

A Work Project, presented as part of the requirements for the Award of a Masters Degree in Management from the NOVA – School of Business and Economics.

**ARE CELEBRITIES MEDIATORS FOR NEGATIVE SPILLOVER?
AN EMPIRICAL STUDY.**

David Maximilian Hassler #761

A Project carried out on the Marketing Field Lab – Children Consumer Behavior, under the supervision of Luisa Agante

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Booklet II: Appendix

6. Appendix

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6.2 Surveys¹

6.2.1 Pretests

6.2.1.1 Pretest 1

Celebrities
 George Clooney



Now, imagine the American actor **George Clooney** is advertising a **coffee brand** and a **watch brand**.
 Please check the number which best describes your feelings towards the celebrity.

likeable

very unlikeable	☐	☐	☐	☐	☐	☐	☐	very likeable
	1	2	3	4	5	6	7	

pleasant

very unpleasant	☐	☐	☐	☐	☐	☐	☐	very pleasant
	1	2	3	4	5	6	7	

Figure 1: Example of Pretest 1, Credibility of George Clooney

¹ All surveys were designed and performed with SurveyGizmo (www.surveygizmo.com). The following Figures are Screenshots

agreeable

very disagreeable

1

2

3

4

5

6

7

very agreeable

knowledgeable

not knowledgeable

1

2

3

4

5

6

7

knowledgeable

qualified

not qualified

1

2

3

4

5

6

7

qualified

trustworthy

not trustworthy

1

2

3

4

5

6

7

trustworthy

believable

not believable

1

2

3

4

5

6

7

believable

If you have never heard about this person, check the following box and continue without answering the items.

☐ I do not know this Person.

Back

Next

60%

Figure 2: Continuing: Example of Pretest 1, Credibility of George Clooney

Figures 1 and 2 illustrate parts of the survey of Pretest 1. Participants were shown a picture of the celebrity, in this case George Clooney, and were asked to evaluate their feelings toward him taking into account two possible brand categories. Participants had to fill out these scales for each of the four celebrities (Cristiano

Ronaldo, Katy Perry, George Clooney and Roger Federer. The scales represent the 7 items to measure credibility of the celebrity endorser.

Measures:

Credibility (Attractiveness, Expertise, Trustworthiness) of the celebrities was measured with 7 items on 7-point semantic differential scales (3 items on Attractiveness: very likeable/very unlikeable, very pleasant/very unpleasant and very agreeable/very disagreeable; 2 items on Expertise: knowledgeable/not knowledgeable and qualified/not qualified; 2 items on Trustworthiness: trustworthy/not trustworthy and believable/not believable) used in prior studies of Tripp et al. (1994) and Till and Shimp (1998). Higher numbers on a scale represent a more positive evaluation of the credibility and a participant's evaluation of credibility is composed of the average of the seven scales measuring this variable.

Results

Response ID	CR_CREDIBILITY_AVG	KP_CREDIBILITY_AVG	GC_CREDIBILITY_AVG	RF_CREDIBILITY_AVG
1	5,71	4,57	6,43	5,57
2	3,29	5,29	6,14	4,57
3	4,43	2,00	6,00	4,57
4	3,43	6,43	6,57	5,86
5	4,00	3,43	4,86	4,00
6	3,00	5,00	5,86	5,00
7	4,43	5,00	6,29	N/A*
8	2,86	2,57	5,71	4,29
9	2,14	5,00	5,57	N/A*
10	3,71	5,00	6,71	7,00
11	2,57	3,14	5,43	6,14
12	5,71	6,14	7,00	7,00
13	4,43	6,00	7,00	6,14
14	4,43	3,57	7,00	6,00
15	2,29	4,57	6,29	5,57
16	2,57	3,57	3,14	4,00
17	3,71	3,86	5,57	5,43
18	4,71	3,86	5,29	4,86
19	4,14	5,29	6,00	6,86
20	4,57	4,29	5,86	6,00
Mean	3,81	4,43	5,94	5,49

*Respondent was not familiar with Roger Federer

Figure 3: Evaluation of Credibility

20 University students evaluated the credibility for each of the four celebrities, Cristiano Ronaldo (CR_CREDIBILITY_AVG), Katy Perry (KP_CREDIBILITY_AVG), George Clooney

(GC_CREDIBILITY_AVG) and Roger Federer (RF_CREDIBILITY_AVG) (see Fig. 3). The average evaluation of each respondent represents the mean of the 7 items measuring credibility.

Keeping in mind the scales are from one to seven, George Clooney (mean=5.94) and Roger Federer (mean=5.49) were perceived as exceptionally credible celebrities. Roger Federer was chosen for the experiment.

6.2.1.2 Pretest 2

Roger's Endorsements

Roger Federer



Roger Federer (born August 8th, 1981) is a Swiss professional tennis player who held the ATP no. 1 position for a record 237 consecutive weeks, and 285 weeks overall. As of October 2011, he is ranked world no. 4 by the ATP. Federer has won a men's record 16 Grand Slam singles titles. He is one of seven male players to capture the career Grand Slam and one of three to do so on three different surfaces (clay, grass and hard courts). Many sports analysts, tennis critics, and former and current players consider Federer to be the greatest tennis player of all time.

Federer has also been actively involved in various charitable activities on the ATP World Tour and through his own foundation. In September 2011, he was voted the second most trusted and respected human in the world by a study of the Reputation Institute, second only to Nelson Mandela.

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22%

Figure 4: Example of Pretest 2, Roger Federer

Roger's Endorsements

Caffè Serenità



Caffè Serenità is a Swiss manufacturer of high quality coffee products.

Founded in Lugano in 1921 by Luigi Moretti, the then called Caffè Moretti was initially run from a small grocery store in Via Bertaccio 10. During the years it became more and more a company with Swiss characteristics. Still, when they renamed the brand in 2010 to Caffè Serenità, meaning "unworried", they kept the Italian sound.

With the engagement of new CEO Robert Stockli, the company now tries to expand its business to the international market. The advertising contract signed by Roger Federer in July 2011, enhances this strategy. "Roger Federer stands for the same qualities as Caffè Serenità. Our Swiss roots connect us, and we are excited about a long lasting Relationship. Federer is not only one of the greatest Tennis players of all times, he also impresses with his open and honest personality." At Caffè Serenità they are convinced that this step will foster the image of the brand internationally and make it more exciting.

And also Roger Federer himself is happy about the cooperation: "Caffè Serenità grew up just like me in Switzerland and is conquering the world from here. Its high-class coffee enthruses coffee lovers in every country. Myself included."

On the next page you will be shown an advertisement of this campaign.

Back

Next

33%

Figure 5: Example of Pretest 2, Caffè Serenità

Roger's Endorsements

Ad



Caffè
Serenità
Moment of Delight

Whether it's tennis or coffee, Roger Federer knows you always have to serve your best. His choice of coffee? Caffè Serenità, because he refuses to compromise on quality. Only superb Caffè Serenità coffee beans provide him his moment of delight, every day.

Please take your time to look at the Ad and then click "Next".

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Next

44%

Figure 6: Example of Pretest 2, Ad

Roger's Endorsements
 Fit

From what you know now about **Caffè Serenità** and its ambassador **Roger Federer**, do you think...

...these two have a *

low fit	☐	☐	☐	☐	☐	☐	☐	high fit
	1	2	3	4	5	6	7	

...their relationship *

does not make sense	☐	☐	☐	☐	☐	☐	☐	makes sense
	1	2	3	4	5	6	7	

...these two are *

dissimilar	☐	☐	☐	☐	☐	☐	☐	similar
	1	2	3	4	5	6	7	

...this combination is *

atypical	☐	☐	☐	☐	☐	☐	☐	typical
	1	2	3	4	5	6	7	

...this combination is *

inconsis- tent	☐	☐	☐	☐	☐	☐	☐	consis- tent
	1	2	3	4	5	6	7	

Figure 7: Example of Pretest 2, Evaluation of Fit

...Roger Federer is a _____ ambassador for Caffè Serenità. *

unrepresentative	☐	☐	☐	☐	☐	☐	☐	representative
	1	2	3	4	5	6	7	

...these two are *

not complementary	☐	☐	☐	☐	☐	☐	☐	complementary
	1	2	3	4	5	6	7	

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56%

Figure 8: Continuing: Example of Pretest 2, Evaluation of Fit

Figures 4 to 8 illustrate parts of the survey of Pretest 2. Participants were introduced to Roger Federer (see Fig. 4) and to the coffee brand Caffè Serenità (see Fig. 5), they were shown an advertisement of Roger Federer endorsing Caffè Serenità (see Fig. 6) and were subsequently asked to evaluate the fit between the celebrity and the brand (see Figs. 7 and 8). Afterwards they were going through the same process when evaluating the fit between Roger Federer and the sports brand Halma.

Measures:

Fit between Roger Federer and the brand was measured on 7-point semantic differential scales (7 items: dissimilar/similar, inconsistent/consistent, atypical/typical, unrepresentative/representative, not complementary/complementary, low fit/high fit and does not make sense/makes sense) used in a prior study of Simmons and Becker-Olsen (2006). Higher numbers on a scale represent a more positive evaluation of the fit and a participant's evaluation of fit is composed of the average of the seven scales measuring this variable.

Results

Response ID	CS-RF_FIT_AVG	HA-RF_FIT_AVG
1,00	4,29	5,86
2,00	3,14	5,71
3,00	5,57	6,86
4,00	2,43	5,00
5,00	6,71	6,57
6,00	6,00	5,86
7,00	3,71	6,71
8,00	7,00	6,86
9,00	6,00	6,29
10,00	3,71	5,86
11,00	5,00	6,00
12,00	4,71	5,71
13,00	6,43	6,14
14,00	4,00	5,14
15,00	2,14	6,00
16,00	5,71	6,43
17,00	6,00	6,14
18,00	5,71	6,29
19,00	5,71	6,14
20,00	5,14	6,29
Mean	4,96	6,09

Figure 9: Evaluations of Fit (N=20)

20 University students evaluated the fit between Roger Federer and Caffè Serenità (CS-RF_FIT_AVG) as well as Roger Federer and Halma (HA-RF_FIT_AVG) (see Fig. 9). The average evaluation of each respondent represents the mean of the 7 items measuring fit. Keeping in mind the scales are from one to seven, total means of 4.96 and 6.09 respectively represent a more than reasonable fit between Roger Federer and each of the two brands.

6.3.1.3 Pretest 3

Fit between 2 brands
Caffè Serenità



Caffè Serenità is a Swiss manufacturer of high quality coffee products.

Founded in Lugano in 1921 by Luigi Moretti, the then called Caffè Moretti was initially run from a small grocery store in Via Bertaccio 10. During the years it became more and more a company with Swiss characteristics. Still, when they renamed the brand in 2010 to Caffè Serenità, meaning "unworried", they kept the Italian sound.

