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When endorsers and salespeople acquire brand personality traits

ASHLEY R. ARSENA
Department of Marketing
University of Texas at San Antonio

DAVID H. SILVERA
Department of Marketing
University of Texas at San Antonio

MARIO PANDELAERE
Department of Marketing
Ghent University

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ASHLEY R. ARSENA

DAVID H. SILVERA

MARIO PANDELAERE

Ashley R. Arsena (corresponding author), Department of Marketing, College of Business, University of Texas at San Antonio, One UTSA Circle, San Antonio, TX 78249 USA; ashley.arsena@gmail.com; Tel: 1-210-458-7310; Fax: 1-210-458-6335

David H. Silvera, Department of Marketing, College of Business, University of Texas at San Antonio, One UTSA Circle, San Antonio, TX 78249 USA; david.silvera@utsa.edu

Mario Pandelaere, Department of Marketing, Faculty of Economics and Business, Ghent University, Tweeckerkenstraat 2, 9000 Gent, Belgium; mario.pandelaere@ugent.be

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Using endorsers can be an effective way to influence brand perceptions and elevate the brand. However, although there is a significant amount of research investigating how endorsers influence brand perceptions, there is little research showing whether traits associated with the brand influence perceptions of the endorser. This article addresses this under-researched area and provides evidence for brand trait transference. Brand trait transference occurs when a trait transfers from a brand to people associated with that brand. Four studies demonstrate brand trait transference and identify a boundary condition for this novel effect. Study 1 finds that a salesperson's perceived trustworthiness is affected by the company he works for. Study 2 finds that a celebrity endorser's perceived attributes are influenced by the products she endorses. Study 3 uses the IAT (Implicit Association Test) to establish evidence that the brand trait transference effect is spontaneous and requires little cognitive effort. Study 4 identifies a boundary condition by showing that strong pre-existing traits associated with the communicator undermine the brand trait transference effect. The article discusses the implications of these findings for effective marketing communications as well as the theoretical implications for the growing research on branding, association transfer, and endorsers.

Keywords: Endorsers; Branding; Traits; Associations; Transference; Attributions; Trait inferences

JEL Classification code: M31

1. Introduction

Imagine a celebrity endorsing bungee jumping. Now imagine the same celebrity endorsing a children's charity to help fight childhood diabetes. Does your perception of the celebrity change based on the different products they endorse? Although considerable research has shown that endorser traits influence brand perceptions (Huber et al. 2013; Ilicic & Webster, 2012; McCracken, 1989; McGinnies & Ward, 1980), there is little research investigating changes in the opposite direction, that is whether the traits associated with the product brands influence perceptions of the endorser. The present research examines this phenomenon, which we refer to as Brand Trait Transference (BTT).

BTT occurs when the traits that are connected with a brand transfer to individuals associated with that brand. For example, if a perceiver associates bungee jumping with the trait "exciting," he might also view a celebrity that endorses bungee jumping as more exciting than he normally would. Similarly, when a celebrity is paired with a product or brand that is associated with kindness (e.g., children's charity), the celebrity might be viewed as more caring and kind.

Given the critical role of endorsers in marketing communications as a way to capture attention, transfer meaning, provide relevant information, and produce favorable consumer perceptions (Friedman & Friedman, 1979; Ilicic & Webster, 2012; Kamins, 1990; Kamins & Gupta, 1994; McCracken, 1989; O'Mahony & Meenaghan, 1997), it is important to understand how brands influence the perceptions of endorsers. The present paper addresses this under-researched area and provides empirical evidence for BTT. Across several studies we find that traits from a product or a company can be transferred

to people who associate themselves with the product or company. These studies provide evidence for BTT as well as identify boundary conditions under which BTT is less likely to occur.

2. Conceptual background and hypotheses

If you describe someone as lazy, does this description cause others to view you as lazy? Research on spontaneous trait transference (STT) has shown that this is the case. STT occurs when perceivers attribute traits to informants based on behaviors they describe (Skowronski et al., 1998; Carlston & Skowronski, 2005). That is, if Sally describes someone as anxious, Sally will also tend to be perceived as anxious.

