

The people you know...



The effect of a non-celebrity endorser in a television commercial campaign with a recurring narrative on consumer brand awareness.

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Abstract

Brand awareness indicates the prominence of a brand in the memory of the consumer and is measured by recall and recognition. Before consumers obtain information about a brand, remember this information and use it for attitude formation and possibly purchase of a certain brand, they should first be aware of the brand. The choice between using a celebrity or a non-celebrity endorser in a television commercial to advertise a brand has an effect on the recognition and recall of the commercial. Whether or not a recurring narrative is used in the advertisement also has an impact on recall and recognition of the brand. We expect a non-celebrity endorser in a television commercial using a recurring narrative will have the optimal effect on recall and recognition of the brand.

Keywords: (non-)celebrity endorsers, narrative, brand recognition, brand recall

Introduction

For five years now the Dutch consumer has been witness to the daily adventures of a fictional character running a supermarket. This is not a comedy series or a soap opera but a commercial campaign by a supermarket chain (Albert Heijn) using a non-celebrity endorser in a recurring narrative advertisement. The character and the commercials from the campaign are very popular. The campaign won an 'Effie', a high-valued advertisement award, in 2006. But how does this type of advertising affect the recall and recognition of the brand by the consumer? It might be popular but is it also effective? This paper researches the effects of using a non-celebrity versus a celebrity endorser and using a recurring narrative versus no narrative in TV commercials on brand recall and recognition. Due to the limited scope of this research it is impossible to test the effects of the type of endorser and narrative and all possible confounding variables on the entire concept of brand equity, this is why we focus our attention on recall and recognition (Franzen, 1998) and we control for a restricted number of confounding variables: emotional involvement (Petty, Cacioppo & Schumann, 1983, Horton & Wohl, 1956) and congruence between endorser and brand (Misra & Betty, 2000). The main question is what the best choice is that advertisers can make, when making TV commercials with regard to enhancing brand awareness. More specifically:

Is there a positive effect of using a non-celebrity endorser in a television commercial campaign with a narrative on brand recall and recognition apposed to the usage of celebrity endorsers and non-narrative commercials?

This study attempts to shed some light on the understanding of the difference in effectiveness between celebrity and non-celebrity endorsers with regard to brand awareness. It will try to take the research on (non-) celebrity endorsement and brand

awareness (Atkin & Blok, 1983) a step further by adding the relationship with narratives (Escales, 1998; 2004). The study explores the possibility that narrative TV-commercials featuring non-celebrity endorsers will have greater positive effect on consumers recall and recognition of the brand because of the accessibility of such a character, than TV-commercials featuring celebrity endorsers.

Brand awareness

According to Keller (1993) brand awareness is an important part of brand knowledge, which leads to brand equity. Without awareness of the brand there can be no equity, and the brand image cannot develop. De Pelsmacker, Geuens and Van den Bergh (2001) claim that a brand can never have too much awareness. They specify further more that “brand awareness should be established prior to attitude and other concepts, if a brand is not known it would be impossible to build an image” (De Pelsmacker et al., 2001).

Kardes (2002) also claims that to make sure that consumers obtain information about a brand, remember this information and make use of this information the consumer should first be aware of a brand.

Brand awareness consists of two important constructs: brand recall and brand recognition (See Figure 1). Brand recall and brand recognition together establish brand awareness. According to Franzen (1998) and De Pelsmacker et al. (2001) brand recall is remembering a brand. Brand recognition refers to what extent a brand is recognized when for example a number of brands is given (Franzen, 1998; De Pelsmacker, 2001; Keller, 1993).

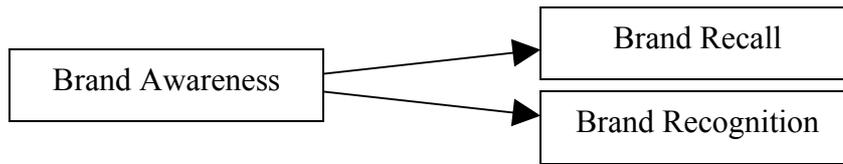


Figure 1. Model of components of Brand Awareness, based on Keller (1993).

Brand recall is often referred to as a top-of-mind brand awareness or unaided recall (De Pelsmacker et al., 2001). Top-of-mind brand awareness can be used as just the first brand mentioned, which is similar to recall and referred to as possibly ‘a poor man’s market share audit’ (Gruber, 1969) . One might also use a shortlist of top-of-mind brands, giving the place of the brand on the list a certain amount of salience.

Brand recognition is also referred to as aided recall or aided awareness (De Pelsmacker et al., 2001).

