The effect of celebrity versus blogger endorser and customer engagement on the success of a social media campaign

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Abstract

Celebrity endorsement is widely used in social media advertisements of sports brands. However, celebrity endorsement is not the only type of endorsement influencing the decision making process of a consumer anymore. Electronic Word of Mouth makes it possible for consumers to share their opinions of products with each other online. eWOM can take place via bloggers as well. Bloggers have great influence over their target group and therefore companies have started to use them as endorsers for their products as well. That is why the first goal of current research is to explore which kind of endorser maximizes advertising effectiveness: a celebrity endorser, or a blogger endorser.

Moreover, the second goal of this study will be investigating the contribution of customer engagement to the effectiveness of a social media campaign. Besides using endorsers in order to maximize advertising effectiveness, a lot of sports brands try to actively involve the customer as well. Therefore, current study investigated what the effectiveness is of this extra element of customer engagement.

Present study succeeded in finding evidence for the differences in effectiveness of celebrity and blogger endorsers. The use of blogger endorsers leads to a higher buying intention and a better attitude towards the campaign, whereas the use of celebrity endorsers leads to a better attitude towards the brand. However, the present study could not find any evidence for the contribution of high customer engagement to advertising effectiveness.

Keywords: endorsement, celebrity, blogger, customer engagement, social media, buying intention, attitude, advertising, branding, consumer behavior
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Introduction

Social media are an important part of the promotion mix of companies. Social Network Sites such as Facebook and Instagram are increasingly used to promote brands and products (Van Noort, Antheunis, Van Reijmersdal, 2012). The sports industry is one of the biggest industries that uses social media to promote their brand and products (Santomier, 2008).

Sports brands often use celebrity endorsers in their campaigns (Grafingholt, 2015). Celebrity endorsement is considered an effective promotional tool by marketers. The use of celebrity endorsers in advertisements influences advertising effectiveness, brand recognition, brand recall and buying intentions (Spry, Pappu & Cornwell, 2009). Every year, billions of dollars are spent on celebrity endorsement content in marketing (Khatri, 2006). For instance, Nike spends 450 million dollars on celebrity endorsements annually. Of all commercials in the United States of America, 25% use celebrities since they are often regarded as a credible information source (Sheu, 2010; Silvera & Austad, 2003). That is why celebrity endorsement may make a social media campaign more successful.

However, the opinions of other consumers play an important part role in the social influence process as well. Through social media and other online platforms, the internet enables consumers to share their opinions on goods and services; also known as electronic word of mouth (eWOM). eWOM communications are often more valuable and credible to a consumer than simple advertising messages (Chan & Misra, 1990). That is why consumers often turn to their friends, families or other people who are similar to them when they need advice in a decision making process.

Besides peer-to-peer communication, eWOM can also take place via bloggers. A blog is a website which can be compared to an online journal. In these online journals, bloggers share their opinions, information and knowledge about topics that hold their interest. According to Mendoza (2010), bloggers exert major influence on their target group. Of all active internet users, 77% reads blogs. Companies recognize this trend, and therefore increasingly use bloggers as endorsers as well (Grafingholt, 2015).

Currently, both celebrities and bloggers are used as endorsers in social media campaigns of companies. For instance, Nike used famous singer Ellie Goulding in a campaign for a new product, whereas Adidas used a group of fitness bloggers, also
known as fitfluencers, to promote their newest product. Both campaigns were widely promoted on social media. Pictures and videos of Ellie Goulding were widely spread on the social media platforms of both Nike and of Ellie herself. Adidas as well promoted the campaign on both the platforms of the company and on the social media accounts of the fitfluencers.

To summarize, two types of endorsers can be distinguished: celebrity endorsers and blogger endorsers. Although both may affect consumers’ buying decisions, little research as of yet has compared the effectiveness of both blogger and celebrity endorsement in a single study. Therefore, the first goal of this study is comparing celebrity endorsers and blogger endorsers with regards to the effectiveness of a social media campaign.

Moreover, the second goal of this study will be investigating the contribution of customer engagement to the effectiveness of a social media campaign. When looking into the campaigns of Nike and Adidas, one thing that catches the attention is the high amount of customer engagement, meaning that both campaigns make an effort in actively involving the consumer in the campaign.

A campaign has high customer engagement when the consumer is being involved in a campaign, for instance, by means of a contest or event they can participate in. A campaign has low customer engagement when the consumer is not engaged by any means but only can passively observe an advertisement (Verhoef, 2010).

Both Adidas and Nike implemented the customer engagement strategy in their campaigns. That is, Nike organized a running event which was opened by Ellie, and Adidas organized a big battle in which fitness bloggers and a few lucky customers, battled against each other on the Adidas Pure Boost X running shoes. It is unclear, however, whether this extra factor of making the consumer part of the campaign, increased its success. Moreover, engagement could be especially relevant in social media campaigns that use bloggers rather than celebrities to endorse their products. Bloggers more so than celebrities engage with their followers and may need to do so in a campaign as well to look credible.

Yet, no research has been conducted on the effect of the type of endorser used in a social media campaign and the effect of customer engagement. When companies know which strategy is most beneficial, they can optimize the effectiveness of their
marketing campaigns. That is why current study will focus on answering the following research question:

RQ: What is the contribution of celebrity and blogger endorsers and customer engagement to the effectiveness of a social media campaign?

Theoretical framework

*Attitudes and buying intention*

Attitude towards the brand, attitude towards the advertisement and buying intention are three important constructs to take into account when predicting consumer behavior (Spears & Singh, 2004). Attitude towards the advertisement and attitude towards the brand can be defined as the internal evaluation an individual makes of an advertisement or brand. Buying intentions are personal action tendencies that are related to a brand. They are not a summary of evaluations like attitudes. Rather, intentions represent the motivation of a person to engage in a certain behavior.

Spears and Singh (2004) presented a model which depicts the relationships among feelings, attitude towards the advertisement, attitude towards the brand, and buying intention (figure 1). In the model, feelings are the antecedents to all other variables. Feelings are affective responses to a communicative message. These are not perceived as the quality of this message, but as the affective state of the recipient when being exposed to the message. Both a direct and indirect effect of feelings on attitude towards the advertisement and attitude towards the brand are being hypothesized. Current research will only focus on attitude towards the brand and buying intention. Current research will focus on the use of endorsers. According to Lafferty and Goldsmith (1999), endorsers have the power to influence attitudes and behaviors such as buying intentions. That is why this study will only focus on these concepts.
Figure 1: Framework depicting the relationships between attitude towards the brand, attitude towards the advertisement and purchase intention (Spears & Singh, 2004).

