

The influence of celebrity endorsement on the intention to act on a social marketing campaign

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Master Thesis

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The influence of celebrity endorsement on the intention to act on a social marketing campaign

The influence of perceived level of expertise, trustworthiness and attractiveness of a celebrity endorser on the intention to act on a social marketing campaign, mediated by attitude towards celebrity endorser and attitude towards social marketing campaign.

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Preface

After months of hard work on my Master thesis, it is finally done. The last months my Master thesis was all my focus, especially as writing a master thesis was new for me. A few years ago, I wrote a bachelor thesis for University of Applied Science, that was process was totally different. I have learned a lot the last few months and this process had his ups and downs.

I would like to thank my thesis supervisor for his feedback and support during this process. I also like to thank all the participants, without their participation this research could not have been conducted. Lastly, I would to thank my friends and family who supported me and told me in difficult times that I could do it.

Enjoy reading this Master thesis.

Lisanne Kooijmans

Den Bosch, June 2022

Abstract

This study examines the influence of celebrity endorsement on the intention to act on a social marketing campaign. To be precise, the influence of perceived level of expertise, trustworthiness and attractiveness of a celebrity endorser on the intention to act on a social marketing campaign, mediated by attitude towards celebrity endorser and attitude towards social marketing campaign. Two research questions were formulated for this research: “what is the influence of perceived expertise, trustworthiness and attractiveness of a celebrity endorser on the intention to act on a social marketing campaign, mediated by the attitude towards celebrity endorser?” and “what is the influence of perceived expertise, trustworthiness and attractiveness of a celebrity endorser on the intention to act on a social marketing campaign, mediated by the attitude towards social marketing campaign?”

In order to give answer to these research questions, a quantitative research design has been adopted. The data of a survey, filled in by 101 respondents, has been used. The data has been analysed and the hypotheses have been tested by multiple regression analyses. As expected, the influence of perceived level of expertise, trustworthiness and attractiveness of the celebrity endorser have a positive effect on the intention to act on a social marketing campaign, mediated by both attitude towards the celebrity endorser and attitude towards the social marketing campaign. This research also shows that perceived trustworthiness and the relationship mediated by attitude towards the social marketing campaign has the biggest effect on intention to act on social marketing campaign.

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Chapter 1: Introduction

1.1 Background

Behavioural change for the benefit of the society is an important topic. For multiple subjects within behavioural change for the benefit of society it is even crucial and time sensitive (Gopal, 2021). A social marketing campaign is one of the ways through which organisations influence the behaviour of the target group. A social marketing campaign entails a commercial, non-profit, public or governmental organisation trying to influence the behaviour of consumers to improve well-being for the benefit of the society as a whole. These campaigns use marketing techniques from commercial campaigns for the purpose to influence the consumers in changing their problematic behaviour (Bloemer & Joosten, 2021).

Consumer behaviour is directly influenced by intention. Intention is the tendency of a consumer to behave in a particular way. The factors attitude, subjective norms and perceived behavioural control influence intention and indirectly influence consumer behaviour. Out of these factors, attitude has been proven to be the strongest predictor of behavioural intention (Zhang, 2018). Attitudes reflect the favourable or unfavourable assessment to an object or idea. Consumer attitude is formed by the given knowledge of a brand and or product and the experience the consumer had. Here, campaigns are essential in this process as they provide the knowledge to the consumer (Krasniqi & Krasniqi, 2014). Hence, a social marketing campaign can be of great importance in the process to change the problematic behaviour of the target audience.

To provide the knowledge to the consumer the social marketing campaign needs to reach and be seen by the consumer. There are many campaigns running simultaneously and this can be an overload of information for a consumer. Celebrity endorsement is used regularly in marketing campaigns to engage consumers and to overcome this advertising muddle (Chan & Zhang, 2019; Erfgen et al., 2015; Olmedo et al., 2020). A celebrity endorser is a publicly known individual who uses her or his recognition in favour of a brand or product by appearing in a campaign (Erfgen et al., 2015; McCracken, 1989). Celebrities are used in social marketing campaigns as they may reach a wide audience, and attract people's attention (de los Salmones et al., 2013). In addition, celebrities can be powerful messengers by making distant issues appear relevant for consumers and by presenting complex topics in a more appealing way. The celebrities show the consumer how to feel about an issue they otherwise did not pay attention to (Olmedo et al., 2020). Furthermore, celebrities can be powerful

carriers of feelings and have a great influence on advertisement evaluation through peripheral persuasion routes (Chan & Zhang, 2019).

An advertisement message from a credible source has an impact on consumers' beliefs, attitudes and behaviours (Yang, 2018). Source credibility implies an endorser's positive characteristics that affect the consumers' acceptance of a message. The source credibility model explains that the perceived level of expertise, trustworthiness and attractiveness of an endorser is of great importance for the success and effectiveness of a message (Hovland & Weiss, 1953; Jain & Roy, 2016; Ohanian, 1990; Udovita, 2020). The process through which a credible source influences the beliefs, attitudes and behaviours is called internalization. This process occurs when the consumer accepts the influence from a source on their personal attitudes and values (Yang, 2018).

1.2 Research problem

Companies want to meet their stakeholders' expectations regarding social responsibilities that go beyond the company's economic and legal responsibilities. Therefore, they create social marketing campaigns. These campaigns are expected to result in favourable company and product evaluations, improve stock price-based measures of company value, improve market share and brand value, and improve the trust and commitment of consumers. This will result in more profit for these companies. (Lee & Kim, 2021). Even though social marketing campaigns can have short- and long-term financial benefits for an organisation, the social marketing campaigns' main object is to change problematic behaviour of the audience for the benefit of society. These campaigns are frequently used for social issues where voluntary change is needed and where motivation, ability or opportunity is low (Rundle-Thiele et al., 2013). Since the 1990s the use of celebrity endorsers in social marketing campaigns has increased (Olmedo et al., 2020). For example, a Dutch insurance company developed together with a Dutch musician a song and campaign to make adolescents aware of the dangers of using your mobile phone while riding a bike (RTL Nieuws, 2020).

The source credibility model explains that the perceived level of expertise, trustworthiness and attractiveness of a celebrity endorser has an impact on consumers' attitudes and behaviours (Hovland & Weiss, 1953; Jain & Roy, 2016; Ohanian, 1990; Udovita, 2020; Yang, 2018). The behaviour of consumers is directly influenced by intention, and attitude is the strongest predictor of behavioural intention. There is plenty of academic literature that explains the positive influence of a celebrity endorser on purchase intention

(Gopal, 2021; Olmedo et al., 2020; Yang, 2018). Even though celebrities are more frequently being used for social marketing campaigns, there is surprisingly little empirical evidence whether the celebrity endorser is effective in reaching the objective of a social marketing campaign (Gopal, 2021; Olmedo et al., 2020).

There have been multiple studies that explain the influence of perceived expertise, trustworthiness and attractiveness on the attitude towards an advertisement (Lee et al., 2017; MacKenzie et al., 1986; Sallam & Algammash, 2016). Also, there are multiple studies about their influence on attitude towards the brand. The findings of these studies are that perceived expertise, trustworthiness and attractiveness have a positive influence on brand attitude (Chin et al., 2020; Thomas & Johnson, 2017; Till & Busler, 2000). However, there has been little to no research on the influence of perceived expertise, trustworthiness and attractiveness on the attitude towards the celebrity endorser. However, how you perceive these aspects of a celebrity may have an impact on your favourable or unfavourable attitude towards the celebrity.

Because of this, the objective of this research is to study the influence of perceived level of expertise, trustworthiness and attractiveness of a celebrity endorser on the intention to act on a social marketing campaign, mediated by attitude towards celebrity endorser and attitude towards social marketing campaign. Hence, the formulated research questions are: *“What is the influence of perceived expertise, trustworthiness and attractiveness of a celebrity endorser on the intention to act on a social marketing campaign, mediated by the attitude towards celebrity endorser?”*

“What is the influence of perceived expertise, trustworthiness and attractiveness of a celebrity endorser on the intention to act on a social marketing campaign, mediated by the attitude towards social marketing campaign?”

1.3 Relevance

1.3.1 Theoretical relevance

This research makes several contributions to the existing literature. The existing literature has suggested that celebrity endorsers can have a beneficial effect for social marketing campaigns. Especially in reaching a wider audience and getting more attention towards the campaign (de los Salmones et al., 2013). However, there is little evidence on the added value of the celebrity endorser in a social marketing campaign as to whether changing the behaviour

of the target group for the benefit of the society (Gopal, 2021; Olmedo et al., 2020). In other words, there has been little research done if the celebrity endorser in a social marketing campaign has a significant effect on the change in behaviour of the target group. This study focusses on the celebrity endorser and whether they influence the intention to change behaviour of consumers due to a social marketing campaign.

Furthermore, there has been limited research done on the impact of perceived expertise, trustworthiness and attractiveness on the attitude towards the celebrity endorser. There has been research done about the impact of a reputation or a scandal on the attitude towards a celebrity and the outcomes on this topic have been contradicting. Some studies suggest that is not harmful (Bailey, 2007; Thwaites et al., 20012). However, others claim that it has a negative impact (Bednall & Colling, 2000; White et al., 2009). But there has been no research done on the effect of perceived expertise, trustworthiness and attractiveness on the attitude towards the celebrity endorser and how this will result in the intention to act on social marketing campaign. This research focusses, among other things, on that.

1.3.2 Practical relevance

In addition to the theoretical relevance, this research has strong potential to contribute on a more practical level. Celebrity endorsement is widely used in social marketing campaigns created by companies, governments, non-profit organisations and other organisations. By understanding the attitude of the consumers more, companies can satisfy consumers needs better (Ikechukwu et al., 2012). A social marketing campaign can be adjusted to fit the desired target group, which has the potential to lead to intention to act on the campaign. Looking at society at large, this can be beneficial as the objective of social marketing campaigns is to influence the consumers behaviour for the good of society (Sharma et al., 2012). By understanding the influence of a celebrity endorser on consumers' attitude, it can help organisations by creating an effective social marketing campaign that has a positive influence on the consumers behaviour and society will benefit.

Besides, even though celebrity endorsement can be costly and time consuming for an organisation (Lazarus, 2001; Olmedo et al., 2020), there is little evidence of the added value of a celebrity endorser in reaching the goal of the social marketing campaign (Gopal., 2021; Olmedo et al., 2020). This research can be beneficial for these organisations financially as it will explain if the perceived expertise, trustworthiness and attractiveness of a celebrity endorser have influence on reaching the objective and changing the behavioural intention. This in turn can justify the costs made for the campaign.

Furthermore, this research can give managers insights in whether they need to focus more on perceived expertise, trustworthiness or attractiveness of a celebrity endorser or on only two or all three of the characteristics. This will help them look for the right celebrity endorser for their campaign and help them make an impact with their social marketing campaign.

1.4 Thesis outline

This thesis consists of five chapters. The second chapter will give an elaborate explanation of the theoretical background of the research, together with the conceptual model. The third chapter will describe the used methodology and chapter four will show the derived results from the conducted research. The fifth and last chapter provides the conclusion, discussion, limitations and gives recommendation for future research.

Chapter 2: Theoretical background

This chapter explains the theoretical background of the research questions stated before. First, the variables intention to act on a social marketing campaign, attitude and celebrity endorsement will be explained. Also, the hypotheses and the conceptual model will be shown.

2.1 Intention to act on a social marketing campaign

Behavioural intention can be defined in multiple ways. According to Warshaw and Davis (1985), behavioural intention is the degree to which a person has formulated a conscious plan to (not) perform a certain behaviour. According to Fishbein and Azjen (2009), behavioural intention can also be described as the readiness to perform the behaviour.

Behavioural intention is the strongest predictor of the actual behaviour of the consumer (Hale et al., 2002; Thomas et al., 2021) and consumers intention reflects the level of commitment to show the behaviour. A higher intention will lead to a greater likelihood that the consumer will show the behaviour. However, the lack of needed skills and abilities or environmental constraints can prevent consumers from acting on their intention. But when people do have control over the situation, intention is expected to be a good predictor of behaviour (Fishbein and Azjen, 2009). Furthermore, behavioural intention is an outcome of the consumers attitude (Hale et al., 2002; Thomas et al., 2021) and consumers who have a positive attitude may have the intention to act on this intention when expressing their favourable evaluation (Yen & Kerstetter, 2008).

As described, behavioural intention is the degree to which a person has formulated a plan to perform the behaviour (Warshaw and Davis, 1985). In this research it can be translated to the intention to act on the social marketing campaign. Thus intention to act on a social marketing campaign is the degree to which a consumer has formulated a conscious plan to act on the social marketing campaign.

2.2 Attitude

To understand consumer behaviour, the role of attitude is important. Attitude has been an important research concept since the 1960s (Sallam & Algamash, 2016; Wahid & Ahmed, 2011). Originally, attitude is derived from the Latin words for posture or physical position. The general notion was that the body's physical attitudes predicted the action of an individual. In marketing research, this is translated to the fact that consumer perception of a product or service determines the consumer's readiness to accept and adopt said product or service

(Ikechukwu et al., 2012). Attitude can be described as a lasting, general evaluation of people, objects, campaigns or issues. An important characteristic is that attitudes are considered relatively stable as they endure overtime and they can be a useful predictor for consumer behaviour (Ikechukwu et al., 2012; Sallam & Algammash, 2016; Wahid & Ahmed, 2011). Additionally, attitudes have a motivational characteristic; attitudes can set consumer behaviour into motion (Krasniqi & Krasniqi, 2014).

2.2.1 Attitude towards celebrity endorser

According to Boorstin (1992, P.57), “a celebrity is a person who is known for his well-knownness.” In other words, a celebrity is a person who is known by a large part of society (Driessens, 2013). To extend on this definition, a celebrity endorser is a publicly known individual who uses her or his recognition in favour of a brand or product by appearing in a campaign (Erfgen et al., 2015; McCracken, 1989). Furthermore, the current research defines the attitude towards a celebrity endorser as a consumers’ favourable or unfavourable evaluation of a celebrity endorser (Ikechukwu et al., 2012; Lee et al., 2017).

According to Ganesan et al. (2012), consumers look up to their favourite personality in the television commercials and the impact of these celebrities in the commercial is high. A well known example is George Clooney in the Nespresso commercials. Furthermore, Pughazhendi and Ravindran (2012) claim that consumers have an overall positive attitude towards celebrity endorsement and that the celebrity endorser has a direct positive effect on the brand. Rodriguez (2008) concluded that a celebrity endorser with a high status has a significant influence on purchase intention. Furthermore, when a celebrity is used as an endorser, the consumers’ attitude towards that celebrity has an impact on purchase intention (Edwards & La Ferle, 2009). Thus, the following hypothesis has been formulated:

Hypothesis 1: Attitude towards a celebrity endorser has a positive effect on intention to act on a social marketing campaign.

2.2.2 Attitude towards social marketing campaign

Attitude towards a campaign can be described as a consumers’ favourable or unfavourable response to a particular campaign stimulus during a particular exposure occasion. In other words; the emotional change after viewing the campaign. Consumers’ feelings of favourability or unfavorability towards a campaign has an influence on the intention to act on the campaign. The consumer, who is affected by the campaign, forms a positive or negative

attitude towards the campaign and which in turn can influence the intention positively or negatively (Lee et al., 2017; MacKenzie et al., 1986; Sallam & Algammash, 2016).

Furthermore, advertisement messages can have an effect on the relationship between attitude towards the campaign and purchase intention. This is specifically true when consumers are unfamiliar with the brand. The lack of prior knowledge about the brand causes the consumers to base their purchase intention on the specific campaign and the attitude towards this campaign. Consumers who have prior brand familiarity are more likely base their purchase intention on their existing brand knowledge (Sallam & Algammash, 2016). In addition, attitude towards an advertisement has a positive influence on intention (Felbert & Breuer, 2021; Gresham & Shimp, 1985; Thomas and Johnson, 2019). Thus, the following hypothesis has been formulated:

Hypothesis 2: Attitude towards a social marketing campaign has a positive effect on intention to act on a social marketing campaign.

2.3 Celebrity endorsement

On average, people are exposed to 700 to 1300 advertisements a day and people start to ignore these advertisements and campaigns. Celebrity endorsement is used by organisations to stand out within these advertisement and campaigns, as celebrity endorsement can be used to attract people's attention (Attia, 2017). The use of celebrity endorsement goes back the late nineteenth century. For example, Queen Victoria was an endorser for Cadbury's Cocoa. In 1979, one out of six campaigns used a celebrity endorser and only nine years later this number was estimate to one out of five (Erdogan, 1999). In 2000, 1 out of 4 campaigns in the United States use celebrity endorsers (Barts & Molchanov, 2013). This shows that celebrity endorsement is a marketing tool that is used frequently for many years. Credibility is an important factor in the use of celebrity endorsement, as an advertisement message from a credible source has an impact on consumers' beliefs, attitudes and behaviours (Yang, 2018). This credibility factor is summed into the source credibility model which states that the perceived level of expertise, trustworthiness and attractiveness of a celebrity endorser has an impact on consumers' attitudes and behaviours (Hovland & Weiss, 1953; Jain & Roy, 2016; Ohanian, 1990; Udovita, 2020; Yang, 2018). These characteristics and their effect on intention to act and attitude are explained in the following paragraphs.

2.3.1 Perceived expertise

Expertise is defined as the extent to which the statements of an endorser are perceived as valid. This refers to the knowledge, experience or skills that are possessed by the endorser. It is of no importance if the endorser is actually knowledgeable and has expertise about the topic as long as the consumer perceives the endorser to be the expert (Erdogan, 1999; Ohanian, 1990). The consumers perceived expertise has a great influence on the effectiveness of a campaign message (Felbert & Breuer, 2021). Additionally, the endorser's perceived expertise has a positive impact on attitude (Lim et al., 2017). For example, in the research of Crisci and Kassino (1973), researchers found that the respondents' compliance with the source's recommendations directly varied with the perceived level expertise. Moreover, Crano (1970) found in his study that the participants exposed to an expert source were more agreeable than the participants exposed to a low-expertise source. In addition, endorser who are perceived with a high expertise have a greater influence on consumer behaviour as purchase intention, than endorser with a lower perceived expertise (Wen et al., 2009). According to study of Aggarwal-Gupta and Dang (2009), perceived expertise has a positive influence on the attitude towards a campaign. Thus, the following hypotheses have been formulated:

Hypothesis 3: Perceived expertise has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser.

Hypothesis 4: Perceived expertise has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a social marketing campaign.

2.3.2 Perceived trustworthiness

Trustworthiness can be referred to the honesty, integrity and believability of the endorser. When a consumer's beliefs that the endorser is trustworthy, they also assume that communicated message is believable (Felbert & Breuer, 2021; Wang, 2018). Trustworthiness can shape the attitude of consumers and their purchase intention (Willemsen et al., 2011). According to a study of McGinnies and Ward (1980), a source who is perceived as trustworthy can change a consumers' opinion. When a consumer feels that the celebrity endorser is trustworthy, it is more likely that they will have a positive attitude towards the endorser and the campaign and purchase intention is higher (Nguyen, 2021). Furthermore, the research of Sudradjat and Wahid (2020), states that celebrity's trustworthiness has a positive influence on the consumers' attitude towards a campaign. In addition, a trustworthy endorser

is more effective in influencing advertising outcomes than a less trustworthy endorser (Felbert & Breuer, 2021; Wang & Scheinbaum, 2018). This can result in higher purchase intention (Chao et al., 2015; Wei and Li, 2013). Thus, the following hypotheses have been formulated:

Hypothesis 5: Perceived trustworthiness has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser.

