A Work Project, presented as part of the requirements for the Award of a Master's degree in International Management from the Nova School of Business and Economics.

TRADITIONAL VS NATURAL CELEBRITY ENDORSEMENTS: AN EMPIRICAL INVESTIGATION OF THEIR IMPACT ON BRAND ATTITUDE, PURCHASING INTENT AND WILLINGNESS TO PAY

SARA MARKOSKA

Work Project carried out under the supervision of: Prof. Sofia Kousi

21st May, 2021

Abstract

This study aims to assess the relative effectiveness of different types of endorsement contexts, those being traditional (ad, product placement) and natural-brand endorsement in terms of brand attitude, purchasing intent and willingness to pay. Moreover, it assesses if correspondence bias and suspicion mediate these relationships. The between-subjects experimental design and Hayes Mediation Model 4 that were used in this study, indicate that natural brand endorsements indeed produce higher brand attitudes, purchasing intent but not higher willingness to pay. Correspondence bias showed to mediate some of these relationships, while suspicion did not indicate any significant mediating effects.

KEYWORDS: Natural Brand Endorsements, Celebrity Endorsements, Advertising, Traditional Endorsements, Product Placement, Brand Effects

This work used infrastructure and resources funded by Fundação para a Ciência e a Tecnologia (UID/ECO/00124/2013, UID/ECO/00124/2019 and Social Sciences DataLab, Project 22209), POR Lisboa (LISBOA-01-0145-FEDER-007722 and Social Sciences DataLab, Project 22209) and POR Norte (Social Sciences DataLab, Project 22209).

Table of Contents

1.Introduction

Celebrities have become a big part of our life due to the immediacy of social media. The connections we build with them propel us to think as if there is a one way relationship between us, the consumers, and the media figures (Zhang and Hung 2020). Consumers engage with celebrities, exert effort, use time and money, invest energy to build these relationships to receive a "sense of intimacy and friendship as well psychological satisfaction." (Rubin and Perse 1987; Sood and Rogers 2000). Brands observed well ahead that they can leverage this relationship and monetize on it. 44% of people from the age of 16-44 found brands or products through celebrity endorsements (GlobalWebIndex 2017). In Canada, 70% of consumers spent up to $500 for products endorsed by celebrities, 8% more than $1000 and 8% more than $5000 (SurveyMonkey 2018).

Marketers have been using celebrity endorsements for a while, however that created an increase in skepticism and the true underlaying reason on why celebrities endorse certain brands. Hence, they had to come up with new endorsement contexts (e.g product placement, natural brand endorsements, events/webinars participation) that would decrease skepticism and increase credibility in the product/brand/endorser and quality of the endorsed brand. Past research papers have evaluated the effectiveness of some celebrity endorsement contexts but to our knowledge there are only two papers that have evaluated how consumers react to natural-brand endorsements. Seemingly that is the endorsement context that is most likely to have the strongest and most positive effect on consumers. Apart from looking into that, this paper introduces skepticism and correspondence bias as two potentially important mediators that are likely to influence consumers' perception of a product/brand/endorser and mediate the relationship between different endorsement contexts and their effect on brand attitudes, purchasing intent and willingness to pay in consumers.

2. Literature Review

2.1 Celebrity endorsements

Celebrity endorsement in advertising is not a novel concept nor a concept that has not been thoroughly researched. This topic has sparked the liking and curiosity of researchers, who have decided to examine consumers' responses to celebrity endorsements in advertising (Amos, Holmes, and Strutton 2008; Bergkvist and Zhou 2016; Choi, Lee, and Kim 2005; Choi and Rifon 2012; Kamins et al. 1989; Silvera and Benedikte 2004; Hung 2014; Erdogan 1999; Hirschman and Thompson 1997; Agrawal and Kamakura 1995).

According to Friedman and Friedman (1979, p.63), "celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed". There is a plethora of reasons why marketers started using celebrities in endorsements. Starting with more primal reasons such as attracting worldwide audience thereby increasing the market (geographically speaking), reducing the possible marketing miscommunication due to cultural differences (Kaikati 1987) and overcoming competition through celebrities' reference and expert power (Raven, Schwarzwald and Koslowsky 1998; Aziz, Ghani and Niazi 2013) to more complex reasons such as increasing brand attitude towards endorsed brand (Bergkvist, Hjalmarson and Meagi 2015; Eisend and Langner 2010; Kamen, Azhari and Kragh 1975; Kamins et al. 1989), increasing consumers' purchase intentions (Bush, Martin and Bush 2004; Ohanian 1991) and willingness to pay (Russell and Rasolofoarison 2017).

2.2 Different types of endorsement contexts (Traditional vs Product vs Natural)

Endorsements take different forms, from more explicit and formal ones such as traditional advertisements, billboards, magazines, radio to more informal and elicit such as product placements

in TV shows and entertainment programs, where celebrities can be seen using or appearing with the product, instead of verbally endorsing it (Avery and Ferraro 2000; Hackley and Tiwasakul 2006; Seno and Lukas 2007). The wide usage of celebrity endorsements for decades, indeed, emphasizes their importance as they bring an amplitude of positive effects on brand attitude, purchasing intent and willingness to pay. However, they also bring about some negative effects which propelled marketers to give birth to other endorsement contexts.

Traditional advertising endorsements are those where "a brand and a celebrity are linked as part of a commercial advertisement" while product placement endorsements are those where "the brand and the celebrity are linked through the content of an entertainment product" (Russell and Rasolofoarison 2017). Regardless of the form taken, advertisers have (over)leveraged and (over) capitalized on the persuasive nature of celebrities for decades (Erdogan 1999) to the point that consumers started developing negative feelings towards celebrity endorsements. Both explicit (traditional advertisement) and elicit types (product placement) of endorsements have a profit-oriented nature (Avery and Ferraro 2000; Hackley and Tiwasakul 2006). Literature on the effects of endorsements with clear profit tendencies (Amos, Holmes and Strutton 2008; Bergkvist, Hjalmarson and Meagi 2015; Bergkvist and Zhou 2016; Hung 2014) has highlighted a few negative consequences, partly due to consumers' dislike of selling behaviors (Moore, Mowen and Reardon 1994; Hung, Chan and Tse 2011; Zhang and Hung 2020). Celebrity endorsements run the risk of overshadowing endorsed products (Cooper 1984; Rossiter and Percy 1987), potential negative publicity transferred from the celebrity to the brand (Klebba and Unger 1982; Till and Shimp 1998; Bailey 2007), credibility loss due to overexposure and celebrity's endorsement of multiple products/brands (Kaikati 1987; Tripp, Jensen and Carlson 1994), losing interest due to the

reduction of celebrity's importance and having a mismatch between the celebrity and the product (Erdogan 1999; Racula 2012; Abdussalam 2014).

Advertisers noticed that there is a gap of more implicit and natural endorsing strategies, thereby covering celebrity's underlying commercial purposes (Zhang and Hung 2020). Product placement is considered a more natural endorsement strategy. However, even though it is voted a "strategic must-have" (PQ Media 2016), Homer (2009) discovered that consumers have negative impressions towards it, possibly due to product placements being repetitive and in obvious places (Bressoud, Lehu and Russell 2010). As nowadays consumers have control over what they choose to see and who to follow, advertisers need to listen to consumers and therefore tailor advertisements according to their demands (Lurie 2004). It is exactly this type of forward thinking that gave birth to natural brand endorsements which are "real-life displays where the brand and the celebrity are linked through normal life happening" (Russels and Rasolofoarison 2017).

Silvera and Benedikte (2004), Marwick and Boyd (2011), Jin and Phua (2014), Kapitan and Silvera (2015), have touched upon the benefits of natural brand endorsements but to our knowledge, there are no recent findings other than those of Russels and Rasolofoarison (2017) and Zhang and Hung (2020) that dig deeper into natural brand endorsements and their superiority over other endorsing contexts. Natural brand endorsements have the power to potentially solve some of the above-mentioned problems with traditional advertisements, namely consumers' distrust due to profit orientation, lack of celebrity credibility and poor brand evaluations. Instead of using advertisements that show the celebrity and the brand in a studio setting, in their best light, natural endorsements feature celebrities actually using the brand (e.g a celebrity seen using a sunscreen from brand X on the beach), holding (e.g a celebrity seen leaving a store holding a scented candle

from brand Y) or engaging with the brand (e.g a celebrity seen going to a party organized by Z brand), which in turn increases consumer's credibility in that endorsement and disguises any profit tendencies. Consumers are not proficient in detecting whether endorsements are planned or unplanned (e.g whether the celebrity is using the particular sun cream because she truly likes the brand or because she was paid to look like she does) hence natural brand endorsements automatically become more acceptable and authentic (Zhang and Hung 2020).

Moreover, the ever-increasing power of social media "blurs the line between a celebrity-user and celebrity endorser" (Campbell et al. 2011). With social media, "the sense of reality shortens the psychological distance between consumers and a celebrity" as consumers are now "closer" to their favorite celebrities than ever before and are given the opportunity to learn firsthand of their whereabouts, their way of life, their daily routines, the brands they consume etc. (Zhang and Hung 2020). Therefore, seeing that their favorite celebrity endorses a brand with no obvious profit motives but rather due to product recognition (Bergkvist and Zhou 2016) or product quality (Bergkvist, Hjalmarson and Meagi 2015), increases the chances of consumers having more favorable attitudes and evaluations towards the brand. This is in accordance with the finding of Jin and Phua (2014) which highlighted that natural brand endorsements bring more positive attitudes and increase credibility. In the same manner, Silvera and Benedikte (2004) found that if the endorsement triggers a feeling that the celebrity endorser truly likes the product/brand and has used it prior to endorsing it, it would be more effective.

There are two research papers (Russels and Rasolofoarison 2017; Zhang and Hung 2020) that tackle how different endorsements (including natural brand endorsement) would impact brand attitudes, purchasing behavior (and willingness to pay) and how credibility and para-social relationships

respectively, mediate that relationship. Zhang and Hung (2020) did a study in China where they evaluated how water, a utilitarian product, when presented in multiple endorsing contexts would produce different effects on the brand attitude, purchasing intent etc. Similarly, Russels and Rasolofoarison (2017) did an analysis on whether Americans' attitudes towards energy drinks and their purchasing intent would change based on the endorsement condition they were exposed to. Hence, there is a gap in literature in examining the effects of different endorsement contexts (including natural brand endorsement) on a global level, as well as, for hedonistic products and/or utilitarian products with high hedonistic values. That is one gap that his paper leverages on. The other one is the gap in literature when it comes to combining correspondence bias and suspicion knowledge into this context. Indeed, there is plenty of research on how correspondence bias affects the above-mentioned outcomes (MacKenzie, Lutz and Belch 1986; Cronley et al. 1994; Lord, Lee and Sauer 1995), however there is no research up to date that connects these two concepts and specifically analyzes if correspondence bias and suspicion mediate the relationship between different endorsement contexts and brand attitude, purchasing intent and willingness to pay.

2.3 Correspondence Bias

Correspondence bias has been an attractive topic for researchers in the social psychology context (Jones and Harris 1967; Heider 1958; Gilbert and Malone 1995), however its input in the advertising sphere has been relatively limited (Cronley et al. 1999; Sorum, Grape and Silvera 2003; Silvera and Benedikte 2004; Kardes 1993). Correspondence bias is the tendency "to assume that a person's behavior is a true reflection of their beliefs or opinions and thus their underlying dispositions when in fact their behavior could be explained entirely by situational factors" (Gilbert and Malone 1995, p.22). Hence, as correspondence bias makes us blind to situational constraints (Gilbert and Jones 1986; Gilbert and Malone 1995), it increases the efficacy of celebrity

endorsements because they are deemed more credible. People believe what they see and shy away from thinking of alternative explanations or ulterior motives behind the endorsements. Literature has highlighted that correspondence bias is positively related to brand attitude, purchasing and behavioral intent (MacKenzie, Lutz and Belch 1986; Lord, Lee and Sauer 1995; Kardes 1993; Silvera and Benedikte 2004; Cronley et al. 1999) because consumers might feel that the celebrity genuinely likes and endorses the brand (a true underlying disposition) (Silvera and Benedikte 2004) and uses it because of its quality (Bergkvist, Hjalmarson and Maegi 2015) as opposed to when they are getting paid (situational factor).

