

An investigation into the attitudes and behaviour of Irish consumers (aged 20-27)  
towards celebrity-endorsed products and the effect celebrity scandals have on these  
attitudes and behaviours

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## Abstract

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In late 2009, a number of Companies dropped Tiger Woods as a celebrity endorser of their products, following extensive adverse publicity concerning his alleged extra-marital affairs.

The intention of this research is to ascertain whether people are no longer as affected by celebrity scandals and will continue similar purchase behaviour subsequent to the publicising of the scandal.

Through in-depth research of the current industry opinion, the author has established that celebrity endorsement is an effective method of advertising due to the “influence they exert over several facets of society” (Okonkwo, 2006).

The researcher then undertook primary research to establish the attitudes, intent, and purchase behaviour of Irish consumers aged 20-27. Through the analysis of the primary data obtained through the use of Questionnaires, the researcher established that:

The majority of people are not as concerned about the private lives of celebrities and should a celebrity be involved in a scandal, this would not adversely influence the decision to purchase a product or service endorsed by that celebrity.

Therefore, the research from this study has confirmed that there is now less risk for companies who use celebrity endorsements, since people no longer care if the reputation of the celebrity is tarnished.

## Introduction

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This research concept was constructed following the ‘scandalous’ behaviour of Professional Golf Player Tiger Woods in late 2009. With reports of over a dozen alleged extra-marital affairs, Companies whose products or services Woods endorsed activity distanced themselves from the situation, either dropping Woods as an endorser (Accenture), or removing his advertisements from broadcast (Gillette). Through informal discussions with peers, the author suspected a trend: People neither seemed to care as much nor did they plan discontinuing their purchasing of products endorsed by Woods. The author speculated that this way of thinking was now becoming widespread and set out to prove this.

## Research Hypothesis

Because today’s public are less critical of the private lives of celebrities, they are less critical when these celebrities are involved in scandal.

As a result, there is little adverse effect on the purchasing behaviour towards brands endorsed by such celebrities.

This research intends to explore the following objectives:

- To *examine* the attitudes of Irish consumers (aged 20-27) towards the celebrity endorsement of a brand.
- To *identify* the purchase intent of Irish consumers (aged 20-27) of a brand endorsed by a celebrity.
- To *investigate* the impact on the purchase behaviour of Irish consumers (aged 20-27) to a scandal involving the celebrity endorser of a brand.

The researcher will provide the following:

An exhaustive and critical study of current industry opinions and beliefs regarding celebrity endorsements, and assess the contemporary stance on celebrity scandal with the focus on the effect this has on brand endorsements.

A full account of the intended methods undertaken for the primary data collection for this research report, detailing the options available for use, the choice of data collection to be used (Questionnaires), and the justification of this method in this research.

An in-depth analysis of the results of the primary data collected and endeavour to provide insights into the current motivations of people based around the research objectives.

The researcher will then draw conclusions from the analysis of the primary research, establish its correlation to the industries current opinions and beliefs, and specify the findings in relation to the research objectives.

Finally the researcher will make recommendation as to how the findings can be used, and what further research is proposed.

## Literature Review

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### Introduction

Traditionally, the term ‘celebrity’ has been used to refer to extraordinary leaders: political – Monarchs; religious – Cardinals; sports heroes – Gladiators (BBC News, 2003). In this research, however, it is used in its post-modern meaning, that of a person recognised by, and well-known to, the general public. We will examine this newer concept of celebrities, the growing popularity of the use of celebrity endorsers, the considerations regarding celebrity endorsements and, finally, some of the more recent celebrity ‘transgressions’ and their consequences. This study will look at four particular celebrities: Tiger Woods, Michael Phelps, Kerry Katona, and Kate Moss. And in the case of the final celebrity, it can be seen that scandal does not always result in a negative outcome.

### Today’s Celebrities

According to Hartley (2002: 26) “Celebrities are individuals who are noted for their identity in the media”; in other words, a celebrity is one who is recognised by, and well-known to, the public through the media. He further elaborates that the ‘celebrity’ status has arisen under “the conditions of post-modernity whereby the hyper-production of images leads to some faces and bodies being more recognisable than others” (Hartley, 2002: 26). This means that through the increased number of entertainment media, celebrities are now more visible than ever before – leading to greater recognition by the public.

Other theorists share similar viewpoints, for example:

Turner (2004:5)

- Daniel Boorstin is responsible for one of the most widely quoted aphorisms about celebrity: ‘the celebrity is a person who is well-known for their well-knownness’.

Clark *et al.* (2002: 42)

- The role of the celebrity can be constructed around anyone whose image is circulated regularly in television, film, magazines, and newspapers. It can include popstars, DJs, actors, chefs, footballers, astrologers, gardening experts and presenters. Celebrities depend on the media for their celebrity and there are some people who are famous for being famous.

Okonkwo (2006)

- Celebrities are people that exert significant influence in several facets of society, ranging from arts, music, movies and television, sports, culture, politics and even religion.

Theorists have further proposed the following **reasons for the rise in popularity** of celebrities;

Clark *et al.* (2002: 42)

- The focus on celebrities and stars in lifestyle magazines is one way in which audiences can escape from the routine boredom and problems, and the increasing interest in this area in both magazines and newspapers suggests that the need for diversion is one of the most dominant needs of audiences in the early twenty-first century.

Here, Clark *et al.*, suggests that people are attracted to celebrities as a means of escape from the routine of their lives through the focus on the lives of others, all fuelled through the growing number of media sources.

Hollensen (2007: 451)

- The power of a celebrity to draw consumers' attention to their products is not a new phenomenon. However, the number of ways celebrities can now reach consumers (for a vast array of products and services) explains the growth of celebrity licensing.

Hollensen, here, supports the reasoning of Clark *et al.* that the rise in popularity is as a result of the growing number of media sources. As we shall see, this has led to the use of celebrities for the endorsement of products and services to attract customers' attention.

## Celebrity Endorsements

### What are they?

“Celebrity Endorsement is the use of a well-known person to promote a company or product brand” (Pinkton and Broderick, 2004: 56). Similarly, McCracken (1989) defines a 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” (Charbonneau and Garland, 2010). Through this connection created by the media between the celebrity and the general public, marketers have seen an opportunity to use this popularity to their advantage, resulting in a huge emphasis being placed on the use of endorsements by these celebrities. This is shown by the use of celebrities to convey a link between the celebrity and the product or service being endorsed:

- Celebrity Endorsement transfers the personality and status of the celebrity – successful, wealthy, and distinctive – directly to the brand (Okonkwo, 2006).

Kurtz agrees;

- Several studies of consumer responses show that celebrities improve the products believability, recall of the product, and brand recognition. Celebrity endorsements also create positive attitudes, leading to greater brand equity. (Kurtz, 2009: 531)

### Increased use of celebrity endorsers

There has been a huge rise in the usage of celebrities in advertising with an estimated one in six advertisements during 2007 featuring celebrities endorsing products or services (Shimp, 2007: 250) and in a report by GreenLight (2010), a global media-licensing, talent negotiation and rights representation consultancy, who analysed the television advertisements during the 52<sup>nd</sup> Grammy Awards (which took place on 31<sup>st</sup> January 2010) found that “15% of 2010 Grammy ads featured celebrity endorsements, a 150% spike from last year”. It is suggested by White *et al.* (2008)

that in the year 2006 it was estimated that two to three billion dollars were spent on the use of celebrity endorsers in the US.

Reasons for increased use

The **first research objective** looks to identify the current attitudes of consumers towards celebrity endorsed products. The following are what theorists have attributed to the increased usage of this method of marketing as a result of the favourable attitudes of consumers:

- Advertisers and their agencies are willing to pay huge salaries to celebrities who are liked and respected by target audiences and who will, it is hoped, favourably influence consumers' attitudes and behaviour towards the endorsed brands (Shimp, 2007: 250).

Supported by Pressman (2008: 310):

- If a product bears a celebrity's name or endorsement, people will be far more likely to buy it. So, getting a celebrity to endorse it is often a key to instant success.

According to Choi and Rifon (2007, cited in White *et al.*, 2008):

- Celebrities who are featured as endorsers have the ability to grab the audience's attention, giving retailers a better chance of communicating their message to consumers.

In recent years we have seen the power of celebrity evolve. "Celebrities in the 21st century have expanded from simple product endorsements to sitting on United Nations committees, regional and global conflict commentators and international diplomacy." (Choi and Berger, 2010)

## Considerations Regarding Celebrity Endorsements

The **second research objective** looks to establish the purchase intent of consumers. We can see from the following considerations that there are many factors that affect this intent. There can be both positive and negative outcomes resulting from the use of celebrity endorsers for a product or service, such as the following:

### Benefits of using Celebrity Endorsements

Companies have reported substantial increases in sales through the use of endorsements.

“Several brands saw sales rise with more than 20% after teaming up with an endorser. And important to managers, the strategy seemingly helps to differentiate brands from their competitors” (Elberse, 2009).

She goes on to say “endorsers on the whole generate considerable value”. This sentiment of increased value is also shared by others:

- Experimental evidence indicates that the consumers value more highly a product endorsed by a celebrity than one without a celebrity endorsement. (Clark and Horstmann, 2005).

Others believe that the use of a celebrity to endorse a brand will make it easier to attract the attention of customers:

- According to Temperly and Tangen (2006), in a world where it is increasingly difficult to catch consumers’ attention, celebrity endorsements are viewed as an integral part of an organization’s overall marketing plan. (Lear et al., 2009)

As was mentioned under the reasons for use of celebrity endorsements, Choi and Rifon (2007, cited in White *et al.*, 2008) agree with the ability of the celebrity to attract attention:

- Celebrities who are featured as endorsers have the ability to grab the audience’s attention, giving retailers a better chance of communicating their message to consumers.

According to Ryan Schinman, president of Platinum Rye Entertainment

- over the years the trend has slowly shifted from using models to celebrities to endorse products because regardless of what's going on in the world of luxury, celebrities sell (Ruiz, 2008).

The two main characteristics of a successful celebrity endorsement campaign are credibility and attractiveness:

- Extensive research has demonstrated that two general attributes: credibility and attractiveness, contribute to an endorser's effectiveness (Shimp, 2007: 251).

There is a general consensus among theorists that the use of a credible endorser is the most important element of a successful campaign (Egan, 2007: 206; Bruce *et al.*, 2004: 127; Shimp, 2007: 252). "Credibility refers to the tendency to believe or trust someone" (Shimp, 2007: 252). The consumers are more likely to purchase the product if they believe that the endorser is believable – "Consumer perception of advertising credibility significantly influences attitude towards a brand and purchase intention" (Liu and Poon, 2009).

### Risk of using Celebrity Endorsements

Some theorists believe, however that the use of celebrities involves a huge amount of risk and in some cases is not worth this risk.

McKee (2008) says:

- celebrity spokespeople are expensive and risky, and they don't always pay off.

Others agree; according to Till & Shrimp (1998):

- widely publicised incidents (...) suggest that celebrity endorsers may at times become liabilities to the brands they endorse

McKee further elaborates with:

- because celebrities exist in the spotlight, surrounded by paparazzi eager to turn a stolen moment into a quick buck, the risk of getting caught doing something embarrassing is much higher than the average Joe.

White et al. (2008) agrees;

- one of the greatest fears of using celebrities is the possibility of bad publicity arising involving the celebrity endorser – with reference to Miciak and Shanklin (1994), when an endorser's image becomes 'tarnished by allegations of illicit, unethical, unusual, or even slightly unconventional behaviour', this instantly creates problems for the endorser.