Hypothesis 6: Perceived trustworthiness has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a social marketing campaign.

2.3.3 Perceived attractiveness

The last characteristic of the source model is attractiveness, which can be described as the physical attractiveness of the endorser. Physical attractiveness is an important cue in an individual's initial judgement of another person (Erdogan, 1999; Ohanian, 1990). Physical appearance can help a celebrity stand out from others, draw the audiences' attention and affect consumer perception and intention. As consumers are eye-centred, a celebrity who is physical attractive is likely to receive better and quicker appraisal and awareness from the consumers than a celebrity who is less physical attractive (Nguyen, 2021). This theory is strengthened by multiple studies who found a positive correlation between perceived attractiveness and consumer attitude and purchase intention (Joseph, 1982; Lim et al., 2017; Petty et al., 1983; van der Waldd et al., 2009). A physical attractive endorser is expected to determine the attitude towards an endorser. Only with their appearance and without supporting arguments, highly attractive endorsers can positively influence campaign outcomes (Felbert & Breuer, 2021). Thus, the following hypotheses have been formulated:

Hypothesis 7: Perceived attractiveness has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser.

Hypothesis 8: Perceived attractiveness has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a social marketing campaign.

2.4 Conceptual model

In line with the proposed hypotheses a conceptual model has been created that reflects the research problem. The conceptual model contains relevant variables and the proposed relationship between these variables.

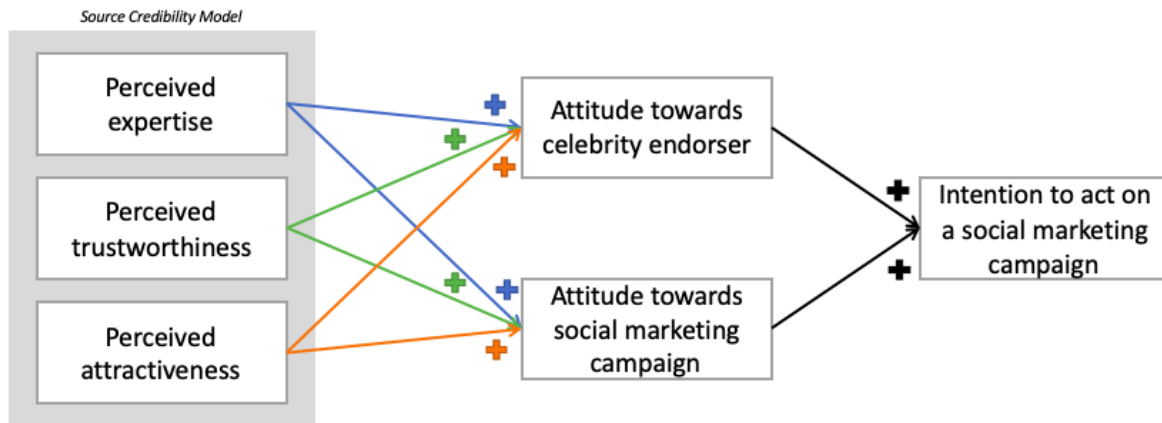


Figure 1 Conceptual model

Chapter 3: Methodology

In this chapter the methodology of the research will be clarified. The chapter starts with explaining the data collection procedure and an elaboration on the research sample. Following this, the relevant variables from the conceptual model will be operationalised and the data analysis procedure will be explained. Lastly, the research ethics will be assessed.

3.1 Data collection

The objective of this research is to answer the following research questions: *“What is the influence of perceived expertise, trustworthiness and attractiveness of a celebrity endorser on the intention to act on a social marketing campaign, mediated by the attitude towards celebrity endorser?”*

“What is the influence of perceived expertise, trustworthiness and attractiveness of a celebrity endorser on the intention to act on a social marketing campaign, mediated by the attitude towards social marketing campaign?”

The research will be of a quantitative design. Quantitative research starts with a proposed or previously developed theory, which leads to specific hypotheses. The hypotheses were tested by collecting data which has been analysed (Swanson & Holton, 2005). For the current research, data has been collected via an online survey. The advantage of this type of research is that respondents can fill in the survey at a convenient time for them and at their own pace. The survey was constructed with the online programme Qualtrics and it has been spread via various social media accounts. The survey is distributed via the personal network of the researcher. In general, using a personal network is prone to bias which negatively influences the generalisability and representation of the outcome. Respondents may have a similar network, mutual friends or are from the same area as the researcher. To reduce this risk, several social media platforms were chosen to distribute the survey, namely Whatsapp, Facebook, LinkedIn and Instagram.

For this research the Dutch campaign ‘Week zonder vlees & zuivel’ is chosen and Guido Weijers as the celebrity endorser. ‘Week zonder vlees & zuivel’ is a well-known yearly social marketing campaign that promotes people to eat no meat and/or dairy products for the duration of a week in March. Guido Weijers is a well-known Dutch comedian and an ambassador of this campaign (Week zonder vlees, n.d.).

The first page of the survey entails a general page with information about the research and the ethical aspects of the research. Furthermore, the respondents have been assured that

the survey is anonymously, as such respondents do not feel inclined to answer with socially acceptable answers. As first part of the research, the participants have been asked if they are familiar with the proposed social marketing campaign and the proposed celebrity endorser, as the following questions are based on this campaign and celebrity. Then scale questions about expertise, trustworthiness and the attractiveness were asked. Next, questions about the attitude towards the celebrity and the attitude towards a social marketing campaign were asked. Then questions about the intention to act on the social marketing campaign. The survey concluded with final questions about several demographics. The survey can be found in appendix B.

The survey has been translated from English to Dutch, as Dutch is the most common language in the Netherlands. Most Dutch citizens can speak reasonable English, but to avoid any errors in the measurement the research will be translated to Dutch. The translation has been done by a Dutch native speaker, whose second language is English and is experienced in academic writing in both Dutch and English. The Dutch survey can be found in appendix C.

3.2 Research sample

The population of this research consists of Dutch citizens, as the proposed social marketing campaign is a national Dutch campaign. The participant needs to be familiar with the social marketing campaign and the celebrity endorser. To ensure that all respondents meet the criteria, the following selection questions were asked at the start of the survey: ‘Are you familiar with the social marketing campaign ‘Week zonder vlees & zuivel?’ and ‘Are you familiar with Guido Weijers?’ These two questions can be answered with ‘yes’ or ‘no’. If one of the both questioned is answered with ‘no’, the respondents are excluded from participating in the survey.

The sampling method chosen for this research is non-probability sampling. This means that not everyone in the population has an equal chance of being included in the sample. People who do not possess a Whatsapp, Facebook, LinkedIn or Instagram account are excluded from the survey. Convenience sampling is chosen as the type of non-probability sampling method. Convenience sampling allows for easy accessibility to members of the target population who are willing to participate in the survey and it is used to collect sufficient responses to test the hypotheses that are drawn up (Etikan, 2016).

The following equation is used to determine the minimum sample size for this research: $N > 50 + 8p$. The letter p is the indicator of the number of predictors in the research. In this research the number of predictors is five: expertise, trustworthiness, attractiveness,

attitude towards celebrity endorser and attitude towards social marketing campaign. The minimum required sample size is $N > 50 + (8 \times 5) = 90$ (Burmeaster & Aitken, 2012; Green, 1991). This research aimed to reach at least 90 respondents to ensure an accurate sample size.

At the beginning of the survey the respondents were asked to consent to the data being processed for the purposes of this study, to ensure their privacy. The survey was anonymously and the data is kept confidential.

The survey was filled in by 158 respondents. However, 41 people were not familiar with the campaign ‘Week zonder vlees & zuivel’ and 3 people were not familiar with the celebrity Guido Weijers. Moreover, 13 people did not finish the survey. Due to these missing or unusable responses, the analysis was conducted based on a final 101 respondents.

The characteristics of the respondents can be seen in table 1 and appendix D. This table shows that 65.3 percent of the respondents was female and that 33.3 percent was male. Furthermore, 59.4 percent of the respondents was of the age of 21 to 30 years old, making them the biggest group. 12.9 percent of the respondents were in the age range of 51 to 60 years old and 10.9 percent was in the age range of 31 to 40 years old. Looking at the highest completed education, 35.6 percent of the respondents finished university of applied science, 23.8 percent finished a master’s degree and 19.8 percent finished their bachelor’s degree at university. Even though the survey was spread via multiple social media platforms to reduce the risk of a negative influence on the generalisability and representation of the outcome, the demographic variables still show the characteristics of the personal network of the researcher. The survey was spread via the personal network of the researcher. This can be seen as most respondents are female and are in the same age category (21-30 years old).

Table 1. Descriptive characteristics sample (N = 101)

	Category	Frequency	Percent
<i>Gender</i>	Female	66	65.3
	Male	34	33.3
	Non-Binary	1	1.0
	Prefer not to say	0	0.0
<i>Age</i>	18 – 21 years old	2	2.0
	21 – 30 years old	60	59.4
	31 – 40 years old	11	10.9
	41 – 50 years old	9	8.9
	51 – 60 years old	13	12.9
	61 to 70 years old	5	5.0
	Prefer not to say	1	1.0
<i>Highest education degree</i>	Primary school	0	0.0
	Highschool	7	6.9
	Secondary vocational education	12	11.9
	University of applied science	36	35.6
	University bachelor degree	20	19.8
	Master's degree	24	23.8
	PHD	2	2.0

3.3 Measurement

To measure all the variables in this research, existing literature and scales were used. These various questions on these scales have been modified to make them suit this research. The operational definitions of this research can be found in appendix A.

The measurement items for the variables expertise, trustworthiness and attractiveness are based on the research of Ohanian (1990). According to Ohanian (1990), these items can validly assess the impact of each component of celebrity endorsers' persuasiveness. Additionally, this scale can be adapted to a variety of situations, including celebrity endorsement in a social marketing campaign.

The perceived level of expertise is measured on five items; expert/not an expert, experienced/inexperienced, knowledgeable/unknowledgeable, qualified/unqualified and skilled/unskilled.

The perceived level of trustworthiness is measured on five items; dependable/undependable, honest/dishonest, reliable/unreliable, sincere/insincere and trustworthy/untrustworthy.

Lastly, the perceived level of attractiveness is also measured on five items; attractive/unattractive, classy/not classy, beautiful/ugly, elegant/plain and sexy/not sexy (Ohanian, 1990). These items are measured on a 7-point Likert scale (for example: 1 = not an expert, 4 = neutral, 7 = expert).

Data collected on attitudes are the state-of-mind type. State-of-mind data represents mental attributes that cannot directly be observed or is not directly available through an external source; they only exist in the minds of the respondents. Therefore, attitudes need to be assessed by asking questions on behaviour (Ikechukwu et al., 2012). The measurement items for the mediator attitude towards celebrity endorser and the mediator attitude towards social marketing campaign are based on Mackenzie et al. (1986). These items are chosen, as the research of Mackenzie et al. (1986) studies the mediating effect of attitude towards an advertisement on purchase intention. This could be translated to this research.

The attitude towards the advertisement is measured on five items; favourable/unfavourable, interesting/uninteresting, good/bad, like/dislike and not irritating/irritating. These items are measured on a 7-point Likert scale (for example: 1 = unfavourable, 4 = neutral, 7 = favourable).

The measurement items for the variable intention to act on a social marketing campaign are based on the research of Tingchi Liu and Brock (2011). These items are chosen as this research studies the effect of an athletic endorser on purchase intention. These measurement items are also used in other research on the effect of celebrity endorsement on intention (Khan et al., 2019). Therefore, these items could be translated to this research.

The intention to act on social marketing campaign was measured on three items; consideration (I will consider), recommendation (I will recommend others) and willingness (I am willing) (Tingchi Liu & Brock, 2011). These items are measured on a 7-point Likert scale (1 = strongly disagree, 4 = neutral, 7 = strongly agree).

3.4 Pre-test

A pre-test has been conducted before distributing the survey. This pre-test will ensure sufficient quality of the survey and enhance the validity of the research. The pre-test tested if the respondents understand the questions that are being asked and if they interpreted them in the intended way. For the pre-test, a sample of respondents of the target group was used for testing the survey. The think-aloud method was used for this pre-test. This means that the respondents were asked to think aloud while answering the survey. Via this way the survey is viewed from the perspective of the respondents instead of the perspective of the interviewer. This method can give new insights for the researchers and improve the survey (Collins, 2003). Furthermore, in the survey the translation from English to Dutch was also assessed.

Based on the pre-test, some changes were made. First, a little description of the social marketing campaign ‘Week zonder vlees en zuivel’ was added to refresh people’s memories if they are familiar with this campaign but were not certain about the name. Furthermore, the question ‘In my opinion is Guido Weijers good’ is changed to ‘In my opinion is Guido Weijers a good person.’ Moreover, the question ‘What is your highest education degree’ is changed to ‘What is your highest received education degree.’ This is changed to ensure respondents, specifically students, all interpret the question in the same way and do not fill in their current (highest) education level. Furthermore, minor spelling and grammar errors were changed.

3.5 Data analysis

After the data is collected, the data has been analysed using SPSS. First the descriptive statistics were analysed and the reliability of the data was checked using Cronbach’s Alpha. A factor analysis was conducted to assess the discriminant validity and convergent validity. Discriminant validity measures if constructs that need to be unrelated are unrelated. Convergent validity tests whether constructs that are expected to be related are related. Furthermore, a regression analysis could be conducted as the assumptions have been analysed and met. Regression analysis measures the correlation between metric independent variables and metric dependent variables (Hair et al, 2018). A linear regression analysis was first done for the hypotheses 1 and 2. After this, Process by Andrew F. Hayes was used to test the other hypotheses. Lastly, some additional analyses were conducted to check if the demographics have an impact on the results.

3.6 Construct reliability and validity

3.6.1 Reliability

First, the scales used to measure the social constructs were tested on their reliability using Cronbach's Alpha. Cronbach's Alpha is the measure of reliability and assesses the consistency of the entire scale. Its value can range from 0 to 1 and the lower limit is 0.70. As can be seen in appendix E, Cronbach's Alpha of all the constructs is 0.968. Furthermore, in table 2 the Cronbach's Alpha for the different items is displayed. These values show that there is a good reliability score and that the consistency of the entire scale is high.

Table 2. Cronbach's Alpha constructs

Construct	Cronbach's Alpha	Items deleted
<i>Experience</i>	0.930	0
<i>Trustworthiness</i>	0.938	0
<i>Attractiveness</i>	0.926	0
<i>Attitude Celebrity</i>	0.919	0
<i>Attitude Campaign</i>	0.952	0
<i>Intention to act</i>	0.955	0

3.6.2 Validity

Factor analysis has been conducted to assess the validity of the data. This is done by checking the discriminant and convergent validity of the construct. According to Hair et al. (2019), the sample of the factor analysis needs to be > 100 . The sample of this research meets the criteria as the sample size is 101. Furthermore, the adequacy of the sample size was checked using both the Kaiser-Meyer Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity. Looking at KMO, the rule of thumb is that its value needs to be higher than 0.5 with the closer to 1 is the better. As can be seen in appendix G, KMO of this research is 0.930. Bartlett's Test of Sphericity needs to be significant, which means a significance of 0.05 or lower. In this study it is 0.000. This shows that the factor analysis can be conducted as both the KMO and the Bartlett's Test fulfil the requirements.

3.6.2.1 Discriminant validity

All items of the construct were put in one factor analysis, the most important output can be seen in appendix F. The constructs can be seen as statistically different when all construct

items only load on specific factor and not on any other factors. The extraction method principal axis factor was conducted on the items with oblique rotation in order to discriminate between the factors. It is appropriate to use oblique rotation when at least one correlation exceeds the value of 0.30. All the communalities after extraction were of a value of 0.20 or higher. This is done to determine which items are not represented well by the factors extracted (Hair et al., 2019).

The number of factors can be determined via different methods. In this research the number of factors was priori determined to six factors. Multiple studies had similar separate factors as to this study (Eelbert & Breuer, 2021; Gupta et al., 2015; Samat et al., 2014; Tanjung & Hudrasyah, 2016; Zhou & Whitla, 2013). Furthermore, looking at the eigenvalues only four factors have an eigenvalue of 1 or more, however the 5th and the 6th factor have an eigenvalue of almost 1. Looking at the scree plot a nod can be found between factor 1 and 2, this would mean that you can only take one factor. A nod can also be found between factor 6 and 7, which means you can use 6 factors. Therefore, the number of factors for this research is determined to six factors. The items of the constructs of this research load on different factors and therefore the constructs are statistically different. Looking at the factor loadings, according to Hair et al. (2019), factor loadings in the range of 0.30 to 0.40 are considered to meet the minimum level for interpretation of structure and loadings of 0.50 or higher are considered practically significant. Factor loadings with values below 0.30 were suppressed in the iterations. Looking at the pattern matrix that can be seen in appendix F, only Att_Celeb3 and Att_Camp5 load on two factors. However, there is a difference on 0.2 or more, and therefore we can keep the item for the factor it loads the highest on. No items were deleted from the construct.

3.6.2.2 Convergent validity

To determine convergent validity, factor analysis was performed again. To assess the convergent validity each construct with it associated items is put in a separate factor analysis. All the important output can be found in Appendix G. In table 3, the eigenvalues and the percentage of variance explained per construct can be found. The percentage of variance explained is an indication of the one-dimensionality of the construct. According to Hair et al., (2019), a percentage of variance explained need to be above 50% to be adequate. As can be seen in table 2, the percentage of variance explained is above 70% for all the constructs.

Table 3. Convergent validity

Construct	Eigenvalues	% of variance explained
<i>Experience</i>	3.910	78%
<i>Trustworthiness</i>	4.025	81%
<i>Attractiveness</i>	3.863	77%
<i>Attitude Celebrity</i>	3.820	76%
<i>Attitude Campaign</i>	4.202	84%
<i>Intention to act</i>	2.753	91%

3.7 Research ethics

Keeping ethics in mind while conducting research is of the utmost importance. Ethics in research focus on the protections of subjects by ensuring integrity, responsibility and transparency (Rhodes, 2010). The participants of this research were treated with respect and participation was unanimously and completely voluntary. The respondents were assured that all the data was only used for this research and that it would not be shared with a third party. The purpose of the study and the duration of the survey was explained beforehand, and the participants could stop participating in the survey at any time. The results of this research have been reported based on the collected data of this research. Results have not been fabricated or falsified by the researcher.

Chapter 4: Results and Analysis

4.1 Descriptive analysis

To examine the relationship between the variables of this research, a correlation analysis was conducted. The output of the analysis can be found in appendix H. As can be seen in table 4, there is a positive and significant correlation between all variables. More importantly, it can be seen that the two mediators have a strong positive correlation. This means that one of the mediators takes variance from the other mediator. The analyses will be done separately as the research question and hypotheses are also formulated separately. Therefore, this positive correlation between mediators should not pose any issue. Furthermore, the variance inflation factor (VIF) is checked to check whether multicollinearity is a problem, and it was below the benchmark of 10 (Hair et al., 2019). Additionally, further investigation on the correlations between the independent variables is especially relevant as multicollinearity is not wanted. The correlations between the independent variables are moderate and the VIF is below 10, see appendix H, which means multicollinearity is not a problem for further analysis.

Furthermore, looking at the descriptive statistics in table 4, the mean of all the variables ranges from 3.34 to 4.93. Also, the standard deviation is similar for the items. This means that for all the variables the differentiation from the mean is similar. The mean and standard deviation for all the items of the construct separate can be seen in appendix H.

