and gender by explaining what happens to the relationship between self-image and the product gender/endorser gender match-up. The discussion of match-up has yet to explain important factors regarding effectiveness in celebrity endorsement, this includes the factor of gender match-up of products and endorsers (Erdogan, 1999).
Effectiveness of Celebrity Endorsement

Trustworthiness

Male
+ 

The source credibility

Attractiveness

Expertise

Female
+

Young
Middle aged
Old

The source credibility

Attractiveness

Expertise

6.1 Figure of our overall propositions

Product Gender

Male

Male Usage

Neutral

Female Image

Female Usage

Female Image

Neutral

Female

6.1 Figure of our overall propositions

Match -
Hypothesis

Self-Identity

Female

Male

Match -
Hypothesis

Self-Identity

Female

Male

Match -
Hypothesis

Self-Identity

Female

Male

Match -
Hypothesis

Self-Identity

6.2 Limitations

Even if we recognize this thesis as of high quality with robust reliability and validity, there are however some limitations and shortcomings of the study. The limitations lead to a weakening of the study but are according to us as the authors of this thesis essential to recognize.

The study is only conducted in Sweden with samples and participants from three different cities within Sweden, however the participants are originally from different cities. Even though this is a relatively large geographical widespread, we did not have the possibility to make the study more extensive due to the lack of resources such as time and money. Based on the shortcomings of these factors we have recognized that this research is only applicable and attractive for marketing within Sweden, this due to the differences that for example cultural aspects might bring into the process of preference. Additionally, the lack of resources also constrained us from using both high- and low-involvement products in the context of our propositions, which is further suggested for future research in the next section.

A limitation within the questionnaire is that a large extent of the respondents were older, thus giving the older participants more power in the questions concerning the source effects with the variable of gender in focus. This resulted in that both male and female participants preferred trustworthiness compared to attractiveness as their number one choice. If there would have occurred an even division between the number of participants in each of the generations we would most likely have seen a more significant difference between male and female participants in the questionnaire. Thus to make the study credible from an overall perspective and result in an even more general view of the preferences of both generations the focus groups included more younger participants than older participants. Due to the combination of the respondents of the questionnaire and the participants in the focus groups we have reached an appropriate level of generational split and thus we have created a more overall reliable picture.

6.3 Suggestions for future research

We, as the authors, have through the development of this thesis within celebrity endorsement defined how different preferences towards the source effects and products are based on the age and gender of the consumer. We recognize that our research conducted is an undiscovered part of celebrity endorsement from a practitioner’s point of view and therefore can lie as an assistance for future research as we suggest that a similar research should be done with focus on high involvement product. We consider this to be interesting information for practitioner’s in their choice of celebrity, especially with high involvement products due to their nature of using more resources than low involvement products. Therefore for future research we find it beneficial to research for the significance of influence for products in combination with a celebrity endorser when it comes to the preference of the consumer based on their gender and/or age.
Another thing that is worth investigating further is the phenomenon in which we found that men are more appealed towards credibility, however are more likely to appeal towards a female endorser in a neutral product context. It is therefore interesting to further investigate if male consumers find female endorsers more credible.
7 Conclusion

This section will consist of a discussion of our own thoughts, taking the issues related to this thesis writing into account. Further we will discuss the limitations and implications of the research and finally elaborate on recommendations for future researcher within the field.

For this thesis, we aimed to expand our knowledge of the endorser’s role within celebrity endorsement, and how the endorser within different contexts is perceived by the consumers. We have successfully achieved this purpose by using propositions as guidelines for the overall process of our thesis. For the propositions stated we have collected findings through literature, questionnaire and focus groups, the findings retrieved from these methods have provided us with information that either supports or rejects the propositions stated. The information retrieved made it possible for us to analyze and identify patterns of how characteristics such as age and gender of the consumer will influence the perception of celebrity endorsers in advertisements.

