



Article Title

Examining the effects of celebrity trust on advertising credibility, brand credibility and corporate credibility

Citation

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Abstract

Drawing on signalling theory, this study aims to fill a gap in knowledge by examining the effects of celebrity trust on advertising credibility, brand credibility and corporate credibility, both directly and based on the moderating variables of age, gender and ethnicity. The research has three objectives: (i) to explore the effects of celebrity trust on advertising credibility, brand credibility and corporate credibility; (ii) to explore the effects of celebrity trust on advertising credibility, brand credibility and corporate credibility, based on the moderating effects of consumer demographics; and (iii) to explore the effects of the other constructs on each other. A survey of 625 respondents was conducted in London. The results show that celebrity trust has a positive effect on both advertising credibility and brand credibility, and that these effects are moderated by consumers' ethnicity, with no effects of age or gender. The significant implications for managers and researchers are highlighted.

Summary

This study has a number of implications for managers and advertisers. First and foremost, it helps managers to understand the complex phenomenon of celebrity trust based on both its cognitive and affective dimensions. This could help them to hire celebrities on the basis of the combined effects of their characters and emotional traits, as both are highly significant. Consumers do not only use the cognitive dimension, but they equally use the affective dimension to trust a celebrity regarding their endorsement. They judge celebrity endorsers based on their credible characteristics and the goodwill that celebrities create through their endorsements. Marketers can use this phenomenon by recruiting celebrity endorsers in the light of an understanding of the importance of both dimensions.

Secondly, this study provides guidance to managers wishing to understand the importance of the effects of celebrity trust on advertising credibility and brand credibility. Based on the outcomes

from this study, managers can understand how important a highly trusted celebrity can be in building the credibility of advertising and brand. A highly trusted celebrity can have a positive effect on advertising an brand, while a celebrity with low levels of trust can badly damage linked constructs or entities. However, this study has not shown that celebrity trust has any effect on corporate credibility. One of the reasons could be that each corporation has many brands, making it harder to associate a celebrity with the corporation. Managers can earn fruitful lessons in understanding how a celebrity endorser can be useful for corporations with different and similar names to the brands. It can also help them in understanding the benefits and limitations of each scenario.

Thirdly, this study helps managers to understand the impact of consumer demographics on the effects of celebrity trust. This can assist them in recruiting celebrities who match consumers' requirements. For example, the outcomes suggest that black consumers prefer black celebrities, while non-black consumers have equal preference for both black and non-black celebrities. On the basis of these findings, it becomes essential for marketers to include black celebrities among their celebrity endorsers in multi-ethnic countries or in countries where there is a significant minority of black consumers, such as the US, UK, France, and so on. It will also help brands and corporations to illustrate ethical norms and gain respect from consumers with diverse backgrounds.

In addition, brands and corporations can improve their access to a diverse and enormous market, which can also help them to come up with new lines and brand extensions for the vast number of ethnic minority consumers.