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Celebrity Endorsements in Print and Twitter: Comparing Brand Name Memorability and Credibility

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Celebrity Endorsements in Print and Twitter:

Comparing Brand Name Memorability and Credibility

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CELEBRITY ENDORSEMENTS IN PRINT AND TWITTER:

COMPARING BRAND NAME MEMORABILITY AND CREDIBILITY

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Abstract

The present study investigates the differences in brand name memorability and credibility of celebrity-endorsed advertisements presented in print and in Twitter. An experiment was conducted between two groups of participants. One group received treatments for print and the other for Twitter. Participants reviewed five advertisements, one of which contained a celebrity, then responded to 11 credibility belief statements and were tested on their memorability of the celebrity-endorsed ad. Significant differences were found in favor of remembering, buying, and trusting a brand/product in celebrity-endorsed print ads. Significant differences were also found in the memorability of a celebrity-endorsed ad. The print group was more likely to remember the celebrity and/or brand presented via a celebrity-endorsed print ad.

Keywords: celebrity endorsements, celebrity endorsements and television, celebrity endorsements and print, Credibility of celebrity endorsements, television PSAs, memorability of celebrity endorsements, Twitter, celebrities on Twitter, celebrity endorsements on Twitter

Celebrity Endorsements in Print and Twitter:

Comparing Brand Name Memorability and Credibility

Celebrity endorsements are widely used advertising strategies for marketing products. A 2000 study showed that in one year more than 25 percent of all television and print advertising in the United States featured celebrities (Shimp, 2000). Celebrities appear in advertisements to promote a variety of different things, including perfume, fast food, vehicles, clothing, and charities. There are many advantages that come with enlisting celebrities as advertisers. For example, when consumers see their favorite actress/actor, musician, or athlete endorsing a particular product they may be influenced to purchase that product. Celebrity endorsements were previously seen in print magazines as well as television commercials. However, in recent years, the inception of social media as a popular source of daily media consumption has provided another venue for celebrities to endorse different items on an even more personal level.

Twitter is currently one of the most popular social media sites. The site allows individuals to post "Tweets" or short updates about their thoughts, activities, or opinions. It is common for celebrities to have Twitter accounts; in fact, much of Hollywood is active on the site. Many Twitter users "follow" these celebrity accounts; users are able to view each tweet posted by the celebrity. The result is that average, every day people are welcomed to the celebrity's thoughts and daily activities; this kind of access may make that person feel a connection to that celebrity. Many celebrities on Twitter take advantage of the fact that they can directly reach their fans instantly by simply sending out a tweet. Celebrity accounts may post about upcoming movie debuts, athletic events, music concerts, and so forth. And most importantly, celebrities use tweeting as a source for more endorsements. Many celebrities will

"re-tweet" a small excerpt from a brand or product they endorse, or post a comment themselves

about "their" brand. Another popular form of celebrity endorsement is tweeting about charities

the celebrities support, and sometimes advocating what their followers can do for those charities.

Celebrities will also re-tweet fans who have asked them to do so to get the word out about

different charities or causes. Fans that follow celebrity accounts can then re-tweet that post

which lets all their followers see the celebrity's message as well, even if they do not follow that

celebrity themselves. As many celebrities have thousands and some millions of followers,

companies looking for celebrity endorsers should make note of the advantages of using Twitter

to promote their brands. Because the medium allows all of the celebrity's followers to instantly

receive a post related to an endorsement and for those followers to have the ability to then share

that news with their own followers, celebrity Twitter endorsements have the possibility to be

more effective than in past media.

Celebrity endorsements have been effective in print and television media as they help

consumers recall and recognize the brand and generate a greater likelihood that the consumer

will buy the product (Agrawal & Kamakura, 1995). Now, with Twitter, a celebrity can post a

tweet about a brand or charity and their fans will see the message immediately. The ability of

Twitter to make fans feel close to these celebrities may ultimately enhance the effectiveness of

the endorsement. For the fans, a tweet from the celebrity may make the product, brand, or

charitable act more appealing. Celebrity endorsements are used to increase brand awareness and

recall (Dhotre & Bhola, 2010). The personal connection fans feel toward the celebrity via Twitter

may have an advantage over the traditional use of celebrity endorsements that were used in print

and television. This advantage begs the question of whether or not celebrity endorsements are more or less effective in social media, and how they might affect consumer purchase behavior.

Research Questions

The present study looks at the difference between celebrity endorsements appearing in print and endorsements presented on Twitter. The research investigates differences in brand name memorability and credibility between celebrity endorsements presented in print and Twitter. The following questions were asked:

RQ1: What differences are there in brand name memorability between a celebrity-endorsed product presented by Twitter and by print advertisements?

