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## CONSTRUCTION AND VALIDATION OF A FIVE-DIMENSIONAL CELEBRITY ENDORSEMENT SCALE: INTRODUCING THE PATER MODEL

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**ABSTRACT:** *Research has shown that the use of celebrity endorsers brings many positive effects including a positive brand attitude, building brand awareness, creating positive feelings towards the ad and increased purchase intention for the brand. However, the process of choosing the right celebrity for the brand is not easy. It is important for the companies to choose an effective celebrity as their brand ambassador. The purpose of the present study is to construct and validate a scale that the marketing managers can use to select an effective celebrity endorser for their products/brands. Through a survey of 692 respondents in India who are exposed to celebrity endorsements for various products/brands, a five-dimensional scale measuring various attributes of a celebrity endorser is revealed through exploratory factor analysis. The scale is empirically tested for unidimensionality, reliability, convergent validity and discriminant validity, using confirmatory factor analysis. The resultant validated instrument comprises of five dimensions of celebrity endorsers including attractiveness, trustworthiness, expertise, popularity and relevance. Thus, the present study presents a new model – PATER model of celebrity endorsements, defining the important attributes that should be considered in making a choice of the celebrity endorser.*

**KEYWORDS:** Celebrity, Celebrity Endorsements, Exploratory Factor Analysis, Confirmatory Factor Analysis, Celebrity Endorsement Scale, PATER Model.

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### INTRODUCTION

In a competitive market, it has become imperative for a firm to design strategies which provide competitive differential advantage to its products and services. In order to create positive impact in the minds of the customers, celebrity endorsement is a commonly used marketing communication strategy (Erdogan, 1999). Companies spend large amount of money to endorse their brands through these celebrities. These celebrity endorsers are perceived to be gifted with dynamic, attractive and likeable qualities (Atkin and Block, 1983) and companies try to align these qualities to their products through marketing communication strategies. However, the process of choosing the right celebrity for the brand is not easy. Even the most powerful idea can fail if not backed by the right celebrity. Thus, it becomes important for the companies to choose an effective celebrity as their brand ambassador.

Many researchers believe that an advertisement featuring a celebrity delivers a higher degree of appeal, attention, recall rate and possibly purchase compared to the ads without celebrities

(Cooper, 1984; Dean and Biswas, 2001, Gupta, 2015) and thereby contributing substantial positive impact on financial returns for the companies (Farrell et al. 2000; Erdogan et al., 2001). Thus, using a celebrity endorser for a product/brand may bring substantial benefits to the company. However, the marketer needs to make an intelligent choice while selecting the celebrity endorser for his product/brand.

The purpose of the present study is to construct and validate a scale that the marketing managers can use to select an effective celebrity endorser for their products/brands.

### **Celebrity-Concept and Meaning**

Celebrities are people who enjoy public recognition and who often have distinctive attributes such as attractiveness and trustworthiness. (McCracken 1989; Silvera and Austad, 2004).

The term ‘celebrity’ refers to an individual who is known to the public, such as actors, sport figures, entertainers and others for their achievements in their respective areas other than the product endorsed by them (Friedman and Friedman, 1979)

### **Celebrity Endorser**

McCracken (1989) defined celebrity endorser 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”.

Kamins (1989) defined celebrity endorser as “an individual who is known to the public for his or her achievements in areas other than that of the product endorsed”. In the words of Stafford et al. (2003), a celebrity endorser is “a famous person who uses public recognition to recommend or co-present with a product in an ad”.

## **OBSERVATIONS FROM LITERATURE**

Observations from the literature point out towards the following important attributes of celebrity endorsers.

### **Expertise**

Expertise can be defined as the perceived ability of an endorser to make or provide valid assertions. It includes the knowledge, experience and skills developed by the endorser while working in the same field. Some authors suggest that it is not important for an endorser to be an expert; but it all depends how audience perceive him (Hovland, et al., 1953; Ohanian, 1991).

### **Trustworthiness**

Ohanian (1990) defined trustworthiness as “the listener's degree of confidence in, and level of acceptance of, the speaker and the message.” Trustworthiness of an endorser is perceptual and depends on the target audience. It refers to the honesty, integrity and believability of an endorser. In the words of Erdogan et al. (2001), trustworthiness refers to “the honesty, integrity and believability of an endorser”. Marketers take the advantage of these set of values by employing celebrities those are most regarded as trustworthy, honest, believable and dependable among their fans and people (Shimp, 1997).

### Attractiveness

Patzer (1985) stated that “physical attractiveness is an informational cue that involves effects that are subtle, pervasive, and inescapable”. He advocated the use of an attractive endorser than an average looking endorser. According to him, people try to increase their attractiveness and react positively to the endorsers who look like them (Erdogan, 1999).

Table 1 summaries the various items included under the three dimensions (Attractiveness, Trustworthiness and Expertise) of a celebrity endorser as identified by Ohanian (1990) in the celebrity credibility scale proposed by her.