BackNext

40%

Figure 10: Example of Pretest 3, Caffè Serenità

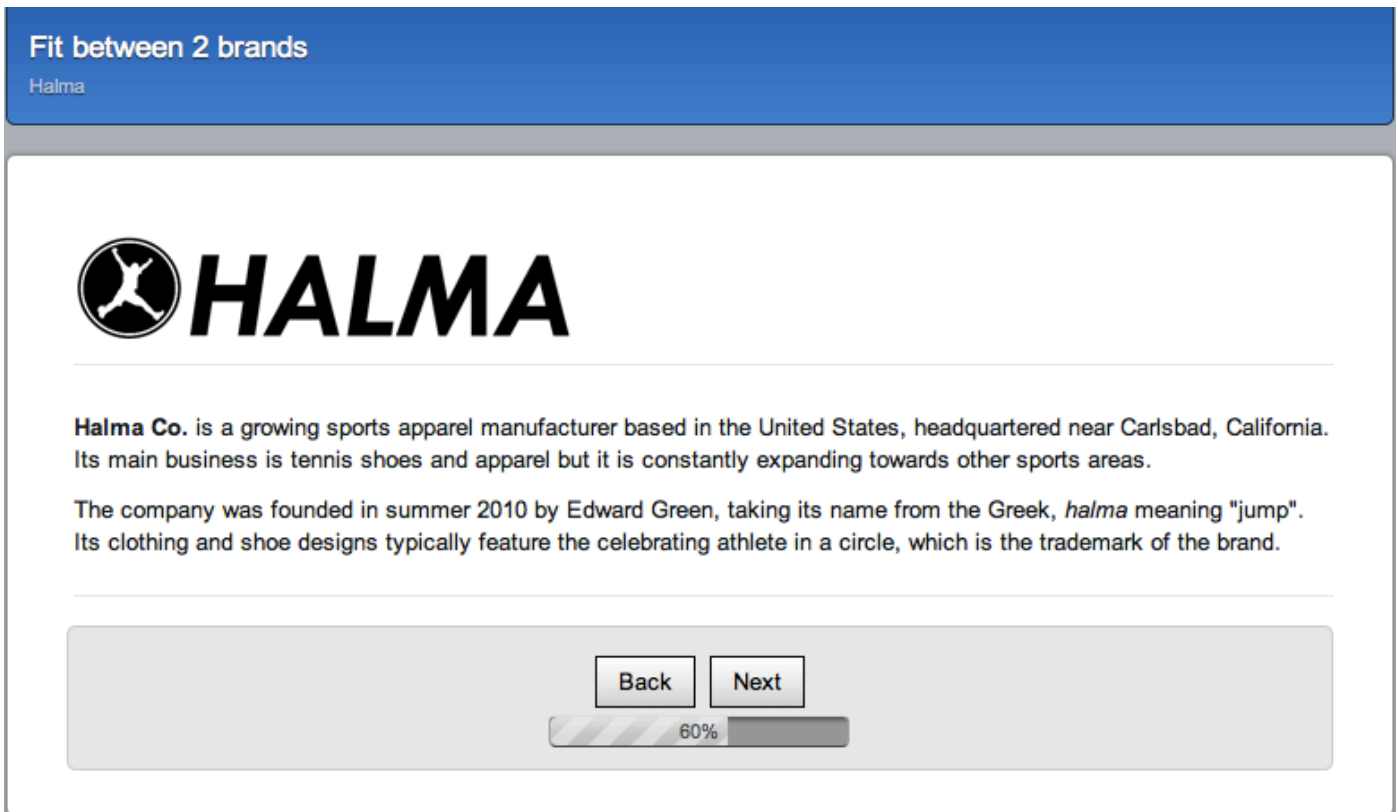


Figure 11: Example of Pretest 3, Halma

Fit between 2 brands

Fit

From what you know now about **Halma** and **Caffè Serenità**, keeping in mind their products, their target markets, their brand characteristics etc., do you think...

...these two have a *

low fit

☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5
 ☐ 6
 ☐ 7

high fit

...these two are *

dissimilar

☐ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5
 ☐ 6
 ☐ 7

similar

Back

Submit

80%

Figure 12: Example of Pretest 3, Evaluation of Fit

Figures 10 to 12 illustrate parts of the survey of Pretest 3. Participants were introduced to the coffee brand Caffè Serenità (see Fig. 10) and to the sports brand Halma (see Fig. 11), and subsequently were asked to evaluate the fit between the two brands (see Fig. 12).

Measures

Fit between Caffè Serenità and Halma was measured on 7-point semantic differential scales with 2 of 7 items (dissimilar/similar, low fit/high fit) that were used in a prior study of Simons and Becker-Olsen, 2006. Higher numbers on a scale represent a more positive evaluation of the fit and a participants's evaluation of fit is composed of the average of the two scales measuring this variable.

Results

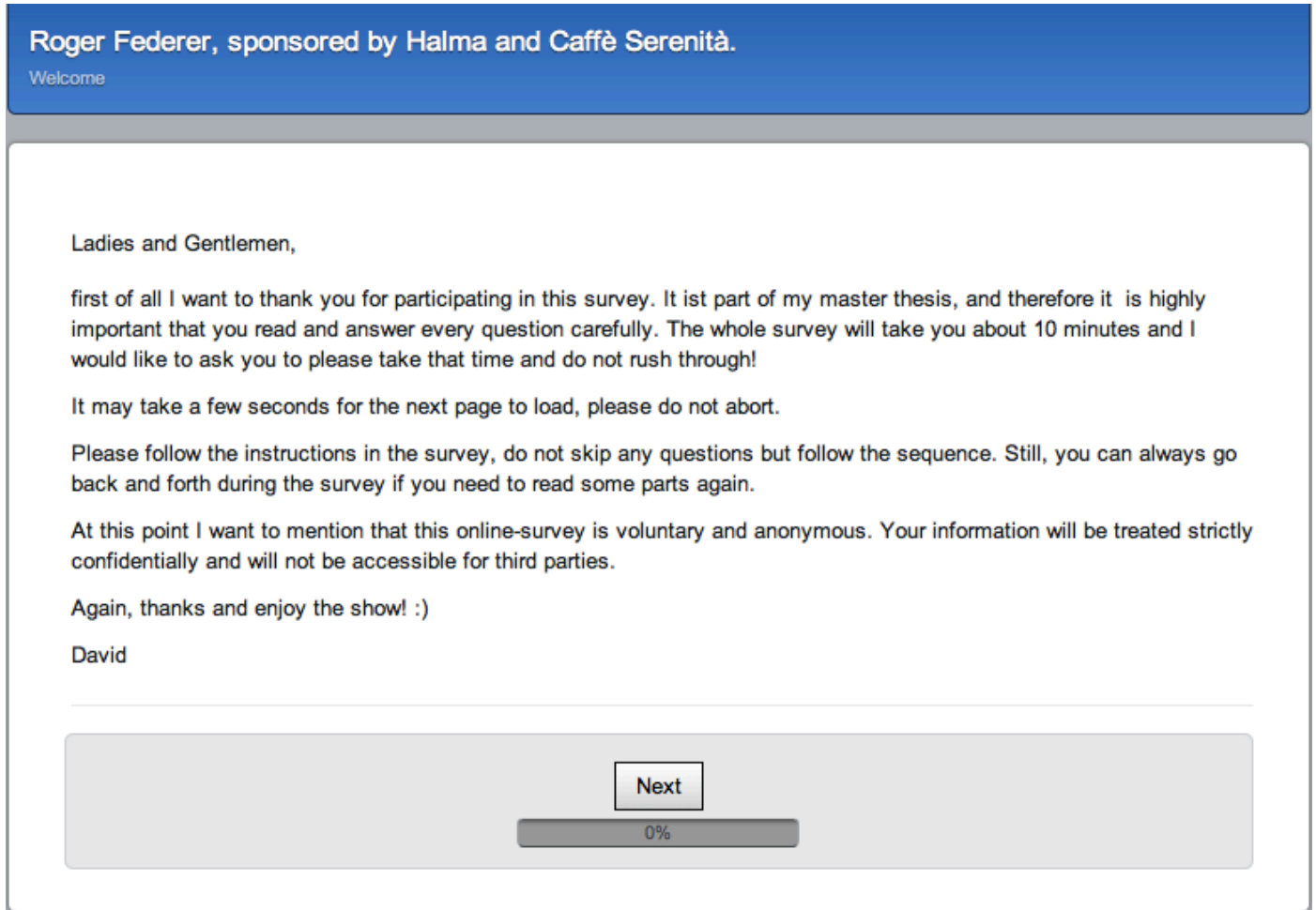
Response ID	CS_HA_FIT_AVG
1	2,5
2	2
3	2,5
4	1,5
5	1,5
6	1
7	2
8	3
9	2,5
10	2,5
11	2,5
12	1,5
13	2
14	1
15	2,5
16	2,5
17	2
18	3
19	1,5
20	2,5
Mean	2,1

Figure 13: Evaluation of Fit (N=20)

20 University students evaluated the fit between Caffè Serenità and Halma (CS_HA_FIT_AVG) (see Fig. 13). The average evaluation of each respondent represents the mean of the 2 items measuring fit. Keeping in mind the scales are from one to seven, a total mean of 2.1 represents a more than appropriate evaluation of the fit between the two brands that are not supposed to have any direct associative link to each other

6.2.2 Final Survey

6.2.2.1 Groups 1 & 2



Roger Federer, sponsored by Halma and Caffè Serenità.

Welcome

Ladies and Gentlemen,

first of all I want to thank you for participating in this survey. It is part of my master thesis, and therefore it is highly important that you read and answer every question carefully. The whole survey will take you about 10 minutes and I would like to ask you to please take that time and do not rush through!

It may take a few seconds for the next page to load, please do not abort.

Please follow the instructions in the survey, do not skip any questions but follow the sequence. Still, you can always go back and forth during the survey if you need to read some parts again.

At this point I want to mention that this online-survey is voluntary and anonymous. Your information will be treated strictly confidentially and will not be accessible for third parties.

Again, thanks and enjoy the show! :)

David

Next

0%

Figure 14: Final Survey, Groups 1 & 2, Introduction

Roger Federer, sponsored by Halma and Caffè Serenità.
Instruction

In the first part of this survey, you will be shortly introduced to **Roger Federer** and to his endorsement campaigns with **Halma** and **Caffè Serenità**.

Please read the texts carefully before you click "Next".

Back

Next

5%

Figure 15: Final Survey, Groups 1 & 2, Instruction Celebrity and Brands

Roger Federer, sponsored by Halma and Caffè Serenità.
Roger Federer



Roger Federer (born August 8th, 1981) is a Swiss professional tennis player who held the ATP no. 1 position for a record 237 consecutive weeks. As of October 2011, he is ranked world no. 4 by the ATP. Federer has won a men's record 16 Grand Slam singles titles and he is one of seven male players to capture the career Grand Slam. Many sports analysts, tennis critics, and former and current players consider Federer to be the greatest tennis player of all time.

In summer 2011 Roger Federer signed contracts with two new sponsors, the coffee brand Caffè Serenità and the sports brand Halma. Both will be introduced on the following pages.

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10%

Figure 16: Final Survey, Groups 1 & 2, Roger Federer

Roger Federer, sponsored by Halma and Caffè Serenità.
Halma



Halma Co. is a growing sports apparel manufacturer based in the United States, headquartered near Carlsbad, California. Its main business is tennis shoes and apparel but it is constantly expanding towards other sports areas.