One of the reasons why consumers fail to distinguish between situational and dispositional constraints and therefore detect deception is the perceiver's "truthfulness bias" (Marchand and Vonk 2005, p. 243; Taewoo 2012). That is not to say that people do not have the power to amend, change, reject or suspend their judgement, but that it only happens after they initially believed the truthfulness in their interaction with the product/brand (Gilbert 1991) and when they are motivated and able to do so (Gilbert and Malone 1995; Gilbert, Pelham and Krull 1988). Moreover, according to the Attribution Theory "correspondence bias involves selective attention, by which observers tend to focus on the actor, who is more prominent and accessible that the background of the situation" (Taylor and Fiske 1975; Taewoo 2012).

However, Fein (1996) discovered that correspondence bias can be overpowered by suspicion, particularly if the perceiver becomes suspicious of possible ulterior motives of a person.

2.4 Suspicion

By definition, suspicion is a "dynamic state in which the individual actively entertains multiple, plausible rival hypotheses about the motives or genuineness of a person's behavior" (Fein 1996, p.

1165). According to literature (Fein, Hilton and Miller 1990), suspicion of ulterior motives functions in a way that undoes/breaks down correspondence bias. As once an observer starts to suspect that the endorser is motivated by other factors (e.g money, fame) rather than their honest preference of the product, the consumer is less likely to make dispositional attributions. Instead, the observer looks for situational factors that can explain the situation and question the motives of another person's behavior and/or the authenticity of the same one (Fein, Hilton and Miller 1990).

Moreover, the frequency of celebrity endorsements that incite people's thoughts of celebrities' underlying commercial purposes (Friestad and Wright 1995) as well as celebrities endorsing multiple products/brands, increase the level of skepticism (Silvera and Laufer 2005). Generally, suspicion can be a situational trait of a person (reaction to a specific stimulus/situation), whereby the person relies on alternative causal explanation for people's behavior (Fein 1996; Fein, Hilton and Miller 1990; Vonk 1998) as opposed to being a dispositional trait of a person, whereby one tends to take people's attitudes, behaviors and personality at face value (Jones and Davis 1965), thereby exhibiting their correspondence bias.

Being an anti-correspondence antidote, suspicion negatively affects celebrity endorsements. It reduces their persuasiveness, stimulates the suspicious mind (underlined ulterior motives) (Campbell and Kirmani 2000; DeCarlo 2005; Friestad and Wright 1994; Main, Dahl and Darke 2007), increases the distrust in the endorser's genuine fondness of the product, his/her genuine recommendation and propels recipients to convert to situational processing (Fein 1996; Fein, Hilton and Miller 1990).

3. Research Question & Hypothesis Development

Using the following three hypotheses, this research paper tries to assess the relative effectiveness of traditional endorsement contexts (ad, product placement) and natural brand endorsements and their impact on brand attitude, purchasing intent and willingness to pay. On top of that, it assesses if correspondence bias and suspicion mediate these relationships. Combining the above-mentioned literature on different endorsements contexts, correspondence bias and suspicion, it can be suggested that different endorsement contexts will bring about different effects on brand attitude, purchasing intent and willingness to pay. And on top of that, those effects will be mediated by correspondence bias and suspicion.

Hypothesis 1 ($H1$): Consumers exposed to natural brand endorsement context will have higher brand attitudes ($H1a$), purchasing intent ($H1b$) and willingness to pay ($H1c$) than consumers exposed to product placement or traditional ad context.

Hypothesis 2 ($H2$): Correspondence Bias positively mediates the relationship between different endorsement contexts and brand attitude ($H2a$), purchasing intent ($H2b$) and willingness to pay ($H2c$).

Hypothesis 3 ($H3$): Suspicious negatively mediates the relationship between different endorsement contexts and the brand attitude ($H3a$), purchasing intent ($H3b$) and willingness to pay ($H3c$).

4. Research Design and Methodology

To answer the research question, this study follows a between-subjects experimental design, with three conditions: traditional ad vs product placement vs natural endorsement. The time horizon for this research is cross sectional, meaning across many different individuals at one point of time.

Data is collected using primary resources from structured online questionnaire using Qualtrics (Saunders, Lewis and Thornhill 2019).

There were 164 respondents, 100% female with an average age of 25 years. A structured online survey on Qualtrics was used to gather first-hand information of respondents. Three different conditions were made, those being traditional ad condition, product placement condition and natural brand endorsement condition. Each respondent saw one stimulus which consisted of the same celebrity (Bella Hadid) and the same brand (MySkin). Following that, respondents had to answer the same questions for each of the conditions. Please find the stimuli and questionnaire in Appendix A. To ensure that the participants did not differ in their views on skincare and on Bella Hadid and to avoid confounding factors, involvement with skincare and credibility of the celebrity were also measured upfront. A One-Way ANOVA was used to assess the differences in each of the three dependent variables, followed by a Tukey Post Hoc Analysis. Lastly, the mediation effect of correspondence bias and suspicion was analyzed through Hayes Mediation Model 4.

4.1 Pre-screening

To get the most unbiased results for the research, a pre-screening questionnaire (part of the main questionnaire) was run. Initially there were 414 respondents recruited online, following a convenience sampling method. However only 164 responses were used in the analysis. The remaining 250 were thanked and asked to leave the survey. Respondents that were not female, were not eligible to continue the survey as the category chosen was a beauty product targeted towards women. Moreover, respondents that did not know who Bella Hadid is and respondents that were not regular skincare users were thanked and dismissed. Respondents were then asked to vote on the product category that Bella Hadid would be suitable to endorse (skincare, eyeglasses, personal

care, all of the above, none of the above). All the respondents that answered something other than skincare and all of the above were dismissed as according to The Match Up Model or rather Product Match Up, the effect of using a celebrity depends on the perceived fit between the celebrity and the brand (Kamins et al. 1989; Kahle and Homer 1985; Till and Busler 2000). Moreover, to rule out for any confounding effects of respondents not being involved with the beauty category as a whole, respondents' involvement was measured on a 5-item Likert scale (Zaichkowsky 1985).

4.2 Main questionnaire

4.2.1 Respondents

The answers of a total of 164 eligible respondents were taken for further analysis. The average respondent's age was 25 years. The respondents were randomly assigned to each of the three conditions with approximately the same number of people per condition (51 respondents for traditional ad condition, 58 for natural endorsement condition and 55 respondents for product placement condition).

4.2.2 Selection of stimuli

Skincare was chosen because it is a category that typically uses celebrity endorsements so respondents would have found the contexts natural. An unknown skincare brand - MySkin was chosen, to minimize any possible past brand associations. Bella Hadid was chosen as a brand endorser. She is familiar, likeable, attractive to the audience, and the audience holds relatively normal - high credibility for her (3.85 out of 5), as proven by the prescreening questionnaire. The three stimuli that were used in the questionnaire can be seen in the Appendix A. They will be discussed in the following section.

4.2.3 Experimental Manipulation

After completing the pre-screening questionnaire, participants were randomly assigned to one of the three conditions. The questions for each group were the same, however the stimuli shown were different and tailored to each group. The participants that were assigned to the traditional ad condition were shown "a forthcoming advertisement for “MySkin” face cream featuring Bella Hadid". Those that were assigned to the product placement condition were shown a picture " from the set of the upcoming series “The Becoming - Model Version” with Bella Hadid". Lastly, respondents that were appointed to the natural endorsement condition saw "a paparazzi picture taken of Bella Hadid leaving her NYC apartment." They were asked to take "as much time as you need to observe this picture and its elements." After the product placement and natural endorsement condition, respondents were told "You may have noticed that MySkin face cream was on the table." and "You may have noticed that Bella Hadid was holding MySkin face cream", respectively. All three conditions got a brief background on Bella Hadid and MySkin after seeing the photos (see Appendix A).

4. 3 Measures

All measures in this research were taken and adapted from already existing scales. The three dimensions of celebrity credibility (attractiveness, expertise and trustworthiness) was measured by a three-point Semantic differential scale (Ohanian 1991; Amos, Holmes, and Strutton 2008). Involvement was measured using a five-point Likert scale, adapted from Zaichkowsky (1985). Brand attitude, "relatively enduring, one dimensional summary evaluation of the brand that presumably energizes behavior (Spears and Singh 2004, p. 55) was assessed on a six-point Semantic differential scale (nonappealing/appealing, unfavorable/favorable, low quality/high quality, unpleasant/pleasant, worthless/valuable, unconvincing/convincing) by Torres, Sierra and

Heiser (2007), Grier and Deshpandé (2001). Purchasing intent, "an individual's conscious plan to make an effort to purchase a brand." (Spears and Sings 2004, 56) was measured by a five-point Likert scale (Escalas 2004). Correspondence bias was assessed by an eight-point Likert scale and Suspicion by a seven-point Likert scale by Cronley et al. (1999), Sorum, Grape, and Silvera (2003) and Pilkonis (1977). Last but not least, willingness to pay was measured as it is one of the main valid indicators of the overall value the brand presents to its consumers (Le Gall-Ely 2009; Fein, Hilton and Miller 1990). All scales were checked for reliability and had a Cronbach's Alpha over 0.70.

4.4 Mediation Analysis Approach

Mediation analysis was carried out to understand if correspondence bias and suspicion mediate the relationship between the independent variable - different types of endorsement contexts and the dependent variables - brand attitude, purchasing intent and WTP. Hayes Mediation Model 4 was followed using PROCESS macro for SPSS and was ran first separately than simultaneously. The analysis was done using a bootstrapping method with 5000 bootstrap samples. The decision of whether a variable (correspondence bias; suspicion) is significantly mediating the relationship at hand (different endorsement contexts on brand attitude, purchasing intent and WTP), was derived by looking at the confidence intervals for indirect effects (equivalent to the Sobel test), as well as the p-value (has to be lower than 0.05 to be significant with 95% CI). If 0 does not fall between the two extremes, the Lower CI and the Upper CI, the result is significant, and the mediating effect of the different types of endorsements on the brand attitude, purchasing intent and WTP is statistically significant at 95%. Otherwise, it is insignificant, and it means that mediation has not occurred.

5. Results and Analysis

A One-Way ANOVA was run on SPSS to see if there are any significant differences between the mean scores of the three dependent variables - brand attitude, purchasing intent and willingness to pay among the traditional ad, product placement and natural endorsement condition (see Appendix B).

Before discussing the ANOVA and Mediation Analysis, it is important to mention that eligibility of respondents to continue with the main questionnaire was highly controlled and all the respondents that answered the survey were individuals highly involved in the skincare industry (involvement score: 4.3 out of 5) and were regular users of skincare brands. On top of that, the overall credibility (attractiveness, credibility, expertise) of Bella Hadid was medium-high (3.85 out of 5), diminishing the likelihood of having a biased result due to respondents not trusting the celebrity in place.

