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# Are you the Celebrity for my Product?

a Credibility study into the optimal choice of Celebrity Endorsers by Category

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## **ABSTRACT**

Organizations are becoming more conscious about their communication budget and effectiveness. Therefore, choosing a celebrity to embody your product, needs to be carefully weighted. The study's final output is a list of Portuguese celebrities that, in line with the methodology and literature, are most credible to represent each of the product.

Freshly inserted into an FMCG company, I was curious about the process of choosing the celebrities that represent certain product categories, inserted into the macro category of Consumer Personal Care. After choosing the 10 categories, a focus group was conducted to brainstorm on the top 3 celebrities to most adequately represent the category.

The top three was submitted to the Ohanian's Credibility Model (1991), which suggests that Expertise, Trustworthiness, and Attractiveness, combined affect Credibility. The survey conducted asked which of the following three celebrities, in each category, was the primary choice. Then, the model was applied to assess if the credibility was in accordance with the choice. Finally, the survey assessed if the celebrity was, beyond being the most credible, also had the highest purchase intent.

Concluding, the celebrity chosen verified as the most credible and the one with the highest purchase intent, in every category chosen. Within the study's scope and methodology, the results revealed positive. Besides helping foreign corporations unaware of the Portuguese market, this study leads to an effective use of marketing and communication budgets, by having such a clear linkage of how a product category is represented and how it transforms into sales.

8816 words

## SUMÁRIO

As organizações são mais conscientes no que toca ao seu orçamento e à eficácia dos planos de comunicação. Assim, a escolha da celebridade que representará o seu produto tem de ser cuidadosamente ponderada. Esta tese expõe como produto final uma lista com a melhor celebridade para representar cada categoria de produto.

Acabada de entrar numa empresa de Bens de Consumo, surgiu a curiosidade de melhor avaliar o representante de categorias tanto importantes inseridas na macro categoria de Cuidado Pessoal. Depois da escolha de 10 categorias de enfoque, foi realizado um focus group para que surgisse um top 3 de celebridades por categoria.

O top três foi submetido ao Modelo de Credibility de Ohanian (1991), que sugere que a Credibilidade é composta por Expertise, Trustworthiness, e Attractiveness. Num questionário, cada celebridade estava exposta para ser escolhida, e depois seguiria a avaliação da sua credibilidade, para verificar a congruência e significância. Depois, foi avaliada a capacidade da escolha de celebridade gerar intenção de compra.

Concluindo, em todas as categorias, a celebridade escolhida verificou ser a mais credível também, gerando também intenções de compra positivas e mais intensas em comparação às outras celebridades. Além de ajudar empresas estrangeiras a fazer escolhas mais informadas, este estudo assegura um investimento mais eficiente em marketing, dado que estabelece uma relação clara entre o produto, a celebridade e a capacidade de esta gerar vendas.

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## **GLOSSARY**

**FMCG:** Fast Moving Consumer Goods

**NYRD:** Nielson 2016 Yearly Report Drug

## **CHAPTER 1: INTRODUCTION**

### **1.1 Background and problem statement**

For the dissertation thesis that is stated ahead, I propose to investigate the added value and match of Portuguese Celebrities with ten product categories. The main issue here to be solved is the time and budget constraints of companies that are not familiar with the Portuguese Celebrities' dynamics, thus enabling them to choose the optimal celebrity endorser for their brand/company.

The problem stated above was solved based on the study of Celebrity Endorsers Credibility (Ohanian, 1990; Ohanian 1991) in the Portuguese market and how it influenced consumers' purchase intentions towards the product category. The moderator for this study was the product category in order to study the optimal celebrities for each category, thus solving the initial necessity in the market. After choosing the celebrities, the study focused on how consumers placed each celebrity in each category, thus enabling the study of the moderator, in this case, the Match-Up between Product Category and Celebrity Endorser (Zafer Erdogan, Baker, 2001). Later on, the study was conducted through a survey to assess the Credibility of the Celebrity Endorsers and how it related to their purchase intentions, based on the initial screening for Product Category Match-Up.

### **1.2 Problem Statement**

The scope of this research is to understand how celebrity endorsers' credibility can affect the purchase intents in the Portuguese market, depending on the type of product category congruency with the celebrity in question. It is hypothesized that the strength of the relationship will be different depending on the product category in question, therefore, an optimal celebrity endorser will arise for each dimension of the moderator.

The summary of the problem statement is: “Are you the Celebrity for my Product? A Credibility study into the optimal choice of Celebrity Endorsers by Category”.

The research questions that follow deepen the problem statement above:

**RQ1:** Do matches of Product Category and Celebrity affect differently the credibility dimensions?

**RQ2:** Having a higher Credibility leads to higher Purchase Intent in the Category?

**RQ3:** What is the optimal choice for each category based on Credibility, its dimensions and Purchase Intent?

### **1.3 Relevance**

Brands and companies overall have very limited resources and may encounter difficult choices when deciding where to invest their communication budget. This dissertation proposes the most efficient celebrity endorser for the product categories chosen. Also, celebrities in Portugal have been achieving for a couple of years now a higher social and influential status, equivalent to international influencers. This trend is observed through the fast rise of Social Media platforms that elevate the celebrity status. With a fast-changing cultural scenario, brands need to be able to adapt to the short and medium-term reality of the Portuguese culture. Lastly, this is also relevant for brands that intend to enter Portugal but have no knowledge of our cultural dynamic.

### **1.4 Research methods**

The research questions presented previously will be answered using primary data. Secondary will not be utilized in this study since no currently existing data will be used in comparison, or to build on the main hypothesis.

Therefore, in order to assess the credibility of celebrities, the first step, is to choose the product categories to analyze. The macro category will be Consumer Personal Care, and the ten categories include Shaving Blades, Tampons & Pads, Soap, Baby Diapers, Male Shaving (Gel and Foam), Hair Brushing Aiding Products, Hair Coloration, After-Shave, Female Shaving (Foam, Wax, and Spray), and Shaving Razors.

To see what Portuguese celebrities arise when talking about each product category, a focus group was conducted, without gender bias and with people from 4 different countries. For each product category, the group had to reach a top three Portuguese Celebrities in consensus. Afterwards, this top three was utilized in a survey to assess the ultimate choice of a sample.

The survey was conducted purely offline, to shoppers near supermarkets in three different cities. Several people were involved in the collection of the data and this may have a disadvantage.

### **1.5 Dissertation outline**

Firstly, this thesis will start with reviewing how published academia has developed the topics of Celebrity Endorsers, Celebrities' Credibility, in the literature review. Each variable will be exposed in its relevance and key element in the global process of achieving the desired output. Secondly, the methodology will explain in detail how the data was collection, through methods such a Focus Group and Survey, and how the data was analyzed to answer the hypothesis, through statistical analysis in SPSS. Thirdly, the survey data will be analyzed in detail for each product category, to try deciphering the meaning of the results obtained in the statistical analysis. Lastly, and congruently with the previous chapter, conclusions will be drawn, with the limitations and future indications in similar areas of analysis.

## **CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

The chapter that follows was composed with the previous literary framework in mind, thus enabling the reader to have an in-depth view of each of the parts that compose this dissertation. Firstly, the independent variable to be analyzed, in this case, is Celebrity Credibility. This variable is supported by the Source Credibility Model developed by Ohanian (1990;1991), even though other frameworks will be presented (The Source Attractiveness Model, The Match Up Hypothesis, and the Meaning Transfer Model). In this topic also, the focus will be on a framework that chooses Celebrities for Advertisements (Erdogan, 2000). Secondly, the dependent variable, in this case, Purchase Intent, will be analyzed through already developed measurement scales (Juster, 1966). Lastly, regarding the moderator, the Product Match Up, it is supported by the Product Match Up Hypothesis (Zafer Erdogan, Baker, 2001) which will moderate the impact that Celebrity Credibility may have in Purchase Intent.

### **2.1. Celebrity Endorsers Communication Effectiveness (Independent Variable)**

#### **2.1.1. Celebrity Endorser**

The first concept to be defined is Celebrity Endorser, which is a person that is highly recognized by the general population for accomplishments in a field or fields that are not related to the product category (Friedman, Termini, & Washington, 1976). Another complementary definition argues that a celebrity endorser is a person that possesses the recognition of the general audience while utilizing this recognition to appear in an advertisement campaign with a certain consumer good (McCracken, 1989). In this same author, the distinction between endorser and celebrity is not made however it is stated that the term celebrity includes several forms of endorsements, in order not to include the “typical

consumer” endorser (McCracken, 1989). Celebrity Endorsers have the ability to impact the effectiveness of advertisements, the recognition that the brand had, and the intention that the consumer has to purchase a certain product (Spry, Pappu, & Cornwell, 2011). Celebrity endorsers are seen as credible sources of information regarding the products that they are advertising (Goldsmith, Lafferty, Newell, & Stephen Newell, 2000).

This paper will not address celebrity sponsors as different from Celebrity Endorsers. The terminology used in this dissertation will be solely Celebrity Endorser, as defined above.

In terms of celebrity endorsers that are selected, the most widely used are those in the field of Sports, Action, and other forms of Entertainment (Atkin & Block, 1983). According to Shimp (2000), around 25% of all commercials in the United States have a celebrity endorser in them. This trend is seen because celebrities can make a brand distinguishable among all of the others, resulting in a significant improvement in brand communication effectiveness (Atkin & Block, 1983).

As derived from Atkin & Block (1983), we can build the hypothesis that Celebrity Endorsers are known to increase the effectiveness in communication from brands, and therefore, product categories. Therefore, Communication effectiveness increases with celebrity credibility. The effectiveness may be derived from the credible source that celebrities appear to be (Goldsmith, Lafferty, Newell, 2000).

### **2.1.2. The Source of Celebrity Endorsers Communication Effectiveness**

In Amos, Holmes, &Strutton (2008), it is stated that there are nine main components for the study of celebrity endorsers (celebrity performance, negative information, celebrity credibility, celebrity expertise, celebrity trustworthiness, celebrity attractiveness, celebrity familiarity, celebrity likeability, and celebrity/ product fit).

The four main models regarding Celebrity Endorsers Communication Effectiveness are: the Source Attractiveness Model (McGuire, 1985), which touches upon celebrity attractiveness, familiarity, and likeability; the Source Credibility Model (Ohanian, 1990; Ohanian, 1991) which touches upon celebrity credibility, expertise, trustworthiness, and attractiveness; the Product Match-Up Hypothesis (Forkan, 1980; Kamins, 1989) which touches upon celebrity and product fit; and the Meaning Transfer Model (McCraken, 1989) which touches upon celebrity transferring information.

#### *2.1.2.2. The Source Attractiveness Model*

Attractiveness is an important dimension when considering the communication effectiveness of celebrity endorsers. Through the process of Identification (Cohen and Golden, 1972), consumers receive the brand communication due to the fact that they aspire to identify with the celebrity endorser.

This first model suggests that advertisers choose attractive celebrities since the gain will be double (celebrity status and physical appeal) (Singer, 1983). Afterward, the model evolved invoking three sub-dimensions in Attractiveness (McGuire, 1985): similarity (the expected similarity between the celebrity and the consumer); familiarity (if the celebrity is well-known); and likability (liking the celebrity for their physical and behavioral appearance).

Other authors had previously tested how effective celebrities would be under different degrees of product involvement (Petty and Cacioppo, 1980), and the results were that the models presented worked best with any degree of product involvement.

In later studies (Kahle and Homer, 1985), consumers were exposed to attractive versus unattractive celebrity. The purchase intent was higher with the consumers that were exposed to the attractive celebrity, and they also liked the product better. When tested for likable vs

unlikely, there was no significance in the interaction. There are also authors that seem to indicate that the celebrity endorsers activate the cognitive and emotional attitudes, and not the behavioral attitudes, which means no statistically significant interaction with purchase intent. Therefore, there are many results towards purchase behavior.

When studying Attractiveness, consumers tend to fall into the “halo effect” which means that if the celebrities are beautiful, then they have other equally great characteristics, since consumers feel more at ease when there is a personality and appearance congruency (consistency theory) (Solomon, 1996).

The model presented previously can be said to rely on one single dimension, with several subdimensions to explain the effectiveness of a celebrity endorser. The next model takes one step further and analyzes more dimensions as an explanation for celebrity endorsers communication effectiveness.

From these authors and from their conclusions, one can hypothesize that attractiveness leads to higher purchase intent from consumers.

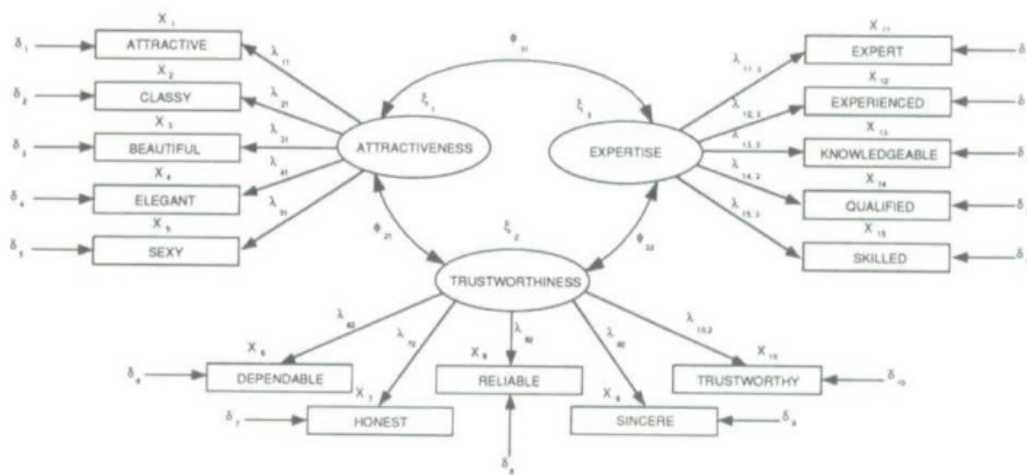
**H1:** More attractive celebrity endorsers lead to a higher purchase intent.

#### *2.1.2.1. The Source Credibility Model*

When it comes to Credibility, many were the authors that developed frameworks from which celebrity endorsers’ credibility was tested. The dimensions of Credibility could be Authoritativeness, Character, both as Likert and Semantic Scale (McCroskey, 1966). Later on, the dimensions evolved to Trustworthiness and Competence (Bowers and Phillips, 1967) and then a year later two more dimensions were added, Dynamism and Objectivity (Whitehead, 1968). After, the dimensions evolved to Safety, Qualification, and Dynamism (Berlo, Lemert,



and Mertz, 1969). A few years later, the dimensions adapted to Trustworthiness, Expertness, Dynamism, and Objectivity (Applbaum and Anatol, 1972). Almost a decade later, the dimensions changed to Believability, Dynamism, Expertness, and Sociability (Simpson and Kahler, 1980, 1981) and then to Ohanian (1990) started by examining how credibility was composed (image below) and created a scale to assess Celebrity Endorsers Credibility (scale below).



**Image 1**

As stated by Ohanian (Ohanian, 1990; OHANIAN, 1991), the Source Credibility Model explains why a message from an endorser is effective. Through the process of Internalisation, a receiver welcomes the message from a source by integrating it into its behavior, value structure and attitudes (Erdogan, 1999). The model is composed of three factors: Expertise, Trustworthiness, and Attractiveness.

### 2.1.2.1.1. Expertise

Expertise can be defined as how much of a source of valid constructs the endorser is, with a specific level of knowledge, experience or skills (Hovland, Janis, & Kelley, 1953). The celebrity with the highest perceived level of expertise is the most persuasive, therefore the most credible (Speck, Schumann, and Thompson, 1988). The communicator may not even be

an actual expert on the matter but the only thing that matters is the perception that consumers have of the communicator or celebrity endorser (Hovland et al., 1953; OHANIAN, 1991). A celebrity expert is perceived as more persuasive and generates a higher intention to purchase from the consumer (OHANIAN, 1991).

According to Ohanian (1991), we can hypothesize that since expertise is a part of credibility, there is a positive relationship between Celebrity Endorsers Credibility and Consumers' Intention to Purchase.

**H2:** Celebrity Endorsers Credibility affects positively consumers' Purchase Intent.

**H3:** The dimensions of credibility have a positive effect on consumers' purchase intent.

However, the Cognitive Response Theory claims that there are situations in which a credible source may not be as persuasive as expected due to the initial position of the message receiver (Karlins, Abelson, 1970). If the initial position is of positive predisposition towards the source (Celebrity Endorser), then, even if the source lacks credibility, the message receiver will be more eager to confirm its initial position and opinion about the Celebrity Endorser (Aaker and Myers, 1987). If the initial position on the source is negative, a more credible source is more persuasive than a less credible source (Erdogan, 1999).