**Table 1: Celebrity Credibility Scale Proposed by Ohanian**

<b>Attractiveness</b>	<b>Trustworthiness</b>	<b>Expertise</b>
Attractive-Unattractive	Trustworthy-Untrustworthy	Expert-Not Expert
Classy-Not Classy	Dependable-Undependable	Experienced-Inexperienced
Beautiful-Ugly	Honest-Dishonest	Knowledgeable- Unknowledgeable
Elegant-Plain	Reliable-Unreliable	Qualified-Unqualified
Sexy-Not Sexy	Sincere-Insincere	Skilled-Unskilled

### OTHER ATTRIBUTES OF CELEBRITY ENDORSERS SUMMARISED UNDER THE VARIOUS MODELS OF CELEBRITY ENDORSEMENTS

A thorough review of literature revealed that most of the scales developed and validated to measure the effectiveness of celebrities include constructs like credibility (expertise, trustworthiness) and attractiveness. Most of the studies using these attributes of a celebrity endorser have used the scale given by Roobina Ohanian (1990) as the base and presented their findings. Some other studies have researched various other attributes of a celebrity endorser including liking, personality, image, fame, familiarity, etc. and have presented their research findings. The present study attempts to combine the findings of these earlier studies to develop a scale for measuring the various dimensions of a celebrity endorser. The study uses the scale given by Roobina Ohanian as the base and goes on to add additional items (Likert scale questions/statements) under the various constructs defined by Ohanian, namely, expertise, trustworthiness and attractiveness. A review of earlier studies also identified one additional construct namely ‘relevance of the celebrity’ which was used for the construction of the scale. It would be interesting to note here that an additional construct, ‘popularity of the celebrity’, was identified from exploratory investigations. Thus, the items used for measuring the five constructs identified have been derived from either the findings of some previous researches or from exploratory investigations.

Various models for selection of celebrity endorsers available in the literature point out some important attributes of celebrity endorsers. The summarized description of these models is provided in Table 2.

**Table 2: Models for Selection of Celebrity Endorser**

<b>Model</b>	<b>Author(s) and Year</b>	<b>Description /Dimensions Used</b>
<b>The Source Credibility Model</b>	Ohanian (1991), Johansson & Sparredal (2002), Ericsson & Hakansson (2005), Clow, James, Kranenburg & Berry (2006), etc.	Selection of the celebrity endorser depends on his/her credibility that can be explained by expertise and trustworthiness.
<b>The Source Attractiveness Model</b>	McGuire (1995), Tellis (1998), Johansson & Sparredal (2002), Ericsson & Hakansson (2005), etc.	Suggests evaluating attractiveness of the celebrity that depends on three attributes: similarity, familiarity and liking.
<b>Q – Ratings</b>	Ericsson & Hakansson (2005), Shimp (2007), Belch & Belch (2001), etc.	Q-Rating of a celebrity is calculated based on his/her popularity and familiarity.
<b>The TEARS Model</b>	Shimp (2000), Bergstrom & Skarfstad (2004), Ericsson & Hakansson (2005), etc.	While selecting an endorser, two general attributes are the most important: credibility, which depends on trustworthiness and expertise; and attractiveness, which consists of three related ideas: physical attractiveness, respect and similarity.
<b>The No TEARS Model</b>	Shimp (2000), Bergstrom & Skarfstad (2004), Ericsson & Hakansson (2005), etc.	Selection of celebrity endorser depends on his/her credibility, attractiveness, and match-up between celebrity and audience / brand, and the cost of the celebrity.
<b>The FRED Principle</b>	Miciak & Shanklin (1994), Osorio (2002), Ericsson & Hakansson (2005), etc.	Selection of celebrity endorser should refer to such attributes as familiarity, relevance, esteem, differentiation and deportment (behaviour of the celebrity).
<b>Match-up Hypothesis</b>	Bertrand (1992), Till and Busler (1998), Kamins (1990), Erdogan (1999)	The effectiveness of an advertisement depends on the existence of a perceived 'fit' between the endorsing celebrity and the brand endorsed by him. The 'Celebrity' and 'Product' features should complement each other for effective advertising.

## GAP ANALYSIS

Observations from literature point out towards a celebrity endorsement scale developed by Ohanian in 1990. This scale consists of three dimensions of a celebrity endorser – Attractiveness, Trustworthiness and Expertise. However, many studies have been conducted by various researchers thereafter which have identified many new dimensions of a celebrity

endorser. Thus, there is a need to incorporate the findings of these studies in the existing scale of celebrity endorsers. The present study attempts to identify these additional dimensions of a celebrity endorser by an examination of the literature. These along with the findings of the exploratory study, views of the expert and academicians are used to construct and validate a new scale for celebrity endorsements.

### **Objectives of the Study**

The present study aims to construct and validate a celebrity endorsement scale. More specifically, the study aims to:

1. identify the various dimensions of a celebrity endorser;
2. develop a celebrity endorsement scale with the help of the dimensions identified;
3. validate the scale so developed; and
4. determine the relative importance of the various dimensions of a celebrity endorser.

### **RESEARCH METHODOLOGY**

In order to develop a reliable and valid measurement scale, an exploratory study was carried out to identify the additional constructs and items under the various constructs. This, in combination with the inferences drawn from the literature, helped in the designing of the questionnaire.

