

The impact of on-package celebrities endorsement: a comparison between national brands and private labels

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Cite as:

Coelho do Vale Rita, Verga Matos Pedro (2019), The impact of on-package celebrities endorsement: a comparison between national brands and private labels. *Proceedings of the European Marketing Academy*, 48th, (10109)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



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Abstract

This research analyzes the impact of having on-package celebrities endorsement, testing simultaneously for two moderating factors - consumer brand familiarity and celebrity-product congruency. We test this effect on consumers' product evaluation and purchase intention, across both national brands (NB) and private labels (PL). Since brand familiarity may breed contempt, we propose that the effect of celebrity endorsement will be higher for low familiar vs high familiar brands. We also propose that this effect will be enhanced the higher the level of congruency between the celebrity and the product category. Our hypotheses were tested across three experimental studies. Findings suggest that for NBs the effect of congruency between celebrity and product categories may be mitigated when consumers are highly familiar with the brand. Opposite results were found when celebrities are endorsing PLs, with findings suggesting a mitigation of product-celebrities congruency effects for low retailer's brand familiarity.

Keywords: *Celebrity - Product Congruency ; Brand Familiarity ; Private-Labels*

Track: Product and Brand Management