This is believed to affect the product or service that is endorsed by the celebrity. As a result "any negative news about a celebrity may reduce the celebrity's allure, and therefore the appeal of the brand that the celebrity has endorsed" (Bruce *et al.*, 2004: 127).

### Selection of Endorser

A leading expert in the field of advertising, Terence Shimp, believes that in relation to the selection of a reliable celebrity endorser "no selection procedure is failsafe, and it is for this reason that some advertisers and their agencies avoid celebrity endorsements altogether" (Shimp, 2007: 257).

This is supported by Keillor (2007: 222):

- while it is certainly one of the oldest brand tricks, there is as much peril as promise in the use of a celebrity-based strategy. Attaching a brand to a well known celebrity exposes the brand to external risk, associated with the vagaries of celebrity behaviour that is outside the control of the brand manager.
- When choosing an endorser specifically for a sports product or service, Liu *et al.* (2007) suggests "the companies which are related to sports should try their best to choose highly attractive athlete endorser with outstanding performance and good morality in order to increase consumers' purchase intention"
- and when choosing an endorser for a non-sports product that "the most critical standard is excellence expertise and superior morality instead of astonishing attractiveness" (Liu *et al.*, 2007).

### Effect on celebrity

According to White *et al.* (2008), “Celebrities potentially face risk as well. Once a linkage has been established between celebrity and brand, negative information about either entity may result in a damaged consumer evaluation of both entities.” This means that the same applies to the relationship between the endorser and the brand, and any negative consequences resulting from illegal or immoral actions by the brand will damage the reputation of the celebrity. As a result, the celebrity must be prepared for such an occurrence

- In the media culture, celebrities are always prey to scandal and thus must have at their disposal an entire public relations apparatus to manage their spectacle fortunes, to make their clients not only maintain their high visibility but also keep projecting a positive image (King, 2005).

### Celebrity endorsement not very effective?

Another view is that the use of celebrities will only create a momentary hype and will do nothing for the long-term success of the endorsed product or service, as seen from Bruce *et al.* – “While celebrity endorsements can create initial interest and attention, advertising practitioners should recognise that it will not necessarily result in attitude changes towards a product” (Bruce *et al.*, 2004:127). “Borrowed equity is the term used to describe the value of a celebrity spokesperson” (McKee, 2008), meaning that while the product or service may increase sales through the link with the celebrity in the short run; in the long run, however, the power remains with the celebrity.

## **‘Transgressions’ by celebrities**

Now that a critical viewpoint has been established regarding the current positioning of celebrities and celebrity endorsements, we shall look towards ‘transgressions’ that celebrities have been involved in recently, with the focus on whether these ‘transgressions’ have had any influence on the purchasing behaviour of consumers who buy the endorsed products or services.

### ‘Transgressions’

First of all, the author will clarify the meaning of ‘transgressions’. By ‘transgressions’, the author is referring to any incident or scandal that has had a negative outcome on the reputation or credibility of the celebrity involved in the endorsement. The **third research objective** will look at the effect of such scandals on the purchase behaviour of the consumer.

We shall now look at four examples of recent celebrity scandal and the outcomes in these cases. The four celebrities are: Tiger Woods, Michael Phelps, Kerry Katona and Kate Moss.

### Celebrity Endorsers involved in Scandals

#### Tiger Woods

The most notable recent celebrity scandal is that involving professional golf player, Tiger Woods. Over the space of a few months, this celebrity endorser of brands such as Nike, Gillette, and Accenture Consultants, experienced a fall from grace when reports for many extra-marital affairs threatened his steady and reliable image – “Woods has been the best-paid athlete in the world for almost a decade, and much of that income is from endorsements” (Surowiecki, 2009). After the scandal of his transgressions broke, Woods lost some of his biggest sponsors – “So far Gatorade, AT&T, Accenture, Gillette and Tag Heuer have dropped his endorsements, worth around \$100 million combined” (Reiser, 2010). It raises the question “Why would any firm center its marketing efforts on an athlete, particularly in today’s media

landscape in which a celebrity's missteps are so easily captured and disseminated via gossip and social-networking sites?" (Elberse, 2009).

*Other notable celebrity scandals include:*

Michael Phelps

The Olympic gold-medal winner, swimmer Michael Phelps, was caught up in a scandal involving the use of drugs in 2009. As a result of this "Kellogg decided not to extend its contract with Olympic gold medallist Phelps after a picture of him apparently smoking marijuana was printed in a British tabloid earlier this month" (Jones, 2009).

Kerry Katona

Another recent occurrence of a celebrity scandal affecting an endorsement deal is the ex-Atomic-Kitten singer Kerry Katona, who was also linked with a drug scandal. As a result "supermarket Iceland has axed star endorsements after Kerry Katona was caught snorting cocaine" (Bryant, 2010).

*Not all scandals, however, have negative outcomes for the celebrity involved. For example*

Kate Moss

Kate Moss was the focus of a major scandal when pictures emerged of the model snorting cocaine. Although some brands did distance themselves from Moss at the time –

- British model Kate Moss was famously dumped a few years ago by Revlon, Calvin Klein and Obsession perfume after revelations of drug use (Dowling, 2009),

through the new risqué image the scandal produced for Moss, she is now a more successful celebrity endorser for other brands –

- Less than a year after model Kate Moss was photographed snorting cocaine, subsequently losing contracts with Chanel, Burberry and H&M, she was back on the covers of top glossies and inking deals with Calvin Klein, Dior, David Yurman and Louis Vuitton (Harris, 2009).

## **Conclusion of Literature Review**

In summary, it has been shown that “celebrities are individuals who are noted for their identity in the media” (Hartley, 2002: 26), and that “they exert significant influence in several facets of society...” (Okonkwo, 2006). This has resulted in the huge increase of the use of celebrities to endorse products and services – “15% of 2010 Grammy ads featured celebrity endorsements, a 150% spike from last year” (GreenLight, 2010). We have seen examples of various campaigns that have been rocked by a scandal of the celebrity endorser in the past few years and how the companies have dealt with them, but also identified at least one case where the outcome of scandal did not result in negative consequences for the celebrity involved. The scandal involving Kate Moss has resulted in a more ‘colourful’ image for the model and in turn has dramatically improved her career. This supports the research hypothesis that people are less critical whether a celebrity has been involved in scandal, and will not discourage the purchasing of the endorsed products.

## Methodology & Objectives

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### Introduction

This methodology chapter provides an in-depth account of the method the researcher has undertaken during this research report. Firstly the researcher will examine more closely the research objectives, stating the intended aims of each objective and validate the inclusion of each objective in this research report. After the research objectives are clearly defined, the researcher will state and explain the research hypothesis, i.e. what this research aims to establish. The researcher will then look at the secondary research undertaken, the primary research tools available for use when conducting a research report and the method chosen, and justify the choice of that method. The author then looks at the design of the questionnaire used for the primary data collection, the data analysis and the attempts to reduce the errors involved in research process, and finally the research limitations encountered during the course of the research.

### Research Objectives

A research objective can be defined as “the researcher’s version of the marketing problem; it explains the purpose of the research in measurable terms and defines standards for what the research should accomplish” (Zickmund, 1999: 50).

The following are the objectives that this research aims to investigate:

- 1) *To examine the attitudes of Irish consumers (aged 20-27) towards the celebrity endorsement of a brand.*

This objective aims to uncover the current attitudes of the respondents to the use of celebrity endorsement in advertisement today. The researcher will then be able to gauge the effectiveness of this method of promotion in the mind of today’s consumer.

- 2) *To identify the purchase intent of Irish consumer (aged 20-27) of a brand endorsed by a celebrity.*

This objective provides the researcher with a clear understanding of the purchase habits of the respondents of products and services endorsed by celebrities. These data supply the researcher with a statistical analysis of how the respondents are influenced by the use of celebrity endorsers in an advertisement campaign.

- 3) *To investigate the impact on the purchase behaviour of Irish consumers (aged 20-27) to a scandal involving the celebrity endorser of a brand.*

The final objective is aimed at revealing the effect of a scandal, involving a celebrity, on the buying practices of the respondents. It will examine whether a scandal would result in a change in the consumers' purchasing behaviour of products and services endorsed by the celebrity.

### **Research Hypothesis**

“A hypothesis is a statement that can be refuted or supported by empirical data” (Zickmund, 1999: 52). The research hypothesis in this study is as follows:

*Because today's public are less critical of the private lives of celebrities, they are less critical when these celebrities are involved in scandal.*

*As a result, there is little adverse effect on the purchasing behaviour towards brands endorsed by such celebrities.*

## **Research design:**

“A research design is a framework or blueprint for conducting a marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve market research problems” (Malhotra & Birks, 2006: 64). This research is composed of both secondary and primary research. The secondary research section will look at the sources the author consulted when researching this topic, while the primary research section will detail the method of primary data collection employed in this study.

### Secondary Research:

“Secondary Research (also known as desk research) comes from already published information in journals, newspapers, commercially published market research, government statistics, directories, yearbooks, CD-ROM databases, the Internet and other published materials” (Blyth, 2004: 102). An exploratory study was undertaken by the author to establish the current standing of research in the subject area of celebrity endorsements and scandals that affect the endorsers. This preliminary stage of the research process allowed the researcher to identify gaps in the current research and to further define the research objectives that this research report aims to establish before carrying out primary research. Examples of sources through which the researcher obtained information from current theorists in the area of the subject matter include books, journals, newspapers, and the Internet.

### Primary Research:

“Primary research is data that has been generated by an individual or organisation for the specific problem at hand” (Chisnall, 1997). There are three options from which to choose when conducting primary research for the research design strategy. While all three have merit in different areas, not all are suitable in all areas. In order to ascertain which method is most appropriate for this research, the author will evaluate each method as to its relevance and suitability to this topic.

### 1) *Exploratory Research*

“This is a research design characterised by a flexible and evolving approach to understand marketing phenomena that are inherently difficult to measure” (Malhotra & Birks, 2006: 69). The research tools utilised for this methods are:

- Focus groups
- Projective techniques
- Interviews.

Exploratory research will provide the researcher with qualitative research results:

“Qualitative research is exploratory research used to uncover consumers’ motivations, attitudes and behaviour” (Kotler et al., 2004: 347).

### 2) *Descriptive Research*

“This is a type of conclusive research that has as its major objective the description of something, usually market characteristics or functions” (Malhotra & Birks, 2006: 73). The research tools used to gather descriptive data are:

- Surveys
- Panels
- Observation.

Descriptive research can be carried out using two techniques – cross-sectional and longitudinal. “Cross-sectional research is a type of research design involving the collection from any given sample of population elements at only once” (Malhotra & Birks, 2006: 74). Such research can be either single cross-sectional or multiple cross-sectional, depending on the number of samples used from the total population.

“Longitudinal research is a type of research design involving a fixed sample of population elements measured repeatedly. The sample remains the same over time, thus providing a series of pictures that, when viewed together, vividly illustrate the situation and the changes that are taking place” (Malhotra & Birks, 2006: 76). Each of these research tools will result in both qualitative and quantitative data. As defined earlier, qualitative data results in the accumulation of data in relation to the motivations, behaviour, and attitudes of people; quantitative research techniques seek to quantify data and, typically, apply some form of statistical analysis” (Malhotra & Birks, 2006: 152).

### 3) *Causal Research*

“The main goal of causal research is to identify cause-and-effect relationships among variables” (Zickmund, 1999: 42). The research tool used for this research method is:

- Experiments

Causal Research results in only quantitative data and through the use of the research tool, experiments, the aim is to establish associations between variables.