Past research on STT has found that STT results from an associative process (Carlston & Skowronski, 2005). Associative processing has been characterized as an effortless activity that yields unlabeled linkages in memory that result from spatial and temporal proximity (Carlston & Smith, 1996; Carlston & Skowronski, 2005). When perceivers are exposed to a behavioral description, they spontaneously infer the implied trait (Uleman, Newman, & Moskowitz, 1996). That is, if Tom states “John did not contribute to the team project,” people spontaneously think of the trait “lazy” and attribute it to the actor (e.g., “John is lazy”). However, due to associative processing, the inferred trait can also become linked with the informant. As a result, the informant is misremembered as possessing the very trait he informed about (e.g., “Tom is lazy”).

In STT, perceivers are largely unaware of their person-trait associations (Carlston & Skowronski, 2005). The process lacks the deeper more elaborative activity characteristic of attributional processing, which involves “attributional knowledge and

rules, resulting in the formation of labeled associative linkages that designate one construct as a property of another” (Carlston & Skowronski, 1996, p.884). Associative processing results in "unlabeled links" that convey little information about the underlying relationship.

Evidence suggests that consumers spontaneously and effortlessly infer traits and transfer these traits to items in close proximity. For instance, several studies show that the characteristics associated with an endorser can transfer to the products they endorse. Huber et al. (2013) found that age of endorsers transfer to products, such that manipulating an endorser's age can change a consumers' brand age perceptions. Additionally, celebrities have been found to possess cultural meanings, which can be transferred to the products they endorse (McCracken, 1989). These studies illustrate trait transference from traits associated with endorsers (e.g., youth) to the products they endorse.

Drawing on STT research, we suggest that the opposite might also occur, such that the traits associated with products (e.g., "sophisticated") can be passed to the people associated with those products (e.g., celebrity endorsers or salespeople). We expect the mechanism underlying BTT to emulate STT and work via associative processing; however, unlike STT, which involves a person's behavior, BTT refers to a situation where traits that are connected with a brand transfer to an individual associated with that brand.

Like people, some brands possess a “brand personality,” which refers to a set of human characteristics or traits associated with the brand (Aaker, 1997). Similar to how the Big-Five traits represent human personality (Aaker, 1997; Briggs, 1992), brands can

possess traits such as sophistication, ruggedness, competence, and sincerity (Aaker, 1997), which potentially can be transferred to individuals associated with the brand. Given that brands possess personality traits (Aaker, 1997), we expect consumers to spontaneously activate traits related to products they are exposed to (e.g., the trait "exciting" from bungee jumping equipment) and transfer the activated traits to individuals associated with the product brand (e.g., endorsers). For example, if a celebrity endorser is paired with a brand associated with the trait "sophistication," such as Nordstrom boots, this association should increase the perceived sophistication level of the endorser. Thus, based on this reasoning, it is proposed:

H1: Individuals paired with a product characterized by a specific trait are perceived as more strongly possessing that trait than when not paired with that product.

However, research suggests that strong attitudes are resistant to change (Zuwerink & Devine, 1996). In the case of BTT, a strong pre-existing trait associated with the communicator could conflict with a trait that might otherwise be transferred from a product, thus overriding BTT. For example, if the trait "selfish" is strongly associated with an endorser, this might interfere with the transfer of the trait "generosity" from a charity advertisement. To the extent that consumers' impressions of a celebrity are affected by the celebrity's prior endorsements, this could limit the celebrity's usefulness as an endorser for brands with opposing brand personalities. Thus, based on this reasoning, it is proposed:

H2: BTT does not occur for individuals with a strong pre-existing trait that conflicts with the product's associated trait.

2.1. Overview of Studies

Four studies provide evidence for BTT and show that brand traits may also transfer to people who are associated with the brand. Study 1 shows that a salesperson's perceived trustworthiness is affected by the company he works for, implying the trait from the company can be transferred to the salesperson. Study 2 reveals that a celebrity endorser's perceived attributes are influenced by the products they endorse. Study 3 investigates the underlying mechanism responsible for brand trait transference. Results from an IAT suggest that brand trait transference occurs via associative processing. Study 4 examines a boundary condition for BTT and demonstrates that a strong pre-existing trait associated with a communicator can undermine BTT. In each study, participants were presented with a brand that was associated with a specific target trait and asked to describe the degree to which the trait described the individual associated with the brand.