For proposition 1, 2 and 3 regarding how the source models; attractiveness and credibility are appealing to the consumer depending on their age and gender the findings and analysis contribute to an identification of a visible pattern of how younger consumers put a larger emphasis on the attractiveness effect of the endorser, compared to older people who rather emphasized on the credibility effects, meaning trustworthiness and expertise, of the endorser.

Further, for proposition 4 and 5 we have investigated into the nature of the differences between genders. This by observing how gender stereotypical- and gender neutral products are perceived by the consumers. An additional identifiable pattern, which can be found in our findings through analyze show that the gender of the consumer and the celebrity are more important in the context of gender stereotypical products compared to gender neutral products.

Through the process of writing our thesis we have strengthened and extended the concept of effectiveness of celebrity endorsement, this due to that the thesis focuses on the consumer perception with the regards of how the effectiveness of such a message is dependent on the age and gender of the consumer.
References


Appendices
Appendix 1 – Survey in its original state (in Swedish)

Hej!

Vi är tre elever från Jönköpings Internationella Handelshögskola och vi gör just nu vår kandidatuppsats inom området företagsekonomi och marknadsföring i synnerhet. Detta frågeformulär kommer att handa om Din syn på kändisar inom reklam. Formuläret är helt anonymt och tar max 5 minuter att svara på!

Tack på förhand,
Olle Hugosson
Carolina Matthys
Linda Phung

1. Kön?
☐ Man ☐ Kvinna

2. Ålder
☐ -18 ☐ 19-34 ☐ 35-54 ☐ 55-74 ☐ 75-

3. Utbildningsnivå (Senast avslutad)
☐ Grundskola ☐ Gymnasium ☐ Högskola-/Universitetsutbildning

4. Var vänlig ange din ungefärliga månadslön (frågan är helt anonym och är frivillig om man vill besvara, avrunda i hela tusental)

______________________________ 64

Nedan kommer det att följa ett par exempel på en produkt och en kändis där du ska ta ställning till vilket scenario som mest kommer leda till att du köper produkten.

5. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av deodorant för män?

☐ Alexander Skarsgård (Skådespelare)  ☐ Kenza Zouiten (Bloggerska)

6. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av kalsonger?

☐ Fredrik Ljungberg (Fotbollsspelare)  ☐ Caroline Winberg (Modell)
7. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av rakapparat?

☐ Lars Frölander (f.d. Elitsimmare)
☐ Therese Alshammar (f.d. Elitsimmare)

8. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av hårväx?

☐ Martin Stenmark (Artist)
☐ Sarah Dawn Finer (Artist)
9. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av slips?

☐ Steffö Törnquist
  (Journalist & Tv-personlighet)

☐ Malou Von Sivers
  (Journalist & Tv-personlighet)

10. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av tam-pong?

☐ Alexander Skarsgård (Skådespelare)

☐ Kenza Zouiten (Bloggerska)
11. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av **trosor**?

☐ Fredrik Ljungberg (Fotbollsspelare)  ☐ Caroline Winberg (Modell)

12. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av **rakhyvel**?

13. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av hår-spray?

☐ Martin Stenmark (Artist)  ☐ Sarah Dawn Finer (Artist)

14. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av hög-klackade skor?

☐ Steffo Törnquist  ☐ Malou Von Sivers

(Journalist & Tv-personlighet)  (Journalist & Tv-personlighet)
15. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av löparskor?

☐ Zlatan Ibrahimovic (Fotbollsproffs)
☐ Carolina Klüft (f.d. Friidrottare)

16. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av färdigtillagad maträtt?

☐ Per Moberg (Skådespelare, Kändiskock)
☐ Tina Nordström (Mer känd som Mat-Tina, Kändiskock och Tv-profil)
17. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av tandkräm?

☐ David Hellenius (Tv-profil)  ☐ Jessica Almenäs (Tv-profil)

18. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av kaffe?

☐ Carl-Jan Granqvist  ☐ Leila Lindholm

(Krögare och Tv-profil)  (Kändiskock och Tv-profil)
19. Vem av dessa två kändisar hade Du föredragit som ansiktet utåt vid köp av vatten?

