Would You Listen to Brad Pitt? The Impact of Construal Level and Celebrity Endorsement in Donation Advertising: An Abstract

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Abstract Recently, with a fact that approximately 25 % of US advertisements are celebrity endorsement, the use of celebrities in advertising is no longer a recent phenomenon (Shimp 2000). Because of popularity and effectiveness of celebrity endorsement, it has enjoyed much resonance among academics and practitioners (Vaughn 1980). One of the most effective ways of celebrity endorsement is employing “matchup effect” that matches celebrities’ images/characteristics with the product they are endorsing (e.g., Till and Busier 2000). Considering importance of ad message in the context of donation (e.g., Entman 1993), current research applies construal level message framing that emphasizes how information is represented: abstract or concrete (e.g., Trope et al. 2007). Thus, the purpose of current research is to investigate the effects of celebrity endorsement on donation with the moderating role of construal level ad messages.

References

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