#### *2.1.2.1.2. Trustworthiness*

Trustworthiness refers to the perceived honesty, believability, and integrity of the celebrity endorser (Erdogan, 1999). People trust in individuals (e.g. celebrities) that are similar to them, therefore trustworthiness is dependent on the characteristics of the target (Erdogan, 1999).

In Trustworthiness, the relation between celebrity endorser's trustworthiness and purchase intention was not very strong (OHANIAN, 1991), even though Friedman et al. (1978) argued that trustworthiness was the most important determinant in celebrity credibility, deepening its

research and discovering that within the source of credibility, trust was most highly correlated with likeability. However, Trustworthiness also was not significantly correlated with the consumers' intention to purchase a certain good (or service) (OHANIAN, 1991).

In Ohanian (OHANIAN, 1991), it was proven that gender and age do not affect consumers' response to how credible, trustworthy, or expertized endorsers were, and it did not affect their purchase intent.

Nonetheless, the theory that has been presented states that if a celebrity is liked, credible, and attractive, then it can endorse any product. However, the next model presented will complement this idea with the match between product and celebrity.

#### *2.1.2.3. The Match Up Hypothesis*

The Product Match-Up theory argues that in order to be effective advertising, there needs to be a congruency between celebrity endorser's image and the product message. The majority of search is based on the brand and celebrity congruency (Forkan, 1980; Kamins, 1990). However, the definition states that the product message is the other dimension, and not solely brand image. Therefore, the category in which a product is inserted on may also be the product message.

The match is determined by the degree of correspondence between the celebrity and the brand or product (Misra and Beatty, 1990). The higher the congruency, the higher the believability of the celebrity and the product/brand (Levy, 1959; Kamins and Gupta, 1994; Kotler, 1997). The congruency is elevated and tested when it comes to the Social Adaptation Theory, in which consumers derive characteristics of the celebrity endorser, for example, their attractiveness, from the use of product or brand, thus enabling the adaptive information (Kahle, Homer, 1985; Kamins, 1990). Not only does the celebrity endorsers' image need to be

congruent but also perceived image that consumers have of that celebrity (Callcott and Phillips 1996; Ohanian 1991; O'Mahony and Meenaghan 1997).

On the other hand, if the congruency is missing from the match of celebrity and brand/product, then consumers are inclined to believe that the celebrity has been paid a large sum of money to be the endorser (Erdogan, 1999). If the proper match does not occur, then the “Vampire effect” may occur, which is when consumers only recall the celebrity but not the brand/product (Evans, 1988).

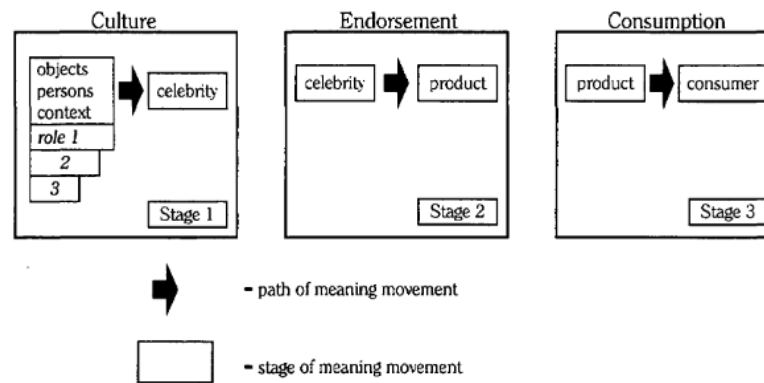
The dimension of physical attractiveness has been studied and identified higher communication effectiveness when attractive celebrities endorsed products to be a better-looking individual (Kahle, Homer, 1985; Kamins, 1990). The match should also be made according to the close relationship that the celebrity has with the target audience, and also their perceived expertise in the area in the eyes of the target audience (Ohanian 1991; Till and Busler 1998).

The purchase intention towards a certain product is positive if the overall response towards the celebrity is positive (Atkin and Block, 1983).

#### *2.1.2.4. The Meaning Transfer Model*

Celebrities are not beings that carry no symbolism, they are people that have their own underlining meaning (Erdogan, 1999). Therefore, the cultural meaning that a celebrity has will be passed onto the product that they are endorsing (McCraken, 1989; Brierley, 1995). The multiple meanings may be associated with status, class, gender, age, personality, lifestyle (Erdogan, 1999). Marketeers when choosing celebrity endorsers choose them having into consideration these meanings and how it may relate to their product (Fowles, 1996). There is also a transfer regarding the product category that the advertised product is inserted in.

The process of transferring the meaning of celebrities onto the consumer starts with the product endorsed and has three stages. In stage 1, the culture forms a certain image regarding the celebrity; in stage 2, the meanings of the celebrity endorser is passed onto the product, which shapes the product's personality (Tom et al, 1992). Finally, in stage 3, the consumer purchases the product in order to transfer the meaning of the celebrity onto him/herself



(McCracken, 1989).

Source: McCracken 1989

**Image 2**

## 2.2. Purchase Intentions (Dependent Variable)

As stated by Fishbein and Ajzen (1975), the behavior of a consumer is most accurately predicted by the measurement of his intentions to perform a certain action. Juster (1966) developed the Juster Scale for measuring Purchase Intentions through an eleven-point purchase probability scale. These scales measure purchase intent and some authors (Tauber 1975; Taylor, Houlihan, 1975; Twyman 1973) confirmed the positive relation between the two measurements, while others authors (Clancy and Garsen, 1970) revealed weaknesses in the previously stated framework, such as response style biases.

However, some scholars argue that an actual behavior may not be predicted by a consumer's intent to purchase (Jamieson and Bass, 1989). Morrison (1979) wanted to analyze if the intent was actually translated into purchase behavior. The algorithm for Morrison's Model wastested

in Kalwani, et all (1982) and found to be effective in consumer packaged goods in branded products, by rejecting the null hypothesis that the purchase intentions and purchase actions were independent. However, the strength of this relation was not enough for the author to dismiss the possibility that in some scenarios, the slope of intent-behavior was linear.

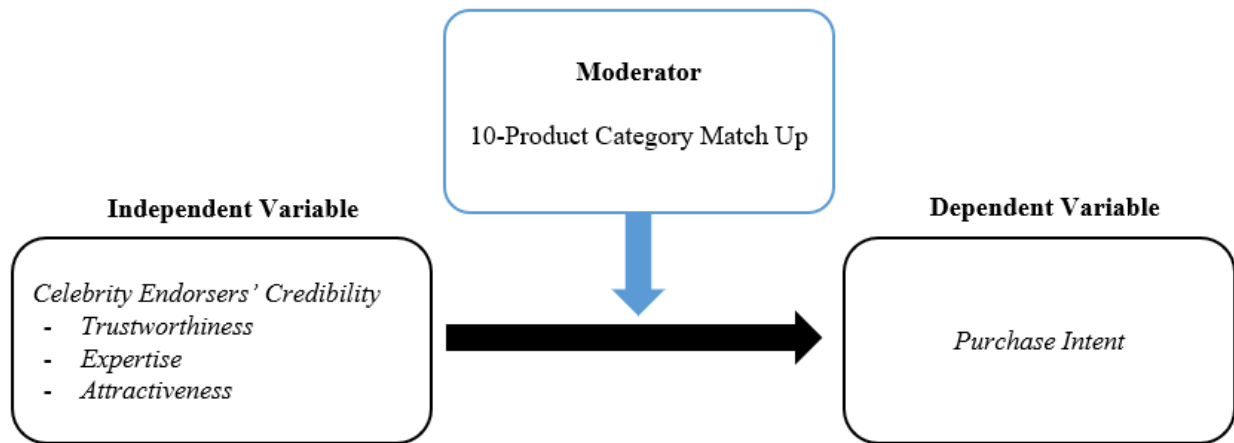
For this research, Morrison's Model will be admitted with the Juster Scale in order to assess purchase intentions among the consumers in Portugal.

In the case of this dissertation topic, I found interesting how many scholars choose to analyze various product categories and the types of endorsements that may fit properly. However, there is little written about the added value of a celebrity endorsement. Therefore, the theme that I propose is based on the credibility that Portuguese Celebrities have how can this affect the purchase intent of shoppers in Portugal.

### **2.3. Conceptual Map**

As a conclusion to the literature review, it is important to have a general vision of the model that is being created and will be studied in the following chapters. For this study, the independent variables that will be studied will be the Credibility and its three dimensions, Trustworthiness, Expertise, Attractiveness. The study will evaluate if and how these independent variables affect the dependent variable Purchase Intent. The intensity and amount of which each independent variable will affect the dependent variable will be moderated by the ten product categories chosen in Personal Consumer Care. The Match between Celebrity and Category will moderate the relation between independent and dependent variables.

The following conceptual map was built to summarize the model to be explored in the following chapters:



*Image 3*

## **CHAPTER 3: METHODOLOGY**

The chapter that follows has been designed to elucidate the reader on the research methods used during the dissertation. In this section, the aim is to elaborate a method in which we can rely on to test the hypothesis that has been written in the previous chapter and obtain real market results on the research questions. In order to assess the impact of Portuguese celebrities on purchase intents, mediated by the match-up between celebrity and category, certain processes needed to be put into play to achieve the intended outcomes.

### **3.1. Primary Data**

Since this dissertation was developed during an FMCG Seminar, the choice of the products was based on the NYRD in Portugal. This report has two categories: Personal Care and Home Care. The purpose of studying celebrity endorsers is to improve purchase intentions among consumers. Therefore, the products chosen are the ones underperforming in the DRUG market. Within each category, the NYRD highlights the products that had negative and positive variations. The products were chosen due to the fact that they were the Top 10 Products to have decreases in Value in percentage, from 2015 to 2016.

The categories taken from the NYRD are the following:

P1: Shaving Blades

P2: Tampons & Pads

P3: Soap

P4: Baby Diapers

P5: Male Shaving (Gel and Foam)

P6: Hair Brushing Aiding Products

P7: Hair Coloration

P8: After-Shave



P9: Female Shaving (Foam, Wax, and Spray)

P10: Shaving Razors

### **3.1.1. Test Subjects**

Next, to assess the Portuguese Celebrities to be matched with the category, one 8-person Focus Group was organized. For each category, consumers discussed who the top 3 Portuguese celebrities would be most adequate to endorse, regardless of the brand. Therefore, as Ohanian (1990), consumers had 3 minutes per category to decide individually on who would be the most adequate celebrity. Then, consumers discussed among themselves, in order to reach a Top 3 agreement. The FG was composed by 3 Portuguese, 2 French, 2 Spanish, and 1 Brazilian, in which there were 4 women and 4 men.

In the beginning of the Focus Group, consumers were advised to select the Celebrities based on the attractiveness of the celebrity; this is important since the match-up hypothesis is based on Attractiveness, rather than Expertise or Trustworthiness. The entire focus group was discussed in English in order to be a common language. During the survey, the consumer will also consider the optimal match-up based on Attractiveness. The results of the FG were:

P1: Fernando Santos, Pedro Teixeira, Cristiano Ronaldo

P2: Cuca Roseta, Jessica Athayde, Joana Duarte

P3: Isabel Silva, João Manzarra, Luísa Sobral

P4: Carolina Patrocínio, António Raminhos, Luciana Abreu

P5: Nelson Évora, Vasco Palmeirim, David Carreira

P6: Ana Sofia Martins, Rita Pereira, Sara Prata

P7: Cristina Ferreira, Cláudia Vieira, Fernanda Serrano

P8: Ricardo Pereira, Fernando Mendes, Paulo Pires

P9: Telma Monteiro, Sara Sampaio, Kelly Bailey

P10: Tiago Monteiro, Luisão, Rui Vitória

This method of Focus Group was used since the survey, later on, would be too extensive to ask for consumers to choose from the many Portuguese Celebrities that exist. Furthermore, the objective of the match-up between celebrity and category is for it to be based on Attractiveness. Therefore, in the survey, consumers were presented with a picture of the celebrities for each category.

### **3.1.2. Evaluation Scales**

After the match-up, the consumers evaluated each of the 30 celebrities presented on Credibility. In this section, it is also important to be aware of the mistakes that may occur when designing a survey, namely, the ambiguity of the questions and of the scales used. Therefore, the scale used to assess credibility is a well-known tested scale described below in detail. The construct used is the Ohanian Celebrity Credibility Model, which comprises three different dimensions: Trustworthiness, Expertise, and Attractiveness. This framework will assess the credibility of the celebrity match-ups shown in the survey. This scale falls into the category of semantic-differential scales, in which consumers rank the attribute from a 7-point scale, with polar adjectives in each side. The middle is a neutral point. In order to avoid the Halo effect, the negative and positive adjectives will alternate sides.

The scale used is as follows:

<b>Attractiveness</b>	<b>Trustworthiness</b>	<b>Expertise</b>
1. Attractive ..... Unattractive	1. Trustworthy ..... Untrustworthy	1. Expert ..... Not Expert
2. Classy ..... Not Classy	2. Dependable ..... Undependable	2. Experienced ..... Inexperienced
3. Beautiful ..... Ugly	3. Honest ..... Dishonest	3. Knowledgeable ..... Unknowledgeable
4. Elegant ..... Plain	4. Reliable ..... Unreliable	4. Qualified ..... Unqualified
5. Sexy ..... Not Sexy	5. Sincere ..... Insincere	5. Skilled ..... Unskilled

#### ***Image 4***

Lastly, after assessing the Credibility of each of the celebrities in the survey, it is important to quantify the purchase intentions, in order to find the most credible celebrity that generates the highest purchase intent.

#### **Purchase Intents Evaluation (from 1= Definitely Disagree and 7=Definitely Agree)**

1. This product is very attractive to me.
2. I would buy this product.
3. I would choose this product over other alternatives.
4. Buying this alternative is very desirable to me.
5. I like this product.

#### ***Image 5***

### **3.1.3. Data Collection**

The method through which the survey will be distributed is chosen on purpose in order to achieve the intended target. Since the survey is focused on 10 categories specially found in Mass Market stores, such as Supermarkets, the survey was conducted in front of

supermarkets. The survey was conducted with the assistance of 4 iPads and 4 people, in three different cities in Portugal: Porto, Lisbon, and Braga. The supermarket in question was from the same group in every city. The security and management of each of the stores visited gave permission for 2 hours throughout 8 days. The time of the day was always the same 4pm to 6pm.

The approach was done at the door of the supermarket and a brief explanation was given to the shoppers about the objective of the survey. The rate of success versus the number of approaches was approximately 35% (average for all the cities). In order to arrange for than 600 answers for each match (celebrity x product category), in each city were collected 200 answers so that geographic location would not be a weighting factor of analysis. Shoppers were not discriminated in anyway by race, gender, or age (except for being over 18 years old).

#### **3.1.4. Data Analysis**

The survey used Likert Scale in each 1 was the highest possible positive and with highest intensity ranking given. However, the Likert Scale on the Purchase Intent was contrary to the one previous explained. Therefore, in order to be congruent in the analysis and results, the answers were modified to the polar inverses (1=7,2=6,3=5).

Since the objective is to compare the relation between the several domains of evaluation, and these are in a quantitative level, the Pearson Correlation was used. It is also to measure the different celebrities' evaluation in the several domains also, therefore it is to see if there are statistically significant differences between the means of the three celebrities in each category (independent variables: three Portuguese celebrities, dependent variables: characteristics of credibility, credibility itself and purchase intent). Therefore, the test used on SPSS was ANOVA (quantitative results).

Regarding the sample, since it had over 30 people, normality was assumed for distribution across the domain for all of the categories, due to the Central Limit Theorem. The homogeneity of the variance was tested through the Levene's Test. In the cases in which homogeneity was not verified, Welch's test was applied in the ANOVA's test.

When executing multiple comparisons, the Tukey's Test was applied in homogeneous variances (since  $\text{sample} > 30$ ), and the Games-Howell applied in the case of non-homogeneous variances.

To test the hypothesis, for a p-value lower than the significance level of 0.05, the null hypothesis was rejected.