Celebrity versus non-celebrity endorsers and recall and recognition

Spokespersons are commonly used in advertisements in order to enhance brand equity and awareness in particular (McCracken, 1989) and they have also attracted the attention of several scientists. The effect of using celebrity endorsers in commercials is a thoroughly researched topic (Misra & Betty, 1990). This interest can be partially explained by the fact that celebrity endorsers appear in approximately one fifth of the advertisements (Motavalli, 1988). Currently a huge body of studies has accumulated results on the topic, establishing the relations of celebrity endorsement with different constructs, such as: more favorable ad ratings and product evaluations (Atkin & Block, 1983); in comparison with other endorser types (expert, CEO, typical consumer) better evaluations on trustworthiness, believability, persuasiveness and likeability (Freiden, 1984); associative learning principles and effective use of celebrity endorsement (Till, 1998) to mention just a few of these relations, relevant to

the current research. With regard to brand awareness and celebrity endorsement previous studies have revealed that celebrities enhance message recall (Friedman & Friedman, 1979) and aid in the recognition of brand names (Petty, Cacioppo & Schumann, 1983). In the study of Petty et al. (1983) a total of 160 undergraduates were randomly assigned to each of the cells in a 2 (involvement: high or low) x 2 (argument quality: strong or weak) x 2 (celebrity or non-celebrity) factorial design. After seeing a series of magazine and newspaper ads, subjects were asked to try to list all the product categories for which they saw advertisements, and try to recall the brand name of the product in that category (recall). Afterwards subjects were given descriptions of the 12 product categories and were asked to select the correct brand name from among seven choices provided (recognition). The results showed that celebrity endorsers were significantly better recognized than non-celebrities (Petty et al., 1983).

Several claims have been made concerning the advantages of the celebrity endorsers as opposed to the non-celebrity endorser. They are said to affect credibility of the advertiser's statement conveyed in the advertisement, enhance attention and memorability, and may induce positive affect that could be generalized from endorser to brand (Cooper, 1984). It is suggested that celebrities are better used for awareness or recall goals, while experts may do better at relaying trust and positive affect (Freiden, 1984). Celebrity endorsers are commonly used for drawing attention to the brand. Misra (1990) argues that obtaining greater attention does not always ensure greater recall or recognition, especially when the focus of recall is on brand information. This means that using non-celebrity endorsers, which are unknown persons that are presumably representative for the targeted market and different from celebrity or expert endorsers (Brett, Wentzel & Tomczak, 2008) will eventually

enhance the focus on the product or brand endorsed, instead of on the endorser self. In a their study Brett et al.(2008) showed that the level of consumers susceptibility to normative influence is critical to the effect of the endorser, such that a typical person endorser is better used for a target market where a high susceptibility to normative influence (SNI) is expected. A 2x (High vs Low SNI) 2x (Strong vs Weak testimonial) 2x (Strong vs Weak attribute quality) between subjects design was used. It appeared that typical person endorsers better than celebrity endorsers emphasize on product quality and are cost efficient (Brett et al., 2008).

Although there are several advantages of using celebrities in advertisements, there are also certain disadvantages such as high costs and risk of negative attitude towards celebrity, which could be projected towards the featured brand (Misra, 1990; Till & Schimp, 1998). Such considerations make the use of non-celebrity endorsers more popular and safer (the majority of ads still make use of non-celebrity spokespersons). Oddly enough, to our knowledge, little research has been done on the effects of typical person (non-celebrity) endorsers on brand awareness (recall or recognition). These non-celebrity endorsers should represent the average consumer. Examples in Holland include the 'store manager' in the TV commercials for the large supermarket chain Albert Heijn. Or the 'Van Stee family' that is the focus of several TV commercials during recent years for a gas and electricity company called Essent. These actors are not celebrities, but their characters are now well known figures in Dutch society because of their participation in these TV commercials.

Non-celebrity endorsers as being unknown persons are usually more representative for the targeted market than celebrity endorsers (Brett et al., 2008). With celebrity endorsers the chance exists that recipients might realise that they are looking at a person whom they know well in another context, e.g. another ad(s),

sports, television or film, which might decrease the extent of emotional involvement with the celebrity in a narrative commercial. When a celebrity is known for endorsing different brands, it is likely to assume that recipients will not directly recall and/ or recognize the link between the person (celebrity) and the endorsed brand, a problem that is less likely to occur when using unknown persons (non-celebrities) in advertisements.

Based on the above considerations we hypothesise that:

H1a: The use of a non-celebrity endorser will have a greater positive effect on recognition of the brand (compared to the use of a celebrity endorser).

H1b: The use of a non-celebrity endorsed will have a positive effect on recall of the brand (compared to the use of a celebrity endorser).