#### **Exploratory Investigations**

An exploratory study was undertaken to understand the key dimensions of a celebrity endorser which are important to consumers. For this purpose, personal in-depth interviews comprising open-ended questions with the customers were conducted. In all, forty customers, who are exposed to celebrity endorsements for various products/brands were randomly selected for the interviews. Each interview lasted for about 20-30 minutes. The semi-structured in-depth interviews focussed on the issue – Which key factors are important for a celebrity endorser from the customer's viewpoint?

#### **Insights from the Exploratory Study**

The respondents provided valuable insights regarding the important dimensions of a celebrity endorser. The important insights obtained from analysing the customer's responses are described below.

- In addition to attractiveness, trustworthiness and expertise (as suggested by Ohanian, 1990), a new dimension 'popularity' emerged as an outcome of the in-depth interviews conducted.
- Customers also pointed out towards various items like 'big fan following', 'non-controversial public image' and 'good performance track record' of the celebrity as some

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additional points which finally emerged as items under the new construct ‘popularity’ of the celebrity.

- In-depth interviews also revealed that the customers were of the viewpoint that a celebrity should be a role model for others. This emerged as an item under the new construct ‘popularity’ of the celebrity.
- An additional item ‘style icon’ was also identified which finally emerged as an item under the construct ‘attractiveness’. Similarly, ‘unquestionable’, ‘credible’ and ‘convincing’ emerged as additional items under the construct ‘trustworthiness’.

### **Identification of Critical Dimensions of a Celebrity Endorser**

Observations from the literature and findings of the exploratory studies helped in the identification of the following items which took the shape of 27 Likert scale questions for the construction of the proposed scale.

**Items Identified:** Sexy, Classy, Attractive, Elegant, Handsome/Beautiful, Style Icon, Reliable, Honest, Sincere, Dependable, Trustworthy, Unquestionable, Credible, Convincing, Qualified, Experienced, Knowledgeable, Skilled, Expert, Big Fan Following, Good Performance Track Record, Non-controversial Public Image, Likeable, Role-Model for others, Relevance, Similarity, Meaningful link between the Celebrity and the Brand

**Proposed Constructs:** Attractiveness, Trustworthiness, Expertise (from Literature review), Popularity (from exploratory study and Literature review), Relevance (from Literature Review)

### **Design of Survey Instrument**

The questionnaire items for the five dimensions identified were developed from the inferences obtained through a review of literature and from exploratory investigations. The study employed customised twenty-seven items under the five constructs identified – attractiveness, trustworthiness, expertise, popularity and relevance. Each of these items was evaluated on a seven-point Likert scale ranging from 1: “Strongly Disagree” to 7: “Strongly Agree”.

### **Pre-Testing**

The purpose of the pilot test is to refine the questionnaire so that respondents don’t face any problems answering the questions and to eliminate further problems in recoding the data. Additionally it helps to check the reliability and validity of the data to be collected (Saunders et al., 2009). Pilot test ensures that the collected data will be helpful in answering the investigative question or research questions. A pilot test was conducted with a small sample size of 50. The respondents provided comments on clarity of some items and confirmed face validity of items in the questionnaire.

### **Data Collection**

Primary data were collected from 692 respondents residing in various regions of Delhi/NCR in India through the questionnaire designed for the study. The questionnaires were personally administered to the respondents who are exposed to celebrity-endorsed advertisements. Respondents were asked to indicate their level of agreement with a given statement on the

seven-point Likert scale. Convenience and judgemental sampling methods were used to collect the data from the respondents. The demographic profile of the respondents is summarised in Table 3. The stratification of data shows that the sample is representative of all the age groups and gender groups.

**Table 3: Demographic Characteristics of the Respondents**

	Frequency	Percent	Cumulative Percent
<b>AGE</b>			
Below 20 years	241	34.8	34.8
20-40 years	256	37.0	71.8
Above 40 years	195	28.2	100.0
Total	692	100.0	
<b>GENDER</b>			
Male	352	50.9	50.9
Female	340	49.1	100.0
Total	692	100.0	

## ANALYSIS AND RESULTS

Data collected were analysed through a series of validated tools and procedures. A critical step involved in the development of a measurement scale is to assess the reliability of constructs. For this purpose, Cronbach alpha was calculated. This was followed by conducting exploratory factor analysis. Further, confirmatory factor analysis was performed in order to confirm the findings. The results of the aforesaid analyses are described in the following sub-sections.

### Assessment of Reliability

The reliability of the items was assessed by computing the coefficient alpha (Cronbach, 1951). Cronbach alpha measures the internal consistency or reliability of items. Cronbach alpha will generally increase as the inter-correlations among test items increase, and is thus known as an internal consistency estimate of reliability of test scores. Because inter-correlations among test items are maximized when all items measure the same construct, Cronbach alpha is widely believed to indirectly indicate the degree to which a set of items measures a single unidimensional latent construct. For a measure to be acceptable, Cronbach alpha should be above 0.7 (Nunnally, 1978). Owing to the multidimensionality of 'Celebrity Endorsements', Cronbach alpha was computed separately for all the constructs identified. In the present study, all alpha coefficients calculated were above 0.8, indicating good consistency among the items within each dimension. These alpha coefficients are provided in Table 5.