## CHAPTER 4: RESULTS AND DISCUSSION

### 4.1 Results

#### 4.1.1 Sample Characterization

In total, there have been collected answers from 1194 individuals, with 61,6% constituted by women and 13,7% men. The rest identifies as “Other” or prefers not to answer this question (see Appendix 3: Image 1). In terms of age groups, 57,3% were between 18 and 30 years old, 20,9% over 50 years old, and 11,3% between 30 and 50 years old (see Appendix 3: Image 2). In a scale of 1-7 (from nothing to very much), 63% said to have very high knowledge of Portuguese celebrities, followed by 21% stating to have moderate knowledge. Finally, only 8% of the sample states to have no knowledge of Portuguese celebrities (see Appendix 3: Image 3).

#### 4.1.2 Hypothesis Tests’ Results

The quantitative results are focused on each of the ten categories chosen. To check the internal consistency of constructs, the Cronbach Alpha was analyzed for each for all categories, based on the scale presented below.

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

**Table 1**

In general, while studying the consistency of the 4 dimensions (Purchase Intent, Attractiveness, Trustworthiness, and Expertise) all categories present acceptable internal

consistency, close or over 0.7 (see Appendix 3: Image 45) There were two exceptions however in the Shaving Blades, with a “Poor” rating of  $\alpha=0.545$ . In Diapers, were Attractiveness rated “Questionable” with  $\alpha=0.607$ . However, to maintain internal homogeneity of 5 items in each variable construct, the two items were kept due to the fact that the Cronbach Alpha had no significant improvement in the rating of Table 1 (maintained in the same range of  $0.7 > \alpha \geq 0.6$ ).

#### *4.1.2.1. Category 1: Shaving Blades*

There is a positive correlation between each of the elements of Credibility and Credibility itself ( $R>0.812$ ) (see Appendix 3: Image 4). Between Credibility and Purchase Intent there is a correlation of 0.754, both being correlations high in intensity (see Appendix 3: Image 5). The null hypothesis, that the variables are not correlated, was rejected ( $p\text{-value}=0.000<0.05$ ).

The sample was higher than 30 cases, then the Normality test was not applied, assuming the Central Limit Theorem. Levene’s Test tested the homogeneity of the variances and the null was rejected (see Appendix 3: Image 6).

The tested celebrities had different means in all the domains (ANOVA  $p<0,05$ ), and Ricardo Pereira had the lowest statistically significant mean in credibility (Games-Howell; mean=2.2718;  $p<0.05$ ; see Appendix 3: Image 8).

Ricardo Pereira had the lowest mean in the three variables of Credibility (Games-Howell;  $p<0.05$ ; see Appendix 3: Image 7) and with statistical significance ( $p\text{-valueExpertise}=p\text{-valueTrustworthiness}=p\text{-valueAttractiveness}=0.000<0.05$ ).

Concerning Purchase Intent, Ricardo Pereira had a positive and statistically significant  $p$ -value with the intent to purchase a product from this category (Games-Howell;  $p<0.05$ ; see Appendix 3: Image 7), with a mean of 2.2110 ( $p\text{-value}=0.000<0.05$ ) (see Appendix 3: Image 8).

#### 4.1.2.2. Category 2: Tampons and Pads

There is a positive correlation between each of the elements of Credibility and Credibility itself ( $R > 0.951$ ) (see Appendix 3: Image 9). Between Credibility and Purchase Intent there is a correlation of 0.881, both being correlations high in intensity (see Appendix 3: Image 5). The null hypothesis, that the variables are not correlated, was rejected ( $p\text{-value} = 0.000 < 0.05$ ).

The sample was higher than 30 cases, then the Normality test was not applied, assuming the Central Limit Theorem. Levene's Test tested the homogeneity of the variances and the null was rejected (see Appendix 3: Image 10). The null was not rejected in the case of Purchase Intent ( $p\text{-value} = 0.242 > 0.05$ ). Therefore, the Tukey HSD was applied to the variables that did not verify the homogeneity of variances.

The tested celebrities had different means in all the domains (ANOVA  $p < 0.05$ ), and Jessica Athayde had the lowest statistically significant mean in Credibility (mean = 2.2934; Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 12). Jessica Athayde had the lowest mean in the three variables of Credibility (Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 12) and with statistical significance ( $p\text{-value}_{\text{Expertise}} = p\text{-value}_{\text{Trustworthiness}} = p\text{-value}_{\text{Attractiveness}} = 0.000 < 0.05$ ).

Concerning Purchase Intent, Jessica Athayde had a positive and statistically significant  $p$ -value with the intent to purchase a product from this category (Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 11), with a mean of 2.2415 ( $p\text{-value} = 0.000 < 0.05$ ) (see Appendix 3: Image 12).

#### 4.1.2.3. Category 3: Soap

There is a positive correlation between each of the elements of Credibility and Credibility itself ( $R > 0.828$ ) (see Appendix 3: Image 13). Between Credibility and Purchase Intent there



is a correction of 0.762, both being correlations high in intensity (see Appendix 3: Image 5). The null hypothesis, that the variables are not correlated, was rejected ( $p\text{-value}=0.000<0.05$ ).

The sample was higher than 30 cases, then the Normality test was not applied, assuming the Central Limit Theorem. Levene's Test tested the homogeneity of the variances and the null was rejected for variables Credibility and Trustworthy (see Appendix 3: Image 14). The null was not rejected in the case of Attractiveness ( $p\text{-value}=0.061$ ), Expertise ( $p\text{-value}=0.220$ ), and Purchase Intent ( $p\text{-value}=0.493>0.05$ ). Therefore, the Welch's Test was applied to the variables that did not verify the homogeneity of variances.

The tested celebrities had different means in all the domains (ANOVA  $p<0,05$ ), and Luísa Sobralhad the lowest statistically significant mean in Credibility (mean=2.4171; Games-Howell;  $p<0.05$ ; see Appendix 3: Image 16). Luísa Sobralhad the lowest mean in the three variables of Credibility (Games-Howell;  $p<0.05$ ; see Appendix 3: Image 16) and with statistical significance ( $p\text{-valueExpertise}=p\text{-valueTrustworthiness}=p\text{-valueAttractiveness}=0.000<0.05$ ).

Concerning Purchase Intent, Luísa Sobralhad a positive and statistically significant p-value with the intent to purchase a product from this category (Games-Howell;  $p<0.05$ ; see Appendix 3: Image 15), with a mean of 2.5035 ( $p\text{-value}=0.000<0.05$ ) (see Appendix 3: Image 16).

#### *4.1.2.4. Category 4: Diapers*

There is a positive correlation between each of the elements of Credibility and Credibility itself ( $R>0.850$ ) (see Appendix 3: Image 17). Between Credibility and Purchase Intent there is a correction of 0.887, both being correlations high in intensity (see Appendix 3: Image 5). The null hypothesis, that the variables are not correlated, was rejected ( $p\text{-value}=0.000<0.05$ ).

The sample was higher than 30 cases, then the Normality test was not applied, assuming the Central Limit Theorem. Levene's Test tested the homogeneity of the variances and the null was rejected for all variables (see Appendix 3: Image 18) since  $\text{sig.}=0.000<0.05$ .

The tested celebrities had different means in all the domains (ANOVA  $p<0,05$ ), and Luciana Abreuhad the lowest statistically significant mean in Credibility (mean=2.4533; Games-Howell;  $p<0.05$ ; see Appendix 3: Image 20). Luciana Abreuhad the lowest mean in the three variables of Credibility (Games-Howell;  $p<0.05$ ; see Appendix 3: Image 20) and with statistical significance ( $p\text{-valueExpertise}=p\text{-valueTrustworthiness}=p\text{-valueAttractiveness}=0.000<0.05$ ).

Concerning Purchase Intent, Luciana Abreuhad a positive and statistically significant p-value with the intent to purchase a product from this category (Games-Howell;  $p<0.05$ ; see Appendix 3: Image 19), with a mean of 2.2664 ( $p\text{-value}=0.000<0.05$ ) (see Appendix 3: Image 20).

#### *4.1.2.5. Category 5: Male Shaving (Gel and Foam)*

There is a positive correlation between each of the elements of Credibility and Credibility itself ( $R>0.895$ ) (see Appendix 3: Image 21). Between Credibility and Purchase Intent there is a correlation of 0.784, both being correlations high in intensity (see Appendix 3: Image 5). The null hypothesis, that the variables are not correlated, was rejected ( $p\text{-value}=0.000<0.05$ ).

The sample was higher than 30 cases, then the Normality test was not applied, assuming the Central Limit Theorem. Levene's Test tested the homogeneity of the variances and the null was rejected for variables Attractiveness, Expertise, and Credibility (see Appendix 3: Image 22). The null was not rejected in the case of Trustworthy ( $p\text{-value}=0.081$ ) and Purchase Intent ( $p\text{-value}=0.064>0.05$ ). Therefore, the Welch's Test was applied to the variables that did not verify the homogeneity of variances.

The tested celebrities had different means in all the domains (ANOVA  $p < 0,05$ ), and Nelson Évora had the lowest statistically significant mean in Credibility (mean=2.5177; Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 24). Nelson Évora had the lowest mean in the three variables of Credibility (Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 24) and with statistical significance ( $p\text{-valueExpertise}=p\text{-valueTrustworthiness}=p\text{-valueAttractiveness}=0.000 < 0.05$ ).

Concerning Purchase Intent, Nelson Évora had a positive and statistically significant p-value with the intent to purchase a product from this category (Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 23), with a mean of 2.5613 ( $p\text{-value}=0.000 < 0.05$ ) (see Appendix 3: Image 24).

#### *4.1.2.6. Category 6: Hair Brushing Aiding Products*

There is a positive correlation between each of the elements of Credibility and Credibility itself ( $R > 0.898$ ) (see Appendix 3: Image 25). Between Credibility and Purchase Intent there is a correlation of 0.778, both being correlations high in intensity (see Appendix 3: Image 5). The null hypothesis, that the variables are not correlated, was rejected ( $p\text{-value}=0.000 < 0.05$ ).

The sample was higher than 30 cases, then the Normality test was not applied, assuming the Central Limit Theorem. Levene's Test tested the homogeneity of the variances and the null was rejected for variables Expertise, and Credibility (see Appendix 3: Image 26). The null was not rejected in the case of Attractiveness ( $p\text{-value}=0.125$ ), Trustworthy ( $p\text{-value}=0.152$ ) and Purchase Intent ( $p\text{-value}=0.713 > 0.05$ ). Therefore, the Welch's Test was applied to the variables that did not verify the homogeneity of variances.

The tested celebrities had different means in all the domains (ANOVA  $p < 0,05$ ), and Ana Sofia Martins had the lowest statistically significant mean in Credibility (mean=2.5570; Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 28). Ana Sofia Martins had the lowest mean

in the three variables of Credibility (Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 28) and with statistical significance ( $p\text{-value}_{\text{Expertise}} = p\text{-value}_{\text{Trustworthiness}} = p\text{-value}_{\text{Attractiveness}} = 0.000 < 0.05$ ).

Concerning Purchase Intent, Ana Sofia Martins had a positive and statistically significant p-value with the intent to purchase a product from this category (Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 27), with a mean of 2.5405 ( $p\text{-value} = 0.000 < 0.05$ ) (see Appendix 3: Image 28).

#### 4.1.2.7. Category 7: Hair Coloration

There is a positive correlation between each of the elements of Credibility and Credibility itself ( $R > 0.881$ ) (see Appendix 3: Image 29). Between Credibility and Purchase Intent there is a correlation of 0.796, both being correlations high in intensity (see Appendix 3: Image 5). The null hypothesis, that the variables are not correlated, was rejected ( $p\text{-value} = 0.000 < 0.05$ ).

The sample was higher than 30 cases, then the Normality test was not applied, assuming the Central Limit Theorem. Levene's Test tested the homogeneity of the variances and the null was rejected for variables Expertise, Credibility, and Purchase Intent (see Appendix 3: Image 30). The null was not rejected in the case of Attractiveness ( $p\text{-value} = 0.188$ ) and Trustworthy ( $p\text{-value} = 0.161$ ). Therefore, the Welch's Test was applied to the variables that did not verify the homogeneity of variances.

The tested celebrities had different means in all the domains (ANOVA  $p < 0,05$ ), and Cristina Ferreirahad the lowest statistically significant mean in Credibility (mean=2.5647; Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 32). Cristina Ferreira had the lowest mean in the three variables of Credibility (Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 32) and with statistical significance ( $p\text{-value}_{\text{Expertise}} = p\text{-value}_{\text{Trustworthiness}} = p\text{-value}_{\text{Attractiveness}} = 0.000 < 0.05$ ).

Concerning Purchase Intent, Cristina Ferreira had a positive and statistically significant p-value with the intent to purchase a product from this category (Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 31), with a mean of 2.5822 ( $p\text{-value} = 0.000 < 0.05$ ) (see Appendix 3: Image 32).

#### 4.1.2.8. Category 8: After Shave

There is a positive correlation between each of the elements of Credibility and Credibility itself ( $R > 0.892$ ) (see Appendix 3: Image 33). Between Credibility and Purchase Intent there is a correlation of 0.789, both being correlations high in intensity (see Appendix 3: Image 5). The null hypothesis, that the variables are not correlated, was rejected ( $p\text{-value} = 0.000 < 0.05$ ).

The sample was higher than 30 cases, then the Normality test was not applied, assuming the Central Limit Theorem. Levene's Test tested the homogeneity of the variances and the null was rejected for variables Attractiveness, Trustworthy, and Credibility (see Appendix 3: Image 34). The null was not rejected in the case of Expertise ( $p\text{-value} = 0.012$ ) and Purchase Intent ( $p\text{-value} = 0.015$ ). Therefore, the Welch's Test was applied to the variables that did not verify the homogeneity of variances.

The tested celebrities had different means in all the domains (ANOVA  $p < 0,05$ ), and Fernando Mendeshad the lowest statistically significant mean in Credibility (mean=2.5820; Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 36). Fernando Mendes had the lowest mean in the three variables of Credibility (Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 36) and with statistical significance ( $p\text{-valueExpertise} = p\text{-valueTrustworthiness} = p\text{-valueAttractiveness} = 0.000 < 0.05$ ).

Concerning Purchase Intent, Fernando Mendes had a positive and statistically significant p-value with the intent to purchase a product from this category (Games-Howell;  $p < 0.05$ ; see

Appendix 3: Image 35), with a mean of 2.5674 ( $p\text{-value}=0.000<0.05$ ) (see Appendix 3: Image 36).

#### 4.1.2.9. Category 9: Female Shaving

There is a positive correlation between each of the elements of Credibility and Credibility itself ( $R>0.891$ ) (see Appendix 3: Image 37). Between Credibility and Purchase Intent there is a correlation of 0.781, both being correlations high in intensity (see Appendix 3: Image 5). The null hypothesis, that the variables are not correlated, was rejected ( $p\text{-value}=0.000<0.05$ ).

The sample was higher than 30 cases, then the Normality test was not applied, assuming the Central Limit Theorem. Levene's Test tested the homogeneity of the variances and the null was rejected for variables Credibility (see Appendix 3: Image 38). The null was not rejected in the case of Attractiveness ( $p\text{-value}=0.006$ ), Trustworthy ( $p\text{-value}=0.005$ ), Expertise ( $p\text{-value}=0.044$ ) and Purchase Intent ( $p\text{-value}=0.028$ ). Therefore, the Welch's Test was applied to the variables that did not verify the homogeneity of variances.

The tested celebrities had different means in all the domains (ANOVA  $p<0,05$ ), and Sara Sampaio had the lowest statistically significant mean in Credibility (mean=2.5513; Games-Howell;  $p<0.05$ ; see Appendix 3: Image 40). Sara Sampaio had the lowest mean in the three variables of Credibility (Games-Howell;  $p<0.05$ ; see Appendix 3: Image 40) and with statistical significance ( $p\text{-valueExpertise}=p\text{-valueTrustworthiness}=p\text{-valueAttractiveness}=0.000<0.05$ ).

Concerning Purchase Intent, Sara Sampaio had a positive and statistically significant  $p\text{-value}$  with the intent to purchase a product from this category (Games-Howell;  $p<0.05$ ; see Appendix 3: Image 39), with a mean of 2.5548 ( $p\text{-value}=0.000<0.05$ ) (see Appendix 3: Image 40).

#### 4.1.2.10. Category 10: Male Shaving Razors

There is a positive correlation between each of the elements of Credibility and Credibility itself ( $R > 0.891$ ) (see Appendix 3: Image 41). Between Credibility and Purchase Intent there is a correlation of 0.809, both being correlations high in intensity (see Appendix 3: Image 5). The null hypothesis, that the variables are not correlated, was rejected ( $p\text{-value} = 0.000 < 0.05$ ).