3. Study 1

3.1. Participants and procedure

One hundred and sixty undergraduates (68% male; age: 19 - 28) participated at a large university for course credit.

After arriving at the lab, participants read a story about Steven who worked as a salesperson either for a well-respected pharmaceutical company, Pfizer, or for a fictitious pharmaceutical company that was caught distributing false information, XTM. Steven

was described as showing up 10 minutes late for an appointment. To explain why he was late, Steven explained he witnessed a car accident and had been asked by the victim to leave his name and address.

Participants were asked to rate Steven on various traits, including trustworthiness. Specifically they were asked “To what extent do you think that Steven is generally trustworthy?” with responses on a 5-point Likert scale (1=not trustworthy at all...5= very trustworthy).

3.2. Results and discussion

A one-way ANOVA revealed a significant effect of level of trust of company on perceived trustworthiness of the salesperson ($F(1,158) = 3.93, p < .05$). Participants who were told Steven worked for Pfizer rated him as significantly more trustworthy than participants who were told Steven worked for XTM ($M = 3.04$ vs. $M = 2.86$). These findings support hypothesis 1 and show support for BTT, since the degree of trustworthiness associated with the company appears to have transferred to the company’s representative.

Study 2 aims to extend Study 1 in two respects. First, to demonstrate robustness, we test transfer for other traits. Second, we generalize our findings to celebrity endorsers and products. We predict that the traits associated with products will transfer to the celebrity endorsers featured within that product’s advertisements.

4. Study 2

4.1. Pretest

In order to create advertisements that featured products strongly associated with specific traits, a pretest was conducted to select products that were significantly associated with three target traits: (1) adventurous, (2) generous, and (3) neat. A pretest on celebrity endorsers was also conducted to select endorsers who were relatively neutral on the target traits.

In the product pretest, participants were asked to view a variety of products (e.g., personal organizers) and indicate how much each of the target traits (adventurous, generous, and neat) described each product (1=not descriptive at all...5=very descriptive). Camping equipment was rated as the most "adventurous" product ($M = 4.9$), personal organizers were rated as the most "neat" product ($M = 4.5$), and a children's charity was rated as the product most strongly associated with the trait "generous" ($M = 4.7$).

In the endorser pretest, participants were presented with a list of female celebrities and asked to rate how much each of the target traits described each celebrity (1=not descriptive at all...5=very descriptive). Three celebrity endorsers, Elizabeth Banks, Rashida Jones, and Rachel McAdams, were chosen because the pretest indicated they did not have any strong preexisting associations with the traits adventurous, organized, and generous.

Based on results from the pretest, nine advertisements were created, featuring each of the three celebrity endorsers (Elizabeth Banks, Rashida Jones, and Rachel McAdams) paired with each of the three products (camping equipment, children's charity, and personal organizers). See Appendix A for the three advertisements featuring Rashida Jones.

4.2. Participants and procedure

One hundred and sixty one undergraduates (52% male; age: 19 - 26) at a large university participated in this study for course credit.

Participants were randomly assigned to view one of the nine advertisements developed based on the pretest. After viewing the advertisement, participants were asked to rate the endorser featured in the advertisement on a variety of traits. The list of traits included the target traits (adventurous, daring, generous, caring, organized, and neat) in addition to several filler traits (picky, expressive, open-minded). Ratings were made on 7-point scales (1=not descriptive at all...7=very descriptive).

4.3. Results and discussion

The traits neat and organized were highly correlated ($r = .52, p < .001$) and were aggregated to reflect the trait dimension "neat." The traits adventurous and daring were also highly correlated ($r = .41, p < .001$) and were aggregated to reflect the trait "adventurous." The traits caring and generous were also highly correlated ($r = .41, p < .001$) and were aggregated to reflect the trait "generous." Preliminary 3 (endorser) x 3 (advertised product) ANOVAs were conducted for each of the target trait dimensions (adventurous, generous, and neat). As expected, the endorser variable had no significant main effects or interactions, and thus the three endorsers were collapsed in the final analyses.