### Exploratory Factor Analysis

Before conducting factor analysis, one needs to determine whether it is appropriate to conduct factor analysis. This can be done by examining the sampling adequacy through Kaiser-Meyer-Olkin (KMO) statistic. Also, Bartlett's test of sphericity measures whether there are correlations in the data set that are appropriate for factor analysis. Table 4 provides the SPSS output for the KMO statistic and Bartlett's test of sphericity.

**Table 4: KMO and Bartlett's Test Results for Measuring Effectiveness of Celebrity Endorsers**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</b>		<b>0.938</b>
<b>Bartlett's Test of Sphericity</b>	<b>Approx. Square</b>	<b>Chi- 17666.215</b>
	<b>df</b>	351
	<b>Sig.</b>	.000

Interpretive adjectives for the Kaiser-Meyer-Olkin Measure of Sampling Adequacy are: in the 0.90 as marvelous, in the 0.80's as meritorious, in the 0.70's as middling, in the 0.60's as mediocre, in the 0.50's as miserable, and below 0.50 as unacceptable (Kaiser, 1974). The value of the KMO Measure of Sampling Adequacy for this set of variables is 0.938, which would be labeled as 'marvelous'. Thus, the KMO Measure of Sampling Adequacy meets the minimum criteria.

Bartlett's test of sphericity tests the hypothesis that the correlation matrix is an identity matrix; i.e. all diagonal elements are 1 and all off-diagonal elements are 0, implying that all of the variables are uncorrelated. If the significance value for this test is less than our alpha level, we reject the null hypothesis that the population matrix is an identity matrix. The significance value for this analysis leads us to reject the null hypothesis and conclude that there are correlations in the data set that are appropriate for factor analysis. This analysis meets this requirement.

From Table 4 it can be seen that KMO value is acceptable. Bartlett's test results also show that the values are significant and thus, acceptable. The items in the respective category were individually subjected to the Principal Component Analysis with Varimax rotation using SPSS 21.0.

**Table 5: Factor Extraction Results for Celebrity Endorsers' Attributes/Measurement Items**

S.No.	Name of the Dimension/Factor	Factor Loadings <sup>1</sup>	Cronbach Alpha <sup>2</sup> $\alpha$ (%)
D1:	<b>Attractiveness</b>		0.933
1.	Attractive	0.705	
2.	Classy	0.811	
3.	Handsome/Beautiful	0.794	
4.	Elegant	0.828	
5.	Sexy	0.794	
6.	Style Icon	0.710	
D2:	<b>Trustworthiness</b>		0.948
7.	Credible	0.714	
8.	Honest	0.818	
9.	Reliable	0.862	
10.	Sincere	0.861	
11.	Trustworthy	0.702	
12.	Convincing	0.645	



13.	Dependable	0.699	
14.	Unquestionable	0.687	
D3:	<b>Expertise</b>		0.917
15.	Expert	0.752	
16.	Experienced	0.805	
17.	Knowledgeable	0.785	
18.	Qualified	0.837	
19.	Skilled	0.798	
D4:	<b>Popularity</b>		0.890
20.	Big Fan Following	0.712	
21.	Good Performance Track Record	0.719	
22.	Likeable	0.626	
23.	Non-Controversial Public Image	0.702	
24.	Role Models	0.686	
D5:	<b>Relevance</b>		0.891
25.	Relevant to the Product	0.765	
26.	Similarity with the Product	0.854	
27.	Meaningful link between the Celebrity and the Brand	0.856	

Notes:

1 Factor Loadings greater than 0.5 are acceptable (Hair et al., 1995).

2 Alpha Values of 70% or higher are considered acceptable (Nunnally, 1978)

After running factor analysis, five factors (Attractiveness, Trustworthiness, Expertise, Popularity and Relevance) comprising twenty-seven items were extracted and the results are shown in Table 5. Further, in order to assess the appropriateness of the data for factor analysis, the communalities derived from the factor analysis were reviewed. These were all relatively large (greater than 0.5), suggesting that the data set is appropriate (Stewart, 1981).

### Confirmatory Factor Analysis

According to Ahire, Golhar and Waller (1996), confirmatory factor analysis (CFA) provides enhanced control for assessing unidimensionality as compared to exploratory factor analysis (EFA) and is more in line with the overall process of construct validation. Unidimensionality refers to the extent to which the items on a factor measure one single construct. In the present study, CFA was run using AMOS 19. CFA was conducted for the following.

1. Zero-order CFA for all celebrity dimensions - attractiveness, expertise, trustworthiness, popularity and relevance (to assess convergent validity)
2. First-order CFA with all the five celebrity dimensions (to assess convergent and discriminant validity)
3. Second-order CFA (to assess convergent validity)

First, zero-order CFA was done for all the constructs – Attractiveness, Trustworthiness, Expertise, Popularity and Relevance. The results of zero-order CFA for five constructs are given in Table 6. After this, first-order five-factor CFA was conducted. The results of the same are given in Table 7. Thereafter, second-order CFA was conducted. The results of the same are given in Table 8. During the course of this analysis, some of the validity concerns, mentioned hereunder, were also addressed.

### **Validity Analysis**

Some of the important validity issues generally considered include content validity and construct validity (including convergent and discriminant validity).