## **Sampling**

“A sample is a segment of the population selected for market research to represent the population as a whole” (Kotler et al., 2004: 352). There are two methods of sampling selection:

1) Probability Sampling: (also known as random sampling) everybody within the Sample Frame (a list of the population of interest) has a known and equal chance of being selected. There are four types of random sampling:

- Simple Random Sampling
- Systematic Sampling
- Stratified Sampling
- Cluster Sampling.

2) Non-Probability sampling: not everybody in the Sample Frame has a known and equal chance of selection; instead the sample is instead chosen based on the judgement of the interviewer. There are four types of Non-Probability sampling:

- Convenience
- Purposive
- Judgement
- Quota.

## **Applied Research Design**

### Research Design Strategy

For this research report, the researcher chose to use a descriptive design strategy, because this strategy provides both quantitative and qualitative results, with which the researcher will be able to gain a more comprehensive perspective of the current motivations and beliefs of today's consumer. This method of design also allows the researcher to investigate the attitudes, intent, and behaviour of the respondents, and enables these qualitative findings to be supported by the quantitative (statistical) data collected. This is specifically related to the research objectives. The use of both qualitative and quantitative data will allow the examination of the three objectives and support them with statistical findings.

### Research Design Strategies not chosen

The researcher chose not to proceed with exploratory research because, while it will provide only the attitudes and behaviours involved in the purchasing of celebrity endorsed products, it will not include statistical information to back up the qualitative responses. This will result in a limited perspective of data analysis. The researcher chose not to proceed with causal research as it is unsuitable for the purpose of this research – causal research is used to analyse the relationship between two or more variables and uses experimentation as its research tool.

### Research Tools

There are three research tools available for use under the descriptive design strategy: panels, observation, and surveys.

Panel: A panel consists of a sample of respondents, generally households, who have agreed to provide general or specific information at set intervals over an extended period. (Malhotra & Birks, 2006: 76). Due to the time limitations available for this research study, gathering data based on panels is not feasible.

Observation: "Observation is a purposeful, systematic and selective way of watching and listening to an interaction or phenomenon as it takes place" (Kumar, 2005: 119). The use of observation for this research would not be suitable as it looks at the

behaviour of people, not the reasoning behind the behaviour – which is the aim of this research.

Survey: Therefore, the research tool the researcher has chosen to use is surveys. “A survey is a method or primary data collection based on communication with a representative sample of individuals” (Zickmund, 1999: 136). The use of a survey will provide the researcher with the reasons behind certain behavioural aspects of consumers in relation to celebrity endorsements. The researcher is not dependent on an extended study (as required in panels) and surveys allow the researcher a sufficient amount of time to test and analyse the findings.

The two main types of surveys are questionnaires and interviews. The researcher has chosen to conduct a questionnaire. Through the use of both closed- and open-ended questions this method of data collection will provide the researcher with qualitative and quantitative information. Closed-ended questions require the respondent to choose from a selection of predetermined responses, while open-ended questions allow the respondent to comment on the particular motivations behind their actions in response to a question. The researcher will apply this research tool to a sample of the population of interest. Through the use of a questionnaire, the researcher can specifically design it so as to determine specific information from the respondents.

### **Sample Frame**

“A sample frame is a representation of the elements of the target population that consists of a list or set of directions for identifying the target population” (Malhotra & Birks, 2006: 407).

For the purpose of this research, the sample frame is male and female aged 20 to 27 years. The researcher has chosen to focus on this age group to develop an understanding of the attitudes of the researcher’s own peer group towards celebrity endorsers.

### Probability vs. Non-Probability

Probability sampling: “For a sampling design to be called a random or probability sample, it is imperative that each element in the population has an equal and independent chance of selection in the sample” (Kumar, 2005: 169). This is not a feasible option for the researcher due to the financial implications involved in such an undertaking. Also a full list of everyone in the population of interest would be required and the researcher is not in the position to purchase or compile such a list. The feasible option for this piece of research is to administer the questionnaire based on non-probability sampling.

Non-Probability sampling: “Non-probability sampling designs are used when the number of elements in a population is either unknown or cannot be individually identified. In such situations the selection of elements is dependent upon other considerations” (Kumar, 2005: 177-178). This means that not everybody in the sample frame has a known and equal chance of selection. The other considerations are the four types of non-probability sampling mentioned earlier:

- Convenience: the sample is picked based on the fact that the respondents were in a location convenient to the interviewer.
- Purposive: the sample is chosen based on the fact that the respondents are not representative of the population of interest. This is specifically useful for new product development of a good.
- Judgement: the sample is picked based on the judgement and expertise of the interviewer.
- Quota: each member of the sample is picked based of the fact that they are representative of the population of interest, set out in quotas compiled before sampling begins.

The researcher will base the non-probability sampling on convenience and judgement, again due to the financial and time limitations involved in this research.

## **Design of Questionnaire**

The questionnaire was designed to provide answers to all three objectives. (Please see Appendix 1 on page 49 for sample of questionnaire used in this research.)

Screening Questions – The first three questions were screening questions, designed to ensure that the respondent was within the population of interest and had a certain amount of familiarity with the research topic.

Research Objective 1 – Questions 4 to 6 were designed to establish the respondents' knowledge of, and attitude towards, celebrity endorsement. This was focused towards answering the first research objective of the study – *To examine the attitudes of Irish consumers (aged 20-27) towards the celebrity endorsement of a brand.*

Research Objective 2 – The subsequent three questions (7 to 9) were focused towards answering objective 2, whether the respondent would make a purchase based on the celebrity endorser – *To identify the purchase intent of Irish consumers (aged 20-27) of a brand endorsed by a celebrity.*

Research Objective 3 – The next three questions (10-12) were aimed at answering the final objective and were focused on the respondents reaction towards a scandal on the part of the celebrity and what affect that might have on the respondent – *To investigate the impact on the purchase behaviour of Irish consumers (aged 20-27) to a scandal involving the celebrity endorser of a brand.*

Demographical Analysis - The final questions (13-15) were of a more personal nature aimed at ascertaining specific demographic information; vis. the age, gender, and employment status of the respondents – all of whom were Irish since the circulation of the Questionnaire was restricted to the authors Facebook account, comprising only Irish people. The purpose of obtaining this information was to detect any corresponding results through respondents with similar demographics.

Through the use of both closed- and open-ended questions, the findings from the questionnaire will consist of both qualitative and quantitative data allowing the researcher to establish a thorough and in-depth examination of the motivations, attitudes, and behaviour of the respondents, backed up by statistical data.

## **Data Analysis**

Through the use of the Internet-based survey tool, Survey Monkey, the researcher was able to design the questionnaire for use in collecting the information required to answer the research objectives. This web-based tool provided the researcher with the statistical breakdown of the responses of the closed-ended questions, meaning that no pre-coding was required for this analysis on the part of the researcher. Pre-coding refers to the assigning of values or codes to the limited selection of predetermined responses. This allows for the easy tabulation of responses.

As open-ended questions were used in the questionnaire, post-coding was required. Post-coding allows for the analysis of the qualitative responses on a quantitative basis. This involves anticipating the possible responses to the open-ended questions and assigning values or codes to them for analysis. Through this coding, the data were more easily analysed by the researcher.

## **Research Error**

There are two main types of error that can be encountered when conducting research; sampling and non-sampling.

Sampling errors are errors arising because the sample selected is an imperfect representation of the population of interest (Malhotra & Birks, 2006: 83). This research will be affected by this error as the researcher chose to use non-probability sampling, based on judgement and convenience. In an effort to reduce the errors in this research, the researcher made the questionnaire available on popular social networking site; Facebook, where all the researchers contacts are Irish, in an effort to attract as wide a sample as possible. Through the use of screening questions, the researcher made every effort to ensure that the sample of respondents was within the population of interest.

Non-sampling errors “are errors that can be attributed to sources other than sampling and that can be random and non-random” (Malhotra & Birks, 2006: 83). In an effort to reduce the non-sampling errors in this research, the questionnaire, used to collect primary data, was pre-tested on several potential respondents. This was to ensure it was easy to follow, and the respondents could effortlessly answer all questions posed to them, resulting in lowering the risk of non-response by respondents.

### **Research limitations**

While the researcher thoroughly enjoyed conducting this research, some limitations were experienced over the course of it. Due to a lack of resources available to the researcher, i.e. time and money, the sampling of the primary research was undertaken using judgement and convenience and therefore the resulting findings are perhaps less accurate. Had more resources been available, the researcher could have obtained more comprehensive and accurate results.

### **Conclusion of Methodology & Objectives**

In Summary, the three objectives this research aims to investigate are:

- 1) *To examine the attitudes of Irish consumers (aged 20-27) towards the celebrity endorsement of a brand.*
- 2) *To identify the purchase intent of Irish consumers (aged 20-27) of a brand endorsed by a celebrity.*
- 3) *To investigate the impact on the purchase behaviour of Irish consumers (aged 20-27) to a scandal involving the celebrity endorser of a brand.*

The researcher hopes to prove through these objectives that less emphasis is now placed on the personal lives of celebrities and that when a celebrity is involved in a scandal, it will have little effect on the purchasing of products and services, endorsed by the scandal-hit celebrity, by the consumer.

The researcher has conducted secondary research through sources such as books, journals, newspapers and the Internet. For primary research, the researcher has chosen to use a descriptive design strategy, making use of judgement and convenience sampling, to provide primary data to answer the three research objectives. The researcher chose to use Surveys as the research tool – using questionnaires to gather data.

Through the use of web-based program, Survey Monkey, the researcher created, distributed, collected, and analysed the results of the questionnaire. The researcher has attempted to reduce the possibility of research error through the use of screening questions and pre-testing the questionnaire prior to distribution. Finally, the researcher acknowledges the limitations experienced in this research study: financial and time constraints.

## Data Analysis & Findings

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### Introduction

In this section, the researcher presents the primary research analysis and findings from the questionnaire completed by 100 respondents within the target sample frame. The full questionnaire appears in Appendix 1.

The researcher will analyse the results from each question and at the end of this chapter will summarise and draw conclusions from the analysis.

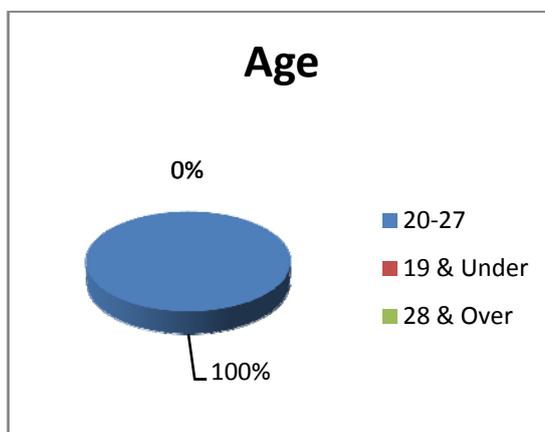
### Analysis & Findings

The initial three questions screened the respondents ensuring that they fell within the target sample frame (aged 20 to 27 years) and had sufficient knowledge of the research topic, celebrity endorsements. An analysis of these results showed that this was so.

#### Question 1

To which age group do you belong?

- |     |            |      |
|-----|------------|------|
| (a) | 20-27      | 100% |
| (b) | 19 & Under | 0%   |
| (c) | 28 & Over  | 0%   |



### Question 2

Are you aware of any brands (i.e. any products or service) that are currently endorsed by a celebrity?