A 3 (advertised product: camping equipment, personal organizers, children's charity) between-subjects factor x 3 (target trait: adventurous, neat, generous) within-subjects factor ANOVA was run, yielding a significant interaction, $F(1,158) = 4.97, p <$

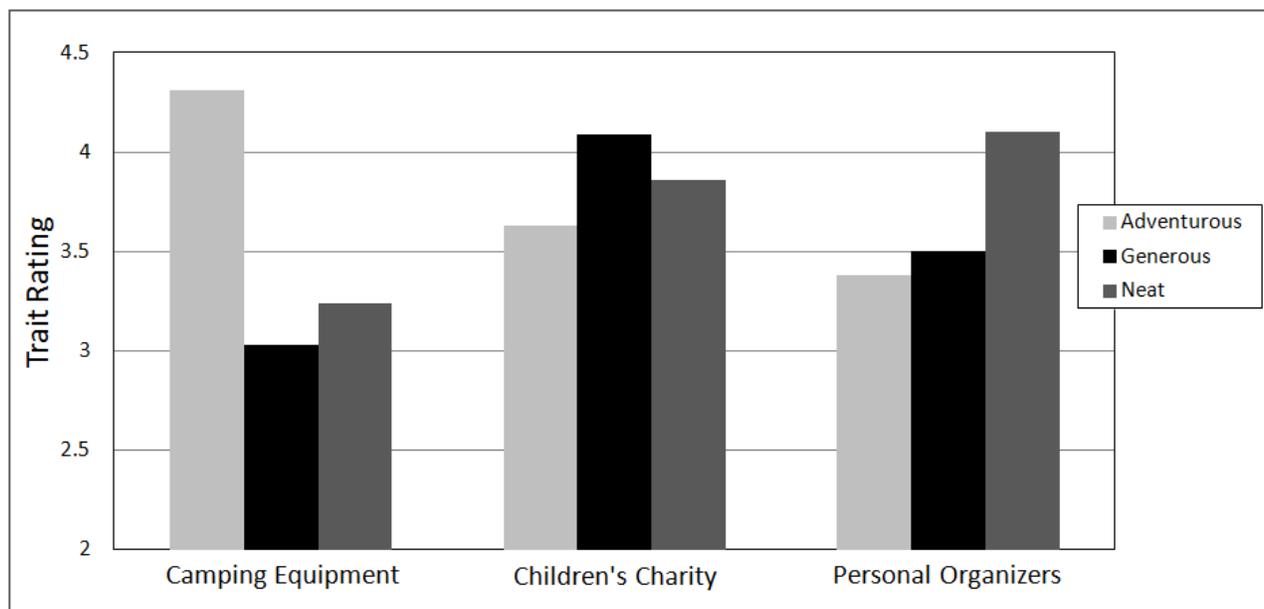
.01. A series of one-way ANOVAs, one for each target trait, was run to clarify this interaction. The one-way (advertised product: camping equipment, personal organizers, or children's charity) ANOVA predicting the trait adventurous revealed a significant main effect for advertised product ($M_{\text{camping}} = 4.31$ vs. $M_{\text{charity}} = 3.63$ vs. $M_{\text{organizers}} = 3.50$; $F(1,158) = 4.03, p < .03$). Contrasts revealed that the celebrity endorser was viewed as significantly more adventurous when featured in the camping equipment advertisement compared to the charity advertisement ($F(1,114) = 4.00, p < .05$) and compared to the personal organizers advertisement ($F(1,106) = 7.13, p < .05$). See Figure 1.

The one-way (advertised product: camping equipment, personal organizers, or children's charity) ANOVA predicting the trait generous revealed a significant main effect for advertised product ($M_{\text{charity}} = 4.09$ vs. $M_{\text{camping}} = 3.03$ vs. $M_{\text{organizers}} = 3.38$; $F(1,158) = 4.76, p = .01$). Contrasts revealed that the endorser was viewed as significantly more generous when featured in the children's charity advertisement compared to the camping equipment advertisement ($F(1,114) = 9.52, p < .05$) and the personal organizers advertisement ($F(1,99) = 3.20, p = .07$), although the latter result was only marginally significant. See Figure 1.