Advertising narratives

People construct stories, usually to make the world and the events in it more comprehensible. Almost everything we experience is processed in a story-like way. It is therefore reasonable that experiences and exposure to brands should also be seen as story processing (Escalas, 2004). According to Scholes (1981, p.205) narratives are “a symbolic presentation of a sequence of events connected by subject matter and related by time”. Adaval and Wyer (1998) claim that a narrative is the conveying of information in a thematically and temporally related sequence. Both definitions show that narratives consist of a certain interaction between a theme and an ordering of time in the information. Regarding commercials Escalas (1998) indicates that advertising narratives are simply stories being told in advertisements. Because “narrative processing occurs naturally and requires little effort, consumers are able to understand fairly complex stories rapidly” (Escalas, 1998, p.279). A study by Saywitz & Snyder amongst 132 children in two groups (7-8 years and 10-11 years) tested the effect of

narrative on memory. Two experimental groups, (a) narrative elaboration intervention and (b) instruction-based intervention and a control group, were created. They were being taught in class by two ‘teachers’, hired actors, and two weeks later were tested on their recall, e.g. physical appearance of the teachers. The narrative intervention differed from the other conditions in that the children were helped to organize their memory in a narrative way as opposed to ‘other’ (non-specified) ways to help organize their memory or non help (control group). Results showed that children in the narrative condition demonstrated a 53% higher (quality and quantity) free recall in comparison to the non-narrative groups (1996). Therefore we would like to test if this is also the case with adult recipients and in line with previous research. Therefore expect that:

H2a: The use of a narrative in a commercial will have a positive effect on recognition of the brand (compared to the absence of a narrative).

H2b: The use of a narrative in a commercial will have a positive effect on recall of the brand (compared to the absence of a narrative).

We also assume that there is an interaction effect between endorser type and narrative in TV advertisements, that will manifest itself in the highest recall and recognition of the brand with commercials that feature non-celebrity endorsers in a narrative story, compared to advertisements featuring non-celebrity endorsers in the absence of a narrative and advertisements featuring celebrity endorsers with or without a narrative story. This leads to hypothesis 5 and 6:

H3a: The combination of a non-celebrity and narrative in a commercial will have a positive effect on the recognition of the brand.

H3b: The combination of a non-celebrity and narrative in a commercial will have a positive effect on the recall of the brand.

Additional variables

Narrative ads are often used to associate the experience of using a brand with certain psychological characteristics in order to get the attention and involvement of the desired target audience (Puto & Wells, 1984; in Escalas, 1998). This is how people get emotionally involved with a narrative ad; people will try to match the incoming story to existing stories in their memory and they may even link the ad to their personal life story (Escalas, 2004). One of the striking characteristics of using recurring narrative in commercials like the Essent family 'Van Stee,' is that these commercials give the illusion of a face-to-face relationship with the performers (Horton & Wohl, 1956). Viewers can get emotionally involved with these actors, whom they have known for several years due to recurrence of the narrative and this can lead to an emotional processing of the commercial. The use of the same (unknown) actors in TV commercials for a longer time can lead to a parasocial relationship between the viewers and the actors, which will lead to an emotional bond and eventually to a better recall and recognition of the ad or TV commercial. When involvement is high, as an effect of the narrative ad, the recall and recognition are both higher than when involvement is low (Petty & Cacioppo, 1983). Therefore we will control for the impact of emotional involvement on recall and recognition.

H4a: Emotional involvement will positively moderate the effect of endorser type on brand recognition.

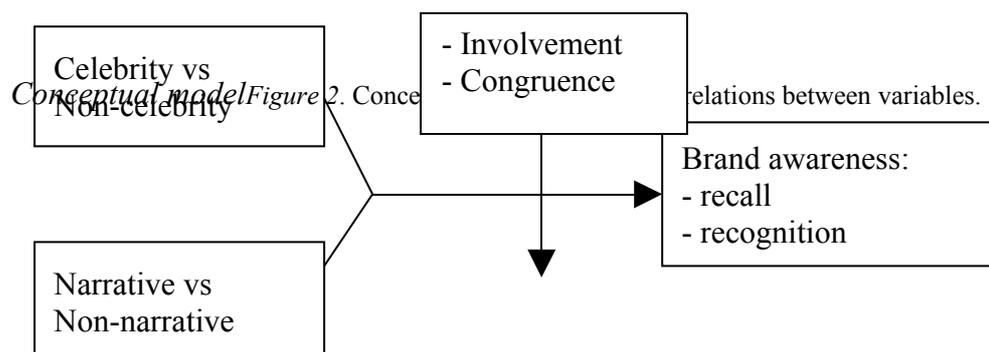
H4b: Emotional involvement will positively moderate the effect of endorser type on brand recall.

The existence of certain congruence between the personality or attributes of the endorser and the attributes of the campaign or the brand to improve advertising effectiveness is shown as important (Cooper, 1984). This congruence, known as the match-up hypothesis, results in a better recall of brand information as well as a positive transfer of affect from the spokesperson to the brand (Misra & Beatty, 1990). Using a 2 (celebrity/non-celebrity) x 3 (congruence/incongruence/neither one from both) experimental design Misra & Beatty (1990) exposed subjects to the different commercial ads. The results showed that in all cases recall was higher when the celebrity spokesperson and the brand were congruent than when they were not congruent. These findings make us consider the congruence fit between endorser and brand as a control variable.