Endorsement
Marketers are consistently attempting to influence the behavior process that is described in the model of Spears and Singh (2004) in order to convince consumers to buy their products or services. A common strategy companies implement in social media campaigns, is using endorsers. By doing this, they aim to change the attitudes and buying intentions of their targeted consumers.

This need for product endorsers is a result of the concept of opinion leaders. Opinion leaders can be identified as the people within a reference group who have a great influence because of their knowledge, personality and social standing. They deliver information about products, give recommendations and share personal knowledge (Mendoza, 2010). Endorsers are the opinion leaders of a particular reference groups. They promote brands and products that make it possible for people to be more like the endorser. A successful strategy, since consumers often use brands and products to express their own lifestyle and image (Wanke, 2009).

Celebrities as endorsers
Previous research has already proved that using celebrities as endorsers is a successful strategy. Celebrities are often used by companies because they can easily create credibility by transferring their own values to a brand. This happens by means of associative learning principles. Which means that positive feelings of the target
audience towards the celebrity endorser, will be transferred towards the brand or products that is being endorsed (Silvera & Austad, 2003).

When a celebrity is regarded as credible, he or she is likely to influence consumers’ attitudes, intentions, and behavior (Silvera & Austad, 2003). The credibility of celebrity endorsers is measured through expertise, trustworthiness and attractiveness. Expertise is the extent to which an endorser is regarded to have the adequate knowledge, experience or skills to promote product. Trustworthiness is the honesty, integrity and believability of an endorser. Likeability is the most important attribute by which trustworthiness is measured. A target audience is more likely to perceive a celebrity endorser as more likeable because of their familiarity, than a spokesperson that is created by the company itself. Perceived attractiveness is the stereotype of positive associations people have with a physically attractive person. When an endorser is perceived to be more attractive, it is likely that this may lead to higher buying intentions of the consumer (Silvera & Austad, 2003).

However, a study of Fraser and Dutta (2008) showed that nowadays, the power of celebrities does not have the same impact anymore. Consumers are increasingly relying on family, friends and other people who they consider to be non-commercial and similar to themselves. Because of this, identifying opinion leaders is less predictable than before. Practically anyone can be an opinion leader. Social media has made this process even more difficult. That is, besides friends, other peers and celebrities, social media provides even more opinion leaders who can guide attitudes and buying intentions. These opinion leaders can be found on, for example, online review platforms and blogs.

Electronic Word of Mouth
Social media provide a wide range of new online information sources that are created, initiated, circulated and used by consumers. With this information, consumers can educate each other about products, brands and services. This phenomenon is known as Electronic Word of Mouth (eWOM).

The internet offers many platforms where eWOM can take place, such as blogs, consumer product rating sites, and forums (Mangold & Faulds, 2009). These media have become an important factor in influencing consumer behavior including information seeking, opinion formation attitude formation, purchase behavior and evaluation. According to Chan and Misra (1990), consumers often regard eWOM
communications as more valuable and credible than simple advertising messages because the information is generated by people who are more similar to themselves.

**Bloggers as endorsers**

Many studies about eWOM focus on peer-to-peer communication, but online communication via eWOM can happen on other levels as well (Chen & Rodgers, 2006), such as via bloggers.

A blog is a website which can be compared to an online journal. In these online journals, bloggers share their opinions, information and knowledge about topics that hold their interest. Of all active internet users, 77% reads blogs (Mendoza, 2010). The popularity of blogs has not gone unrecognized by companies. That is why they have started to use bloggers as endorsers in their campaigns (Grafingholt, 2015).

Bloggers already have an audience that is interested in specific topics, so companies are sure that their message will be distributed to their targeted niche market. Moreover, bloggers encourage interactions with consumers through comments and feedback, which can be just as important as the blog post itself. That is, blogs are a valuable tool for companies to immediately have access to comments and feedback of consumers on their products and services (Mendoza, 2010).

**Bloggers versus celebrities**

As mentioned earlier, companies often use celebrities as endorsers in their campaigns because they come across as credible. Bloggers, however, may be perceived as more credible than celebrity endorses, thus being more successful in affecting consumers’ attitudes and intentions. As indicated earlier, credibility consists of expertise, trustworthiness and attractiveness. First, bloggers may be seen as having more expertise than celebrities. When consumers see a celebrity promoting a product, they often presume this celebrity is hired by a company and bound to a contract. Such contracts would precisely indicate the way the endorser must maintain a particular personality which matches the brand. This means that the celebrity might not be an expert themselves, but simply behaves like they are. However, when consumers see a blogger promoting a product, they generally are not that likely to believe they are bound to a contract like that (Forrest & Cao, 2010). That is, bloggers already write about their topic of interest. That is why their audience already regards them as an expert.

Second, there is the aspect of trustworthiness. According to Ohanian (1990), likability is the most important factor when one wants to measure trustworthiness.
Several studies have investigated the aspect of trustworthiness and all concluded that celebrities who are liked, are also trusted better. As stated earlier, consumers are often more likely to perceive a celebrity as likable, because they already are familiar with them. However, the likeability of bloggers might be even higher. According to Cialdini (2001), consumers are persuaded more easily by people they like. One of the factors that causes the liking rule to be effective, is the factor of similarity. We simply like people that are similar to us. It does not matter in which area this similarity takes place: opinions, personality traits, background or lifestyle. It can be argued that consumers regard bloggers as more similar to them, since they are ‘normal people’ as well. Celebrities on the other hand, might be familiar to the target audience, but consumers could still feel some sort of distance because of their fame (Chan & Misra, 1990). So, bloggers might be regarded as more likable than celebrities, and since endorsers who are liked better also are regarded as more trustworthy, it can be hypothesized that bloggers are evaluated to be more trustworthy than celebrities.

Third, the last concept which partly determines credibility, physical attractiveness, describes positive associations a consumer has with an endorser based on that endorser’s appearance. People in the target group already read the blogs of blogger endorsers, so chances are high they have positive associations with them as a person. Moreover, the fact that consumers might regard a blogger endorser as more similar to them, could also make them more attractive.

On the basis of these assumptions about credibility, the following is hypothesized:

H1: Consumers perceive blogger endorsers as more credible than celebrity endorsers.