5.1.1 Different Endorsement Conditions on Brand Attitude

Respondents rated MySkin's brand attitude differently based on what endorsement context they were shown (see Figure 1, Appendix B). Traditional ad context showed the weakest average brand attitude (M =3.13 out of 5), followed by product placement and natural endorsement with considerably higher attitudes of M=3.53 and M=3.54, respectively. From the ANOVA table below (see Figure 2, Appendix C) it can be stated that as the p-value is smaller than 0.05 (F=6.582, p=0.002) the result is significant, meaning, there is a difference between at least two means of brand attitude, and that result is significant. Therefore, with a 95% confidence, $H0$ is rejected and there is at least one endorsement condition that produces better brand attitudes in respondents. To find out which is the context that most differed from the rest in terms of how respondents rated

their brand attitude, Tukey Post Hoc Analysis was run. From the Post Hoc analysis (see Appendix D), it was discovered that there is a significant difference between brand attitudes for traditional ad and product placement contexts (p=0.007) as well as traditional ad and natural endorsement contexts (p=0.004), but insignificant between natural brand endorsements and product placement. Respondents that were exposed to the traditional ad context, had lower brand responses than those that were exposed to the other two conditions. Therefore, $H1a$ is partially supported - Consumers exposed to natural brand endorsement context will have higher brand attitudes when compared to traditional advertisement but not when compared to product placement. Product placement too, showed significantly higher brand attitudes when compared to the traditional ad context.

Figure 1: Means and (Standard Deviations)

	Traditional Ad	Product Placement	Natural Brand Endorsements
Brand Attitude	3.13 (0.676)	3.53(0.714)	3.54 (0.611)
Purchasing Intent	2.84 (0.877)	3.200 (0.801)	3.25 (0.856)
Willingness to Pay	23.16 (15.639)	23.76 (11.248)	29.29 (28.334)

Figure 2: ANOVA Analysis

	ANOVA	
	F	p
Brand Attitude	6.582	0.002
Purchasing Intent	3.600	0.030
Willingness to Pay	1.590	0.207

5.1.2 Different Endorsement Conditions on Purchasing Intent

The same procedure was replicated to see how different endorsement contexts affect purchasing intent. The mean purchasing intent index (see Figure 1) for respondents that were exposed to the traditional ad is M=2.84, for natural endorsement is M=3.25 and for product placement is M=3.2 out of 5. Having a p-value of 0.03 (F=3.6), this result seems significant and it portrays that some of these endorsement contexts produced higher purchasing intent in respondents, than others. Utilizing the Tukey Post Hoc Analysis, it was discovered that indeed, natural brand endorsement is the condition that was highest rated by respondents, in terms of their purchasing intent (p=0.037). Accordingly, with a confidence of 95%, $H1b$ is fully accepted - Consumers exposed to natural brand endorsement context will have higher purchasing intent when compared to consumers exposed to the traditional ad and product placement condition.

5.1.3 Different Endorsement Conditions on Willingness to Pay

In terms of willingness to pay, the mean WTP for respondents in the traditional ad category is M=23.16€, for natural endorsement is M=29.29€ and for product placement is M=23.76€ (See Figure 1). ANOVA analysis (see Figure 2) showed to be statistically insignificant with a p-value of 0.207 (F=1.59). Therefore, with a 95% level of confidence, $H1c$ - Consumers exposed to natural brand endorsement context will have higher willingness to pay, is rejected as the type of endorsement context did not contribute to an increase/decrease in the consumers' willingness to pay for MySkin.

5. 2 Mediation Analysis

5.2.1 Mediator: Correspondence Bias

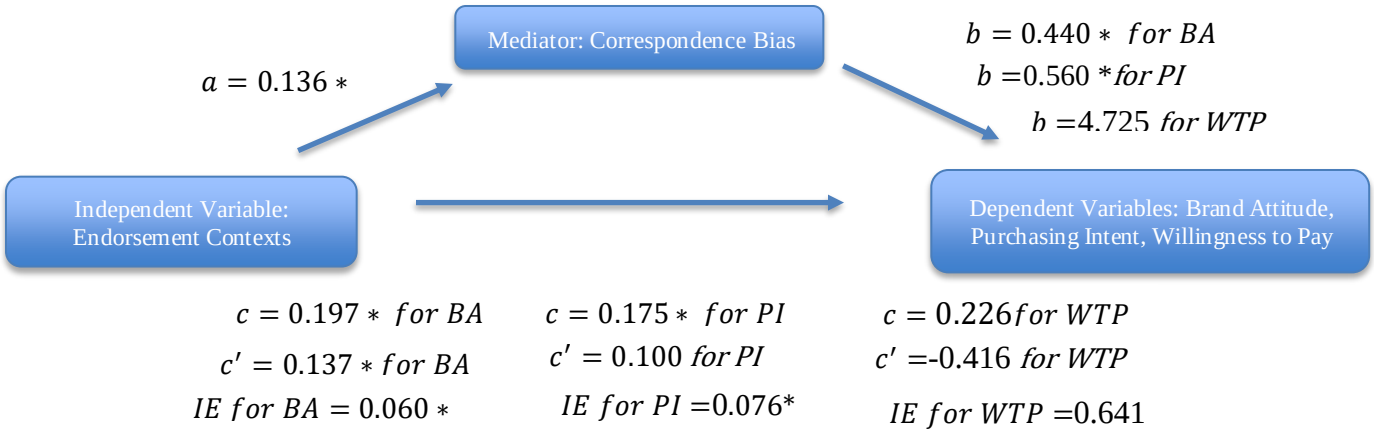
Through the mediation analysis of correspondence bias on brand attitude (see Figure 3 and 4, Appendix E), it can be seen that correspondence bias is statistically significant mediator (p=0.003, CI(0.016, 0.114)). In the same manner, correspondence bias showed to statistically mediate the relationship between the different endorsement contexts and purchasing intent too (p=0.035, CI(0.021, 0.146), see Figure 3 and 4). As a matter of fact, the result indicates full mediation, such that when correspondence bias (the mediator) is considered, the effect of the different endorsement contexts (independent variable) on the purchasing intent (dependent variable) becomes non-significant. This means that the effect of different endorsement types on purchasing intent is in fact due to correspondence bias. On the other hand, correspondence bias did not prove to statistically mediate the relationship between the independent variable (different endorsement contexts) and the dependent - WTP. With a confidence interval (CI (-0.450, 2.016), see Figure 3 and 4) that lays between 0 and a p-value higher than 0.05, the result is insignificant which is consistent with the previous non-significant differences between conditions in terms of WTP. To conclude, hypotheses $H2a$ and $H2b$ that state that correspondence bias positively mediates the relationship between the different endorsement contexts, brand attitude ($H2a$) and purchasing intent ($H2b$), are fully accepted. On the opposite, $H2c$ - correspondence bias positively mediates the relationship between the different endorsement contexts and willingness to pay, is rejected. The mean willingness to pay of respondents was not mediated by their score of correspondence bias.

Figure 3: Hayes Mediation Model 4 of Correspondence Bias on Brand Attitude, Purchasing Intent and WTP

Independent Variable	a path	b path	c path	c` path	Mean indirect effect(a x b)	95% CI	
						LLCI	ULCI
Dependent variable: brand attitude; mediator: correspondence bias							
Endorsement contexts	0.136*	0.440*	0.197*	0.137*	0.060*	0.016	0.114
Dependent variable: purchasing intent; mediator: correspondence bias							
Endorsement contexts	0.136*	0.560*	0.175*	0.100	0.076*	0.021	0.146
Dependent variable: willingness to pay; mediator: correspondence bias							
Endorsement contexts	0.136*	4.725	0.226	-0.416	0.641	-0.450	2.016

* indicates significance a (p<0.05)

Figure 4: Hayes Mediation Model 4



* indicates significance a (p<0.05)

5.2.2 Mediator: Suspicion

Quite opposite of the other suggested mediator, suspicion did not show statistically significant mediating results in any of the relationships between the different endorsement contexts and brand attitude (CI (-0.006, 0.063)), purchasing power (CI(-0.007, 0.066)) and WTP (CI(-1.816, 0.185), see Figure 5 and 6). Thereby, $H3$ - Suspicious negatively mediates the relationship between different endorsement contexts and brand attitude ($H3a$), purchasing intent($H3b$) and WTP($H3c$)

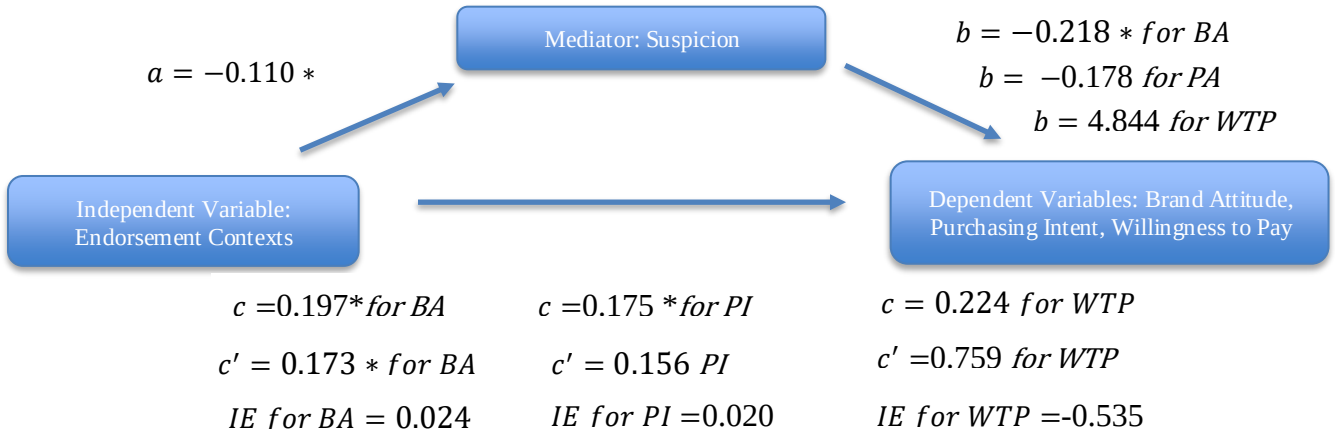
is fully rejected as suspicion does not contribute to the explanation of why such relationships are in place.

Figure 5: Hayes Mediation Model 4 of Suspicion on Brand Attitude, Purchasing Intent and WTP

Independent Variable	a path	b path	c path	c` path	Mean indirect effect(a x b)	95% CI LLCI	95% CI ULCI
Dependent variable: brand attitude; mediator: suspicion							
Endorsement contexts	-0.110*	-0.218*	0.197*	0.173*	0.024	-0.006	0.063
Dependent variable: purchasing intent; mediator: suspicion							
Endorsement contexts	-0.110*	-0.178	0.175*	0.156	0.020	-0.007	0.066
Dependent variable: willingness to pay; mediator: suspicion							
Endorsement contexts	-0.110*	4.844	0.224	0.759	-0.535	-1.816	0.185

* indicates significance a (p<0.05)

Figure 6: Hayes Mediation Model 4



* indicates significance a (p<0.05)

The two mediators (correspondence bias and suspicion) were also checked simultaneously to see if they cancel each other out. The results (see Appendix H) were the same as before and suspicion continued to be non-significant in the parallel model.

6. Discussion

The purpose of this study is to assess the relative effectiveness of different types of endorsements, especially differences between traditional (ad, product placement) and natural endorsement and to check if correspondence bias and suspicion are mediators of the relationship between the different endorsement contexts and brand attitude, purchasing intent and willingness to pay. It was hypothesized that natural endorsement context would create more favorable brand attitudes, purchasing intent and willingness to pay compared to traditional ad context and product placement. This study concluded that respondents that were exposed to the natural endorsement context rated MySkin as more favorable, appealing, convincing, valuable, pleasant and of good quality but it did not anticipate that respondents that were shown the product placement condition too, would have equally high brand attitudes. Part of it may be due to the fact that even though product placement is a traditional advertising, it is elicit and seen as a more natural way of endorsement when compared to traditional advertisements as it is "designed with a similar form and appearance to non-advertising content." (Gillespie and Joireman 2016). Likewise, respondents that saw "Bella Hadid leaving her apartment in NYC" (the natural condition) were most willing to consider and potentially purchase the brand in the future. The respondents that were shown the other two endorsement contexts (traditional ad and product placement) showed significantly lower purchasing intent.