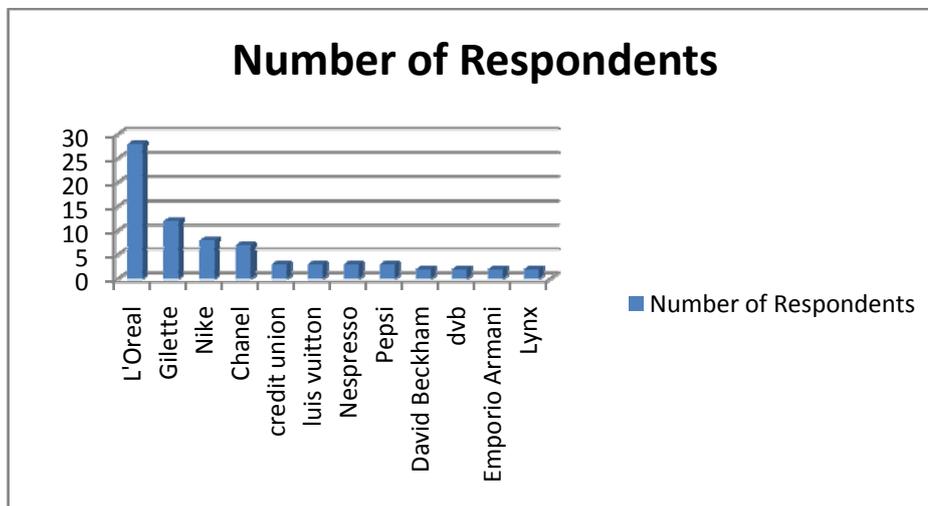
- (a) Yes 100%
- (b) No 0%
- (c) Not Sure 0%



### Question 3

If you answered Yes to Q2, please insert below the name of the brand and the celebrity involved in the endorsement.

90 of 100 people surveyed answered this question – the following bar chart shows the frequency of brands chosen by respondents.

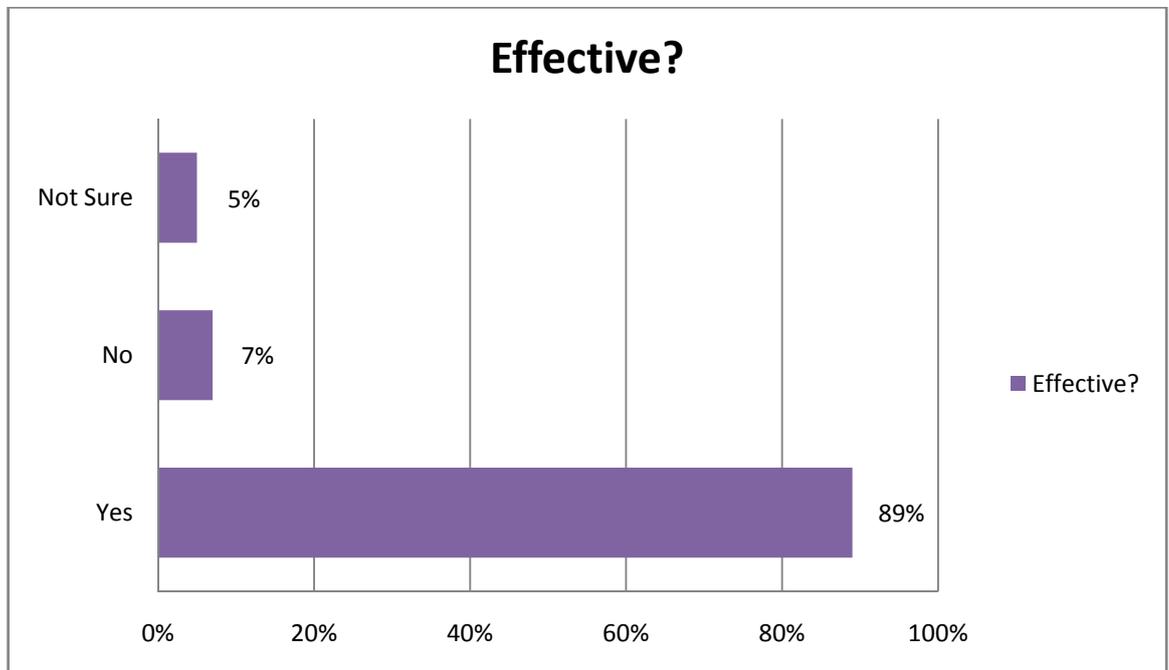


#### Question 4

Do you think that using a celebrity to endorse a brand is an effective method of advertising?

75 people of 100 surveyed answered this question. The results (rounded to the nearest percentage) are as follows:

- (a) Yes 89%
- (b) No 7%
- (c) Not Sure 5%

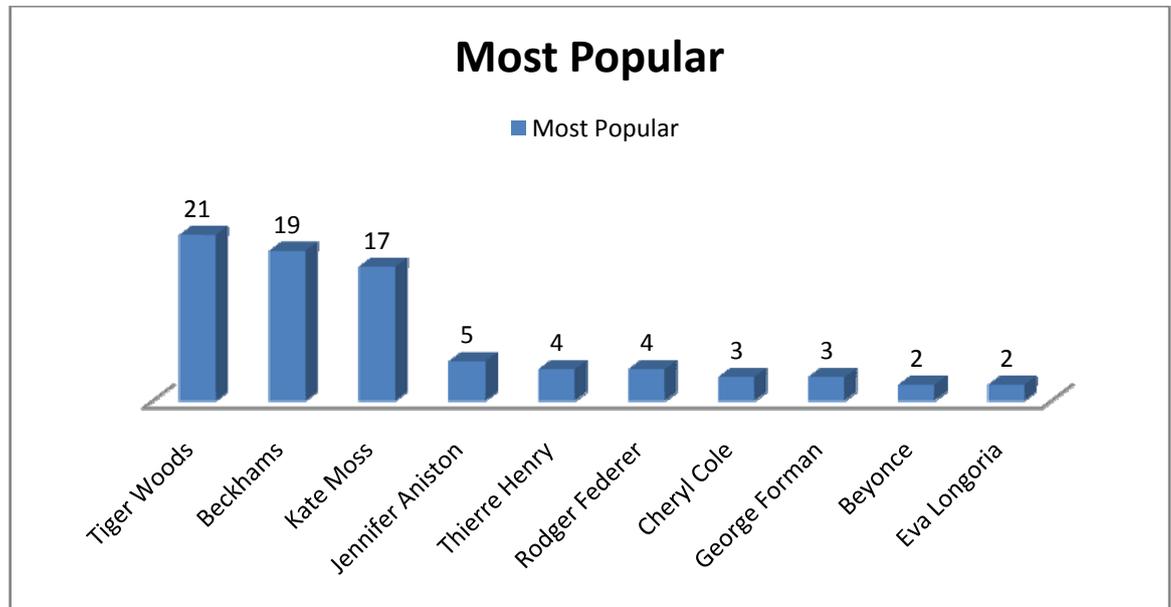


This illustrates a very favourable attitude towards the use of celebrities to endorse products and services; nearly nine out of ten feel that it was an effective method of advertising.

### Question 5

Who do you think has been the most popular celebrity endorser of the last 5 years?

80 of 100 people surveyed answered this question.



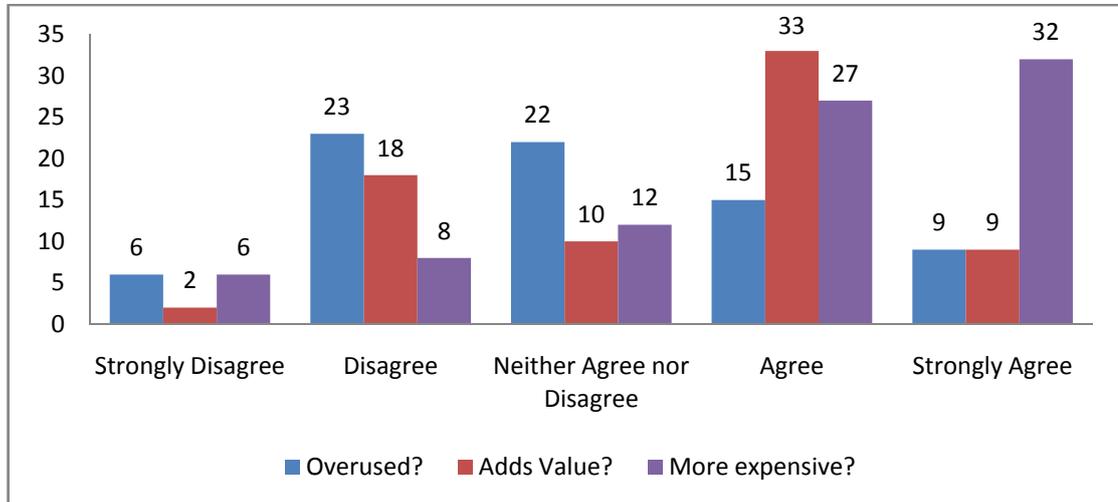
With no prompts as suggestions, over one quarter of the respondents named Tiger Woods as the most popular celebrity endorser of the last 5 year, with David Beckham coming in second with 24% of respondents naming him. Kate Moss was the third most popular answer with 21% naming her.

An interesting observation to be made at this early stage is that, with only the title of the questionnaire (Celebrity Scandals) as a hint as to the direction the study will take, each of the top three celebrities chosen have all been involved in scandal over that last six years. Tiger Woods, recently, with his alleged extra-marital affairs; Kate Moss, 2005, with her cocaine scandal; and David Beckham, 2004, with his alleged affair with assistant Rebecca Loos.

This reinforces the research hypothesis that people place less emphasis on the personal lives of celebrities and that when a celebrity is involved in a scandal, it will have little effect on the purchasing of products and services, endorsed by the scandal-hit celebrity, by the consumer.

## Question 6

Please rate the following based on your feelings towards celebrity endorsers:



**Use** - 75 people answered this question.

The majority of respondents (31%) disagree that celebrity endorsers are overused; however this is closely followed by those who neither agree nor disagree with the statement (29%). While it is difficult to analyse a response such as this, the researcher could extrapolate that celebrity endorsements have become so widely used that it is now commonplace, and these advertisements are no longer attracting the attention of consumers. While this is initially speculative, further evidence will be required to prove or disprove it, as will be seen in Question 9.

**Value** - 72 people answered this question.

The majority (46%) of respondents agree, with 13% strongly agreeing that this is the case. This is in line with previously conducted research in this area (Elberse, 2009; Clark and Horstmann, 2005).

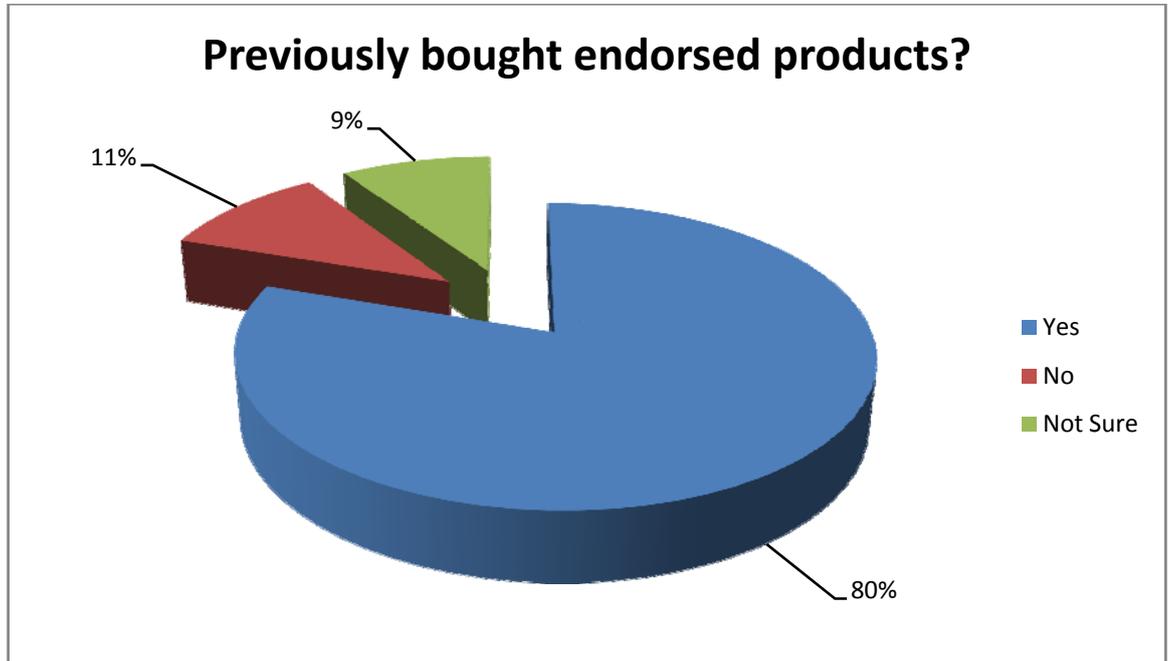
**Expense** - 85 people answered this question.