The sample was higher than 30 cases, then the Normality test was not applied, assuming the Central Limit Theorem. Levene's Test tested the homogeneity of the variances and the null was rejected for all variables (see Appendix 3: Image 42).

The tested celebrities had different means in all the domains (ANOVA  $p < 0,05$ ), and Luisãohad the lowest statistically significant mean in Credibility (mean=2.8373; Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 44). Luisãohad the lowest mean in the three variables of Credibility (Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 44) and with statistical significance ( $p\text{-valueExpertise} = p\text{-valueTrustworthiness} = p\text{-valueAttractiveness} = 0.000 < 0.05$ ).

Concerning Purchase Intent, Luisãohad a positive and statistically significant  $p\text{-value}$  with the intent to purchase a product from this category (Games-Howell;  $p < 0.05$ ; see Appendix 3: Image 43), with a mean of 2.8957 ( $p\text{-value} = 0.000 < 0.05$ ) (see Appendix 3: Image 44).

## 4.2 Discussion

It is important to summarize the key results from SPSS described in the previous chapter, as in the following table:

Category	Celebrity	R <sup>2</sup> Attract.X Credibility	R <sup>2</sup> Trust. X Credibility	R <sup>2</sup> Expertise X Credibility	R <sup>2</sup> Purchase X Credibility	Mean Credibility	Mean Purchase Intent
1. Shaving Blades	Ricardo Pereira	0.898	0.904	0.812	0.754	2.2718	2.211
10. Male Shaving Razors	Luisão	0.901	0.891	0.898	0.809	2.2934	2.2415
2. Tampons and Pads	Jessica Athayde	0.990	0.951	0.989	0.881	2.4171	2.5035
3. Soap	Luísa Sobral	0.894	0.828	0.880	0.762	2.4533	2.2664
4. Diapers	Luciana Abreu	0.903	0.887	0.850	0.887	2.5177	2.5613
5. Male Shaving Gel and Foam	Nelson Évora	0.915	0.895	0.904	0.784	2.557	2.5405
6. Hair Brushing Aiding Products	Ana Sofia Martins	0.908	0.898	0.909	0.778	2.5647	2.5822
7. Hair Coloration	Cristina Ferreira	0.895	0.885	0.881	0.796	2.582	2.5674
8. After Shave	Fernando Mendes	0.892	0.894	0.900	0.789	2.5513	2.5548
9. Female Shaving	Sara Sampaio	0.891	0.897	0.903	0.781	2.8373	2.8957

**Table 2**

Initially, in the research proposal the aim was to discover which Portuguese Celebrity had the highest credibility for each of the Categories chosen. This aim was deconstructed into three research questions, as reminded below:

**RQ1:** Do matches of Product Category and Celebrity affect differently the credibility dimensions?

**RQ2:** Having a higher Credibility leads to higher Purchase Intent in the Category?

**RQ3:** What is the optimal choice for each category based on Credibility, its dimensions and Purchase Intent?

Regarding the first point, the relationship with Credibility and the Celebrity needs to be verified with statistical significance. For each category, the first test related each of the variables among themselves, and for each category, Credibility had a statistical significance with the dimensions of Expertise, Trustworthiness, and Attractiveness. Therefore, the question to whether these dimensions were correlated is verified for all categories. In the second point of research, the Purchase Intent was studied to relate to Credibility. In all categories, the correlation between Purchase Intent and Credibility was positive with high intensity. Therefore, the question was verified. Finally, for each category, an optimal choice had to be found for each category. This would need to be verified by: firstly, if the variable Credibility had a statistical significance with the Dimensions, and Purchase Intent; secondly, to have a statistically different mean from the other choices, with a  $\text{sig} < 0.05$ . After testing this through an ANOVA, both points were verified, and the means were indeed distinct enough for each category to only have one celebrity. The mean of the two celebrities that were not chosen was statistically different from the mean of the chosen celebrity. Therefore, for each category, a Portuguese Celebrity was found, and it is described in Table 1 below:



<b>Category</b>	<b>Celebrity</b>
1. Shaving Blades	Ricardo Pereira
2. Tampons and Pads	Jessica Athayde
3. Soap	Lúisa Sobral
4. Diapers	Luciana Abreu
5. Male Shaving Gel and Foam	Nelson Évora
6. Hair Brushing Aiding Products	Ana Sofia Martins
7. Hair Coloration	Cristina Ferreira
8. After Shave	Fernando Mendes
9. Female Shaving	Sara Sampaio
10. Male Shaving Razors	Luisão

**Table 3**

For each of the categories studied, the correlation between each of the pairs: Attractiveness X Credibility, Expertise X Credibility, Trustworthiness X Credibility, and Purchase Intent X Credibility, was verified as positive. The intensity of the pairs was verified as revealed to be of high intensity, as shown in the Table 2 below:

<b>Category</b>	<b>Celebrity</b>	<b>R<sup>2</sup> Attract.X Credibility</b>	<b>R<sup>2</sup> Trust. X Credibility</b>	<b>R<sup>2</sup> Expertise X Credibility</b>	<b>R<sup>2</sup> Purchase X Credibility</b>
1. Shaving Blades	Ricardo Pereira	0.898	0.904	0.812	0.754
2. Tampons and Pads	Jessica Athayde	0.990	0.951	0.989	0.881
3. Soap	Lúisa Sobral	0.894	0.828	0.880	0.762
4. Diapers	Luciana Abreu	0.903	0.887	0.850	0.887
5. Male Shaving Gel and Foam	Nelson Évora	0.915	0.895	0.904	0.784
6. Hair Brushing Aiding Products	Ana Sofia Martins	0.908	0.898	0.909	0.778
7. Hair Coloration	Cristina Ferreira	0.895	0.885	0.881	0.796
8. After Shave	Fernando Mendes	0.892	0.894	0.900	0.789
9. Female Shaving	Sara Sampaio	0.891	0.897	0.903	0.781
10. Male Shaving Razors	Luisão	0.901	0.891	0.898	0.809

**Table 4**

Regarding the Literature Review, the dimensions of Expertise, Trustworthiness, and Attractiveness, according to Ohanian (1991), have a statistically relevance significance with Credibility. In the Survey performed, all the dimensions had a positive correlation with

Credibility. The correlation revealed high in intensity and with positive direction as suggested by the literature. The model of Ohanian was verified in this study.

Regarding the Attractiveness Model, the premises stated that the most attractive the celebrity was, there was a high correlation with its credibility and match potential with a certain product or category. According to the study performed, all of the celebrities chosen as the most adequate were also the ones found most attractive. The evidence is stated in Table 3 below:

<b>Category</b>	<b>Celebrity</b>	<b>MeanAttractiveness</b>	<b>MeanCredibility</b>
1. Shaving Blades	Ricardo Pereira	2.3011	2.2718
2. Tampons and Pads	Jessica Athayde	2.2464	2.2934
3. Soap	Luísa Sobral	2.3812	2.4171
4. Diapers	Luciana Abreu	2.7503	2.4533
5. Male Shaving Gel and Foam	Nelson Évora	2.3925	2.5177
6. Hair Brushing Aiding Products	Ana Sofia Martins	2.5554	2.557
7. Hair Coloration	Cristina Ferreira	2.5602	2.5647
8. After Shave	Fernando Mendes	2.5955	2.582
9. Female Shaving	Sara Sampaio	2.5484	2.5513
10. Male Shaving Razors	Luisão	2.7324	2.8373

**Table 5**

In relation to the Purchase Intent, this variable suggested to have a positive relation with Credibility, due to the fact that matching the Celebrity with the adequate category, would lead to noticeable similarities with the product, adding to Brand Equity and spokesperson congruency. For all categories, each of the celebrities that had the lowest mean in Credibility, also had the lowest mean for Purchase Intent. Therefore, this hypothesis was verified for all celebrities, as seen in the Table 4 below:

<b>Category</b>	<b>Celebrity</b>	<b>MeanCredibility</b>	<b>MeanPurchaseIntent</b>
1. Shaving Blades	Ricardo Pereira	2.2718	2.211
2. Tampons and Pads	Jessica Athayde	2.2934	2.2415
3. Soap	Luísa Sobral	2.4171	2.5035
4. Diapers	Luciana Abreu	2.4533	2.2664
5. Male Shaving Gel and Foam	Nelson Évora	2.5177	2.5613
6. Hair Brushing Aiding Products	Ana Sofia Martins	2.557	2.5405
7. Hair Coloration	Cristina Ferreira	2.5647	2.5822
8. After Shave	Fernando Mendes	2.582	2.5674
9. Female Shaving	Sara Sampaio	2.5513	2.5548
10. Male Shaving Razors	Luisão	2.8373	2.8957

**Table 6**

## **CHAPTER 5: CONCLUSIONS AND LIMITATIONS**

### **5.1 Main Findings & Conclusions**

The objective for the study presented previously was to develop a list of celebrities to which companies or interested parties could have as reference.

The methodology utilized aided the study by conferring it more quality, starting with a 8-person focus group that paved the way for each categories' celebrities possibility. From then on, a survey was built to find the optimal celebrity, with more than 1000 consumers answering to the survey in a one-to-one format at the door of the local supermarket, conferring also closeness to the consumer and to the shopper.

Based on the model from Ohanian (1991) on the dimensions composing the Credibility of celebrities, this study has confirmed the model by showing a positive correlation with high intensity between each dimension of credibility and credibility in itself, for all categories studied. Categories such as Tampons and Pads, Hair Brushing Aiding Products, and Male Shaving Gel and Foam showed the highest levels of correlation, with positive correlation with Purchase Intent also. For the category of Tampons and Pads, the celebrity chosen, Jessica Athayde, at the time of the writing, was a spokesperson for in-store events for brands such as EVAX, that plays in the categories of Pads. This may evidence: 1) the consumers have already a preconceived perception of Jessica Athayde as celebrity endorser for EVAX and therefore chose her as credible, or 2) the celebrity is indeed credible, and it was confirmed, by this study, that EVAX chose the most credible celebrity for their product category.

Nonetheless, the output desired had been achieved with the list of the ten celebrities for each of the ten product categories.

## **5.2 Managerial / Academic Implications**

When starting a project as this one, the objective tends to see it being applied in the practical managerial world in which your work may have practical use.

Nowadays, brands in the market are not only owned by multinational corporations, since to have a certain product in the market, a enormous investment sum is no longer necessary. However, the brands in question also need to invest some of their low budget into Marketing efforts. At the top of the priorities, are communication efforts which are in its majority based in consumer insights. Therefore, with low investment, consumer insights may become out of budget. This study can arise as a base of discussion for brands that do not possess consumers knowledge but want to be present in the celebrities-based communication media.

Another type of corporation for which this study may serve as a base for communication efforts is foreign companies that do not have any knowledge about the Portuguese Celebrity pool market. These insights may be costly; however this study comprises several categories and is served by over 1000 Portuguese consumers, therefore, diminishing costs.

On the other side, from the side of the celebrity, the study shows the agency that runs the celebrities' professional choices and endorsements which categories may suit better the celebrity from the consumer standpoint. The agents may approach brands initiating deals based on the celebrities profile. Also, celebrities that have similarities with the ones picked for these categories, can also imitate some patterns.

## **5.3 Limitations and Further Research**

The limitations of this dissertation have arisen in the different stages of development. Firstly, the study has chosen to focus on Categories, therefore, leaving behind the brand and branding effect. Brands were not considered in the effort of choosing the optimal celebrity for each category. If the brand effect had been taken into consideration, it would be possible to have

different results since each brand may have a different target audience which has a different persona in mind. This perception of persona may alter the celebrity to which consumers may relate to and assume higher credibility in presentation.

Secondly, even though the study gathered data on age and on gender, these two were not considered as a moderator in the study since the study's objective was to have a moderator the product categories. Other demographic factors may be taken into consideration in future research since it could change the celebrity of choice. Other factors that may also be taken into consideration are the life stages of each of the consumers. For example, for Tampons and Pads, consumers in a later stage of life, such as in their 60s may choose celebrities with a closer age range and closer lifestyles aspirations. For young women just starting their menstruation, the tampons chosen may related with a more flexible and ever-changing lifestyle, in which the celebrity to which the young lady would find more credible would be related to the lifestyle described previously. Therefore, this factor could also be considered into future research.

Thirdly, the focus group had into consideration the gender diversification, regardless of the categories gender identification, such as Categories such as Gel and Foam for men and Tampons and Pads for women, while other categories were gender neutral such as Diapers, or Soap. However, the FG did not take into consideration age groups representation. Even though the objective was not the moderate for age, as stated previously, it is important to have some diversification in terms of sample for the focus group. This was not done in this study due to higher convenience for the focus group organizer to find people willing to participate. The suggestion here would be, if age or another demographic factor becomes a moderator, to build focus group in the number of each of the variables within the dimension chosen, for example, two focus groups for gender, assuming Women and Men.

Lastly, the survey took into consideration that consumers would be willing to answer the question on the 10 categories, which amounted to 33 questions, for which took around 15 minutes per consumer. The objective was to have data on all the consumers in all categories. Here may lay a limitation which is the results from the end of the list may have been done with less care and quality. Even though there were people conducting each survey, one note passed on was that approximately 20% of consumers were tired of the survey after the first 7 minutes and that 10% were not tired but simple did not had the time to continue. The other option would be to randomize the categories, having consumers answering only 3 categories at the time. The result would be less consumers per category but higher involvement and quality from the side of the consumers.

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# **APPENDICES**

## **Appendix 1: Focus Group Questionnaire**

### **Introductory Statement**

Welcome Everyone! My name is Diana and I will be your moderator. have some questions prepared and there are no right or wrong answers. Please feel free to express your opinion and let others do the same. We would just like to ensure you that the information collected today will remain anonymous. Let's start!

### **Part 1**

I have a list of ten categories that belong to the Personal Care macro category. For this first part, you should name 3 Portuguese celebrities that would be a match with each of the ten categories, that accomplish three of the following criteria: attractive, expert, and trustworthy. It is necessary to have 3 celebrities for each of the categories. The celebrities have to be Portuguese. For this part, you have 5 minutes.

### **Part 2**

Among the 8 of you, you must now share the celebrities chosen for each of the ten categories and reach a consensus with a list of the top 3 celebrities.

### **The End**

Duration: aprox. 60 minutes

## Appendix 2: The Survey Questionnaire

Duration: aprox. 15 minutes

First of all, thank you for taking 5 min. to answer this survey. The survey that follows assesses the knowledge of Portuguese Celebrities and how they impact purchase intents. All of the responses given are anonymous. The data retrieved will be used for the purpose stated firstly. For any question or comment, please contact [diana.silva.geral@gmail.com](mailto:diana.silva.geral@gmail.com).

1. Do you live in Portugal?: YES (then continue the survey), NO (finish survey)

2. What is your level of knowledge of Portuguese Celebrities (1=No Knowledge; 4=More or Less Knowledge; 7=Much Knowledge)

3. Please, choose from the celebrities below the most suitable for the product category mentioned. Product Category - Shaving Blades: Cristiano Ronaldo, Fernando Santos, Ricardo Pereira

3.1. Please evaluate the Credibility of the celebrity chosen before.

### Attractiveness

1. Attractive ..... Unattractive
2. Classy ..... Not Classy
3. Beautiful ..... Ugly
4. Elegant ..... Plain
5. Sexy ..... Not Sexy

### Trustworthiness

1. Trustworthy ..... Untrustworthy
2. Dependable ..... Undependable
3. Honest ..... Dishonest
4. Reliable ..... Unreliable
5. Sincere ..... Insincere

### Expertise

1. Expert ..... Not Expert
2. Experienced ..... Inexperienced
3. Knowledgeable ..... Unknowledgeable
4. Qualified ..... Unqualified
5. Skilled ..... Unskilled

3.2. Now, assume that you or a person close to you has asked you to go buy the product mentioned above.

The person chosen above is the endorser for a brand of the product you are seeking.

Evaluate your purchase intent.

Please evaluate your Purchase Intent towards the product, as endorsed by the celebrity of your choice (1= Definitely Disagree and 7=Definitely Agree)

1. This product is very attractive to me.
2. I would buy this product.
3. I would choose this product over other alternatives.
4. Buying this alternatives is very desirable to me.
5. I like this product.

4. Please, choose from the celebrities below the most suitable for the product category mentioned. Product Category - Tampons & Pads: Cuca Roseta, Jessica Athayde, Joana Duarte.

4.1. Please see question 3.1.

4.2. Please see question 3.2.

**5.** Please, choose from the celebrities below the most suitable for the product category mentioned. Product Category – Soap: Isabel Silva, João Manzarra, Luísa Sobral.