When an endorser is perceived as more credible, buying intentions of the target audience are higher (Silvera & Austad, 2003). This might suggest that this effect is bigger for a campaign which uses a blogger endorser, than a campaign using a celebrity.

At the moment, both celebrity endorsers and blogger endorsers are being used by companies in the fitness industry. For instance, Nike used famous singer Ellie Goulding for their ‘A Melody Of Movement’ campaign, whereas Adidas used a wide variety of fitfluencers for their Pure Boost X campaign. Both campaigns were widely promoted on social media. Pictures and videos of Ellie Goulding were spread on the
social media platforms of both Nike and of Ellie herself. For Adidas, the campaign has been promoted on both the platforms of the company and on social media accounts of the fitfluencers.

Yet, no empirical studies have examined the effect of these two types of endorsers on attitude towards the social media campaign, attitude towards the brand and buying intention, the predictors used in the consumer behavior model of Spears and Sigh (2004). On the basis of this information, the following hypotheses have been formulated:

H2: Higher credibility leads to a better attitude towards the advertisement and the brand, and a higher buying intention
H3: Campaigns using blogger endorsers lead to a better attitude towards the social media campaign, a better attitude towards the brand, and a higher purchase intention than campaigns using celebrity endorsers.

*Customer engagement*
Besides using endorsers for their campaigns, Nike and Adidas also made quite an effort in engaging the customer in their campaigns. Customer engagement relates to the opportunities a brand offers for consumers to actively contribute to a campaign. Nike organized a running event which was opened by their celebrity endorser Ellie Goulding, and Adidas organized a big battle in which the fitfluencers and a few lucky customers, battled against each other on the Adidas Pure Boost X running shoes.

Customer engagement has been widely discussed in the advertising literature (Kumar et al., 2010; Van Doorn et al., 2010; Verhoef, Reinartz & Krafft, 2010). In these studies, it is suggested that engagement is the strength of the relationship a company has with a customer, which is based on the extent to which emotional and relational bonds customers have formed with the company. Therefore, it is argued that engagement includes feelings of confidence, integrity, pride and passion in a brand. Thus, engagement plays an important part in understanding service performance and customer outcomes (Bowden, 2009). In addition, Sashi (2012) describes customer engagement as “an intimate long-term relationship with the customer”.

Before social media, customer engagement included actions such as advertising, promotion, pricing and distribution. However, the interactive nature of social media, which has made it possible to establish communications between the
company and the customer, allows companies to better serve the customers and to satisfy their needs (Sashi, 2012). Many companies are investing in social media channels in order to create their brand through viral content, social media contests and other manners of engagement (Kumar & Mirchandani, 2012).

According to Thompson and Malaviya (2013), engaging the customer in an advertising campaign provides valuable insights and aids in building a sense of collaboration and engagement with customers. An example of activating customer engagement with the use of social media, is by organizing contests in which customers can participate (Maslowska, Malthouse & Collinger, 2015). For instance, in 2007 beauty brand Dove had a campaign which invited consumers to create their own advertisements, which were voted on by a panel of judges. The winning entry was shown during the 2008 Oscars. Another example is a campaign from Jamba Inc. and Dole Food Company, who asked consumers to submit their favorite food recipes on the jambafruit.com website. The winners received a stay in a luxury hotel in California (Mangold & Faulds, 2009).

According to Van Doorn et al. (2010), organizing such contests can benefit in developing a closer relationship with the customer. These close relationships are very important when a company wants to establish a long-term, sustainable competitive advantage. Besides, engaged customers can contribute to the long-term reputation and recognition of the brand as well, which is evidenced by participation in supporting events related to the brand. For example, a customer that goes to the Nike running event on the newest Nike shoes, contributes to the brand recognition and reputation of Nike among their family and friends. According to (Kumar et al., 2010) high customer engagement is important for the future growth of a company. Besides, low customer engagement is detrimental to success because of decreasing sales and negative EWOM. So, when a campaign has high customer engagement, the customer is able to actively contribute to a social media campaign, whereas low customer engagement indicates no contribution of the customer at all.

Based on this information, it could be stated that, besides using an endorser, the effectiveness of a social media campaign can be maximized even more when engaging the consumer in the campaign. Therefore, the following hypothesis is proposed:
H4: Campaigns with high customer engagement social media campaigns, are more effective than campaigns with low customer involvement.

On the basis of a combination of the first four hypotheses, we suggest that high levels of customer engagement in a social media campaign are more important when a blogger endorser is being used than when a celebrity endorser is being used. First, consumers already feel connected and similar to bloggers, so they may be more willing to participate in activities with these bloggers than with celebrities. Moreover, consumers may expect higher customer engagement from bloggers than from celebrities, because bloggers are seen as more similar to them. Therefore, when bloggers simply endorse products without some form of customer engagement, they may come across as less credible. This effect, though, is not so strong for celebrities as active engagement is less expected from them.

That is why the following hypothesis is formulated:

H5: For social media campaigns using bloggers as endorsers, it is more important to have high customer engagement than for social media campaigns using celebrities as endorsers.

Method

Subjects
In total, 459 participants voluntary participated in the study. Their ages ranged from 15 to 57 (\(M = 26.09; SD = 8.13\)). Because of an error in the survey, the sex of only 152 participants could be measured. From these 152 participants, 87% were female and 13% was male.

Of all participants, 22.6% indicated that they read blogs less than once a week, 51.6% indicated to read blogs once to multiple times per week, and 25.7% indicated to read blogs once to multiple times per day. Of all participants, 89.1% of them indicated to be interested in sports.

The participants for this study, were gathered via the author’s Instagram profile. On this Instagram profile with 12.000 followers, a picture was posted with a caption saying that if people would fill out the survey, they could win a small prize. The link to the survey was posted in the description box of the Instagram profile.
Pretest

Before the actual experiment, a pretest was conducted in order to determine whether people knew the endorsers or not, and what their attitude was towards the brands (Nike and Adidas).

For the measurements of attitude towards the brand, participants were presented 5 items of the brand attitude scale as described in the study of Spears and Singh (2004). With the help of an online questionnaire, which was created with Qualtrics, participants had to indicate to what extent these items applied to them for both Adidas and Nike. In order to measure these answers, a 5-point Likert scale was used, which ranged from 1: ‘strongly disagree’ to 5: ‘strongly agree’.