☐ Joel Kinnaman (Skådespelare) ☐ Malin Åkerman (Skådespelare)

20. När en Kändis används i reklam, hur viktiga tycker du att följande egenskaper är hos Kändisen, när det är en reklam för en resväskan:

<table>
<thead>
<tr>
<th>Inte alls viktig</th>
<th>Inte viktig</th>
<th>Har ingen åsikt</th>
<th>Viktig</th>
<th>Mycket viktig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attraktivitet</td>
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<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Expertis</td>
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<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Trovärdighet</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
21. När en Kändis används i reklam, hur viktiga tycker du att följande egenskaper är hos Kändisen, när det är en reklam för en vinterjacka:

<table>
<thead>
<tr>
<th></th>
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<th>Inte viktig</th>
<th>Har ingen åsikt</th>
<th>Viktig</th>
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<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Trovärdighet</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<td>☐</td>
</tr>
</tbody>
</table>

22. När en Kändis används i reklam, hur viktiga tycker du att följande egenskaper är hos Kändisen, när det är en reklam för knäckebröd:

<table>
<thead>
<tr>
<th></th>
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<th>Inte viktig</th>
<th>Har ingen åsikt</th>
<th>Viktig</th>
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<td>☐</td>
<td>☐</td>
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<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Trovärdighet</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
23. När en Kändis används i reklam, hur viktiga tycker du att följande egenskaper är hos Kändisen, när det är en reklam för solglasögon:

<table>
<thead>
<tr>
<th></th>
<th>Inte alls viktig</th>
<th>Inte viktig</th>
<th>Har ingen åsikt</th>
<th>Viktig</th>
<th>Mycket viktig</th>
</tr>
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<tbody>
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<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>Expertis</td>
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<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Trovärdighet</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

24. När en Kändis används i reklam, hur viktiga tycker du att följande egenskaper är hos Kändisen, när det är en reklam för en klocka:

<table>
<thead>
<tr>
<th></th>
<th>Inte alls viktig</th>
<th>Inte viktig</th>
<th>Har ingen åsikt</th>
<th>Viktig</th>
<th>Mycket viktig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attraktivitet</td>
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<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Expertis</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Trovärdighet</td>
<td>☐</td>
<td>☐</td>
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<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
Appendix 2 - Survey translated to English (With logic of every question)

Hello!

We are three students from Jönköping International Business School and we are currently doing our bachelor thesis regarding business administration and marketing especially. This questionnaire will be about Your view of celebrities within celebrities within marketing. The questionnaire will be totally anonymous and will take about 5 minutes to answer.

Thank you,

Olle Hugosson
Carolina Matthys
Linda Phung

1. Gender?

☐ Man  ☐ Women

2. Age

☐ -18  ☐ 19-34  ☐ 35-54  ☐ 55-74  ☐ 75-

The questions above (question 1 & 2) were made as independent control variables in which we could categorize the opinions among age and gender.

3. Education (Latest finished degree)

☐ Elementary School  ☐ High School  ☐ College/University

4. Please enter your monthly salary (the question is totally anonymous and is not mandatory to answer, enter the number in thousands)

_________________________________________
The two questions above (question 3 & 4) were made as control variables to identify the economic and educational state of the sample.

Celebrities are often used in combination with advertising of companies and products. The celebrities use their attractiveness, expertise and trustworthiness to endorse quality and usability within the product. This is a concept that is often used within marketing as a marketing communication tool to build a relation between the consumer and the product.

Below there will be a couple of examples of a product and a celebrity where you are going to choose in which scenario you are going to buy a product.

We included this small text to quickly explain what our study was regarding. We assumed that all of the respondents had been encountering celebrity endorsement in some form, but we still wanted to briefly educate the respondents of what celebrity endorsement is for those who had trouble to contextualize the concept.

5. Which of these two celebrities would you find more appealing as the endorser while you bought deodorant for men?

☐ Alexander Skarsgård (Actor) ☐ Kenza Zouiten (Blogger)
6. Which of these two celebrities would you find more appealing as the endorser while you bought men's underwear?

