

The Effectiveness of Celebrity Endorsement on Purchase Behavior: Do Celebrities Raise The Bar?

Delancy Bennett

Clemson University

Yana Andonova

Murray State University

Nwamaka A. Anaza

Southern Illinois University Carbondale

ABSTRACT

Research on the interplay between celebrity endorsers, high-low pricing, and quality has not been examined in the literature. This raises the question of whether celebrity endorsement can compensate for the effect of low prices on consumer quality perceptions. Across two studies, one using archival data and one using an experiment, we find evidence that the presence of celebrity endorsers can offset the effect that a low price has on consumer quality perceptions. Further, willingness to purchase is higher for a low-priced product endorsed by a celebrity. These findings have implications for marketing theory and practice.

ABOUT THE AUTHORS

Delancy Bennett is an Assistant Professor of Marketing at Clemson University. He received his PhD from the University of Massachusetts Amherst.

Yana Andonova is an Assistant Professor of Marketing at Murray State University. She received her PhD from the University of Massachusetts Amherst.

Nwamaka A. Anaza is an Associate Professor of Marketing at Southern Illinois University Carbondale. She received her PhD from Purdue University.