The company was founded in summer 2010 by Edward Green, taking its name from the Greek, *halma* meaning "jump". Its clothing and shoe designs typically feature the celebrating athlete in a circle, which is the trademark of the brand.

In October 2011, Halma started a big advertisement campaign with tennis star Roger Federer to gain publicity and strengthen the brand globally: "Roger Federer embodies everything we admire in an athlete, he's the epitome of athleticism and professionalism, and he's among the nicest, most sincere people with whom our company has ever worked with. We're truly honored to have him as an ambassador to the Halma brand." (Halma Sporting Goods President Chris Simpson)

And Federer is also excited about the relationship with his new sponsor: "I'm very happy to promote Halma. We Swiss love quality, therefore I highly appreciate Halma's incredible sports gear. It offers me just what I need to be ahead of my competitors."

On the next three pages you will be shown advertisements of this campaign.

BackNext

15%

Figure 17: Final Survey, Groups 1 & 2, Halma

Roger Federer, sponsored by Halma and Caffè Serenità.

Ad I



Athletic. Elegant. Triumphant.  **HALMA**

Please take your time to look at the ad and then click "Next".

27%

Figure 18: Final Survey, Groups 1 & 2, Ad I Halma

Roger Federer, sponsored by Halma and Caffè Serenità.
Ad II



**Roger Federer.
Greatest Tennis Player of All Time.**

HALMA

Please take your time to look at the ad and then click "Next".

[Back](#) [Next](#)

32%

Figure 19: Final Survey, Groups 1 & 2, Ad II Halma

Roger Federer, sponsored by Halma and Caffè Serenità.
Ad III

Our Passion for Your Performance.



Please take your time to look at the ad and then click "Next".

36%

Figure 20: Final Survey, Groups 1 & 2, Ad III Halma

Roger Federer, sponsored by Halma and Caffè Serenità.
Caffè Serenità



Caffè Serenità is a Swiss manufacturer of high quality coffee products.

Founded in Lugano in 1921 by Luigi Moretti, Caffè Serenità was initially run from a small grocery store in Via Bertaccio 10. During the years it became more and more a company with Swiss characteristics. The name Serenità originated from the Italian, meaning "unworried".

With the engagement of new CEO Robert Stockli, the company now tries to expand its business to the international market. The advertising contract signed by Roger Federer in July 2011 enhances this strategy. "Roger Federer stands for the same qualities as Caffè Serenità. Our Swiss roots connect us, and we are excited about a long lasting relationship. Federer is not only one of the greatest tennis players of all times, he also impresses with his open and honest personality." At Caffè Serenità they are convinced that this step will foster the image of the brand internationally and make it more exciting.

And Roger Federer himself is also happy about the cooperation: "Caffè Serenità grew up just like me in Switzerland and is conquering the world from here. Its high-class coffee enthuses coffee lovers in every country. Myself included."

On the next three pages you will be shown advertisements of this campaign.

Back

Next

41%

Figure 21: Final Survey, Groups 1 & 2, Caffè Serenità

Roger Federer, sponsored by Halma and Caffè Serenità.

Ad I



Please take your time to look at the ad and then click "Next".

Back

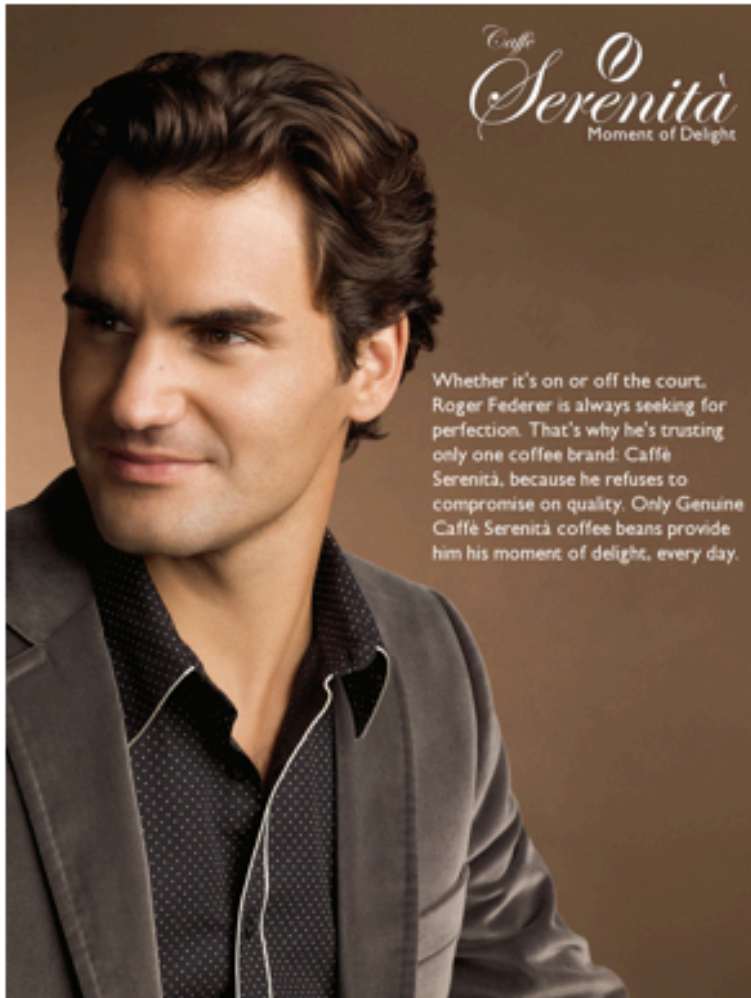
Next

45%

Figure 22: Final Survey, Groups 1 & 2, Ad I Caffè Serenità

Roger Federer, sponsored by Halma and Caffè Serenità.

Ad II



Whether it's on or off the court, Roger Federer is always seeking for perfection. That's why he's trusting only one coffee brand: Caffè Serenità, because he refuses to compromise on quality. Only Genuine Caffè Serenità coffee beans provide him his moment of delight, every day.

Please take your time to look at the ad and then click "Next".

Back

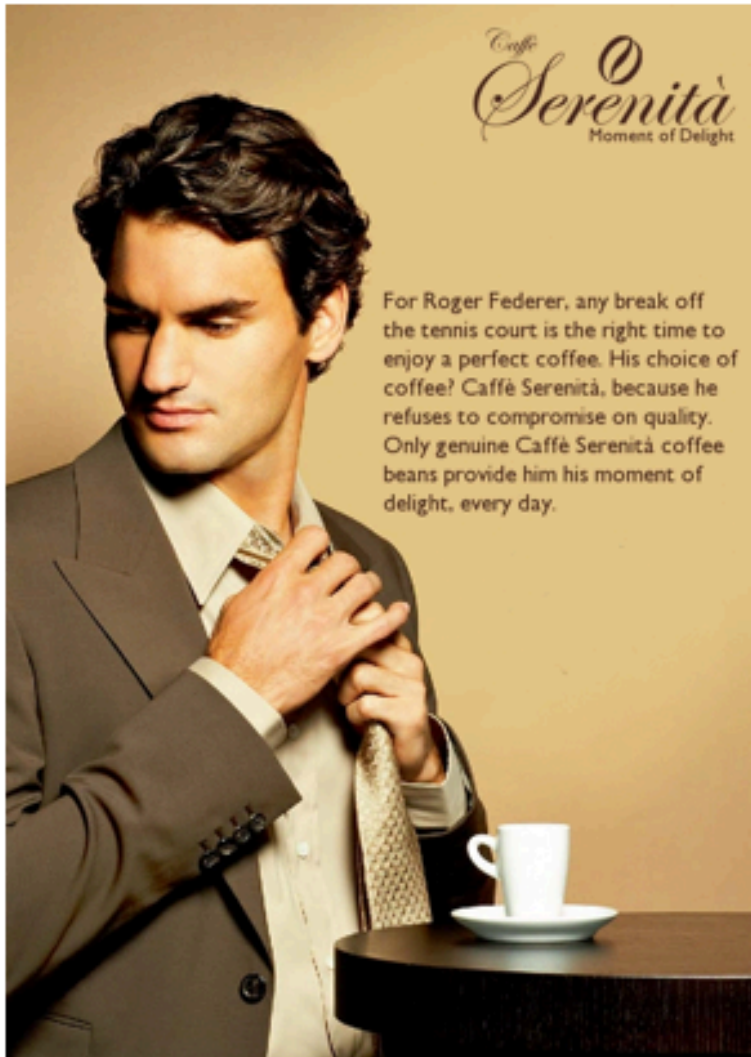
Next

50%

Figure 23: Final Survey, Groups 1 & 2, Ad II Caffè Serenità

Roger Federer, sponsored by Halma and Caffè Serenità.

Ad III



For Roger Federer, any break off the tennis court is the right time to enjoy a perfect coffee. His choice of coffee? Caffè Serenità, because he refuses to compromise on quality. Only genuine Caffè Serenità coffee beans provide him his moment of delight, every day.

Please take your time to look at the ad and then click "Next".

Back

Next

59%

Figure 24: Final Survey, Groups 1 & 2, Ad III Caffè Serenità



Figure 25: Final Survey, Group 1, Instruction Newspaper Article

Roger Federer, sponsored by Halma and Caffè Serenità.

The Guardian Article

theguardian

News > World news > India

By Dan McDagull, October 3rd, 2011.

The hidden face of Halma sportswear

The sportswear brand Halma is found to use children laboring in Indian refugee camps to produce some of its garments. Children as young as 11 are sewing T-Shirts for Western desires.

When Halma was launched, its flagship store in California was besieged by fans that had previously been attracted by the well-known million dollar campaign in cooperation with tennis star Roger Federer. It sold more than a million garments in its first 10 days. The opening drew a bigger crowd than that managed by Halma's competitor Nike.

Last week Halma was found to employ children in order to produce garments. An investigation found that in the refugee camps of southern India young children had been working long hours in foul conditions to sew the designs - children like Manteesh. At the age of 11 her life is already an extraordinary story of survival. An orphan child, this Tamil refugee had fled the bombings of Sri Lanka only to find herself abandoned by an opportunistic human trafficker on a sandbank 15 miles off land. Exhausted and dehydrated, in the middle of the dangerous Palik Strait, the channel between India and Sri Lanka, she was rescued by fishermen just as the tide was closing over her. Manteesh ended up at India's Mandapam transit camp, a fenced-off series of dilapidated, one-storey cement blocks, 12 miles from the flat Arichalmunai beachfront, the first port of call for Sri Lankan refugees. Mantheesh went to Bhavanisagar camp, 40 miles from Tirapur. Within months she was absorbed into India's burgeoning economy, hand sewing from dawn to dusk for a businessman who had shrewdly recruited hundreds of refugees on the cheap to make garments destined Western firms like Halma.

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64%

Figure 26: Final Survey, Group 1, Newspaper Article

Roger Federer, sponsored by Halma and Caffè Serenità.
Instruction

On the following **three pages**, please indicate your feelings towards **Halma**, **Caffè Serenità** and **Roger Federer**.

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Next

68%

Figure 27: Final Survey, Groups 1 & 2, Instruction on Evaluation

Roger Federer, sponsored by Halma and Caffè Serenità.