☐ Fredrik Ljungberg (Football player)  ☐ Caroline Winberg (Model)

7. Which of these two celebrities would you find more appealing as the endorser while you bought shaver?

☐ Lars Frölander (Ex. Elite Swimmer)  ☐ Therese Alshammar (Ex. Elite Swimmer)
8. Which of these two celebrities would you find more appealing as the endorser while you bought hair wax?

☐ Martin Stenmark (Artist)  ☐ Sarah Dawn Finer (Artist)

9. Which of these two celebrities would you find more appealing as the endorser while you bought tie?

☐ Steffö Törnquist  ☐ Malou Von Sivers (Journalist & TV-Profile)

The five questions above (question 5-9) were regarding male stereotypical products and thus only answered by the male participants. The questions were asked to see whether there was a trend of what gender of the celebrity a consumer would prefer.
10. Which of these two celebrities would you find more appealing as the endorser while you bought *tampon*?

☐ Alexander Skarsgård (Actor)  ☐ Kenza Zouiten (Blogger)

11. Which of these two celebrities would you find more appealing as the endorser while you bought *women's underwear*?

☐ Fredrik Ljungberg (Football Player)  ☐ Caroline Winberg (Model)
12. Which of these two celebrities would you find more appealing as the endorser while you bought *razor*?

☐ Lars Frölander
(Ex. Elite Swimmer)

☐ Therese Alshammar
(Ex. Elite Swimmer)

13. Which of these two celebrities would you find more appealing as the endorser while you bought *hair spray*?

☐ Martin Stenmark (Artist)

☐ Sarah Dawn Finer (Artist)
14. Which of these two celebrities would you find more appealing as the endorser while you bought *high-heeled shoes*?

☐ Steffo Törnquist  ☐ Malou Von Sivers

(Journalist & TV-Profile)  (Journalist & TV-Profile)

The five questions above (question 10-14) were regarding female stereotypical products and thus only answered by the female participants. The questions were asked to see whether there was a trend of what gender of the celebrity a consumer would prefer.

15. Which of these two celebrities would you find more appealing as the endorser while you bought *running shoes*?

☐ Zlatan Ibrahimovic  ☐ Carolina Klüft

(Professional Football player)  (Ex. Track & Field Athlete)
16. Which of these two celebrities would you find more appealing as the endorser while you bought *pre-made dinner*?

☐ Per Morberg (Actor, Celebrity Chef and TV-Profile)  ☐ Tina Nordström (More known as "Mat-Tina", Celebrity Chef and TV-Profile)

17. Which of these two celebrities would you find more appealing as the endorser while you bought *toothpaste*?

☐ David Hellenius (TV-Profile)  ☐ Jessica Almenäs (TV-Profile)
18. Which of these two celebrities would you find more appealing as the endorser while you bought coffee?

☐ Carl-Jan Granqvist
(Restaurateurs & TV-Profile)

☐ Leila Lindholm
(Celebrity Chef & TV-Profile)

19. Which of these two celebrities would you find more appealing as the endorser while you bought water?

☐ Joel Kinnaman (Actor)

☐ Malin Akerman (Actor)

The five questions above (question 15-19) were regarding gender-neutral products and were asked towards all respondents. The questions were made to see whether there was a trend of what gender of the celebrity a consumer would prefer.
20. When a *Celebrity* is used in advertisement, how important do you think the following traits are of a celebrity, when it comes to advertisement of a *suitcase*:

<table>
<thead>
<tr>
<th>Trait</th>
<th>Not at all important</th>
<th>Not important</th>
<th>No opinion</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractiveness</td>
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<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

21. When a *Celebrity* is used in advertisement, how important do you think the following traits are of a celebrity, when it comes to advertisement of a *winter jacket*:

<table>
<thead>
<tr>
<th>Trait</th>
<th>Not at all important</th>
<th>Not important</th>
<th>No opinion</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractiveness</td>
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<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Expertise</td>
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<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
22. When a Celebrity is used in advertisement, how important do you think the following traits are of a celebrity, when it comes to advertisement of crisp bread:

<table>
<thead>
<tr>
<th>Trait</th>
<th>Not at all important</th>
<th>Not important</th>
<th>No opinion</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractiveness</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Expertise</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

23. When a Celebrity is used in advertisement, how important do you think the following traits are of a celebrity, when it comes to advertisement of sunglasses:

<table>
<thead>
<tr>
<th>Trait</th>
<th>Not at all important</th>
<th>Not important</th>
<th>No opinion</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attractiveness</td>
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<tr>
<td>Trustworthiness</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
24. When a *Celebrity* is used in advertisement, how important do you think the following traits are of a celebrity, when it comes to advertisement of a *watch*:

<table>
<thead>
<tr>
<th>Trait</th>
<th>Not at all important</th>
<th>Not important</th>
<th>No opinion</th>
<th>Important</th>
<th>Very Important</th>
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<tr>
<td>Trustworthiness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*The above five questions above (question 20-24) were made to see if there was any preferred trait of a celebrity endorser among consumers. We included different products into context to see if there are some traits that recurs through the survey. We designed the question as a matrix-question with a Likert-scale with a scale from 1-5, this to get a larger scale value and a more accurate result.*
Appendix 3 – Ranking calculations of the Questionnaire Results

From the questionnaire we received a mean from the likert scale, between the numbers of 1 and 5, where the numbers indicate the significant importance for each of the source effects for every product based on the respondents’ preferences. The number 5 indicated the highest importance towards the source effect and the number 1 indicated the lowest importance as no meaning at all. For a reminder, the source effects are; attractiveness, expertise and credibility, which became evaluated on their degree of significance by the respondents.

### Young People

<table>
<thead>
<tr>
<th>Product</th>
<th>Attractiveness</th>
<th>Expertise</th>
<th>Credibility</th>
<th>Ranking</th>
<th>Total Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suitcase</td>
<td>3.16</td>
<td>3.00</td>
<td>3.90</td>
<td>1) Attractiveness</td>
<td>13</td>
</tr>
<tr>
<td>Winter coat</td>
<td>3.95</td>
<td>3.05</td>
<td>3.85</td>
<td>2) Credibility</td>
<td>12</td>
</tr>
<tr>
<td>Crisp Bread</td>
<td>2.72</td>
<td>2.14</td>
<td>3.81</td>
<td>3) Expertise</td>
<td>5</td>
</tr>
<tr>
<td>Sunglasses</td>
<td>4.14</td>
<td>2.86</td>
<td>3.52</td>
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<td></td>
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<tr>
<td>Watch</td>
<td>3.90</td>
<td>3.31</td>
<td>3.83</td>
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</table>

### Old People

<table>
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<tr>
<th>Product</th>
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<th>Expertise</th>
<th>Credibility</th>
<th>Ranking</th>
<th>Total Score</th>
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<tbody>
<tr>
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<tr>
<td>Winter coat</td>
<td>2.89</td>
<td>3.65</td>
<td>4.22</td>
<td>2) Expertise</td>
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<tr>
<td>Crisp Bread</td>
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<tr>
<td>Sunglasses</td>
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<td>3.92</td>
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<td></td>
</tr>
<tr>
<td>Watch</td>
<td>3.16</td>
<td>3.22</td>
<td>3.86</td>
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<td></td>
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</table>

### Men

<table>
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<tr>
<th>Product</th>
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<th>Expertise</th>
<th>Credibility</th>
<th>Ranking</th>
<th>Total Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suitcase</td>
<td>2.99</td>
<td>3.27</td>
<td>4.23</td>
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<td>15</td>
</tr>
<tr>
<td>Winter coat</td>
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<td>3.37</td>
<td>4.09</td>
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</tr>
<tr>
<td>Crisp Bread</td>
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<td>3.17</td>
<td>3.92</td>
<td>3) Attractiveness</td>
<td>7</td>
</tr>
<tr>
<td>Sunglasses</td>
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<td>2.95</td>
<td>3.57</td>
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</tr>
<tr>
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</table>