When it comes to willingness to pay, none of the endorsement contexts showed significant results - the respondents that saw the natural brand endorsement context were not willing to pay higher when compared to the other two contexts. A plausible explanation of this finding may be that as respondents were mainly students and young professionals (with a few exceptions), they probably have a limited budget to spend on skincare and that budget alone does not change based on how

that product/brand is endorsed. Even though skincare has a high hedonistic value, it is still a utilitarian product, and people may be more price sensitive when it comes to buying it. Online reviews and price comparison may also offer an alternative and general explanation as to why consumers would not want to overpay or underpay a product/brand based on the endorsing context it is presented in. Taking into account that all respondents were relatively involved in the skincare category, and knowing that 51% of Gen Z use online price comparison before buying a product (Internet Retailing 2021) while Millennials are considered as" frugal shoppers, for whom getting a deal is important" (Forbes 2021), it can be assumed that respondents more or less knew skincare price ranges. Therefore, their willingness to pay for MySkin did not depend on what endorsement context they saw.

While some of results were expected (endorsements' effects on brand attitude and purchasing intent, mediating effect of correspondence bias in most cases), others were not (endorsements' effects on willingness to pay, no mediating effect of suspicion). When it comes to the mediation analysis, correspondence bias showed significant mediating effects on brand attitude, purchasing intent but insignificant on willingness to pay. The respondents that had correspondence bias, were more inclined to believe that Bella Hadid endorsed MySkin due to her actual liking of the brand, rather than her being paid to do so which translated into more positive brand attitude and purchasing intent but not into a higher willingness to pay. Whether a person had a higher or lower correspondence bias alone, did not propel them to pay more/less for MySkin, which goes along with the previous explanation on why WTP was not higher for respondents that were shown the natural brand endorsement.

On the other hand, suspicion did not show significant mediating results for none of the three dependent variables (brand attitude, purchasing intent and WTP). Respondents did not have a higher/lower suspicion level based on what endorsement conditions they saw and due to that, they did not differ in their rating of their brand attitude, purchasing intent or willingness to pay. A possible explanation of why suspicion did not show significant results when checked simultaneously with correspondence bias may be due to the belief that correspondence bias dims the need to question ulterior motives. People are not experts in discovering whether a celebrity is endorsing something purely because they are paid to do so, hence correspondence bias (leaning to more dispositional attributes) wins over small suspicious motives. However, as none of the mediators regardless if taken separately or simultaneously, did not have a significantly high R^2, it can be assumed that there are other variables (e.g credibility, para-social relationships, self-brand connections, celebrity-brand congruence, celebrity-product match up etc. that were researched before) that could be included in this model, to help improve it and better explain the variation in brand attitude, purchasing intent and willingness to pay.

7.Further Implications

Even though the potential of natural brand endorsements is not thoroughly researched, the literature that we have up to date all hints to its superiority. This paper too, highlighted that. Marketers/Advertisers could leverage this information and open themselves more to the idea of adopting natural brand endorsements in their marketing and advertising strategies. While getting a celebrity to endorse a brand naturally (or at least to look like it) may be expensive and may take more effort, time and money into nurturing a relationship with the celebrity, it may be an excellent ROI, long-term speaking. Moreover, it would be interesting to further dwell on not only the difference between natural brand endorsements, product placement and traditional ads as types of

endorsement contexts but add additional ones (e.g celebrity events and webinars participation, trying out different booming social media platforms such as TikTok), to compare the effect and to see if natural brand endorsement is still as strong. By knowing these effects, advertisers and marketers can make more optimized decisions, in terms of money, time and effort and if natural brand endorsements prove to be the king in advertising, then they could focus on exactly that.

8.Limitations

Even though this empirical research was done successfully, there are a few limitations to have in mind for future analysis. First, there were only 164 eligible respondents for this study. Replicating this research on a bigger pool of people, would probably give more accurate and less biased results. Second, the product (MySkin) and the celebrity (Bella Hadid) were pre-chosen, thereby not giving the opportunity to people to mix and match their desired celebrity endorsers and products. Chances are, the credibility of the endorser and the product-celebrity match would be higher in that case. Third, the respondents were aged from 22 to 38, therefore limiting these results to mainly Millennials and some Gen Z audience. Replicating this survey while including Gen X and more of Gen Z might give different results. Fourth, there was only one product and one celebrity chosen for this study, which might be limiting if we want to generalize these results. Having more products and more celebrities would give more credibility and accuracy in the gathered results. Lastly, correspondence bias and suspicion were chosen as possible mediators, however there are multiple other variables (e.g credibility, para-social relationships, self-brand congruence, consumer-product fit) that could have an even bigger mediating effect on the outcomes (brand attitude, purchasing intent, willingness to pay).

9. References

Abdussalam. P. K, 2014. "Celebrity Advertisement: Key to Marketing Success". *Indian Journal of Commerce and Management Studies, Educational Research Multimedia & Publications* 5 (1): 78-82.

Amos, Clinton, Gary Holmes, and David Strutton. 2008. "Exploring The Relationship Between Celebrity Endorser Effects And Advertising Effectiveness". *International Journal Of Advertising* 27 (2): 209-234. doi:10.1080/02650487.2008.11073052.

Avery, Rosemary J., and Roselina Ferraro. 2000. "Verisimilitude Or Advertising? Brand Appearances On Prime-Time Television". *Journal Of Consumer Affairs* 34 (2): 217-244. doi:10.1111/j.1745-6606.2000.tb00092.x.

Aziz, Sadia., Ghani, Usman., and Niazi Abdullah. 2013. " Impact of Celebrity Credibility on Advertising Effectiveness". *Pakistan Journal of Commerce & Social Sciences* 7 (1): 107-127.

Bailey, Ainsworth Anthony. 2007. "Public Information And Consumer Skepticism Effects On Celebrity Endorsements: Studies Among Young Consumers". *Journal Of Marketing Communications* 13 (2): 85-107. doi:10.1080/13527260601058248.

Bergkvist, Lars, and Kris Qiang Zhou. 2016. "Celebrity Endorsements: A Literature Review And Research Agenda". *International Journal Of Advertising* 35 (4): 642-663. doi:10.1080/02650487.2015.1137537.

Bergkvist, Lars, Hanna Hjalmarson, and Anne W. Maegi. 2015. "A New Model Of How Celebrity Endorsements Work: Attitude Toward The Endorsement As A Mediator Of

Celebrity Source And Endorsement Effects". *International Journal Of Advertising* 35 (2): 171-184. doi:10.1080/02650487.2015.1024384.

Bressoud, Etienne, Jean-Marc Lehu, and Cristel Antonia Russell. 2010. "The Product Well Placed". Journal Of Advertising Research 50 (4): 374-385. doi:10.2501/s0021849910091622.

Bush, Alan J., Craig. A Martin, and Victoria D. Bush. 2004. "Sports Celebrity Influence On The Behavioral Intentions Of Generation Y". *Journal Of Advertising Research* 44 (1): 108-118. doi:10.1017/s0021849904040206.

Campbell, Colin, Leyland F. Pitt, Michael Parent, and Pierre R. Berthon. 2011. "Understanding Consumer Conversations Around Ads In A Web 2.0 World". *Journal Of Advertising* 40 (1): 87-102. doi:10.2753/joa0091-3367400106.

Campbell, Margaret C., and Amna Kirmani. 2000. "Consumers' Use Of Persuasion Knowledge: The Effects Of Accessibility And Cognitive Capacity On Perceptions Of An Influence Agent". *Journal Of Consumer Research* 27 (1): 69-83. doi:10.1086/314309.

Choi, Sejung Marina, and Nora J. Rifon. 2012. "It Is A Match: The Impact Of Congruence Between Celebrity Image And Consumer Ideal Self On Endorsement Effectiveness". *Psychology & Marketing* 29 (9): 639-650. doi:10.1002/mar.20550.

Choi, Sejung Marina, Wei-Na Lee, and Hee-Jung Kim. 2005. "Lessons from the rich and famous: A Cross-Cultural Comparison Of Celebrity Endorsement In Advertising". *Journal Of Advertising* 34 (2): 85-98. doi:10.1080/00913367.2005.10639190.

Cooper, M. 1984. "Can celebrities really sell products?". *Marketing and Media Decisions*, 64-65 and 120.

Cronley, Maria L., Kardes, Frank R., Goddard, Perilou and Houghton, David C. 1999. "Endorsing products for money: The role of the correspondence bias in celebrity advertising". *Advances in Consumer Research* 26, 627-631.

DeCarlo, Thomas E. 2005. "The Effects Of Sales Message And Suspicion Of Ulterior Motives On Salesperson Evaluation". *Journal Of Consumer Psychology* 15 (3): 238-249. doi:10.1207/s15327663jcp1503_9.

Edson Escalas, Jennifer. 2004. "Narrative Processing: Building Consumer Connections To Brands". *Journal Of Consumer Psychology* 14 (1-2): 168-180. doi:10.1207/s15327663jcp1401&2_19.

Eisend, Martin, and Tobias Langner. 2010. "Immediate And Delayed Advertising Effects Of Celebrity Endorsers' Attractiveness And Expertise". *International Journal Of Advertising* 29 (4): 527-546. doi:10.2501/s0265048710201336.

Erdogan, B. Zafer. 1999. "Celebrity Endorsement: A Literature Review". *Journal Of Marketing Management* 15 (4): 291-314. doi:10.1362/026725799784870379.

Fein, Steven, James L. Hilton, and Dale T. Miller. 1990. "Suspicion Of Ulterior Motivation And The Correspondence Bias.". *Journal Of Personality And Social Psychology* 58 (5): 753-764. doi:10.1037/0022-3514.58.5.753.

Fein, Steven. 1996. "Effects Of Suspicion On Attributional Thinking And The Correspondence Bias.". *Journal Of Personality And Social Psychology* 70 (6): 1164-1184. doi:10.1037/0022-3514.70.6.1164.

Forbes. 2021. "What Millennials Want When They Shop Online". Accessed May 20. https://www.forbes.com/sites/forbesinsights/2019/07/09/what-millennials-want-when-they-shop-online/?sh=5bd3abe64ed9.

Friedman, H. H., and Friedman, L. 1979. "Endorser effectiveness by product type." *Journal of Advertising Research* 19 (5), 63-71.

Friestad, Marian, and Peter Wright. 1994. "The Persuasion Knowledge Model: How People Cope With Persuasion Attempts". *Journal Of Consumer Research* 21 (1): 1. doi:10.1086/209380.

Friestad, Marian, and Peter Wright. 1995. "Persuasion Knowledge: Lay People's And Researchers' Beliefs About The Psychology Of Advertising". *Journal Of Consumer Research* 22 (1): 62. doi:10.1086/209435.

Gilbert, Daniel T., and Edward E. Jones. 1986. "Perceiver-Induced Constraint: Interpretations Of Self-Generated Reality". *Journal Of Personality And Social Psychology* 50 (2): 269-280. doi:10.1037/0022-3514.50.2.269.

Gilbert, Daniel T., and Patrick S. Malone. 1995. "The Correspondence Bias". *Psychological Bulletin* 117 (1): 21-38. doi:10.1037/0033-2909.117.1.21.

Gilbert, Daniel T., Pelham, Brett W. and Krull Douglas S. (1988). "Inference and interaction: When person perceivers meets persons perceived". *Journal of Personality and Social Psychology* 54, 733-740.

Gillespie, Brian, and Jeff Joireman. 2016. "The Role Of Consumer Narrative Enjoyment And Persuasion Awareness In Product Placement Advertising". *American Behavioral Scientist* 60 (12): 1510-1528. doi:10.1177/0002764216660136.

GlobalWebIndex. 2017 "Share of worldwide internet users who find brands or products through celebrity endorsements as of 1st quarter 2017, by age group." Retrieved from Statista database. https://www.statista.com/statistics/407838/celebrity-endorsement-brand-discovery-online-age/

Grier, Sonya A., and Rohit Deshpandé. 2001. "Social Dimensions Of Consumer Distinctiveness: The Influence Of Social Status On Group Identity And Advertising Persuasion". *Journal Of Marketing Research* 38 (2): 216-224. doi:10.1509/jmkr.38.2.216.18843.