Halma



Now that you have read the article on Halma, please circle the number that best represents your feelings towards this brand.

bad	☐	☐	☐	☐	☐	☐	☐	good
	1	2	3	4	5	6	7	

unfavorable	☐	☐	☐	☐	☐	☐	☐	favorable
	1	2	3	4	5	6	7	

undesirable	☐	☐	☐	☐	☐	☐	☐	desirable
	1	2	3	4	5	6	7	

awful	☐	☐	☐	☐	☐	☐	☐	nice
	1	2	3	4	5	6	7	

low quality	☐	☐	☐	☐	☐	☐	☐	high quality
	1	2	3	4	5	6	7	

Back

Next

73%

Figure 28: Final Survey, Groups 1 & 2, Evaluation of Attitude Toward Halma

Roger Federer, sponsored by Halma and Caffè Serenità.

Roger Federer



Roger Federer is the ambassador of **Halma**. Even though this might be the first time you have heard of Roger Federer, please circle the number that best represents your feelings towards him.

bad	☐	☐	☐	☐	☐	☐	☐	good
	1	2	3	4	5	6	7	
dislike	☐	☐	☐	☐	☐	☐	☐	like
	1	2	3	4	5	6	7	
unpleasant	☐	☐	☐	☐	☐	☐	☐	pleasant
	1	2	3	4	5	6	7	
awful	☐	☐	☐	☐	☐	☐	☐	nice
	1	2	3	4	5	6	7	

Back
Next

78%

Figure 29: Final Survey, Groups 1 & 2, Evaluation of Attitude Toward Roger Federer

Roger Federer, sponsored by Halma and Caffè Serenità.

Caffè Serenità



As you have read before, **Roger Federer** is also advertising **Caffè Serenità**. Please circle the number that best represents your feelings towards this brand.

bad	☐	☐	☐	☐	☐	☐	☐	good
	1	2	3	4	5	6	7	

unfavorable	☐	☐	☐	☐	☐	☐	☐	favorable
	1	2	3	4	5	6	7	

undesirable	☐	☐	☐	☐	☐	☐	☐	desirable
	1	2	3	4	5	6	7	

awful	☐	☐	☐	☐	☐	☐	☐	nice
	1	2	3	4	5	6	7	

low quality	☐	☐	☐	☐	☐	☐	☐	high quality
	1	2	3	4	5	6	7	

Back

Next

82%

Figure 30: Final Survey, Groups 1 & 2, Evaluation of Attitude Toward Caffè Serenità

Roger Federer, sponsored by Halma and Caffè Serenità.
Roger Federer

Have you heard of Roger Federer before you were introduced to him in this survey? *

-- Please Select --

Back

Next

86%

Figure 31: Final Survey, Groups 1 & 2, Familiarity of Roger Federer

Roger Federer, sponsored by Halma and Caffè Serenità.

Apropriateness

From what you know so far about **Roger Federer**, **Halma** and **Caffè Serenità**, please indicate how you evaluate the fact that...

...**Roger Federer** is promoting **Caffè Serenità**?

in- appropriate	☐	☐	☐	☐	☐	☐	☐	appropriate
	1	2	3	4	5	6	7	

ineffective	☐	☐	☐	☐	☐	☐	☐	effective
	1	2	3	4	5	6	7	

...**Roger Federer** is promoting **Halma**?

in- appropriate	☐	☐	☐	☐	☐	☐	☐	appropriate
	1	2	3	4	5	6	7	

ineffective	☐	☐	☐	☐	☐	☐	☐	effective
	1	2	3	4	5	6	7	

Back
Next

91%

Figure 32: Final Survey, Groups 1 & 2, Evaluation of Appropriateness

Roger Federer, sponsored by Halma and Caffè Serenità.
Demographics

Last but not least, please indicate some **personal information**.

Age *

-- Please Select --

Gender *

-- Please Select --

Country *

-- Please Select --

English Proficiency (honest self-evaluation)

-- Please Select --

Education (highest level received by respondent)

-- Please Select --

Job

-- Please Select --

Income

-- Please Select --

Back

Submit

95%

Figure 33: Final Survey, Groups 1 & 2, Demographics

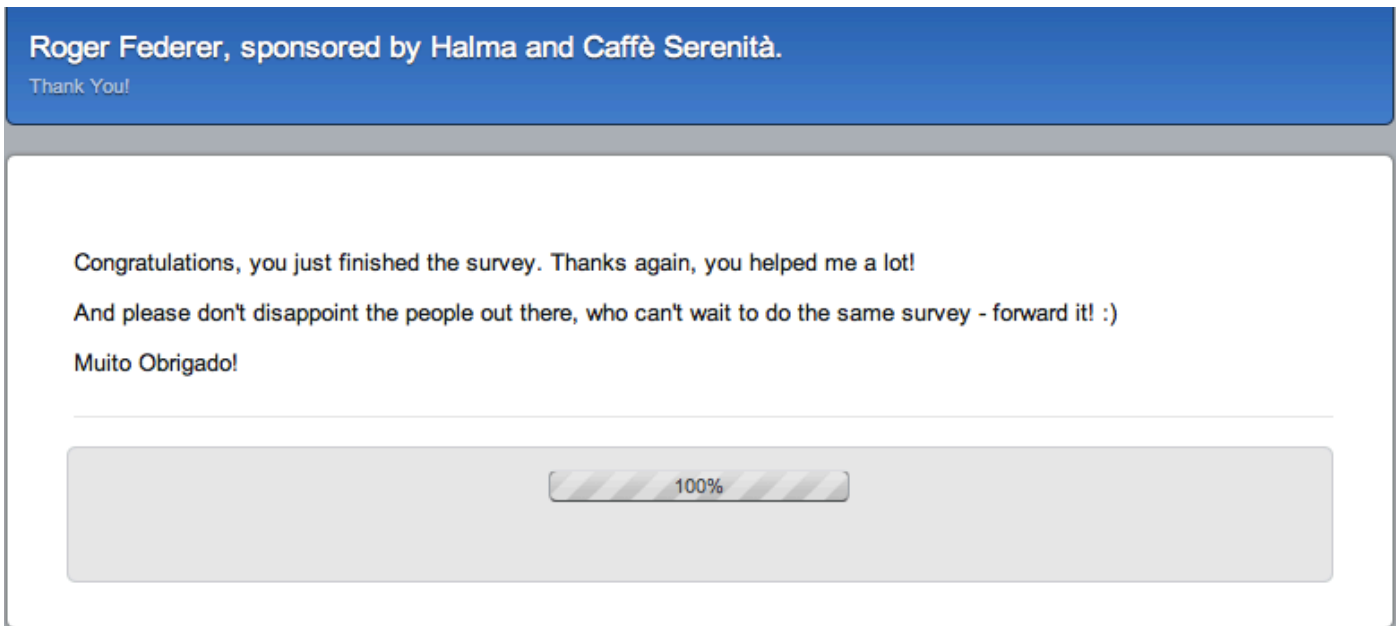


Figure 34: Final Survey, Groups 1 & 2, Thank You

Figures 14 to 34 illustrate the complete survey for group 1 (experimental group). Group 2's survey looks exactly the same but does not include the newspaper article (see Fig. 26) as well as the instruction on the newspaper article (see Fig. 25).

After a short introduction (see Fig. 14), participants were introduced to Roger Federer (see Fig. 15) and the sports brand Halma (see Fig. 17), including a presentation of its advertising campaign (see Figs. 15-20). Next, they were introduced to the coffee brand Caffè Serenità (see Fig. 21) and again shown three of its advertisements (see Figs. 22-24). Then, only the experimental group was introduced to the negative publicity through a newspaper article (Fig. 26). Afterwards the participants were asked to evaluate their attitude toward Halma (see Fig. 28), Roger Federer (see Fig. 29) and Caffè Serenità (see Fig. 30), as well as state if they are familiar with Roger Federer (see Fig. 31), and how they evaluate the appropriateness of the endorsements (see Fig. 32). Finally, the participants were requested to provide important demographics (see Fig. 33) and thanked for their participation (see Fig. 34).

6.2.2.2 Groups 3 & 4

Survey on 2 brands

Welcome

Ladies and Gentlemen,

first of all I want to thank you for participating in this survey. It ist part of my master thesis, and therefore it is highly important that you read and answer every question carefully. The whole survey will take you about 5 minutes and I would like to ask you to please take that time and do not rush through!

It may take a few seconds for the next page to load, please do not abort.

Please follow the instructions in the survey, do not skip any questions but follow the sequence. Still, you can always go back and forth during the survey if you need to read some parts again.

At this point I want to mention that this online-survey is voluntary and anonymous. Your information will be treated strictly confidentially and will not be accessible for third parties.

Again, thanks and enjoy the show! :)

Next

0%

Figure 35: Final Survey, Groups 3 & 4, Introduction

Survey on 2 brands

Instruction

In the first part of this survey, you will be shortly introduced to the brands **Halma** and **Caffè Serenità**.

Please read the texts carefully before you click "Next".

Back

Next

5%

Figure 36: Final Survey, Groups 3 & 4, Instruction Brands

Survey on 2 brands

Halma



Halma Co. is a growing sports apparel manufacturer based in the United States, headquartered near Carlsbad, California. Its main business is tennis shoes and apparel but it is constantly expanding towards other sports areas.

The company was founded in summer 2010 by Edward Green, taking its name from the Greek, *halma* meaning "jump". Its clothing and shoe designs typically feature the celebrating athlete in a circle, which is the trademark of the brand.

Back

Next

14%

Figure 37: Final Survey, Groups 3 & 4, Halma

Survey on 2 brands

Caffè Serenità



Caffè Serenità is a Swiss manufacturer of high quality coffee products.

Founded in Lugano in 1921 by Luigi Moretti, Caffè Serenità was initially run from a small grocery store in Via Bertaccio 10. During the years it became more and more a company with Swiss characteristics. The name Serenità originated from the Italian, meaning "unworried".

Back

Next

33%

Figure 38: Final Survey, Groups 3 & 4, Caffè Serenità

Survey on 2 brands

Instruction

Next, please carefully read the following newspaper article on **Halma**, published in The Guardian, October 2011.

Back

Next

52%

Figure 39: Final Survey, Group 3, Instruction Newspaper Article

Survey on 2 brands

The Guardian Article

theguardian

News > World news > India

By Dan McDagull, October 3rd, 2011.

The hidden face of Halma sportswear

The sportswear brand Halma is found to use children laboring in Indian refugee camps to produce some of its garments. Children as young as 11 are sewing T-Shirts for Western desires.

When Halma was launched, its flagship store in California was besieged by fans that had previously been attracted by the well-known million dollar campaign in cooperation with tennis star Roger Federer. It sold more than a million garments in its first 10 days. The opening drew a bigger crowd than that managed by Halma's competitor Nike.