#### **Content Validity**

The content validity of a construct can be defined as the degree to which the measure spans the domain of the construct's theoretical definition (Rungtusanatham, 1998). For the present study, the content validity of the instrument was ensured as various dimensions of celebrity endorsements were identified from the literature, corporate practices and common sense and these were thoroughly reviewed by academicians.

#### **Construct Validity**

Construct validity involves the assessment of the degree to which an operationalization correctly measures its targeted variables (O'Leary-Kelly and Vokurka, 1998). According to O'Leary-Kelly and Vokurka, establishing construct validity involves the empirical assessment of unidimensionality, reliability and validity (convergent and discriminant validity). In order to check for unidimensionality in the present study, a measurement model was specified for each construct and CFA (zero-order) was run for all the five factors-attractiveness, trustworthiness, expertise, popularity and relevance. Individual items in the model were examined to see how closely they represent the same construct. A comparative fit index (CFI) of 0.9 or more for the model implies that there is a strong evidence of unidimensionality (Byrne, 1994). The CFI values obtained for the five constructs are above 0.9 as shown in Table 6. This indicates a strong evidence of unidimensionality for the scale. Once unidimensionality and reliability of a scale is established, it is further subject to validity analysis (Ahire, Golhar and Waller, 1996).

Convergent validity can be established if two similar constructs correspond with one another, while discriminant validity applies to two dissimilar constructs that are easily differentiated.

##### **(a) Convergent Validity**

To establish convergent validity, one needs to show that measures that should be related are in reality related. The convergent validity of a construct is established when the following three conditions are met (Hair, Black, Babin and Anderson, 2010).

- Cronbach Alpha > 0.7
- AVE(Average Variance Extracted) > 0.5 and
- Cronbach Alpha > AVE

The 'Average Variance Extracted' measures the amount of variance that is captured by the construct in relation to the amount of variance due to measurement error. It can be calculated by taking the square of the average of standardised regression coefficients. If the average variance extracted is less than .50, then the variance due to measurement error is greater than the variance due to the construct. In this case, the convergent validity of the construct is questionable.

In the present study, convergent validity is calculated for the zero-order, first-order and second-order models. The results of zero order CFA given in Table 6 show that all three conditions of convergent validity are met. Therefore, convergent validity is established for the zero-order CFA for all the constructs. Table 7 which provides results for first-order CFA also shows that these three conditions are satisfied. Thus, convergent validity is established for the first-order model also. Also, for the second-order CFA,  $\alpha = 0.969$  and  $AVE = 0.7158$ . Thus, convergent validity is established for the second-order model also.

**Table 6: Zero-order CFA Results**

Constructs	Cronbach Alpha ( $\alpha$ ) <sup>1</sup>	AVE	Is $\alpha > AVE$	CFI <sup>2</sup>	GFI <sup>3</sup>
Attractiveness	0.933	0.718	Yes	0.997	0.993
Trustworthiness	0.948	0.676	Yes	0.997	0.991
Expertise	0.917	0.671	Yes	1.000	0.999
Popularity	0.890	0.595	Yes	0.996	0.994
Relevance	0.891	0.745	Yes	1.000	1.000

**Notes:**

1. Alpha Values of 70% or higher are considered acceptable (Nunnally, 1978)
2. CFI value of 0.9 and above testifies strong unidimensionality (Byrne, 1994)
3. GFI value of more than 0.9 shows best fit of model (Joreskog and Sorbom, 1990)

**(b) Discriminant Validity**

To establish discriminant validity, one needs to show that measures that should not be related are in reality not related. Discriminant validity is ensured if a measure does not correlate very highly with other measures from which it is supposed to differ (O'Leary-Kelly and Vokurka, 1998). In the present study, discriminant validity will be calculated only for the first-order CFA model. It cannot be calculated for the zero-order and second-order model. The discriminant validity of a construct is established when the following two conditions are met (Hair, Black, Babin and Anderson, 2010).