H5a: The higher the congruence between the endorser and the endorsed brand, the greater the effect of the endorser on brand recognition.

H5b: The higher the congruence between the endorser and the endorsed brand, the greater the effect of the endorser on brand recall.

The impact of repetition on recall is well documented (Singh, Rothschild, & Churchill, 1988). Repetition enhances recall by strengthening memory traces, this is why it is reasonable to assume that more frequent advertising exposure and repetition will increase the influence of the add on recipients' recall and recognition of the advertised brand.



Method section

The questionnaire and stimulus material are all in Dutch as our respondents are all Dutch. All the commercials used we expect to be well known within the Dutch media culture. The translation – back-translation procedure was used to ensure proper translation of the English items for their use in the Dutch sample of this research.

Design and participants

The participants were randomly assigned to one of six experimental conditions of a between-subjects factorial 2 (celebrity/non-celebrity) x 3 (non-narrative/single narrative/recurring narrative) design in which their awareness (recall/recognition) of an advertised brand was measured. The research sample consists of N=86 respondents.

Procedure

The research team contacted possible respondents in their personal networks by e-mail. Using a “snowballing” procedure, the people in their network were asked to nominate others for the study. In this way, we hoped to obtain a sufficient number of participants (aim $N=20$ for every condition) unfortunately this was not the case. The e-mail contained a link to the survey that was hosted online on one of the VU-servers. Each of the six conditions had its own link and these were randomly distributed over the network. The online survey opened to an introduction screen explaining the procedure and the aim of the survey in terms of ‘evaluation of TV programming possibilities’. Respondents were asked about their gender, age and level of education and then were connected to a live-stream containing the sequence of six TV

commercials. The stimulus material for each experimental condition was a sequence of six TV commercials of approximately 30 seconds each. Three of these TV commercials were test material for the corresponding condition and three were fillers. The last of all the sequences was a filler commercial in order to exclude possible bias due to recency effect. The choice was made to use three different TV commercials per condition in order to exclude possible effects of the commercial itself instead of the manipulation. This approach also allowed recognition and recall scores to upgrade from dichotomous scores to an ordinal score between 0-3. To ensure no confounding effects due to the filler commercials, they were the same in each condition. All commercials used featured familiar brands that are readily available in the Netherlands. Immediately after exposure to the stimulus material, participants' recall and recognition of the brand was measured. The participants were then shown stills of each TV commercial and were asked to indicate the level of emotional involvement with the character and the level of congruence between the character and the brand. In the recurring narrative condition a question was added to see if the respondent was familiar with the other TV commercials belonging to the same narrative; if this answer was negative the respondent was removed from the data. Finally all respondents were asked questions to attain their frequency of TV watching, and thereby TV commercial exposure, in general.

In the first week we had over 30 respondents who filled out the survey, but unfortunately their data was lost due to software malfunction. The online survey was de-activated until we had a workable solution and were confident that further data would not be lost again. This was a major setback in time and *N* that we have tried to recover from.

Dependent variables

Because each condition contains three commercials both the recognition and recall scores upgraded from a dichotomous variable to an ordinal score variable between 0-3. Recall was measured by an open question ‘What were the brands in the commercials you just saw?’. Recognition was measured directly afterwards by giving the respondent a list of the six brand names that were in the commercials. This list also included six brand names of associated products and six non-existing brand names that sounded similar to the brand names in the TV commercials. The respondent indicated which brand names he recognized by ticking the box.

Independent variables

The independent variables in this research are the demographic outcomes.

At the start of the survey the respondents were asked their age as an open question, their gender as a multiple choice question and their level of education (graduated or not) as a multiple choice based on the ‘golden standard’ of the marketing research society MOA. **WELKE TEST/ANALYSE UITGEVOERD?**

Emotional involvement with the endorser

For this controlling variable we used a scale used by Zaichkowsky, (1985) slightly adapted for our purposes. This is a 10-item scale with items as

I think the endorser in this commercial is:

1) *Important* _ : _ : _ : _ : _ : _ : _ : _ : _ : _ *unimportant*

2) *Valuable* _ : _ : _ : _ : _ : _ : _ : _ : _ : _ *without value*

We also asked respondents to indicate whether they felt involved with the endorser and could identify with the endorser on a 7-point Likert-scale.