RQ2: What differences are there in brand name credibility between a celebrity-endorsed product presented by Twitter and by print advertisements?

Literature Review

Celebrity endorsements are a popular form of advertising used to entice consumers to remember and potentially purchase a particular brand. A celebrity endorser is "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 1989, p. 310). Celebrities are used in a variety of ways and across media to sell products. Celebrity endorsements have been used for many years in traditional media; however, advancements in new media have opened new doors for this type of marketing strategy. Social media has become a new platform where celebrities endorse themselves, brands, and charities. Sites such as Twitter allow celebrities to reach their fans instantaneously. For this reason, differences may be present in how audiences view the

credibility of a celebrity-endorsed ad between a traditional print ad and an ad presented by a celebrity on Twitter.

Many studies have been conducted on the subject of celebrity-endorsements presented via print advertisements, typically those appearing in magazines. Much of the research surrounds the audience's attitudes and perceptions of the ads. Researchers have suggested that general attitudes to advertising need to be studied since these attitudes should have an impact on how consumers respond to advertising (Mehta, 2000). Attitude toward advertisements has a direct impact on the attitude towards the brand. Advertisers try to create positive attitudes by evoking a favorable or positive emotional state in the consumer. An emotional appeal increases the advertisement's ability to draw attention, and enhances the attractiveness of the product. Along with attitude, the consumer's level of involvement with the product, as well as the familiarity with the brand, has a positive effect on remembering an advertisement (Mai & Schoeller, 2009). According to Schmitt and Tavassoli (1993), there are three ad components that are interrelated and jointly contribute to an ad's memorability: the brand name, the copy, and the picture (p. 55). These three components influence consumer attitude towards the advertisement. Whether consumers remember a brand name, a brand image, or a benefit conveyed in an ad depends on several factors, including attitude, which marketers need to consider in developing their marketing and communication strategies (Schmitt & Tavassoli, 1993).

A study done by Mehta (2000) showed that one of the factors that influences how much attention will be paid to an advertisement, whether it will be remembered, and to what extent the customers will be persuaded by it, is the person's attitude toward the advertising in general (p. 71). Overall, a consumer will decide how much time to spend on one specific advertisement and

may simply choose to turn the page. In print advertising, the consumer decides the pace and amount of time spent looking at one particular ad. During the time the consumer is reading the ad there are a number of factors that affect that consumer's attitude towards it. Some of those attitudes include liking to look at advertising, the perception regarding advertising being more manipulative than informational, models and their celebrity status (likability), and credibility of the product endorsers (Mehta, 2000; Petty, Cacioppo & Schumann, 1983). The amount of attention paid to a specific magazine ad, measured by the recall of the brand the day after exposure, is influenced by how much they like to look at advertising, believe advertising helps them stay informed about developments in the marketplace, and see it as not being manipulative. After brand recall, consumers measure their buying interest on a number of factors that include liking to look at the ad, the value advertising has for the brand being advertised, and how informative or truthful the advertising was perceived (Mehta, 2000). Mehta's (2000) study showed that respondents with more favorable attitudes toward advertising recalled a higher number of advertisements the day after exposure and were more persuaded by them (p. 67).

One particular trend was present in Mehta's (2000) study of attitudes toward advertising: Most respondents were more likely to favor the ad, recall the ad/brand, and have a high intention of buying the brand/product if they liked the look of the advertisement (p. 70-71). This factor is important in the study of celebrity endorsements. Advertisers generally use celebrities to attract consumers and increase brand recall. Thus, the study of attractiveness in celebrity-endorsed advertising is important.

Wei and Lu (2012) say that advertisers often employ celebrities to endorse a product in order to enhance audience attractiveness, add glamour and desirability to the product, and make

the advertisement more memorable and credible (p. 193). Advertisers assume that using a celebrity to endorse a brand results in increased consumer recall of the brand. Millions of dollars are spent annually on celebrity endorsement contracts with the hope that the celebrity's image plays an important role in persuasive communication (Tripp, Jensen, & Carlson, 1994). A model with an appropriate image becomes identified with the product he or she uses and transfers the glamour to the product (Marshall, Na, State, & Deuskar, 2008). Advertisers believe that using a celebrity endorser fosters a match or connection between the celebrity endorser and the brand. Generally, the success of the endorsement depends on the strength of the match between the celebrity and the brand. The strength of the match depends on four factors: (1) trustworthiness or credibility of the celebrity, (2) likeability of the celebrity, (3) similarity between the celebrity and the target audience, and (4) expertise of the celebrity in the subject matter of the product (Feinman, 2011).