Table 4. Descriptive statistics

	1.	2.	3.	4.	5.	6.
1. Expertise						
2.Trustworthiness	.595**					
3.Attractiveness	.506**	.523**				
4.Attitude celebrity	.457**	.710**	.633**			
5.Attitude campaign	.649**	.723**	.586**	.666**		
6.Intention	.605**	.582**	.605**	.555**	.757**	
<i>** Correlation is significant at the 0.01 level (2-tailed).</i>						
Mean	3.956	4.931	3.646	4.812	4.452	3.343
Standard deviation	1.414	1.159	1.351	1.230	1.372	1.827

4.2 Regression analysis

To conduct a regression analysis, four additional assumptions besides multicollinearity need to be met (Field, 2018). The first assumption is that there needs to be linearity. Looking at Appendix I, the relationship between the dependent variable and independent variables is indeed linear, meeting the first requirement assumption.

The second assumption is of independent errors. This means that for any two observations the residual terms should be uncorrelated. This assumption can be tested with the Durbin-Watson test. According to Field (2018), values less than 1 or greater than 3 cause for concern. In the current research, the Durbin-Watson test gives a value of 1.989 and therefore this assumption is met.

The third assumption is homoscedasticity. This means that the variance of the residual terms should be constant (Field, 2018). The scatterplot in appendix H shows that the dots are spread out over the x-axis and did not reveal a clear pattern. This assumption is met.

The fourth and last assumption is normally distributed errors. The residuals in the model are random, normally distributed variables with a mean of 0 (Field, 2018). In appendix H, the p-p plot is shown. All the dots should be around the diagonal line, which is the case. Therefore, all assumptions have been met and the regression analysis can be conducted.

4.2.1 Hypotheses 1 and 2

First, two regression analyses have been conducted to test hypotheses 1 and 2. The regression analysis tested if attitude towards a celebrity endorser significantly explained intention to act on a social marketing campaign and if attitude towards social marketing campaign significantly explained intention to act on a social marketing campaign. The output can be found in appendix J.

Table 5. Effects of attitude towards celebrity endorser and attitude towards social marketing campaign on intention to act on social marketing campaign

Relationship	β	SE	P	R ²
<i>Attitude celebrity</i> → <i>Intention</i>	0.555	0.124	0.000	0.308
<i>Attitude Campaign</i> → <i>Intention</i>	0.757	0.087	0.000	0.574

N = 101, *P* < 0.05

Table 5 shows that the relationships between attitude towards celebrity endorser and intention to act on social marketing campaign ($\beta = 0.555$, $P = 0.000$), and the relationship between

attitude towards social marketing campaign and intention to act on social marketing campaign are positive and significant ($\beta = 0.757$, $P = 0.000$), supporting hypotheses 1 and 2.

4.2.2 Hypotheses 3 and 4

Two regressions analysis using Process by Andrew F. Hayes have been conducted to test if perceived expertise has a significant effect on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser and attitude towards a social marketing campaign. The output can be found in appendix J.

Table 6. Effects of perceived expertise on attitude towards a celebrity endorser and attitude towards a social marketing campaign

Relationship	β	SE	P	R ²
<i>Expertise → Attitude celebrity</i>	0.398	0.078	0.000	0.2091
<i>Attitude celebrity → Intention</i>	0.523	0.124	0.0001	
<i>Expertise → Attitude campaign</i>	0.630	0.075	0.000	0.4217
<i>Attitude campaign → Intention</i>	0.839	0.113	0.000	

$N = 101$, $P < 0.05$

Table 7. Effects of perceived expertise on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser and attitude towards a social marketing campaign

Relationship	β	SE	P	Lower bound	Upper bound
<i>Expertise → Attitude celebrity → Intention</i>	0.208	0.057	0.000	0.102	0.324
<i>Expertise → Attitude Campaign → Intention</i>	0.529	0.090	0.000	0.362	0.718
R^2	0.3664				

$N = 101$, $P < 0.05$

The results indicate that the model explains a significant proportion of the variance ($R^2 = 0.4217$, $R^2 = 0.3664$), except for expertise on attitude towards celebrity endorser. This is a moderate effect ($R^2 = 0.2091$). Table 7 shows that the effect of perceived expertise on intention mediated by the attitude towards social marketing campaign ($\beta = 0.529$) has a bigger

effect then the effect of perceived expertise on intention mediated by the attitude towards celebrity endorser ($\beta = 0.208$). As can be seen in table 6, the relationship between expertise and both the mediators is significant as well as the relationships between the mediators and the intention to act on a social marketing campaign. Furthermore, the significance can also be seen in table 7 ($P = 0.000$), as the value of zero is not between the lower bound and the upper bound. The relationships are all positive. Thus, hypotheses 3 and 4 are accepted.

4.2.3 Hypotheses 5 and 6

Two regressions analysis using Process by Andrew F. Hayes have been conducted to test if perceived trustworthiness has a significant effect on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser and attitude towards a social marketing campaign. The output can be found in appendix J.

Table 8. Effects of perceived trustworthiness on attitude towards a celebrity endorser and attitude towards a social marketing campaign

Relationship	β	SE	P	R ²
<i>Trustworthiness</i> \rightarrow <i>Attitude celebrity</i>	0.754	0.075	0.000	0.505
<i>Attitude celebrity</i> \rightarrow <i>Intention</i>	0.424	0.168	0.013	
<i>Trustworthiness</i> \rightarrow <i>Attitude campaign</i>	0.855	0.082	0.000	0.522
<i>Attitude campaign</i> \rightarrow <i>Intention</i>	0.938	0.127	0.000	

N = 101, *P* < 0.05

Table 9. Effects of perceived trustworthiness on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser and attitude towards a social marketing campaign

Relationship	β	SE	P	Lower bound	Upper bound
<i>Trustworthiness</i> \rightarrow <i>Attitude celebrity</i> \rightarrow <i>Intention</i>	0.320	0.117	0.000	0.120	0.579
<i>Trustworthiness</i> \rightarrow <i>Attitude Campaign</i> \rightarrow <i>Intention</i>	0.802	0.109	0.000	0.589	1.015
R ²	0.3391				

N = 101, *P* < 0.05

As can be seen in table 8 and 9, the models explain a significant proportion of the variance for all the relationships. Furthermore, the effect of the relationship mediated by attitude towards the campaign is significantly higher ($\beta = 0.802$) than the effect of the relationship mediated by attitude towards the celebrity ($\beta = 0.320$). The relationship between trustworthiness and attitude towards celebrity, and between trustworthiness and attitude towards social marketing campaign are positive and significant with a p-value of 0.000. The relationship between attitude towards celebrity and intention to act on social marketing campaign, and attitude towards social marketing campaign and intention to act on social marketing campaign are also significant. Furthermore, the significance can also be seen in table 9 ($P = 0.000$), as the value of zero is not between the lower bound and the upper bound. Thus, hypotheses 5 and 6 are supported.

4.2.4 Hypotheses 7 and 8

Two regressions analysis using Process by Andrew F. Hayes have been conducted to test if perceived attractiveness has a significant effect on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser and attitude towards a social marketing campaign. The output can be found in appendix J.

Table 10. Effects of perceived attractiveness on attitude towards a celebrity endorser and attitude towards a social marketing campaign

Relationship	β	SE	P	R ²
<i>Attractiveness → Attitude celebrity</i>	0.577	0.072	0.000	0.401
<i>Attitude celebrity → Intention</i>	0.426	0.148	0.005	
<i>Attractiveness → Attitude campaign</i>	0.595	0.083	0.000	0.343
<i>Attitude campaign → Intention</i>	0.816	0.103	0.000	

N = 101, P < 0.05

Table 11. Effects of perceived attractiveness on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser and attitude towards a social marketing campaign

Relationship	β	SE	P	Lower bound	Upper bound
<i>Attractiveness</i> \rightarrow <i>Attitude celebrity</i> \rightarrow <i>Intention</i>	0.246	0.085	0.000	0.091	0.429
<i>Attractiveness</i> \rightarrow <i>Attitude Campaign</i> \rightarrow <i>Intention</i>	0.486	0.084	0.000	0.333	0.663
R^2	0.3665				

$N = 101, P < 0.05$

Looking at table 10, the models explain a significant proportion of the variance for the relationships perceived attractiveness and attitude towards celebrity endorser ($R^2 = 0.401$) and for the relationship perceived attractiveness and attitude towards social marketing campaign ($R^2 = 0.343$). Also, as can be seen in table 11, the relationship mediated by attitude towards celebrity endorser has a smaller effect ($\beta = 0.246$) than the relationship mediated by attitude towards the social marketing campaign ($\beta = 0.486$). Furthermore, all the relationships are positive and significant. Additionally, the significance can be seen in table 11 ($P = 0.000$), as the value of zero is not between the lower bound and the upper bound. This means that hypotheses 7 and 8 are supported.

4.3 Additional analyses

As the correlations in table 4 showed, there was a positive correlation between both the mediators. A regression analysis has been done to assess the relationship between these two variables. The output can be found in appendix K. As table 12 shows, there is a positive significant relationship between the mediators ($\beta = 0.666, P = 0.000$).

Table 12. Effects between the mediators' attitude towards a celebrity endorser and attitude towards social marketing campaign

Relationship	β	SE	P	R^2
<i>Attitude celebrity</i> \rightarrow <i>Attitude campaign</i>	0.666	0.084	0.000	0.443
<i>Attitude campaign</i> \rightarrow <i>Attitude celebrity</i>	0.666	0.067	0.000	0.443

$N = 101, P < 0.05$

Furthermore, some additional analyses were done to check for influence of demographic factors in the sample on the results. The file was split on gender, age and education degree, after which the similar regressions used to test hypotheses 1 and 2 were run. Also, the regression analyses were run for the relationships between perceived expertise, perceived trustworthiness and perceived attractiveness on the attitude towards celebrity endorser and attitude towards social marketing campaign. As the hypotheses are significant, there has been chosen to show the non-significant relationships. Via this way the differences are seen easily.

First looking at gender, for both male and female all the relationships were significant.

Additionally, the sample was split for age. An overview of the non-significant results can be seen in table 13, all the other relationships are significant. The age group range from 41 to 50 years old has the most non-significant relationships. For the age group 21 to 30 years old, all the relationships are significant. The output can be found in appendix K.

Table 13. Non-significant relationships for split sample age

Relationship	Age	ß	P
<i>Attitude celebrity → Intention</i>	31 – 40 years old	0.564	0.070
<i>Attitude celebrity → Intention</i>	41 – 50 years old	-0.025	0.949
<i>Attitude campaign → Intention</i>	61 – 70 years old	0.653	0.232
<i>Expertise → Attitude celebrity</i>	31 – 40 years old	0.486	0.130
<i>Expertise → Attitude celebrity</i>	41 – 50 years old	0.300	0.433
<i>Expertise → Attitude celebrity</i>	51 – 60 years old	0.383	0.196
<i>Expertise → Attitude celebrity</i>	61 – 70 years old	0.515	0.374
<i>Expertise → Attitude campaign</i>	41 – 50 years old	-0.119	-.761
<i>Expertise → Attitude campaign</i>	51 – 60 years old	0.404	0.171
<i>Expertise → Attitude campaign</i>	61 – 70 years old	0.33	0.585
<i>Trustworthiness → Attitude celebrity</i>	41 – 50 years old	0.452	0.222
<i>Trustworthiness → Attitude campaign</i>	41 – 50 years old	-0.518	0.153
<i>Attractiveness → Attitude celebrity</i>	31 – 40 years old	0.376	0.255
<i>Attractiveness → Attitude celebrity</i>	41 – 50 years old	0.396	0.291
<i>Attractiveness → Attitude celebrity</i>	61 – 70 years old	0.758	0.138
<i>Attractiveness → Attitude campaign</i>	41 – 50 years old	0.453	0.222
<i>Attractiveness → Attitude campaign</i>	61 – 70 years old	0.699	0.189

P < 0.05

Third and last, the sample was split for highest education degree, an overview of the non-significant relationships can be seen in table 14. Most of the non-significant relationships are for participants whose highest degree is High School. All the other relationships are significant. The output can be found in appendix K.

Table 14. Non-significant relationships for split sample highest education degree

Relationship	Education degree	β	P
<i>Attitude celebrity → Intention</i>	High school	0.694	0.084
<i>Attitude campaign → Intention</i>	High school	0.724	0.066
<i>Expertise → Attitude celebrity</i>	High school	0.579	0.173
<i>Expertise → Attitude celebrity</i>	Secondary vocational education	0.496	0.101
<i>Expertise → Attitude celebrity</i>	University bachelor	0.277	0.238
<i>Expertise → Attitude celebrity</i>	Masters' degree	0.094	0.662
<i>Trustworthiness → Attitude celebrity</i>	High school	0.690	0.086
<i>Trustworthiness → Attitude campaign</i>	High school	0.591	0.163
<i>Attractiveness → Attitude campaign</i>	Masters' degree	0.343	0.101

P < 0.05

Chapter 5: Conclusion

5.1 Conclusion

This research aims to answer the following research questions:

“What is the influence of perceived expertise, trustworthiness and attractiveness of a celebrity endorser on the intention to act on a social marketing campaign, mediated by the attitude towards celebrity endorser?”

“What is the influence of perceived expertise, trustworthiness and attractiveness of a celebrity endorser on the intention to act on a social marketing campaign, mediated by the attitude towards social marketing campaign?”

To answer these questions, expectations of relationships between the variables were formed and multiple hypotheses were tested. The data analysis resulted in multiple positive relationships between the variables. An overview is shown in table 15.

Table 15. Summary of results hypotheses

Hypothesis	Result
<i>1. Attitude towards a celebrity endorser has a positive effect on intention to act on a social marketing campaign.</i>	Accepted
<i>2. Attitude towards a social marketing campaign has a positive effect on intention to act on a social marketing campaign.</i>	Accepted
<i>3. Perceived expertise has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser.</i>	Accepted
<i>4. Perceived expertise has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a social marketing campaign.</i>	Accepted
<i>5. Perceived trustworthiness has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser.</i>	Accepted

6. <i>Perceived trustworthiness has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a social marketing campaign.</i>	Accepted
7. <i>Perceived attractiveness has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser.</i>	Accepted
8. <i>Perceived attractiveness has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a social marketing campaign.</i>	Accepted

The answer of the first research question (*“What is the influence of perceived expertise, trustworthiness and attractiveness of a celebrity endorser on the intention to act on a social marketing campaign, mediated by the attitude towards celebrity endorser?”*) is that perceived expertise, trustworthiness and attractiveness of a celebrity endorser have a positive effect on the intention to act on a social marketing campaign, mediated by the attitude towards celebrity endorser. Perceived trustworthiness has the biggest effect, followed by perceived attractiveness. Perceived expertise has the smallest effect.

The answer of the second research question (*“What is the influence of perceived expertise, trustworthiness and attractiveness of a celebrity endorser on the intention to act on a social marketing campaign, mediated by the attitude towards social marketing campaign?”*) explains that perceived expertise, trustworthiness and attractiveness of a celebrity endorser have a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards social marketing campaign. For this research question perceived trustworthiness also has the biggest effect. However, different than for the first research question, perceived expertise has the second biggest effect and perceived attractiveness has the smallest effect.

Looking at the mediating effects, the relationship mediated by attitude towards social marketing campaign has the biggest effect in all the relationships tested. Leading to a smaller effect for the relationships mediated by attitude towards celebrity endorser.

5.2 Discussion

The findings of this research contribute to the existing literature. Looking at the first supported hypothesis, attitude towards a celebrity endorser has a positive effect on intention to act on a social marketing campaign. This is a contribution to the research of Pughazhendi and Ravindran (2012), as they claim that a positive attitude towards a celebrity endorser has a positive effect on the brand. Additionally, the research of Rodriguez (2008) and Edwards and La Ferle (2009) suggest that attitude towards celebrity endorser has a positive impact on purchase intention. Not only has attitude towards celebrity endorser influence on purchase intention and the brand, but also on intention to act on social marketing campaign. This may be because the consumer transfers the positive attitude they have of the celebrity endorser on the behaviour he or she is promoting.

The second supported hypothesis suggested that attitude towards social marketing campaign has a positive effect on intention to act on a social marketing campaign. Multiple researches state that attitude towards an advertisement or campaign has a positive influence on intention (Felbert & Breuer, 2021; Gresham & Shimp, 1985; Thomas and Johnson, 2019), the current research contributes to these earlier researches, as it claims that attitude towards a social marketing campaign has a positive effect on intention to act on a social marketing campaign. Sallam and Algamash (2016) claim that the unfamiliarity with the brand is the reason people base their purchase intention on the attitude towards the advertisement. In this research the participant were familiar with the campaign as that was one of the conditions to participate. However, if they knew the brand behind the social marketing campaign was not known. Therefore, it could be that being familiar with the brand is the reason why attitude towards social marketing campaign has a positive effect on intention to act on a social marketing campaign.

The third supported hypothesis proposed that perceived expertise has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser. Felbert and Breuer (2021) state in their research that perceived expertise has an influence on the effectiveness of a campaign message. The outcome of the current research is in line with the outcome of the research of Felbert and Breuer (2021), as perceived expertise has a positive influence on the effectiveness of a social marketing campaign. A social marketing campaign has the objective to change the problematic behaviour of the consumer and an effective social marketing campaign reaches their objective.

Looking at the fourth supported hypothesis, perceived expertise has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a social

marketing campaign. The current research contributed to the research of Aggarwal-Gupta and Dang (2009), as they claim in their research that perceived expertise has a positive influence on the attitude towards a campaign and this is also the case in the current research.

Furthermore, the study of Wen et al. (2009), states that endorser who are perceived to be experts have a great influence on consumer behaviour. The current research supports the research of Wen et al. (2009). A reason could be that the consumer believes the endorser is knowledgeable, experienced and/or skilled about the endorsed behaviour and the consumer is more likely to believe them and change their behaviour.

The fifth supported hypothesis stated that perceived trustworthiness has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser. Research of Nguyen (2021) claimed that a perceived trustworthy celebrity endorser has a positive effect on attitude towards the celebrity endorser and purchase intention. The current research supports the outcome on Nguyen (2021). The reason could be that when a consumer's beliefs that the endorser is trustworthy, they also assume that communicated message is believable (Felbert & Breuer, 2021; Wang, 2018).

The sixth supported hypothesis suggested that perceived trustworthiness has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a social marketing campaign. The research of Nguyen (2021) claimed besides the positive effect on attitude toward the celebrity endorser and purchase intention, that perceived expertise also has a positive effect on the campaign. This research supports and contributed to this research, as the celebrity endorser also has an impact on intention to act on a social marketing campaign. Furthermore, a trustworthy celebrity endorser is more effective in influencing advertisement outcomes than a less trustworthy celebrity endorser (Felbert & Breuer, 2021; Wang & Scheinbaum, 2018).

Looking at the seventh supported hypothesis, perceived attractiveness has a positive effect on the intention to act on a social marketing campaign, mediated by attitude towards a celebrity endorser. This outcome contributed to multiple researches, as these studies claim that perceived attractive celebrity endorser has a positive effect on consumer attitude and purchase intention (Joseph, 1982; Lim et al., 2017; Petty et al., 1983; van der Waldt et al., 2009). This research states that perceived attractiveness has a positive effect on attitude towards a celebrity endorser which leads to the intention to act on a social marketing campaign. This is also the case for the eighth and last supported hypothesis. The reason may be that physical appearance helps a celebrity endorser stand out from others and draws the

consumers attention which leads to a change in attitude towards the celebrity and the endorsed campaign followed by a higher intention.