In order to measure their familiarity with the endorsers, a picture of the endorsers was presented with the question ‘Do you know this person?’ The portrayed celebrity endorser was the British singer Ellie Goulding, and the blogger endorser was Dutch fitness blogger Laura Brijde, also known as Runninglau. Participants could either answer ‘yes’ or ‘no’. If their answer was ‘yes’, they were asked to fill in the name of the endorser as well.

In total, 136 subjects participated in the pretest. The results of the pretest indicated that attitudes towards Adidas ($M = 3.60; SD = 0.78$) and Nike ($M = 3.90; SD = 0.89$) were similar. Moreover, 36% of the participants indicated that they knew Ellie Goulding, and 45% of them were familiar with Laura Brijde. Regarding these results, it could be concluded that both the chosen brands and the endorsers could be used in the stimulus material.

Stimuli

In order to test the hypotheses, a $2 \times 2$ between-subjects design was used. The first independent variable was endorser type. Participants were either shown a blogger endorser or a celebrity endorser. Laura Brijde was used as the blogger endorser, owner of the fitness and lifestyle blog runninglau.com. The British singer Ellie Goulding was chosen as the celebrity endorser. The second independent variable was engagement. In the advertisement participants were shown, engagement was either high or low. This was manipulated by adding information about an event in which one could participate, and a big ‘sign up’ button.

The event in the celebrity condition was a running marathon in which the endorser would participate as well. In the blogger condition, the event included a battle between two teams. Each team had a fitness blogger as a team captain. These
events were implemented in actual campaigns of Nike and Adidas. For current research, it was chosen to keep these events intact.

The experimental setup resulted in 4 experimental conditions. The first condition showed the Nike (celebrity endorser) campaign without the customer engagement aspect, the second one showed the Nike campaign with the customer engagement aspect, the third one showed the Adidas (blogger endorser) campaign without the customer engagement aspect, and the fourth one showed the Adidas campaign with the customer engagement aspect (appendix A). Customer engagement was indicated by including a big 'sign up' button for the event consumers could participate in. The text for the celebrity endorser condition came from ELLE magazine. In the text, it was described that the celebrity endorser had designed a shoe for Nike. In the high engagement condition, information about the running event was added. The text for the blogger endorser condition came from runninglau.com, the blog of the used endorser. In this text, the blogger endorser tells about her experience with the new Adidas running shoe. In the high engagement condition, information about the battle event was added.

Operationalization

All examples of the operationalizations described below can be found in appendix B.

Credibility

Credibility was measured with the scale of Ohanian (1990). This scale was divided in three subscales: expertise, trustworthiness and attractiveness. The answers were measured with a 7-point Likert scale, ranging from negative to positive. All scales used for credibility had a high reliability: Expertise, Cronbach’s $\alpha = .881$, trustworthiness, Cronbach’s $\alpha = .890$, and attractiveness, Cronbach’s $\alpha = .994$.

Moreover, a factor analysis was used in order to determine whether the 3 different subscales could be narrowed down to one overall credibility scale. The analysis was conducted on all 16 items, each of these individual items had a KMO higher than .67, which is well above the acceptable limit of .5 (Field, 2013). An initial analysis was run to obtain the eigenvalues for each individual factor. This resulted in two factors. The first factor had an eigenvalue of 9.50 and explained 45% of the variance. The second factor had an eigenvalue of 2.65 and explained 31% of the variance. These results showed that the 3 initial subscales could be narrowed down to 2, where trustworthiness and expertise could be combined into one scale.
Attitude towards the brand and attitude towards the campaign

Both attitude towards the brand and attitude towards the campaign were measured with the scales as described in the study of Spears and Singh (2004). All of the questions needed to be answered on a 5-point Likert scale. From unappealing to appealing, bad to good, unpleasant to pleasant, unfavorable to favorable, and unlikeable to likeable. Both scales had a high reliability: attitude about the brand, Cronbach’s $\alpha = .994$; attitude towards the campaign, Cronbach’s $\alpha = .954$.

Buying intention

Buying intention was measured with the use of two questions from the study of Spears and Singh (2004). Both questions were measured with a 7-point Likert scale, ranging from 1 ‘strongly disagree’ to 7 ‘strongly agree’ (appendix 1). The scale had a high reliability: Cronbach’s $\alpha = .893$.

Procedure

The study consisted of an online questionnaire. By clicking on the link to the questionnaire, participants were showed an introduction. In this introduction it was explained why the questionnaire was administered and what participants were expected to do. Next, participants were told they needed to fill in a questionnaire which would take them about 10 minutes. After that, it was notified to the participants that participating in the experiment was completely anonymous and voluntary. Lastly, participants were told that when clicking on the ‘start’ button, they indicated that they agreed with the terms stated above and understood the purpose of the study.

After completing the demographic questions, a page with instructions about the social media campaigns was showed. Participants were instructed to carefully look at the images, read the text deliberately and to click on the ‘next’ button when they were done. The 4 experimental contexts were randomized. After seeing the stimuli, participants needed to fill in questions which measured the dependent variables: credibility, attitude towards the campaign, attitude towards the brand and buying intention. After completing these questions, participants were thanked for their participation and could close the questionnaire.
Results

In order to analyze the effect of both endorser and engagement on credibility, attitude towards the brand, attitude towards the campaign and buying intention, a MANOVA was conducted. In order to predict the relation between credibility and attitude towards the brand, attitude towards the campaign and buying intention, a linear regression was used.

Effect of endorser type on credibility

The first hypothesis of current research was: ‘consumers perceive blogger endorsers as more credible than celebrity endorsers’.

On average, the blogger endorser was evaluated to be more credible \( (M = 5.28, SD = 1.08) \), than the celebrity endorser \( (M = 4.17, SD = 0.90) \). The MANOVA revealed a significant effect \( F(1, 455) = 140.33, p < .001, \eta^2 = .236 \).

Effect of endorser type on attitude towards the campaign, attitude towards the brand and buying intention

The second hypothesis stated the following: ‘campaigns using blogger endorsers lead to a better attitude towards the social media campaign, a better attitude towards the brand, and a higher purchase intention than campaigns using celebrity endorsers’.