An advertiser's primary goals are to persuade their audience and to induce an attitude change toward their offerings (Walley, 1987). This can be done in a variety of ways, one being using a celebrity spokesperson. The question is does the attractiveness of that spokesperson make a difference? A number of studies have found that attractive, as opposed to unattractive, communicators are consistently liked more and have a positive impact on products with which they are associated. This increases the communicator's attractiveness and enhances positive attitude change (Joseph, 1982; Simon, Berkowitz, & Moyer, 1970; Kahle & Homer, 1985). Advertisers have long recognized the value of using physically attractive models and actors in advertising. Advertisers believe that consumers will consider physically attractive celebrities to be more credible. A reason for this could be that attractive sources are perceived to have a focus

on control, are not easily influenced or manipulated by others, and they are independent thinkers, which would mean there would be no greater source of credibility (Joseph, 1982). Studies show that consumers will be more favorable to ads, as well as the product being advertised, when attractive spokespeople (celebrities) are used in the ad (Baker & Churchill Jr., 1977; Smith & Engel, 1968).

No doubt some advertisers believe that using celebrities is worth the money and that audiences will respond positively to the advertisements featuring celebrities. What advertisers need to be careful of is the image and character of the celebrity to ensure both match the product and the ad's target audience. If the celebrity receives bad publicity after the advertisement is released, the product can suffer bad publicity as well. The selection of a celebrity is crucial, difficult, and risky for the advertiser (Pornpitakpan, 2008). Ohanian (1991) found that of the three credibility dimensions, only celebrities' perceived expertise with respect to the product was significantly related to purchase intention (p. 48). Pornpitakpan's (2008) survey found that expertise, attractiveness, and trustworthiness were positively related to purchase intention (p. 68). Likeableness is the most important characteristic of a celebrity endorser in determining the success of a testimonial advertisement (Freidman, Santeramo, & Traina, 1978).

Research on the topic of celebrity endorsements rests on two general models: source credibility model and source attractiveness model. Source credibility model is a term used to imply a communicator's positive characteristics that affect the receiver's acceptance of a message. Source attractiveness model argues that the effectiveness of a message depends on the source's "familiarity," "likability," "similarity," and "attractiveness" to the respondent (Ohanian, 1990). These two models help to understand how individuals measure and perceive spokespeople

such as celebrity endorsers. Endorsers who are perceived to be knowledgeable, reliable, and attractive are considered credible, and, in turn, induce consumers' positive attitudinal and behavioral responses to the brand and the product (Ohanian, 1991). For the consumer to find the ad credible they would have to assume that the spokesperson is an "expert." Expertise can be described as "the extent to which a communicator is perceived to be a source of valid assertions." For the receiver of the message to be able to believe the spokesperson is an expert, they must be able to "trust" that spokesperson. Trust can be described as the degree of confidence in the communicator's intent to communicate the assertions he considers most valid (Hovland, Janis, & Kelley, 1953). Expertness and trust of the communicator's (celebrity's) message are important constructs in persuasion and attitude-change research. Research that has investigated expertise in persuasive communication has found that generally the source's perceived expertise has a positive impact on attitude change (Horai, Nacari, & Fatoullah, 1974; Maddux & Rogers, 1980; Mills & Harvey, 1972; Ross, 1973). An experiment of expertise found that subjects exposed to an expert source exhibited more agreement with the advocated position than did those exposed to a low-expertise source (Crano, 1970). Other studies of source-credibility and source-attractiveness have found evidence to support the idea that credible sources are more persuasive than are sources of low-credibility (Ohanian, 1990). All this research has shown that those spokespeople perceived to be credible would have the potential to improve brand recall and possible memorability of advertisements.

Beyond the initial purchase, companies also try to build lasting relationships with their customers that will result in a steady stream of revenue. Repeat purchase is central to the marketing concept and supports the practice of celebrity endorsement (Marshall et al., 2008).

Advertisers assume that using a celebrity to endorse a brand results in an increase in consumer recall of the brand (Costanzo & Goodnight, 2006). For example, Marshall et al. (2008) say that an old, plain man who wears a roll-neck jersey logically knows that no one will mistake him for Sean Connery, but he still gets a general, emotive feeling that he looks "Sean Connery-ish" because he saw Connery endorsing the jersey (p. 566).