Last week Halma was found to employ children in order to produce garments. An investigation found that in the refugee camps of southern India young children had been working long hours in foul conditions to sew the designs - children like Manteesh. At the age of 11 her life is already an extraordinary story of survival. An orphan child, this Tamil refugee had fled the bombings of Sri Lanka only to find herself abandoned by an opportunistic human trafficker on a sandbank 15 miles off land. Exhausted and dehydrated, in the middle of the dangerous Palik Strait, the channel between India and Sri Lanka, she was rescued by fishermen just as the tide was closing over her. Manteesh ended up at India's Mandapam transit camp, a fenced-off series of dilapidated, one-storey cement blocks, 12 miles from the flat Arichalmunai beachfront, the first port of call for Sri Lankan refugees. Mantheesh went to Bhavanisagar camp, 40 miles from Tirapur. Within months she was absorbed into India's burgeoning economy, hand sewing from dawn to dusk for a businessman who had shrewdly recruited hundreds of refugees on the cheap to make garments destined Western firms like Halma.

Back

Next

57%

Figure 40: Final Survey, Group 3, Newspaper Article

Survey on 2 brands

Instruction

On the following **two pages**, please indicate your feelings towards **Halma** and **Caffè Serenità**.

Back

Next

62%

Figure 41: Final Survey, Groups 3 & 4, Instruction on Evaluation

Survey on 2 brands

Halma



Even though this might be the first time you have heard of Halma, please circle the number that best represents your feelings towards this brand.

bad	☐	☐	☐	☐	☐	☐	☐	good
	1	2	3	4	5	6	7	
unfavorable	☐	☐	☐	☐	☐	☐	☐	favorable
	1	2	3	4	5	6	7	
undesirable	☐	☐	☐	☐	☐	☐	☐	desirable
	1	2	3	4	5	6	7	
awful	☐	☐	☐	☐	☐	☐	☐	nice
	1	2	3	4	5	6	7	
low quality	☐	☐	☐	☐	☐	☐	☐	high quality
	1	2	3	4	5	6	7	

Back

Next

67%

Figure 42: Final Survey, Groups 3 & 4, Evaluation of Attitude Toward Halma

Survey on 2 brands

Caffè Serenità



Even though this might be the first time you have heard of **Caffè Serenità**, please circle the number that best represents your feelings towards this brand.

bad	☐	☐	☐	☐	☐	☐	☐	good
	1	2	3	4	5	6	7	

unfavorable	☐	☐	☐	☐	☐	☐	☐	favorable
	1	2	3	4	5	6	7	

undesirable	☐	☐	☐	☐	☐	☐	☐	desirable
	1	2	3	4	5	6	7	

awful	☐	☐	☐	☐	☐	☐	☐	nice
	1	2	3	4	5	6	7	

low quality	☐	☐	☐	☐	☐	☐	☐	high quality
	1	2	3	4	5	6	7	

Back

Next

76%

Figure 43: Final Survey, Groups 3 & 4, Evaluation of Attitude Toward Caffè Serenità

Survey on 2 brands

Demographics

Last but not least, please indicate some **personal information**.

Age *

-- Please Select --

Gender *

-- Please Select --

Country *

-- Please Select --

English Proficiency (honest self-evaluation)

-- Please Select --

Education (highest level received by respondent)

-- Please Select --

Job

-- Please Select --

Back

Next

90%

Figure 44: Final Survey, Groups 3 & 4, Demographics

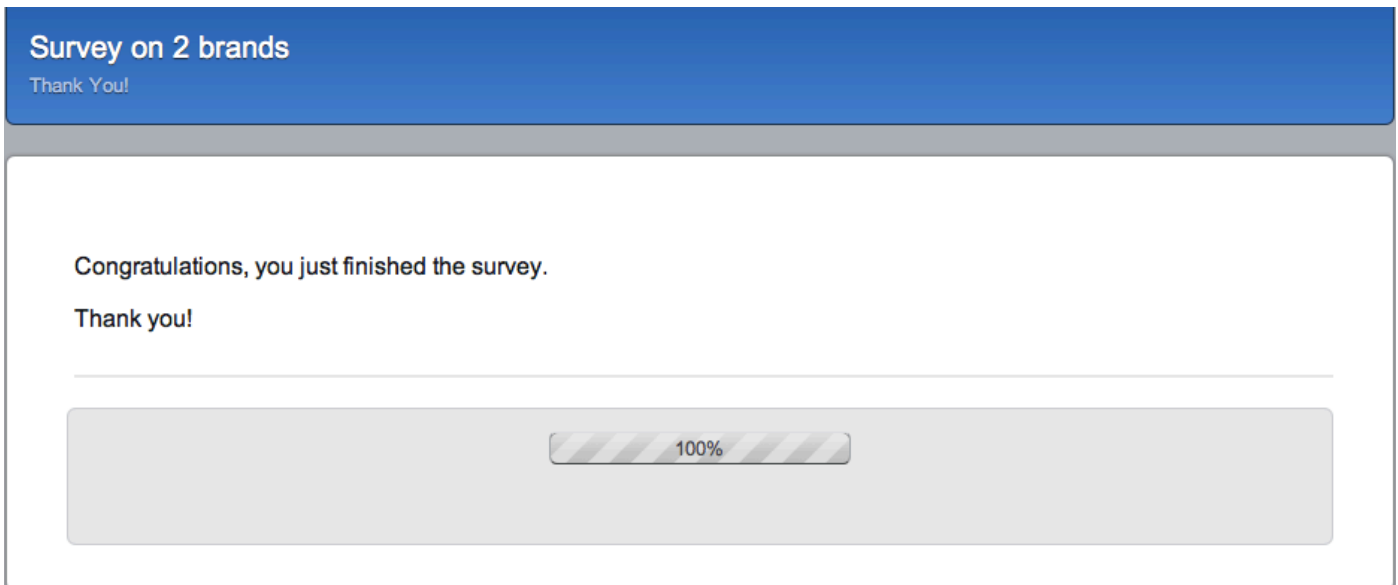


Figure 45: Final Survey, Groups 3 & 4, Thank You

Figures 35 to 45 illustrate the complete survey for group 3. Group 4's survey looks exactly the same but does not include the newspaper article (see Fig. 40) as well as the instruction on the newspaper article (see Fig. 39).

After a short introduction (see Fig. 35), participants were introduced to the sports brand Halma (see Fig. 37) and to the coffee brand Caffè Serenità (see Fig. 38). Then, only group 3 was introduced to the negative publicity through a newspaper article (see Fig. 40). Afterwards the participants were asked to evaluate their attitude toward Halma (see Fig. 42) and Caffè Serenità (see Fig. 43). Roger Federer was never mentioned in this Survey. Finally, the participants were requested to provide important demographics (see Fig. 44) and thanked for their participation (see Fig. 45).

6.3 SPSS Output

Explanation:

Markings

1. Red markings refer to the comparison of means between group 1 and group 2
2. Green markings refer to the comparison of means between group 3 and group 4.
3. Orange border lines refer to the comparison of means between group 1 and group 3.
4. Blue border lines refer to the comparison of means between group 2 and group 4.
5. Orange and blue stripes refer to the percentage change of attitude towards Halma.

Variables

HA_ATTITUDE: Attitude toward Halma

RF_ATTITUDE: Attitude toward Roger Federer

CS_ATTITUDE: Attitude toward Caffè Serenità

Groups

Experimental Design	Negative Article on Halma	No Negative Article on Halma
Celebrity	Group 1	Group 2
No Celebrity	Group 3	Group 4

Figure 46: Overview of the Different Groups

6.3.1 All Cases, N=435

6.3.1.a ANOVA (All Cases, N=435)

Figures 47-54 illustrate the data analysis on all respondents (N=435). A respondent's attitude consists of the mean score of the scales measuring this variable.

Oneway

Notes

Filter <none>

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
HA_ATTITUDE 1	105	2,838	1,3394	,1307	2,579	3,097	1,0	6,2
2	122	5,179	1,0201	,0924	4,996	5,362	1,6	6,8
3	117	2,460	1,2282	,1135	2,235	2,685	1,0	6,0
4	91	4,585	,8637	,0905	4,405	4,764	2,6	7,0
Total	435	3,758	1,6271	,0780	3,605	3,911	1,0	7,0
RF_ATTITUDE 1	105	4,7524	1,57371	,15358	4,4478	5,0569	1,00	7,00
2	122	5,7992	1,13802	,10303	5,5952	6,0032	2,00	7,00
3	0	.	.	.	.	.	.	.
4	0	.	.	.	.	.	.	.
Total	227	5,3150	1,45143	,09633	5,1251	5,5048	1,00	7,00
CS_ATTITUDE 1	105	4,8214	1,25774	,12274	4,5780	5,0648	1,00	7,00
2	122	5,1160	1,22918	,11128	4,8957	5,3363	1,25	7,00
3	117	4,9774	1,13516	,10495	4,7695	5,1852	2,00	7,00
4	91	5,1341	,88094	,09235	4,9506	5,3175	2,80	6,60
Total	435	5,0114	1,14932	,05511	4,9031	5,1197	1,00	7,00

Figure 47: Descriptives (All Cases, N=435); Source: SPSS Output

Figure 47 shows important descriptives:

1. The means of the attitude toward Halma (HA_ATTITUDE), Roger Federer (RF_ATTITUDE) and Caffè Serenità (CS_ATTITUDE) of group 1 and group 2 are highlighted by the red markings.
 - a. Different evaluations of HA_ATTITUDE between group 1 and 2 are analyzed to prove H_1 .
 - b. Different evaluations of RF_ATTITUDE between group 1 and 2 are analyzed to prove H_{2a} .
 - c. Different evaluations of CS_ATTITUDE between group 1 and 2 are analyzed to prove H_{2b} .
- ⇒ For each of the three variables, the means in group 1 are lower than in group 2. These differences are all significant (see Figures 52 and 53).

2. The means of the attitude toward Caffè Serenità (CS_ATTITUDE) of group 3 and group 4 are highlighted by the green markings.
 - a. Different evaluations of CS_ATTITUDE between group 3 and 4 are analyzed to prove H₃.
 ⇒ This difference is not significant (see **Figures 52 and 54**).
3. The means of the attitude toward Halma (HA_ATTITUDE) of group 2 and group 4 are highlighted by the blue border lines.
 - a. Different evaluations of HA_ATTITUDE between group 2 and 4 are analyzed to show the positive impact a celebrity has on the attitude toward a brand.
 ⇒ The evaluations of group 2 (with endorsing celebrity) are higher than of group 4 (no endorsing celebrity). This mean difference is significant (see **Figure 52**).
4. The means of the attitude toward Halma (HA_ATTITUDE) of group 1 and group 3 are highlighted by the orange border lines.
 - a. Different evaluations of HA_ATTITUDE between group 1 and 3 are analyzed to show the positive impact a celebrity has on the attitude toward a brand that is affected by negative publicity.
 ⇒ The evaluations of group 1 (with endorsing celebrity) are higher than of group 3 (no endorsing celebrity). This mean difference is significant (see **Figure 52**).

Group	Mean	Group	Mean
2	5,179	4	4,585
1	2,838	3	2,460
%-Change	-45,1966	%-Change	-46,346

Figure 48: %-Changes of Attitude toward Halma (All Cases, N=435); Source: Own Illustration

Figure 48 describes the percentage change of the attitude toward Halma caused by the negative article. It compares the change between group 2 and 1 with the change between group 4 and 3 to see if a celebrity endorser can minimize the damaging effect of negative publicity.