Hackley, Christopher, and Rungpaka Tiwsakul. 2006. "Entertainment Marketing And Experiential Consumption". *Journal Of Marketing Communications* 12 (1): 63-75. doi:10.1080/13527260500358608.

Hirschman, Elizabeth C., and Craig J. Thompson. 1997. "Why Media Matter: Toward A Richer Understanding Of Consumers' Relationships With Advertising And Mass Media". *Journal Of Advertising* 26 (1): 43-60. doi:10.1080/00913367.1997.10673517.

Homer, Pamela Miles. 2009. "Product Placements". *Journal Of Advertising* 38 (3): 21-32. doi:10.2753/joa0091-3367380302.

Hung, Kineta, Kimmy W. Chan, and Caleb H. Tse. 2011. "Assessing Celebrity Endorsement Effects In China". *Journal Of Advertising Research* 51 (4): 608-623. doi:10.2501/jar-51-4-608-623.

Hung, Kineta. 2014. "Why Celebrity Sells: A Dual Entertainment Path Model Of Brand Endorsement". *Journal Of Advertising* 43 (2): 155-166. doi:10.1080/00913367.2013.838720.

Internet Retailing. 2021. "Gen Z And Millennial Shoppers Have Shifted Online And The Move Is Permanent For Many." Accessed May 20. https://internetretailing.net/customer/customer/gen-z-and-millennial-shoppers-have-shifted-online-and-the-move-is-permanent-for-many--

22461#:~:text=In%20addition%20to%20a%20preference,their%20top%20online%20shopping%20benefit.

Jin, Seung-A Annie, and Joe Phua. 2014. "Following Celebrities' Tweets About Brands: The Impact Of Twitter-Based Electronic Word-Of-Mouth On Consumers' Source Credibility Perception, Buying Intention, And Social Identification With Celebrities". *Journal Of Advertising* 43 (2): 181-195. doi:10.1080/00913367.2013.827606.

Jones, Edward E., and Keith E. Davis. 1965. "From acts to dispositions: The attribution process in person perception." In *Advances in experimental social psychology,* edited by Mark Zanna James Olson 2, 219-266. New York: Academic Press

Kahle, Lynn R., and Pamela M. Homer. 1985. "Physical Attractiveness Of The Celebrity Endorser: A Social Adaptation Perspective". *Journal Of Consumer Research* 11 (4): 954. doi:10.1086/209029.

Kaikati, Jack G. 1987. "Celebrity Advertising". *International Journal Of Advertising* 6 (2): 93-105. doi:10.1080/02650487.1987.11107007.

Kamen, J.M., A.C. Azhari, and J.R. Kragh. 1975. "What a spokesperson does for a sponsor". *Journal of Advertising Research* 16 (2): 17–24.

Kamins, Michael A., Meribeth J. Brand, Stuart A. Hoeke, and John C. Moe. 1989. "Two-Sided Versus One-Sided Celebrity Endorsements: The Impact On Advertising Effectiveness And Credibility". *Journal Of Advertising* 18 (2): 4-10. doi:10.1080/00913367.1989.10673146.

Kapitan, Sommer, and David H. Silvera. 2015. "From Digital Media Influencers To Celebrity Endorsers: Attributions Drive Endorser Effectiveness". *Marketing Letters* 27 (3): 553-567. doi:10.1007/s11002-015-9363-0.

Kardes, Frank R. 1993. "Consumer inference: Determinants, consequences, and implications for advertising" In *Advertising exposure, memory and choice*, edited by Andrew A. Mitchell, 163- 191. Hillsdale, NJ: Erlbaum

Klebba, Joanne M., and Unger, Lynette S. 1982. "The impact of negative and positive information on source credibility in a field setting". *Advances in Consumer Research* 10, 11-16.

Lord, Kenneth R., Myung-Soo Lee, and Paul L. Sauer. 1995. "The Combined Influence Hypothesis: Central And Peripheral Antecedents Of Attitude Toward The Ad". *Journal Of Advertising* 24 (1): 73-85. doi:10.1080/00913367.1995.10673469.

Lurie, Nicholas H. 2004. "Decision Making In Information-Rich Environments: The Role Of Information Structure". *Journal Of Consumer Research* 30 (4): 473-486. doi:10.1086/380283.

MacKenzie, Scott B., Richard J. Lutz, and George E. Belch. 1986. "The Role Of Attitude Toward The Ad As A Mediator Of Advertising Effectiveness: A Test Of Competing Explanations". *Journal Of Marketing Research* 23 (2): 130-143. doi:10.1177/002224378602300205.

Main, K, D, Dahl, and P Darke. 2007. "Deliberative And Automatic Bases Of Suspicion: Empirical Evidence Of The Sinister Attribution Error". *Journal Of Consumer Psychology* 17 (1): 59-69. doi:10.1207/s15327663jcp1701_9.

Marchand, Miquelle A. G., and Roos Vonk. 2005. "The Process Of Becoming Suspicious Of Ulterior Motives". *Social Cognition* 23 (3): 242-256. doi:10.1521/soco.2005.23.3.242.

Marwick, Alice, and Danah Boyd. 2011. "To See And Be Seen: Celebrity Practice On Twitter". *The International Journal Of Research Into New Media Technologies* 17 (2): 139-158. doi:10.1177/1354856510394539.

Moore, D. J., J. C. Mowen, and R. Reardon. 1994. "Multiple Sources In Advertising Appeals: When Product Endorsers Are Paid By The Advertising Sponsor". *Journal Of The Academy Of Marketing Science* 22 (3): 234-243. doi:10.1177/0092070394223004.

Ohanian, Roobina. 1991. "The impact of celebrity spokespersons' perceived image on consumers' intention to purchase". *Journal of Advertising Research* 31, 46–54.

Pilkonis, Paul A. 1977. "The Influence Of Consensus Information And Prior Expectations On Dispositional And Situational Attributions". *The Journal Of Social Psychology* 101 (2): 267-279. doi:10.1080/00224545.1977.9924017.

PQ Media. 2016. "PQ Media Global Product Placement Spending Forecast 2015-2019." Accessed May 15. http://www.pqmedia.com/gbemf-2015-2019.html

Raven, Bertram H., Joseph Schwarzwald, and Meni Koslowsky. 1998. "Conceptualizing And Measuring A Power/Interaction Model Of Interpersonal Influence1". *Journal Of Applied Social Psychology* 28 (4): 307-332. doi:10.1111/j.1559-1816.1998.tb01708.x.

Rossiter. John R., and Larry Percy. 1987. *Advertising and Promotion Managemen*t. London: McGraw Hill.

Rubin, Alan M., and Elizabeth M. Perse. 1987. "Audience Activity And Television News Gratifications". *Communication Research* 14 (1): 58-84. doi:10.1177/009365087014001004.

Russell, Cristel Antonia, and Dina Rasolofoarison. 2017. "Uncovering The Power Of Natural Endorsements: A Comparison With Celebrity-Endorsed Advertising And Product Placements". *International Journal Of Advertising* 36 (5): 761-778. doi:10.1080/02650487.2017.1348033.

Saunders, Mark, Lewis, Philip, and Adrian Thornhill. 2019. *Research Methods for Business Students"*. Harlow: Pearson Education Limited.

Seno, Diana, and Bryan A. Lukas. 2007. "The Equity Effect Of Product Endorsement By Celebrities". *European Journal Of Marketing* 41 (1/2): 121-134. doi:10.1108/03090560710718148.

Silvera, David H., and Benedikte Austad. 2004. "Factors Predicting The Effectiveness Of Celebrity Endorsement Advertisements". *European Journal Of Marketing* 38 (11/12): 1509-1526. doi:10.1108/03090560410560218.

Sood, Suruchi, and Everett M. Rogers. 2000. "Dimensions Of Parasocial Interaction By Letter-Writers To A Popular Entertainment-Education Soap Opera In India". *Journal Of Broadcasting & Electronic Media* 44 (3): 386-414. doi:10.1207/s15506878jobem4403_4.

Sorum, Kim Andre, Kjetil Marius Grape, and David Silvera. 2003. "Do Dispositional Attributions Regarding Peer Endorsers Influence Product Evaluations?". *Scandinavian Journal Of Psychology* 44 (1): 39-46. doi:10.1111/1467-9450.00319.

Spears, Nancy., and Singh N. Surendra. 2004. "Measuring attitude toward the brand and purchase intentions". *Journal of Current Issues and Research in Advertising* 26 (2), 53-66.

SurveyMonkey. 2018. "Amounts spent on purchases influenced by celebrity endorsements according to consumers in Canada as October 2018." Retrieved from Statista database.

https://www.statista.com/statistics/1027018/amount-spent-purchases-influenced-by-celebrity-endorsement-canada/

Taewoo, Kim. 2012. "Consumers' Correspondence Inference on Celebrity Endorsers: The Role of Correspondence Bias and Suspicion". University of Tennessee PhD Dissertation.

Taylor, Shelley E., and Susan T. Fiske. 1975. "Point Of View And Perceptions Of Causality.". *Journal Of Personality And Social Psychology* 32 (3): 439-445. doi:10.1037/h0077095.

Till, Brian D., and Michael Busler. 2000. "The Match-Up Hypothesis: Physical Attractiveness, Expertise, And The Role Of Fit On Brand Attitude, Purchase Intent And Brand Beliefs". *Journal Of Advertising* 29 (3): 1-13. doi:10.1080/00913367.2000.10673613.

Till, Brian D., and Terence A. Shimp. 1998. "Endorsers In Advertising: The Case Of Negative Celebrity Information". *Journal Of Advertising* 27 (1): 67-82. doi:10.1080/00913367.1998.10673543.

Torres, Ivonne M., Jeremy J. Sierra, and Robert S. Heiser. 2007. "The Effects Of Warning-Label Placement In Print ADS: A Social Contract Perspectiv". *Journal Of Advertising* 36 (2): 49-62. doi:10.2753/joa0091-3367360203.

Tripp, Carolyn, Thomas D. Jensen, and Les Carlson. 1994. "The Effects Of Multiple Product Endorsements By Celebrities On Consumers' Attitudes And Intentions". *Journal Of Consumer Research* 20 (4): 535. doi:10.1086/209368.

Vonk, Roos. 1998. "The Slime Effect: Suspicion And Dislike Of Likeable Behavior Toward Superiors.". *Journal Of Personality And Social Psychology* 74 (4): 849-864. doi:10.1037/0022-3514.74.4.849.

Zaichkowsky, Judith Lynne. 1985. "Measuring The Involvement Construct". *Journal Of Consumer Research* 12 (3): 341. doi:10.1086/208520.

Zhang, Ke, and Kineta Hung. 2020. "The Effect Of Natural Celebrity–Brand Association And Para-Social Interaction In Advertising Endorsement For Sustainable Marketing". *Sustainability* 12 (15): 6215. doi:10.3390/su12156215.

APPENDIX

Appendix A: Questionnaire

Appendix B: Descriptive tables

Appendix C: ANOVA

Appendix D: Post Hoc Analysis

Appendix E: Hayes Mediation Model

Appendix A: Questionnaire on Qualtrics

Introduction

Hi friend,

Thank you for taking part in this survey as your participation is much appreciated. The following questionnaire is for my Master Thesis as part of the Master's Program in International Management at NOVA SBE.

This survey is anonymous and voluntary. You will be asked a few questions, shown a picture and then asked to answer a few more. Please answer all questions with full honesty. This survey will take you approximately 5 minutes.

One last thing, I would be VERY appreciative if you could share this survey with your friends and family.

Have a great day,
Sara Markoska.