Given the high costs associated with using celebrity endorsements, marketers have relied on rating systems to evaluate the potential value added of celebrity endorsers (Costanzo & Goodnight, 2006). There is a high financial commitment to secure big name endorsers. Pepsi paid Shaquille O'Neal $25 million to endorse the popular soda product; Tiger Woods received $40 million to support Nike's youth marketing campaign. Consumer perceptions of the celebrity and the endorsed products can be affected if negative information is spread about the celebrity. Brands, including Hertz, Kodak, Pepsi, Toyota, and Nike, have been badly affected by negative publicity from celebrities' misdeeds (Seitz, Razzouk, & Eamsobhan, 2007). Costanzo and Goodnight's (2008) survey also found that celebrity endorsed advertisements in magazines did not result in higher brand recall (p. 55). Another study done in 1994 found that a magazine advertisement did not affect attitude toward the ad, attitude toward the brand, or purchase intention. These ads also did not affect the celebrity's trustworthiness, expertise, or likability (Tripp et al., 1994). These results demonstrate the limits of print advertising and a possible open door for advancements in advertising. This is where Twitter comes into play. The social media site is best known for creating social networks, but it also has been growing an advertising platform for new marketing strategies. For this reason, Twitter has the potential to be more or less effective in influencing the brand name memorability and credibility of celebrity

endorsements.

Advertisers now attempt to connect with consumers through social media, reality television, and other non-traditional forms of advertising. Americans receive more than 3,000 commercial images every day. A person's subconscious can record approximately 150 images, and only about 30 will reach the person's conscious mind; advertisers are willing to go to extremes to find ways to cut through the clutter. Advertisers look for new, non-traditional ways to combine the credibility of word-of-mouth recommendations with the recognizability of a celebrity. Social networks, a very old and pervasive mechanism for mediating interactions among people, have become prevalent in the age of the web. Social media sites allow people to follow the lives of others. The number of people on social networks has grown exponentially since the turn of the century (Huberman, Romero, & Wu, 2008). On average 460,000 people create Twitter accounts every day, and the site averages 140 million tweets daily (Feinman, 2011). Advertisers are not blind to this trend. Commercial enterprises have begun to see the marketing advantages of social media platforms, as they provide a ready-made medium for propagating recommendations through people with similar interests (Leskovec, Adamic, & Huberman, 2007). Ad.ly is a company that works with brands to create successful celebrity endorsements on social media platforms. During the 2011 Super Bowl, Ad.ly influencers posted tweets about why they enjoyed eating a particular brand's snack food during the game. The brand found that the method created a meaningful association between their food product, the celebrity, and the Super Bowl (Feinman, 2011).

Java, Finin, Song, and Tseng (2007) found that people use microblogging sites like Twitter to talk about their daily activities and to seek or share information (p. 1). Twitter users first interact by following updates of people who post interesting tweets. Second, users can pass along interesting pieces of information to their followers, popularly known as "re-tweeting."

Finally, users can respond to other people's tweets, which are called "mentioning." Mentioning is identified as searching for a username in the tweet content, after excluding re-tweets. A tweet containing a username in the middle of its text gets broadcast to all followers (Cha, Haddadi, Benevenuto, & Gummadi, 2010). Twitter users can post short messages up to 140 characters that can be read by any other Twitter user (unless they have a private account). Users declare who they are following and are notified when that person has posted a new message, or "tweet." A user who is being followed by another user does not necessarily have to reciprocate following them back, which is what makes the links of the social network directed (Huberman, Romero, & Wu, 2008). Each user's Twitter page has a tally of their followers; most individuals have a modest amount, which can include family, friends, and acquaintances. Celebrities, however, typically have followers in the thousands and some even in the millions. Twitter has become a popular medium for celebrities to interact with their fans, to provide them with snippets of their everyday lives, and opinions. Some of the most followed accounts on Twitter represent public figures and celebrities from U.S. President Barack Obama to actor Ashton Kutcher and pop star Britney Spears (Marwick & Boyd, 2011).

On Twitter, celebrity is practiced through the appearance and performance of "backstage" access. Celebrities reveal what appears to be personal information to create a sense of intimacy with their fans, publicly acknowledging their fans, and using language and cultural references to create affiliations with followers. Interactions with other celebrity practitioners and personalities give the impression of candid, uncensored looks at the people behind the personas. Part of the appeal of Twitter is the perception of direct access to a famous person, particularly "insider" information, first-person pictures, and opinionated statements. Celebrity practice requires

constant interaction with fans to preserve the power differentials intrinsic to the performed "celebrity" and "fan" personas. Twitter allows celebrity practitioners to create a sense of closeness and familiarity between themselves and their followers. Interactions between famous people are typically brokered through entertainment media or kept from public view; Twitter allows famous people to make their conversations publicly visible (Marwick & Boyd, 2011). For endorsements, these features benefit the perception of a product for a consumer. A personal testimony administered at any point in time by a celebrity makes the endorsement more genuine as opposed to a staged advertisement.