Looking at the size of the effects, perceived trustworthiness has the biggest effect on intention to act on social marketing campaign, mediated by both the mediators. Perceived expertise has the second biggest effect on intention to act on social marketing campaign, mediated by attitude towards social marketing campaign and the smallest effect with the other mediator attitude towards celebrity endorser. This is the other way around for perceived attractiveness. This is partly in line with the research of Gupta et al. (2015), trustworthiness has the biggest effect in the research of Gupta et al. (2015) and in the current research. Attractiveness has the second biggest effect in the research of Gupta et al. (2015) and expertise the lowest. This is for the current research the same for the relationship mediated by attitude towards the celebrity, but different for the relationship mediated by attitude towards social marketing campaign. Furthermore, also the research of Wang and Scheinbaum (2018), explains that trustworthiness has a bigger effect on brand attitude, brand credibility and purchase intention for low-involvement consumers.

Additionally, attitude towards celebrity endorser on intention to act on social marketing campaign has a smaller effect than attitude towards social marketing campaign. Also, the effect of the relationship mediated by attitude towards a social marketing campaign is higher than the effect of the relationship mediated by attitude towards celebrity endorser. As described earlier the effects have been researched and proven separately, but no difference between these mediating effects have been shown. The current research shows that the mediator attitude towards the social marketing campaign has a bigger effect and may be more important.

Looking at the difference in significant relationships between age groups. It can be seen that for the group until 30 years old all the relationships were significant. This age group falls almost entirely in generation Z. They desire to belong and therefore peer acceptance is very important to this generation. Music, fashion, cosmetics and video games are important factors to fit in. Generation Z is influenced by new media, online influencers and the power of technology and internet (Williams & Page, 2011). As generation Z has a desire to belong and seek for peer acceptance, the significant relationships can be connected to this. If they perceive a celebrity as an expert, trustworthy and attractive they can expect the same if their

peers. If a celebrity who is perceived well by their peers promote a certain behaviour they are more likely to act this way so they will be accepted by their peers.

The age group 31 to 40 years old falls mainly within generation Y. It can be seen that the relationship between attitude towards celebrity endorser and intention to act on a social marketing campaign is non-significant. Also, the relation between expertise and attractiveness on attitude towards celebrity endorser is non-significant. This generation is critical and is unlikely to respond to marketing hype. The advertisement and commercials should be placed in appropriate media. Also, referrals of people they know and trust influence them. However, a good marketing tool for this generation is sponsorship and content partnering (Williams & Page, 2011). A celebrity endorser can be a content partner as they can be the partner of a company and promote the message through their content. As the relationships with trustworthiness are significant this can be connected to the fact that referrals of people they know and trust influence them. However, the reason why there is a non-significant relationship between expertise and attractiveness on attitude towards the celebrity and attitude towards the celebrity on intention to act on a social marketing campaign for this generation cannot be explained based on the above.

The age group 41 to 50 years old falls within generation Y and X. For this age group the only significant relation is between attitude towards social marketing campaign and intention to act on social marketing campaign. All the other relations are non-significant. Generation X is very critical and they know that an advertisement or commercial is there to sell them something. They value being straightforward and being honest (Williams & Page, 2011). Their critical attitude could be a part of the explanation why there are so many non-significant relationships in this research for this age group. However, as a part of this age group falls within generation Y it is not entirely clear why there is a non-significant relationship. Furthermore, another age group that falls within generation X is the group between 51 and 60 years old. For this age group the relationship between perceived expertise and attitude towards the celebrity and perceived expertise towards the social marketing campaign is non-significant. As this generation is very critical, it could be expected that more relationships could be non-significant, as seen by the younger age group. Also, the age group from 61 to 70 years old is within generation X. For this age group there are more non-significant relationships. This could be due to their critical attitude and that they are aware that and advertisement is there to sell something, even though it is beneficial for them and society.

5.3 Practical implications

This research could be beneficial for multiple organisations. Celebrity endorsement can be costly and time consuming for an organisation (Lazarus, 2001; Olmedo et al., 2020). This research shows that the use of a celebrity endorser can be beneficial as it has a positive effect on intention to act on a social marketing campaign. Therefore, the money and time spent in a social marketing campaign with a celebrity endorser can pay off and the society as a whole will benefit. Furthermore, governments and non-profit organisations can use celebrity endorser in their campaigns and reach the objective of their campaign. This will result in a benefit for the whole society, as the objective of these campaigns is to improve in the benefit of the society. Also commercial organisations have social marketing campaigns. These campaigns are also good publicity for these organisations and can lead to a bigger profit.

Furthermore, managers should be aware of the difference of effects of perceived expertise, trustworthiness and attractiveness. As the current research shows that perceived trustworthiness has the biggest effect, managers should make this characteristics of a celebrity endorser most important. They should test if their desired target group perceives a celebrity endorser as trustworthy before conducting the social marketing campaign. Additionally, the influence of the relationship mediated by the attitude towards the social marketing campaign is significantly bigger and this should also be prioritised by managers.

5.4 Limitation and future research

While this research found significant results that contribute to the academic and professional world, there are multiple limitations that should be kept in mind. The first limitation is that the demographic variables in the sample had a significant effect on multiple relationships and may influence the generalizability. The division of male and female respondents was not equal, the majority of the respondents were female (65.3 percent). Furthermore, age has not been equally distributed, the age group ranging from 21 years old to 30 years old was the majority of the sample (59.4 percent). Also, the highest education degree was not equal, the majority of the respondents were higher educated, with a highest education degree of university of applied science and higher (81.2 percent). This may affect the generalizability as age, gender and education level have an influence on attitude and intention towards social causes and their social marketing campaigns (Wang et al., 2019). In addition, the way of effective marketing communication is also different for each generation (Williams & Page, 2011). Furthermore, education is a big and important investment people make. People gain

knowledge and develop abilities through access to education and the quality of life improves (Wu & Wu, 2008). The higher the education of people the more opportunity they have to improve their knowledge and abilities. Higher educated people can therefore have more knowledge about the social marketing campaign and/or the celebrity endorser or are more critical about the campaign. Looking at gender in the additional analysis, no big differences were found so the limitation of age may not have strongly affected the general results. However, looking at age and highest education degree there have been differences and some relationships are non-significant which are not in line with the hypotheses. This could have been due to the small respondents who represent these categories. However, looking at highest education degree, participants who had High School as highest education level multiple hypotheses are non-significant. Therefore, further research can be done to study the impact of educational background on the influence of celebrity endorsement on intention to act on a social marketing campaign. This is also the case when considering the influence of age. Especially respondents in the age group ranging from 41 to 50 years old resulted in multiple non-significant relations and therefore multiple hypotheses are non-significant. Further research can therefore also be done to study the impact of age on the influence of celebrity endorsement on intention to act on a social marketing campaign.

Also, the generalizability of the results can be affected as the questionnaire was in Dutch and conducted in the Netherlands. Only Dutch-speaking people could fill in the survey. Cross-cultural differences can be found in the use of celebrity endorsement, but also in the effect on consumers and their purchase intention (Choi et al., 2005; Suki, 2014). Therefore, it could be interesting for future research to investigate the impact of culture and nationality on the use of celebrity endorsement in social marketing campaign and the intention to act on a social marketing campaign.

Furthermore, a limitation of this research could be the translation from English to Dutch. The original scales were in English and by translating them biases could have occurred, even though the translation has been checked. Literal translations do sometimes not have the exact same meaning in different languages (Baumgartner & Weijters, 2017). A suggestion for future research could be to do the same research in English, to check if the translation has been an issue.

Another limitation may be the chosen celebrity for this research. As in the current study a general sample was considered. However, the intensity of following the activities of the celebrity and the level of familiarity with the celebrity has an influence on intention (Ding & Qiu, 2017). This has not been researched in the current study. People were asked if they

were familiar with the celebrity endorser, but not how much and if they follow his activities. This could have affected the outcome of the study, as people who are more familiar and follow the celebrity intensively are more likely to show the desired behaviour. Therefore, a different celebrity could show other results as the participants may not follow this celebrity as much. In addition, another participants may also have shown other results. It could be interesting to research the impact of the intensity of following the activities of the celebrity and the level of familiarity with the celebrity on the current study. It could be also interesting to conduct further research with the same campaign and another celebrity endorser to see the difference between celebrity endorsers, but also to conduct future research with another campaign.

Furthermore, as the two mediators were correlating an additional analysis was conducted. This analysis shows that there is a relationship between attitude towards the celebrity and attitude towards social marketing campaign. In this research the relationships are separately analysed. The results would be different if the whole model was analysed at once as one of the mediators takes variance from the other mediator. It could be interesting for future research to look at effect between these mediators and if and how this affects the other relationships.

Lastly, the sample size of the research was large enough to conduct the analysis of this study, however the sample was still relatively small. This could have had an effect on the study as the sample may have been biased. A suggestion for future research is to do the current research but with a bigger sample size, to see if a different outcome would occur.

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Appendices

Appendix A: Operational definitions

Variables	Definition	Indicators	Scale
Perceived expertise (Ohanian, 1990)	The extent to which the statements of an endorser are perceived as valid. This refers to the knowledge, experience or skills that are possessed by the endorser (Erdogan, 1999; Ohanian, 1990).	1. Expert 2. Experienced 3. Knowledgeable 4. Qualified 5. Skilled (Ohanian, 1990)	7-point Likert scale (for example: 1 = not an expert, 4 = neutral, 7 = an expert)
Perceived trustworthiness (Ohanian, 1990)	The honesty, integrity and believability of the endorser (Erdogan, 1999; Ohanian, 1990).	1. Dependable 2. Honest 3. Reliable 4. Sincere 5. Trustworthy (Ohanian, 1990)	7-point Likert scale (for example: 1 = Undependable, 4 = neutral, 7 = Dependable)
Perceived attractiveness (Ohanian, 1990)	The physical attractiveness of the endorser (Erdogan, 1999; Ohanian, 1990).	1. Attractive 2. Classy 3. Beautiful 4. Elegant 5. Sexy (Ohanian, 1990)	7-point Likert scale (for example: 1 = unattractive, 4 = neutral, 7 = attractive)
Attitude towards celebrity endorser (Mackenzie et al., 1986)	A consumers' favourable or unfavourable evaluation of a celebrity endorser (Ikechukwu et al., 2012; Lee et al., 2017).	1. Favourable 2. Interesting 3. Good 4. Dislike 5. Irritating	7-point Likert scale (for example: 1 = unfavourable, 4 = neutral, 7 = favourable)

		(Mackenzie et al.,1986)	
Attitude towards social marketing campaign (Mackenzie et al.,1986)	A consumers' favourable or unfavourable response to a particular campaign stimulus during a particular exposure occasion (Lee et al., 2017; MacKenzie et al., 1986; Sallam & Algammash, 2016).	1. Favourable 2. Interesting 3. Good 4. Dislike 5. Irritating (Mackenzie et al.,1986)	7-point Likert scale <i>(for example: 1= unfavourable, 4 = neutral, 7 = favourable)</i>
Intention to act on a social marketing campaign (Mackenzie et al.,1986)	The degree to which a consumer has formulated a conscious plan to act on the social marketing campaign. (Warshaw and Davis, 1985)	1. Consideration 2. Recommendation 3. Willingness (Tingchi Liu & Brock, 2011)	7-point Likert scale <i>(1= strongly disagree, 4 = neutral, 7 = agree)</i>

Appendix B: Questionnaire English

Dear Participant,

Thank you for taking the time to fill in this survey. I am Lisanne Kooijmans, Master student Business Administration (Marketing) at the Radboud University Nijmegen. For my master thesis I am studying the influence of a celebrity endorser on the intention to act on a social marketing campaign.

Filling in this survey will take around 5 - 10 minutes. It will be completely anonymous and voluntary, you can stop with this survey at any time. The data will be saved according to the guidelines for the management of research data from Radboud University and in accordance with the General Data Protection Regulation (GDPR). Your results will only be used for this research.

If you have any questions or remarks please contact me on the following email address: lisanne.kooijmans@ru.nl.

By answering 'Yes, I agree to participate in this study as described above' you agree to:

- Reading and understanding the information above;
- That you voluntarily agree to participate;
- You can stop with this survey at any moment.

If you do not want to participate in this survey you can answer 'No, I do not agree to participate in this study.'

Thank you very much.

Kind regards,
Lisanne Kooijmans

Do you agree to participate in this study?

- 0 Yes, I agree to participate in this study as described above
0 No, I do not agree to participate in this study

The social marketing campaign 'Week zonder vlees & zuivel' is a campaign that promotes people to not eat meat and/or dairy products for a week every March.

Are you familiar with the social marketing campaign 'Week zonder vlees & zuivel'?

- 0 Yes, I am familiar with this campaign
0 No, I am not familiar with this campaign

Are you familiar with Guido Weijers?

- 0 Yes, I know who Guido Weijers is
0 No, I do not know who Guido Weijers is
-

The following statements are about the social marketing campaign ‘Week zonder vlees & zuivel’ with Guido Weijers as the celebrity endorser. Guido Weijers is one of the ambassadors of this campaign. Please keep the above in mind by filling in this survey.

Perceived expertise

The following statements are about your perceived expertise of Guido Weijers in the social marketing campaign ‘week zonder vlees & zuivel.’ Please answer on a scale of 1 to 7 how you agree to these statements.

In my opinion Guido Weijers has expertise about the social marketing campaign ‘week zonder vlees & zuivel’

(1 = not an expert, 4 = neutral, 7 = expert)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion Guido Weijers is experienced in eating a week without meat and/or dairy.

(1 = unexperienced, 4 = neutral, 7 = experienced)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion Guido Weijers is knowledgeable about the social marketing campaign ‘week zonder vlees & zuivel.’

(1 = unknowledgeable, 4 = neutral, 7 = knowledgeable)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion Guido Weijers is qualified in promoting for the social marketing campaign ‘week zonder vlees & zuivel.’

(1 = unqualified, 4 = neutral, 7 = qualified)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion Guido Weijers is skilled in promoting for the social marketing campaign ‘week zonder vlees & zuivel.’

(1 = unskilled, 4 = neutral, 7 = skilled)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

0	0	0	0	0	0	0
---	---	---	---	---	---	---

Perceived trustworthiness

The following statements are about your perceived trustworthiness of Guido Weijers in in the social marketing campaign ‘week zonder vlees & zuivel.’ Please answer on a scale of 1 to 7 how you agree to these statements.

In my opinion Guido Weijers is dependable.

(1 = undependable, 4 = neutral. 7 = dependable)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion Guido Weijers is honest

(1 = dishonest, 4 = neutral. 7 = honest)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion Guido Weijers is reliable.

(1 = unreliable, 4 = neutral. 7 = reliable)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion Guido Weijers is sincere.

(1 = insincere, 4 = neutral. 7 = sincere)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion Guido Weijers is trustworthy.

(1 = untrustworthy, 4 = neutral. 7 = trustworthy)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Perceived attractiveness

The following statements are about your perceived attractiveness of Guido Weijers. Please answer on a scale of 1 to 7 how you agree to these statements.

In my opinion Guido Weijers is attractive.

(1 = unattractive, 4 = neutral. 7 = attractive)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion Guido Weijers is classy.

(1 = not classy, 4 = neutral. 7 = classy)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion Guido Weijers is beautiful.

(1 = ugly, 4 = neutral. 7 = beautiful)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion Guido Weijers is elegant.

(1 = plain, 4 = neutral. 7 = elegant)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion Guido Weijers is sexy.

(1 = not sexy, 4 = neutral. 7 = sexy)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Attitude towards a celebrity

The following statements are about your attitude towards Guido Weijers. Please answer on a scale of 1 to 7 how you agree to these statements.

I have a favourable attitude towards Guido Weijers.

(1 = unfavourable, 4 = neutral. 7 = favourable)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

0	0	0	0	0	0	0
---	---	---	---	---	---	---

In my opinion Guido Weijers is interesting.

(1 = uninteresting, 4 = neutral. 7 = interesting)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion Guido Weijers is a good person.

(1 = bad, 4 = neutral. 7 = good)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

I like Guido Weijers.

(1 = dislike, 4 = neutral. 7 = like)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion Guido Weijers is not irritating.

(1 = irritating, 4 = neutral. 7 = not irritating)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Attitude towards a social marketing campaign

The following statements are about your attitude towards the social marketing campaign 'week zonder vlees & zuivel' with Guido Weijers as the celebrity endorser.
Please answer on a scale of 1 to 7 how you agree to these statements.

I have a favourable attitude towards the social marketing campaign 'week zonder vlees & zuivel' with Guido Weijers as the celebrity endorser.

(1 = unfavourable, 4 = neutral. 7 = favourable)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion the social marketing campaign ‘week zonder vlees & zuivel’ with Guido Weijers as the celebrity endorser is interesting.

(1 = uninteresting, 4 = neutral. 7 = interesting)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

In my opinion the social marketing campaign ‘week zonder vlees & zuivel’ with Guido Weijers as the celebrity endorser is good.

(1 = bad, 4 = neutral. 7 = good)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

I like the social marketing campaign ‘week zonder vlees & zuivel’ with Guido Weijers as the celebrity endorser.

(1 = dislike, 4 = neutral. 7 = like)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

The social marketing campaign ‘week zonder vlees & zuivel’ with Guido Weijers as the celebrity endorser is not irritating.

(1 = irritating, 4 = neutral. 7 = not irritating)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Intention to act on a social marketing campaign

The following statements are on your intention to act on the social marketing campaign ‘week zonder vlees & zuivel’ with Guido Weijers as the endorser. Please answer on a scale of 1 to 7 how you agree to these statements.

I will consider to stop eating meat and/or dairy for a week due to Guido Weijers in the social marketing campaign ‘week zonder vlees & zuivel’

(1 = strongly disagree, 4 = neutral, 7 = strongly agree)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

I will recommend others to stop eating meat and/or dairy for a week due to Guido Weijers in the social marketing campaign ‘week zonder vlees & zuivel’

(1 = strongly disagree, 4 = neutral, 7 = strongly agree)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

I am willing to stop eating meat and/or dairy for a week due to Guido Weijers in the social marketing campaign ‘week zonder vlees & zuivel’

(1 = strongly disagree, 4 = neutral, 7 = strongly agree)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Demographic variables

What is your age?

What is your gender

- Male
- Female
- Non-binary
- I do not want to disclose

What is your highest received education degree?

- Primary school
- Highschool
- Secondary vocational education
- University of applied science
- Univeristy degree
- Master’s degree
- PHD

Thank you for participating. If you have any questions please contact me on lisanne.kooijmans@ru.nl.

You can now close this webpage.

Appendix C: Questionnaire Dutch

Beste deelnemer,

Bedankt dat u de tijd wilt nemen om deze enquête in te vullen. Ik ben Lisanne Kooijmans, masterstudente Business Administration (specialisatie marketing) aan de Radboud universiteit. Voor mijn masterscriptie doe ik onderzoek naar het effect van het gebruik van een beroemdheid in een maatschappelijke marketingcampagne en de intentie om hierdoor gedrag te veranderen.

Het invullen van deze enquête duurt ongeveer 5 minuten. De onderzoeksgegevens zullen anoniem worden vastgelegd en veilig opgeslagen volgens de richtlijnen voor het beheer van onderzoeksgegevens van de Radboud Universiteit en conform de Algemene Verordening Gegevensbescherming (AVG). Uw resultaten worden uitsluitend gebruikt voor deze masterscriptie. Daarnaast is het invullen van deze enquête vrijwillig en kunt u op ieder gewenst moment stoppen.

