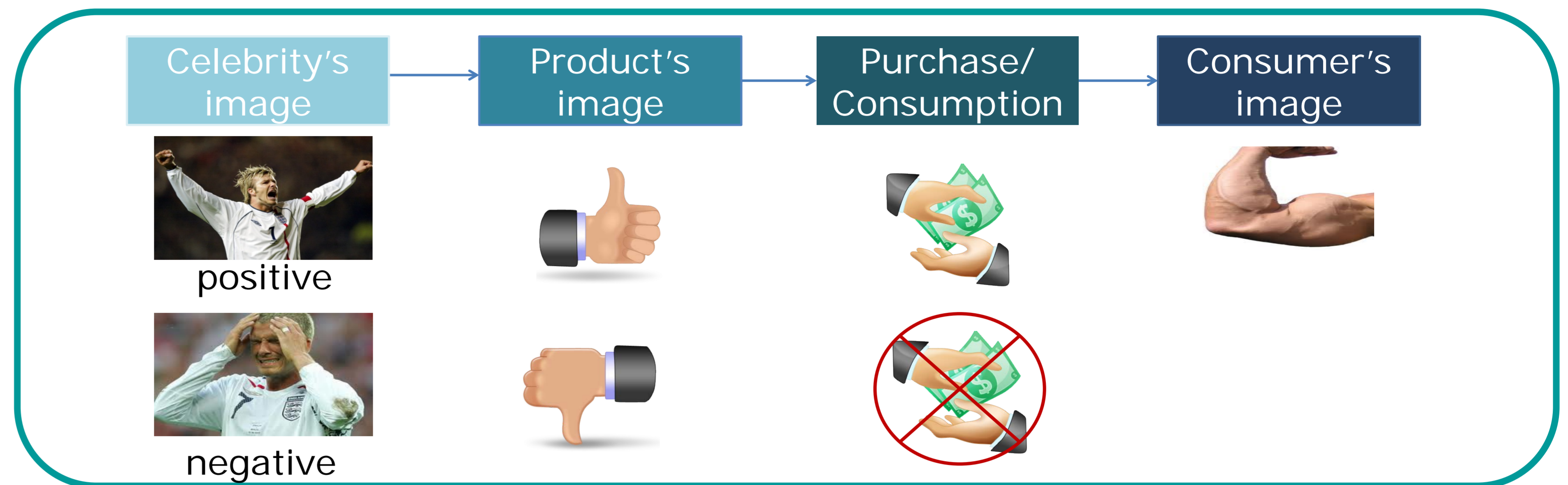


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## Abstract

Research to date only examined the benefits and risks of celebrity endorsement among prospective consumers. We tested whether, according to the meaning transfer model (McCracken, 1898), these established effects would generalize to consumers who are already associated with a product. We could find an important boundary condition. Existing consumers seem not to transfer negative information.

## The meaning transfer model



To date the positive and negative effects of celebrity endorsement were investigated just among prospective consumers

## What happens to consumers who use the product already ?

## Hypotheses

### Information about endorser

Consumers, who are already using the product, receive information about the endorser:

- ➔ 1. positive
- ➔ 2. negative

### Consumers' reaction

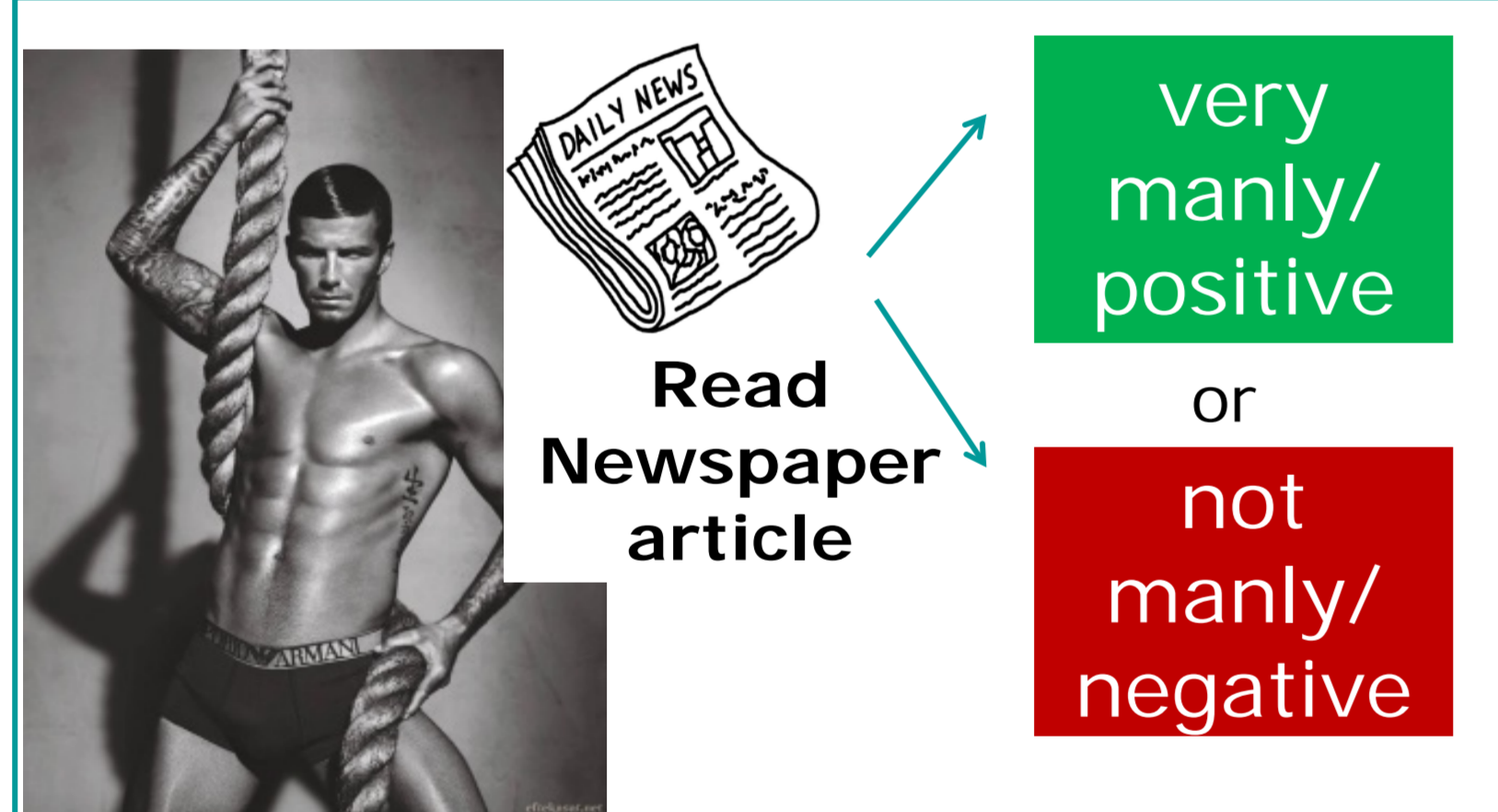
positive information influences perception, attitude and purchase intentions of established consumers