A large majority of respondents say that having a celebrity endorse a brand results in a higher price for the product or service, with 59 of the 85 (69%) saying that they agree or strongly agree with this statement. This may result in an alternative image than intended of the product or service in the consumers' mind.

Question 7

Have you ever bought a product or service endorsed by any celebrity?

This question received 86 answers.

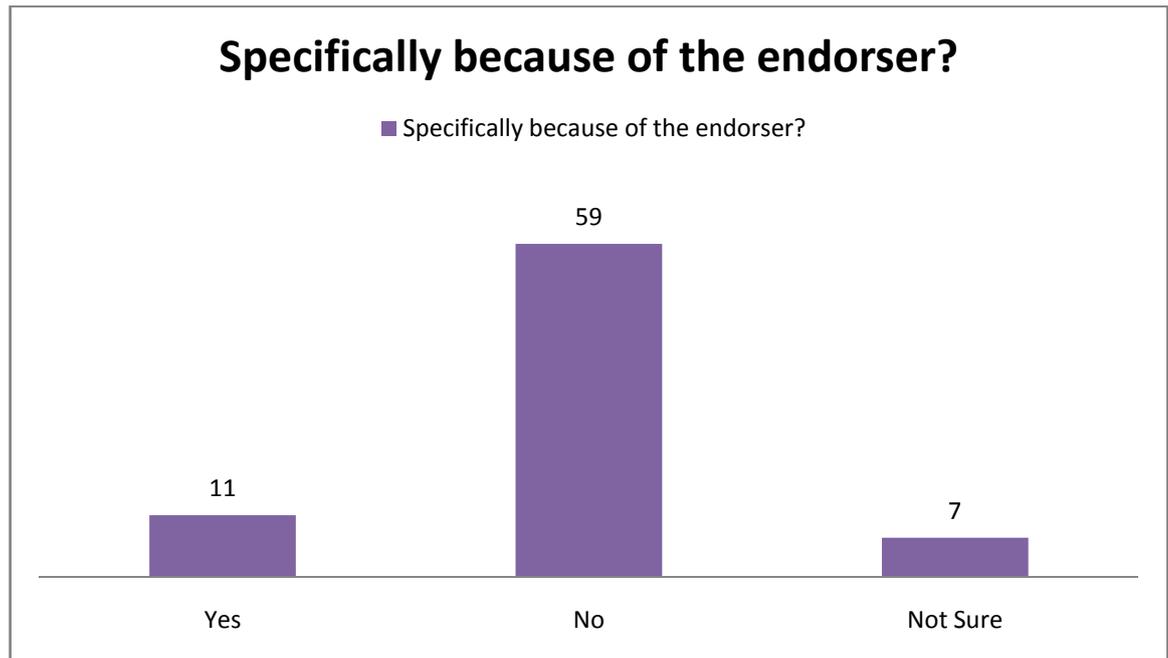


As is seen from the above graph, an overwhelming majority (80%) of respondents have previously purchased products or services endorsed by a celebrity. The fact that four-fifths of respondents are able to link products they have purchased to the celebrities endorsing them, strongly suggests to the researcher that the use of celebrities in advertisements can lead to substantial recall of the product due to the celebrity.

### Question 8

Did you make this purchase specifically because of the celebrity endorsing this brand?

Of the 84 who answered the previous question, 77 went on to answer the follow-up question.



This shows that even though the respondents purchased products and services that were endorsed by celebrities, the majority (77%) did not attribute this purchase to the direct result of the endorser.

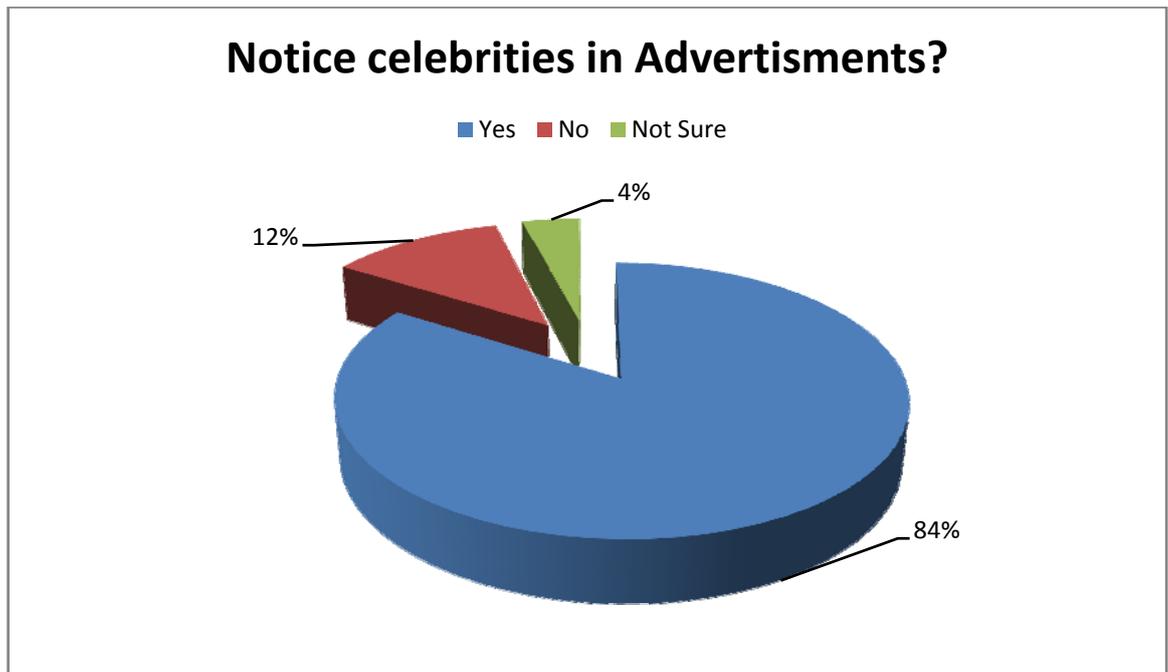
In other words, while 89% of respondents perceive celebrity endorsement as an effective method of advertising (as seen in response to Question 4), and 56% of respondents believe that the use of a celebrity endorser adds value to the product (as seen in response to Question 6), still 77% of respondents did not purchase the celebrity endorsed product as a direct result of celebrity approval.

This raises the question as to whether the celebrity just attracts the attention of the consumer to the product and has little to do with the decision to purchase the product.

### Question 9

Do you think that you would be more likely to notice an advertisement that was endorsed by a celebrity?

This question was answered by all 100 respondents.



The graph above illustrates that vast majority (84%) of the respondents believe that they would be more likely to notice an advertisement featuring a celebrity. This result refutes the theory put forward in Question 6 that the use of celebrity endorser is no longer an effective method of attracting the consumers' attention.

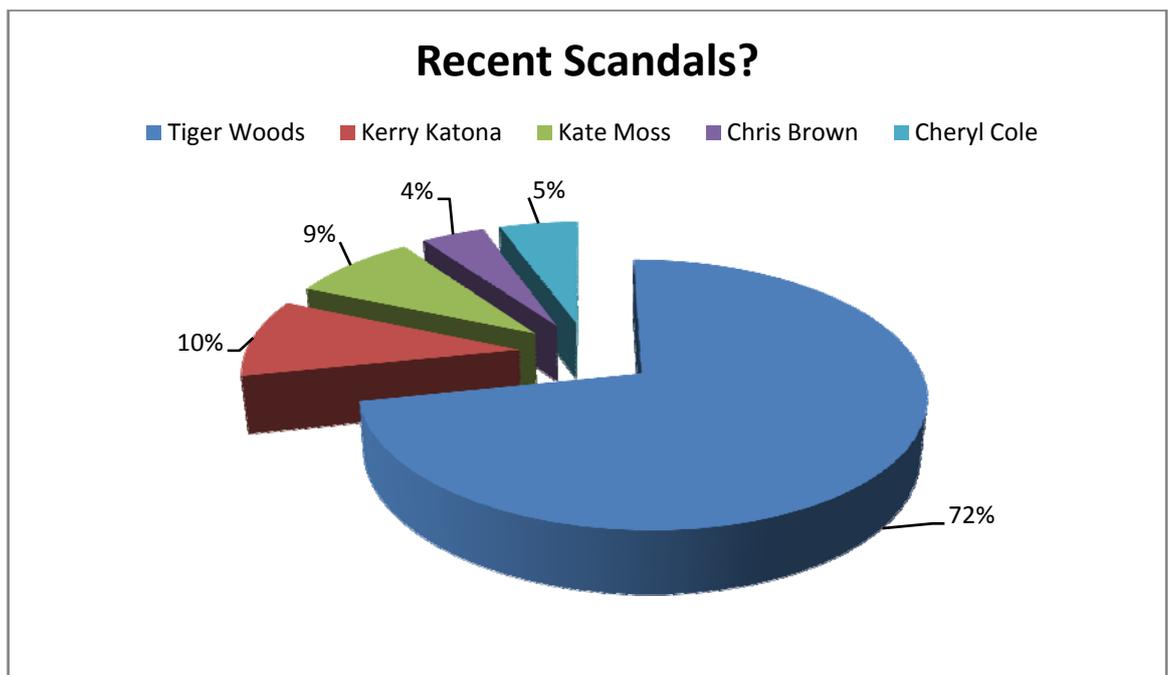
It does support others' research in the area which says that advertisements with celebrities are more noticeable than those with non-celebrities (Choi and Rifon, 2007, cited in White *et al.*, 2008).

It also supports the point the researcher suggested in the findings of Question 8: that the use of a celebrity merely attracts the attention of the consumer and does nothing towards the purchase behaviour of said consumer.

Question 10

Can you think of any recent scandal involving a celebrity who has endorsement deals with any brands?

92 of the 100 respondents answered this question.