**5.1.** Please see question 3.1.

**5.2.** Please see question 3.2.

**6.** Please, choose from the celebrities below the most suitable for the product category mentioned. Product Category – Baby Diapers: Carolina Patrocínio, António Raminhos, Luciana Abreu.

**6.1.** Please see question 3.1.

**6.2.** Please see question 3.2.

**7.** Please, choose from the celebrities below the most suitable for the product category mentioned. Product Category – Male Shaving (Gel and Foam): Nelson Évora, Vasco Palmeirim, David Carreira.

**7.1.** Please see question 3.1.

**7.2.** Please see question 3.2.

**8.** Please, choose from the celebrities below the most suitable for the product category mentioned. Product Category – Hair Brushing Aiding Products: Ana Sofia Martins, Rita Pereira, Sara Prata.

**8.1.** Please see question 3.1.

**8.2.** Please see question 3.2.

**9.** Please, choose from the celebrities below the most suitable for the product category mentioned. Product Category – Hair Coloration: Cristina Ferreira, Cláudia Vieira, Fernanda Serrano.

**9.1.** Please see question 3.1.

**9.2.** Please see question 3.2.

**10.** Please, choose from the celebrities below the most suitable for the product category mentioned. Product Category – After-Shave: Ricardo Pereira, Fernando Mendes, Paulo Pires.

**10.1.** Please see question 3.1.

**10.2.** Please see question 3.2.

**11.** Please, choose from the celebrities below the most suitable for the product category mentioned. Product Category – After-Shave: Telma Monteiro, Sara Sampaio, Kelly Bailey.

**11.1.** Please see question 3.1.

**11.2.** Please see question 3.2.

**12.** Please, choose from the celebrities below the most suitable for the product category mentioned. Product Category – Shaving Razors (Foam, Wax and Spray): Tiago Monteiro, Luísão, Rui Vitória.

**12.1.** Please see question 3.1.

**12.2.** Please see question 3.2.

**13.** Select the gender that you identify the most: Male, Female, Other, No Response

**14.** Select the age group in which you are inserted in: Below 18, 18-30, 31-50, +50.

## Appendix 3: SPSS Output

### Image 1

	Frequency	Percent
Female	735	61.6
Male	163	13.7
Other	146	12.2
No response	150	12.6
Total	1194	100.0

### Image 2

	Frequency	Percent	Cumulative Percent
Below 18	126	10.6	10.6
18-30	684	57.3	67.8
31-50	135	11.3	79.1
Over 50	249	20.9	100.0
Total	1194	100.0	

### Image 3

	Frequency	Percent	Cumulative Percent
No Knowledge	96	8.0	8.0
2	82	6.9	14.9
3	86	7.2	22.1
More or Less Knowledge	87	7.3	29.4
5	87	7.3	36.7
6	612	51.3	87.9
Much Knowledge	144	12.1	100.0
Total	1194	100.0	



## Image 4

		ATTRACTIVENESS	TRUSTWORTHY	EXPERTISE	CREDIBILITY	Purchase Intent
ATTRACTIVENESS	Pearson Correlation	1	.746**	.577**	.898**	.541**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	1194	1194	1194	1194	1194
TRUSTWORTHY	Pearson Correlation	.746**	1	.597**	.904**	.558**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	1194	1194	1194	1194	1194
EXPERTISE	Pearson Correlation	.577**	.597**	1	.812**	.918**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	1194	1194	1194	1194	1194
CREDIBILITY	Pearson Correlation	.898**	.904**	.812**	1	.754**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	1194	1194	1194	1194	1194
Purchase Intent	Pearson Correlation	.541**	.558**	.918**	.754**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	1194	1194	1194	1194	1194

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Image 5

Bryman & Cramer (2003) Intensity of Correlation

<0.20 – very low

$0.20 \leq x < 0.40$  – low

$0.40 \leq x < 0.70$  – moderate

$0.70 \leq x < 0.90$  – high

$\geq 0.9$  – very high

## Image 6

	Levene Statistic	df1	df2	Sig.
ATTRACTIVENESS of the celebrity (Shaving Blades)	32.808	2	1191	.000
TRUSTWORTHY of the celebrity (Shaving Blades)	5.692	2	1191	.003
EXPERTISE of the celebrity (Shaving Blades)	168.899	2	1191	.000
CREDIBILITY of the celebrity (Shaving Blades)	57.900	2	1191	.000
Purchase Intent towards SHAVING BLADES, as endorsed by the celebrity	82.115	2	1191	.000

## Image 7

### Multiple Comparisons

Games-Howell					
Dependent Variable	(I) CELEBRITY most suitable for SHAVING BLADES	(J) CELEBRITY most suitable for SHAVING BLADES	Mean Difference (I-J)	Std. Error	Sig.
ATTRACTIVENESS of the celebrity (Shaving Blades)	Cristiano Ronaldo	Fernando Santos	.04422	.08844	.871
		Ricardo Pereira	1.62348*	.07442	.000
	Fernando Santos	Cristiano Ronaldo	-.04422	.08844	.871
		Ricardo Pereira	1.57927*	.07639	.000
	Ricardo Pereira	Cristiano Ronaldo	-1.62348*	.07442	.000
		Fernando Santos	-1.57927*	.07639	.000
TRUSTWORTHY of the celebrity (Shaving Blades)	Cristiano Ronaldo	Fernando Santos	.02169	.09832	.974
		Ricardo Pereira	1.65319*	.08336	.000
	Fernando Santos	Cristiano Ronaldo	-.02169	.09832	.974
		Ricardo Pereira	1.63150*	.07610	.000
	Ricardo Pereira	Cristiano Ronaldo	-1.65319*	.08336	.000
		Fernando Santos	-1.63150*	.07610	.000
EXPERTISE of the celebrity (Shaving Blades)	Cristiano Ronaldo	Fernando Santos	-.08380	.09297	.640
		Ricardo Pereira	1.91933*	.06960	.000
	Fernando Santos	Cristiano Ronaldo	.08380	.09297	.640
		Ricardo Pereira	2.00313*	.06512	.000
	Ricardo Pereira	Cristiano Ronaldo	-1.91933*	.06960	.000
		Fernando Santos	-2.00313*	.06512	.000
CREDIBILITY of the celebrity (Shaving Blades)	Cristiano Ronaldo	Fernando Santos	-.00596	.05480	.993
		Ricardo Pereira	1.73200*	.05033	.000
	Fernando Santos	Cristiano Ronaldo	.00596	.05480	.993
		Ricardo Pereira	1.73796*	.04605	.000
	Ricardo Pereira	Cristiano Ronaldo	-1.73200*	.05033	.000
		Fernando Santos	-1.73796*	.04605	.000
Purchase Intent towards SHAVING BLADES, as endorsed by the celebrity	Cristiano Ronaldo	Fernando Santos	-.13014	.09090	.326
		Ricardo Pereira	1.48532*	.07078	.000
	Fernando Santos	Cristiano Ronaldo	.13014	.09090	.326
		Ricardo Pereira	1.61546*	.06274	.000
	Ricardo Pereira	Cristiano Ronaldo	-1.48532*	.07078	.000
		Fernando Santos	-1.61546*	.06274	.000

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

## Image 8

		N	Mean	Std. Deviation	F <sup>(a)</sup>	p	Multiple comparisons (p<0,05)
ATTRACTIVENE SS	Cristiano	191	3.9246	.84764	343.841	.000**	Ricardo Pereira < Cristiano
	Ronaldo						* Ronaldo***
	Fernando Santos	204	3.8804	.91005			Ricardo Pereira <Fernando Santos***
	Ricardo Pereira	799	2.3011	1.19123			
TRUSTWORTH Y	Cristiano	191	4.0942	1.01666	343.045	.000**	Ricardo Pereira < Cristiano
	Ronaldo						* Ronaldo***
	Fernando Santos	204	4.0725	.93167			Ricardo Pereira <Fernando Santos***
	Ricardo Pereira	799	2.4411	1.10810			
EXPERTISE	Cristiano	191	3.9927	.93974	812.046	.000**	Ricardo Pereira < Cristiano
	Ronaldo						* Ronaldo***
	Fernando Santos	204	4.0765	.90561			Ricardo Pereira <Fernando Santos***
	Ricardo Pereira	799	2.0733	.41990			
CREDIBILITY	Cristiano	191	4.0038	.57113	962.639	.000**	Ricardo Pereira < Cristiano
	Ronaldo						* Ronaldo***
	Fernando Santos	204	4.0098	.51405			Ricardo Pereira <Fernando Santos***
	Ricardo Pereira	799	2.2718	.81205			
Purchase Intent towards SHAVING BLADES	Cristiano	191	3.6963	.94431	512.091	.000**	Ricardo Pereira < Cristiano
	Ronaldo						* Ronaldo***
	Fernando Santos	204	3.8265	.85632			Ricardo Pereira <Fernando Santos***
	Ricardo Pereira	799	2.2110	.52217			

(a) Correção de Welch por não observação de homogeneidade de variâncias

\*Significativo para p <0,05 \*\* Significativo para p <0,01\*\*\* Significativo para p <0,001

## Image 9

Correlations						
		ATTRACTIVENESS of the celebrity (Tampon & Pads)	TRUSTWORTHY of the celebrity (Tampon & Pads)	EXPERTISE of the celebrity (Tampon & Pads)	CREDIBILITY of the celebrity (Tampon & Pads)	Purchase Intent towards TAMPONS & PADS as endorsed by the celebrity
ATTRACTIVENESS of the celebrity (Tampon & Pads)	Pearson Correlation	1	.899**	.999**	.990**	.920**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	1194	1194	1194	1194	1194
TRUSTWORTHY of the celebrity (Tampon & Pads)	Pearson Correlation	.899**	1	.895**	.951**	.735**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	1194	1194	1194	1194	1194
EXPERTISE of the celebrity (Tampon & Pads)	Pearson Correlation	.999**	.895**	1	.989**	.920**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	1194	1194	1194	1194	1194
CREDIBILITY of the celebrity (Tampon & Pads)	Pearson Correlation	.990**	.951**	.989**	1	.881**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	1194	1194	1194	1194	1194
Purchase Intent towards TAMPONS & PADS as endorsed by the celebrity	Pearson Correlation	.920**	.735**	.920**	.881**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	1194	1194	1194	1194	1194

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Image 10

Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
ATTRACTIVENESS of the celebrity (Tampon & Pads)	10.378	2	1191	.000
TRUSTWORTHY of the celebrity (Tampon & Pads)	5.870	2	1191	.003
EXPERTISE of the celebrity (Tampon & Pads)	10.363	2	1191	.000
CREDIBILITY of the celebrity (Tampon & Pads)	19.769	2	1191	.000
Purchase Intent towards TAMPONS & PADS as endorsed by the celebrity	1.421	2	1191	.242

## Image 11

Multiple Comparisons						
Dependent Variable		(I) CELEBRITY most suitable for TAMPONS & PADS	(J) CELEBRITY most suitable for TAMPONS & PADS	Mean Difference (I-J)	Std. Error	Sig.
ATTRACTIVENESS of the celebrity (Tampon & Pads)	Games-Howell	Cuca Roseta	Jessica Athayde	1.80653	.07725	.000
			Joana Duarte	.16056	.09135	.185
		Jessica Athayde	Cuca Roseta	-1.80653	.07725	.000
			Joana Duarte	-1.64596	.07731	.000
		Joana Duarte	Cuca Roseta	-.16056	.09135	.185
			Jessica Athayde	1.64596	.07731	.000
TRUSTWORTHY of the celebrity (Tampon & Pads)	Games-Howell	Cuca Roseta	Jessica Athayde	1.61215	.07463	.000
			Joana Duarte	.11653	.08885	.389
		Jessica Athayde	Cuca Roseta	-1.61215	.07463	.000
			Joana Duarte	-1.49562	.07355	.000
		Joana Duarte	Cuca Roseta	-.11653	.08885	.389
			Jessica Athayde	1.49562	.07355	.000
EXPERTISE of the celebrity (Tampon & Pads)	Games-Howell	Cuca Roseta	Jessica Athayde	1.78826	.07546	.000
			Joana Duarte	.15994	.08979	.177
		Jessica Athayde	Cuca Roseta	-1.78826	.07546	.000
			Joana Duarte	-1.62833	.07642	.000
		Joana Duarte	Cuca Roseta	-.15994	.08979	.177
			Jessica Athayde	1.62833	.07642	.000
CREDIBILITY of the celebrity (Tampon & Pads)	Games-Howell	Cuca Roseta	Jessica Athayde	1.73565	.07058	.000
			Joana Duarte	.14568	.08214	.180
		Jessica Athayde	Cuca Roseta	-1.73565	.07058	.000
			Joana Duarte	-1.58997	.07093	.000
		Joana Duarte	Cuca Roseta	-.14568	.08214	.180
			Jessica Athayde	1.58997	.07093	.000
Purchase Intent towards TAMPONS & PADS as endorsed by the celebrity	Tukey HSD	Cuca Roseta	Jessica Athayde	1.81246	.09824	.000
			Joana Duarte	.16334	.12082	.367
		Jessica Athayde	Cuca Roseta	-1.81246	.09824	.000
			Joana Duarte	-1.64912	.09488	.000
		Joana Duarte	Cuca Roseta	-.16334	.12082	.367
			Jessica Athayde	1.64912	.09488	.000

## Image 12

		N	Mean	Std. Deviation	F	p	Multiple Comparisons (p<0,05)
ATTRACTIVENESS	Cuca Roseta	204	4.0529	.92216	384.441 <sup>(a)</sup>	.000***	Jessica Athayde<Cuca Roseta
	Jessica Athayde	767	2.2464	1.17486			Jessica Athayde<Joana Duarte
	Joana Duarte	223	3.8924	.96511			
TRUSTWORTHY	Cuca Roseta	204	4.0098	.90641	343.266 <sup>(a)</sup>	.000***	Jessica Athayde<Cuca Roseta
	Jessica Athayde	767	2.3977	1.08772			Jessica Athayde<Joana Duarte
	Joana Duarte	223	3.8933	.92858			
EXPERTISE	Cuca Roseta	204	4.0245	.89860	390.671 <sup>(a)</sup>	.000***	Jessica Athayde<Cuca Roseta
	Jessica Athayde	767	2.2362	1.15399			Jessica Athayde<Joana Duarte
	Joana Duarte	223	3.8646	.95660			
CREDIBILITY	Cuca Roseta	204	4.0291	.82655	417.662 <sup>(a)</sup>	.000***	Jessica Athayde<Cuca Roseta
	Jessica Athayde	767	2.2934	1.11925			Jessica Athayde<Joana Duarte
	Joana Duarte	223	3.8834	.87049			
Purchase Intent towards TAMPONS & PADS	Cuca Roseta	204	4.0539	1.22456	263.973	.000***	Jessica Athayde<Cuca Roseta
	Jessica Athayde	767	2.2415	1.24862			Jessica Athayde<Joana Duarte
	Joana Duarte	223	3.8906	1.26215			

(a) Correção de Welch por não observação de homogeneidade de variâncias

### Image 13

**Correlations**

		ATTRACTIVENESS of the celebrity (Soap)	TRUSTWORTHY of the celebrity (Soap)	EXPERTISE of the celebrity (Soap)	CREDIBILITY of the celebrity (Soap)	Purchase Intent towards SOAP as endorsed by the celebrity
ATTRACTIVENESS of the celebrity (Soap)	Pearson Correlation	1	.597**	.700**	.894**	.701**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	1194	1194	1194	1194	1194
TRUSTWORTHY of the celebrity (Soap)	Pearson Correlation	.597**	1	.592**	.828**	.562**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	1194	1194	1194	1194	1194
EXPERTISE of the celebrity (Soap)	Pearson Correlation	.700**	.592**	1	.880**	.713**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	1194	1194	1194	1194	1194
CREDIBILITY of the celebrity (Soap)	Pearson Correlation	.894**	.828**	.880**	1	.762**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	1194	1194	1194	1194	1194
Purchase Intent towards SOAP as endorsed by the celebrity	Pearson Correlation	.701**	.562**	.713**	.762**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	1194	1194	1194	1194	1194

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Image 14

**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
ATTRACTIVENESS of the celebrity (Soap)	2.808	2	1191	.061
TRUSTWORTHY of the celebrity (Soap)	32.814	2	1191	.000
EXPERTISE of the celebrity (Soap)	1.518	2	1191	.220
CREDIBILITY of the celebrity (Soap)	48.023	2	1191	.000
Purchase Intent towards SOAP as endorsed by the celebrity	.707	2	1191	.493