Participants had a more positive attitude towards the advertisement when the blogger endorser was used \( (M = 5.11, SD = 1.23) \) than when the celebrity endorser was used \( (M = 4.69, SD = 1.19) \). The MANOVA revealed a significant effect \( F(1, 455) = 13.82, p < .001, \eta^2 = .029 \). Participants had a more positive attitude towards the brand when the celebrity endorser was used \( (M = 5.92, SD = 0.97) \) than when the blogger endorser was used \( (M = 5.73, SD = 1.00) \), which is contrary to our expectations. The MANOVA showed a significant effect \( F(1, 455) = 4.68, p = .03, \eta^2 = .010 \). Finally, when the blogger endorser was used, participants indicated to have a higher buying intention \( (M = 3.42, SD = 1.63) \) than when the celebrity endorser was used \( (M = 2.88, SD = 1.41) \). The MANOVA revealed a significant effect \( F(1, 455) = 14.39, p < .001, \eta^2 = .029 \).

Effect of credibility on buying intention, attitude towards the brand and attitude towards the advertisement

In order to measure the effect of credibility on attitude about the brand, attitude about the campaign and buying intention, a linear regression was conducted. Table 1 shows
the outcomes of this analysis on buying intention. In the analysis, the celebrity endorser was coded as 1 and the blogger endorser as 2. Thus, a negative beta would indicate that the celebrity endorser leads to a higher buying intention than the blogger endorses, whereas a positive beta would indicate the opposite effect. As was shown in the MANOVA, endorser type had a direct effect on buying intention, \( \beta = .17, p < .001 \). When credibility is added to the model in step 2, it is shown that the direct relationship between endorser and intention is no longer significant, \( \beta = -.06, p = .202 \), but that credibility has a significant positive effect on intention, \( \beta = .08, p < .001 \). Thus, as the ANOVA results also showed that bloggers endorsers were perceived as more credible than celebrity endorsers, we can conclude that credibility fully mediates the relationship between endorses type and intention.

Table 1
Linear model of the predictors of buying intention

<table>
<thead>
<tr>
<th></th>
<th>( b )</th>
<th>( SE )</th>
<th>( \beta )</th>
<th>( p )</th>
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<tbody>
<tr>
<td>Step 1</td>
<td></td>
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</tr>
<tr>
<td>Constant</td>
<td>2.33</td>
<td>.31</td>
<td></td>
<td>( p = .001 )</td>
</tr>
<tr>
<td>Endorser</td>
<td>.59</td>
<td>.14</td>
<td>.17</td>
<td>( p = .001 )</td>
</tr>
<tr>
<td>Engagement</td>
<td>.01</td>
<td>.14</td>
<td>.01</td>
<td>( p = .962 )</td>
</tr>
<tr>
<td>Step 2</td>
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<td></td>
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<tr>
<td>Constant</td>
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<td>.40</td>
<td></td>
<td>( p = .473 )</td>
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<td>Endorser</td>
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<td>.15</td>
<td>-.06</td>
<td>( p = .202 )</td>
</tr>
<tr>
<td>Engagement</td>
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<td>.12</td>
<td>-.02</td>
<td>( p = .664 )</td>
</tr>
<tr>
<td>Credibility</td>
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<td>.08</td>
<td>.08</td>
<td>( p = .001 )</td>
</tr>
<tr>
<td>Attractiveness</td>
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<td>.07</td>
<td>.08</td>
<td>( p = .105 )</td>
</tr>
</tbody>
</table>

Note \( R^2 = .03 \)

In table 2, the outcomes for attitude towards the brand are being displayed. The table shows a direct significant effect for endorser type. That is, the negative beta indicates that attitude towards the brand is more positive when a celebrity endorser is used.

When credibility is added to the model, this effect is still significant and even stronger. However, credibility is positively related to attitude towards the brand. As the ANOVA results showed that blogger endorsers are perceived as more credible than celebrity endorsers, there are two contradictory effects. Thus, respondents who see a celebrity endorsement have a higher brand attitude than respondents who see a
blogger endorsement. However, this effect is countered by the fact that bloggers are seen as more credible.

Table 2
Linear model of the predictors of attitude towards the brand

<table>
<thead>
<tr>
<th></th>
<th>$b$</th>
<th>$SE_B$</th>
<th>$\beta$</th>
<th>$p$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Constant</td>
<td>6.10</td>
<td>.20</td>
<td></td>
<td>$p = .001$</td>
</tr>
<tr>
<td>Endorser</td>
<td>-.20</td>
<td>.10</td>
<td>-.10</td>
<td>$p = .031$</td>
</tr>
<tr>
<td>Engagement</td>
<td>.02</td>
<td>.10</td>
<td>.01</td>
<td>$p = .861$</td>
</tr>
<tr>
<td>Step 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Constant</td>
<td>5.09</td>
<td>.29</td>
<td></td>
<td>$p = .001$</td>
</tr>
<tr>
<td>Endorser</td>
<td>-.40</td>
<td>.11</td>
<td>-.20</td>
<td>$p = .001$</td>
</tr>
<tr>
<td>Engagement</td>
<td>-.01</td>
<td>.01</td>
<td>-.01</td>
<td>$p = .963$</td>
</tr>
<tr>
<td>Credibility</td>
<td>.19</td>
<td>.06</td>
<td>.21</td>
<td>$p = .001$</td>
</tr>
<tr>
<td>Attractiveness</td>
<td>.10</td>
<td>.05</td>
<td>.10</td>
<td>$p = .093$</td>
</tr>
</tbody>
</table>

Note $R^2 = .01$

In table 3, the outcomes for attitude towards the advertisement are displayed. According to the data, there is a direct significant effect of endorser type. More specifically: the positive beta indicates that using a blogger endorser directly leads to a more positive attitude towards the brand than using a celebrity endorser $\beta = .17, p < .001$. Moreover, when credibility is used as a mediating factor, the effect is significant as well. Which means that using a blogger endorser leads to higher levels of credibility, which in turn leads to a more positive attitude towards the advertisement.
Table 3
Linear model of the predictors of attitude towards the advertisement

<table>
<thead>
<tr>
<th></th>
<th>b</th>
<th>SE B</th>
<th>β</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Step 1</strong></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Constant</td>
<td>4.26</td>
<td>.24</td>
<td></td>
<td>.001</td>
</tr>
<tr>
<td>Endorser</td>
<td>.42</td>
<td>.11</td>
<td>.17</td>
<td>.001</td>
</tr>
<tr>
<td>Engagement</td>
<td>.01</td>
<td>.11</td>
<td>.01</td>
<td>.941</td>
</tr>
<tr>
<td><strong>Step 2</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Constant</td>
<td>1.67</td>
<td>.30</td>
<td></td>
<td>.001</td>
</tr>
<tr>
<td>Endorser</td>
<td>-.22</td>
<td>.11</td>
<td>-.10</td>
<td>.057</td>
</tr>
<tr>
<td>Engagement</td>
<td>-.05</td>
<td>.10</td>
<td>-.02</td>
<td>.598</td>
</tr>
<tr>
<td>Credibility</td>
<td>.59</td>
<td>.06</td>
<td>.55</td>
<td>.001</td>
</tr>
<tr>
<td>Attractiveness</td>
<td>.16</td>
<td>.05</td>
<td>.14</td>
<td>.003</td>
</tr>
</tbody>
</table>

Note R² = .03

**Effect of engagement on attitude towards the advertisement, attitude towards the brand and buying intention**

The fourth hypothesis was: ‘campaigns with high customer engagement social media campaigns, are more effective than campaigns with low customer engagement.