### Women

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<th>Expertise</th>
<th>Credibility</th>
<th>Ranking</th>
<th>Total Score</th>
</tr>
</thead>
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<td>3.12</td>
<td>4.03</td>
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</tr>
<tr>
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<td>2) Attractiveness</td>
<td>8</td>
</tr>
<tr>
<td>Crisp Bread</td>
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<td>3.18</td>
<td>3.94</td>
<td>3) Expertise</td>
<td>7</td>
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<td>3.82</td>
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</tbody>
</table>
Appendix 4 - Template for examples of questions for the focus group

1. Could you mention any example/s where you enjoyed a commercial with celebrity endorsement?
2. Why did you enjoy it?
3. On the top of your head, what is the most important trait of a celebrity while endorsing in your opinion? Any value words? (If you could say three things that affected your preference of a celebrity endorser, what would these be? Why?)
4. Does your appeal vary among different products? Examples?

I am going to show you a couple of examples (video commercial, we show on at the time, after each we ask general opinion of the celebrity (Q5-6, after all the commercials we ask Q7-8):

a) Jessica Alba (Campari) – Attractiveness
   https://www.youtube.com/watch?v=SfBzxUPe4Rk
b) Christopher Walken (Jack & Jones) – Trustworthiness
   https://www.youtube.com/watch?v=EFb18562yfM
c) Leif Mannerström (Familjen Dafgårds) – Expertise
   https://www.youtube.com/watch?v=8iCGaCwTBdc

5. What do you think about these commercials with the celebrity in mind?
6. Successful, why, why not? Do they match?
7. Do you think this success of celebrity endorsement varies among ages & gender?
8. Which of these commercials do you think is the most successful with the celebrities in mind?
9. Of a positively appealing endorser, what characteristics/profile of an endorser do you think would be an effective endorser for the following products?
   a) Men’s underwear
   b) Female underwear
   c) Lawn-mower
   d) Beer
   e) Cider
   f) Vacuum Cleaner
   g) Toothpaste
   h) Sunglasses

10. If there is a difference between genders of endorsers, what is it that differentiates positively appealing celebrity endorser between the products?
11. Does gender incongruity exists in any case (inform of what incongruity means)?
Appendix 5 – Selection of Celebrities and Products for the Questionnaire

Match-up of Gender-specific Products and Celebrity Endorser

For the next following headlines we have combined a gender-specific products together with celebrity endorsers. We have chosen a gender-specific product for male and female the two products in each questions are to a large extent the female and male version of each other, thereafter we have added two Swedish celebrity endorsers to each of the questions; one male and one female.

Male Underwear/Female Underwear with Fredrik Ljungberg and Caroline Winberg

Fredrik Ljungberg is a retired professional football player, during his career he was a part of the Swedish National team for a decade and was the team captain for a couple of years. He also played in a number of international professional football leagues (Saldert, 2012) with great success. Further Ljungberg has been endorsing a number of brands, among many he has been a model for Calvin Klein underwear, thus endorsing the brand (Saldert, 2012).

Retrieved on the 15th of April at:

Caroline Winberg is a Swedish top model with both national and international recognition. Winberg has been modeling for many of the top brands in the world, she is known for being one of the Victoria Secret angels, a brand within the fashion industry of female underwear. She has in the last couple of years also becoming a recognized face on Swedish television, this due to that she is the host of the Swedish Top Model show (Bergsten, 2014) this among other television performances that she has been participating in.

Retrieved on the 15th of April at:
http://www.expressen.se/noje/extra/caroline-winberg-sa-blir-nya-top-model/

Deodorant/Tampon with Alexander Skarsgård and Kenza Zouiten

Alexander Skarsgård is a Swedish actor who is working nationally in Sweden but also internationally with a focus on acting in Hollywood. Skarsgård has been acting since a young age and has been present in both television series as well as movies. Further he has been endorsing different products with a focus on Calvin Klein’s male perfumes (Snead, 2012).