### Image 15

**Multiple Comparisons**

Dependent Variable		(I) CELEBRITY most suitable for SOAP	(J) CELEBRITY most suitable for SOAP	Mean Difference (I-J)	Std. Error	Sig.
ATTRACTIVENESS of the celebrity (Soap)	Tukey HSD	Isabel Silva	Joao Manzarra	-.17930	.10039	.175
			Luisa Sobral	1.58906	.08025	.000
		Joao Manzarra	Isabel Silva	-.17930	.10039	.175
			Luisa Sobral	1.76836	.08040	.000
		Luisa Sobral	Isabel Silva	-1.58906	.08025	.000
			Joao Manzarra	-1.76836	.08040	.000
TRUSTWORTHY of the celebrity (Soap)	Games-Howell	Isabel Silva	Joao Manzarra	-.15113	.10878	.347
			Luisa Sobral	1.00952	.08465	.000
		Joao Manzarra	Isabel Silva	-.15113	.10878	.347
			Luisa Sobral	1.16065	.08252	.000
		Luisa Sobral	Isabel Silva	-1.00952	.08465	.000
			Joao Manzarra	-1.16065	.08252	.000
EXPERTISE of the celebrity (Soap)	Tukey HSD	Isabel Silva	Joao Manzarra	-.05586	.09363	.822
			Luisa Sobral	1.41716	.07485	.000
		Joao Manzarra	Isabel Silva	-.05586	.09363	.822
			Luisa Sobral	1.47303	.07498	.000
		Luisa Sobral	Isabel Silva	-1.41716	.07485	.000
			Joao Manzarra	-1.47303	.07498	.000
CREDIBILITY of the celebrity (Soap)	Games-Howell	Isabel Silva	Joao Manzarra	-.12876	.05692	.062
			Luisa Sobral	1.33858	.05192	.000
		Joao Manzarra	Isabel Silva	-.12876	.05692	.062
			Luisa Sobral	1.46734	.05182	.000
		Luisa Sobral	Isabel Silva	-1.33858	.05192	.000
			Joao Manzarra	-1.46734	.05182	.000
Purchase Intent towards SOAP as endorsed by the celebrity	Tukey HSD	Isabel Silva	Joao Manzarra	-.05635	.09102	.810
			Luisa Sobral	1.55601	.07276	.000
		Joao Manzarra	Isabel Silva	-.05635	.09102	.810
			Luisa Sobral	1.61236	.07290	.000
		Luisa Sobral	Isabel Silva	-1.55601	.07276	.000
			Joao Manzarra	-1.61236	.07290	.000

## Image 16

		N	Mean	Std. Deviation	F	p	Multiple Comparisons (p<0,05)	
ATTRACTIVENESS	Isabel Silva	215	3.9702	.92254	359.818	.000***	Luisa Sobral < João Manzarra	
	Joao Manzarra	214	4.1495	.97964				Luisa Sobral < Isabel Silva
	Luisa Sobral	765	2.3812	1.08583				
TRUSTWORTHY	Isabel Silva	215	3.3423	1.14468	373.768 <sup>(a)</sup>	.000***	Luisa Sobral < João Manzarra	
	Joao Manzarra	214	3.4935	1.10817				Luisa Sobral < Isabel Silva
	Luisa Sobral	765	2.3328	.90509				
EXPERTISE	Isabel Silva	215	3.9544	.90045	287.138	.000***	Luisa Sobral < João Manzarra	
	Joao Manzarra	214	4.0103	.93190				Luisa Sobral < Isabel Silva
	Luisa Sobral	765	2.5373	.99824				
CREDIBILITY	Isabel Silva	215	3.7557	.59114	511.049 <sup>(a)</sup>	.000***	Luisa Sobral < João Manzarra	
	Joao Manzarra	214	3.8844	.58779				Luisa Sobral < Isabel Silva
	Luisa Sobral	765	2.4171	.90494				
Purchase Intent towards SOAP	Isabel Silva	215	4.0595	.95241	345.043	.000***	Luisa Sobral < João Manzarra	
	Joao Manzarra	214	4.1159	.89549				Luisa Sobral < Isabel Silva
	Luisa Sobral	765	2.5035	.95268				

(a) Correção de Welch por não observação de homogeneidade de variâncias

\* Significativo para p <0,05 \*\* Significativo para p <0,01 \*\*\* Significativo para p <0,001

## Image 17

Correlations						
		ATTRACTIVENESS of the celebrity (Baby Diapers)	TRUSTWORTHY of the celebrity (Baby Diapers)	EXPERTISE of the celebrity (Baby Diapers)	CREDIBILITY of the celebrity (Shaving Blades)	Purchase Intent towards BABY DIAPERS as endorsed by the celebrity
ATTRACTIVENESS of the celebrity (Baby Diapers)	Pearson Correlation	1	.719**	.694**	.903**	.719**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	1194	1194	1194	1194	1194
TRUSTWORTHY of the celebrity (Baby Diapers)	Pearson Correlation	.719**	1	.577**	.887**	1.000**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	1194	1194	1194	1194	1194
EXPERTISE of the celebrity (Baby Diapers)	Pearson Correlation	.694**	.577**	1	.850**	.577**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	1194	1194	1194	1194	1194
CREDIBILITY of the celebrity (Shaving Blades)	Pearson Correlation	.903**	.887**	.850**	1	.887**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	1194	1194	1194	1194	1194
Purchase Intent towards BABY DIAPERS as endorsed by the celebrity	Pearson Correlation	.719**	1.000**	.577**	.887**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	1194	1194	1194	1194	1194

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Image 18

Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
ATTRACTIVENESS of the celebrity (Baby Diapers)	9.780	2	1191	.000
TRUSTWORTHY of the celebrity (Baby Diapers)	23.943	2	1191	.000
EXPERTISE of the celebrity (Baby Diapers)	30.934	2	1191	.000
CREDIBILITY of the celebrity (Shaving Blades)	14.080	2	1191	.000
Purchase Intent towards BABY DIAPERS as endorsed by the celebrity	23.792	2	1191	.000

## Image 19

Multiple Comparisons						
Dependent Variable		(I) CELEBRITY most suitable for BABY DIAPERS	(J) CELEBRITY most suitable for BABY DIAPERS	Mean Difference (I-J)	Std. Error	Sig.
ATTRACTIVENESS of the celebrity (Baby Diapers)	Games-Howell	Carolina Patrocínio	António Raminhos	-.17169	.09993	.200
			Luciana Abreu	.92561	.07226	.000
		António Raminhos	Carolina Patrocínio	.17169	.09993	.200
			Luciana Abreu	1.09730	.08227	.000
		Luciana Abreu	Carolina Patrocínio	-.92561	.07226	.000
			António Raminhos	-1.09730	.08227	.000
TRUSTWORTHY of the celebrity (Baby Diapers)	Games-Howell	Carolina Patrocínio	António Raminhos	.03929	.08884	.898
			Luciana Abreu	1.68081	.07133	.000
		António Raminhos	Carolina Patrocínio	-.03929	.08884	.898
			Luciana Abreu	1.64152	.07874	.000
		Luciana Abreu	Carolina Patrocínio	-1.68081	.07133	.000
			António Raminhos	-1.64152	.07874	.000
EXPERTISE of the celebrity (Baby Diapers)	Games-Howell	Carolina Patrocínio	António Raminhos	-.00331	.11156	1.000
			Luciana Abreu	1.11697	.08637	.000
		António Raminhos	Carolina Patrocínio	.00331	.11156	1.000
			Luciana Abreu	1.12027	.08406	.000
		Luciana Abreu	Carolina Patrocínio	-1.11697	.08637	.000
			António Raminhos	-1.12027	.08406	.000
CREDIBILITY of the celebrity (Shaving Blades)	Games-Howell	Carolina Patrocínio	António Raminhos	-.04524	.07076	.799
			Luciana Abreu	1.24113	.05782	.000
		António Raminhos	Carolina Patrocínio	.04524	.07076	.799
			Luciana Abreu	1.28637	.06054	.000
		Luciana Abreu	Carolina Patrocínio	-1.24113	.05782	.000
			António Raminhos	-1.28637	.06054	.000
Purchase Intent towards BABY DIAPERS as endorsed by the celebrity	Games-Howell	Carolina Patrocínio	António Raminhos	.03717	.08897	.908
			Luciana Abreu	1.68081	.07133	.000
		António Raminhos	Carolina Patrocínio	-.03717	.08897	.908
			Luciana Abreu	1.64364	.07889	.000
		Luciana Abreu	Carolina Patrocínio	-1.68081	.07133	.000
			António Raminhos	-1.64364	.07889	.000



## Image 20

		N	Mean	Std. Deviation	F <sup>(a)</sup>	p	Multiple Comparisons (p<0,05)
ATTRACTIVENESS	Carolina Patrocínio	216	3.6759	.95468	146.060	.000***	Luciana Abreu < António Raminhos Luciana Abreu < Carolina Patrocínio
	António Raminhos	189	3.8476	1.04396			
	Luciana Abreu	789	2.7503	.88934			
TRUSTWORTHY	Carolina Patrocínio	216	3.9472	.85573	380.714	.000***	Luciana Abreu < António Raminhos Luciana Abreu < Carolina Patrocínio
	António Raminhos	189	3.9079	.92241			
	Luciana Abreu	789	2.2664	1.15734			
EXPERTISE	Carolina Patrocínio	216	3.4602	1.17758	150.536	.000***	Luciana Abreu < António Raminhos Luciana Abreu < Carolina Patrocínio
	António Raminhos	189	3.4635	1.06720			
	Luciana Abreu	789	2.3432	.90594			
CREDIBILITY	Carolina Patrocínio	216	3.6944	.71138	354.171	.000***	Luciana Abreu < António Raminhos Luciana Abreu < Carolina Patrocínio
	António Raminhos	189	3.7397	.70965			
	Luciana Abreu	789	2.4533	.88849			
Purchase Intent towards BABY DIAPERS	Carolina Patrocínio	216	3.9472	.85573	380.668	.000***	Luciana Abreu < António Raminhos Luciana Abreu < Carolina Patrocínio
	António Raminhos	189	3.9101	.92492			
	Luciana Abreu	789	2.2664	1.15734			

(a) Correção de Welch por não observação de homogeneidade de variâncias

\* Significativo para p <0,05 \*\* Significativo para p <0,01 \*\*\* Significativo para p <0,001

## Image 21

Correlations						
		ATTRACTIVENESS of the celebrity (Male Shaving - Gel & Foam)	TRUSTWORTHY of the celebrity (Male Shaving - Gel & Foam)	EXPERTISE of the celebrity (Male Shaving - Gel & Foam)	CREDIBILITY of the celebrity (Male Shaving - Gel & Foam)	Purchase Intent towards MALE SHAVING (Gel and Foam) as endorsed by the celebrity
ATTRACTIVENESS of the celebrity (Male Shaving - Gel & Foam)	Pearson Correlation	1	.725**	.746**	.915**	.732**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	1194	1194	1194	1194	1194
TRUSTWORTHY of the celebrity (Male Shaving - Gel & Foam)	Pearson Correlation	.725**	1	.714**	.895**	.682**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	1194	1194	1194	1194	1194
EXPERTISE of the celebrity (Male Shaving - Gel & Foam)	Pearson Correlation	.746**	.714**	1	.904**	.712**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	1194	1194	1194	1194	1194
CREDIBILITY of the celebrity (Male Shaving - Gel & Foam)	Pearson Correlation	.915**	.895**	.904**	1	.784**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	1194	1194	1194	1194	1194
Purchase Intent towards MALE SHAVING (Gel and Foam) as endorsed by the celebrity	Pearson Correlation	.732**	.682**	.712**	.784**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	1194	1194	1194	1194	1194

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Image 22

Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
ATTRACTIVENESS of the celebrity (Male Shaving - Gel & Foam)	14.728	2	1191	.000
TRUSTWORTHY of the celebrity (Male Shaving - Gel & Foam)	2.537	2	1191	.080
EXPERTISE of the celebrity (Male Shaving - Gel & Foam)	5.869	2	1191	.003
CREDIBILITY of the celebrity (Male Shaving - Gel & Foam)	113.176	2	1191	.000
Purchase Intent towards MALE SHAVING (Gel and Foam) as endorsed by the celebrity	2.756	2	1191	.064

## Image 23

Multiple Comparisons						
Dependent Variable		(I) CELEBRITY most suitable for MALE SHAVING (Gel and Foam)	(J) CELEBRITY most suitable for MALE SHAVING (Gel and Foam)	Mean Difference (I-J)	Std. Error	Sig.
ATTRACTIVENESS of the celebrity (Male Shaving - Gel & Foam)	Tukey HSD	Nelson Évora	Vasco Palmeirim	-1.66157	.08197	.000
			David Carreira	-1.64909	.08360	.000
		Vasco Palmeirim	Nelson Évora	1.66157	.08197	.000
			David Carreira	.01248	.10448	.992
		David Carreira	Nelson Évora	1.64909	.08360	.000
			Vasco Palmeirim	-.01248	.10448	.992
TRUSTWORTHY of the celebrity (Male Shaving - Gel & Foam)	Games-Howell	Nelson Évora	Vasco Palmeirim	-1.40990	.07655	.000
			David Carreira	-1.41976	.07520	.000
		Vasco Palmeirim	Nelson Évora	1.40990	.07655	.000
			David Carreira	-.00986	.09383	.994
		David Carreira	Nelson Évora	1.41976	.07520	.000
			Vasco Palmeirim	.00986	.09383	.994
EXPERTISE of the celebrity (Male Shaving - Gel & Foam)	Tukey HSD	Nelson Évora	Vasco Palmeirim	-1.47984	.07776	.000
			David Carreira	-1.49994	.07930	.000
		Vasco Palmeirim	Nelson Évora	1.47984	.07776	.000
			David Carreira	-.02010	.09912	.978
		David Carreira	Nelson Évora	1.49994	.07930	.000
			Vasco Palmeirim	.02010	.09912	.978
CREDIBILITY of the celebrity (Male Shaving - Gel & Foam)	Tukey HSD	Nelson Évora	Vasco Palmeirim	-1.51710	.06780	.000
			David Carreira	-1.52293	.06915	.000
		Vasco Palmeirim	Nelson Évora	1.51710	.06780	.000
			David Carreira	-.00583	.08643	.997
		David Carreira	Nelson Évora	1.52293	.06915	.000
			Vasco Palmeirim	.00583	.08643	.997
Purchase Intent towards MALE SHAVING (Gel and Foam) as endorsed by the celebrity	Games-Howell	Nelson Évora	Vasco Palmeirim	-1.37497	.07082	.000
			David Carreira	-1.43569	.07495	.000
		Vasco Palmeirim	Nelson Évora	1.37497	.07082	.000
			David Carreira	-.06072	.08994	.778
		David Carreira	Nelson Évora	1.43569	.07495	.000
			Vasco Palmeirim	.06072	.08994	.778

## Image 24

		N	Mean	Std. Deviation	F	p	Multiple Comparisons (p<0,05)
ATTRACTIVENESS	Nelson Évora	790	2.3925	1.12240	332.409	.000***	Nelson Évora < Vasco Palmeirim
	Vasco Palmeirim	207	4.0541	.90916			Nelson Évora < David Carreira
	David Carreira	197	4.0416	.86949			
TRUSTWORTHY	Nelson Évora	790	2.5843	1.03478	397.721 <sup>(a)</sup>	.000***	Nelson Évora < Vasco Palmeirim
	Vasco Palmeirim	207	3.9942	.96561			Nelson Évora < David Carreira
	David Carreira	197	4.0041	.92028			
EXPERTISE	Nelson Évora	790	2.5762	1.04661	299.088	.000***	Nelson Évora < Vasco Palmeirim
	Vasco Palmeirim	207	4.0560	.89657			Nelson Évora < David Carreira
	David Carreira	197	4.0761	.87836			
CREDIBILITY	Nelson Évora	790	2.5177	.99201	409.482	.000***	Nelson Évora < Vasco Palmeirim
	Vasco Palmeirim	207	4.0348	.56507			Nelson Évora < David Carreira
	David Carreira	197	4.0406	.53378			
Purchase Intent towards MALE SHAVING (Gel and Foam)	Nelson Évora	790	2.5613	1.00229	399.730 <sup>(a)</sup>	.000***	Nelson Évora < Vasco Palmeirim
	Vasco Palmeirim	207	3.9362	.88031			Nelson Évora < David Carreira
	David Carreira	197	3.9970	.92526			