The one-way (advertised product: camping equipment, personal organizers, or children's charity) ANOVA predicting the trait neat revealed a significant main effect for advertised product ($M_{\text{organizers}} = 4.10$ vs. $M_{\text{camping}} = 3.24$ vs. $M_{\text{charity}} = 3.86$; $F(1,158) = 4.45, p < .02$). Contrasts revealed that the mean rating for neat in the personal organizer advertisement was significantly different from the camping equipment advertisement ($F(1,107) = 8.68, p < .01$). However, although participants rated the endorsers as more neat in the personal organizer advertisement than the children's charity advertisement

($M_{organizers} = 4.10$ vs. $M_{charity} = 3.86$), this result was not significantly different ($F(1,99) = 1.30, p = .38$). One possible explanation for the lack of significance might be due to the fact that the children's charity advertisement featured a child receiving an insulin shot. The medical properties associated with this advertisement could have activated thoughts of cleanliness and neatness because hospitals and shots are often associated with sterilization and organization, and these traits might have transferred to the celebrity endorser. See Figure 1.

Figure 1. Ratings of celebrity endorser on traits as a function of product type featured in the advertisement.



Overall the results show that the celebrity endorser was perceived as significantly more adventurous when featured with camping equipment, more organized when featured with personal organizers, and more generous when featured in the children's charity advertisement. However, ratings on the filler traits did not differ between

advertisements. That is, the nature of the advertised product had no effect on participants' ratings of the endorser on open-mindedness ($M_{organizers} = 3.44$ vs. $M_{camping} = 3.28$ vs. $M_{charity} = 3.55$; $F(1,158) = .475, p = .62$), pickiness ($M_{organizers} = 4.0$ vs. $M_{camping} = 3.50$ vs. $M_{charity} = 3.58$; $F(1,158) = 1.01, p = .36$), or expressiveness ($M_{organizers} = 4.13$ vs. $M_{camping} = 4.09$ vs. $M_{charity} = 4.60$; $F(1,158) = 1.36, p = .26$). These results illustrate BTT from the product to the celebrity endorser. That is, the traits associated with the products featured in advertisements transferred to the endorser, whereas the traits not associated with products (e.g., pickiness) did not transfer to the endorser.

These results provide further evidence for hypothesis 1. However, it is unclear whether careful information processing by consumers is required to produce this effect. That is, previous research has shown that brand personalities "rub off" on consumers who endorse beliefs that possessing brands can lead to the acquisition of traits associated with the brand (Park & John, 2010). Although this phenomenon is similar to BTT, we predict the process underlying BTT lacks the deeper more elaborative activity characteristic of the aforementioned finding by Park & John (2010). That is, we predict that BTT occurs via relatively effortless and automatic associative processing, where consumers associate product traits with individuals due to close proximity. In order to test this prediction we conducted an implicit association test (IAT) to measure how quickly consumers categorize celebrity endorsers to traits associated with different product brands.

5. Study 3

5.1. Participants and procedure

One hundred and thirty eight students (57% male; age: 19 - 24) from a large university participated in this study for course credit. Two participants were removed

from final analysis due to long response latencies (above 3000 ms; see Greenwald et al., 2003).

Participants were asked to view one of the four advertisements that featured Rashida Jones or Rachel McAdams with camping equipment or a children's charity. After participants viewed the advertisement they began the IAT. The IAT is a performance-based task that uses response latencies to assess the strength of association between a pair of concepts (e.g., Rachel McAdams or Rashida Jones) and a pair of attributes (e.g., wholesome and exciting). Several practice trials were conducted in which participants matched wholesome-related words (e.g., virtuous, pure) to the wholesome attribute, exciting-related words (e.g., adventurous, daring) to the exciting attribute, pictures of Rashida Jones to the Rashida Jones concept, and pictures of Rachel McAdams to the Rachel McAdams concept.