In order to proceed, I would like to get your consent to collect and use your responses for the purpose of this Master Thesis.

Please don't forget to submit the survey at the end.

◯ I hereby acknowledge the above and give my voluntary consent.

What's your gender?

- ○ Female
- ○ Male
- ○ Transgender

Are you a regular customer of skincare products?

- ○ Yes
- ○ No

Do you know who Bella Hadid is?

- ○ Yes
- ○ No

Which of the following product categories do you think Bella Hadid could endorse?

- ○ Skincare
- ○ Eyeglasses
- ○ Personal care
- ○ All of the above
- ○ None of the above

Imagine Bella Hadid is endorsing a product in the product category you've just chosen. Please rate Bella Hadid on the following attributes.
"I think Bella Hadid is..."

Unattractive	○ ○ ○ ○ ○	Attractive
Not classy	○ ○ ○ ○ ○	Classy
Not good looking	○ ○ ○ ○ ○	Good looking

Imagine Bella Hadid is endorsing a product in the product category you've just chosen. Please rate Bella Hadid on the following attributes.
"I think Bella Hadid is..."

Insincere	○ ○ ○ ○ ○	Sincere
Dishonest	○ ○ ○ ○ ○	Honest
Untrustworthy	○ ○ ○ ○ ○	Trustworthy

Imagine Bella Hadid is endorsing a product in the product category you've just chosen. Please rate Bella Hadid on the following attributes.
"I think Bella Hadid is..."

Unqualified	○ ○ ○ ○ ○	Qualified
Inexperienced	○ ○ ○ ○ ○	Experienced
Unknowledgeable	○ ○ ○ ○ ○	Knowledgeable

Please rate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Skin care is important for me	○	○	○	○	○
I often talk with others about skincare	○	○	○	○	○
I feel like I have to consider as many alternatives as possible in order to make sure I get the best face cream	○	○	○	○	○
When I am shopping for a face cream, deciding which alternative to buy is an involving process for me	○	○	○	○	○
I choose face creams very carefully	○	○	○	○	○

The following three conditions were shown randomly to the respondents.

Condition 1: Traditional Ad

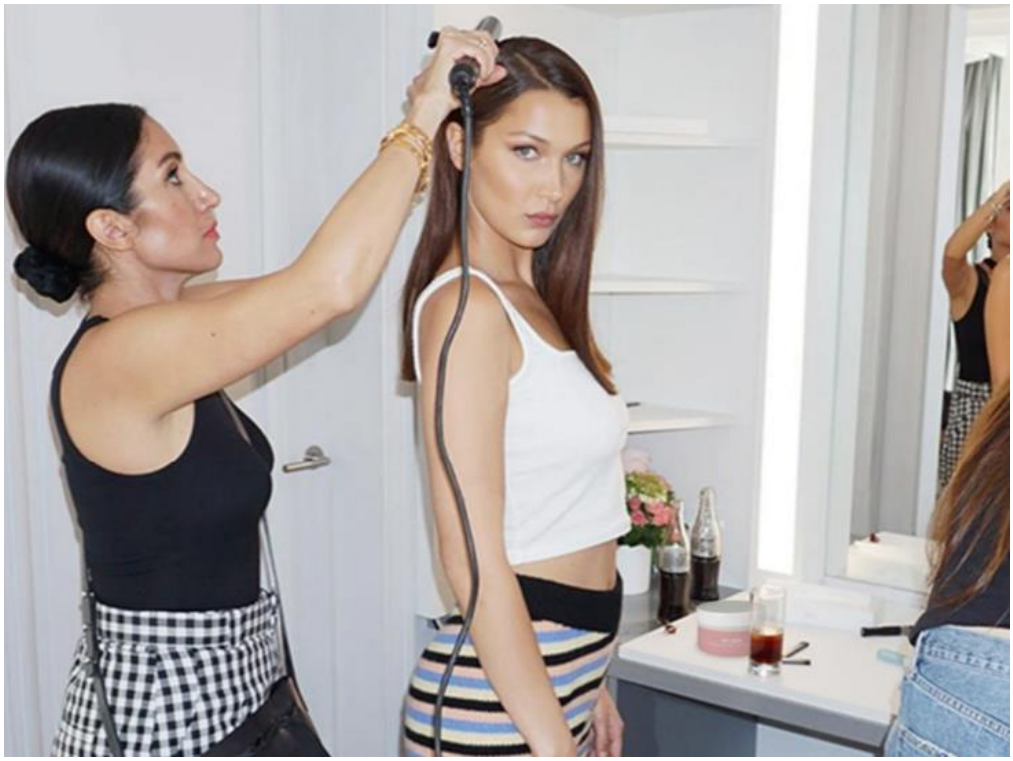
This is a forthcoming advertisement for "MySkin" face cream featuring Bella Hadid. Please take as much time as you need to observe this picture and its elements.

MySkin is a skin care brand that goes by the slogan "Your Skin Will Thank You". It was recently launched in a limited number of countries but by the end of 2022 it plans to be present in all big markets (USA, Latin America, Europe and Asia).
We would like to know your perception concerning this brand.

Bella Hadid is a supermodel from the USA. She was voted "Model of the Year" a few years ago, has walked the Victoria's Secret show amongst others and has made appearances in TV shows. Apart from that, she is a philanthropist and known to use her voice on social media.

Condition 2: Product Placement

This picture is taken from the set of the upcoming series “The Becoming - Model Version” with Bella Hadid. Please take as much time as you need to observe this picture and its elements.



You may have noticed that MySkin face cream was on the table.

MySkin is a skin care brand that goes by the slogan “Your Skin Will Thank You”. It was recently launched in a limited number of countries but by the end of 2022 it plans to be present in all big markets (USA, Latin America, Europe and Asia).
We would like to know your perception concerning this brand.

Bella Hadid is a supermodel from the USA. She was voted "Model of the Year" a few years ago, has walked the Victoria's Secret show amongst others and has made appearances in TV shows. Apart from that, she is a philanthropist and known to use her voice on social media.

Condition 3: Natural Brand Endorsement

This is a paparazzi picture taken of Bella Hadid leaving her NYC apartment.
Please take as much time as you need to observe this picture and its elements.

You may have noticed that Bella Hadid was holding MySkin face cream.

MySkin is a skin care brand that goes by the slogan "Your Skin Will Thank You". It was recently launched in a limited number of countries but by the end of 2022 it plans to be present in all big markets (USA, Latin America, Europe and Asia).
We would like to know your perception concerning this brand.

Bella Hadid is a supermodel from the USA. She was voted "Model of the Year" a few years ago, has walked the Victoria's Secret show amongst others and has made appearances in TV shows. Apart from that, she is a philanthropist and known to use her voice on social media.

Respondents were done asked to answer the following questions:

Please rate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
1. Bella Hadid endorses MySkin to convey her belief in the brand.	○	○	○	○	○
2. Bella Hadid endorses MySkin to express her feelings about the brand based on her actual experience.	○	○	○	○	○
3. Bella Hadid endorses MySkin to talk about the brand's benefits based on her actual experience and knowledge of the brand	○	○	○	○	○
4. Bella Hadid endorses MySkin to become better known.	○	○	○	○	○
5. Bella Hadid endorses MySkin to earn more money.	○	○	○	○	○
6. Bella Hadid frequently uses MySkin.	○	○	○	○	○
7. Bella Hadid views MySkin as a good brand.	○	○	○	○	○
8. Bella Hadid likes MySkin.	○	○	○	○	○

Please rate MySkin on the following traits.

Non appealing	○ ○ ○ ○ ○	Appealing
Unfavorable	○ ○ ○ ○ ○	Favorable
Low quality	○ ○ ○ ○ ○	Good quality
Unpleasant	○ ○ ○ ○ ○	Pleasant
Worthless	○ ○ ○ ○ ○	Valuable
Unconvincing	○ ○ ○ ○ ○	Convincing

Please rate how strongly you agree or disagree with the following statements.

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
9. Bella Hadid endorsed MySkin because of her hidden interests	○	○	○	○	○
10. Bella Hadid endorsed MySkin because of certain monetary or financial goals	○	○	○	○	○
11. Bella Hadid endorsed MySkin to present her image to the public	○	○	○	○	○
12. The fact that Bella Hadid endorsed MySkin makes me suspicious of her ulterior motives	○	○	○	○	○
13. Bella Hadid took the opportunity to get publicity by her endorsement	○	○	○	○	○
14. I doubt if the skin cream does what it is supposed to do	○	○	○	○	○
15. I would like to see first if the skin cream is of good quality	○	○	○	○	○

Please rate how strongly you agree or disagree with the following statements.

	Strongly Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
16. Next time I purchase a face cream, I will buy MySkin.	○	○	○	○	○
17. I look forward to MySkin being available in my country.	○	○	○	○	○
18. I will consider using MySkin.	○	○	○	○	○
19. I will search for more information about MySkin (websites, social media etc)	○	○	○	○	○

Please indicate with a number in Euros (not a range), how much you would be willing to pay for MySkin face cream.

How old are you?

Where are you from?

- ○ APAC – Asia Pacific
- ○ EMEA – Europe, Middle East and Africa
- ○ LAD – Latin America Division
- ○ NA – North America

"Woah, the questionnaire is finally over" are probably the words that are coming out of your mouth and I wouldn't blame you:) THANK YOU again for taking the time to complete this survey.

TO SUBMIT THE SURVEY PLEASE CLICK THE ARROW ON THE RIGHT.

And again, sharing is caring:)

Best, Sara.

Appendix B: Descriptive Statistics

Descriptive statistics for Brand Attitude

Descriptives

Mean.BA

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
						Lower Bound	Upper Bound			
Traditional Ad		51	3.1275	.6763	.0947	2.9373	3.3177	1.1667	4.8333	
Natural endorsement		58	3.5431	.6106	.0802	3.3825	3.7037	2.5000	5.0000	
Product Placement		55	3.5273	.7135	.0962	3.3344	3.7201	1.8333	5.0000	
Total		164	3.4085	.6894	.0538	3.3022	3.5148	1.1667	5.0000	
Model	Fixed Effects			.6669	.0521	3.3057	3.5114			
	Random Effects				.1338	2.8327	3.9844			.0455

Descriptive statistics for Purchasing Intent

Descriptives

mean.PI

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
						Lower Bound	Upper Bound			
Traditional Ad		51	2.8431	.87744	.12287	2.5964	3.0899	1.00	4.25	
Natural endorsement		58	3.2457	.85647	.11246	3.0205	3.4709	1.00	5.00	
Product Placement		55	3.2000	.80133	.10805	2.9834	3.4166	1.00	4.75	
Total		164	3.1052	.85846	.06703	2.9728	3.2376	1.00	5.00	
Model	Fixed Effects			.84509	.06599	2.9749	3.2355			
	Random Effects				.12539	2.5657	3.6447			.03401

Descriptive statistics for Willingness to Pay

Descriptives

WTP

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
						Lower Bound	Upper Bound			
Traditional Ad		51	23.16	15.639	2.190	18.76	27.56	0	100	
Natural endorsement		58	29.29	28.334	3.720	21.84	36.74	6	150	
Product Placement		55	23.76	11.248	1.517	20.72	26.80	8	60	
Total		164	25.53	20.138	1.573	22.43	28.64	0	150	
Model	Fixed Effects			20.066	1.567	22.44	28.62			
	Random Effects				1.977	17.02	34.04			4.350

Appendix C: ANOVA

ANOVA results for Brand Attitude

ANOVA

Mean.BA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.855	2	2.928	6.582	.002
Within Groups	71.606	161	.445		
Total	77.461	163			

ANOVA results for Purchasing Intent

ANOVA

mean.PI

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.142	2	2.571	3.600	.030
Within Groups	114.982	161	.714		
Total	120.123	163			

ANOVA results for Willingness to Pay

ANOVA

WTP

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1280.158	2	640.079	1.590	.207
Within Groups	64822.690	161	402.625		
Total	66102.848	163			

Appendix D: Turkey Post-Hoc Analysis

Post Hoc Analysis for Brand Attitude

Multiple Comparisons

Dependent Variable: Mean.BA

Tukey HSD

(I) Typesofendorsements	(J) Typesofendorsements	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Traditional Ad	Natural endorsement	-.4157*	.1280	.004	-.7185	-.1128
	Product Placement	-.3998*	.1296	.007	-.7065	-.0931
Natural endorsement	Traditional Ad	.4157*	.1280	.004	.1128	.7185
	Product Placement	.0158	.1255	.991	-.2811	.3128
Product Placement	Traditional Ad	.3998*	.1296	.007	.0931	.7065
	Natural endorsement	-.0158	.1255	.991	-.3128	.2811

*. The mean difference is significant at the 0.05 level.