Congruence measure

To measure the congruence between the endorser and the endorsed brand, a six item 7-point Likert scale from the sponsorship literature was used. The original scale was developed by Fleck and Quester (2007) to measure the fit between sponsor and event on two dimensions: relevancy and expectancy. For the creation of this scale they incorporated items from two existing validated instruments (Speed & Thompson, 2002; Heckler & Childers, 1992). The scale was validated in two different samples. For the purpose of this study the scale items were reworded to form a measure of the fit between endorser and the endorsed brand. An example of items used:

I am not surprised that this person endorses this brand

One would expect this person to endorse this brand

Television watching in general:

To ascertain the amount of TV watching in general multiple choice questions were used from a media diary questionnaire along with the question ‘How much time did I watch TV yesterday?’ to help respondents assess their average amount of TV watching correctly. An example of such a question:

How much time I devote to TV per week:

- *Less than 7 hours*
- *Between 7 and 14 hours*
- *Between 14 and 28 hours*
- *More than 28 hours*

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Preliminary analysis.

We prepared the data by recoding several questions to make them fit for analysis. In the case of the free recall question people could write down whatever brands they remembered seeing. They could write down a maximum of six brands, since there were six commercials in every condition. The way we coded it was that the brand named first, received six points the brand named second, five points, and so on. If they named a filler commercial or a wrong answer, e.g. “car commercial” in the case of ANWB, we did not adhere a score to it. However, the condition brand named after the incorrect brand did receive one point less as if we counted the wrong answer.

Several questions on the emotional involvement scale were reversed scored, examples are to be seen in the appendix. For involvement there were nine questions for each of the three condition commercials and congruence had six questions. Six separate variables were made; three for each involvement and congruence, afterwards

to be formed into an overall involvement or congruence score by combining the averages of the three variables for each measure.

Results

In this section the results of this research are presented. Apart from the reliability and demographics this section will include manipulation checks of the independent variables and ANOVA's of the dependent variables.

Reliability

The scales used were tested using Cronbachs Alpha, which was $\alpha = .90$ for the emotional involvement scale and $\alpha = .87$ for the fit between brand and endorser scale.

Demographics

Participants

The total number of participants was 88. Two of the participants were removed from the final data due to incomplete answers, the final number of participants was therefore 86. Table (?) shows the distribution of participants over the six conditions. 38,4 percent of the participants were male (n=33), 57% (n=49) were female and 4,7% (n=4) did not answer the question.

Table (?): Distribution of participants over conditions

Condition	N	%
1 Non-Celebrity / Non-Narrative	10	11,6
2 Non- Celebrity / Recurring Narrative	15	17,4
3 Non- Celebrity / Single Narrative	15	17,4
4 Celebrity / Non-Narrative	13	15,1
5 Celebrity / Recurring Narrative	16	18,6
6 Celebrity / Single Narrative	17	19,8

A large number, $N=42$ or 48.8%, of the respondents attended university. Another 26.7% attended a higher level of education, 10.5% attended a lower level of education and 7% is still in high school. The majority of participants, $N=45$ or 52.3%, fall into the age category 21-30 years, but overall most age categories are represented.

There was no significant differences found in gender, education and age between the six conditions (Gender: $F(5, 81) = 2.31, p > .05$. Education: $F(5, 81) = .71, p > .05$. Age: $F(5, 81) = .30, p > .05$).

No significant differences were found between conditions on the variable hours-TV-watching yesterday $F(5, 75) = .67, p > .05$ and hours-TV-watching per week $F(5, 75) = .33, p > .05$. So differences between are not because respondents in one condition watched more TV than respondents in other conditions.

Manipulation checks:

Manipulation checks were made to see if the participants interpreted the specified conditions the way it was intended. For each condition a different manipulation check was assigned. A positive manipulation check ensures the validity of the results.

Celebrity:

For this independent variable we performed a manipulation check by questioning their knowledge of the character involved in the commercial with the following:

“Do you know this person from other activities than (TV) commercials?”. A one-way ANOVA showed significant differences, $F(5,76)=39,45, p < .001$, between the conditions with a celebrity endorser (4,5,6) and the conditions without a celebrity endorser (1,2,3). Non-significant differences were found within the above groups (see Fig.1).

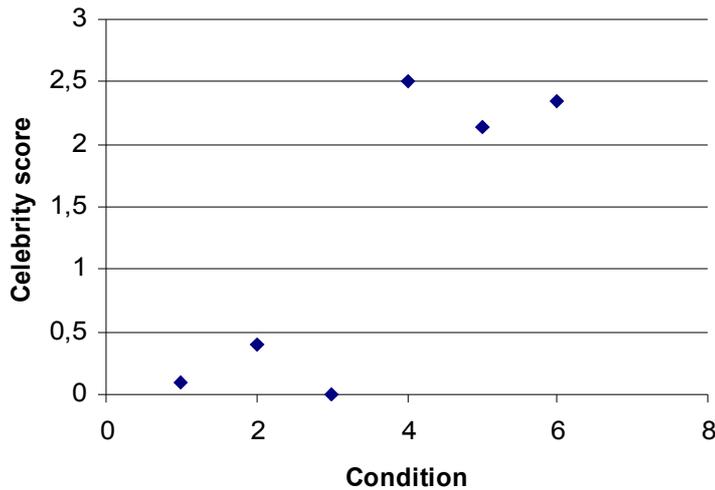


Figure (?) Manipulation check celebrity/non-celebrity endorser

Non-narrative/ narrative:

For this independent variable we performed a manipulation check by asking: “Do you think this commercial contained a narrative?”. A one-way ANOVA showed significant differences, $F(5,76)=5,48, p < .001$, between the non-narrative and narrative (single and recurring) conditions. The condition ‘non-celebrity/ non-narrative’ does not differ significantly from the average conditions. This means that this condition was not interpreted in line with this research.