The MANOVA did not show any significant results for engagement level on all three of the dependent variables; buying intention, $F(1, 455) = .002, p < .985$; attitude towards the advertisement, $F(1, 455) = .006, p < .941$; attitude towards the brand, $F(1, 455) = .032, p < .859$.

**Interaction effect of endorser and engagement**

Finally, the fifth hypothesis of current study posed that for social media campaigns using bloggers as endorsers, it is more important to have high customer involvement than for social media campaigns using celebrities as endorsers.

The MANOVA revealed an interaction effect which was almost significant, $F(1,455) = 3.70, p = .055$. Buying intentions were higher when an advertisement combined the blogger endorser and high levels of engagement ($M = 3.55; SD = 1.72$) than when the blogger endorser was combined with an advertisement which had a low level of engagement ($M = 3.27; SD = 1.52$). For the celebrity endorser, the opposite effect was found: buying intentions were lower when high customer engagement was
used in the advertisement \((M = 2.74; SD = 1.30)\) than when low customer engagement was used \((M = 3.00; SD = 1.50)\).

The interaction effects between engagement and endorsement for attitude towards the campaign and towards the brand were not significant, \(F(1,455) = .175, p = .676\) for attitude towards the advertisement, and \(F(1,455) = .981, p = .322\) for attitude towards the brand.

**Discussion**

Previous research has suggested that sports brands often use celebrity endorsers in their social media campaigns because they are regarded as credible. This credibility can be measured through expertise, trustworthiness and attractiveness (Silvera & Austad, 2003). However, consumers often regard eWOM communications to be more credible than simple advertising messages (Chan & Misra, 1990). eWOM can take place via bloggers, an important group of people since they have great influence on their target group. Therefore, marketers have been starting to use bloggers as endorsers in their advertisements. Moreover, especially for blogger endorsement, customer engagement may be central for the success of such an advertisement.

Based on the information above, the main research question of current study was: what is the contribution of celebrity and blogger endorsers, and customer engagement to the effectiveness of a social media campaign?

*Effect of endorser type on credibility*

The first hypothesis stated that customers perceive blogger endorsers as more credible than celebrity endorsers. Credibility can be measured by the aspects of expertise, trustworthiness and attractiveness (Silvera & Austad, 2003). It was hypothesized that customers would regard bloggers to have more expertise, since they already write about their topics of interest, and therefore might be regarded to have more expertise than a celebrity. Moreover, bloggers might be perceived by consumers as more similar to them, and therefore be more trustworthy than a celebrity. This could also contribute to the level of attractiveness of a blogger.

The obtained results did partly confirm the established expectations. That is, consumers evaluated bloggers to have more expertise and to be more trustworthy than celebrity endorsers. No evidence was found for the aspect of attractiveness.
A first reason why no evidence was found for attractiveness, is the fact that attractiveness can be defined in both facial and physical attractiveness (Baker & Churchill, 1977). Facial attractiveness describes the attractiveness of faces like symmetry, skin color and skin texture. Physical attractiveness is about the physical features overall that can be considered as aesthetically pleasing or beautiful. In the stimulus material of current research, pictures were showed in which the faces of the endorsers could not be viewed very carefully. Both the celebrity and the blogger endorser turn their heads away from the camera, which could make it more difficult for respondents to evaluate their overall attractiveness.

A second reason is described in the study of Fink, Cunningham and Kensicki (2004). In their study, they investigate whether the attractiveness and expertise of an athlete have an effect on the endorser-product fit. This endorser-product fit is explained in the match-up hypothesis, which suggests that endorsers are more effective when there is a fit between them and the endorsed product. The findings of their study showed that within this match-up hypothesis, expertise is valued more by a customer than attractiveness. The attractiveness of an endorser does not impact the quality of a shoe, thus the link between the attractiveness of an endorser and the product is weak. However, the perceived expertise of an endorser, which is one of the aspects of credibility, has a significant effect on the product that is being endorsed. Meaning that, in the case of current study, no evidence was found for attractiveness because customers value expertise more. It could be that if the product is more related to attractiveness, such as a beauty product, endorses attractiveness would matter more.

*Effect of endorser type on attitude towards the advertisement, attitude towards the brand and buying intention*

The second hypothesis stated that campaigns that involved blogger endorsers, would lead to a better attitude towards the brand, a better attitude towards the campaign and a higher buying intention. The hypothesis that bloggers would be regarded as more credible, lead to the assumption that buying intentions of the target audience are higher and attitudes towards the brand and advertisement are more positive than when a celebrity endorser would be used. The results of this study partly confirmed these expectations.
The attitude towards the campaign was more positive and buying intentions were higher when the blogger endorser was used. However, the attitude towards the brand was more positive when the celebrity endorser was used.

An explanation for this could be found in the concept of heuristics. Persuasion heuristics can be defined as mental shortcuts that are used in the decision making process of a consumer. Every day, consumers are faced with a huge amount of decisions, and heuristics often make these decisions easier and therefore save consumers a lot of time. For instance, consumer may be more likely to choose a particular shoe over another, simply because a specific celebrity has endorsed it. According to Cialdini (2001), the voice or face of authority can aid in increasing sales. This includes scholars, doctors, but celebrities as well. Which is exactly why celebrity endorsement is used so often by brands. It can be argued that this concept of heuristics only works when seeing a brand name connected with a famous face, and that an entire social media campaign would need more processing. Same goes for the distinction between celebrities and bloggers. Perhaps celebrities are better heuristics than bloggers, since their faces are more familiar to people because of their broader exposure in the media. Bloggers are most of the time only exposed on their own blogs or other social media accounts and not on bigger media channels. Thus, heuristics in terms of celebrities may work in assessment of the brand alone. However, product assessment and intention require overall assessment of the campaign and the product, so the celebrity heuristics may not apply. Instead, people may process the campaign more cognitively, leading them to assess the blogger as more credible than the celebrity, and this would increase their attitude towards the product and their buying intention.