Post Hoc Analysis for Purchasing Intent

Post Hoc Tests

Multiple Comparisons

Dependent Variable: mean.PI

Tukey HSD

(I) Endorse	(J) Endorse	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Traditional Ad	Natural endorsement	-.40255*	.16222	.037	-.7863	-.0188
	Product Placement	-.35686	.16428	.079	-.7455	.0318
Natural endorsement	Traditional Ad	.40255*	.16222	.037	.0188	.7863
	Product Placement	.04569	.15905	.956	-.3306	.4219
Product Placement	Traditional Ad	.35686	.16428	.079	-.0318	.7455
	Natural endorsement	-.04569	.15905	.956	-.4219	.3306

*. The mean difference is significant at the 0.05 level.

Post Hoc Analysis for Willingness to Pay

Multiple Comparisons

Dependent Variable: WTP

Tukey HSD

(I) Typesofendorsements	(J) Typesofendorsements	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Traditional Ad	Natural endorsement	-6.136	3.852	.252	-15.25	2.98
	Product Placement	-.607	3.901	.987	-9.83	8.62
Natural endorsement	Traditional Ad	6.136	3.852	.252	-2.98	15.25
	Product Placement	5.529	3.777	.311	-3.40	14.46
Product Placement	Traditional Ad	.607	3.901	.987	-8.62	9.83
	Natural endorsement	-5.529	3.777	.311	-14.46	3.40

Appendix E: Hayes Mediation Model

Hayes Mediation Model of Correspondence Bias on Brand Attitude

```
**************************************************************************
OUTCOME VARIABLE:
 Mean.CI

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1972      .0389      .2976     6.5517     1.0000   162.0000      .0114

Model
              coeff         se          t          p       LLCI       ULCI
constant     3.1019      .1155    26.8666      .0000     2.8739     3.3298
Endorse       .1357      .0530     2.5596      .0114      .0310      .2404

**************************************************************************
OUTCOME VARIABLE:
 Mean.BA

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .4166      .1736      .3976    16.9078     2.0000   161.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     1.6447      .3117     5.2763      .0000     1.0291     2.2603
Endorse       .1373      .0625     2.1972      .0294      .0139      .2608
Mean.CI       .4400      .0908     4.8452      .0000      .2607      .6194


************************** TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
 Mean.BA

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .2304      .0531      .4528     9.0799     1.0000   162.0000      .0030

Model
              coeff         se          t          p       LLCI       ULCI
constant     3.0097      .1424    21.1330      .0000     2.7284     3.2909
Endorse       .1970      .0654     3.0133      .0030      .0679      .3261


************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **************

Total effect of X on Y
     Effect         se          t          p       LLCI       ULCI       c_ps       c_cs
      .1970      .0654     3.0133      .0030      .0679      .3261      .2858      .2304

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI      c'_ps      c'_cs
      .1373      .0625     2.1972      .0294      .0139      .2608      .1992      .1606

Indirect effect(s) of X on Y:
           Effect     BootSE   BootLLCI   BootULCI
Mean.CI     .0597      .0245      .0160      .1135

Partially standardized indirect effect(s) of X on Y:
           Effect     BootSE   BootLLCI   BootULCI
Mean.CI     .0866      .0353      .0239      .1614

Completely standardized indirect effect(s) of X on Y:
           Effect     BootSE   BootLLCI   BootULCI
Mean.CI     .0698      .0282      .0191      .1304
```

Hayes Mediation Model of Correspondence Bias on Purchasing Intent

```
**************************************************************************
OUTCOME VARIABLE:
 Mean.CI

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1972      .0389      .2976     6.5517     1.0000   162.0000      .0114

Model
             coeff         se          t          p       LLCI       ULCI
constant    3.1019      .1155    26.8666      .0000    2.8739    3.3298
Endorse      .1357      .0530     2.5596      .0114     .0310     .2404

**************************************************************************
OUTCOME VARIABLE:
 mean.PI

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .3910      .1529      .6320    14.5277     2.0000   161.0000      .0000

Model
             coeff         se          t          p       LLCI       ULCI
constant    1.0137      .3930     2.5793      .0108     .2376    1.7899
Endorse      .0995      .0788     1.2625      .2086    -.0561     .2551
Mean.CI      .5598      .1145     4.8886      .0000     .3336     .7859


************************** TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
 mean.PI

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1647      .0271      .7214     4.5184     1.0000   162.0000      .0350

Model
             coeff         se          t          p       LLCI       ULCI
constant    2.7500      .1798    15.2982      .0000    2.3951    3.1050
Endorse      .1754      .0825     2.1257      .0350     .0125     .3384


************* TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *************

Total effect of X on Y
     Effect         se          t          p       LLCI       ULCI       c_ps       c_cs
      .1754      .0825     2.1257      .0350      .0125      .3384      .2044      .1647

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI      c'_ps      c'_cs
      .0995      .0788     1.2625      .2086     -.0561      .2551      .1159      .0934

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
Mean.CI      .0759      .0315      .0211      .1462

Partially standardized indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
Mean.CI      .0885      .0361      .0248      .1694

Completely standardized indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
Mean.CI      .0713      .0288      .0201      .1345
```

Hayes Mediation Model of Correspondence Bias on Willingness to Pay

```
OUTCOME VARIABLE:
 Mean.CI

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1972      .0389      .2976     6.5517     1.0000   162.0000      .0114

Model
              coeff         se          t          p       LLCI       ULCI
constant     3.1019      .1155    26.8666      .0000     2.8739     3.3298
Endorse       .1357      .0530     2.5596      .0114      .0310      .2404

**************************************************************************
OUTCOME VARIABLE:
 WTP

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1279      .0164   403.8599     1.3388     2.0000   161.0000      .2651

Model
              coeff         se          t          p       LLCI       ULCI
constant    10.4192     9.9347     1.0488      .2959    -9.1998    30.0383
Endorse      -.4156     1.9919     -.2086      .8350    -4.3492     3.5181
Mean.CI      4.7245     2.8944     1.6323      .1046     -.9914    10.4405


************************** TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
 WTP

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .0090      .0001   408.0090      .0132     1.0000   162.0000      .9087

Model
              coeff         se          t          p       LLCI       ULCI
constant    25.0740     4.2751     5.8651      .0000    16.6319    33.5162
Endorse       .2255     1.9628      .1149      .9087    -3.6506     4.1015


************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **************

Total effect of X on Y
     Effect         se          t          p       LLCI       ULCI       c_ps       c_cs
      .2255     1.9628      .1149      .9087    -3.6506     4.1015      .0112      .0090

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI     c'_ps      c'_cs
     -.4156     1.9919     -.2086      .8350    -4.3492     3.5181     -.0206     -.0166

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
Mean.CI      .6410      .6204     -.4504     2.0155

Partially standardized indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
Mean.CI      .0318      .0303     -.0215      .0992

Completely standardized indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
Mean.CI      .0257      .0244     -.0171      .0802
```

Hayes Mediation Model of Suspicion on Brand Attitude

```
OUTCOME VARIABLE:
 mean.S

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1595      .0254      .3073     4.2011     1.0000   161.0000      .0420

Model
              coeff         se          t          p       LLCI       ULCI
constant     3.7897      .1174    32.2834      .0000     3.5579     4.0215
Endorse      -.1104      .0539    -2.0497      .0420     -.2168     -.0040

**************************************************************************
OUTCOME VARIABLE:
 Mean.BA

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .2942      .0866      .4277     7.5816     2.0000   160.0000      .0007

Model
              coeff         se          t          p       LLCI       ULCI
constant     3.8265      .3786    10.1079      .0000     3.0789     4.5741
Endorse       .1733      .0644     2.6920      .0079      .0462      .3004
mean.S       -.2183      .0930    -2.3483      .0201     -.4019     -.0347


*************************** TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
 Mean.BA

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .2347      .0551      .4397     9.3857     1.0000   161.0000      .0026

Model
              coeff         se          t          p       LLCI       ULCI
constant     2.9991      .1404    21.3603      .0000     2.7219     3.2764
Endorse       .1974      .0644     3.0636      .0026      .0702      .3246


************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **************

Total effect of X on Y
    Effect         se          t          p       LLCI       ULCI       c_ps       c_cs
     .1974      .0644     3.0636      .0026      .0702      .3246      .2903      .2347

Direct effect of X on Y
    Effect         se          t          p       LLCI       ULCI      c'_ps      c'_cs
     .1733      .0644     2.6920      .0079      .0462      .3004      .2548      .2060

Indirect effect(s) of X on Y:
          Effect     BootSE   BootLLCI   BootULCI
mean.S      .0241      .0179     -.0058      .0630

Partially standardized indirect effect(s) of X on Y:
          Effect     BootSE   BootLLCI   BootULCI
mean.S      .0354      .0255     -.0091      .0896

Completely standardized indirect effect(s) of X on Y:
          Effect     BootSE   BootLLCI   BootULCI
mean.S      .0287      .0206     -.0074      .0724
```

Hayes Mediation Model of Suspicion on Purchasing Intent

```
OUTCOME VARIABLE:
 mean.S

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1595      .0254      .3073     4.2011     1.0000   161.0000      .0420

Model
             coeff         se          t          p       LLCI       ULCI
constant    3.7897      .1174    32.2834      .0000     3.5579     4.0215
Endorse     -.1104      .0539    -2.0497      .0420     -.2168     -.0040

**************************************************************************
OUTCOME VARIABLE:
 mean.PI

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .2008      .0403      .7183     3.3600     2.0000   160.0000      .0372

Model
             coeff         se          t          p       LLCI       ULCI
constant    3.4296      .4906     6.9905      .0000     2.4607     4.3985
Endorse      .1556      .0834     1.8653      .0640     -.0091      .3204
mean.S      -.1783      .1205    -1.4796      .1409     -.4162      .0597


************************** TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
 mean.PI

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1648      .0272      .7236     4.4974     1.0000   161.0000      .0355

Model
             coeff         se          t          p       LLCI       ULCI
constant    2.7540      .1801    15.2893      .0000     2.3983     3.1097
Endorse      .1753      .0827     2.1207      .0355      .0121      .3385


************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **************

Total effect of X on Y
     Effect         se          t          p       LLCI       ULCI       c_ps       c_cs
      .1753      .0827     2.1207      .0355      .0121      .3385      .2039      .1648

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI      c'_ps      c'_cs
      .1556      .0834     1.8653      .0640     -.0091      .3204      .1810      .1463

Indirect effect(s) of X on Y:
          Effect     BootSE   BootLLCI   BootULCI
mean.S      .0197      .0192     -.0065      .0660

Partially standardized indirect effect(s) of X on Y:
          Effect     BootSE   BootLLCI   BootULCI
mean.S      .0229      .0220     -.0077      .0749

Completely standardized indirect effect(s) of X on Y:
          Effect     BootSE   BootLLCI   BootULCI
mean.S      .0185      .0177     -.0061      .0602
```