⇒ The comparison reveals a less negative change between the groups that are endorsed by a celebrity (-45.20% vs. -46.35%).

In the following section the significances of the mean differences are tested.

Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
HA_ATTITUDE	8,740	3	431	,000
RF_ATTITUDE	18,456	1	225	,000
CS_ATTITUDE	2,827	3	431	,038

Figure 49: Test of Homogeneity (All Cases, N=435); Source: SPSS Output

Figure 49 shows the Levene-Test of homogeneity of variances. The test proves the null-hypothesis that the variances of the considered variable are universally equal in the groups. The significance shows the probability of making a mistake by rejecting the null-hypothesis.²

⇒ The test reveals that for each variable, this null-hypothesis has to be rejected since the significance is less than 0.05. Subsequently, equal variances cannot be assumed.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
HA_ATTITUDE	Between Groups	594,447	3	198,149	153,991	,000
	Within Groups	554,592	431	1,287		
	Total	1149,039	434			
RF_ATTITUDE	Between Groups	61,837	1	61,837	33,586	,000
	Within Groups	414,267	225	1,841		
	Total	476,104	226			
CS_ATTITUDE	Between Groups	6,629	3	2,210	1,681	,170
	Within Groups	566,657	431	1,315		
	Total	573,286	434			

Figure 50: ANOVA (All Cases, N=435); Source: SPSS Output

Figure 50 illustrates the outcome of the ANOVA. But since equal variances cannot be assumed, the requirements for this test are not satisfied.

² Felix Brosius, "SPSS 14 – Das mitp-Standartwerk", Redline GmbH, Heidelberg 2006

Robust Tests of Equality of Means

	Statistic ^a	df1	df2	Sig.
HA_ATTITUDE Welch	154,556	3	235,339	,000
RF_ATTITUDE Welch	32,039	1	186,253	,000
CS_ATTITUDE Welch	1,659	3	237,491	,177

a. Asymptotically F distributed.

Figure 51: Welch Tests, (All Cases, N=435); Source: SPSS Output

Figure 51 shows the outcome of the Welch-Test. This test is run instead of an ANOVA, if equal variances in the groups cannot be assumed. For each variable it tests the null-hypothesis that the means of all four groups are equal. But to test the hypotheses it requires a comparison of only two respective groups. Since Roger Federer occurs only in group 1 and 2, the Welch-Test, in this case, can only compare the means of attitude toward Roger Federer of these two groups. In this way it is possible to test the significance of the mean difference between only group 1 and 2.

⇒ The significance of RF_ATTITUDE shows that there is a significant difference in the means between group 1 and group 2 ($F_{(1,186.25)} = 32.04$, $p < 0.001$).

Contrast Coefficients				
Contrast	Group			
	1	2	3	4
1	1	-1	0	0
2	0	0	1	-1
3	1	0	-1	0
4	0	1	0	-1

Contrast Tests							
Contrast			Value of Contrast	Std. Error	t	df	Sig. (2-tailed)
HA_ATTITUDE	Assume equal variances	1	-2,341	,1510	-15,500	431	,000
		2	-2,125	,1585	-13,401	431	,000
		3	,378	,1525	2,481	431	,013
		4	,594	,1571	3,781	431	,000
	Does not assume equal variances	1	-2,341	,1600	-14,625	192,517	,000
		2	-2,125	,1452	-14,631	204,073	,000
		3	,378	,1731	2,185	211,967	,030
		4	,594	,1293	4,593	207,572	,000
RF_ATTITUDE	Assume equal variances	1	-1,0468	,18063	-5,795	225	,000
		3	4,7524	,13242	35,889	225	,000
		4	5,7992	,12285	47,206	225	,000
	Does not assume equal variances	1	-1,0468	,18494	-5,660	186,253	,000
		3	4,7524	,15358	30,944	104,000	,000
		4	5,7992	,10303	56,286	121,000	,000
CS_ATTITUDE	Assume equal variances	1	-,2946	,15264	-1,930	431	,054
		2	-,1567	,16027	-,978	431	,329
		3	-,1559	,15414	-1,012	431	,312
		4	-,0181	,15882	-,114	431	,909
	Does not assume equal variances	1	-,2946	,16568	-1,778	218,407	,077
		2	-,1567	,13979	-1,121	206,000	,264
		3	-,1559	,16149	-,966	210,688	,335
		4	-,0181	,14461	-,125	210,697	,901

Figure 52: Contrasts, (All Cases, N=435); Source: SPSS Output

Figure 52 shows the results of the contrast tests. A contrast test looks at differences in means of only two respective groups. It is very similar to a normal T-Test, but in the case of assumed equal variances, the contrast test uses the degrees of freedom of all the groups that are represented in the respective variable. The T-Test in comparison, only considers the degrees of freedom of the two compared groups. Additionally, the contrast test is based on a Levene-Test that tested the variances of all the groups that are represented in the respective variable. The Levene-Test aimed at the T-Test only considers the two compared groups.

Therefore results might differ slightly to the results of the T-Test, introduced in paragraph G.

- ⇒ The red markings show a significant difference in means between group 1 and 2 for HA_ATTITUDE ($t_{(192.52)} = -14.63, p < 0.001$), RF_ATTITUDE ($t_{(186.25)} = -5.66, p < 0.001$) and CS_ATTITUDE ($t_{(218.41)} = -1.78, p < 0.05$ (one-tailed)).
- ⇒ The green markings show no significant difference in means between group 3 and 4 for CS_ATTITUDE ($t_{(206.00)} = -1.12, p > 0.25$).
- ⇒ The orange border lines show a significant difference in means between group 1 and 3 for HA_ATTITUDE ($t_{(211.97)} = 2.19, p < 0.05$).
- ⇒ The blue border lines show a significant difference in means between group 2 and 4 for HA_ATTITUDE ($t_{(207.57)} = 4.59, p < 0.001$).

6.3.1.b T-Tests (All Cases, N=435)

T-Test

Group Statistics

Group		N	Mean	Std. Deviation	Std. Error Mean
HA_ATTITUDE	1	105	2,838	1,3394	,1307
	2	122	5,179	1,0201	,0924
RF_ATTITUDE	1	105	4,7524	1,57371	,15358
	2	122	5,7992	1,13802	,10303
CS_ATTITUDE	1	105	4,8214	1,25774	,12274
	2	122	5,1160	1,22918	,11128

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
HA_ATTITUDE	Equal variances assumed	10,554	,001	-14,920	225	,000	-2,3406	,1569	-2,6497	-2,0315
	Equal variances not assumed			-14,625	192,517	,000	-2,3406	,1600	-2,6563	-2,0249
RF_ATTITUDE	Equal variances assumed	18,456	,000	-5,795	225	,000	-1,04680	,18063	-1,40274	-,69086
	Equal variances not assumed			-5,660	186,253	,000	-1,04680	,18494	-1,41164	-,68196
CS_ATTITUDE	Equal variances assumed	,216	,642	-1,781	225	,076	-,29456	,16539	-,62048	,03137
	Equal variances not assumed			-1,778	218,407	,077	-,29456	,16568	-,62109	,03198

Figure 53: T-Tests, Group 1 & 2, (All Cases, N=435); Source: SPSS Output

Group Statistics

Group		N	Mean	Std. Deviation	Std. Error Mean
CS_ATTITUDE	3	117	4,9774	1,13516	,10495
	4	91	5,1341	,88094	,09235

Independent Samples Test

		Levene's Test for		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
CS_ATTITUDE	Equal variances assumed	6,823	,010	-1,087	206	,278	-,15672	,14422	-,44105	,12762
	Equal variances not assumed			-1,121	206,000	,264	-,15672	,13979	-,43232	,11889

Figure 54: T-Test, Group 3 & 4, (All Cases, N=435); Source: SPSS Output

Figure 53 and **54** show the results of the T-Test.

- ⇒ The red markings show a significant difference in means between group 1 and 2 for HA_ATTITUDE ($t_{(192.52)} = -14.63$, $p < 0.001$), RF_ATTITUDE ($t_{(186.25)} = -5.66$, $p < 0.001$) and CS_ATTITUDE ($t_{(225)} = -1.78$, $p < 0.05$ (one-tailed)).
- ⇒ The green markings show no significant difference in means between group 3 and 4 for CS_ATTITUDE ($t_{(206.00)} = -1.12$, $p > 0.25$).

6.3.2 Filter: Appropriateness, N=384

6.3.2.a ANOVA (Filter: Appropriateness, N=384)

Figures 55-62 illustrate the data analysis on respondents evaluating the endorsements as appropriate (N=385). A Respondent's attitude consists of the mean score of the scales measuring this variable.

Oneway

Notes

Filter (CS_APPROPRIATENESS >= 3 OR MISSING (CS_APPROPRIATENESS)) AND (HA_APPROPRIATENESS >= 3 OR MISSING (HA_APPROPRIATENESS)) (FILTER)

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence		Minimum	Maximum
					Bound	Bound		
HA_ATTITUDE 1	74	3,205	1,2902	,1500	2,906	3,504	1,0	6,2
2	102	5,247	,9297	,0921	5,064	5,430	2,6	6,8
3	117	2,460	1,2282	,1135	2,235	2,685	1,0	6,0
4	91	4,585	,8637	,0905	4,405	4,764	2,6	7,0
Total	384	3,847	1,5799	,0806	3,689	4,006	1,0	7,0
RF_ATTITUDE 1	74	5,1284	1,47539	,17151	4,7866	5,4702	1,00	7,00
2	102	5,9387	1,03314	,10230	5,7358	6,1417	2,50	7,00
3	0	.	.	.	.	.	.	.
4	0	.	.	.	.	.	.	.
Total	176	5,5980	1,29807	,09785	5,4049	5,7911	1,00	7,00
CS_ATTITUDE 1	74	5,0865	,99162	,11527	4,8567	5,3162	2,50	7,00
2	102	5,4299	,89665	,08878	5,2538	5,6060	3,00	7,00
3	117	4,9774	1,13516	,10495	4,7695	5,1852	2,00	7,00
4	91	5,1341	,88094	,09235	4,9506	5,3175	2,80	6,60
Total	384	5,1557	1,00143	,05110	5,0553	5,2562	2,00	7,00

Figure 55: Descriptives (Filter: Appropriateness, N=384); Source: SPSS Output

Figure 55 shows important descriptives:

1. The means of the attitude toward Halma (HA_ATTITUDE), Roger Federer (RF_ATTITUDE) and Caffè Serenità (CS_ATTITUDE) of group 1 and group 2 are highlighted by the red markings.
 - a. Different evaluations of HA_ATTITUDE between group 1 and 2 are analyzed to prove H_1 .
 - b. Different evaluations of RF_ATTITUDE between group 1 and 2 are analyzed to prove H_{2a} .
 - c. Different evaluations of CS_ATTITUDE between group 1 and 2 are analyzed to prove H_{2b} .
- ⇒ For each of the three variables, the means in the group 1 are lower than in group 2. These differences are all significant (see Figures 60 and 61).