**Due to the existing association between product and self, negative information becomes a threat to self-perception**

**Self protecting mechanisms are evoked: negative information will be blocked**  
(c.f. Alicke & Sedikides, 2009)

## Method

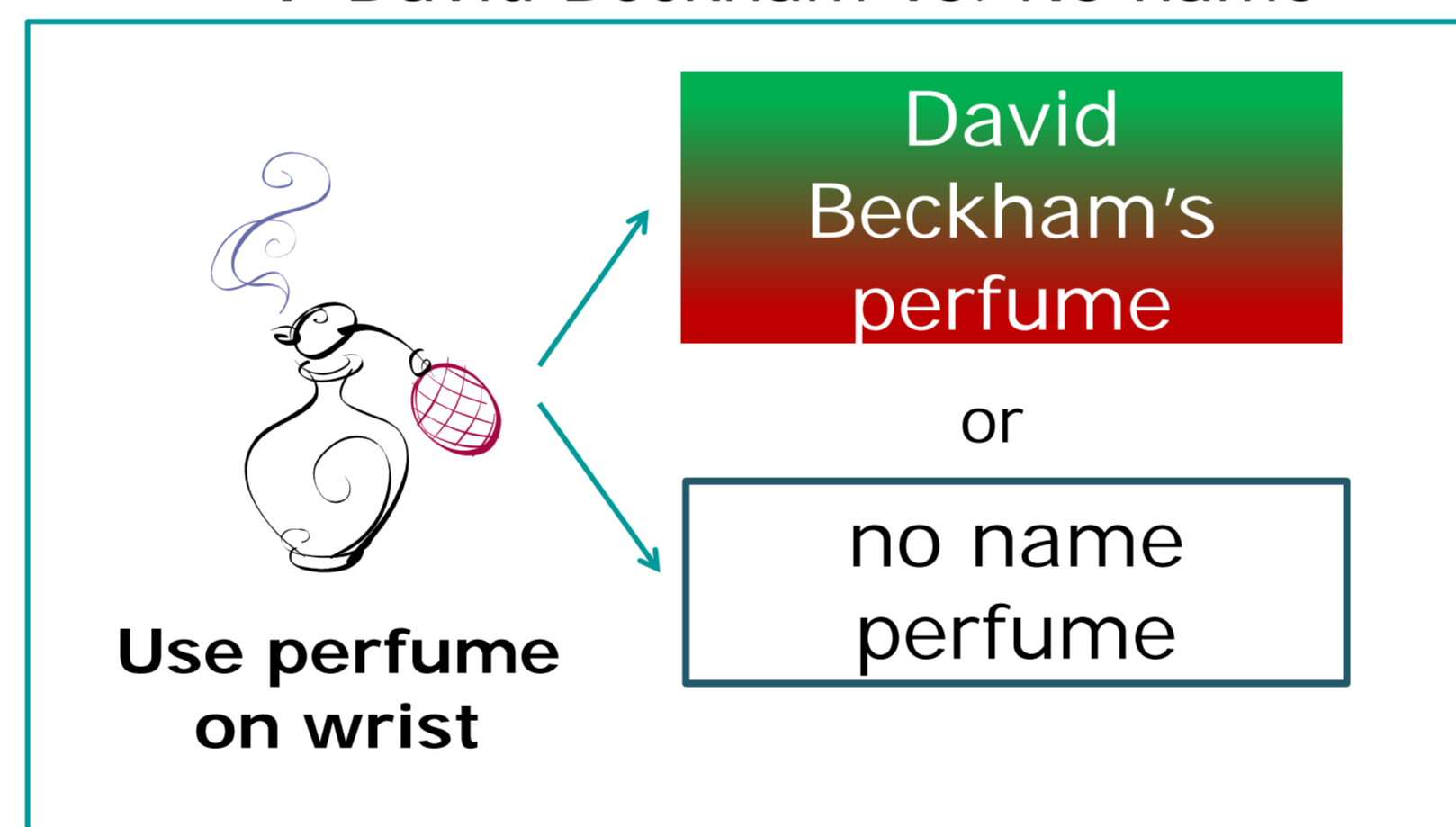
1. Independent variable: "Information"  
 → Manly (positive) vs. not manly (negative)