Single/Recurring narrative:

For this independent variable we performed a manipulation check by questioning the following: “Are you aware of any other commercials of this brand featuring the same characters within this narrative?”. A one-way ANOVA showed significant differences, $F(5,76)=19,06, p < .001$, between the recurring narrative condition without a celebrity and the average conditions. In the recurring narrative condition with a celebrity the participants recognised a recurring narrative more often than in

the single or non-narrative conditions, but these differences were not significant.

These results are in line with the hypotheses; that the recurring narrative in the non-celebrity condition would be better recognized than all the other conditions, including the recurring narrative in the celebrity condition.

Anova's:

Recognition

All analysis on recognition was conducted without the condition 'non-celebrity/ non-narrative'. Due to a gross oversight two of the three brands involved in this condition were not present in the brand listing for the recognition question. This made the results unreliable.

The one-way ANOVA on the recognition score shows no significant result, $F(4,71) = .234, p > .05$ between the six different conditions. Further analysis involved a split of the six conditions into two groups; celebrity and non-celebrity. A one-way ANOVA on celebrity versus non-celebrity revealed no significant difference on the recognition measurement $F(1, 75) = .665, p > .05$ (nc: $n=30, M=2.77, SD=.43$) (c: $N=46, M = 2.85, SD = .42$). The data was then divided based on the narrative into three groups: non-narrative, single narrative and recurring narrative. A one-way ANOVA on the narrative/ single narrative/ recurring narrative revealed no significant difference on the recognition measurement $F(2,75) = .834, p > .05$ (NN $M=2.85, SD = .38$) (SN $M= 2.78, SD = .42$) (RN $M=2.84, SD=.45$). In order to test an interaction the data was divided into three groups: celebrity and non-narrative, celebrity and narrative, non-celebrity and narrative. A one-way ANOVA on the differences between these three groups revealed no significant differences between on recognition: $F(2, 75) = .33, p > .05$. (NC/NAR $M= 2.77, SD = .43$) (C/NN $M=2.85,$

SD= .38) (C/NAR M=2.85, SD=.44). Also there was no significant effect of endorsement type on recognition after controlling for the effect of hours TV-watching (both yesterday and average per week), $F(1, 71) = .684, p > .05$. In checking for the controlling variables we found no significant effect of endorsement type on recognition after controlling for the effect of involvement, $F(1, 75) = .721, p > .05$. And no significant effect of endorsement type on recall after controlling for the effect of hours TV-watching (both yesterday and average per week), $F(1, 74) = .406, p > .05$. In every test performed no significant results were found. Therefore all hypotheses involving an effect on recognition (H1a, H2a, H3a, H4a, and H5a) must be rejected.

Recall

Overall recall

One-way analysis of variance showed no significant differences between the conditions on the overall recall variable, $F(5,80)=1.24, p > .05$. This means that the different manipulations had no effect on the amount of TV commercials recalled from the participants.

Further analysis involved a split of the six conditions into two groups; celebrity and non-celebrity. A one-way ANOVA on celebrity versus non-celebrity revealed no significant difference on the recall measurement $F(1, 85) = .11, p > .05$. (nc: M=2.28, sd= .68) (c: M = 2.22, SD = .89). The data was then divided based on the narrative into three groups: non-narrative, single narrative and recurring narrative. A one-way ANOVA on the narrative/ single narrative/ recurring narrative revealed no significant difference between the conditions on recall: $F(2, 85) = 1.52, p < .05$. (NN M=2.00, SD = .90) (SN M= 2.31, SD = .74) (RN M=2.35, SD= .75). In order to test an interaction the data was divided into four groups: non-celebrity and non-narrative,

celebrity and non-narrative, celebrity and narrative, non-celebrity and narrative. A one-way ANOVA on the revealed no significant difference between the conditions on recall: $F(3, 85) = .203, p < .05$. (NC/NN $M=2.30, SD = .82$) (NC/NAR $M= 2.27, SD = .64$) (C/NN $M=1.77, SD= .93$) (C/NAR $M=2.39, SD=.83$) Also there was no significant effect of endorsement type on recall after controlling for the effect of hours TV-watching (both yesterday and average per week), $F(1, 81) = .329, p > .05$. In checking for the controlling variables we found no significant effect of endorsement type on recall after controlling for the effect of involvement, $F(1, 83) = .350, p > .05$. And there was no significant effect of endorsement type on recall after controlling for the effect of hours TV-watching (both yesterday and average per week), $F(1, 82) = .429, p > .05$