2. The means of the attitude toward Caffè Serenità (CS_ATTITUDE) of group 3 and group 4 are highlighted by the green markings.
 - a. Different evaluations of CS_ATTITUDE between group 3 and 4 are analyzed to prove H_3 .
 $\Rightarrow$ This difference is not significant (see **Figures 60 and 62**).
3. The means of the attitude toward Halma (HA_ATTITUDE) of group 2 and group 4 are highlighted by the blue border lines.
 - a. Different evaluations of HA_ATTITUDE between group 2 and 4 are analyzed to show the positive impact a celebrity has on the attitude toward a brand.
 $\Rightarrow$ The evaluations of group 2 (with endorsing celebrity) are higher than of group 4 (no endorsing celebrity). This mean difference is significant (see **Figure 60**).
4. The means of the attitude toward Halma (HA_ATTITUDE) of group 1 and group 3 are highlighted by the orange border lines.
 - a. Different evaluations of HA_ATTITUDE between group 1 and 3 are analyzed to show the positive impact a celebrity has on the attitude toward a brand that is affected by negative publicity.
 $\Rightarrow$ The evaluations of group 1 (with endorsing celebrity) are higher than of group 3 (no endorsing celebrity). This mean difference is significant (see **Figure 60**).

Group	Mean	Group	Mean
2	5,247	4	4,585
1	3,205	3	2,460
%-Change	-38,9104	%-Change	-46,346

Figure 56: %-Changes of Attitude toward Halma (Filter: Appropriateness, N=384); Source: Own Illustration

Figure 56 describes the percentage change of the attitude toward Halma caused by the negative article. It compares the change between group 2 and 1 with the change between group 4 and 3 to see if a celebrity endorser can minimize the damaging effect of negative publicity.

⇒ The comparison reveals a less negative change between the groups that are endorsed by a celebrity (-38.91% vs. -46.35%).

In the following section the significances of the mean differences are tested.

Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
HA_ATTITUDE	7,736	3	380	,000
RF_ATTITUDE	13,343	1	174	,000
CS_ATTITUDE	3,176	3	380	,024

Figure 57: Test of Homogeneity (Filter: Appropriateness, N=384); Source: SPSS Output

Figure 57 shows the Levene-Test of homogeneity of variances. The test proves the null-hypothesis that the variances of the considered variable are universally equal in the groups. The significance shows the probability of making a mistake by rejecting the null-hypothesis.³

⇒ The test reveals that for each variable, this null-hypothesis has to be rejected since the significance is less than 0.05. Subsequently, equal variances cannot be assumed.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
HA_ATTITUDE	Between Groups	505,046	3	168,349	141,867	,000
	Within Groups	450,932	380	1,187		
	Total	955,977	383			
RF_ATTITUDE	Between Groups	28,162	1	28,162	18,373	,000
	Within Groups	266,710	174	1,533		
	Total	294,872	175			
CS_ATTITUDE	Between Groups	11,788	3	3,929	4,010	,008
	Within Groups	372,305	380	,980		
	Total	384,092	383			

Figure 58: ANOVA (Filter: Appropriateness, N=384); Source: SPSS Output

Figure 58 illustrates the outcome of the ANOVA. But since equal variances cannot be assumed, the requirements for this test are not satisfied.

³ Felix Brosius, "SPSS 14 – Das mitp-Standartwerk", Redline GmbH, Heidelberg 2006

Robust Tests of Equality of Means

	Statistic ^a	df1	df2	Sig.
HA_ATTITUDE Welch	141,073	3	198,052	,000
RF_ATTITUDE Welch	16,466	1	122,932	,000
CS_ATTITUDE Welch	4,158	3	202,023	,007

a. Asymptotically F distributed.

Figure 59: Welch Tests (Filter: Appropriateness, N=384); Source: SPSS Output

Figure 59 shows the outcome of the Welch-Test. This test is run instead of an ANOVA, if equal variances in the groups cannot be assumed. For each variable it tests the null-hypothesis that the means of all four groups are equal. But to test the hypotheses it requires a comparison of only two respective groups. Since Roger Federer occurs only in group 1 and 2, the Welch-Test, in this case, can only compare the means of attitude toward Roger Federer of these two groups. In this way it is possible to test the significance of the mean difference between only group 1 and 2.

⇒ The significance of RF_ATTITUDE shows that there is a significant difference in the means between group 1 and group 2 with $p < 0.001$ ($F_{(1,122.93)} = 16.47$, $p < 0.001$).

Contrast Coefficients				
Contrast	Group			
	1	2	3	4
1	1	-1	0	0
2	0	0	1	-1
3	1	0	-1	0
4	0	1	0	-1

Contrast Tests ^a							
Contrast			Value of Contrast	Std. Error	t	df	Sig. (2-tailed)
HA_ATTITUDE	Assume equal variances	1	-2,042	,1663	-12,274	380	,000
		2	-2,125	,1523	-13,955	380	,000
		3	,746	,1618	4,608	380	,000
		4	,662	,1571	4,217	380	,000
	Does not assume equal variances	1	-2,042	,1760	-11,602	125,485	,000
		2	-2,125	,1452	-14,631	204,073	,000
		3	,746	,1881	3,963	149,710	,000
		4	,662	,1291	5,131	190,678	,000
RF_ATTITUDE	Assume equal variances	1	-,8103	,18905	-4,286	174	,000
		3	5,1284	,14392	35,633	174	,000
		4	5,9387	,12259	48,445	174	,000
	Does not assume equal variances	1	-,8103	,19970	-4,058	122,932	,000
		3	5,1284	,17151	29,901	73,000	,000
		4	5,9387	,10230	58,054	101,000	,000
CS_ATTITUDE	Assume equal variances	1	-,3434	,15115	-2,272	380	,024
		2	-,1567	,13835	-1,133	380	,258
		3	,1091	,14702	,742	380	,458
		4	,2958	,14273	2,073	380	,039
	Does not assume equal variances	1	-,3434	,14550	-2,360	147,722	,020
		2	-,1567	,13979	-1,121	206,000	,264
		3	,1091	,15589	,700	170,465	,485
		4	,2958	,12810	2,309	189,215	,022

Figure 60: Contrasts (Filter: Appropriateness, N=384); Source: SPSS Output

Figure 60 shows the results of the contrast tests. A contrast test looks at differences in means of only two respective groups. It is very similar to a normal T-Test, but in the case of assumed equal variances, the contrast test uses the degrees of freedom of all the groups that are represented in the respective variable. The T-Test in comparison, only considers the degrees of freedom of the two compared groups. Additionally, the contrast test is based on a Levene-Test that tested the variances of all the groups that are represented in the respective variable. The Levene-Test aimed at the T-Test only considers the two compared groups.

Therefore results might differ slightly to the results of the T-Test, introduced in paragraph G.

⇒ The red markings show a significant difference in means between group 1 and 2 for HA_ATTITUDE ($t_{(125.49)} = -11.60$, $p < 0.001$), RF_ATTITUDE ($t_{(122.93)} = -4.06$, $p < 0.001$) and CS_ATTITUDE ($t_{(147.72)} = -2.36$, $p < 0.05$).

⇒ The green markings show no significant difference in means between group 3 and 4 for CS_ATTITUDE ($t_{(206.00)} = -1.12, p > 0.25$).

⇒ The orange border lines show a significant difference in means between group 1 and 3 for HA_ATTITUDE ($t_{(149.71)} = 3.96, p < 0.001$)

⇒ The blue border lines show a significant difference in means between group 2 and 4 for HA_ATTITUDE

($t_{(190.68)} = 5.13, p < 0.001$)

6.3.2.b T-Tests (Filter: Appropriateness, N=384)

T-Test

Group Statistics

Group		N	Mean	Std. Deviation	Std. Error Mean
HA_ATTITUDE	1	74	3,205	1,2902	,1500
	2	102	5,247	,9297	,0921
RF_ATTITUDE	1	74	5,1284	1,47539	,17151
	2	102	5,9387	1,03314	,10230
CS_ATTITUDE	1	74	5,0865	,99162	,11527
	2	102	5,4299	,89665	,08878

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
HA_ATTITUDE	Equal variances assumed	9,653	,002	-12,205	174	,000	-2,0417	,1673	-2,3718	-1,7115
	Equal variances not assumed			-11,602	125,485	,000	-2,0417	,1760	-2,3899	-1,6934
RF_ATTITUDE	Equal variances assumed	13,343	,000	-4,286	174	,000	-,81035	,18905	-1,18348	-,43721
	Equal variances not assumed			-4,058	122,932	,000	-,81035	,19970	-1,20565	-,41505
CS_ATTITUDE	Equal variances assumed	,786	,376	-2,398	174	,018	-,34342	,14318	-,62601	-,06082
	Equal variances not assumed			-2,360	147,722	,020	-,34342	,14550	-,63094	-,05589

Figure 61: T-Test, Group 1 & 2, (Filter: Appropriateness, N=384); Source: SPSS Output

Group Statistics

Group		N	Mean	Std. Deviation	Std. Error Mean
CS_ATTITUDE	3	117	4,9774	1,13516	,10495
	4	91	5,1341	,88094	,09235

Independent Samples Test

		Levene's Test for		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
CS_ATTITUDE	Equal variances assumed	6,823	,010	-1,087	206	,278	-,15672	,14422	-,44105	,12762
	Equal variances not assumed			-1,121	206,000	,264	-,15672	,13979	-,43232	,11889

Figure 62: T-Test, Group 3 & 4, (Filter: Appropriateness, N=384); Source: SPSS Output

Figure 61 and **62** show the results of the T-Test.

- ⇒ The red markings show a significant difference in means between group 1 and 2 for HA_ATTITUDE ($t_{(125.49)} = -11.60, p < 0.001$), RF_ATTITUDE ($t_{(122.93)} = -4.06, p < 0.001$) and CS_ATTITUDE ($t_{(174)} = -2.40, p < 0.05$).
- ⇒ The green markings show no significant difference in means between group 3 and 4 for CS_ATTITUDE ($t_{(206.00)} = -1.12, p > 0.25$).

6.3.3 Filter: Germany, N=181

6.3.3.a ANOVA (Filter: Germany, N=181)

Figures 63-70 illustrate the data analysis on all respondents from Germany (N=181). A Respondent's attitude consists of the mean score of the scales measuring this variable.