Mocht u vragen of opmerkingen hebben, neem dan gerust contact met mij op via het volgende emailadres: lisanne.kooijmans@ru.nl.

Door hieronder “Ja, ik ga akkoord met deelname aan het onderzoek zoals hierboven beschreven” te selecteren geeft u aan dat:

- U deze informatie hebt gelezen en begrepen ;
- U vrijwillig instemt met deelname;
- U beseft dat u op elk moment kunt stoppen met dit onderzoek.

Als u niet wilt deelnemen aan dit onderzoek, kunt u de deelname weigeren door hieronder “Nee, ik ga niet akkoord met deelname aan het onderzoek” te selecteren.

Alvast bedankt voor uw deelname,

Met vriendelijke groet,
Lisanne Kooijmans

Gaat u akkoord met deelname aan dit onderzoek?

- ☐ Ja, ik ga akkoord met deelname aan het onderzoek zoals hierboven beschreven
- ☐ Nee, ik ga niet akkoord met deelname aan het onderzoek

De maatschappelijke marketingcampagne ‘week zonder vlees & zuivel’ promoot elke maand om een week lang geen vlees en/of zuivel te eten.

Bent u bekend met de maatschappelijke marketingcampagne ‘Week zonder vlees & zuivel’?

- ☐ Ja, ik ben bekend met deze campagne
- ☐ Nee, ik ben niet bekend met deze campagne

Bent u bekend met Guido Weijers?

- ☐ Ja, ik weet wie Guido Weijers is
- ☐ Nee, ik weet niet wie Guido Weijers is
-

De volgende uitspraken gaan over de maatschappelijke marketingcampagne ‘Week zonder vlees & zuivel’ met Guido Weijers als de beroemde overdrager van deze campagne. Guido Weijers is één van de ambassadeurs van deze campagne. Bij het invullen van deze enquête houdt het bovenste in gedachte.

Waargenomen expertise

De volgende uitspraken gaan over uw waargenomen expertise van Guido Weijers in de maatschappelijke marketingcampagne ‘Week zonder vlees & zuivel’. Antwoord de vragen op een schaal van 1 tot 7 in hoeverre u het eens bent met deze uitspraken.

Naar mijn mening heeft Guido Weijers expertise over de maatschappelijke marketingcampagne ‘Week zonder vlees & zuivel.’

(1 = geen expert, 4 = neutraal, 7 = expert)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers ervaren in een week geen vlees en/of zuivel eten.

(1 = niet ervaren, 4 = neutraal, 7 = ervaren)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers deskundig over de maatschappelijke marketingcampagne ‘Week zonder vlees & zuivel.’

(1 = niet deskundig, 4 = neutraal, 7 = deskundig)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers gekwalificeerd om de maatschappelijke marketingcampagne ‘Week zonder vlees & zuivel’ te promoten.

(1 = niet gekwalificeerd, 4 = neutraal, 7 = gekwalificeerd)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers bekwaam om de maatschappelijke marketingcampagne ‘Week zonder vlees & zuivel’ te promoten.

(1 = niet bekwaam, 4 = neutraal, 7 = bekwaam)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Waargenomen betrouwbaarheid

De volgende uitspraken gaan over uw waargenomen betrouwbaarheid van Guido Weijers in de maatschappelijke marketingcampagne 'Week zonder vlees & zuivel'. Antwoord de vragen op een schaal van 1 tot 7 in hoeverre u het eens bent met deze uitspraken.

Naar mijn mening is Guido Weijers te vertrouwen.
(1 = niet te vertrouwen, 4 = neutraal, 7 = te vertrouwen)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers eerlijk.
(1 = oneerlijk, 4 = neutraal, 7 = eerlijk)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers geloofwaardig.
(1 = ongeloofwaardig, 4 = neutraal, 7 = geloofwaardig)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers oprecht.
(1 = onoprecht, 4 = neutraal, 7 = oprecht)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers betrouwbaar.
(1 = onbetrouwbaar, 4 = neutraal, 7 = betrouwbaar)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Waargenomen aantrekkelijkheid

De volgende uitspraken gaan over uw waargenomen aantrekkelijkheid van Guido Weijers in de maatschappelijke marketingcampagne 'Week zonder vlees & zuivel'. Antwoord de vragen op een schaal van 1 tot 7 in hoeverre u het eens bent met deze uitspraken.

Naar mijn mening is Guido Weijers aantrekkelijk.

(1 = onaantrekkelijk, 4 = neutraal, 7 = aantrekkelijk)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers stijlvol.

(1 = niet stijlvol, 4 = neutraal, 7 = stijlvol)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers mooi.

(1 = lelijk, 4 = neutraal, 7 = mooi)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers elegant.

(1 = niet elegant, 4 = neutraal, 7 = elegant)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers sexy.

(1 = niet sexy, 4 = neutraal, 7 = sexy)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Houding tegenover een beroemdheid

De volgende uitspraken gaan over uw houding tegenover Guido Weijers. Antwoord de vragen op een schaal van 1 tot 7 in hoeverre u het eens bent met deze uitspraken.

Ik heb een gunstige houding tegenover Guido Weijers.

(1 = ongunstig, 4 = neutraal, 7 = gunstig)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers interessant.

(1 = oninteressant, 4 = neutraal, 7 = interessant)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers goed.

(1 = slecht, 4 = neutraal, 7 = goed)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Ik vind Guido Weijers leuk.

(1 = niet leuk, 4 = neutraal, 7 = leuk)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is Guido Weijers niet irritant.

(1 = irritant, 4 = neutraal, 7 = niet irritant)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Houding tegenover maatschappelijke marketingcampagne

De volgende uitspraken gaan over uw houding tegenover de maatschappelijk marketingcampagne 'week zonder vlees & zuivel' met Guido Weijers als beroemdheid. Antwoord de vragen op een schaal van 1 tot 7 in hoeverre u het eens bent met deze uitspraken.

Ik heb een gunstige houding tegenover de maatschappelijk marketingcampagne 'week zonder vlees & zuivel' met Guido Weijers als beroemdheid.

(1 = ongunstig, 4 = neutraal, 7 = gunstig)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is de maatschappelijk marketingcampagne 'week zonder vlees & zuivel' met Guido Weijers als beroemdheid interessant.

(1 = oninteressant, 4 = neutraal, 7 = interessant)

1	2	3	4	5	6	7
---	---	---	---	---	---	---

0	0	0	0	0	0	0
---	---	---	---	---	---	---

Naar mijn mening is de maatschappelijk marketingcampagne ‘week zonder vlees & zuivel’ met Guido Weijers als beroemdheid goed.

(1 = slecht, 4 = neutraal, 7 = goed)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Ik vind de maatschappelijk marketingcampagne ‘week zonder vlees & zuivel’ met Guido Weijers als beroemdheid leuk.

(1 = niet leuk, 4 = neutraal, 7 = leuk)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Naar mijn mening is de maatschappelijk marketingcampagne ‘week zonder vlees & zuivel’ met Guido Weijers als beroemdheid niet irritant.

(1 = irritant, 4 = neutraal, 7 = niet irritant)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Intentie om gedrag te veranderen door een maatschappelijke marketingcampagne

De volgende uitspraken gaan over uw intentie om uw gedrag te veranderen naar aanleiding van de maatschappelijk marketingcampagne ‘week zonder vlees & zuivel’ met Guido Weijers als beroemdheid. Antwoord de vragen op een schaal van 1 tot 7 in hoeverre u het eens bent met deze uitspraken.

Ik overweeg om een week geen vlees en/of zuivel te eten voor een week door Guido Weijers in de maatschappelijk marketingcampagne ‘week zonder vlees & zuivel.’

(1 = helemaal mee oneens, 4 = neutraal, 7 = helemaal mee eens)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Ik zal anderen adviseren om voor een week geen vlees en/of zuivel te eten voor een week door Guido Weijers in de maatschappelijk marketingcampagne ‘week zonder vlees & zuivel.’

(1 = helemaal mee oneens, 4 = neutraal, 7 = helemaal mee eens)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Ik ben bereid om een week geen vlees en/of zuivel te eten voor een week door Guido Weijers in de maatschappelijke marketingcampagne ‘week zonder vlees & zuivel.’

(1 = helemaal mee oneens, 4 = neutraal, 7 = helemaal mee eens)

1	2	3	4	5	6	7
0	0	0	0	0	0	0

Demografische gegevens

Wat is uw leeftijd?

- 0 18 – 20 jaar oud
- 0 21 – 30 jaar oud
- 0 31 – 40 jaar oud
- 0 41 – 50 jaar oud
- 0 51 – 60 jaar oud
- 0 61 – 70 jaar oud
- 0 71 jaar of ouder

Wat is uw geslacht?

- 0 Vrouw
- 0 Man
- 0 Niet binair
- 0 Wil ik niet zeggen

Wat is uw hoogst behaalde opleidingsniveau?

- 0 Basisschool
- 0 Middelbare school
- 0 Middelbaar beroepsonderwijs (MBO)
- 0 Hoge beroepsonderwijs (HBO)
- 0 Universitaire bachelor
- 0 Universitaire master
- 0 PHD

Bedankt voor uw deelname. Indien u nog vragen heeft kunt u contact opnemen met mij op lisanne.kooijmans@ru.nl.

U kunt deze webpagina nu sluiten

Appendix D: Demographic statistics

Wat is uw geslacht

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vrouw	66	65.3	65.3	65.3
	Man	34	33.7	33.7	99.0
	Niet binair	1	1.0	1.0	100.0
	Total	101	100.0	100.0	

Wat is uw leeftijd

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 20 jaar oud	2	2.0	2.0	2.0
	21 – 30 jaar oud	60	59.4	59.4	61.4
	31 – 40 jaar oud	11	10.9	10.9	72.3
	41 – 50 jaar oud	9	8.9	8.9	81.2
	51 – 60 jaar oud	13	12.9	12.9	94.1
	61 – 70 jaar oud	5	5.0	5.0	99.0
	Wil ik niet zeggen	1	1.0	1.0	100.0
	Total	101	100.0	100.0	

Wat is uw hoogst voltooide opleidingsniveau?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Middelbare school	7	6.9	6.9	6.9
	Middelbaar beroepsonderwijs (MBO)	12	11.9	11.9	18.8
	Hoge beroepsonderwijs (HBO)	36	35.6	35.6	54.5
	Universitaire bachelor	20	19.8	19.8	74.3
	Universitaire master	24	23.8	23.8	98.0
	PHD	2	2.0	2.0	100.0
	Total	101	100.0	100.0	

Appendix E: Reliability Cronbach's Alpha

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.968	.969	28

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Exp1	115.40	914.602	.686	.967
Exp2	114.93	918.045	.605	.968
Exp3	115.39	908.639	.670	.967
Exp4	115.02	913.120	.658	.967
Exp5	114.53	907.731	.704	.967
Trust1	114.21	923.406	.762	.967
Trust2	113.84	934.075	.619	.967
Trust3	114.33	908.042	.799	.966
Trust4	113.86	917.721	.716	.967
Trust5	114.16	919.195	.731	.967
Attrac1	115.54	916.570	.629	.967
Attrac2	114.76	914.543	.688	.967
Attrac3	115.29	917.847	.671	.967
Attrac4	115.24	914.943	.689	.967
Attrac5	115.99	911.690	.646	.967
Att_Celeb1	114.16	922.335	.699	.967
Att_Celeb2	114.42	924.605	.679	.967
Att_Celeb3	113.91	929.202	.647	.967
Att_Celeb4	114.19	910.794	.678	.967
Att_Celeb5	114.32	906.979	.721	.967
Att_Camp1	114.46	907.370	.793	.966
Att_Camp2	114.76	902.183	.811	.966
Att_Camp3	114.52	908.792	.780	.966
Att_Camp4	114.67	903.622	.795	.966
Att_Camp5	114.38	903.257	.813	.966
Intention1	115.61	885.719	.782	.966
Intention2	115.83	891.581	.762	.967
Intention3	115.55	888.030	.755	.967

Reliability Cronbach's Alpha Expertise

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.930	.930	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Exp1	16.17	32.821	.865	.831	.905
Exp3	16.16	31.295	.845	.829	.907
Exp4	15.79	33.386	.761	.707	.924
Exp5	15.31	32.455	.805	.753	.915
Exp2	15.70	32.771	.801	.681	.916

Reliability Cronbach's Alpha Trustworthiness

Reliability Statistics					
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N of Items		
.938	.939		5		

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Trust1	19.85	22.508	.870	.768	.918
Trust2	19.49	23.592	.769	.637	.935
Trust3	19.97	20.429	.856	.761	.920
Trust4	19.50	21.432	.807	.696	.928
Trust5	19.80	21.200	.881	.791	.914

Reliability Cronbach's Alpha Attractiveness

Reliability Statistics					
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N of Items		
.926	.926		5		

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Attrac1	14.75	29.348	.791	.681	.912
Attrac2	13.97	30.229	.782	.658	.913
Attrac3	14.50	29.852	.842	.722	.902
Attrac4	14.45	30.150	.795	.686	.911
Attrac5	15.21	28.306	.824	.735	.906

Reliability Cronbach's Alpha Attitude towards celebrity endorser

Reliability Statistics					
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items		N of Items		
.919	.923		5		

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Att_Celeb1	19.21	25.366	.821	.693	.896
Att_Celeb2	19.47	25.811	.794	.642	.901
Att_Celeb3	18.96	26.678	.757	.573	.909
Att_Celeb4	19.24	22.563	.827	.698	.895
Att_Celeb5	19.37	22.974	.796	.641	.902

Reliability Cronbach's Alpha Attitude towards social marketing campaign

Reliability Statistics					
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items			
.952	.953	5			

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Att_Camp1	17.70	30.571	.891	.805	.937
Att_Camp2	18.01	30.290	.856	.748	.943
Att_Camp3	17.77	31.038	.860	.745	.943
Att_Camp4	17.92	30.154	.866	.768	.941
Att_Camp5	17.62	30.377	.868	.780	.941

Reliability Cronbach's Alpha Intention to act on social marketing campaign

Reliability Statistics					
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items			
.955	.955	3			

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Intention1	6.63	13.414	.914	.837	.927
Intention2	6.85	14.028	.908	.828	.932
Intention3	6.57	13.527	.893	.797	.943

Appendix F: Discriminant validity

Communalities

	Initial	Extraction
Attrac1	.768	.731
Attrac2	.764	.775
Attrac3	.821	.809
Attrac4	.758	.718
Attrac5	.811	.792
Exp1	.881	.873
Exp2	.749	.709
Exp3	.871	.850
Exp4	.808	.713
Exp5	.813	.775
Trust1	.844	.825
Trust2	.700	.636
Trust3	.874	.863
Trust4	.765	.712
Trust5	.855	.868
Att_Celeb1	.788	.772
Att_Celeb2	.731	.723
Att_Celeb3	.731	.677
Att_Celeb4	.782	.772
Att_Celeb5	.758	.747
Att_Camp1	.834	.849
Att_Camp2	.839	.800
Att_Camp3	.812	.807
Att_Camp4	.845	.810
Att_Camp5	.873	.849
Intention1	.887	.883
Intention2	.861	.845
Intention3	.857	.851

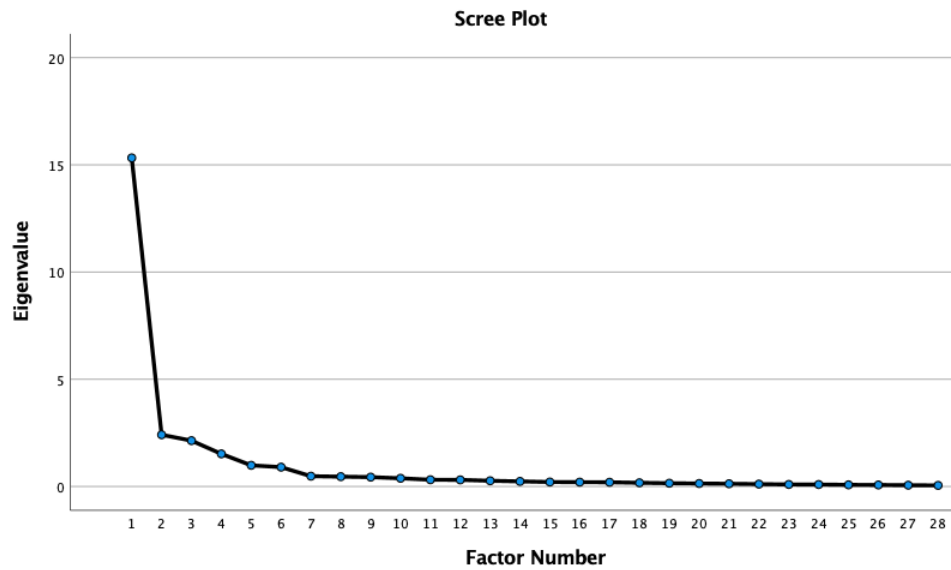
Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	15.327	54.739	54.739	15.120	54.002	54.002	10.411
2	2.415	8.626	63.365	2.197	7.847	61.848	8.550
3	2.140	7.845	71.009	1.917	6.848	68.696	8.830
4	1.524	5.443	76.452	1.330	4.751	73.447	4.897
5	.989	3.531	79.983	.767	2.741	76.188	10.035
6	.905	3.232	83.215	.699	2.496	78.684	7.752
7	.483	1.724	84.939				
8	.461	1.647	86.587				
9	.439	1.568	88.155				
10	.385	1.376	89.531				
11	.317	1.132	90.663				
12	.311	1.111	91.774				
13	.269	.961	92.735				
14	.240	.857	93.592				
15	.211	.753	94.345				
16	.205	.731	95.076				
17	.200	.714	95.790				
18	.175	.625	96.416				
19	.155	.555	96.971				
20	.142	.508	97.479				
21	.130	.465	97.943				
22	.114	.406	98.349				
23	.098	.348	98.698				
24	.095	.338	99.035				
25	.080	.285	99.320				
26	.074	.265	99.585				
27	.063	.224	99.809				
28	.053	.191	100.000				

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.



Factor Matrix^a

	Factor					
	1	2	3	4	5	6
Attrac1	.634		.524			
Attrac2	.707				-.324	
Attrac3	.683		.520			
Attrac4	.700		.315			
Attrac5	.654		.533			
Exp1	.691	.562				
Exp2	.614	.516				
Exp3	.677	.555				
Exp4	.673	.314		.314		
Exp5	.720	.325		.302		
Trust1	.789		-.310			
Trust2	.650		-.392			
Trust3	.829		-.364			
Trust4	.744					
Trust5	.767		-.358			
Att_Celeb1	.725	-.439				
Att_Celeb2	.700	-.373				
Att_Celeb3	.674	-.337				
Att_Celeb4	.710	-.428				
Att_Celeb5	.743					
Att_Camp1	.815					
Att_Camp2	.825					
Att_Camp3	.802					
Att_Camp4	.812			-.358		
Att_Camp5	.835					
Intention1	.791					
Intention2	.769					
Intention3	.768			-.381		

Extraction Method: Principal Axis Factoring.
a. 6 factors extracted. 6 iterations required.