Hayes Mediation Model of Suspicion on Willingness to Pay

```
Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1595      .0254      .3073     4.2011     1.0000   161.0000      .0420

Model
              coeff         se          t          p       LLCI       ULCI
constant     3.7897      .1174    32.2834      .0000     3.5579     4.0215
Endorse      -.1104      .0539    -2.0497      .0420     -.2168     -.0040

************************************************************************
OUTCOME VARIABLE:
 WTP

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1329      .0177   405.6611     1.4375     2.0000   160.0000      .2406

Model
              coeff         se          t          p       LLCI       ULCI
constant     6.7535    11.6591      .5792      .5632   -16.2722    29.7791
Endorse       .7590     1.9825      .3829      .7023    -3.1563     4.6744
mean.S       4.8439     2.8633     1.6917      .0926     -.8108    10.4987


*************************** TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
 WTP

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .0090      .0001   410.3525      .0130     1.0000   161.0000      .9095

Model
              coeff         se          t          p       LLCI       ULCI
constant    25.1105     4.2895     5.8540      .0000    16.6396    33.5814
Endorse       .2242     1.9685      .1139      .9095    -3.6631     4.1115


Total effect of X on Y
     Effect         se          t          p       LLCI       ULCI       c_ps       c_cs
      .2242     1.9685      .1139      .9095    -3.6631     4.1115      .0111      .0090

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI      c'_ps      c'_cs
      .7590     1.9825      .3829      .7023    -3.1563     4.6744      .0376      .0304

Indirect effect(s) of X on Y:
           Effect     BootSE   BootLLCI   BootULCI
mean.S     -.5348      .5228    -1.8160      .1850

Partially standardized indirect effect(s) of X on Y:
           Effect     BootSE   BootLLCI   BootULCI
mean.S     -.0265      .0237     -.0817      .0117

Completely standardized indirect effect(s) of X on Y:
           Effect     BootSE   BootLLCI   BootULCI
mean.S     -.0214      .0190     -.0650      .0095
```

Hayes Mediation Model of Suspicion and Correspondence Bias on Brand Attitude

```
**************************************************************************
OUTCOME VARIABLE:
 mean.S

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1594      .0254      .3055     4.2256     1.0000   162.0000      .0414

Model
             coeff         se          t          p       LLCI       ULCI
constant    3.7893      .1170    32.3938      .0000     3.5583     4.0203
Endorse     -.1104      .0537    -2.0556      .0414     -.2165     -.0043

Standardized coefficients
            coeff
Endorse     -.1594


 **************************************************************************
 OUTCOME VARIABLE:
  Mean.CB

 Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1972      .0389      .2976     6.5517     1.0000   162.0000      .0114

 Model
             coeff         se          t          p       LLCI       ULCI
 constant    3.1019      .1155    26.8666      .0000     2.8739     3.3298
 Endorse      .1357      .0530     2.5596      .0114      .0310      .2404

 Standardized coefficients
             coeff
 Endorse      .1972


OUTCOME VARIABLE:
 Mean.BA

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .4552      .2072      .3838    13.9355     3.0000   160.0000      .0000

Model
             coeff         se          t          p       LLCI       ULCI
constant    2.4993      .4489     5.5671      .0000     1.6127     3.3859
Endorse      .1114      .0622     1.7902      .0753     -.0115      .2342
mean.S      -.2293      .0881    -2.6034      .0101     -.4033     -.0554
Mean.CB      .4447      .0893     4.9826      .0000      .2684      .6210

Standardized coefficients
            coeff
Endorse      .1302
mean.S      -.1857
Mean.CB      .3578

Test(s) of X by M interaction:
              F        df1        df2          p
M1*X     1.9433     1.0000   159.0000      .1653
M2*X      .2755     1.0000   159.0000      .6004
```

```
************************** TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
 Mean.BA

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .2304      .0531      .4528     9.0799     1.0000   162.0000      .0030

Model
             coeff         se          t          p       LLCI       ULCI
constant    3.0097      .1424    21.1330      .0000     2.7284     3.2909
Endorse      .1970      .0654     3.0133      .0030      .0679      .3261

Standardized coefficients
            coeff
Endorse      .2304


************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **************

Total effect of X on Y
     Effect         se          t          p       LLCI       ULCI       c_ps       c_cs
      .1970      .0654     3.0133      .0030      .0679      .3261      .2858      .2304

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI      c'_ps      c'_cs
      .1114      .0622     1.7902      .0753     -.0115      .2342      .1616      .1302

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
TOTAL        .0857      .0307      .0285      .1462
mean.S       .0253      .0170     -.0048      .0616
Mean.CB      .0603      .0241      .0182      .1113
(C1)        -.0350      .0281     -.0955      .0159

Partially standardized indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
TOTAL        .1243      .0429      .0420      .2070
mean.S       .0367      .0239     -.0072      .0864
Mean.CB      .0875      .0347      .0275      .1620
(C1)        -.0508      .0414     -.1404      .0232

Completely standardized indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
TOTAL        .1002      .0346      .0339      .1666
mean.S       .0296      .0193     -.0059      .0700
Mean.CB      .0706      .0278      .0222      .1298
(C1)        -.0409      .0331     -.1128      .0186

Specific indirect effect contrast definition(s):
(C1)          mean.S    minus   Mean.CB
```

Hayes Mediation Model of Suspicion and Correspondence Bias on Purchasing Intent

```
**************************************************************************
OUTCOME VARIABLE:
 mean.S

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1594      .0254      .3055     4.2256     1.0000   162.0000      .0414

Model
             coeff         se          t          p       LLCI       ULCI
constant    3.7893      .1170    32.3938      .0000     3.5583     4.0203
Endorse     -.1104      .0537    -2.0556      .0414     -.2165     -.0043

Standardized coefficients
            coeff
Endorse     -.1594


**************************************************************************
OUTCOME VARIABLE:
 Mean.CB

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1972      .0389      .2976     6.5517     1.0000   162.0000      .0114

Model
             coeff         se          t          p       LLCI       ULCI
constant    3.1019      .1155    26.8666      .0000     2.8739     3.3298
Endorse      .1357      .0530     2.5596      .0114      .0310      .2404

Standardized coefficients
            coeff
Endorse      .1972


**************************************************************************
OUTCOME VARIABLE:
 mean.PI

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .4093      .1675      .6250    10.7326     3.0000   160.0000      .0000

Model
             coeff         se          t          p       LLCI       ULCI
constant    1.7165      .5729     2.9963      .0032      .5851     2.8478
Endorse      .0781      .0794      .9844      .3264     -.0786      .2349
mean.S      -.1886      .1124    -1.6778      .0953     -.4106      .0334
Mean.CB      .5636      .1139     4.9488      .0000      .3387      .7885

Standardized coefficients
            coeff
Endorse      .0734
mean.S      -.1226
Mean.CB      .3642

Test(s) of X by M interaction:
             F        df1        df2          p
M1*X    3.2632     1.0000   159.0000      .0727
M2*X     .9457     1.0000   159.0000      .3323
```

```
************************** TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
 mean.PI

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1647      .0271      .7214     4.5184     1.0000   162.0000      .0350

Model
              coeff         se          t          p       LLCI       ULCI
constant     2.7500      .1798    15.2982      .0000     2.3951     3.1050
Endorse       .1754      .0825     2.1257      .0350      .0125      .3384

Standardized coefficients
             coeff
Endorse      .1647


Total effect of X on Y
     Effect         se          t          p       LLCI       ULCI       c_ps       c_cs
      .1754      .0825     2.1257      .0350      .0125      .3384      .2044      .1647

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI      c'_ps      c'_cs
      .0781      .0794      .9844      .3264     -.0786      .2349      .0910      .0734

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
TOTAL        .0973      .0366      .0328      .1782
mean.S       .0208      .0171     -.0040      .0610
Mean.CB      .0765      .0324      .0195      .1475
(C1)        -.0556      .0366     -.1292      .0144

Partially standardized indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
TOTAL        .1133      .0411      .0395      .2021
mean.S       .0243      .0196     -.0048      .0705
Mean.CB      .0891      .0371      .0232      .1684
(C1)        -.0648      .0428     -.1514      .0170

Completely standardized indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
TOTAL        .0913      .0330      .0316      .1616
mean.S       .0195      .0158     -.0038      .0565
Mean.CB      .0718      .0296      .0187      .1357
(C1)        -.0523      .0341     -.1199      .0138

Specific indirect effect contrast definition(s):
(C1)          mean.S    minus   Mean.CB
```

Hayes Mediation Model of Suspicion and Correspondence Bias on Willingness to Pay

```
**************************************************************************
OUTCOME VARIABLE:
 mean.S

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1594      .0254      .3055     4.2256     1.0000   162.0000      .0414

Model
              coeff         se          t          p       LLCI       ULCI
constant     3.7893      .1170    32.3938      .0000     3.5583     4.0203
Endorse      -.1104      .0537    -2.0556      .0414     -.2165     -.0043

Standardized coefficients
             coeff
Endorse     -.1594


**************************************************************************
OUTCOME VARIABLE:
 Mean.CB

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .1972      .0389      .2976     6.5517     1.0000   162.0000      .0114

Model
              coeff         se          t          p       LLCI       ULCI
constant     3.1019      .1155    26.8666      .0000     2.8739     3.3298
Endorse       .1357      .0530     2.5596      .0114      .0310      .2404

Standardized coefficients
             coeff
Endorse      .1972
```

```
**************************************************************************
OUTCOME VARIABLE:
 WTP

Model Summary
        R       R-sq        MSE          F        df1        df2          p
      .1825      .0333   399.3809     1.8378     3.0000   160.0000      .1424

Model
             coeff         se          t          p       LLCI       ULCI
constant    -7.3153    14.4812     -.5052      .6141   -35.9143    21.2837
Endorse       .1230     2.0068      .0613      .9512    -3.8402     4.0862
mean.S       4.7594     2.8415     1.6750      .0959     -.8522    10.3711
Mean.CB      4.6277     2.8789     1.6075      .1099    -1.0579    10.3133

Standardized coefficients
            coeff
Endorse      .0049
mean.S       .1319
Mean.CB      .1275

Test(s) of X by M interaction:
             F        df1        df2          p
M1*X      .3909     1.0000   159.0000      .5327
M2*X      .0514     1.0000   159.0000      .8209


*************************** TOTAL EFFECT MODEL ****************************
OUTCOME VARIABLE:
 WTP

Model Summary
         R       R-sq        MSE          F        df1        df2          p
      .0090      .0001   408.0090      .0132     1.0000   162.0000      .9087

Model
             coeff         se          t          p       LLCI       ULCI
constant    25.0740     4.2751     5.8651      .0000    16.6319    33.5162
Endorse       .2255     1.9628      .1149      .9087    -3.6506     4.1015

Standardized coefficients
            coeff
Endorse      .0090


************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y ***************

Total effect of X on Y
     Effect         se          t          p       LLCI       ULCI       c_ps       c_cs
      .2255     1.9628      .1149      .9087    -3.6506     4.1015      .0112      .0090

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI      c'_ps      c'_cs
      .1230     2.0068      .0613      .9512    -3.8402     4.0862      .0061      .0049

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
TOTAL        .1024      .6639    -1.3184     1.3611
mean.S      -.5254      .5321    -1.8514      .1853
Mean.CB      .6279      .5914     -.3917     1.9413
(C1)       -1.1533      .9083    -3.2236      .3444

Partially standardized indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
TOTAL        .0051      .0329     -.0591      .0732
mean.S      -.0261      .0241     -.0826      .0117
Mean.CB      .0312      .0292     -.0201      .0929
(C1)        -.0573      .0424     -.1490      .0184

Completely standardized indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
TOTAL        .0041      .0264     -.0475      .0588
mean.S      -.0210      .0193     -.0670      .0095
Mean.CB      .0251      .0235     -.0161      .0756
(C1)        -.0462      .0339     -.1197      .0147

Specific indirect effect contrast definition(s):
(C1)          mean.S    minus   Mean.CB
```