There are a number of factors that go into a consumer's reasoning for purchasing a brand or product. As research has shown, attitude is a driving force in this reasoning. To help stimulate a positive attitude change in consumers, marketers look to celebrities to entice consumers to buy a certain brand. Celebrity endorsements have been shown to vary in effectiveness across print advertisements; causes for this may be due to the celebrity's attractiveness or credibility. For these reasons, marketers are now moving towards new strategies for utilizing celebrities in the marketing process. Twitter provides a ready-made platform of interaction between celebrities and audiences, and marketers recognize the potential that these relationships present. The present study examines whether the assumption that differences are present between brand name memorability and credibility of celebrity endorsements in print and in Twitter.

Method and Sample

To measure differences in credibility and memorability between print and Twitter, an experiment employing a self-report survey (see Appendix A) was conducted with a convenience sample from a population of students at the Rochester Institute of Technology. The purpose of

the experiment was to assess whether there were differences present in self-reported brand name

memorability and credibility between print and Twitter.

       The experiment consisted of two groups of students in two separate classes at RIT,

chosen by convenience. Both groups were designated titles based on the treatments they were

given, one group being the "Print group" and the other the "Twitter group." Students were

administered an informed consent (see Appendix B). Both groups were administered paper

copies of advertisements for brands such as Target, Apple, Gap, Wegmans, and a line of clothing

at Kohls endorsed by singer/actress Jennifer Lopez (JLO). The print group received print

advertisements for these brands, while the Twitter group received print outs of the brands'

Twitter feeds. The advertisements for Target, Apple, Gap, and Wegmans were used as a disguise

from the JLO ad. These advertisements were administered at the beginning of class and the

students were asked to review either the print ads or the Twitter feeds for five minutes and then

hand them back. During the last ten minutes of class the students were then administered a short

survey (see Appendices C and D). The purpose of the survey was to compare the memorability

and credibility of the celebrity-endorsed ads between print and Twitter.

       In order to measure each of the variables presented in the research questions 12

statements were presented in the survey (see Appendices C and D). Questions one through 11

were belief statements where respondents were asked to judge the strength of their beliefs using

an agreement scale. The 11 belief statements were presented to measure the differences in brand-

name credibility between print and Twitter. Not all of the belief statements pertained specifically

to credibility, but to other categories that consumers would use in their judgments of credibility,

such as the belief that celebrities are trustworthy spokespeople and if they were likely to

purchase a brand endorsed by a celebrity. Question 12 pertains to the series of advertisements the respondents looked at during the beginning of their class, and asks them to list as many of them as they can remember. This question is asked to determine the memorability of the celebrity-endorsed ad.

Results

To measure the differences in celebrity-endorsed brand name credibility and memorability between print and Twitter, two groups were needed to conduct the experiment. The print group consisted of 54 participants and the Twitter group consisted of 50 participants.

A t-test compared responses between print and Twitter to test the differences in credibility between celebrity-endorsed print and Twitter ads. For the 11 credibility belief statements a number of differences were observed. The Print group was significantly more likely to agree that print ads ($t = -5.915$, $df = 88.600$, $p = .003$) as well as celebrity-endorsed print ads ($t = -3.803$, $df = 94.003$, $p = .033$), would help them to remember a brand/product, to buy a product advertised in a print ad ($t = 3.943$, $df = 78.189$, $p = .001$), and to buy a celebrity-endorsed product advertised in a print ad ($t = -3.146$, $df = 100.950$, $p = .322$). The print group was also more likely to trust print ads ($t = -2.323$, $df = 95.429$, $p = .039$), and print ads with celebrities ($t = -2.201$, $df = 95.537$, $p = .176$). No significant differences were presented between print and Twitter in the belief that celebrities make credible spokespersons for a brand/product.

To measure the differences in memorability of a celebrity-endorsed ad between the Print group and Twitter group, a t-test was also used. The memorability portion of the survey asked respondents to list as many of the ads as they could remember from the five ads they had viewed about an hour earlier. Four of the five ads were used as a disguise to see if the respondents

remembered the celebrity-endorsed ads. The *t*-test measured differences between the Print group

and the Twitter group on the frequency of how many respondents remembered the celebrity

(Jennifer Lopez), the product (Kohls) and both (Jennifer Lopez and Kohls). Results showed that

memorability of the Print group for all three parts of the memorability test were significantly

higher than that of the Twitter group. The print group was more likely to remember the celebrity

($t = 4.235$, $df = 101.910$, $p = .244$), the product ($t = 6.538$, $df = 101.436$, $p = .018$) and the

celebrity and product combined ($t = 5.312$, $df = 88.031$, $p = .000$). The Twitter memorability

results were low and sometimes extremely low compared to print.