This kind of effort can be explained with the match-up hypothesis. The match-up hypothesis suggests that endorsers are more effective when there is a fit between them and the endorsed product. For brand attitude, no particular product is promoted. In an advertisement however, the focus is put on one particular product, so the match-up hypothesis might be more useful. For instance, Till and Busler (2000) argued that attitudes towards an energy bar were more positive when this product was promoted by an athlete than by an actor. The fit between the athlete, who might have more expertise in knowing the good characteristics of an energy bar, and the energy bar results in a more positive attitude of the consumer. Besides attitude towards the campaign, this results in a higher buying intention as well. So in the case of current
study, the blogger had a better fit with the advertised products than the celebrity endorser, which in turn lead to a more positive attitude towards the campaign and a higher buying intention.

*Effect of credibility on attitude about the brand, attitude about the campaign and buying intention*

In the third hypothesis, it was argued that the more credible the endorser is seen, the better the attitude towards the advertisement and the brand, and the higher the buying intention.

For buying intention, a direct effect was found for the blogger endorser. When credibility was added to the model, the effect still existed. This means that the effect of the endorser type on buying intention is mediated by the higher credibility of the endorser. The same result was obtained for attitude towards the advertisement.

For attitude towards the brand, however, a different effect was observed. Here, celebrity endorsement led to higher attitude towards the brand than blogger endorsement. This effect persisted when credibility was added to the model, but there was an opposite effect through credibility. That is, bloggers are seen as more credible than celebrities, which leads to a better attitude towards the brand. These results may be explained by the concept of heuristics as well. When seeing a celebrity combined with a brand name or logo, this might already be enough for a positive attitude formation since people already are familiar with the famous face. However, when seeing a blogger endorser combined with a brand name or logo, more processing is needed in order to form a positive attitude. People might not be directly familiar with their faces, so therefore first assess the level of credibility of the endorser. When this level of credibility is high, a positive attitude towards the brand is being generated.

In short, the effect of endorser on buying intention runs via credibility. Though, for the formation of attitudes, the effect can run both directly and via credibility as well. So, if marketers are willing to change the buying intentions of customers, they have to put more effort in making the used endorsers more credible. When only the attitudes need to be changes, such effort is not necessary.

*Effect of customer engagement on attitude towards the campaign, attitude towards the brand and buying intention*

The fourth hypothesis stated that advertisements with a high level of customer engagement would result in a better attitude towards the brand, a better attitude towards the advertisement and a higher buying intention. High levels of customer
engagement indicate that a customer can actively contribute to a social media campaign whereas low customer engagement does not provide any of these possibilities for the customer at all. Besides using an endorser, the effectiveness of a social media campaign could be maximized even more when the customer is being engaged.

The obtained results did not confirm this expectation. That is, when the element of customer engagement was added to the advertisement used in the experiment, the attitude towards the campaign, the attitude towards the brand and buying intention were not any better.

In the current study, customer engagement was implemented by means of an event that customers could participate in. However, the examples of customer engagement that Maslowska, Malthouse and Collinger (2015) describe, are all contests in which customers could actually win something. It could be hypothesized that being able to participate in an event is not a good enough incentive to change consumer behavior and attitudes. According to Kumar et al. (2010), some customers can be inherently reward seeking. Their motivation is extrinsic and require some kind of compensation; a prize. With regards to current study, if it was indicated that participating in the event could result in earning a specific reward, customer engagement could have had an effect.

**Interaction effect of endorser and engagement**

The fifth hypothesis stated that for advertisements using bloggers as endorsers, it is more important to have high customer involvement than for social media campaigns using celebrities as endorsers. It was hypothesized that customers already feel more connected to blogger endorsers than to celebrity endorsers, because bloggers are more similar to them. That is why customers might be more willing to participate in activities with bloggers than with celebrities. Besides, it was argued that when a blogger endorser is being used in an advertisement, customer engagement event must be implemented. Since it is already in the nature of a blogger to engage their readers in everything they do, it would harm them if they would not implement any kind of engagement in an advertisement at all.

This expectation was partly confirmed by the obtained results. Buying intentions were higher when a blogger endorser was combined with high levels of engagement than when blogger endorsement was combined with low engagement.
The opposite effect was observed for celebrity endorsement. Here, buying intention was higher with low levels of endorsement than with higher endorsement.

An explanation for these results, could be that we, indeed, already expect aspects of engagement in advertisement that use bloggers as endorsers. Therefore, engagement for bloggers would benefit the effects of an endorsement. When such an aspect is added in an advertisement with a celebrity endorser however, consumers may not really believe that the celebrity actually is interested in engaging with them personally, which makes the action less spontaneous and is detrimental for the campaign.

On the basis of the information above, the main research question, ‘What is the contribution of celebrity and blogger endorsers, and customer engagement to the effectiveness of a social media campaign?’ can be answered. The addition of a blogger endorser is valuable when buying intentions or attitudes towards the advertisement need to be enhanced. Celebrities are a better type of endorser for stimulating better attitudes towards the brand. Adding aspects of customer engagement only affects buying intention. However, this only works for blogger endorsers. Campaigns that combine celebrities with engagement will lead to lower buying intentions.

Marketers can use the results of current study when creating new social media campaigns. Overall, it would benefit them to use bloggers to endorse their products, and to include aspects of engagement in the campaign. However, they should take into account that engagement works better when a customer can actually win something.

Since there are no studies that have compared the use of endorser type and levels of engagement yet, current study provides new insights in this field of advertising. More specifically, in the way blogger endorsers and celebrity endorsers should be used, and the benefits of the use of customer engagement.

Limitations and future research
Current study has some limitations, the recognition of these limitation can aid in refining efforts for future research.

First, the stimulus material of current study included pictures of the endorsers in which there faces were not portrayed properly enough. Moreover, the product used in current study, running shoes, might not be the best product when assessing perceived attractiveness of the endorser. Which is one of the indicators of perceived
endorses credibility. That is why future research should include clearer pictures of the endorsers, and it should be investigated whether the product fit of the blogger and the used product is better than when a celebrity is being used. This can be done by matching the celebrity and blogger endorser to different kinds of products, and test whether this has an effect on the various aspects of credibility; expertise, trustworthiness and attractiveness. Besides sports related products, this should be tested with other kinds of products as well. Beauty related products for example, since in the case of these products, attractiveness of the endorser would me more important (Cunningham & Kensicki, 2004).