Pattern Matrix^a

	Factor					
	1	2	3	4	5	6
Attrac1			.776			
Attrac2			.761			
Attrac3			.823			
Attrac4			.738			
Attrac5			.811			
Exp1		.868				
Exp2		.803				
Exp3		.865				
Exp4		.691				
Exp5		.708				
Trust1	.774					
Trust2	.761					
Trust3	.716					
Trust4	.723					
Trust5	.917					
Att_Celeb1					.747	
Att_Celeb2					.767	
Att_Celeb3	.324				.641	
Att_Celeb4					.807	
Att_Celeb5					.780	
Att_Camp1						.673
Att_Camp2						.537
Att_Camp3						.630
Att_Camp4						.548
Att_Camp5					.370	.575
Intention1				-.656		
Intention2				-.646		
Intention3				-.651		

Extraction Method: Principal Axis Factoring.
Rotation Method: Oblimin with Kaiser Normalization.
a. Rotation converged in 16 iterations.

Factor Correlation Matrix

Factor	1	2	3	4	5	6
1	1.000	.500	.420	-.195	.655	.510
2	.500	1.000	.407	-.345	.341	.395
3	.420	.407	1.000	-.350	.567	.339
4	-.195	-.345	-.350	1.000	-.271	-.285
5	.655	.341	.567	-.271	1.000	.432
6	.510	.395	.339	-.285	.432	1.000

Extraction Method: Principal Axis Factoring.
Rotation Method: Oblimin with Kaiser Normalization.

Appendix G: Convergent validity

KMO and Bartlett's Test of the whole construct

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.930
Bartlett's Test of Sphericity	Approx. Chi-Square	3026.233
	df	378
	Sig.	.000

Convergent validity Expertise

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.810
Bartlett's Test of Sphericity	Approx. Chi-Square	457.067
	df	10
	Sig.	.000

Factor Matrix^a

Factor	
1	
Exp1	.911
Exp2	.838
Exp3	.893
Exp4	.787
Exp5	.834

Extraction Method: Principal Axis Factoring.

a. 1 factors extracted. 5 iterations required.

Communalities

	Initial	Extraction
Exp1	.831	.829
Exp2	.681	.703
Exp3	.829	.798
Exp4	.707	.619
Exp5	.753	.696

Extraction Method: Principal Axis Factoring.

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.910	78.199	78.199	3.645	72.905	72.905
2	.570	11.409	89.608			
3	.249	4.978	94.586			
4	.177	3.540	98.126			
5	.094	1.874	100.000			

Extraction Method: Principal Axis Factoring.

Convergent validity Trustworthiness

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.885
Bartlett's Test of Sphericity	Approx. Chi-Square	446.813
	df	10
	Sig.	.000

Factor Matrix

Communalities

	Initial	Extraction
Trust1	.768	.820
Trust2	.637	.629
Trust3	.761	.795
Trust4	.696	.704
Trust5	.791	.843

Extraction Method: Principal Axis Factoring.

Factor 1	
Trust1	.905
Trust2	.793
Trust3	.892
Trust4	.839
Trust5	.918

Extraction Method: Principal Axis Factoring.

a. 1 factors extracted.
5 iterations required.

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.025	80.501	80.501	3.790	75.796	75.796
2	.423	8.453	88.954			
3	.223	4.451	93.404			
4	.178	3.560	96.965			
5	.152	3.035	100.000			

Extraction Method: Principal Axis Factoring.

Convergent validity Attractiveness

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.852
Bartlett's Test of Sphericity	Approx. Chi-Square	389.075
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
Attrac1	.681	.682
Attrac2	.658	.671
Attrac3	.722	.784
Attrac4	.687	.698
Attrac5	.734	.747

Extraction Method: Principal Axis Factoring.

Factor Matrix

Factor 1	
Attrac1	.826
Attrac2	.819
Attrac3	.885
Attrac4	.835
Attrac5	.865

Extraction Method: Principal Axis Factoring.

a. 1 factors extracted.
5 iterations required.

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.863	77.252	77.252	3.581	71.614	71.614
2	.462	9.232	86.484			
3	.306	6.118	92.602			
4	.202	4.048	96.650			
5	.167	3.350	100.000			

Extraction Method: Principal Axis Factoring.

Convergent validity Attitude towards celebrity endorser

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.890
Bartlett's Test of Sphericity	Approx. Chi-Square	354.223
	df	10
	Sig.	.000

Factor Matrix^a

Communalities

	Initial	Extraction
Att_Celeb1	.693	.749
Att_Celeb2	.642	.698
Att_Celeb3	.573	.627
Att_Celeb4	.698	.758
Att_Celeb5	.641	.695

Extraction Method: Principal Axis Factoring.

	Factor 1
Att_Celeb1	.866
Att_Celeb2	.835
Att_Celeb3	.792
Att_Celeb4	.871
Att_Celeb5	.834

Extraction Method: Principal Axis Factoring.

a. 1 factors extracted. 4 iterations required.

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.820	76.398	76.398	3.528	70.550	70.550
2	.355	7.103	83.501			
3	.326	6.527	90.028			
4	.299	5.974	96.002			
5	.200	3.998	100.000			

Extraction Method: Principal Axis Factoring.

Convergent validity Attitude towards social marketing campaign

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.893
Bartlett's Test of Sphericity	Approx. Chi-Square	503.127
	df	10
	Sig.	.000

Factor Matrix^a

Communalities

	Initial	Extraction
Att_Camp1	.805	.846
Att_Camp2	.748	.777
Att_Camp3	.745	.784
Att_Camp4	.768	.796
Att_Camp5	.780	.800

Extraction Method: Principal Axis Factoring.

	Factor 1
Att_Camp1	.920
Att_Camp2	.882
Att_Camp3	.886
Att_Camp4	.892
Att_Camp5	.894

Extraction Method: Principal Axis Factoring.

a. 1 factors extracted. 4 iterations required.

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.202	84.049	84.049	4.004	80.070	80.070
2	.271	5.421	89.470			
3	.208	4.155	93.625			
4	.193	3.864	97.489			
5	.126	2.511	100.000			

Extraction Method: Principal Axis Factoring.

Convergent validity Intention to act on social marketing campaign

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.776
Bartlett's Test of Sphericity	Approx. Chi-Square	313.169
	df	3
	Sig.	.000

Factor Matrix^a

Communalities			Factor	
	Initial	Extraction	1	
Intention1	.837	.900	Intention1	.949
Intention2	.828	.885	Intention2	.941
Intention3	.797	.845	Intention3	.920

Extraction Method: Principal Axis Factoring.

a. 1 factors extracted. 6 iterations required.

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.753	91.771	91.771	2.630	87.669	87.669
2	.140	4.675	96.446			
3	.107	3.554	100.000			

Extraction Method: Principal Axis Factoring.

Appendix H: Descriptive analysis

Correlations						
	Expertise	Trustworthiness	attractiveness	Attitude_Celeb	Attitude_Campaign	intention
Expertise	Pearson Correlation N	== 101				
Trustworthiness	Pearson Correlation Sig. (2-tailed) N	.595** .000 101				
attractiveness	Pearson Correlation Sig. (2-tailed) N	.506** .000 101	.523** .000 101			
Attitude_Celeb	Pearson Correlation Sig. (2-tailed) N	.457** .000 101	.710** .000 101	.633** .000 101		
Attitude_Campaign	Pearson Correlation Sig. (2-tailed) N	.649** .000 101	.723** .000 101	.586** .000 101	.666** .000 101	
intention	Pearson Correlation Sig. (2-tailed) N	.605** .000 101	.582** .000 101	.605** .000 101	.555** .000 101	.757** .000 101

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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.617	.568		-2.845	.005		
	Expertise	.388	.118	.300	3.275	.001	.593	1.685
	Trustworthiness	.361	.146	.229	2.473	.015	.579	1.726
	attractiveness	.451	.117	.333	3.859	.000	.667	1.499

a. Dependent Variable: intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.876	.415		2.108	.038		
	AtCeleG	.743	.084	.666	8.879	.000	1.000	1.000

a. Dependent Variable: AtCampG

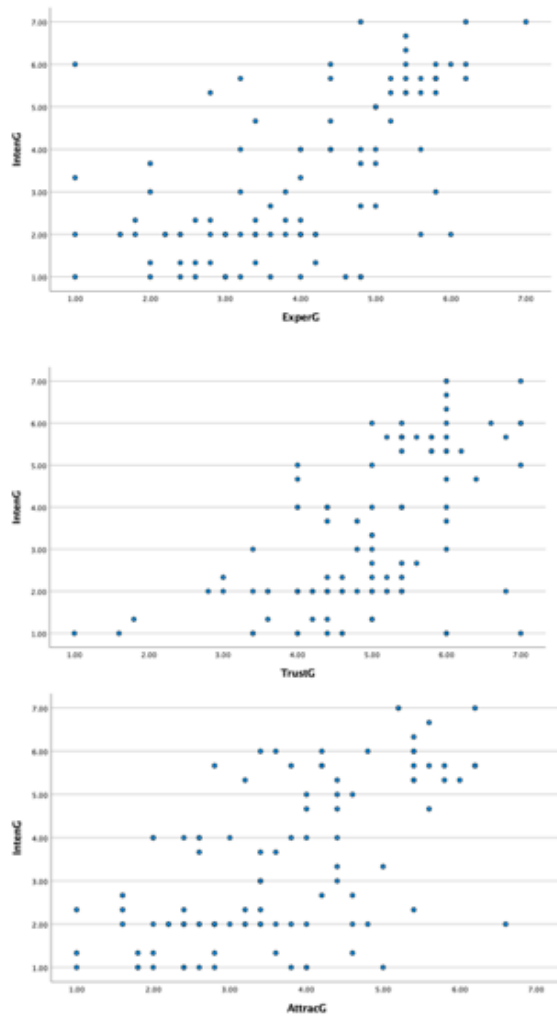
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Exp1	101	1	7	3.61	1.503
Exp2	101	1	7	4.08	1.598
Exp3	101	1	7	3.62	1.678
Exp4	101	1	7	3.99	1.597
Exp5	101	1	7	4.48	1.622
Trust1	101	1	7	4.80	1.175
Trust2	101	1	7	5.17	1.158
Trust3	101	1	7	4.68	1.435
Trust4	101	1	7	5.15	1.374
Trust5	101	1	7	4.85	1.314
Attrac1	101	1	7	3.47	1.578
Attrac2	101	1	7	4.25	1.499
Attrac3	101	1	7	3.72	1.457
Attrac4	101	1	7	3.77	1.489
Attrac5	101	1	7	3.02	1.661
Att_Celeb1	101	1	7	4.85	1.299
Att_Celeb2	101	1	7	4.59	1.282
Att_Celeb3	101	1	7	5.10	1.229
Att_Celeb4	101	1	7	4.82	1.609
Att_Celeb5	101	1	7	4.69	1.605
Att_Camp1	101	1	7	4.55	1.459
Att_Camp2	101	1	7	4.25	1.532
Att_Camp3	101	1	7	4.49	1.453
Att_Camp4	101	1	7	4.34	1.532
Att_Camp5	101	1	7	4.63	1.508
Intention1	101	1	7	3.40	1.929
Intention2	101	1	7	3.18	1.851
Intention3	101	1	7	3.46	1.942
Valid N (listwise)	101				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Expertise	101	1.00	7.00	3.9564	1.41382
Trustworthiness	101	1.00	7.00	4.9307	1.15912
attractiveness	101	1.00	6.60	3.6455	1.35082
Attitude_Celeb	101	1.00	7.00	4.8119	1.22958
Attitude_Campaign	101	1.00	6.80	4.4515	1.37220
intention	101	1.00	7.00	3.3432	1.82724
Valid N (listwise)	101				

Appendix I: Assumption regression analysis

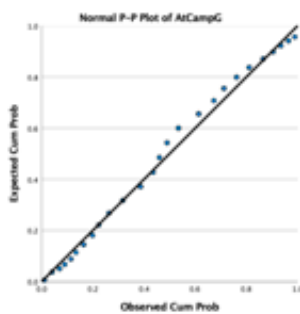
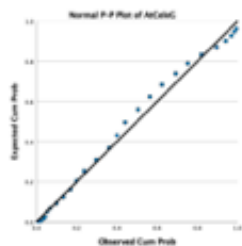
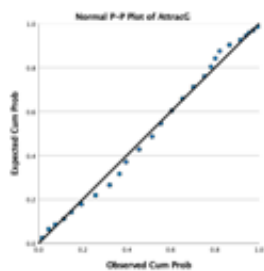
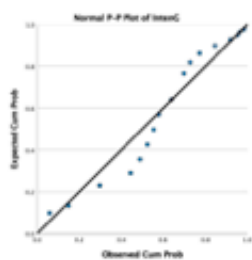
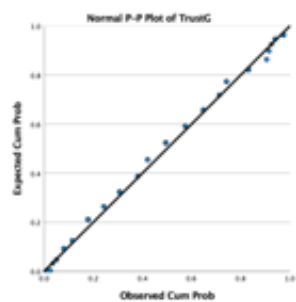
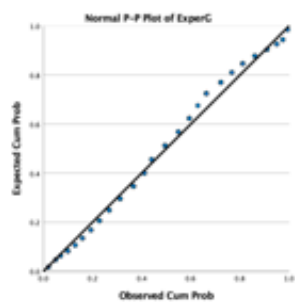


Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.719 ^a	.517	.502	1.28945	1.989

a. Predictors: (Constant), AttracG, ExperG, TrustG

b. Dependent Variable: IntenG



Appendix J: Regression analyses

Regression analysis Hypothesis 1

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.555 ^a	.308	.301	1.52749	.308	44.098	1	99	.000

a. Predictors: (Constant), AtCeleG

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.890	1	102.890	44.098	.000 ^b
	Residual	230.989	99	2.333		
	Total	333.879	100			

a. Dependent Variable: IntenG

b. Predictors: (Constant), AtCeleG

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.626	.617	-1.015	.312	-1.850	.598
	AtCeleG	.825	.124	6.641	.000	.578	1.071

a. Dependent Variable: IntenG

Regression analysis Hypothesis 2

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.757 ^a	.574	.569	1.19930	.574	133.130	1	99	.000

a. Predictors: (Constant), AtCampG

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	191.485	1	191.485	133.130	.000 ^b
	Residual	142.394	99	1.438		
	Total	333.879	100			

a. Dependent Variable: IntenG

b. Predictors: (Constant), AtCampG

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-1.146	.407	-2.816	.006	-1.953	-.338
	AtCampG	1.008	.087	11.538	.000	.835	1.182

a. Dependent Variable: IntenG

Regression analysis Hypothesis 3

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.1 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4

Y : IntenG

X : ExperG

M : ATCeleG

Sample

Size: 101

OUTCOME VARIABLE:

ATCeleG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.4573	.2091	1.2078	26.1737	1.0000	99.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	3.2385	.3264	9.9215	.0000	2.5908	3.8861
ExperG	.3977	.0777	5.1160	.0000	.2434	.5519

Standardized coefficients

	coeff
ExperG	.4573

Covariance matrix of regression parameter estimates:

	constant	ExperG
constant	.1065	-.0239
ExperG	-.0239	.0060

OUTCOME VARIABLE:

IntenG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6814	.4644	1.8249	42.4792	2.0000	98.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
--	-------	----	---	---	------	------

constant	-1.4456	.5666	-2.5513	.0123	-2.5700	-.3212
ExperG	.5743	.1074	5.3458	.0000	.3611	.7876
ATCeleG	.5230	.1235	4.2333	.0001	.2778	.7681

Standardized coefficients

	coeff
ExperG	.4444
ATCeleG	.3519

Covariance matrix of regression parameter estimates:

	constant	ExperG	ATCeleG
constant	.3210	-.0165	-.0494
ExperG	-.0165	.0115	-.0061
ATCeleG	-.0494	-.0061	.0153

***** TOTAL EFFECT MODEL

OUTCOME VARIABLE:

IntenG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6053	.3664	2.1368	57.2528	1.0000	99.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.2480	.4342	.5713	.5691	-.6134	1.1095
ExperG	.7823	.1034	7.5666	.0000	.5772	.9875

Standardized coefficients

	coeff
ExperG	.6053

Covariance matrix of regression parameter estimates:

	constant	ExperG
constant	.1885	-.0423
ExperG	-.0423	.0107

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_cs
.7823	.1034	7.5666	.0000	.5772	.9875	.6053

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
.5743	.1074	5.3458	.0000	.3611	.7876	.4444

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
ATCeleG	.2080	.0568	.1018 .3235

Completely standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
ATCeleG	.1609	.0414	.0806 .2451

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

Regression analysis Hypothesis 4

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.1 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
Y : IntenG
X : ExperG
M : AtCampG

Sample
Size: 101

OUTCOME VARIABLE:
AtCampG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6494	.4217	1.0998	72.1985	1.0000	99.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.9578	.3115	6.2855	.0000	1.3398	2.5758
ExperG	.6303	.0742	8.4970	.0000	.4831	.7775

Standardized coefficients

coeff
ExperG .6494

Covariance matrix of regression parameter estimates:

	constant	ExperG
constant	.0970	-.0218
ExperG	-.0218	.0055

OUTCOME VARIABLE:

IntenG

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	.7719	.5958	1.3771	72.2274	2.0000	98.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-1.3939	.4123	-3.3813	.0010	-2.2120	-.5758
ExperG	.2537	.1091	2.3245	.0222	.0371	.4703
AtCampG	.8387	.1125	7.4577	.0000	.6155	1.0619

Standardized coefficients

coeff
ExperG .1963
AtCampG .6298

Covariance matrix of regression parameter estimates:

	constant	ExperG	AtCampG
constant	.1700	-.0117	-.0248
ExperG	-.0117	.0119	-.0080
AtCampG	-.0248	-.0080	.0126

***** TOTAL EFFECT MODEL

OUTCOME VARIABLE:

IntenG

Model Summary

	R	R-sq	MSE	F	df1	df2	p
	.6053	.3664	2.1368	57.2528	1.0000	99.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.2480	.4342	.5713	.5691	-.6134	1.1095
ExperG	.7823	.1034	7.5666	.0000	.5772	.9875

Standardized coefficients

coeff

ExperG .6053

Covariance matrix of regression parameter estimates:

	constant	ExperG
constant	.1885	-.0423
ExperG	-.0423	.0107

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_cs
.7823	.1034	7.5666	.0000	.5772	.9875	.6053

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
.2537	.1091	2.3245	.0222	.0371	.4703	.1963

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
AtCampG	.5286	.0903	.3618 .7182

Completely standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
AtCampG	.4090	.0621	.2919 .5336

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

Regression analysis Hypothesis 5

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.1 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4

Y : IntenG

X : AttracG

M : ATCeleG

Sample

Size: 101

OUTCOME VARIABLE:

ATCeleG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6333	.4011	.9147	66.2914	1.0000	99.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.7104	.2751	9.8528	.0000	2.1646	3.2562
AttracG	.5765	.0708	8.1420	.0000	.4360	.7169

Standardized coefficients

	coeff
AttracG	.6333

Covariance matrix of regression parameter estimates:

	constant	AttracG
constant	.0757	-.0183
AttracG	-.0183	.0050

OUTCOME VARIABLE:

IntenG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6448	.4157	1.9906	34.8644	2.0000	98.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-.7970	.5711	-1.3955	.1660	-1.9304	.3364
AttracG	.5732	.1350	4.2474	.0000	.3054	.8411
ATCeleG	.4261	.1483	2.8741	.0050	.1319	.7204

Standardized coefficients

	coeff
AttracG	.4238
ATCeleG	.2868

Covariance matrix of regression parameter estimates:

	constant	AttracG	ATCeleG
constant	.3262	-.0054	-.0596
AttracG	-.0054	.0182	-.0127

ATCeleG -.0596 -.0127 .0220

***** TOTAL EFFECT MODEL

OUTCOME VARIABLE:

IntenG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6054	.3665	2.1366	57.2681	1.0000	99.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.3580	.4204	.8514	.3966	-.4763	1.1922
AttracG	.8189	.1082	7.5676	.0000	.6042	1.0336

Standardized coefficients

	coeff
AttracG	.6054

Covariance matrix of regression parameter estimates:

	constant	AttracG
constant	.1768	-.0427
AttracG	-.0427	.0117

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_cs
.8189	.1082	7.5676	.0000	.6042	1.0336	.6054

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
.5732	.1350	4.2474	.0000	.3054	.8411	.4238

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
ATCeleG	.2456	.0846	.0910	.4294

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
ATCeleG	.1816	.0595	.0689	.3036

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:

95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

Regression analysis Hypothesis 6

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.1 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4

Y : IntenG

X : AttracG

M : AtCampG

Sample

Size: 101

OUTCOME VARIABLE:

AtCampG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5859	.3433	1.2490	51.7512	1.0000	99.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.2817	.3215	7.0980	.0000	1.6439	2.9196
AttracG	.5952	.0827	7.1938	.0000	.4310	.7593

Standardized coefficients

	coeff
AttracG	.5859

Covariance matrix of regression parameter estimates:

	constant	AttracG
constant	.1033	-.0250
AttracG	-.0250	.0068

OUTCOME VARIABLE:

IntenG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7831	.6133	1.3174	77.7163	2.0000	98.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-1.5048	.4055	-3.7106	.0003	-2.3096	-.7000
AttracG	.3330	.1049	3.1757	.0020	.1249	.5411
AtCampG	.8164	.1032	7.9093	.0000	.6116	1.0212

Standardized coefficients

	coeff
AttracG	.2462
AtCampG	.6131

Covariance matrix of regression parameter estimates:

	constant	AttracG	AtCampG
constant	.1645	-.0119	-.0243
AttracG	-.0119	.0110	-.0063
AtCampG	-.0243	-.0063	.0107

***** TOTAL EFFECT MODEL

OUTCOME VARIABLE:

IntenG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6054	.3665	2.1366	57.2681	1.0000	99.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.3580	.4204	.8514	.3966	-.4763	1.1922
AttracG	.8189	.1082	7.5676	.0000	.6042	1.0336

Standardized coefficients

	coeff
AttracG	.6054

Covariance matrix of regression parameter estimates:

	constant	AttracG
constant	.1768	-.0427
AttracG	-.0427	.0117

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_cs
.8189	.1082	7.5676	.0000	.6042	1.0336	.6054

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
.3330	.1049	3.1757	.0020	.1249	.5411	.2462

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
AtCampG	.4859	.0840	.3334 .6626

Completely standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
AtCampG	.3592	.0600	.2487 .4857

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

Regression analysis Hypothesis 7

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.1 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4

Y : IntenG

X : TrustG

M : ATCeleG

Sample

Size: 101

OUTCOME VARIABLE:

ATCeleG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7104	.5046	.7565	100.8479	1.0000	99.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.0964	.3800	2.8853	.0048	.3424	1.8503
TrustG	.7536	.0750	10.0423	.0000	.6047	.9024

Standardized coefficients

	coeff
TrustG	.7104

Covariance matrix of regression parameter estimates:

	constant	TrustG
constant	.1444	-.0278
TrustG	-.0278	.0056

OUTCOME VARIABLE:

IntenG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6160	.3795	2.1140	29.9687	2.0000	98.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-1.6483	.6614	-2.4923	.0144	-2.9608	-.3359
TrustG	.5982	.1782	3.3566	.0011	.2445	.9519
ATCeleG	.4244	.1680	2.5258	.0131	.0909	.7578

Standardized coefficients

	coeff
TrustG	.3795
ATCeleG	.2856

Covariance matrix of regression parameter estimates:

	constant	TrustG	ATCeleG
constant	.4374	-.0543	-.0309
TrustG	-.0543	.0318	-.0213
ATCeleG	-.0309	-.0213	.0282

***** TOTAL EFFECT MODEL

OUTCOME VARIABLE:

IntenG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5823	.3391	2.2289	50.7974	1.0000	99.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-1.1831	.6522	-1.8139	.0727	-2.4772	.1111

TrustG .9180 .1288 7.1272 .0000 .6624 1.1736

Standardized coefficients

coeff
TrustG .5823

Covariance matrix of regression parameter estimates:

	constant	TrustG
constant	.4254	-.0818
TrustG	-.0818	.0166

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_cs
.9180	.1288	7.1272	.0000	.6624	1.1736	.5823

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
.5982	.1782	3.3566	.0011	.2445	.9519	.3795

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
ATCeleG	.3198	.1167	.1202	.5793

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
ATCeleG	.2028	.0674	.0783	.3487

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

Regression analysis Hypothesis 8

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.1 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4

Y : IntenG

X : TrustG

M : AtCampG

Sample

Size: 101

OUTCOME VARIABLE:

AtCampG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7225	.5220	.9090	108.1327	1.0000	99.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.2340	.4165	.5618	.5755	-.5925	1.0605
TrustG	.8553	.0823	10.3987	.0000	.6921	1.0186

Standardized coefficients

	coeff
TrustG	.7225

Covariance matrix of regression parameter estimates:

	constant	TrustG
constant	.1735	-.0334
TrustG	-.0334	.0068

OUTCOME VARIABLE:

IntenG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7590	.5761	1.4442	66.5936	2.0000	98.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-1.4025	.5258	-2.6672	.0089	-2.4460	-.3590
TrustG	.1159	.1500	.7731	.4413	-.1817	.4135
AtCampG	.9377	.1267	7.4020	.0000	.6863	1.1891

Standardized coefficients

	coeff
TrustG	.0735
AtCampG	.7042

Covariance matrix of regression parameter estimates:

	constant	TrustG	AtCampG
constant	.2765	-.0498	-.0038
TrustG	-.0498	.0225	-.0137
AtCampG	-.0038	-.0137	.0160

***** TOTAL EFFECT MODEL

OUTCOME VARIABLE:

IntenG

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5823	.3391	2.2289	50.7974	1.0000	99.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	-1.1831	.6522	-1.8139	.0727	-2.4772	.1111
TrustG	.9180	.1288	7.1272	.0000	.6624	1.1736

Standardized coefficients

coeff
TrustG .5823

Covariance matrix of regression parameter estimates:

	constant	TrustG
constant	.4254	-.0818
TrustG	-.0818	.0166

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_cs
.9180	.1288	7.1272	.0000	.6624	1.1736	.5823

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_cs
.1159	.1500	.7731	.4413	-.1817	.4135	.0735

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
AtCampG	.8020	.1089	.5888 1.0146

Completely standardized indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
AtCampG	.5088	.0736	.3675 .6549

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

Appendix K: Additional analyses

Regression analyses attitude celebrity → Attitude campaign

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.666 ^a	.443	.438	1.02897	.443	78.838	1	99	.000

a. Predictors: (Constant), AtCeleG

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			95,0% Confidence Interval for B	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.876	.415		2.108	.038	.052	1.700
	AtCeleG	.743	.084	.666	8.879	.000	.577	.909

a. Dependent Variable: AtCampG

Regression analyses attitude campaign → Attitude celebrity

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.666 ^a	.443	.438	.92203	.443	78.838	1	99	.000

a. Predictors: (Constant), AtCampG

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients		95,0% Confidence Interval for B		
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	2.156	.313		6.891	.000	1.535	2.777
	AtCampG	.597	.067	.666	8.879	.000	.463	.730

a. Dependent Variable: AtCeleG

Regression analyses split age

Attitude celebrity → Intention

Model Summary

Wat is uw leeftijd	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
							F Change	df1	df2	Sig. F Change
18 - 20 jaar oud	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.
21 - 30 jaar oud	1	.515 ^a	.265	.252	1.45755	.265	20.919	1	58	.000
31 - 40 jaar oud	1	.564 ^a	.319	.243	1.47005	.319	4.209	1	9	.070
41 - 50 jaar oud	1	.025 ^a	.001	-.142	1.94666	.001	.004	1	7	.949
51 - 60 jaar oud	1	.597 ^a	.357	.298	1.81113	.357	6.098	1	11	.031
61 - 70 jaar oud	1	.917 ^a	.842	.789	.71872	.842	15.929	1	3	.028

a. Predictors: (Constant), AtCeleG

Coefficients^a

Wat is uw leeftijd	Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95,0% Confidence Interval for B	
			B	Std. Error				Lower Bound	Upper Bound
18 - 20 jaar oud	1	(Constant)	-.889	.000		.	.	-.889	-.889
		AtCeleG	1.111	.000	1.000	.	.	1.111	1.111
21 - 30 jaar oud	1	(Constant)	-.370	.751		-.492	.624	-1.873	1.134
		AtCeleG	.741	.162	.515	4.574	.000	.417	1.065
31 - 40 jaar oud	1	(Constant)	.355	1.975		.179	.862	-4.113	4.822
		AtCeleG	.773	.377	.564	2.052	.070	-.079	1.625
41 - 50 jaar oud	1	(Constant)	5.337	9.539		.560	.593	-17.219	27.894
		AtCeleG	-.108	1.622	-.025	-.067	.949	-3.944	3.728
51 - 60 jaar oud	1	(Constant)	-1.058	1.808		-.585	.570	-5.036	2.921
		AtCeleG	.871	.353	.597	2.469	.031	.095	1.647
61 - 70 jaar oud	1	(Constant)	-4.734	2.047		-2.313	.104	-11.248	1.780
		AtCeleG	1.505	.377	.917	3.991	.028	.305	2.705

a. Dependent Variable: IntenG

Attitude campaign → Intention

Model Summary										
Wat is uw leeftijd	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
							F Change	df1	df2	Sig. F Change
18 - 20 jaar oud	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.
21 - 30 jaar oud	1	.695 ^a	.484	.475	1.22180	.484	54.313	1	58	.000
31 - 40 jaar oud	1	.961 ^a	.924	.916	.49099	.924	109.410	1	9	.000
41 - 50 jaar oud	1	.812 ^a	.659	.610	1.13780	.659	13.503	1	7	.008
51 - 60 jaar oud	1	.827 ^a	.685	.656	1.26805	.685	23.880	1	11	.000
61 - 70 jaar oud	1	.653 ^a	.426	.235	1.36752	.426	2.228	1	3	.232

a. Predictors: (Constant), AtCampG

Coefficients ^a									
Wat is uw leeftijd	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		
		B	Std. Error	Beta			Lower Bound	Upper Bound	
18 - 20 jaar oud	1	(Constant)	-21.000	.000		.	-21.000	-21.000	
		AtCampG	5.000	.000	1.000	.	5.000	5.000	
21 - 30 jaar oud	1	(Constant)	-.586	.506		-1.159	.251	-1.598	.426
		AtCampG	.858	.116	.695	7.370	.000	.625	1.091
31 - 40 jaar oud	1	(Constant)	-.510	.483		-1.054	.319	-1.603	.584
		AtCampG	.999	.095	.961	10.460	.000	.783	1.215
41 - 50 jaar oud	1	(Constant)	-7.491	3.340		-2.243	.060	-15.390	.407
		AtCampG	2.169	.590	.812	3.675	.008	.773	3.565
51 - 60 jaar oud	1	(Constant)	-3.090	1.340		-2.305	.042	-6.040	-.140
		AtCampG	1.383	.283	.827	4.887	.000	.760	2.006
61 - 70 jaar oud	1	(Constant)	-.721	2.784		-.259	.812	-9.582	8.139
		AtCampG	.845	.566	.653	1.493	.232	-.956	2.646

a. Dependent Variable: IntenG

Expertise → attitude celebrity

Model Summary										
Wat is uw leeftijd	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
							F Change	df1	df2	Sig. F Change
18 - 20 jaar oud	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.
21 - 30 jaar oud	1	.357 ^a	.127	.112	1.10339	.127	8.457	1	58	.005
31 - 40 jaar oud	1	.486 ^a	.236	.151	1.13702	.236	2.780	1	9	.130
41 - 50 jaar oud	1	.300 ^a	.090	-.040	.43265	.090	.693	1	7	.433
51 - 60 jaar oud	1	.383 ^a	.147	.069	1.42982	.147	1.895	1	11	.196
61 - 70 jaar oud	1	.515 ^a	.265	.020	.94310	.265	1.083	1	3	.374

a. Predictors: (Constant), ExperG

Coefficients ^a									
Wat is uw leeftijd	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		
		B	Std. Error				Beta	Lower Bound	Upper Bound
18 - 20 jaar oud	1	(Constant)	12.800	.000	.	.	12.800	12.800	
		ExperG	-1.500	.000	-1.000	.	-1.500	-1.500	
21 - 30 jaar oud	1	(Constant)	3.419	.394	8.677	.000	2.630	4.207	
		ExperG	.301	.103	.357	2.908	.005	.094	.508
31 - 40 jaar oud	1	(Constant)	3.100	1.253	2.474	.035	.265	5.934	
		ExperG	.461	.276	.486	1.667	.130	-.164	1.085
41 - 50 jaar oud	1	(Constant)	5.084	.951	5.347	.001	2.836	7.333	
		ExperG	.154	.185	.300	.832	.433	-.284	.593
51 - 60 jaar oud	1	(Constant)	3.389	1.183	2.866	.015	.786	5.992	
		ExperG	.361	.262	.383	1.377	.196	-.216	.939
61 - 70 jaar oud	1	(Constant)	2.993	2.312	1.295	.286	-4.366	10.352	
		ExperG	.533	.512	.515	1.041	.374	-1.097	2.163

a. Dependent Variable: AtCeleG

Expertise → attitude campaign

Model Summary

Wat is uw leeftijd	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
							F Change	df1	df2	Sig. F Change
18 - 20 jaar oud	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.
21 - 30 jaar oud	1	.669 ^a	.448	.439	1.02343	.448	47.095	1	58	.000
31 - 40 jaar oud	1	.764 ^a	.583	.537	1.10612	.583	12.607	1	9	.006
41 - 50 jaar oud	1	.119 ^a	.014	-.127	.72341	.014	.100	1	7	.761
51 - 60 jaar oud	1	.404 ^a	.163	.087	1.23563	.163	2.144	1	11	.171
61 - 70 jaar oud	1	.333 ^a	.111	-.186	1.31583	.111	.373	1	3	.585

a. Predictors: (Constant), ExperG

Coefficients^a

Wat is uw leeftijd	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
18 - 20 jaar oud	1	(Constant)	6.867	.000	.	.	6.867	6.867
		ExperG	-.333	.000	-1.000	.	-.333	-.333
21 - 30 jaar oud	1	(Constant)	1.789	.365	4.895	.000	1.057	2.520
		ExperG	.659	.096	.669	6.863	.466	.851
31 - 40 jaar oud	1	(Constant)	.655	1.219	.537	.604	-2.103	3.413
		ExperG	.954	.269	.764	3.551	.346	1.562
41 - 50 jaar oud	1	(Constant)	6.119	1.590	3.849	.006	2.360	9.878
		ExperG	-.098	.310	-.119	.761	-.831	.635
51 - 60 jaar oud	1	(Constant)	3.159	1.022	3.091	.010	.910	5.409
		ExperG	.332	.227	.404	1.464	-.167	.831
61 - 70 jaar oud	1	(Constant)	2.863	3.226	.887	.440	-7.405	13.130
		ExperG	.436	.714	.333	.611	-1.837	2.710

a. Dependent Variable: AtCampG

Trustworthiness → attitude celebrity

Model Summary

Wat is uw leeftijd	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
							F Change	df1	df2	Sig. F Change
18 - 20 jaar oud	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.
21 - 30 jaar oud	1	.643 ^a	.414	.404	.90412	.414	40.979	1	58	.000
31 - 40 jaar oud	1	.773 ^a	.597	.552	.82588	.597	13.327	1	9	.005
41 - 50 jaar oud	1	.452 ^a	.204	.090	.40462	.204	1.796	1	7	.222
51 - 60 jaar oud	1	.748 ^a	.559	.519	1.02827	.559	13.934	1	11	.003
61 - 70 jaar oud	1	.972 ^a	.945	.927	.25746	.945	51.792	1	3	.006

a. Predictors: (Constant), TrustG

Coefficients^a

Wat is uw leeftijd	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
18 - 20 jaar oud	1	(Constant)	-8.800	.000	.	.	-8.800	-8.800
		TrustG	3.000	.000	1.000	.	3.000	3.000
21 - 30 jaar oud	1	(Constant)	1.550	.473	3.274	.002	.602	2.497
		TrustG	.648	.101	.643	6.401	.445	.850
31 - 40 jaar oud	1	(Constant)	.274	1.348	.203	.844	-2.775	3.323
		TrustG	.901	.247	.773	3.651	.343	1.460
41 - 50 jaar oud	1	(Constant)	3.790	1.556	2.436	.045	.112	7.468
		TrustG	.350	.261	.452	1.340	-.268	.968
51 - 60 jaar oud	1	(Constant)	-1.977	1.870	-1.057	.313	-6.093	2.140
		TrustG	1.263	.338	.748	3.733	.518	2.008
61 - 70 jaar oud	1	(Constant)	-.207	.782	-.265	.808	-2.696	2.282
		TrustG	1.054	.147	.972	7.197	.588	1.521

a. Dependent Variable: AtCeleG

Trustworthiness → attitude campaign

Model Summary										
Wat is uw leeftijd	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
							F Change	df1	df2	Sig. F Change
18 - 20 jaar oud	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.
21 - 30 jaar oud	1	.721 ^a	.520	.512	.95452	.520	62.817	1	58	.000
31 - 40 jaar oud	1	.768 ^a	.590	.544	1.09756	.590	12.945	1	9	.006
41 - 50 jaar oud	1	.518 ^a	.268	.164	.62322	.268	2.566	1	7	.153
51 - 60 jaar oud	1	.772 ^a	.596	.559	.85883	.596	16.207	1	11	.002
61 - 70 jaar oud	1	.857 ^a	.735	.646	.71864	.735	8.308	1	3	.063

a. Predictors: (Constant), TrustG

Coefficients ^a									
Wat is uw leeftijd	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		
		B	Std. Error	Beta			Lower Bound	Upper Bound	
18 - 20 jaar oud	1	(Constant)	2.067	.000		.	2.067	2.067	
		TrustG	.667	.000	1.000	.	.667	.667	
21 - 30 jaar oud	1	(Constant)	.288	.500		.576	.567	-.713	1.288
		TrustG	.847	.107	.721	7.926	.000	.633	1.061
31 - 40 jaar oud	1	(Constant)	-1.515	1.791		-.846	.420	-5.567	2.537
		TrustG	1.181	.328	.768	3.598	.006	.438	1.923
41 - 50 jaar oud	1	(Constant)	9.446	2.396		3.943	.006	3.780	15.111
		TrustG	-.644	.402	-.518	-1.602	.153	-1.596	.307
51 - 60 jaar oud	1	(Constant)	-1.646	1.562		-1.054	.315	-5.084	1.792
		TrustG	1.138	.283	.772	4.026	.002	.516	1.760
61 - 70 jaar oud	1	(Constant)	-1.424	2.183		-.652	.561	-8.371	5.524
		TrustG	1.179	.409	.857	2.882	.063	-.123	2.480