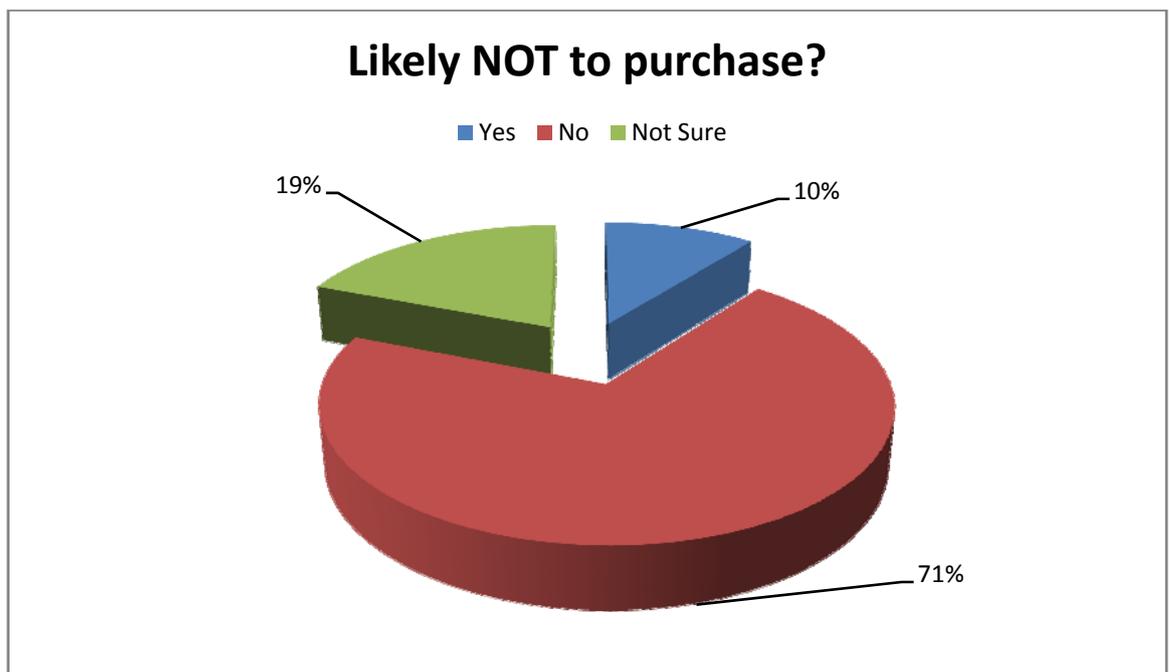
This graph illustrates that the Tiger Woods Scandal is still the ‘top of mind’ answer when asked about recent scandals, with nearly three-quarters of respondents opting for him without being prompted by the researcher.

The inclusion of the other celebrities satisfies the researcher that the respondents have a suitable level of knowledge about celebrity scandals to be able to answer the following related questions.

### Question 11

If a scandal occurred involving a celebrity you admire, would you be less likely to purchase the brand endorsed by that celebrity?

85 of the 100 respondents answered this question.



This graph illustrates that 71% of respondents would continue to purchase brands endorsed by a celebrity following a scandal involving that celebrity, while only 10% of respondents claim they would change their purchase behaviour as a result of a scandal. This supports the research hypothesis: *As a result, there is little adverse effect on the purchasing behaviour towards endorsed brand by such celebrities.*

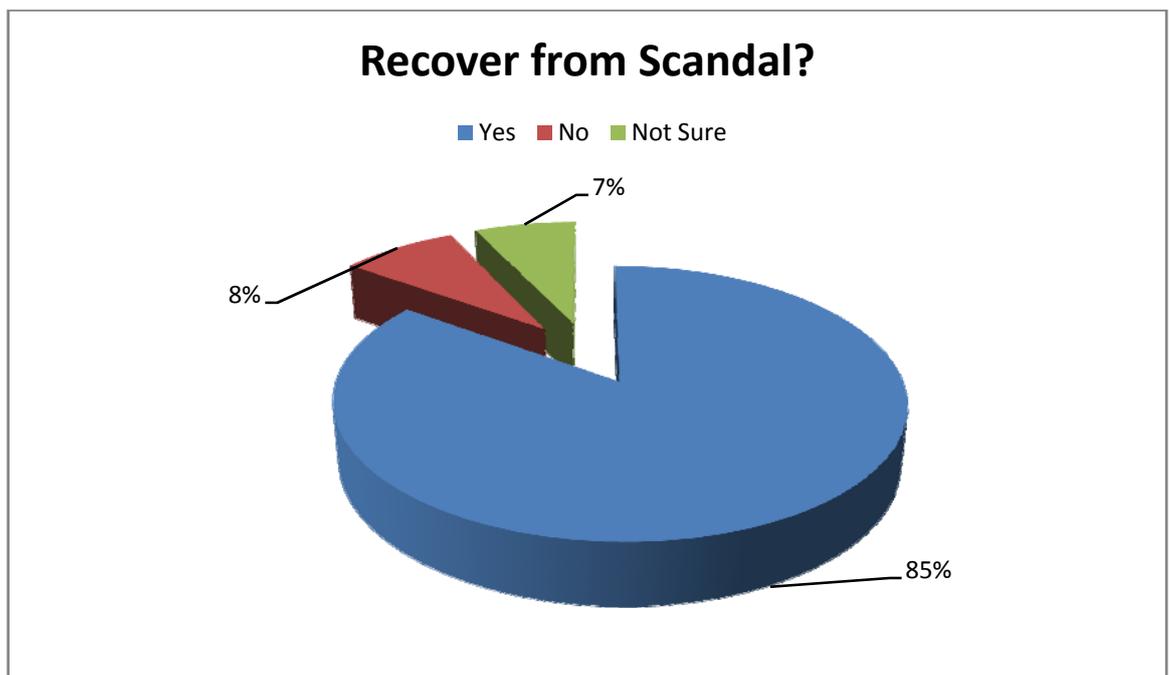
When asked to comment on their reasoning the majority of responses (46%) were that they 'wouldn't care' about a scandal involving a celebrity. This supports the research hypothesis: *because today's public are less critical of the private lives of celebrities, they are less critical when these celebrities are involved in scandal.*

For the full analysis and primary data, please refer to Appendix 3 on page 55

### Question 12

Do you believe that celebrities can recover from scandal and reclaim their endorsements?

All 100 respondents answered this question, the results are as follows:



The information illustrated above mirrors the findings of Question 5, where the top three celebrity endorsers recalled by the respondents have each been involved in scandals over the last 6 years.

When asked to give reasons for their answer, 84 of the 100 respondents answered.

When asked to comment on their reasoning, 40% of these respondents said it was due to the fact it had happened before. Interestingly, of these 40%, 73% of them specifically named the Kate Moss scandal of 2005, unprompted by the researcher. This illustrates that even 5 years later, people still associate that specific celebrity with scandal, yet 21% of respondents named her the third most popular celebrity of the last 5 years (Question 5).

For the full analysis and primary data, please refer to Appendix 4 on page 59.

## Summary of Data Analysis Findings

### Questions 4, 5, and 6

(Related to Research Objective 1)

- The majority of respondents (89%) believe that the use of celebrity endorsement is an effective method of advertising. This supports current industry opinions, which are that the use of celebrity endorsements catches the consumers' attention and influences their purchase behaviour (Shimp, 2007: 250; Pressman 2008: 310).
- The celebrities that the respondents most easily associated with celebrity endorsement are Tiger Woods (26%), David Beckham (24%), and Kate Moss (21%). As mentioned earlier, the top three named celebrities have each been involved in scandals in the past, yet are the top three celebrities that the respondents were able to recall. This suggests that since celebrities involved in scandals remain in the forefront of consumers' minds, if they are able to recover from that scandal their value as endorsers would remain very strong.
- 31% of respondents do not believe that celebrity endorsements are overused; 29% however neither agree nor disagree with this statement. This raises the question as to the ability of advertisements to attract the attention of consumers – which in a way seems to contradict the response to Question 4, where 89% of respondents believe that it is an effective method of advertisement. 59% of respondents either agree or strongly agree that the use of a celebrity endorser provides the perception of added value on the brand, and 69% believe that the association with a celebrity means a higher price for the product or service.

### **Questions 7, 8, and 9**

(Related to Research Objective 2)

- The majority of respondents (80%) have previously purchased a product or service endorsed by a celebrity, although 77% of the respondents of the follow-up question (Question 8) say that their decision to purchase the product or service was not dependent on the use of the celebrity in the advertisement.
- This has raised the question in the mind of the researcher as to whether the celebrity is only effective in attracting the attention of the consumer and has little to do with subsequent purchase behaviour.
- Question 9 finds that 84% of respondents think they would be more likely to notice an advertisement that feature a celebrity than one that did not. This again supports the reasoning that the celebrities' purpose is to attract attention to the product or service, and that their endorsement of the brand is not very effective in the view of the consumer.

### **Questions 10, 11, and 12**

(Related to Research Objective 3)

- Based on the findings of questions 10, 11, and 12, the researcher feels justified in concluding that the respondents have a suitable level of knowledge in relation to recent celebrity scandals. The 'top of mind' scandal to which the majority of respondents (72%) referred was Tiger Woods' alleged extra-marital affairs which were reported in 2009.

- The majority of respondents (71%) say that if a celebrity they admired was involved in a scandal, it would not adversely affect their purchase behaviour towards the endorsed product or service.
- And finally, the vast majority of respondents (85%) believe that a scandal-hit celebrity can recover from the disrepute and reclaim their position of successful celebrity endorser.

### **Analysis of demographics of Respondents**

#### **Questions 13, 14, and 15**

The analysis of the answers of final three questions (age group, gender, and employment status) did not have any impact on the findings and no corresponding data was identified as having more influence over one group than another. The demographic breakdown is available in Appendix 2 on page 53.

## Conclusions

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The researcher will address each Objective and present individual conclusions.

### Research Objective 1 – *To examine the attitudes of Irish consumers (aged 20-27) towards the celebrity endorsement of a brand*

The aim of this objective was to identify the current attitudes of the respondents to the use of celebrity endorsement in advertising today.

#### Conclusion of Research Objective 1

The researcher found that the current attitudes of Irish consumers are mostly in line with the current industry beliefs:

- People deem the use of celebrity endorsements to be an effective method of advertising (89%)
- People consider that the use of a celebrity endorser adds value to a brand (59%), and
- People believe that the use of a celebrity endorser incurs a higher price for the endorsed product or service (69%).

### Research Objective 2 – *To identify the purchase intent of Irish consumers (aged 20-27) of a brand endorsed by a celebrity*

This objective proposed to provide the researcher with a clear understanding of the purchase habits of the respondents of products and services endorsed by celebrities

#### Conclusion of Research Objective 2

The findings based on this research objective are:

- The majority of people (80%) do purchase celebrity endorsed products or services.
- The purchase intent towards these celebrity endorsed products was not primarily based on the endorsement by the celebrity (77% agree).

Research Objective 3 – *To investigate the impact on the purchase behaviour of Irish consumers (aged 20-27) to a scandal involving the celebrity endorser of a brand*

The final objective was aimed to reveal the effect of a scandal, involving a celebrity, on the buying practices of the respondents.

Conclusion of Research Objective 3

The findings based on this research objective are:

- People remember celebrities who have been previously involved in scandals, however:
- Most people believe that a scandal involving a celebrity they admire would not adversely affect their purchase behaviour towards the endorsed product or service (71%), 46% of whom say it is as a result of ‘not caring’, and
- The majority of people believe that celebrities can recover from scandals involving them and reclaim their position of successful celebrity endorser (85%).

Research Hypothesis – Outcome

**Because today’s public are less critical of the private lives of celebrities, they are less critical when these celebrities are involved in scandal.**

**As a result, there is little adverse effect on the purchasing behaviour towards endorsed brand by such celebrities.**

Through these findings, the researcher feels justified in concluding that there is little adverse effect on the purchase behaviour of consumers, towards brands endorsed by celebrities involved in scandal. They show that 71% of people would continue to purchase endorsed brands, with 46% stating the reason as ‘not caring about the scandal’.

## Recommendations

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Based on this research, the author is confident in recommending the continued use of Celebrity Endorsement as a method of advertising, since it remains a very effective means of attracting the attention of Irish consumers (aged 20-27). The majority of people in this study do not believe that celebrity endorsers are overused and are therefore not yet at the level of provoking consumer annoyance. In fact, with the value that people perceive a celebrity endorser adds to a brand, it would seem advisable to invest even further in this area.