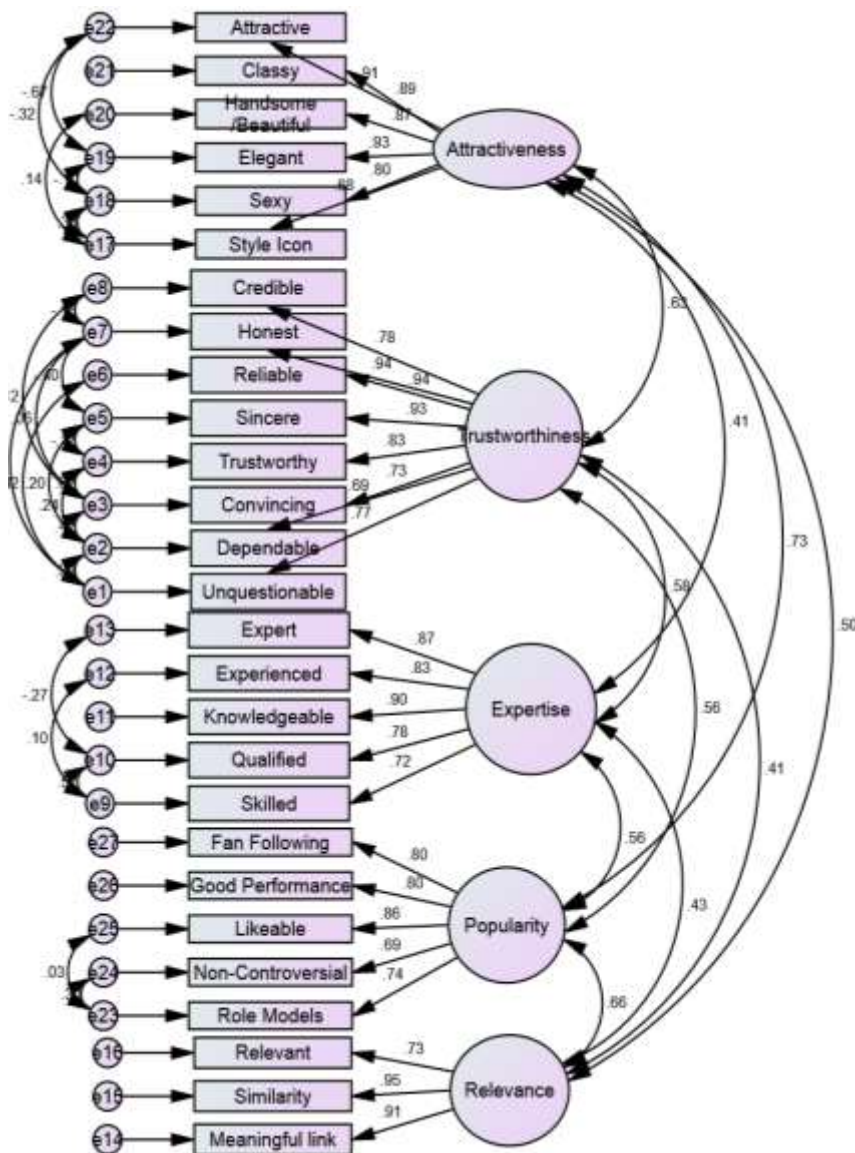
- $MSV < AVE$  (where  $MSV$ =Marginal Shared Variance,  $AVE$ =Average Variance Extracted)
- $ASV < AVE$  (where  $ASV$ =Average Shared Variance,  $AVE$ =Average Variance Extracted)

**Table 7: First order-Five Factor Model CFA Results**

Construct	Cronbach Alpha ( $\alpha$ )	AVE	MSV	ASV
Attractiveness	0.940	0.725	0.537	0.339
Trustworthiness	0.946	0.688	0.396	0.301
Expertise	0.913	0.678	0.331	0.251
Popularity	0.886	0.609	0.537	0.402
Relevance	0.901	0.755	0.442	0.262

It is clear from Table 7 which provides the CFA results of first-order CFA model that the two conditions of discriminant validity are satisfied and thus, discriminant validity is established for the said model.

Figure 1 shows the first-order five-factor CFA model and figure 2 shows the second-order CFA model.