100 male participants

2 x 2 (between) Design

2. Independent variable: "Endorsement"  
 → David Beckham vs. No name



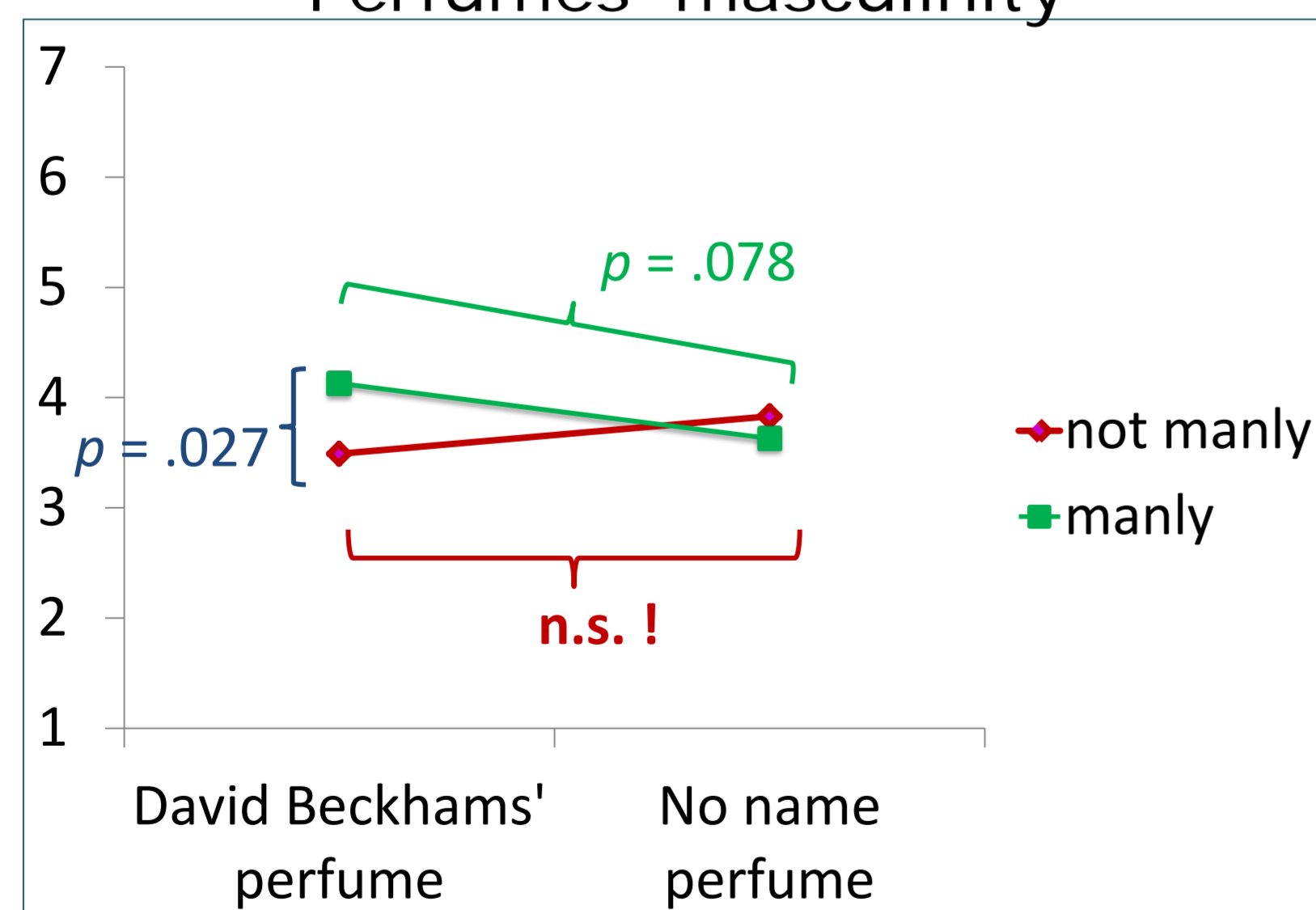
Dependent variables

- 1. perception of the perfume's masculinity (3 items,  $\alpha = .74$ )
- 2. attitude towards perfume (3 items,  $\alpha = .91$ )
- 3. purchase intentions (single item)