Retrieved on the 15th of April at:
Kenza Zoutien is running the biggest blog in Sweden with over 500 000 unique visitors each week (Zoutien, 2014). Zoutien is also both a model and a fashion designer, as of today she is one of the participants in the well-recognized TV show, the Swedish version of Dances with the Stars. Zoutien has been endorsing several products and brand during the last couple of years with a focus on female fashion and beauty products (Mychajlowycz, 2013).

Retrieved on the 15th of April at:
www.kenzas.se
http://www.esquire.com/blogs/culture/kenza-zouiten-instagram

Shaver/Razor with Lars Frölander and Therese Alshammar

Therese Alshammar is a Swedish professional swimmer. Alshammar has won many medals in both the world championship as well as in the Olympics. She has further won many prizes for her professional performance; among other prizes she won the prize for being the most successful athlete in Sweden 2011 (Persson, 2011).

Retrieved on the 15th of April at:

Lars Frölander is a retired professional Swedish swimmer and Olympic winner; he also held the world record in 100m butterfly. Frölander has been participating after his professional career as a swimmer in different television shows, for example he was one of the participants in dancing on Ice as well as in celebrities on the fort Boyard (Ohlin, 2013; Ståhl, 2008).

Retrieved on the 15th of April at:
http://www.aftonbladet.se/nojesbladet/tv/article11573625.ab
http://www.tv4.se/f%C3%A5ngarna-p%C3%A5-fortet/artiklar/tuff-landskamp-p%C3%A5-fortet-52249074e45948494e00000a

Hair Wax/ Hairspray with Martin Stenmarck and Sarah Dawn Finer

Martin Stenmarck is a Swedish musician, actor and television personality. Stenmarck has been acting in different movies and been a recurring guest in many Swedish talk shows (Färsjö, 2014). Further he has been competing in the Swedish music competition called Melodifestivalen several times, one of these times he won the whole competition (Trus, 2013).

Retrieved on the 15th of April at:
http://www.expressen.se/noje/sista-aret-med-ladies-night-for-stenmarck/
http://www.aftonbladet.se/nojesbladet/article17791703.ab
Sarah Dawn Finer is a Swedish singer, songwriter and television personality. She has released her own EP and music album and has also been acting in several musicals. Further, Dawn Finer is a television host and has been hosting the Swedish music competition ‘Melodifestivalen’ (Bokholm, 2012).

Retrieved on the 15th of April at:
http://www.svt.se/melodifestivalen/tavlingen/20120119130719/mot_arets_programledare

**Beer/Rose wine with Steffo Törnquist and Malou von Sivers**

Steffo Törnquist is a Swedish journalist, author and television personality. Törnquist is known for his participation as one of the host for one of the most popular Swedish morning shows, TV4’s Nyhetsmorgon. Further, Törnquist is a member of the board for the Swedish wine- and spirits history museum (Törnquist, 2011). Further, Törnquist has written a number of books about wine, whiskey and spirits.

Retrieved on the 15th of April at:
http://www.aftonbladet.se/nojesbladet/article18231831.ab

Malou von Sivers is a Swedish journalist and television host, she is known for being a host of the Swedish morning show, TV4’s Nyhetsmorgon, but she is mostly recognized for having her own talk show “Malou efter Tio”, a show in which she invites people to tell real life stories and discussing highlighted topics.

Retrieved on the 15th of April at:
http://www.talarforum.se/malou.vonsivers
http://www.tv4.se/efter-tio

**Match-up of Neutral Gender products and Celebrity Endorser**

For the next following headlines we have combined a neutral gender products together with celebrity endorsers. We have chosen products with no regard of the gender of the respondent or celebrity endorser. For each product we have added two Swedish celebrity endorsers, as above, both male and female.