**Figure1: First order-Five Factor CFA Model**

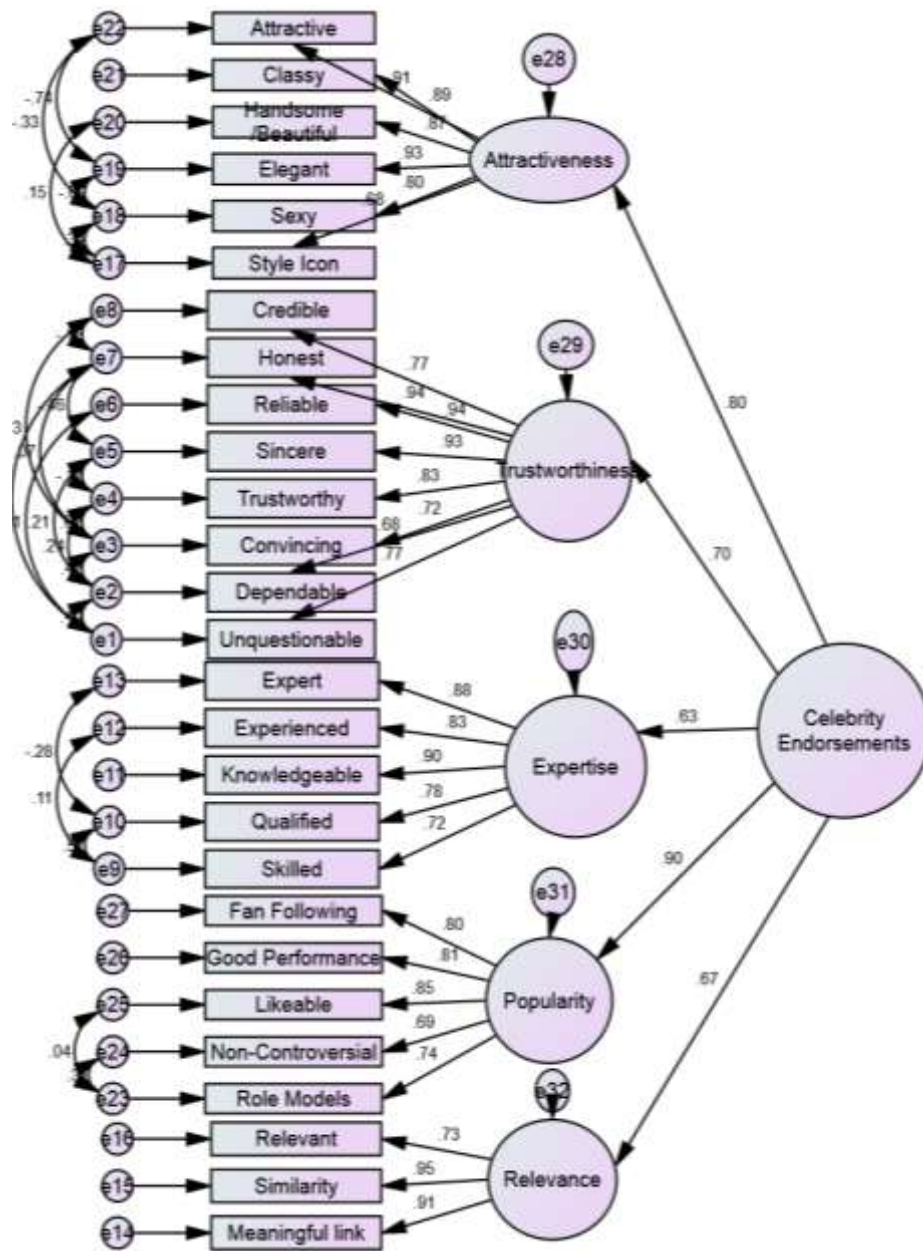


Figure 2: Second-order CFA Model

As said earlier, for the second-order CFA model,  $\alpha = 0.956$  and  $AVE = 0.657$ . Thus, convergent validity is established for the second-order model also.

### RELATIVE IMPORTANCE OF FACTORS IN CHOOSING CELEBRITY ENDORSERS

Table 8 shows the beta ( $\beta$ ) values of the five constructs (calculated by second-order CFA as shown in figure 2), indicating their order of importance in making a choice of a celebrity

endorser. Thus, the popularity of the celebrity is the most important factor in making a choice of a celebrity endorser. This is followed by attractiveness, trustworthiness and expertise, in that order, in deciding who should be the celebrity endorser for the product/brand.

**Table 8: Relative Importance of Constructs in Choosing Celebrity Endorsers**

S.No.	Constructs	Standardised Beta ( $\beta$ ) values	Order of Importance
1.	<b>Attractiveness</b>	0.80	<b>2</b>
2.	<b>Trustworthiness</b>	0.70	<b>3</b>
3.	<b>Expertise</b>	0.63	<b>5</b>
4.	<b>Popularity</b>	0.90	<b>1</b>
5.	<b>Relevance</b>	0.67	<b>4</b>

## DISCUSSION AND FINDINGS

A review of literature on celebrity endorsements revealed that the earlier studies primarily focussed on attractiveness, expertise and trustworthiness aspects of celebrities. The scale proposed by Roobina Ohanian in 1990 included these three constructs in measuring the celebrity endorser's perceived expertise, trustworthiness and attractiveness. However, with time, the importance of similarity of the celebrity with the product/brand endorsed, his/her relevance to the product and the celebrity's popularity were also emphasized by various researchers (Shimp, 2000; Belch and Belch, 2001; Osorio, 2002; Bergstrom and Skarfstad, 2004; Ericsson and Hakansson, 2005 and Shimp, 2007). There were many other dimensions of a celebrity endorser which were proposed by the researchers from time to time. The present study identified the need to bring together the findings of these researchers in the form of a celebrity endorsement scale. Through a survey of 692 respondents in India who are exposed to celebrity endorsements for various products/brands, the present study has devised a reliable and valid scale to measure the effectiveness of celebrity endorsements. The scale combines the expertise, trustworthiness and attractiveness constructs (as suggested by Ohanian, 1990) along with two new constructs - popularity and relevance of the celebrity with the product endorsed- and by adding new items under these various constructs.

**Table 9: A Validated Celebrity Endorsement Scale Developed by the Study**

Attractiveness	Trustworthiness	Expertise	Popularity	Relevance
Sexy	Reliable	Qualified	Big Fan Following	Relevant
Classy	Honest	Experienced	Good Performance Track Record	Similarity
Elegant	Sincere	Knowledgeable	Likeable	Meaningful Link
Handsome/ Beautiful	Dependable	Skilled	Non-controversial Public Image	
Attractive	Trustworthy	Expert	Role Model for Others	

Style Icon	Unquestionable			
	Credible			
	Convincing			

Finally, a validated five-dimensional celebrity endorsement scale comprising of attractiveness, trustworthiness, expertise, popularity and relevance is revealed, as given in Table 9. The proposed instrument suggests that managers should pay due attention to these factors/attributes in making their choice of celebrity endorsers. The proposed scale demonstrated high reliability and validity.

By adding additional items under the existing dimensions and by adding two additional dimensions ‘popularity’ and ‘relevance’ and various items under them, it is an improvement over the scale given by Ohanian (1990) as it is more relevant in the present time which witnesses a plethora of celebrity endorsements and where people try to find a meaningful link between the celebrities and the brands they endorse. As the newly constructed and validated scale incorporates the findings of the recent researches carried out in the area of celebrity endorsements, it is expected to be helpful to researchers in doing future researches in the area.