The research also shows that a celebrity being caught up in scandal is not necessarily as damaging to the endorsed brand as previously thought. It confirms that people are not as concerned about the celebrities' private lives (as proposed in the research hypothesis), and unless the scandal is extremely serious, they will continue to purchase the products and services endorsed. As a result, the distancing (of Companies) from celebrities who are involved in scandal, need not necessarily follow. The research essentially confirms that the risk to Companies of aligning themselves with a celebrity endorser has diminished.

This research has highlighted that past involvement of celebrities in scandal tends to keep them in the forefront of consumers' minds. While this does not support celebrities intentionally involving themselves in transgressions, it does imply that tainted celebrity-endorsers who, over time, have been either exonerated or have become 'colourful' (rather than damaged), may have an increase advertising value.

The author also recommends that further research in this area would be worthwhile. This should focus specifically on the scale of what people consider 'serious scandals'. Preliminary research here (Appendix 3) suggests that such transgressions as extra-marital affairs and drug usage may not be considered by the consumer as quite so serious a scandal, whereas others such as spousal abuse definitely would.

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## Appendices

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### Appendix 1 - Sample of Questionnaire – Celebrity Scandals

I would like to thank you in advance for completing this questionnaire. This research is part of my Dissertation for the final year of my BA (Hons) course in Marketing and Event Management at Dublin Business School. It should only take a few minutes to fill out.

All answers given will only be used in the analysis of this questionnaire and will not be passed on to or used by any third party. Findings can be made available to you when analysed, if requested. You can contact me at [colettefolan@gmail.com](mailto:colettefolan@gmail.com)

I would like to start off with a few questions to make sure you match the criteria of my intended sample.

**Q1) To which age group do you belong?**

a) 20-27yrs       b) 19 & Under       c) 28 & Above

**Q2) Are you aware of any brands (i.e. any products or service) that are currently endorsed by a celebrity?**

a) Yes       b) No       c) Not sure

**Q3) If you answered yes to Q2, can you please insert below the name of the brand and the celebrity involved in the endorsement.**

Brand       Celebrity Endorser

If you answered (a) to Q1 and Q2 of the above questions, please turn to page two.

If you answered any option **other** than (a) to Q1 and Q2 above, unfortunately you do not fall within my sample criteria; therefore you need not continue with this questionnaire.

Again thank you very much for your participation!

Please answer all questions (as appropriate), as accurately as you can.

**Q4) Do you think that using a celebrity to endorse a brand is an effective method of advertising?**

a) Yes                       b) No

**Q5) Who do you think has been the most popular celebrity endorser of the last 5 years?**

Celebrity Endorser                       Brand

**Q6) Please rate the following based on your feelings towards celebrity endorsers.**

*(please tick the appropriate statement)*

	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree
Celebrity endorsers are overused					
Celebrity endorsers add value to the brand					
Celebrity endorser means a higher price for the product or service					

**Q7) Have you ever bought a product or service endorsed by any celebrity?**

a) Yes                       b) No                       c) Not Sure

*(If you answered Yes to Q6 please answer Q7, if not, please move to Q8)*

**Q8) Did you make this purchase specifically because of the celebrity endorsing this brand?**

a) Yes                       b) No                       c) Not Sure

**Q9) Do you think that you would be more likely to notice an advertisement that was endorsed by a celebrity?**

a) Yes                       b) No                       c) Not Sure

**Q10) Can you think of any recent scandal involving a celebrity who has endorsement deals with any brands?** *(If yes, please name celebrity in box below, if no, move on to the next question)*

Celebrity endorser

**Q11) If a scandal occurred involving a celebrity you admire, would you be less likely to purchase the brand endorsed by that celebrity?**

a) Yes  b) No

Please give reason(s) for your answer

*(If you answered Yes to the above question please answer Q12, if not please move to Q13)*

**Q12) Do you believe that celebrities can recover from scandal and reclaim their endorsements?**

a) Yes  b) No

Please give reason(s) for your answer

Now, a little about you:

**Q13) Age?**

- a) 20       b) 21       c) 22       d) 23   
e) 24       f) 25       g) 26       h) 27

**Q14) Gender?**

- a) Male       b) Female

**Q15) Employment status?**

- a) Unemployed       b) Part-time employed       c) Full-time employed   
d) Other, please specify \_\_\_\_\_

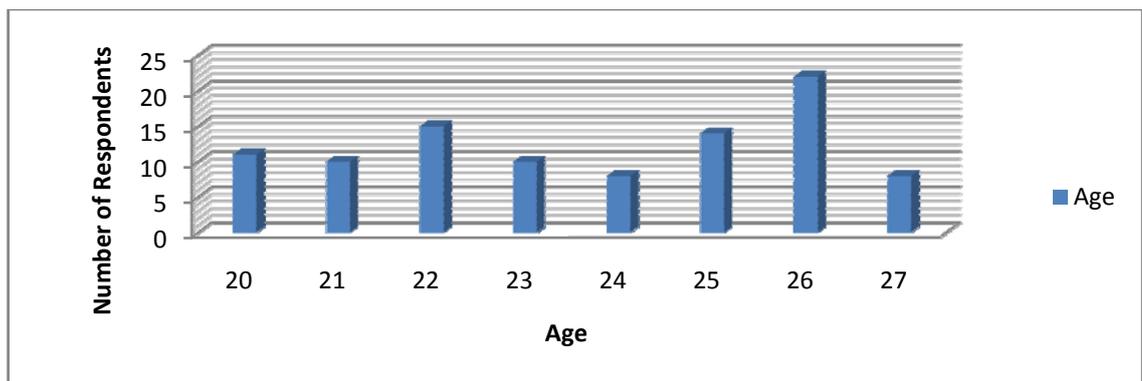
That brings us to the end of the questionnaire; again I am very grateful for your participation.

## Appendix 2 – Demographic Analysis

### Question 13

Age?

After previously establishing the respondents were within the required limitations, the respondents were asked their specific ages. 98 of the 100 answered this question. The results are as follows:

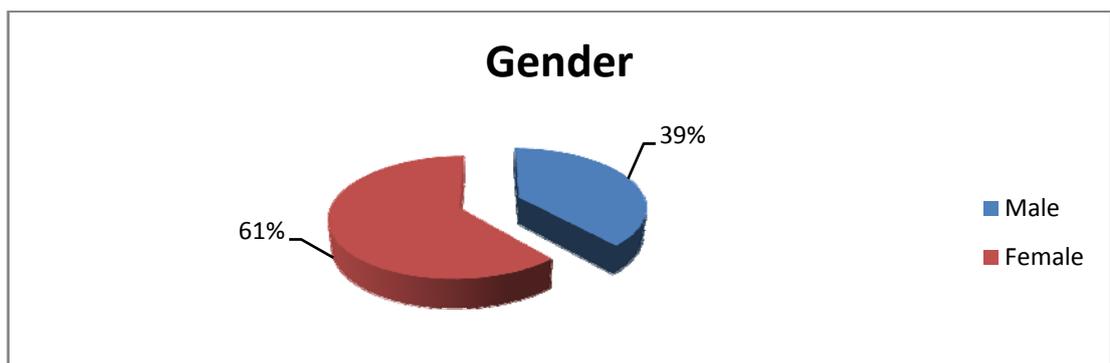


This illustrated that while the majority of respondents were 26 years old, that the questionnaire received a fairly evenly spread sampling.

### Question 14

Gender?

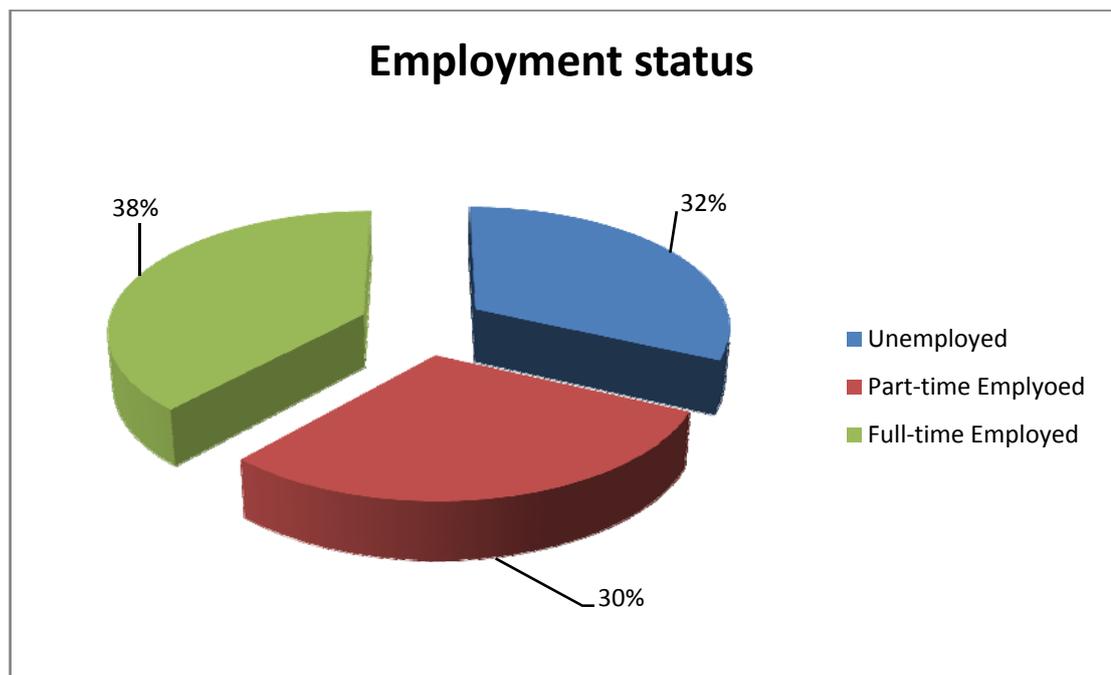
This was used as a demographic analysis, to attempt to detect trends in a specific demographic section. 96 of the 100 respondents answered this question. The findings are as follows:



### Question 15

Employment status?