Top of mind recall

One-way analysis of variance showed no significant differences, $F(5,80) = .87, p > .05$, between the different conditions on the top of mind recall variable. It did not matter in which condition the participants were placed for the sequence of recalled TV ads. Further analysis involved a split of the six conditions into two groups; celebrity and non-celebrity. A one-way ANOVA on celebrity versus non-celebrity revealed no significant difference on the top of mind recall measurement $F(1,85) = .06, p > .05$ (n : $M=9.22, SD = 2.88$) (C $M= 9.02, SD = 3.74$). The data was then divided based on the narrative into three groups: non-narrative, single narrative and recurring narrative. A one-way ANOVA on the narrative/ single narrative/ recurring narrative revealed no significant difference between the conditions on top of mind recall: $F(2, 85) = 2.04, p < .05$. (NN $M=7.91, SD = 3.41$) (SN $M= 9.5, SD = 2.87$) (RN $M=9.58, SD=3.64$). In order to test an interaction the data was divided into four

groups: non-celebrity and non-narrative, celebrity and non-narrative, celebrity and narrative, non-celebrity and narrative. A one-way ANOVA on the revealed no significant difference between the conditions on recall: $F(3, 85) = 1.38, p < .05$. (NC/NN $M=7.8, SD=1.75$) (NC/NAR $M=9.67, SD=3.05$) (C/NN $M=8.00, SD=4.36$) (C/NAR $M=9.42, SD=3.45$). Also there was no significant effect of endorsement type on recall after controlling for the effect of hours TV-watching (both yesterday and average per week), $F(1, 81) = .225, p > .05$. In checking for the controlling variables we found no significant effect of endorsement type on recall after controlling for the effect of involvement, $F(1, 83) = .417, p > .05$. And no significant effect of endorsement type on recall after controlling for the effect of hours TV-watching (both yesterday and average per week), $F(1, 82) = .186, p > .05$

For both the overall recall measure and the top-of-mind measure of recall there were no significant results found. Therefore all hypotheses involving an effect on recall (H1b, H2b, H3b, H4b, and H5b) must be rejected.

Involvement:

One-way analysis of variance showed no significant differences, $F(5,80) = .85, p > .05$, between the different conditions on the involvement variable. That suggests that the level of involvement of the respondents with the character did not vary with the different manipulations.

Congruence:

One-way analysis of variance showed no significant differences, $F(5,80) = .80, p > .05$, between the different conditions on the congruence variable. This means that

respondents' opinion on the fit between the endorser and the brand did not vary in the different conditions.

Conclusion:

The celebrity/ non-narrative manipulation was significantly different from the narrative and recurring narrative conditions. However, for this manipulation to be successful, the non-celebrity/ non-narrative should also differ significantly from these conditions, which is not the case in this study.

The non-celebrity/ recurring narrative condition was significantly better recognized than any of the other five conditions, although this does not say anything about the recall or recognition of these ads it does show that people were most aware of this condition. The celebrity/ recurring narrative condition, was recognized slightly better than the four non- and single narrative conditions, however this result was not significant. A bigger sample might show more significant results.

There were no significant differences in the recall of the ads. A little in line with our expectation is that the celebrity/ non-narrative ads produced the lowest top-of-mind recall score. Unfortunately this was not a significant result. As with the recall analyses there was a difference between the non-narrative conditions and the (recurring)narrative conditions, but again not at the desired level of significance. The small sample size might be an explanation for the lack of significance in this case, since a difference is to be seen between these conditions, it is possible that a larger sample could make the difference between significant or not.

Recognition neither showed any significance results. One condition, non-celebrity/ non-narrative, had to be left out of all analysis due to an oversight in the survey. Of the three brands involved in this condition two brands were not present in the brand listing for the recognition question. This made the results unreliable and unfit to include in the analysis. This condition was expected to be the least recognized

type of commercial. Without the non-celebrity/ non-narrative condition the other conditions did not show any significant results.

Involvement was not significant. The non-celebrity conditions did show a higher involvement than both the celebrity narrative conditions. Congruence was also not significant. This means that people did not see a difference in fit between endorser and brand in the different conditions. It was expected that a higher level of congruence between brand and endorser would lead to a greater effect of the endorser on brand recognition, since there is no difference in congruence throughout the conditions, no conclusions can be made on this subject.

Limitations

This research seems to be on the right track. Probably the biggest flaw is the lack of a sufficient amount of participants. Most or all of the results found that support the hypothesis but lack the significance level may very well reach these levels in a larger sample.