Second, the blogger probably had a better fit with the used product than the celebrity endorser. This lead to a more positive attitude towards the campaign and a higher buying intention for the blogger endorser. Future research should use a pre-test in which multiple celebrity and blogger endorsers are showed combined with various types of products. Subsequently, participants should be asked whether they think the endorser that is being portrayed, is an appropriate match with the product.

Third, the aspect of customer engagement implemented in the stimulus material of current study, the running event and the battle, might not have been sufficient enough. Participation in an event might not be a good enough incentive for customers, since they often are inherently reward seeking and aspect a certain compensation; a prize. Therefore, future research should use multiple conditions in the stimulus material, each condition representing a different way of customer engagement. For example, one with a contest in which customers can win something, one with an event can be attended, and so forth.

Conclusion
The present study aimed to accomplish two goals, that is: comparing celebrity endorsers and blogger endorsers with regards to the effectiveness of a social media campaign, and investigating the contribution of customer engagement to the effectiveness of a social media campaign.

It was found that blogger endorsers are perceived as more credible than celebrity endorsers. Therefore, the buying intentions were bigger and attitude towards the advertisement was more positive when bloggers were used as an endorser. Contrary to the expectations however, celebrity endorsers had a more positive effect on the attitude towards the brand than blogger endorsers.
Moreover, current research could not find any evidence for the contribution of customer engagement towards buying intention, attitude towards the advertisement and attitude towards the brand. However, support is being lend to the assumption that blogger endorsers and high levels of customer engagement, and celebrity endorsers and low levels of customer engagement, result in a higher buying intention. For both attitude towards the advertisement and attitude towards the brand, similar evidence was not found.
Literature


Appendix A

Boost je balance met Adidas

Once upon a time... was door een compleet nieuwe schoen: de Adidas Pure Boost X. Dit is je go-to schoen als je naar de gym gaat of een vijf kilometer wilt lopen in het park.

Het meest opvallende aan deze schoen is misschien nog wel het gat dat in de schoen zit. Een schoen met een gat. Je leest het goed. Een gat! Toen ik deze schoen voor het eerst onder ogen kreeg was ik even niet zo bepaald. Een hardloopschoen met een gat?! Vrijdag nam ik de proef op de som/schoen. Sterker nog: we waren bij de lancering van de deze innovatie aanwezig. Een geweldig evenement waren we de schoen een gooi uit konden testen. En wat zit er heerlijk!

En nu jij!

Het is superfijn dat wij bloggers de schoen krijgen en er een testimoni op mogen maken. Alleen is het nog niet veel later om dat samen met jou te mogen doen. En dus ga ik samen met een enkele andere blogger een gigantische zwaardere organisatie iedere blogger vertegenwoordigt een tech. Dat team bestaat weer uit jou + laat je vriend en jou + laat je vriend. En jij het aan? Schrijf je dan meteen in door op onderstaande banner te klikken!

JA, IK REN
SNEELER DAN
LAUI!

Nike en Ellie Goulding

Ellie Goulding, de Britse zangeres van de hit Love Me Like You Do, heeft een coo-schoen voor Nike ontworpen. Voor het sportlabel gaf ze het model de FlyKnit Lunart en een mede-auteur.

Uit de kleurenlens van Goulding voor zwart, wit en khaki kleur. Als extra persoonlijk touch is de naam van haar tweede album ‘Hallelujah’ geprint op de hiel van haar schoen. Op de bijpassende sokken zijn haar initialen geprint.

Ellie Goulding is ook blij met de samenwerking:
Ik ben trots dat ik een ambassadeur ben voor vrouwen die zich realiseren dat dit zijn belangrijk is dan doen zijn. Ik ben blij dat ik een rollmodel kan zijn. Naar mijn mening is er nog wel wat werk aan de winkel op dat gebied.

Dank voor dit ellen wel kan verslaan tijdens een randy handpaard! Groot nieuwst Ellie door volgende maanden met de marathon in Amsterdam, en ik hoop erbij zijn jij schrijft je dan nu meteen in via onderstaande banner!

JA, ik ben sneller dan
Ellie!
### Appendix B

#### Ik vind Ellie Goulding...

<table>
<thead>
<tr>
<th>Onbetrouwbaar</th>
<th>Betrouwbaar</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Oneerlijk</td>
<td>Eerlijk</td>
</tr>
<tr>
<td>Onervaren</td>
<td>Ervaren</td>
</tr>
<tr>
<td>Ondegelijk</td>
<td>Deugdelijk</td>
</tr>
<tr>
<td>Ondeskundig</td>
<td>Deskundig</td>
</tr>
<tr>
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<td>Oprecht</td>
</tr>
<tr>
<td>Onbekwaam</td>
<td>Bekwaam</td>
</tr>
<tr>
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<td>Te vertrouwen</td>
</tr>
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</tr>
<tr>
<td>Onaantrekkelijk</td>
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</tr>
<tr>
<td>Niet sexy</td>
<td>Sexy</td>
</tr>
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</table>

#### Ik vind deze campagne...

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>Slecht</td>
<td>Goed</td>
</tr>
<tr>
<td>Onprettig</td>
<td>Prettig</td>
</tr>
<tr>
<td>Ongunstig</td>
<td>Gunstig</td>
</tr>
<tr>
<td>Onaangenaam</td>
<td>Aangenaam</td>
</tr>
</tbody>
</table>
Ik vind het merk Nike...

<table>
<thead>
<tr>
<th>Ondraaglijk</th>
<th>Aantrekkelijk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slecht</td>
<td>Goed</td>
</tr>
<tr>
<td>Onpretting</td>
<td>Prettig</td>
</tr>
<tr>
<td>Ongunstig</td>
<td>Gunstig</td>
</tr>
<tr>
<td>Ondaangenaam</td>
<td>Aangenaam</td>
</tr>
</tbody>
</table>

Mijn interesse om dit product te kopen is:

<table>
<thead>
<tr>
<th>Erg laag</th>
<th>Erg hoog</th>
</tr>
</thead>
</table>

De waarschijnlijkheid dat ik dit product zou kopen is:

<table>
<thead>
<tr>
<th>Erg laag</th>
<th>Erg hoog</th>
</tr>
</thead>
</table>