As before, this question was used only for a demographical analysis. 94 of the 100 respondents answered this question. The findings are as follows:



### Appendix 3 – Post-coding of Question 11

The following are the top three reasons given by the respondent for continuing to purchase the product or service:

- |   |     |
|---|-----|
| 1. Don't care about the scandal                   | 46% |
| 2. Depends on the seriousness of the scandal      | 16% |
| 3. Celebrity was only part of reason for purchase | 13% |
| 4. Not affected by celebrity endorsements         | 11% |

Please find below, the primary data received by the researcher as response to Question 11 of the questionnaire. The researcher then analysed the results using post-coding. (Please note: the only changes made by the researcher was to 'x' out the use of bad language)

ID #	Reason(s)	Post-coding
1	depends on what they did	depends
2	depends how bad the scandal was	depends
3	wouldnt really follow tabloid gossip	not follow gossip
4	the endorsement is only part of the reason i'd but, if at all!	part reason
5	don't think i'd care	not care
6	i wouldn't solely but the product because of the celebrity, i would like the product too	part reason
7	wouldn't bother me	not care
8	I think it would take away from the value and trustworthiness of the product	value & trust
9	if it was really bad, like what chris brown did, i might consider not, otherwise i wouldn't really care!	depends
10	the celebrity would not have been the only reason i bought the product	part reason
11	i don't think i'd care, unless it was really bad.	not care
12	wouldn't bother me	not care
13	if anything it would be more clear in my head because the endorser had been in the news recently	top of mind
14	wouldnt bother me	not care
15	wouldnt care	not care
16	i dont think it'd matter to me	not care
17	Did not admire him in the first place but I guess I would be put off a little just besause he is related to something.	value & trust
18	I dont purchase because of who endorses a product	part reason

19	depends if he offended me, otherwise its cool	depends
20	i would still buy the product beacuse im sure id still like the product	part reason
21	diminished the brand in my eyes	value & trust
22	dont care really about their personal lives	not care
23	I wouldnt care	not care
24	The celebrity is not the only reason i would have bought the product	part reason
25	If you like a brand you'll buy it, the celebrity merely draws attention to it.	part reason
26	everybody is involved in scandal these days, its nothing new!	not care
27	dont care	not care
28	celeb mot the only reason for buying product	part reason
29	wouldnt really care	not care
30	If i like a product. i will repurchase it, it doesn't matter who endorses it.	not affected by Celebrity Endorsements
31	Because they are being paid to play a role and it doesnt make the product less credible. You are just more likely to watch the ad because you see someone you recognize	not care
32	Depends on what the scandal involved	depends
33	It doesn't reflect badly on the brand, just the person.	not care
34	If he is not trustworthy, it is likely that his endorsement is not trustworthy either	value & trust
35	You look up to them so when a scandal hits its a bit of a let down.	value & trust
36	I only purchase products for my benefit, not for the association with a celebrity.	not affected by Celebrity Endorsements
37	It will effect on my decision making, but not too much.	not care
38	Normally don't buy items because a celebrity is being paid to say they're good/useful etc.	not affected by Celebrity Endorsements
39	i wouldnt really buy something just because it was endorsed by a celebrity. If by chance it was endorsed and a scandal was involved, it wouldnt bother me	not care
40	I dont care about scandal.	not care
41	Wouldn't care	not care
42	Wouldn't bother me	not care
43	I'm Not sure it would depend on the product, if it was somthing i really liked and used alot i would probably buy it anyway.	not care
44	Bad image	value & trust
45	Depends on the scandal	depends
46	It would depend entirely on what the scandal was , also I feel that it is not always wise to believe stories that are printed by the newspapers however one example that I can think of which would influence my decision against purchasing a celebrity endorsed brand would be the case of Chris Brown.	depends
47	If I believed the product was good I would still buy it regardless.	not care

48	The endorsement is irrelevant to the product	not care
49	The individual's 'antics' should have no bearing on the quality of the product.	not care
50	Its the product that i purchase not the celeb	not care
51	It depends on the scandal and product. If I use the product and i really like it, despite the scandal, i will continue to use the product.	depends
52	If it's a good brand, it's a good brand.	not care
53	I don't buy the brand because it is endorsed by the celebrity, I was buying it for years before.	not care
54	If it was a scandal within the celebrity's personal life, it would not effect me. However, if it was a public matter, for example if a celebrity displayed racist/abusive behaviour, and the brand remained associated with the celebrity, I would avoid purchasing the brand.	depends
55	I don't purchase based on who endorses it, quality is my main priority	not affected by Celebrity Endorsements
56	I don't buy products because they are endorsed by a "celebrity" I buy them because I want to (as in I have a mind of my own)	not affected by Celebrity Endorsements
57	i dont buy based on endorsement	not affected by Celebrity Endorsements
58	It wouldn't stop me from using/buying something that i have always used	not care
59	Depends on what the scandal was and if there was any truth to it!	depends
60	Because what he has done in his personal life do not take away from the fact he is they best in his sport	not care
61	I really dont care what the celebrity does in their life,	not care
62	It would really depend on the product for me as opposed to the celebrity.	not affected by Celebrity Endorsements
63	Can't stop supporting a xxxxxxxx cause he got some xxx!	not care
64	It wouldnt bother me what the scandal was- i wouldnt buy the product cos of the endorser so i wouldnt stop just cos there was a scandal	not affected by Celebrity Endorsements
65	These celebrities are chosen because they have influence and are role models for the target audience of these companies. If they are negatively involved in scandals they don't deserve to represent these companies, recieve further publicity and further influence people, especially a younger audience.	value & trust
66	because i dont just but the product for the celebrity i also like the product	part reason
67	No, if I liked a product I wouldn't stop using just because It was endorsed by a celebrity in a scandal.	not care
68	because they are not good role modles for younger people	value & trust
69	If I like the product, I'll continue to purchase it.	not care
70	The celebrity would probably get me to notice the product, but if I liked it I would keep using it even if that celebrity isn't advertising it anymore	not care

<b>71</b>	it wouldnt bother me if i liked the product	not care
<b>72</b>	It would make me think twice about the company which endorses the celebrity.	value & trust
<b>73</b>	it wudn bother me	not care
<b>74</b>	Cause it's enitially about the product you use not the celeb	part reason
<b>75</b>	Depends on the scandal really, if it was a serious offence i wouldd be less likely, but if it was only something small blown out of proportion it probably wouldnt bother me.	depends
<b>76</b>	the person has nothing to do with the making of a good product!	not affected by Celebrity Endorsements
<b>77</b>	Celebrtiy endorsement grabs your attention, wouldn't be the only reason for buying the brand though. Especially when its to do with their private life	not care
<b>78</b>	If I use and like the brand I would still use/buy it	not care
<b>79</b>	Don't think they should be advertising products when they are not advertising their lives to good	value & trust
<b>80</b>	depending on what the product was, like if it was hair stuff and i liked it i still would buy it.	depends
<b>81</b>	Negative impact due to damaged icon status	value & trust
<b>82</b>	Im pretty brand faithful	not care
<b>83</b>	Depends what the scandal was and how the brand handled it.	depends
<b>84</b>	It would depend on if it was an ethical scandal or just something stupid	depends
<b>85</b>	The celebrity wasn't the only reason i bought the product	part reason

## Appendix 4 – Post-coding of Question 12

The following are the top three reasons given by the respondent as reasons celebrities can recover from scandal:

- |  |     |
|--|-----|
| 1. It has happened before                | 40% |
| 2. People forget or move on from scandal | 21% |
| 3. People don't care about scandal       | 8%  |

Please find below, the primary data received by the researcher as response to Question 12 of the questionnaire. The researcher then analysed the results using post-coding.

<b>ID #</b>	<b>Reason(s)</b>	<b>Post-coding</b>
1	i think once they have lost the trust of the public, they cant get it back	No
2	have seen it happen in the past	Happened before
3	people eventually forget	People forget
4	We have seen it happen in the past	Happened before
5	i think people are very forgiving	People Forgive
6	once you have a bad image, it sticks	No
7	we have seen kate moss become more successful after her cocaine scandal	Happened before
8	we have seen it done in the past	Happened before
9	Again, if it was chris brown, i'd hope not, but i dont think people care if its anything else	Depends
10	we have seen it happen before with kate moss	Happened before
11	i dont think people care	Don't care
12	its happened before	Happened before
13	i dont think people care anymore, all celebrities are involved it one scandal or another	Don't care
14	We have seen kate moss getting over her cocaine scandal, and now she is more successful than she was before	Happened before
15	people will move onto another scandal soon after	People Forget
16	has happened in the past	Happened before
17	Look at britney she is a sham and still gets endorsements deals i.e Candy in 2009	PR
18	The scandal soon becomes yesterdays news	People forget
19	depends how big the scandal was but bad press is still press	Depends
20	kate moss after her cocaine binge	Happened before

21	unfortunately they can because people dont seem to care - just look at kate moss	Don't care
22	people dont care about their personal lives	Don't care
23	Kate Moss has	Happened before
24	We have seen it in the past, with kate moss and the cocaine scandal	Happened before
25	Public are fickle. they easily forget...	People forget
26	everybody is involved in scandal these days, its nothing new!	Happened before
27	ppl will forget	People forget
28	ppl dont care	Don't care
29	its happened before - kate moss	Happened before
30	They have done in the past. eg Kate Moss after cocaine scandal still endorses brands.	Happened before
31	Because the publicity will be good for the company as more people will want to see the celebrity to see if they look better or worse after the ordeal	interest
32	People are fickel	People forget
33	People forget.	People forget
34	Once bitten, twice shy.	No
35	Look at Kate Moss now after her infamous coke scandal.	Happened before
36	Kate Moss is back with Rimmel, everyone seems to have forgotten about the whole scandal.	Happened before
37	Nobody is perfect.	Don't care
38	Kate Moss bounced back very well after the cocaine scandal.	Happened before
39	You can do anything ya put your mind too.	PR
40	Others have	Happened before
41	I don't think people care anymore	Don't care
42	Well look at kate moss, she was dropped for a while but came back with even more endorsements	Happened before
43	I believe that the celebrity nvironment is one that is obviously quite fickle thus the industry has a tendency to move onto the next breaking scandal or story at a moments notice.	People forget
44	People tend to forget what happened after a few years.	People forget
45	People will forget about scandals, its happened before, Kate Moss got most of hers back after being dropped	Happened before
46	Believe in the maxim "everyone deserves a second chance"	People forgive
47	celebrity is a fickle world	People forget
48	Kate moss has recovered fine from her issue with coke. SHes the face of versace, rimmel, exc. On the other hand, Michael Vick - not so much	Happened before

49	The media is extremely fickle, scandal sells and so does stories about celebs turning their lives around. Through well planned out PR celebs can reposition themselves in the media.	People forget
50	If they're genuinely sorry, and work to show this, then I don't see why not.	People forgive
51	I can't recall an example of where a celebrity has recovered from a scandal and reclaimed their endorsements.	No
52	Depends on the type of scandal - personal issues vs more public matters or a celebrities view of certain issues.	Depends
53	People soon forget the scandal	People forget
54	Just look at Kate Moss now and Kate Moss just after her cocaine scandal hit the press. She has definitely bounced back	Happened before
55	can harm the image of a brand for gullible audience/ buyers	No
56	of course as the media and public are very fickle and it will be old news soon	People forget
57	Kate Moss!!!	Happened before
58	Huge Grant is an example of this.	Happened before
59	Thats what PR people are for	PR
60	See Kate Moss 2005 drugs scandal.	Happened before
61	He's bigger than golf, of course he can recover!	Status
62	kate moss - got contract back with rimmel	Happened before
63	Everybody makes mistakes and should have the chance to redeem themselves.	People forgive
64	look at Kate moss now, people will forget and move on	Happened before
65	Yes, people forget. Look at David Beckham and Rebecca Loos scandal.	People forget
66	its depends on what they have done.	Depends
67	Tiger Woods will be a good case - will he get back? I don't see why not!	people forgive
68	Kate Moss lost some of her endorsements during her drug scandal, and gained more endorsements after, so she has proved that scandals only last for awhile.	Happened before
69	loads of them have done eg kate moss david beckham	Happened before
70	People always forget and another scandal comes along. They may then see that celebrity as an underdog and lok for sympathy support.	People forget
71	there celebretes because they already have qualitys people like, scandals pass after a while and people forget	People forget
72	To hard to win people over a second time	No

<b>73</b>	Kate Moss	Happened before
<b>74</b>	Normal people go through scandals, and regret past behaviour, so if we can get another chance to redeem ourselves then celebrities should too.	People forgive
<b>75</b>	The likes of Michael Jackson and Cheryl Cole have recovered from scandal in the past and gone on to bigger things	Happened before
<b>76</b>	Hard to win people over a second time	No
<b>77</b>	yeah adopt a child or something, bring out a number one, it will all be quickly forgotten!	People forget
<b>78</b>	The public easily forget..	people forget
<b>79</b>	like tiger woods at the end of the day is still the best golfer in the world and nothing will change that for a long time	Status
<b>80</b>	Serious charity work, fixing what was done and performing at the top of his game	Repent
<b>81</b>	KATE MOSS.	Happened before
<b>82</b>	Well Kate Moss is a prime example!	Happened before
<b>83</b>	Rebrand themselves etc	PR
<b>84</b>	Kate Moss did	Happened before