After participants familiarized themselves with the procedure and completed the practice trials, the two critical trials began. In the first trial, Rachel McAdams was paired with the trait "exciting," and Rashida Jones was paired with the trait "wholesome." For the second trial, the attributions and endorsers were flipped such that Rachel McAdams was paired with the trait "wholesome," and Rashida Jones was paired with the "exciting." In both trials, participants were asked to categorize pictures of Rashida Jones and Rachel McAdams to the condition that contained their name.

5.2. Results and discussion

If BTT works via associative processing, we expect that respondents who viewed the exciting/McAdams advertisement to more strongly associate Rachel McAdams with

exciting than respondents who viewed the wholesome/McAdams advertisement.

Similarly, we expect respondents who viewed the wholesome/McAdams advertisement to more strongly associate Rachel McAdams with wholesome than respondents who viewed the exciting/McAdams advertisement. The same results are predicted for Rashida Jones.

The IAT was scored according to the revised scoring algorithm described by Greenwald et al. (2003), which uses a D measure obtained by dividing "the difference between test block means by the standard deviation of all the latencies in the two test blocks" (Greenwald et. al, 2003, p. 201). Using the standard deviation as a divisor has been found to be superior to conventional IAT scoring (Greenwald et. al, 2003). In this study, low D scores indicate stronger associations between the endorser and the trait "exciting," whereas high D scores indicate stronger associations between the endorser and the trait "wholesome."

As predicted, participants who viewed the McAdams/wholesome advertisement more strongly associated Rachel McAdams with the wholesome attribute, whereas participants who viewed the McAdams/exciting advertisement more strongly associated Rachel McAdams with the exciting attribute ($M = -.14$ vs. $M = -.88$; $F(1,66) = 5.71$, $p = .02$). Similarly, participants who viewed the Jones/wholesome advertisement more strongly associated Rashida Jones with the wholesome attribute, whereas participants who viewed the Jones/exciting advertisement more strongly associated Rashida Jones with the exciting attribute ($M = -.16$ vs. $M = -.32$), although this finding did not reach conventional levels of significance ($F(1,66) = 1.83$, $p = .18$).

These results provide further support for hypothesis 1, such that individuals parried with a product associated with a specific trait are perceived to be more strongly

associated with that trait. This indicates that BTT is relatively spontaneous and requires little cognitive effort. However, the endorsers used in study 1 and 2 were chosen because they did not have any strong preexisting traits on the variables of interest. Although this helped further demonstrate BTT, it is unclear whether strong pre-existing traits associated with a communicator can undermine BTT. Thus, in study 4, we used an endorser with a strong pre-existing trait on the target trait of interest in order to investigate whether pre-existing traits can weaken BTT.

6. Study 4

6.1. Pretest

The sincerity dimension of brand personality (Aaker, 1997) was used for this study. Past research (Swaminathan, Stilley, & Ahluwalia, 2009) effectively manipulated brand personality by changing taglines and pictures of an advertisement. Thus, in the present study, the sincerity brand personality dimension was manipulated via slogan and pictures for a fabricated coffee brand (Caravel Coffee). In order to ensure the advertisements activated the correct brand personality dimensions, a pretest was conducted. In this pretest, participants were shown either a sincere or neutral version of the Caravel Coffee advertisement and asked to rate how well the trait 'sincere' described the advertisement (1=Not at all descriptive...5= Highly Descriptive). The sincerity dimension of brand personality was measured by four traits: sincere, wholesome, cheerful, and down-to-earth (Aaker, 1997). These adjectives were combined to form a composite of sincerity ($\alpha = .76$). Results revealed that the sincere advertisement was rated as more sincere than the neutral advertisement ($M_{\text{sincere}} = 3.8$ vs. $M_{\text{neutral}} = 2.9$; $F(1,32) =$

6.16, $p = .02$). Thus, the pretest established that the slogan and pictures effectively activated the sincere dimension of brand personality.

Because we wanted to use one endorser with a strong pre-existing trait and one endorser with a relatively neutral trait value, a pretest on ratings of sincerity for female celebrity endorsers was also conducted. In this pretest, participants were shown pictures of several different female celebrities and asked to rate how well sincere traits described the celebrity (1=Not at all descriptive...5= Highly Descriptive). Results revealed that Paris Hilton had the strongest negative sincerity trait among the celebrities ($M = 1.65$), whereas Angelina Jolie had only weak negative sincerity ratings ($M = 2.50$). A repeated measures ANOVA confirmed these sincerity ratings were significantly different ($F(1, 143) = 57.72, p < .001$).