(a) Correção de Welch por não observação de homogeneidade de variâncias

\* Significativo para p <0,05 \*\* Significativo para p <0,01 \*\*\* Significativo para p <0,001

## Image 25

Correlations						
		ATTRACTIVENESS of the celebrity (Hair Brushing Aiding Products)	TRUSTWORTHY of the celebrity (Hair Brushing Aiding Products)	EXPERTISE of the celebrity (Hair Brushing Aiding Products)	CREDIBILITY of the celebrity (Hair Brushing Aiding Products)	Purchase Intent towards HAIR BRUSHING Aiding Products as endorsed by the celebrity
ATTRACTIVENESS of the celebrity (Hair Brushing Aiding Products)	Pearson Correlation	1	.715**	.752**	.908**	.722**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	1194	1194	1194	1194	1194
TRUSTWORTHY of the celebrity (Hair Brushing Aiding Products)	Pearson Correlation	.715**	1	.721**	.898**	.681**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	1194	1194	1194	1194	1194
EXPERTISE of the celebrity (Hair Brushing Aiding Products)	Pearson Correlation	.752**	.721**	1	.909**	.710**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	1194	1194	1194	1194	1194
CREDIBILITY of the celebrity (Hair Brushing Aiding Products)	Pearson Correlation	.908**	.898**	.909**	1	.778**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	1194	1194	1194	1194	1194
Purchase Intent towards HAIR BRUSHING Aiding Products as endorsed by the celebrity	Pearson Correlation	.722**	.681**	.710**	.778**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	1194	1194	1194	1194	1194

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Image 26

Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
ATTRACTIVENESS of the celebrity (Air Brushing Aiding Products)	2.087	2	1191	.125
TRUSTWORTHY of the celebrity (Air Brushing Aiding Products)	1.886	2	1191	.152
EXPERTISE of the celebrity (Air Brushing Aiding Products)	10.155	2	1191	.000
CREDIBILITY of the celebrity (Air Brushing Aiding Products)	95.480	2	1191	.000
Purchase Intent towards AIR BRUSHING Aiding Products as endorsed by the celebrity	.338	2	1191	.713

## Image 27

Multiple Comparisons						
Dependent Variable		(I) CELEBRITY most suitable for HAIR BRUSHING Aiding Products	(J) CELEBRITY most suitable for HAIR BRUSHING Aiding Products	Mean Difference (I-J)	Std. Error	Sig.
ATTRACTIVENESS of the celebrity (Air Brushing Aiding Products)	Tukey HSD	Ana Sofia Martins	Rita Pereira	-1.48363	.07413	.000
			Sara Prata	-1.49006	.07804	.000
		Rita Pereira	Ana Sofia Martins	1.48363	.07413	.000
			Sara Prata	-.00643	.09609	.998
		Sara Prata	Ana Sofia Martins	1.49006	.07804	.000
			Rita Pereira	.00643	.09609	.998
TRUSTWORTHY of the celebrity (Air Brushing Aiding Products)	Tukey HSD	Ana Sofia Martins	Rita Pereira	-1.48251	.07494	.000
			Sara Prata	-1.54468	.07889	.000
		Rita Pereira	Ana Sofia Martins	1.48251	.07494	.000
			Sara Prata	-.06217	.09714	.798
		Sara Prata	Ana Sofia Martins	1.54468	.07889	.000
			Rita Pereira	.06217	.09714	.798
EXPERTISE of the celebrity (Air Brushing Aiding Products)	Games-Howell	Ana Sofia Martins	Rita Pereira	-1.46970	.06801	.000
			Sara Prata	-1.43169	.07068	.000
		Rita Pereira	Ana Sofia Martins	1.46970	.06801	.000
			Sara Prata	.03801	.08380	.893
		Sara Prata	Ana Sofia Martins	1.43169	.07068	.000
			Rita Pereira	-.03801	.08380	.893
CREDIBILITY of the celebrity (Air Brushing Aiding Products)	Games-Howell	Ana Sofia Martins	Rita Pereira	-1.47861	.04932	.000
			Sara Prata	-1.48881	.05095	.000
		Rita Pereira	Ana Sofia Martins	1.47861	.04932	.000
			Sara Prata	-.01020	.05306	.980
		Sara Prata	Ana Sofia Martins	1.48881	.05095	.000
			Rita Pereira	.01020	.05306	.980
Purchase Intent towards AIR BRUSHING Aiding Products as endorsed by the celebrity	Tukey HSD	Ana Sofia Martins	Rita Pereira	-1.51066	.07480	.000
			Sara Prata	-1.45738	.07874	.000
		Rita Pereira	Ana Sofia Martins	1.51066	.07480	.000
			Sara Prata	.05328	.09697	.847
		Sara Prata	Ana Sofia Martins	1.45738	.07874	.000
			Rita Pereira	-.05328	.09697	.847

## Image 28

		N	Mean	Std. Deviation	F	p	Multiple Comparisons (p<0,05)
ATTRACTIVENESS	Ana Sofia Martins	790	2.5554	.99170	318.041	.000***	Ana Sofia Martins < Rita Pereira
	Rita Pereira	215	4.0391	.90211			Ana Sofia Martins < Sara Prata
	Sara Prata	189	4.0455	.91107			
TRUSTWORTHY	Ana Sofia Martins	790	2.5463	1.00511	321.975	.000***	Ana Sofia Martins < Rita Pereira
	Rita Pereira	215	4.0288	.92832			Ana Sofia Martins < Sara Prata
	Sara Prata	189	4.0910	.88976			
EXPERTISE	Ana Sofia Martins	790	2.5694	1.01313	414.635 <sup>(a)</sup>	.000***	Ana Sofia Martins < Rita Pereira
	Rita Pereira	215	4.0391	.84564			Ana Sofia Martins < Sara Prata
	Sara Prata	189	4.0011	.83577			
CREDIBILITY	Ana Sofia Martins	790	2.5570	.93513	502.619 <sup>(a)</sup>	.000***	Ana Sofia Martins < Rita Pereira
	Rita Pereira	215	4.0357	.53391			Ana Sofia Martins < Sara Prata
	Sara Prata	189	4.0459	.53050			
Purchase Intent towards AIR BRUSHING Aiding Products	Ana Sofia Martins	790	2.5405	.99242	312.115	.000***	Ana Sofia Martins < Rita Pereira
	Rita Pereira	215	4.0512	.93138			Ana Sofia Martins < Sara Prata
	Sara Prata	189	3.9979	.93285			

(a) Correção de Welch por não observação de homogeneidade de variâncias

\* Significativo para p <0,05 \*\* Significativo para p <0,01 \*\*\* Significativo para p <0,001

## Image 29

Correlations						
		ATTRACTIVENESS of the celebrity (Hair Coloration)	TRUSTWORTHY of the celebrity (Hair Coloration)	EXPERTISE of the celebrity (Hair Coloration)	CREDIBILITY of the celebrity (Hair Coloration)	Purchase Intent towards HAIR COLORATION as endorsed by the celebrity
ATTRACTIVENESS of the celebrity (Hair Coloration)	Pearson Correlation	1	.696**	.685**	.895**	.707**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	1194	1194	1194	1194	1194
TRUSTWORTHY of the celebrity (Hair Coloration)	Pearson Correlation	.696**	1	.660**	.885**	.708**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	1194	1194	1194	1194	1194
EXPERTISE of the celebrity (Hair Coloration)	Pearson Correlation	.685**	.660**	1	.881**	.704**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	1194	1194	1194	1194	1194
CREDIBILITY of the celebrity (Hair Coloration)	Pearson Correlation	.895**	.885**	.881**	1	.796**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	1194	1194	1194	1194	1194
Purchase Intent towards HAIR COLORATION as endorsed by the celebrity	Pearson Correlation	.707**	.708**	.704**	.796**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	1194	1194	1194	1194	1194

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Image 30

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
ATTRACTIVENESS of the celebrity (Hair Coloration)	Based on Mean	1.672	2	1191	.188
TRUSTWORTHY of the celebrity (Hair Coloration)	Based on Mean	1.827	2	1191	.161
EXPERTISE of the celebrity (Hair Coloration)	Based on Mean	8.445	2	1191	.000
CREDIBILITY of the celebrity (Hair Coloration)	Based on Mean	129.631	2	1191	.000
Purchase Intent towards HAIR COLORATION as endorsed by the celebrity	Based on Mean	7.217	2	1191	.001

## Image 31

Multiple Comparisons						
Dependent Variable		(I) CELEBRITY most suitable for HAIR COLORATION	(J) CELEBRITY most suitable for HAIR COLORATION	Mean Difference (I-J)	Std. Error	Sig.
ATTRACTIVENESS of the celebrity (Hair Coloration)	Tukey HSD	Cristina Ferreira	Cláudia Vieira	-1.47437	.07739	.000
			Fernanda Serrano	-1.45291	.07708	.000
		Cláudia Vieira	Cristina Ferreira	1.47437	.07739	.000
			Fernanda Serrano	.02145	.09776	.974
		Fernanda Serrano	Cristina Ferreira	1.45291	.07708	.000
			Cláudia Vieira	-.02145	.09776	.974
TRUSTWORTHY of the celebrity (Hair Coloration)	Tukey HSD	Cristina Ferreira	Cláudia Vieira	-1.43028	.07637	.000
			Fernanda Serrano	-1.49886	.07606	.000
		Cláudia Vieira	Cristina Ferreira	1.43028	.07637	.000
			Fernanda Serrano	-.06858	.09648	.757
		Fernanda Serrano	Cristina Ferreira	1.49886	.07606	.000
			Cláudia Vieira	.06858	.09648	.757
EXPERTISE of the celebrity (Hair Coloration)	Games-Howell	Cristina Ferreira	Cláudia Vieira	-1.36152	.07354	.000
			Fernanda Serrano	-1.36906	.07227	.000
		Cláudia Vieira	Cristina Ferreira	1.36152	.07354	.000
			Fernanda Serrano	-.00755	.08866	.996
		Fernanda Serrano	Cristina Ferreira	1.36906	.07227	.000
			Cláudia Vieira	.00755	.08866	.996
CREDIBILITY of the celebrity (Hair Coloration)	Games-Howell	Cristina Ferreira	Cláudia Vieira	-1.42206	.04845	.000
			Fernanda Serrano	-1.44028	.04860	.000
		Cláudia Vieira	Cristina Ferreira	1.42206	.04845	.000
			Fernanda Serrano	-.01822	.05072	.931
		Fernanda Serrano	Cristina Ferreira	1.44028	.04860	.000
			Cláudia Vieira	.01822	.05072	.931
Purchase Intent towards HAIR COLORATION as endorsed by the celebrity	Games-Howell	Cristina Ferreira	Cláudia Vieira	-1.38632	.07079	.000
			Fernanda Serrano	-1.43890	.07345	.000
		Cláudia Vieira	Cristina Ferreira	1.38632	.07079	.000
			Fernanda Serrano	-.05258	.08793	.821
		Fernanda Serrano	Cristina Ferreira	1.43890	.07345	.000
			Cláudia Vieira	.05258	.08793	.821

## Image 32

		N	Mean	Std. Deviation	F	p	Multiple Comparisons (p<0,05)
ATTRACTIVENESS	Cristina Ferreira	798	2.5602	.98875	299.602	.000***	Cristina Ferreira < Cláudia Vieira
	Cláudia Vieira	197	4.0345	.91072			Cristina Ferreira < Fernanda Serrano
	Fernanda Serrano	199	4.0131	.96715			
TRUSTWORTHY	Cristina Ferreira	798	2.5464	.99132	308.352	.000***	Cristina Ferreira < Cláudia Vieira
	Cláudia Vieira	197	3.9766	.86806			Cristina Ferreira < Fernanda Serrano
	Fernanda Serrano	199	4.0452	.91727			
EXPERTISE	Cristina Ferreira	798	2.5877	1.05159	277.821 <sup>(a)</sup>	.000***	Cristina Ferreira < Cláudia Vieira
	Cláudia Vieira	197	3.9492	.89023			Cristina Ferreira < Fernanda Serrano
	Fernanda Serrano	199	3.9568	.87383			
CREDIBILITY	Cristina Ferreira	798	2.5647	.92335	597.607 <sup>(a)</sup>	.000***	Cristina Ferreira < Cláudia Vieira
	Cláudia Vieira	197	3.9868	.50204			Cristina Ferreira < Fernanda Serrano
	Fernanda Serrano	199	4.0050	.50727			
Purchase Intent towards HAIR COLORATION	Cristina Ferreira	798	2.5822	1.03312	304.647 <sup>(a)</sup>	.000***	Cristina Ferreira < Cláudia Vieira
	Cláudia Vieira	197	3.9685	.85070			Cristina Ferreira < Fernanda Serrano
	Fernanda Serrano	199	4.0211	.89857			

(a) Correção de Welch por não observação de homogeneidade de variâncias

\* Significativo para p < 0,05 \*\* Significativo para p < 0,01 \*\*\* Significativo para p < 0,001

### Image 33

**Correlations**

		ATTRACTIVENESS of the celebrity (After Shave)	TRUSTWORTHY of the celebrity (After Shave)	EXPERTISE of the celebrity (After Shave)	CREDIBILITY of the celebrity (After Shave)	Purchase Intent towards AFTER SHAVE as endorsed by the celebrity
ATTRACTIVENESS of the celebrity (After Shave)	Pearson Correlation	1	.688**	.701**	.892**	.701**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	1194	1194	1194	1194	1194
TRUSTWORTHY of the celebrity (After Shave)	Pearson Correlation	.688**	1	.716**	.894**	.689**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	1194	1194	1194	1194	1194
EXPERTISE of the celebrity (After Shave)	Pearson Correlation	.701**	.716**	1	.900**	.727**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	1194	1194	1194	1194	1194
CREDIBILITY of the celebrity (After Shave)	Pearson Correlation	.892**	.894**	.900**	1	.789**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	1194	1194	1194	1194	1194
Purchase Intent towards AFTER SHAVE as endorsed by the celebrity	Pearson Correlation	.701**	.689**	.727**	.789**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	1194	1194	1194	1194	1194

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Image 34

**Test of Homogeneity of Variances**

		Levene Statistic	df1	df2	Sig.
ATTRACTIVENESS of the celebrity (After Shave)	Based on Mean	5.560	2	1191	.004
TRUSTWORTHY of the celebrity (After Shave)	Based on Mean	6.296	2	1191	.002
EXPERTISE of the celebrity (After Shave)	Based on Mean	4.435	2	1191	.012
CREDIBILITY of the celebrity (After Shave)	Based on Mean	130.851	2	1191	.000
Purchase Intent towards AFTER SHAVE as endorsed by the celebrity	Based on Mean	4.223	2	1191	.015

### Image 35

**Multiple Comparisons**

Dependent Variable		(I) CELEBRITY most suitable for AFTER SHAVE	(J) CELEBRITY most suitable for AFTER SHAVE	Mean Difference (I-J)	Std. Error	Sig.
ATTRACTIVENESS of the celebrity (After Shave)	Games-Howell	Ricardo Araújo Pereira	Fernando Mendes	1.47390	.07440	.000
			Paulo Pires	-.09639	.09275	.553
		Fernando Mendes	Ricardo Araújo Pereira	-1.47390	.07440	.000
			Paulo Pires	-1.37751	.07640	.000
		Paulo Pires	Ricardo Araújo Pereira	-.09639	.09275	.553
			Fernando Mendes	1.37751	.07640	.000
TRUSTWORTHY of the celebrity (After Shave)	Games-Howell	Ricardo Araújo Pereira	Fernando Mendes	1.43323	.07230	.000
			Paulo Pires	.07616	.08831	.664
		Fernando Mendes	Ricardo Araújo Pereira	-1.43323	.07230	.000
			Paulo Pires	-1.35706	.07190	.000
		Paulo Pires	Ricardo Araújo Pereira	-.07616	.08831	.664
			Fernando Mendes	1.35706	.07190	.000
EXPERTISE of the celebrity (After Shave)	Games-Howell	Ricardo Araújo Pereira	Fernando Mendes	1.46844	.07185	.000
			Paulo Pires	.03588	.08981	.916
		Fernando Mendes	Ricardo Araújo Pereira	-1.46844	.07185	.000
			Paulo Pires	-1.43256	.07409	.000
		Paulo Pires	Ricardo Araújo Pereira	-.03588	.08981	.916
			Fernando Mendes	1.43256	.07409	.000
CREDIBILITY of the celebrity (After Shave)	Games-Howell	Ricardo Araújo Pereira	Fernando Mendes	1.45852	.04885	.000
			Paulo Pires	.06948	.05084	.359
		Fernando Mendes	Ricardo Araújo Pereira	-1.45852	.04885	.000
			Paulo Pires	-1.38905	.04972	.000
		Paulo Pires	Ricardo Araújo Pereira	-.06948	.05084	.359
			Fernando Mendes	1.38905	.04972	.000
Purchase Intent towards AFTER SHAVE as endorsed by the celebrity	Games-Howell	Ricardo Araújo Pereira	Fernando Mendes	1.40707	.07084	.000
			Paulo Pires	-.03951	.08894	.897
		Fernando Mendes	Ricardo Araújo Pereira	-1.40707	.07084	.000
			Paulo Pires	-1.44658	.07395	.000
		Paulo Pires	Ricardo Araújo Pereira	.03951	.08894	.897
			Fernando Mendes	1.44658	.07395	.000