**Running Shoes with Zlatan Ibrahimovic and Carolina Klüft**

Zlatan Ibrahimovic is a Swedish professional football player, he is currently seen as being the most recognized Swedish football player further also seen as being one of the best players in the world. Ibrahimovic has been playing in the major professional football leagues and also in the Swedish national team. He has further been awarded with the price for being the best football player in Sweden as well with the price that is awarded to the best athlete of the year in Sweden (Sjögren, 2014).

Retrieved on the 15th of April at:
**Carolina Klüft** is a Swedish track and field athlete, she is most recognized for her performance in heptathlon in which she has won a number of world championships as well as an Olympic gold medal. Nowadays she is known for being a sport television host as well as endorsing a couple of brands and products (Parkkila, 2013). Retrieved on the 15th of April at:

[http://www.dagensmedia.se/nyheter/tv/article3650892.ece](http://www.dagensmedia.se/nyheter/tv/article3650892.ece)

**Prepared Dish (food) with Per Moberg and Tina Nordström**

**Per Morberg** is a Swedish actor, chef and television host. Morberg has in the last couple of years been recognized as one of the most influential chefs in Sweden, he has his own cooking show on television as well as being a guest at different cooking shows (Nilsson, 2014). Further he has written and published his own cooking book as well as created his own wine line (Nilsson, 2014). Retrieved on the 15th of April at:

[http://www.aftonbladet.se/nojesbladet/article18239028.ab](http://www.aftonbladet.se/nojesbladet/article18239028.ab)

**Tina Nordström** is a Swedish chef and television personality mostly known as Mat-Tina. Nordström has written multiple cooking books and she has had a number of different own cooking shows on television. Further Nordström has been competing in different cooking competitions with success, she has also endorsed her own wine (Erics-son, 2014).

Retrieved on the 15th of April at:


**Toothpaste with David Hellenius and Jessica Almenäs**

**David Hellenius** is a Swedish comedian, actor and television personality. Hellenius has his own talk show and is the program host for several Swedish television shows (Thom-son, 2013), he has also been acting in several movies.

[http://www.dagensmedia.se/nyheter/tv/article3786857.ece](http://www.dagensmedia.se/nyheter/tv/article3786857.ece)

**Jessica Almenäs** is a Swedish television personality and reporter, she also did some modeling as she was younger. Almenäs is most known for her career as a program host for the trot horsing races and for being the host for the Swedish version of dancing with the stars (Brohlin, 2014).

Retrieved on the 15th of April at:

[http://www.aftonbladet.se/sportbladet/trav365/article18707592.ab](http://www.aftonbladet.se/sportbladet/trav365/article18707592.ab)
Coffee with Carl Jan Granqvist and Leila Lindholm

Carl-Jan Granqvist is a Swedish restaurateur, connoisseur and television personality. Granqvist has had several own television shows about food and wine as well as being a recurrent guest at other such shows. Further Granqvist has written several books about food and wine as well his own biography (Roswall, 2014).

Leila Lindholm is a Swedish celebrity chef who has had several own cooking shows on television, nowadays her cooking is more focused towards baking, thus many of her shows has been focusing on baking only (Åhlund, 2010) Lindholm has been working at many of the most fancy restaurants in Sweden and also won a lot of different prizes due to her cooking skills. Further Lindholm has been writing several cooking books published by her own book publishing firm (Åhlund, 2010).

Bottle of water with Joel Kinnaman and Malin Åkerman

Joel Kinnaman is a Swedish/American actor who is one of the most prosperous, successful and fastest growing Swedish actors in Hollywood. From a recognizing and celebrity perspective. Kinnaman has been acting in a number of Swedish movies and series before moving to the U.S, thus becoming famous both nationally in Sweden and also expanding his recognition within the last couple of years and becoming an international recognized actor (Strömbäck-Horney, 2012).
Retrieved on the 15th of April at: http://www.aftonbladet.se/nojesbladet/klick/article14590214.ab

Malin Åkerman is a Swedish actress, model and singer. Åkerman has been modeling since a young age and has been endorsing products and brands in television commercials during the years, she has also been appearing in several television shows as well as acting in many movies (Lillemägi, 2013).