Based on results from the pretest, four advertisements were created that featured Angelina Jolie or Paris Hilton in either the sincere or neutral advertisement. See appendix B for the sincere versions of the advertisements. In support of hypothesis 2, we predict that the sincere version of the advertisement will increase perceptions of Angelina Jolie's sincerity (due to BTT), but not Paris Hilton's perception of sincerity due to her strong (negative) association with the sincerity trait.

6.2. Participants and procedure

Sixty seven undergraduates (42% male; age: 19 - 36) from a large university participated in this study for course credit.

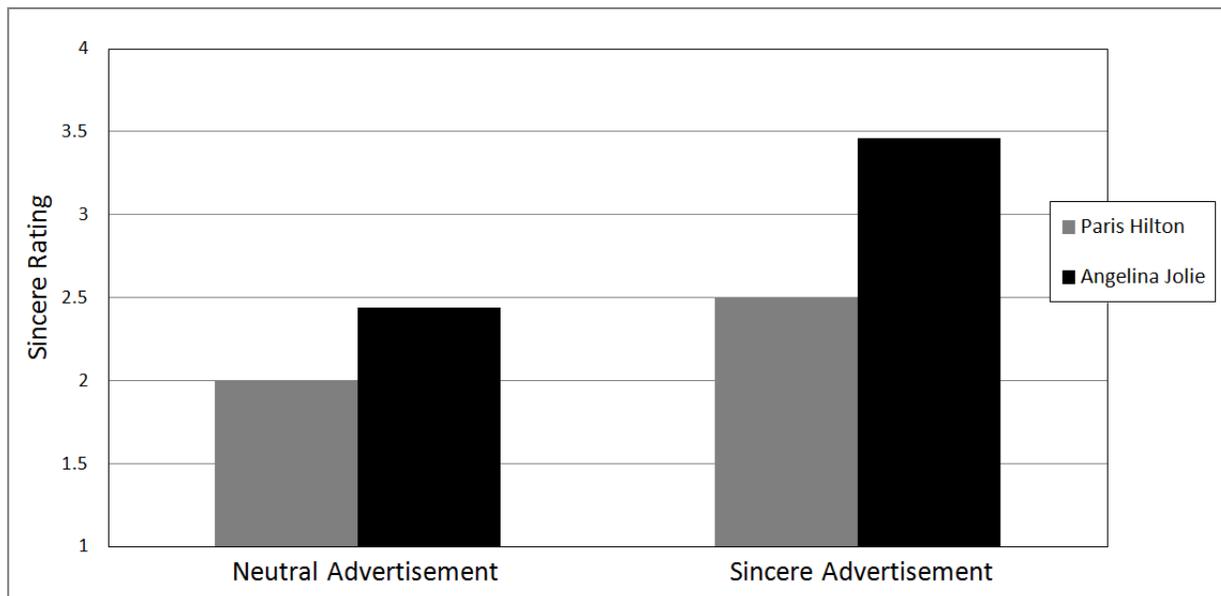
Participants viewed one of the four advertisements that featured Paris Hilton or Angelina Jolie with sincere or neutral slogans and pictures. After viewing the

advertisement, participants were asked to rate how much the trait "sincere" described the celebrity featured in the advertisement (1=Not at all descriptive...5= Highly Descriptive).

6.3. Results and discussion

An Analysis of Variance (ANOVA) with celebrity (Angelina Jolie vs. Paris Hilton) and advertisement trait (sincere vs. neutral) as between-subjects factors revealed a significant interaction between celebrity and trait ($F(1, 63) = 7.34, p < .01$). Results revealed that Angelina Jolie was perceived as more sincere in the sincere advertisement in comparison to the neutral advertisement ($M_{\text{sincere}} = 3.46$ vs. $M_{\text{neutral}} = 2.44$; $F(1,29) = 5.18, p = .03$). However, Paris Hilton was perceived as equally sincere in the sincere and neutral advertisements ($M_{\text{sincere}} = 2.50$ vs. $M_{\text{neutral}} = 2.00$; $F(1,34) = 2.17, p = .25$). See Figure 2.