Overall, print was judged more credible and memorable for a celebrity-endorsed

advertisement than Twitter. There are a number of conclusions that can be drawn from these

results. Twitter is a very popular social media site; however, it is still growing, and may not be a

strong enough medium for celebrity endorsements just yet. Many respondents to the Twitter

survey noted that they do not have a Twitter account or do not use it enough to have an opinion

or expertise on whether or not they will remember a celebrity-endorsed tweet or find them

credible. Print has been the main source for celebrity endorsements as of late and is established

among consumers as a common marketing practice. Consumers know what to expect from print

ads and may not have this familiarity yet with ads on Twitter. It may be difficult for Twitter

users to decipher whether or not the celebrity is trying to sell them something or not. Print

advertisements also provide a visual component that Twitter cannot. This visual aspect may be

beneficial because the consumer can physically see the celebrity and perhaps the product, which

may help them better to recall the brand. Celebrity-endorsed tweets may include links to photos

of products or descriptions of products; however, not all of the tweets will, and it is hard to

determine if the user will click on that link or not. Without physically seeing the celebrity with the product it may be harder for the consumer to recall the brand.

Discussion

The study's findings show that there are significant differences in brand name credibility and memorability between print and Twitter. Specifically, participants believed they are more likely to remember, trust, or want to buy a brand/product that is advertised in print. Participants were also more likely to remember a celebrity-endorsed advertisement that was presented via a print advertisement. There was no difference between print and Twitter on how credible participants believed celebrity endorsements were. Overall, the results from the present study showed that celebrity-endorsed Twitter ads are not yet successful enough for advertisers to neglect print ads. Marketers who plan to utilize Twitter for celebrity endorsements should continue to work on strategies to increase the credibility of such ads and the trust between the consumers and the celebrity and brand. Doing so would potentially help to increase how well the consumer remembers the brand name that is being endorsed via celebrities on Twitter.

Overall, the Print group was more likely to respond positively to a celebrity-endorsed advertisement. There could be a number of reasons for this; one assumption could be that the visual aspect of a print ad influences more positive reactions and memorability than that of a textual tweet. Schmitt and Tavassoli's (1993) study of advertisements led to the conclusion that three interrelated components contribute to an ad's memorability: the brand, the copy, and the picture (p. 55). Consumers get all three of these components combined with a print ad but not with a Twitter ad. Although a celebrity might send out an endorsed tweet with a link of a photo attached to it, it is hard to tell if the viewer will click on that link - without it they only get the

text. This means that the memorability of that ad is hindered due to lack of a visual aspect. Another reason a visual aspect is important is because it affects the attitude of the consumer. Past research shows that attention and recall can be attributed to the consumer liking the look of the ad. In other words, consumers are more likely to remember the ad if they like the look of it (Mehta, 2000). A print ad has a built in visual and all the information is right in front of readers; with Twitter it can be argued that there is more browsing, the picture doesn't always come with the endorsed tweet, or it takes another click to get to it. Past research has argued that a celebrity adds attractiveness to an ad and that the more attractive the celebrity, the more effective that ad might be (Wei & Lu, 2012; Joseph, 1982). However, the celebrity themselves might not be enough. The consumer might have to see the celebrity as part of the ad for it to be completely effective in terms of memorability and credibility. Print ads combine the brand, copy, and picture all in one; Twitter does not necessarily do this.

There are a number of factors that a consumer might consider when judging credibility of celebrity-endorsed ads. One of the main factors being judged is the strength of the match between the celebrity and the brand, which includes four parts: (1) trustworthiness or credibility of the celebrity, (2) likeability of the celebrity, (3) similarity between the celebrity and the target audience, and (4) expertise of the celebrity in the subject matter of the product (Feinman, 2011). In the current study, both the Print group and the Twitter group were not likely to find celebrity endorsements credible for either medium, however, the Print group was more likely to trust, remember, and buy a celebrity-endorsed brand. Trustworthiness is mentioned in many previous studies as an important aspect of brand recall; therefore, if the print group was to deem celebrity-endorsed print ads as more trustworthy, then they are likely to remember the brand being

endorsed, and once they remember the brand they will be more likely to buy it. Because the

brand was perceived as more trustworthy, this may be a reason for the high memorability rate,

which is in line with previous research (Ohanian, 1990).

Although Costanzo and Goodnight's (2008) study found that using celebrity endorsers in

magazine ads did not result in a higher brand recall, the present study finds that compared to

Twitter, the brand name memorability of a celebrity-endorsed print ad will be higher than that of

a celebrity-endorsed Twitter ad (p. 55). A similar study also found that magazine ads did not

affect consumer attitudes toward the brand, as the present study found that respondents were

more likely to trust a celebrity-endorsed print ad (Tripp et. al, 1994). Although past studies have

found that celebrity endorsed advertisements might not affect a consumer's brand recall or belief

of credibility, for the purpose of this study, celebrity-endorsed print advertisements are found to

be more memorable and in part, more credible.