Another important factor might be the time between the commercials and the recall and recognition measure was probably too short. The majority remembered all six of the commercials in each condition. If we had a longer video after the commercials results might be (more) significant. A simple distraction task might also make a difference. The difficulty is that if the video would be longer participation is expected to be lower. Since this was an online research it is easy to stop halfway through the questionnaire. A final limitation might be that the filler commercials we chose were from some very familiar brands. In the free recall condition a lot of people remembered the swan from KLM, since this is one of the biggest brand symbols of any Dutch company. It would have been better to select commercials that are less

known or that not clearly display the symbol throughout the commercial, since this is not the focus of this research.

For future research it is very important to have a bigger sample; At least the $N=20$ per condition. We also strongly recommend to use a longer distraction video and to add a distractive task, although this might lead to a lower participation enthusiasm.

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Appendix

Table 1: Table of all TV commercials and their corresponding condition:

Condition	Brand	starring/content
NCE/RN	Rabobank	Jochem de Bruin
NCE/RN	Albert Heijn	AH Manager
NCE/RN	Essent	Fam. V. Stee
CE/RN	Rabobank	Fatima
CE/RN	Nespresso	George Clooney
CE/RN	Gillette	David Beckham, Tiger Woods, Roger Federer
NCE/SN	Peijnenburg	Father and son on bike
NCE/SN	Douwe Egberts	Grandma talking 'hiphop'
NCE/SN	Honig	Wives bragging about their kids
CE/SN	Unox	Jan Vayne
CE/SN	Robijn	Ilse de Lange
CE/SN	ANWB	Di-Rect
NCE/NN	Bol.com	book/travel book
NCE/NN	Prodent	Dancing/singing for toothpaste
NCE/NN	Axe	Women running towards man
CE/NN	Ambi Pur	Joop Braakhekke
CE/NN	C&A	Jan Smit
CE/NN	Pepsi	Britney Spears

Scale for emotional involvement with the endorser by Zaichkowsky (1985).

Ik vind de hoofdpersoon in deze commercial:

- 1) Belangrijk _ : _ : _ : _ : _ : _ : _ : _ : _ onbelangrijk*
- 2) Waardevol _ : _ : _ : _ : _ : _ : _ : _ : _ waardeloos*
- 3) Doet er toe _ : _ : _ : _ : _ : _ : _ : _ : _ doet er niets toe *
- 4) Saai _ : _ : _ : _ : _ : _ : _ : _ : _ interessant
- 5) niet uitdagend _ : _ : _ : _ : _ : _ : _ : _ : _ uitdagend
- 6) aantrekkelijk _ : _ : _ : _ : _ : _ : _ : _ : _ onaantrekkelijk*

7) irrelevant _ : _ : _ : _ : _ : _ : _ : _ relevant

8) ongeïnteresseerd _ : _ : _ : _ : _ : _ : _ : _ geïnteresseerd

9) betrokken _ : _ : _ : _ : _ : _ : _ : _ niet betrokken

10) Fascinerend _ : _ : _ : _ : _ : _ : _ : _ gewoon*

* Indicates reversed scoring

Additional questions on emotional involvement:

In hoeverre voelt u zich betrokken bij het personage (7-punts likert)

In welke mate kunt u zich inleven in het personage (7-punts likert)

Adapted congruence measure

E1: I am not surprised that this person endorses this brand

E2: One would expect this person to endorse this brand

E3: It was predictable that this person would endorse this brand

R1: That this person endorses this brand tells me something about it

R2: When I hear that this person endorses this brand, I can understand the brand better

R3: With this person endorsing this brand, I discover a new aspect of this brand

Scale for general amount of television watching:

How much time did I watch TV yesterday:

- Less than 1 hour
- Between 1 and 2 hours
- Between 2 and 4 hours
- More than 4 hours

How much time I devote to TV per week:

- Less than 7 hours
- Between 7 and 14 hours
- Between 14 and 28 hours
- More than 28 hours

Where I prefer to get my news (order using 5 for the most frequent and 1 for the less frequent use)

- a) Radio b) TV c) Newspapers d) the Internet e) Cell phone f) Other
(specify)

What medium I prefer for entertainment (order using 5 for the most frequent and 1 for the less frequent use)

- a) Radio b) TV c) Newspapers and magazines d) The Internet
e) Games f) Cell phone g) Other (specify)

Demographics:

Leeftijd:

__ jaar

Geslacht:

1 mannen

2 vrouwen

Sociaal-economische klasse

- 1 Ondernemer
- 2 Loondienst (excl. overheid)
- 3 Overheidsdienst
- 4 Arbeidsongeschikt
- 5 Werkloos/bijstand
- 6 VUT/gepensioneerd
- 7 Studerend
- 8 Overig

Hoogst genoten opleiding (voltooid of niet):

- Onbekend
- 1 Geen onderwijs
- 2 Basisonderwijs
- 3 LBO/VMBO
- 4 MAVO
- 5 MBO
- 6 HAVO/VWO
- 7 HBO
- 8 WO