Oneway

Notes

Filter Country = "Germany" (FILTER)

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence		Minimum	Maximum
					Lower Bound	Upper Bound		
HA_ATTITUDE 1	46	3,035	1,1565	,1705	2,691	3,378	1,2	5,6
2	45	4,902	1,0204	,1521	4,596	5,209	2,0	6,8
3	44	2,391	1,0547	,1590	2,070	2,712	1,0	5,2
4	46	4,335	,7900	,1165	4,100	4,569	2,6	6,0
Total	181	3,673	1,4164	,1053	3,465	3,881	1,0	6,8
RF_ATTITUDE 1	46	4,5435	1,72667	,25458	4,0307	5,0562	1,00	7,00
2	45	5,7611	1,17980	,17587	5,4067	6,1156	2,50	7,00
3	0	.	.	.	.	.	.	.
4	0	.	.	.	.	.	.	.
Total	91	5,1456	1,59560	,16726	4,8133	5,4779	1,00	7,00
CS_ATTITUDE 1	46	4,5435	1,22622	,18080	4,1793	4,9076	1,00	7,00
2	45	5,0967	1,15352	,17196	4,7501	5,4432	2,00	7,00
3	44	5,0284	1,08265	,16322	4,6993	5,3576	2,50	7,00
4	46	4,8957	,69377	,10229	4,6896	5,1017	3,60	6,60
Total	181	4,8884	1,07124	,07962	4,7313	5,0455	1,00	7,00

Figure 63: Descriptives (Filter: Germany, N=181); Source: SPSS Output

Figure 63 shows important descriptives:

1. The means of the attitude toward Halma (HA_ATTITUDE), Roger Federer (RF_ATTITUDE) and Caffè Serenità (CS_ATTITUDE) of group 1 and group 2 are highlighted by the red markings.
 - a. Different evaluations of HA_ATTITUDE between group 1 and 2 are analyzed to prove H_1 .
 - b. Different evaluations of RF_ATTITUDE between group 1 and 2 are analyzed to prove H_{2a} .
 - c. Different evaluations of CS_ATTITUDE between group 1 and 2 are analyzed to prove H_{2b} .
- ⇒ For each of the three variables, the means in group 1 are lower than in group 2. These differences are all significant (see Figures 68 and 69).

2. The means of the attitude toward Caffè Serenità (CS_ATTITUDE) of group 3 and group 4 are highlighted by the green markings.
 - a. Different evaluations of CS_ATTITUDE between group 3 and 4 are analyzed to prove H₃.
 ⇒ This difference is not significant (see **Figures 68 and 70**).
3. The means of the attitude toward Halma (HA_ATTITUDE) of group 2 and group 4 are highlighted by the blue border lines.
 - a. Different evaluations of HA_ATTITUDE between group 2 and 4 are analyzed to show the positive impact a celebrity has on the attitude toward a brand.
 ⇒ The evaluations of group 2 (with endorsing celebrity) are higher than of group 4 (no endorsing celebrity). This mean difference is significant (see **Figure 68**).
4. The means of the attitude toward Halma (HA_ATTITUDE) of group 1 and group 3 are highlighted by the orange border lines.
 - a. Different evaluations of HA_ATTITUDE between group 1 and 3 are analyzed to show the positive impact a celebrity has on the attitude toward a brand that is affected by negative publicity.
 ⇒ The evaluations of group 1 (with endorsing celebrity) are higher than of group 3 (no endorsing celebrity). This mean difference is significant (see **Figure 68**).

Group	Mean	Group	Mean
2	4,902	4	4,335
1	3,035	3	2,391
%-Change	-38,0937	%-Change	-44,8436

Figure 64: %-Changes of Attitude toward Halma (Filter: Germany, N=181); Source: Own Illustration

Figure 64 describes the percentage change of the attitude toward Halma caused by the negative article. It compares the change between group 2 and 1 with the change between group 4 and 3 to see if a celebrity endorser can minimize the damaging effect of negative publicity.

⇒ The comparison reveals a less negative change between the groups that are endorsed by a celebrity (-38.09% vs. -44.84%).

In the following section the significances of the mean differences are tested.

Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
HA_ATTITUDE	2,175	3	177	,093
RF_ATTITUDE	9,123	1	89	,003
CS_ATTITUDE	4,844	3	177	,003

Figure 65: Test of Homogeneity (Filter: Germany, N=181); Source: SPSS Output

Figure 65 shows the Levene-Test of homogeneity of variances. The test proves the null-hypothesis that the variances of the considered variable are universally equal in the groups. The significance shows the probability of making a mistake by rejecting the null-hypothesis.⁴

⇒ The test reveals that for RF_ATTITUDE and CS_ATTITUDE, this null-hypothesis has to be rejected since the significance is less than 0.05. Subsequently, equal variances cannot be assumed for these variables. For HA_ATTITUDE on the other hand, equal variances can be assumed, since the significance is above 0.05.

⁴ Felix Brosius, "SPSS 14 – Das mitp-Standartwerk", Redline GmbH, Heidelberg 2006

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
HA_ATTITUDE	Between Groups	179,203	3	59,734	58,120	,000
	Within Groups	181,915	177	1,028		
	Total	361,117	180			
RF_ATTITUDE	Between Groups	33,726	1	33,726	15,361	,000
	Within Groups	195,407	89	2,196		
	Total	229,133	90			
CS_ATTITUDE	Between Groups	8,289	3	2,763	2,467	,064
	Within Groups	198,271	177	1,120		
	Total	206,561	180			

Figure 66: ANOVA (Filter: Germany, N=181); Source: SPSS Output

Figure 66 illustrates the outcome of the ANOVA. This test requires assumed equal variances, which is given only for HA_ATTITUDE. For this variable, the test proves if the means of all four groups are significantly different from each other. Therefore it is irrelevant for this study.

Robust Tests of Equality of Means				
	Statistica	df1	df2	Sig.
HA_ATTITUDE Welch	56,599	3	97,040	,000
RF_ATTITUDE Welch	15,485	1	79,648	,000
CS_ATTITUDE Welch	1,912	3	94,950	,133

Figure 67: Welch Tests (Filter: Germany, N=181); Source: SPSS Output

Figure 67 shows the outcome of the Welch-Test. This test is run instead of an ANOVA, if equal variances in the groups cannot be assumed. For each variable it tests the null-hypothesis that the means of all four groups are equal. But to test the hypotheses it requires a comparison of only two respective groups. Since Roger Federer occurs only in group 1 and 2, the Welch-Test, in this case, can only compare the means of attitude toward Roger Federer of these two groups. In this way it is possible to test the significance of the mean difference between only group 1 and 2.

⇒ The significance of RF_ATTITUDE shows that there is a significant difference in the means between group 1 and group 2 with $p < 0.001$ ($F_{(1,79.65)} = 15.49$, $p < 0.001$).

Contrast Coefficients				
Contrast	Group			
	1	2	3	4
1	1	-1	0	0
2	0	0	1	-1
3	1	0	-1	0
4	0	1	0	-1

Contrast Tests ^a						
Contrast			Value of Contrast	Std. Error	t	Sig. (2-tailed)
HA_ATTITUDE	Assume equal variances	1	-1,867	,2126	-8,785	,000
		2	-1,944	,2138	-9,093	,000
		3	,644	,2138	3,012	,003
		4	,567	,2126	2,670	,008
	Does not assume equal variances	1	-1,867	,2285	-8,173	,000
		2	-1,944	,1971	-9,862	,000
		3	,644	,2331	2,762	,007
		4	,567	,1916	2,962	,004
RF_ATTITUDE	Assume equal variances	1	-1,2176	,31068	-3,919	,000
		3	4,5435	,21847	20,797	,000
		4	5,7611	,22089	26,082	,000
	Does not assume equal variances	1	-1,2176	,30943	-3,935	,000
		3	4,5435	,25458	17,847	,000
		4	5,7611	,17587	32,757	,000
CS_ATTITUDE	Assume equal variances	1	-,5532	,22191	-2,493	,014
		2	,1328	,22318	,595	,553
		3	-,4849	,22318	-2,173	,031
		4	,2010	,22191	,906	,366
	Does not assume equal variances	1	-,5532	,24951	-2,217	,029
		2	,1328	,19262	,689	,493
		3	-,4849	,24357	-1,991	,050
		4	,2010	,20008	1,005	,318

Figure 68: Contrasts (Filter: Germany, N=181); Source: SPSS Output

Figure 68 shows the results of the contrast tests. A contrast test looks at differences in means of only two respective groups. It is very similar to a normal T-Test, but in the case of assumed equal variances, the contrast test uses the degrees of freedom of all the groups that are represented in the respective variable. The T-Test in comparison, only considers the degrees of freedom of the two compared groups. Additionally, the contrast test is based on a Levene-Test that tested the variances of all the groups that are represented in the respective variable. The Levene-Test aimed at the T-Test only considers the two compared groups.

Therefore results might differ slightly to the results of the T-Test, introduced in paragraph G.

⇒ The red markings show a significant difference in means between group 1 and 2 for HA_ATTITUDE ($t_{(177)} = -8.79$, $p < 0.001$), RF_ATTITUDE ($t_{(79.65)} = -3.94$, $p < 0.001$) and CS_ATTITUDE ($t_{(88.87)} = -2.22$, $p < 0.05$).

- ⇒ The green markings show no significant difference in means between group 3 and 4 for CS_ATTITUDE ($t_{(72.70)} = 0.69, p > 0.45$).
- ⇒ The orange border lines show a significant difference in means between group 1 and 3 for HA_ATTITUDE ($t_{(177)} = 3.01, p < 0.005$).
- ⇒ The blue border lines show a significant difference in means between group 2 and 4 for HA_ATTITUDE ($t_{(177)} = 2.67, p < 0.01$).

6.3.3.b T-Tests (Filter: Germany, N=181)

T-Test**Group Statistics**

Group		N	Mean	Std. Deviation	Std. Error Mean
HA_ATTITUDE	1	46	3,035	1,1565	,1705
	2	45	4,902	1,0204	,1521
RF_ATTITUDE	1	46	4,5435	1,72667	,25458
	2	45	5,7611	1,17980	,17587
CS_ATTITUDE	1	46	4,5435	1,22622	,18080
	2	45	5,0967	1,15352	,17196

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
HA_ATTITUDE	Equal variances assumed	,322	,572	-8,161	89	,000	-1,8674	,2288	-2,3221	-1,4128
	Equal variances not assumed			-8,173	88,075	,000	-1,8674	,2285	-2,3215	-1,4134
RF_ATTITUDE	Equal variances assumed	9,123	,003	-3,919	89	,000	-1,21763	,31068	-1,83494	-,60032
	Equal variances not assumed			-3,935	79,648	,000	-1,21763	,30943	-1,83345	-,60181
CS_ATTITUDE	Equal variances assumed	,002	,968	-2,216	89	,029	-,55319	,24968	-1,04930	-,05708
	Equal variances not assumed			-2,217	88,866	,029	-,55319	,24951	-1,04898	-,05740

Figure 69: T-Test, Group 1 & 2, (Filter: Germany, N=181); Source: SPSS Output

Group Statistics

Group		N	Mean	Std. Deviation	Std. Error Mean
CS_ATTITUDE	3	44	5,0284	1,08265	,16322
	4	46	4,8957	,69377	,10229

Independent Samples Test

		Levene's Test for		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
CS_ATTITUDE	Equal variances assumed	9,630	,003	,696	88	,488	,13276	,19082	-,24646	,51197
	Equal variances not assumed			,689	72,696	,493	,13276	,19262	-,25116	,51668

Figure 70: T-Test, Group 3 & 4, (Filter: Germany, N=181); Source: SPSS Output

Figure 69 and **70** show the results of the T-Test.

- ⇒ The red markings show a significant difference in means between group 1 and 2 for HA_ATTITUDE ($t_{(89)} = -8.16$, $p < 0.001$), RF_ATTITUDE ($t_{(79.65)} = -3.94$, $p < 0.001$) and CS_ATTITUDE ($t_{(89)} = -2.22$, $p < 0.05$).
- ⇒ The green markings show no significant difference in means between group 3 and 4 for CS_ATTITUDE ($t_{(72.70)} = 0.69$, $p > 0.45$).