Celebrity endorsements on Twitter may not be as effective as their print counterparts

because Twitter is still a growing social medium. Although the site has been around for many

years now, not everyone has a Twitter account, or for those who do, they may not use it as often

to have a high effect on marketing strategies such as celebrity endorsements. A number of

respondents to the Twitter survey commented that they either did not have a Twitter account, or

did not use it often. Also, as evidenced by the lack of responses to the memorability portion of

the Twitter survey, a conclusion can be drawn that the influence of celebrity on Twitter is not

strong enough to result in brand recall of a brand. The assumption that the sense of closeness

between a celebrity and their Twitter followers may not be influential enough to result in their

remembering a specific tweet about a product or believing that the celebrity is genuine in their attempt to share information about a specific brand.

Overall, the biggest difference between the two media is that the print ad is mainly about the visual and Twitter is mainly about text, and there is a lot of text on Twitter. Past research has found a strong correlation between consumers' positive reactions to the look of an advertisement and brand name memorability and belief in credibility. This might explain why the Print group had a very high rate of memorability of the celebrity-endorsed ad and were more likely to trust, remember, and buy a celebrity-endorsed brand. The print ad featured two pictures of the celebrity (Jennifer Lopez) and the Twitter feed had several tweets about the brand (Kohls) but the respondent had to search through other various tweets to get to that information. For the ad to have high memorability it needs to combine the brand, copy, and picture, which print does and Twitter does not; and when the ad has high memorability, it also is more likely to be found credible (Schmitt & Tavassoli, 1993; Ohanian, 1990).

Conclusion

The present study found several differences between celebrity-endorsed advertisements present in print and in Twitter. Significant findings demonstrated that celebrity endorsements presented in print advertisements will produce a higher brand recall and may produce a greater likelihood of purchase. This conclusion is based on results that showed that the print group is significantly more likely to remember a celebrity-endorsed ad and to perceive it as being significantly more credible based on several different credibility belief statements presented via a survey instrument. From the results it can be argued that celebrity endorsements presented in print will be significantly more effective over those presented by celebrity Twitter accounts.

Several conclusions can be drawn from the final results. First, that Twitter use is still too limited for celebrity endorsements to be a significant marketing strategy, and/or the influence of celebrity on Twitter is not credible enough to influence memorability and/or purchase intention of celebrity-endorsed brands. Second, the visual that is present via a print ad provides a stronger belief of credibility and induces a higher memorability rate for consumers. Overall, since print ads are so common in society as a marketing tool for advertisers, consumers know what to expect from this type of medium. Consumers understand that the advertisement present in a magazine is to get them to recall and purchase a product. It may be harder for Twitter users to read these signals and come to the conclusion that a celebrity is attempting to sell a brand or product to them. Instead of focusing their attention to a tweet like those of Jennifer Lopez's clothing line at Kohls, they are instead reading her tweets about what she is doing that day. Twitter is continuing to grow as a marketing platform however, as far as celebrity endorsements go, they do not hold up to the success they have found in print.

Although the present study found significant differences between celebrity endorsements in print and Twitter, with any experiment and survey there are limitations, which include the reliability and self-report nature of the respondents' answers. It is hard to determine how honest participants may have been in their responses to the survey, especially the Twitter group. As stated previously, some participants made it known that they either do not have Twitter account or do not use it. Another limitation is the sample was not random. Those who participated in the experiment were psychology students at the Rochester Institute of Technology in the age range of 17-24. A random sample provides more reliable results as it gives a fair opportunity of response to a variety of respondents.

Future research can broaden our understanding of celebrity endorsements in social media by including another site, such as Facebook or Instagram, and how those sites might compare to print ads or even Twitter. Using one or more different celebrities could also contribute to the research on attractiveness in advertising. It may be necessary to use multiple celebrities if future research was to further investigate attractiveness as part of brand name credibility and memorability of celebrity endorsements. Lastly, future research could further investigate differences between print and social media in other categories besides memorability and credibility. Suggestions may include studies of celebrity-endorsed PSA's and involvement and "sharing" differences between print and Twitter, including sharing print ad information via word-of-mouth versus sharing Twitter information via re-tweeting. Research on celebrity endorsements on social media will provide many benefits to marketers on where and how to invest their marketing dollars on advertising. This study shows that between print and Twitter, marketers might still want to invest most of their celebrity endorsements in print.