a. Dependent Variable: AtCampG

Attractiveness → attitude celebrity

Model Summary										
Wat is uw leeftijd	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
							F Change	df1	df2	Sig. F Change
18 - 20 jaar oud	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.
21 - 30 jaar oud	1	.681 ^a	.463	.454	.86515	.463	50.097	1	58	.000
31 - 40 jaar oud	1	.376 ^a	.141	.046	1.20547	.141	1.480	1	9	.255
41 - 50 jaar oud	1	.396 ^a	.157	.037	.41639	.157	1.305	1	7	.291
51 - 60 jaar oud	1	.564 ^a	.318	.256	1.27884	.318	5.120	1	11	.045
61 - 70 jaar oud	1	.758 ^a	.575	.433	.71772	.575	4.051	1	3	.138

a. Predictors: (Constant), AttracG

Coefficients ^a									
Wat is uw leeftijd	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		
		B	Std. Error	Beta			Lower Bound	Upper Bound	
18 - 20 jaar oud	1	(Constant)	-3.520	.000		.	-3.520	-3.520	
		AttracG	1.800	.000	1.000	.	1.800	1.800	
21 - 30 jaar oud	1	(Constant)	2.223	.339		6.561	.000	1.545	2.901
		AttracG	.692	.098	.681	7.078	.000	.496	.887
31 - 40 jaar oud	1	(Constant)	3.868	1.083		3.573	.006	1.419	6.318
		AttracG	.292	.240	.376	1.217	.255	-.251	.834
41 - 50 jaar oud	1	(Constant)	5.407	.426		12.701	.000	4.400	6.413
		AttracG	.100	.088	.396	1.142	.291	-.107	.308
51 - 60 jaar oud	1	(Constant)	2.407	1.167		2.062	.064	-.162	4.976
		AttracG	.684	.302	.564	2.263	.045	.019	1.350
61 - 70 jaar oud	1	(Constant)	2.943	1.243		2.367	.099	-1.013	6.899
		AttracG	.617	.306	.758	2.013	.138	-.358	1.592

a. Dependent Variable: AtCeleG

Attractiveness → attitude campaign

Model Summary										
Wat is uw leeftijd	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
							F Change	df1	df2	Sig. F Change
18 - 20 jaar oud	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.
21 - 30 jaar oud	1	.520 ^a	.270	.258	1.17694	.270	21.467	1	58	.000
31 - 40 jaar oud	1	.656 ^a	.430	.366	1.29426	.430	6.782	1	9	.029
41 - 50 jaar oud	1	.452 ^a	.204	.090	.64998	.204	1.795	1	7	.222
51 - 60 jaar oud	1	.671 ^a	.450	.400	1.00151	.450	9.007	1	11	.012
61 - 70 jaar oud	1	.699 ^a	.489	.319	.99709	.489	2.874	1	3	.189

a. Predictors: (Constant), AttracG

Coefficients ^a									
Wat is uw leeftijd	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
			B	Std. Error				Lower Bound	Upper Bound
18 - 20 jaar oud	1	(Constant)	3.240	.000	.	.	.	3.240	3.240
		AttracG	.400	.000	1.000	.	.	.400	.400
21 - 30 jaar oud	1	(Constant)	2.111	.461		4.580	.000	1.188	3.033
		AttracG	.616	.133	.520	4.633	.000	.350	.882
31 - 40 jaar oud	1	(Constant)	1.967	1.162		1.692	.125	-.663	4.596
		AttracG	.670	.257	.656	2.604	.029	.088	1.252
41 - 50 jaar oud	1	(Constant)	4.781	.664		7.194	.000	3.209	6.352
		AttracG	.184	.137	.452	1.340	.222	-.141	.508
51 - 60 jaar oud	1	(Constant)	1.956	.914		2.140	.056	-.056	3.968
		AttracG	.711	.237	.671	3.001	.012	.190	1.232
61 - 70 jaar oud	1	(Constant)	1.971	1.727		1.142	.337	-3.525	7.468
		AttracG	.722	.426	.699	1.695	.189	-.633	2.076

a. Dependent Variable: AtCampG

Regression analyses split educational level

Attitude celebrity → Intention

Model Summary										
Wat is uw hoogst voltooide opleidingsniveau?	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
							F Change	df1	df2	Sig. F Change
Middelbare school	1	.694 ^a	.481	.378	1.11266	.481	4.642	1	5	.084
Middelbaar beroepsonderwijs (MBO)	1	.699 ^a	.488	.437	1.24294	.488	9.539	1	10	.011
Hoge beroepsonderwijs (HBO)	1	.475 ^a	.225	.203	1.80030	.225	9.891	1	34	.003
Universitaire bachelor	1	.647 ^a	.419	.386	1.30253	.419	12.964	1	18	.002
Universitaire master	1	.413 ^a	.170	.133	1.38299	.170	4.519	1	22	.045
PHD	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.

a. Predictors: (Constant), AtCeleG

Coefficients ^a								
Wat is uw hoogst voltooide opleidingsniveau?	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
Middelbare school	1	(Constant)	-.859	2.099				
		AtCeleG	.891	.414	.694	2.154	.084	-.172
Middelbaar beroepsonderwijs (MBO)	1	(Constant)	-.080	1.666				
		AtCeleG	.933	.302	.699	3.088	.011	.260
Hoge beroepsonderwijs (HBO)	1	(Constant)	-.156	1.061				
		AtCeleG	.700	.223	.475	3.145	.003	.248
Universitaire bachelor	1	(Constant)	-1.686	1.388				
		AtCeleG	.989	.275	.647	3.601	.002	.412
Universitaire master	1	(Constant)	.437	1.200				
		AtCeleG	.531	.250	.413	2.126	.045	.013
PHD	1	(Constant)	-11.500	.000				
		AtCeleG	2.917	.000	1.000	.	.	-11.500

a. Dependent Variable: IntenG

Attitude campaign → Intention

Model Summary										
Wat is uw hoogst voltooide opleidingsniveau?	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
							F Change	df1	df2	Sig. F Change
Middelbare school	1	.724 ^a	.524	.429	1.06616	.524	5.501	1	5	.066
Middelbaar beroepsonderwijs (MBO)	1	.892 ^a	.796	.776	.78408	.796	39.099	1	10	.000
Hoge beroepsonderwijs (HBO)	1	.771 ^a	.594	.582	1.30332	.594	49.747	1	34	.000
Universitaire bachelor	1	.789 ^a	.622	.601	1.05043	.622	29.610	1	18	.000
Universitaire master	1	.517 ^a	.268	.234	1.29942	.268	8.040	1	22	.010
PHD	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.

a. Predictors: (Constant), AtCampG

Coefficients ^a									
Wat is uw hoogst voltooide opleidingsniveau?			Unstandardized Coefficients		Standardized Coefficients		95,0% Confidence Interval for B		
			B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
Middelbare school	1	(Constant)	.510	1.366		.374	.724	-3.001	4.022
		AtCampG	.687	.293	.724	2.345	.066	-.066	1.439
Middelbaar beroepsonderwijs (MBO)	1	(Constant)	-1.512	1.057		-1.430	.183	-3.867	.844
		AtCampG	1.218	.195	.892	6.253	.000	.784	1.652
Hoge beroepsonderwijs (HBO)	1	(Constant)	-1.546	.686		-2.253	.031	-2.941	-.151
		AtCampG	1.058	.150	.771	7.053	.000	.753	1.363
Universitaire bachelor	1	(Constant)	-.561	.730		-.769	.452	-2.095	.973
		AtCampG	.869	.160	.789	5.442	.000	.533	1.204
Universitaire master	1	(Constant)	-.080	1.090		-.074	.942	-2.340	2.180
		AtCampG	.711	.251	.517	2.835	.010	.191	1.231
PHD	1	(Constant)	-5.667	.000		.	.	-5.667	-5.667
		AtCampG	1.944	.000	1.000	.	.	1.944	1.944
a. Dependent Variable: IntenG									

a. Dependent Variable: IntenG

Expertise → attitude celebrity

Model Summary										
Wat is uw hoogst voltooide opleidingsniveau?	R		R Square		Adjusted R Square	Std. Error of the Estimate	Change Statistics			
	Model	R	R Square	R Square Change			F Change	df1	df2	Sig. F Change
Middelbare school	1	.579 ^a	.335	.202	.98076	.335	2.521	1	5	.173
Middelbaar beroepsonderwijs (MBO)	1	.496 ^a	.246	.171	1.12932	.246	3.264	1	10	.101
Hoge beroepsonderwijs (HBO)	1	.670 ^a	.449	.433	1.02882	.449	27.761	1	34	.000
Universitaire bachelor	1	.277 ^a	.076	.025	1.07414	.076	1.491	1	18	.238
Universitaire master	1	.094 ^a	.009	-.036	1.17441	.009	.196	1	22	.662
PHD	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.

a. Predictors: (Constant), ExperG

Coefficients ^a										
Wat is uw hoogst voltooide opleidingsniveau?		Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		
			B	Std. Error	Beta			Lower Bound	Upper Bound	
Middelbare school	1	(Constant)	2.812	1.410		1.995	.103	-.811	6.436	
		ExperG	.560	.353	.579	1.588	.173	-.347	1.466	
Middelbaar beroepsonderwijs (MBO)	1	(Constant)	2.626	1.561		1.683	.123	-.851	6.103	
		ExperG	.561	.310	.496	1.807	.101	-.131	1.252	
Hoge beroepsonderwijs (HBO)	1	(Constant)	2.183	.485		4.505	.000	1.198	3.169	
		ExperG	.617	.117	.670	5.269	.000	.379	.855	
Universitaire bachelor	1	(Constant)	4.053	.765		5.295	.000	2.445	5.661	
		ExperG	.252	.206	.277	1.221	.238	-.182	.686	
Universitaire master	1	(Constant)	4.391	.667		6.588	.000	3.009	5.774	
		ExperG	.071	.161	.094	.443	.662	-.263	.406	
PHD	1	(Constant)	1.867	.000		.	.	1.867	1.867	
		ExperG	.667	.000	1.000	.	.	.667	.667	

a. Dependent Variable: AtCeleG

Expertise → attitude campaign

Model Summary											
Wat is uw hoogst voltooide opleidingsniveau?	Change Statistics										
	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	
	Middelbare school	1	.859 ^a	.737	.685	.83437	.737	14.043	1	5	.013
	Middelbaar beroepsonderwijs (MBO)	1	.583 ^a	.340	.274	1.03393	.340	5.154	1	10	.047
	Hoge beroepsonderwijs (HBO)	1	.720 ^a	.519	.504	1.03336	.519	36.634	1	34	.000
	Universitaire bachelor	1	.493 ^a	.243	.201	1.34922	.243	5.787	1	18	.027
	Universitaire master	1	.565 ^a	.319	.288	.91195	.319	10.313	1	22	.004
	PHD	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.
	a. Predictors: (Constant), ExperG										

Coefficients ^a									
Wat is uw hoogst voltooide opleidingsniveau?	Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
			B	Std. Error	Beta			Lower Bound	Upper Bound
Middelbare school	1	(Constant)	.121	1.199		.101	.923	-2.961	3.204
		ExperG	1.124	.300	.859	3.747	.013	.353	1.895
Middelbaar beroepsonderwijs (MBO)	1	(Constant)	2.128	1.429		1.489	.167	-1.056	5.311
		ExperG	.645	.284	.583	2.270	.047	.012	1.278
Hoge beroepsonderwijs (HBO)	1	(Constant)	1.583	.487		3.251	.003	.593	2.572
		ExperG	.712	.118	.720	6.053	.000	.473	.951
Universitaire bachelor	1	(Constant)	2.134	.961		2.220	.040	.114	4.154
		ExperG	.624	.259	.493	2.406	.027	.079	1.169
Universitaire master	1	(Constant)	2.666	.518		5.150	.000	1.592	3.739
		ExperG	.402	.125	.565	3.211	.004	.142	.662
PHD	1	(Constant)	-.200	.000		.	.	-.200	-.200
		ExperG	1.000	.000	1.000	.	.	1.000	1.000

a. Dependent Variable: AtCampG

Trustworthiness → attitude celebrity

Model Summary										
Wat is uw hoogst voltooide opleidingsniveau?	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
							F Change	df1	df2	Sig. F Change
Middelbare school	1	.690 ^a	.476	.371	.87058	.476	4.545	1	5	.086
Middelbaar beroepsonderwijs (MBO)	1	.626 ^a	.392	.332	1.01376	.392	6.461	1	10	.029
Hoge beroepsonderwijs (HBO)	1	.799 ^a	.638	.627	.83470	.638	59.828	1	34	.000
Universitaire bachelor	1	.531 ^a	.282	.242	.94719	.282	7.065	1	18	.016
Universitaire master	1	.708 ^a	.501	.478	.83364	.501	22.051	1	22	.000
PHD	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.

a. Predictors: (Constant), TrustG

Coefficients ^a									
Wat is uw hoogst voltooide opleidingsniveau?	Model	Unstandardized Coefficients		Standardized Coefficients			95,0% Confidence Interval for B		
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	
Middelbare school	1	(Constant)	.039	2.337		.017	.987	-5.968	6.046
		TrustG	.904	.424	.690	2.132	.086	-.186	1.994
Middelbaar beroepsonderwijs (MBO)	1	(Constant)	.652	1.884		.346	.736	-3.546	4.850
		TrustG	.813	.320	.626	2.542	.029	.100	1.526
Hoge beroepsonderwijs (HBO)	1	(Constant)	.637	.527		1.207	.236	-.435	1.709
		TrustG	.846	.109	.799	7.735	.000	.624	1.069
Universitaire bachelor	1	(Constant)	2.629	.895		2.937	.009	.748	4.509
		TrustG	.490	.184	.531	2.658	.016	.103	.877
Universitaire master	1	(Constant)	-.025	1.013		-.024	.981	-2.127	2.077
		TrustG	.974	.207	.708	4.696	.000	.544	1.404
PHD	1	(Constant)	-2.800	.000		.	.	-2.800	-2.800
		TrustG	1.333	.000	1.000	.	.	1.333	1.333

a. Dependent Variable: AtCeleG

Trustworthiness → attitude campaign

Model Summary										
Wat is uw hoogst voltooide opleidingsniveau?	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
							F Change	df1	df2	Sig. F Change
Middelbare school	1	.591 ^a	.349	.219	1.31381	.349	2.680	1	5	.163
Middelbaar beroepsonderwijs (MBO)	1	.714 ^a	.509	.460	.89159	.509	10.379	1	10	.009
Hoge beroepsonderwijs (HBO)	1	.695 ^a	.483	.468	1.07121	.483	31.731	1	34	.000
Universitaire bachelor	1	.786 ^a	.619	.597	.95792	.619	29.190	1	18	.000
Universitaire master	1	.695 ^a	.483	.459	.79502	.483	20.517	1	22	.000
PHD	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.

a. Predictors: (Constant), TrustG

Coefficients ^a									
Wat is uw hoogst voltooide opleidingsniveau?	Model	Unstandardized Coefficients			Standardized Coefficients		95,0% Confidence Interval for B		
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	
Middelbare school	1	(Constant)	−1.259	3.526		−.357	.736	−10.324	7.806
		TrustG	1.047	.640	.591	1.637	.163	−.597	2.692
Middelbaar beroepsonderwijs (MBO)	1	(Constant)	.026	1.657		.016	.988	−3.666	3.718
		TrustG	.907	.281	.714	3.222	.009	.280	1.534
Hoge beroepsonderwijs (HBO)	1	(Constant)	.661	.677		.976	.336	−.715	2.036
		TrustG	.791	.140	.695	5.633	.000	.506	1.076
Universitaire bachelor	1	(Constant)	−.421	.905		−.466	.647	−2.323	1.480
		TrustG	1.007	.186	.786	5.403	.000	.615	1.398
Universitaire master	1	(Constant)	−.099	.967		−.102	.919	−2.103	1.905
		TrustG	.896	.198	.695	4.530	.000	.486	1.306
PHD	1	(Constant)	−7.200	.000		.	.	−7.200	−7.200
		TrustG	2.000	.000	1.000	.	.	2.000	2.000

a. Dependent Variable: AtCampG

Attractiveness → attitude celebrity

Model Summary

Wat is uw hoogst voltioide opleidingsniveau?	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
							F Change	df1	df2	Sig. F Change
Middelbare school	1	.756 ^a	.572	.486	.78712	.572	6.676	1	5	.049
Middelbaar beroepsonderwijs (MBO)	1	.783 ^a	.613	.574	.80906	.613	15.844	1	10	.003
Hoge beroepsonderwijs (HBO)	1	.672 ^a	.451	.435	1.02730	.451	27.944	1	34	.000
Universitaire bachelor	1	.594 ^a	.353	.317	.89940	.353	9.800	1	18	.006
Universitaire master	1	.409 ^a	.168	.130	1.07625	.168	4.429	1	22	.047
PHD	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.

a. Predictors: (Constant), AttracG

Coefficients^a

Wat is uw hoogst voltioide opleidingsniveau?	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
Middelbare school	1	(Constant)	2.619	.958	2.734	.041	.157	5.081
		AttracG	.716	.277	.756	.2584	.004	1.428
Middelbaar beroepsonderwijs (MBO)	1	(Constant)	2.154	.844	2.551	.029	.273	4.035
		AttracG	.726	.182	.783	3.980	.003	1.132
Hoge beroepsonderwijs (HBO)	1	(Constant)	2.434	.439	5.540	.000	1.541	3.326
		AttracG	.598	.113	.672	5.286	.000	.828
Universitaire bachelor	1	(Constant)	3.203	.590	5.429	.000	1.964	4.443
		AttracG	.484	.155	.594	3.131	.006	.808
Universitaire master	1	(Constant)	3.167	.746	4.246	.000	1.620	4.713
		AttracG	.435	.207	.409	2.105	.047	.863
PHD	1	(Constant)	2.800	.000	.	.	2.800	2.800
		AttracG	.667	.000	1.000	.	.667	.667

a. Dependent Variable: AtCeleG

Attractiveness → attitude campaign

Model Summary

Wat is uw hoogst voltioide opleidingsniveau?	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
							F Change	df1	df2	Sig. F Change
Middelbare school	1	.979 ^a	.959	.950	.33160	.959	115.563	1	5	.000
Middelbaar beroepsonderwijs (MBO)	1	.691 ^a	.477	.425	.92013	.477	9.135	1	10	.013
Hoge beroepsonderwijs (HBO)	1	.588 ^a	.346	.326	1.20480	.346	17.962	1	34	.000
Universitaire bachelor	1	.497 ^a	.247	.205	1.34612	.247	5.897	1	18	.026
Universitaire master	1	.343 ^a	.118	.077	1.03822	.118	2.931	1	22	.101
PHD	1	1.000 ^a	1.000	.	.	1.000	.	1	0	.

a. Predictors: (Constant), AttracG

Coefficients^a

Wat is uw hoogst voltioide opleidingsniveau?	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
Middelbare school	1	(Constant)	.334	.404	.827	.446	-.704	1.371
		AttracG	1.255	.117	.979	10.750	.955	1.555
Middelbaar beroepsonderwijs (MBO)	1	(Constant)	2.511	.960	2.615	.026	.372	4.651
		AttracG	.627	.207	.691	3.022	.165	1.089
Hoge beroepsonderwijs (HBO)	1	(Constant)	2.328	.515	4.519	.000	1.281	3.375
		AttracG	.562	.133	.588	4.238	.000	.832
Universitaire bachelor	1	(Constant)	2.314	.883	2.620	.017	.458	4.169
		AttracG	.562	.231	.497	2.428	.026	1.047
Universitaire master	1	(Constant)	3.040	.719	4.225	.000	1.547	4.532
		AttracG	.341	.199	.343	1.712	.101	.754
PHD	1	(Constant)	1.200	.000	.	.	1.200	1.200
		AttracG	1.000	.000	1.000	.	1.000	1.000

a. Dependent Variable: AtCampG