### Image 36

		N	Mean	Std. Deviation	F <sup>(a)</sup>	p	Multiple Comparisons (p<0,05)
ATTRACTIVENESS	Ricardo Araújo Pereira	196	4.0694	.90201	288.413	.000***	Fernando Mendes< RAP
	Fernando Mendes	798	2.5955	1.05120			Fernando Mendes< PP
	Paulo Pires	200	3.9730	.94357			
TRUSTWORTHY	Ricardo Araújo Pereira	196	4.0082	.87749	299.312	.000***	Fernando Mendes< RAP
	Fernando Mendes	798	2.5749	1.01821			Fernando Mendes< PP
	Paulo Pires	200	3.9320	.87980			
EXPERTISE	Ricardo Araújo Pereira	196	4.0439	.87090	318.040	.000***	Fernando Mendes< RAP
	Fernando Mendes	798	2.5754	1.01576			Fernando Mendes< PP
	Paulo Pires	200	4.0080	.91615			
CREDIBILITY	Ricardo Araújo Pereira	196	4.0405	.49487	569.882	.000***	Fernando Mendes< RAP
	Fernando Mendes	798	2.5820	.95238			Fernando Mendes< PP
	Paulo Pires	200	3.9710	.51673			
Purchase Intent towards AFTER SHAVE as	Ricardo Araújo Pereira	196	3.9745	.85501	311.388	.000***	Fernando Mendes< RAP
	Fernando Mendes	798	2.5674	1.01395			Fernando Mendes< PP
	Paulo Pires	200	4.0140	.91432			

(a) Correção de Welch por não observação de homogeneidade de variâncias

\* Significativo para p <0,05 \*\* Significativo para p <0,01 \*\*\* Significativo para p <0,001

## Image 37

Correlations						
		ATTRACTIVENESS of the celebrity (Female Shaving)	TRUSTWORTHY of the celebrity (Female Shaving)	EXPERTISE of the celebrity (Female Shaving)	CREDIBILITY of the celebrity (Female Shaving)	Purchase Intent towards FEMALE SHAVING as endorsed by the celebrity
ATTRACTIVENESS of the celebrity (Female Shaving)	Pearson Correlation	1	.693**	.705**	.891**	.693**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	1194	1194	1194	1194	1194
TRUSTWORTHY of the celebrity (Female Shaving)	Pearson Correlation	.693**	1	.721**	.897**	.714**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	1194	1194	1194	1194	1194
EXPERTISE of the celebrity (Female Shaving)	Pearson Correlation	.705**	.721**	1	.903**	.693**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	1194	1194	1194	1194	1194
CREDIBILITY of the celebrity (Female Shaving)	Pearson Correlation	.891**	.897**	.903**	1	.781**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	1194	1194	1194	1194	1194
Purchase Intent towards FEMALE SHAVING as endorsed by the celebrity	Pearson Correlation	.693**	.714**	.693**	.781**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	1194	1194	1194	1194	1194

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Image 38

Test of Homogeneity of Variances						
		Levene Statistic	df1	df2	Sig.	
ATTRACTIVENESS of the celebrity (Female Shaving)	Based on Mean	5.141	2	1191	.006	
TRUSTWORTHY of the celebrity (Female Shaving)	Based on Mean	5.370	2	1191	.005	
EXPERTISE of the celebrity (Female Shaving)	Based on Mean	3.126	2	1191	.044	
CREDIBILITY of the celebrity (Female Shaving)	Based on Mean	111.208	2	1191	.000	
Purchase Intent towards FEMALE SHAVING as endorsed by the celebrity	Based on Mean	3.596	2	1191	.028	

## Image 39

Multiple Comparisons						
Dependent Variable		(I) CELEBRITY most suitable for FEMALE SHAVING	(J) CELEBRITY most suitable for FEMALE SHAVING	Mean Difference (I-J)	Std. Error	Sig.
ATTRACTIVENESS of the celebrity (Female Shaving)	Games-Howell	Telma Monteiro	Sara Sampaio	1.42783	.07105	.000
			Kelly Bailey	.05279	.08609	.813
		Sara Sampaio	Telma Monteiro	-1.42783	.07105	.000
			Kelly Bailey	-1.37504	.07084	.000
		Kelly Bailey	Telma Monteiro	-.05279	.08609	.813
			Sara Sampaio	1.37504	.07084	.000
TRUSTWORTHY of the celebrity (Female Shaving)	Games-Howell	Telma Monteiro	Sara Sampaio	1.60024	.06877	.000
			Kelly Bailey	.17518	.08388	.093
		Sara Sampaio	Telma Monteiro	-1.60024	.06877	.000
			Kelly Bailey	-1.42506	.06880	.000
		Kelly Bailey	Telma Monteiro	-.17518	.08388	.093
			Sara Sampaio	1.42506	.06880	.000
EXPERTISE of the celebrity (Female Shaving)	Games-Howell	Telma Monteiro	Sara Sampaio	1.42298	.07481	.000
			Kelly Bailey	-.00532	.09056	.998
		Sara Sampaio	Telma Monteiro	-1.42298	.07481	.000
			Kelly Bailey	-1.42830	.07264	.000
		Kelly Bailey	Telma Monteiro	.00532	.09056	.998
			Sara Sampaio	1.42830	.07264	.000
CREDIBILITY of the celebrity (Female Shaving)	Games-Howell	Telma Monteiro	Sara Sampaio	1.48369	.04800	.000
			Kelly Bailey	.07422	.04988	.298
		Sara Sampaio	Telma Monteiro	-1.48369	.04800	.000
			Kelly Bailey	-1.40947	.04894	.000
		Kelly Bailey	Telma Monteiro	-.07422	.04988	.298
			Sara Sampaio	1.40947	.04894	.000
Purchase Intent towards FEMALE SHAVING as endorsed by the celebrity	Games-Howell	Telma Monteiro	Sara Sampaio	1.41353	.07150	.000
			Kelly Bailey	.00468	.08766	.998
		Sara Sampaio	Telma Monteiro	-1.41353	.07150	.000
			Kelly Bailey	-1.40885	.07231	.000
		Kelly Bailey	Telma Monteiro	-.00468	.08766	.998
			Sara Sampaio	1.40885	.07231	.000

## Image 40

		N	Mean	Std. Deviation	F <sup>(a)</sup>	p	Multiple Comparisons (p<0,05)
ATTRACTIVENESS	Telma Monteiro	202	3.9762	.86699	308.431	.000***	Sara Sampaio<Kelly Bailey
	Sara Sampaio	783	2.5484	1.01945			Sara Sampaio<Telma Monteiro
	Kelly Bailey	209	3.9234	.87830			
TRUSTWORTHY	Telma Monteiro	202	4.1446	.84270	386.498	.000***	Sara Sampaio<Kelly Bailey
	Sara Sampaio	783	2.5443	.97475			Sara Sampaio<Telma Monteiro
	Kelly Bailey	209	3.9694	.85767			
EXPERTISE	Telma Monteiro	202	3.9842	.92771	299.942	.000***	Sara Sampaio<Kelly Bailey
	Sara Sampaio	783	2.5612	1.02277			Sara Sampaio<Telma Monteiro
	Kelly Bailey	209	3.9895	.90749			
CREDIBILITY	Telma Monteiro	202	4.0350	.49202	607.357	.000***	Sara Sampaio<Kelly Bailey
	Sara Sampaio	783	2.5513	.93049			Sara Sampaio<Telma Monteiro
	Kelly Bailey	209	3.9608	.51913			
Purchase Intent towards FEMALE SHAVING	Telma Monteiro	202	3.9683	.87428	306.062	.000***	Sara Sampaio<Kelly Bailey
	Sara Sampaio	783	2.5548	1.01958			Sara Sampaio<Telma Monteiro
	Kelly Bailey	209	3.9636	.90289			

(a) Correção de Welch por não observação de homogeneidade de variâncias

\* Significativo para p <0,05 \*\* Significativo para p <0,01 \*\*\* Significativo para p <0,001

## Image 41

Correlations						
		ATTRACTIVENESS of the celebrity (Shaving Razors)	TRUSTWORTHY of the celebrity (Shaving Razors)	EXPERTISE of the celebrity (Shaving Razors)	CREDIBILITY of the celebrity (Shaving Razors)	Purchase Intent towards SHAVING RAZORS, as endorsed by the celebrity
ATTRACTIVENESS of the celebrity (Shaving Razors)	Pearson Correlation	1	.698**	.713**	.901**	.752**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	1194	1194	1194	1194	1194
TRUSTWORTHY of the celebrity (Shaving Razors)	Pearson Correlation	.698**	1	.710**	.891**	.706**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	1194	1194	1194	1194	1194
EXPERTISE of the celebrity (Shaving Razors)	Pearson Correlation	.713**	.710**	1	.898**	.718**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	1194	1194	1194	1194	1194
CREDIBILITY of the celebrity (Shaving Razors)	Pearson Correlation	.901**	.891**	.898**	1	.809**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	1194	1194	1194	1194	1194
Purchase Intent towards SHAVING RAZORS, as endorsed by the celebrity	Pearson Correlation	.752**	.706**	.718**	.809**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	1194	1194	1194	1194	1194

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## Image 42

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
ATTRACTIVENESS of the celebrity (Shaving Razors)	Based on Mean	73.308	2	1191	.000
TRUSTWORTHY of the celebrity (Shaving Razors)	Based on Mean	60.558	2	1191	.000
EXPERTISE of the celebrity (Shaving Razors)	Based on Mean	69.352	2	1191	.000
CREDIBILITY of the celebrity (Shaving Razors)	Based on Mean	664.463	2	1191	.000
Purchase Intent towards SHAVING RAZORS, as endorsed by the celebrity	Based on Mean	53.782	2	1191	.000

## Image 43

Multiple Comparisons						
Dependent Variable		(I) CELEBRITY most suitable for SHAVING RAZORS	(J) CELEBRITY most suitable for SHAVING RAZORS	Mean Difference (I-J)	Std. Error	Sig.
ATTRACTIVENESS of the celebrity (Shaving Razors)	Games-Howell	Luisão	Rui Vitória	-1.29214	.07426	.000
			Tiago Monteiro	-1.16542	.07994	.000
		Rui Vitória	Luisão	1.29214	.07426	.000
			Tiago Monteiro	.12672	.09120	.347
		Tiago Monteiro	Luisão	1.16542	.07994	.000
			Rui Vitória	-.12672	.09120	.347
TRUSTWORTHY of the celebrity (Shaving Razors)	Games-Howell	Luisão	Rui Vitória	-1.09685	.07303	.000
			Tiago Monteiro	-1.17661	.07447	.000
		Rui Vitória	Luisão	1.09685	.07303	.000
			Tiago Monteiro	-.07976	.08899	.643
		Tiago Monteiro	Luisão	1.17661	.07447	.000
			Rui Vitória	.07976	.08899	.643
EXPERTISE of the celebrity (Shaving Razors)	Games-Howell	Luisão	Rui Vitória	-1.12275	.07091	.000
			Tiago Monteiro	-1.18955	.07249	.000
		Rui Vitória	Luisão	1.12275	.07091	.000
			Tiago Monteiro	-.06680	.08460	.710
		Tiago Monteiro	Luisão	1.18955	.07249	.000
			Rui Vitória	.06680	.08460	.710
CREDIBILITY of the celebrity (Shaving Razors)	Games-Howell	Luisão	Rui Vitória	-1.17058	.04972	.000
			Tiago Monteiro	-1.17719	.05160	.000
		Rui Vitória	Luisão	1.17058	.04972	.000
			Tiago Monteiro	-.00661	.04741	.989
		Tiago Monteiro	Luisão	1.17719	.05160	.000
			Rui Vitória	.00661	.04741	.989
Purchase Intent towards SHAVING RAZORS, as endorsed by the celebrity	Games-Howell	Luisão	Rui Vitória	-1.07794	.07377	.000
			Tiago Monteiro	-1.08474	.07410	.000
		Rui Vitória	Luisão	1.07794	.07377	.000
			Tiago Monteiro	-.00680	.08883	.997
		Tiago Monteiro	Luisão	1.08474	.07410	.000
			Rui Vitória	.00680	.08883	.997

## Image 44

		N	Mean	Std. Deviation	F <sup>(a)</sup>	p	Multiple Comparisons (p<0,05)
ATTRACTIVENESS	Luisão	790	2.7324	1.19030	198.891	.000***	Luisão<Tiago Monteiro
	Rui Vitória	220	4.0245	.90475			Luisão< Rui Vitória
	Tiago Monteiro	184	3.8978	.91973			
TRUSTWORTHY	Luisão	790	2.8886	1.08149	186.544	.000***	Luisão<Tiago Monteiro
	Rui Vitória	220	3.9855	.92067			Luisão< Rui Vitória
	Tiago Monteiro	184	4.0652	.86491			
EXPERTISE	Luisão	790	2.8909	1.11093	199.152	.000***	Luisão<Tiago Monteiro
	Rui Vitória	220	4.0136	.87314			Luisão< Rui Vitória
	Tiago Monteiro	184	4.0804	.82426			
CREDIBILITY	Luisão	790	2.8373	1.06772	343.745	.000***	Luisão<Tiago Monteiro
	Rui Vitória	220	4.0079	.47584			Luisão< Rui Vitória
	Tiago Monteiro	184	4.0145	.47360			
Purchase Intent towards SHAVING RAZORS	Luisão	790	2.8957	1.09589	167.104	.000***	Luisão<Tiago Monteiro
	Rui Vitória	220	3.9736	.92881			Luisão< Rui Vitória
	Tiago Monteiro	184	3.9804	.85472			

(a) Correção de Welch por não observação de homogeneidade de variâncias

\* Significativo para p <0,05 \*\* Significativo para p <0,01 \*\*\* Significativo para p <0,001

Image 45

<b>Product</b>	<b>Variable</b>	<b>Number of Items</b>	<b>Cronbach Alpha</b>
<b>1.SHAVING BLADES</b>	Attractiveness	5	0.752
	Trustworthiness	5	0.749
	Expertise	5	0.697
	Purchase	5	0.545
<b>2.TAMPONS &amp; PADS</b>	Attractiveness	5	0.761
	Trustworthiness	5	0.721
	Expertise	5	0.760
	Purchase	5	0.837
<b>3.SOAP</b>	Attractiveness	5	0.749
	Trustworthiness	5	0.697
	Expertise	5	0.704
	Purchase	5	0.731
<b>4.BABY DIAPERS</b>	Attractiveness	5	0.607
	Trustworthiness	5	0.751
	Expertise	5	0.697
	Purchase	5	0.752
<b>5.MALE SHAVING (Gel and Foam)</b>	Attractiveness	5	0.741
	Trustworthiness	5	0.732
	Expertise	5	0.710
	Purchase	5	0.692
<b>6.HAIR BRUSHING Aiding Products</b>	Attractiveness	5	0.694
	Trustworthiness	5	0.720
	Expertise	5	0.691
	Purchase	5	0.719
<b>7.HAIR COLORATION</b>	Attractiveness	5	0.708
	Trustworthiness	5	0.699
	Expertise	5	0.696
	Purchase	5	0.696
<b>8. AFTER SHAVE</b>	Attractiveness	5	0.720
	Trustworthiness	5	0.701
	Expertise	5	0.704
	Purchase	5	0.701
<b>9. FEMALE SHAVING</b>	Attractiveness	5	0.700
	Trustworthiness	5	0.685
	Expertise	5	0.723
	Purchase	5	0.700
<b>10. SHAVING RAZORS</b>	Attractiveness	5	0.715
	Trustworthiness	5	0.696
	Expertise	5	0.693
	Purchase	5	0.686