It is interesting to note that although items like likability and similarity were not a part of celebrity credibility scale proposed by Ohanian (1990), however they were considered as a part of source attractiveness model as proposed by McGuire (1985). In the newly constructed and validated five-dimensional celebrity endorsement scale revealed by the study, ‘likability’ emerged as an item under the construct ‘popularity’ and ‘similarity’ emerged as an item under the construct ‘relevance’.

Further, the study also revealed the relative importance of the various constructs in making a choice of celebrity endorsers. The study indicated that among the various dimensions of celebrity endorsers, popularity of the celebrity (with the largest  $\beta$  value) should be the most important factor in making a choice of a celebrity endorser. This is followed by attractiveness, trustworthiness, expertise and relevance in the order of importance.

## ‘PATER’ MODEL OF CELEBRITY ENDORSEMENT

Through construction and validation of a new five-dimensional celebrity endorsement scale, the study proposes a new ‘PATER’ Model of Celebrity Endorsements, where PATER is an acronym for Popularity, Attractiveness, Trustworthiness, Expertise and Relevance attributes of a celebrity endorser. Thus, the PATER model suggests that in making a choice of a celebrity endorser, the marketer must concentrate on five important dimensions.

### 1. P – Popularity of the celebrity

This is determined by factors such as big fan following, good performance track record, likability of the celebrity, non-controversial image of the celebrity and whether the celebrity is a role model for others.

### 2. A – Attractiveness of the Celebrity

This is determined by the fact whether the celebrity is considered sexy, classy, elegant, handsome/beautiful, attractive and a style icon.

3. T – Trustworthiness of the Celebrity

Trustworthiness of a celebrity would be dependent on whether the celebrity is considered reliable, honest, sincere, dependable, trustworthy, unquestionable, credible and convincing.

4. E – Expertise of the Celebrity in the product class endorsed

Expertise of the celebrity will be judged by the fact whether he is qualified, experienced, knowledgeable, skilled and an expert for the product class endorsed.

5. R – Relevance of the Celebrity to the product/brand being endorsed

This would be determined by whether the celebrity is relevant to the product class/brand being endorsed, does he have any similarity with the product/brand and whether there is a meaningful link between the celebrity and the product/brand endorsed.

These five attributes of a celebrity endorser are made up of the items included in the new celebrity endorsement scale revealed by the study (Table 9). A marketer must consider these important attributes of a celebrity endorser while making his selection of a celebrity endorser.

## MANAGERIAL IMPLICATIONS OF THE STUDY

The major managerial implications of the study include the following:

1. The present study provides a reliable and validated scale which can be used by marketing managers in making a choice of celebrity endorsers. The PATER model points out the various factors - popularity, attractiveness, trustworthiness, expertise and relevance - that should be considered in making a choice of a celebrity endorser for their product/brand and thus, guides the managers in making an intelligent choice.
2. The study also provides directions to the marketing managers as to which particular dimension requires more attention in terms of its importance while making a choice. The study indicated that among the various dimensions of celebrity endorsers, popularity of the celebrity should be the most important factor in making a choice of a celebrity endorser. This is followed by attractiveness, trustworthiness, expertise and relevance in the order of importance.
3. The new validated scale can be used to find out the effectiveness of various celebrity endorsements on the said dimensions. Thus, for instance, a popular female actor may rate very high in terms of her popularity, attractiveness, trustworthiness, expertise and relevance, when signed to endorse a cosmetic product like a lip colour or hair colour. However, the same female actor when signed to endorse a technical product like a laptop may rate high in terms of popularity and attractiveness but may not be considered trustworthy or an expertise for the said product. Marketers can collect data related to particular brand endorsements or proposed brand endorsements and can find out how the celebrities score on the various dimensions given by the new celebrity endorsement scale.



## DIRECTIONS FOR FUTURE RESEARCH

While significant findings are obtained from the study, it provides directions for future exploration.

- The instrument is developed and validated by collecting data from 692 respondents in Delhi/NCR area of India. The future studies may explore these results for other developing and developed economies as there is a possibility of cultural differences playing a role in the outcome of the study. This may provide a comprehensive understanding of the consumers' perception towards celebrity endorsers across different cultures.
- Given that the constructs of attractiveness, trustworthiness, expertise, popularity and relevance are correlated, an interesting line of research would involve the study of causal relationship among the constructs. For example, does a celebrity endorser's attractiveness affect his/her popularity, which in turn influences his/her trustworthiness and expertise? What conditions moderate the order and impact of these variables? An answer to these questions would help the marketing managers/advertisers to choose the most appropriate endorser for the product.
- The newly constructed and validated scale may be used to find out the impact of celebrity endorsements on various dimensions like purchase intentions, brand attitudes, brand awareness, consumers' perceptions and advertising effectiveness.

## CONCLUDING REMARKS

The present research work is an attempt to contribute to the theoretical literature while also proposing a tool for marketing managers. It is hoped that the availability of this scale will stimulate further research focussing on celebrity endorsements and various dimensions of celebrity endorsers.

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