Figure 2. Sincere rating as a function of advertisement type and celebrity endorser.



These results demonstrate a boundary condition for BTT, namely that a celebrity endorser with a strong existing trait will undermine BTT. That is, because Paris Hilton had a strong pre-existing (negative) association with the sincerity trait, pairing her with an advertisement that evoked sincerity did not result in BTT. In contrast, Angelina Jolie, who had a relatively weak pre-existing association with the sincerity trait, showed trait transference as evidenced by a higher sincere trait rating in the sincere advertisement compared to the neutral advertisement.

7. General Discussion

The present studies expand on previous research examining STT by showing that brand traits may also transfer to people who are associated with the brand. The present research provides the first demonstration that objects (e.g., products and companies) can serve as a source for trait transference. Previous trait transference findings have focused on trait transference from one person to another. The present research extends these findings by demonstrating broader circumstances under which pre-existing traits (e.g., based on the company's image rather than reports of other people's behavior) can be transferred, and by providing the first demonstration that objects (e.g., products and companies) can serve as a source for trait transference.

Study 1 shows that a salesperson's perceived trustworthiness is affected by the company he works for, implying the trait from the company is transferred to the salesperson. Study 2 reveals that a celebrity endorser's perceived attributes are influenced by the products they endorse. Study 3 provides evidence for the mechanism behind the BTT effect, demonstrating that BTT effects occur spontaneously, consistent with an explanation based on simple associative processing. Study 4 identifies a condition that

weakened BTT effects: strong pre-existing traits associated with the communicator appear to negate the BTT effect with respect to conflicting traits in the product.

The literature suggests that there should be a high fit between a celebrity and a product in order to generate positive consumer responses to advertising (Kamins, 1990; Kamins & Gupta, 1994). To the extent that consumers' impressions of a celebrity are affected by the celebrity's prior endorsements, this could limit the celebrity's usefulness as an endorser for brands with opposing brand personalities. Thus, brand managers can benefit from the knowledge that certain traits associated with products cannot transfer to the endorser if the endorser has strong pre-existing traits that conflict with the trait associated with the product brand.

Brand managers can also benefit from the knowledge that BTT effectively enhances the fit between a brand and an endorser. The present research demonstrates how traits can transfer from brands to individuals associated with the brand. Thus, because the brand is transferring a trait associated with itself onto the endorser, this increases the fit between the endorser and the brand. Studies have shown perceived congruence between celebrity image and product image increases the fit between the endorser and the product (Kamins & Gupta, 1994). Thus, given that BTT increases the congruence between endorsers and products, this also enhances the fit between the endorser and the product. However, BTT only works for brands that are highly associated with traits. If consumers do not associate a product with any traits (e.g., Lenox Dinnerware), then BTT cannot occur (there is nothing to transfer). This further supports research on the importance of establishing key brand associations in the consumer's mind. Not only does this allow brand managers and companies to differentiate their brands from the competition (Park,

Jaworski, & MacInnis, 1996), but it also increases the fit between the endorser and the product, via BTT, which enhances marketing communication efforts and facilitates customer satisfaction.

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Appendix A

STUDY 1 EXPERIMENTAL MATERIALS



"Buy Arkia's camping equipment and live an adventurous life."
-Rashida Jones,
actress featured in The Office,
Parks and Recreation, and
Unhitched



"Give to Arkia's Childhood Diabetes Foundation and help save children's lives."
-Rashida Jones,
featured in The Office,
Parks and Recreation, and
Unhitched



"Buy Arkia's personal filing systems and organize your life."
-Rashida Jones,
actress featured in The Office,
Parks and Recreation, and
Unhitched



Appendix B

STUDY 2 EXPERIMENTAL MATERIALS

Sincere Advertisement

"I drink Caravel Coffee because life is too meaningful to let it pass me by."
-Angelina Jolie, actress



"I drink Caravel Coffee because life is too meaningful to let it pass me by."
-Paris Hilton, model