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Appendix A

Sources Searched

Timeframe: Not adjusted

Databases: RIT Library Database, Communication & Mass Media Complete (EBSCOHost), and

Google Scholar

Keywords: Celebrity endorsements, celebrity endorsements and television, celebrity

endorsements and print, Credibility of celebrity endorsements, television PSAs, memorability of

celebrity endorsements, Twitter, celebrities on Twitter, celebrity endorsements on Twitter

Limit to scholarly articles for all

Appendix B

Informed Consent Form

INTRODUCTION

You are invited to join a research study to look at college student's thoughts about different media messages. Please take whatever time you need to discuss the study with your family and friends, or anyone else you wish to. The decision to join, or not to join, is up to you. In this research study we are investigating memorability and credibility as it pertains to different media messages.

WHAT IS INVOLVED IN THE STUDY?

You will be asked to first review five different media messages then answer a short survey about those media messages. We think this will take you about 10 minutes.

The investigators may stop the study or take you out of the study at any time they judge it is in your best interest. They may also remove you from the study for various other reasons. They can do this without your consent. You can stop participating at any time. If you stop you will not lose any benefits.

BENEFITS OF TAKING PART IN THE STUDY

Responses to the surveys will help us achieve a better understanding of individuals' perceptions of memorability and credibility as it applies to different media messages.

YOUR RIGHTS AS A RESEARCH PARTICIPANT

Participating in this study is voluntary. You have the right not to participate or stop completing the survey at any time. We promise to keep and retain materials in a secure location where no other person will see them.

CONTACTS FOR QUESTIONS OR PROBLEMS

Call Lauren Palmieri at 585-705-XXXX or Email at lep1502@rit.edu if you have any questions about the study, any problems, unexpected physical or psychological discomforts, or think that something unusual or unexpected is happening

Appendix C

Survey-Print Group

We're investigating college students' thoughts about different kinds of media messages. In this document, we ask for your impressions about the mediated materials that you were shown earlier.

PART I.

First we'd like to ask you about the media advertisements you saw. Below are a series of statements that people have offered about advertisements. For each one, please indicate with a check mark how much you agree or disagree with the statement. There are no right or wrong answers.

Please check one response for each of the following items

		Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
1	Print advertisements help me to remember the brand/product.					
2	Print advertisements with celebrities help me to remember the brand/product.					
3	I am not likely to buy a product I have seen in a print advertisement.					
4	I am likely to buy a product endorsed by a celebrity in a print advertisement.					
5	I believe a celebrity uses the product endorsed in a print advertisement.					
6	I do not believe celebrities are credible spokespeople to promote a brand/product.					
7	I do not believe celebrities are trustworthy spokespeople to promote a brand/product.					
8	I believe all information I see in print advertisements.					
9	I believe all information I see in celebrity endorsed print advertisements.					

10	I trust print advertisements.					
11	I trust print advertisements with celebrities.					

PART II.

Next, we'd like to ask one more question about the advertisements you saw. Please provide a written statement on the lines provided.

Please write down your response.

12. You just looked through a series of advertisements, please write down as many of the

advertisements as you recall including the product:

_____

_____

_____

_____

PART III.

Finally we'd like to ask you two questions for statistical purposes:

13. Sex
   a. Male
   b. Female

14. Age _____

Appendix D

Survey-Twitter Group

We're investigating college students' thoughts about different kinds of media messages. In this document, we ask for your impressions about the mediated materials that you were shown earlier.

PART I.

First we'd like to ask you about the Twitter pages you saw. Below are a series of statements that people have offered about Twitter advertisements. For each one, please indicate with a check mark how much you agree or disagree with the statement. There are no right or wrong answers.

Please check one response for each of the following items

		Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
1	Twitter advertisements help me to remember the brand/product.					
2	Twitter advertisements with celebrities help me to remember the brand/product.					
3	I am not likely to buy a product I have seen in a Twitter advertisement.					
4	I am likely to buy a product endorsed by a celebrity in a Twitter advertisement.					
5	I believe a celebrity uses the product endorsed in a Twitter advertisement.					
6	I do not believe celebrities are credible spokespeople to promote a brand/product.					
7	I do not believe celebrities are trustworthy spokespeople to promote a brand/product.					
8	I believe all information I see in Twitter advertisements.					
9	I believe all information I see in celebrity endorsed Twitter advertisements.					

10	I trust Twitter advertisements.					
11	I trust Twitter advertisements with celebrities.					

PART II.

Next, we'd like to ask one more question about the Twitter pages you saw. Please provide a written statement on the lines provided.

Please write down your response.

12. You just looked through a series of Twitter pages, please write down as many of the

advertisements as you recall from the Twitter pages including the product:

_____

_____

_____

_____

PART III.

Finally we'd like to ask you two questions for statistical purposes:

15. Sex
      c. Male
      d. Female

16. Age _____