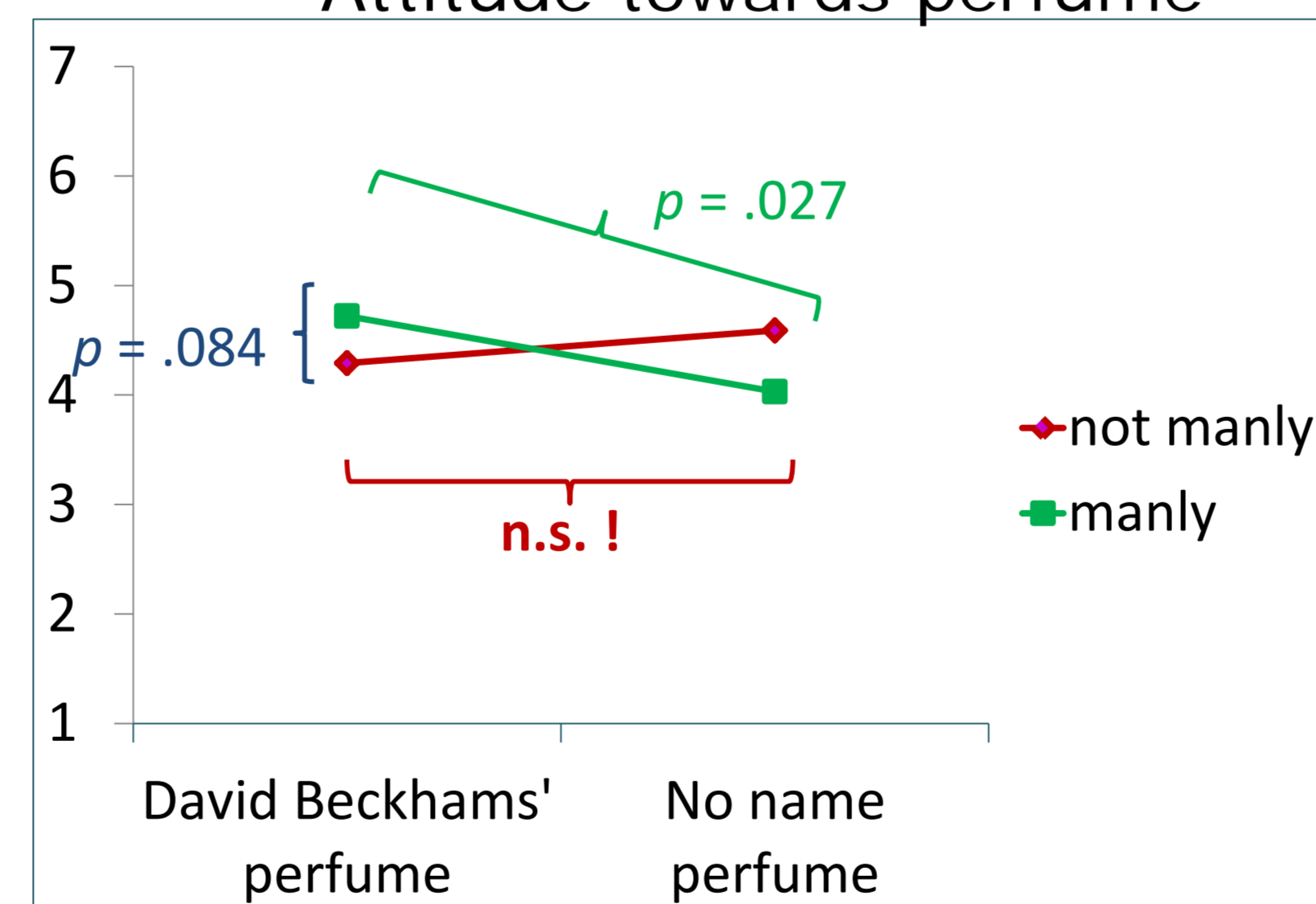
Analysis: three 2 x 2 ANOVAs

## Results

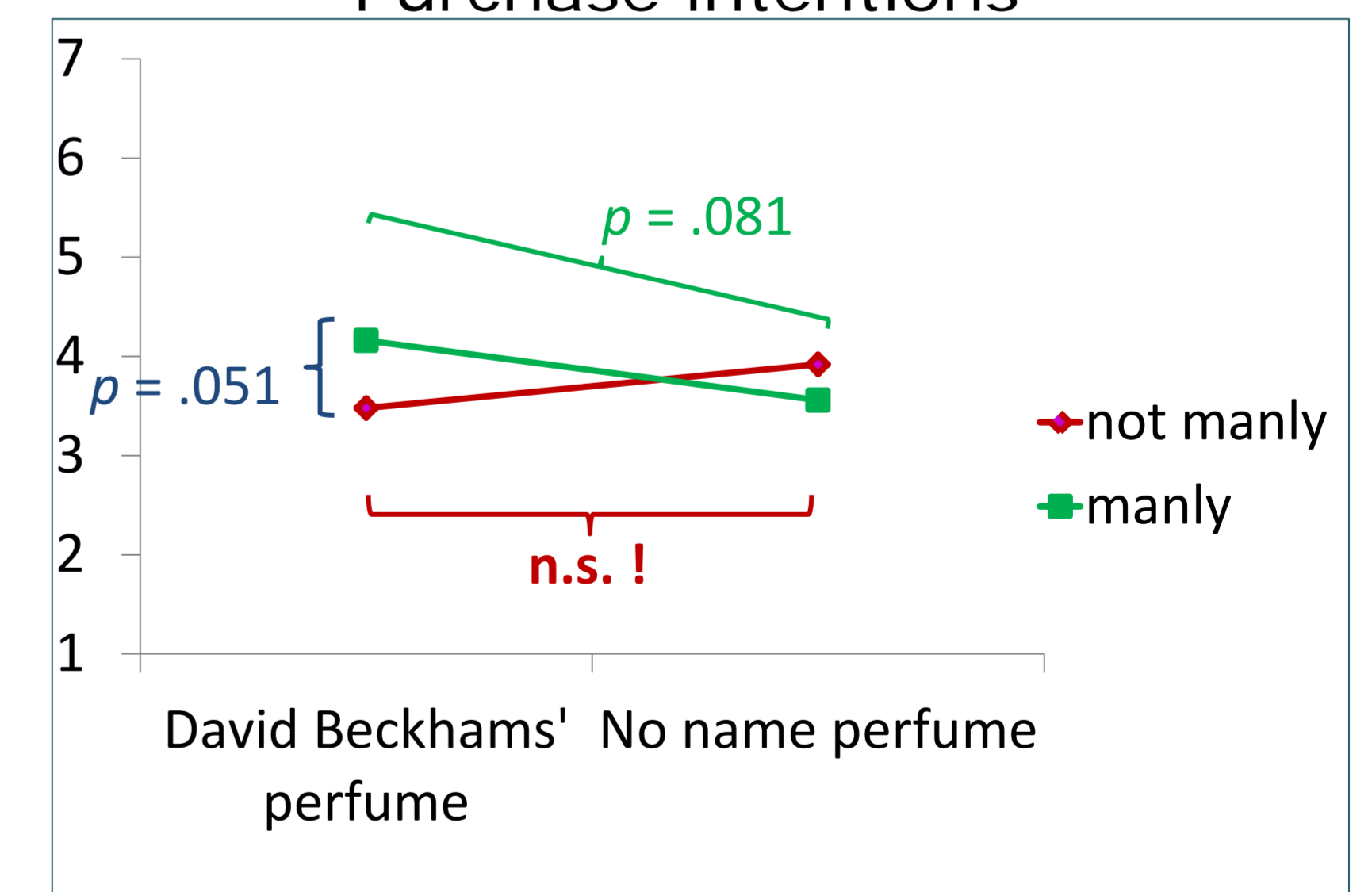
### Perfumes' masculinity



### Attitude towards perfume



### Purchase intentions



7 point scale; 1 = strongly disagree, 7 = strongly agree

## Conclusion

It seems that established consumers do not react to negative information. Hence, in the case negative information about the celebrity endorsing their product becomes available, companies at least do not have to worry about their established consumers.

### REFERENCES:

- McCracken, G. (1989). Who is the celebrity endorser - Cultural foundations of the endorsement process. *Journal of Consumer Research*, 16(3), 310-321.
- Alicke, M. D., & Sedikides, C. (2009). Self-enhancement and self-protection: What they are and what they do. *European Review of Social Psychology*, 20, 1-48.