



The Influence of Celebrity Endorsement on Perceived Exclusivity: The Mediating Role of Endorser Credibility

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ABSTRACT

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This study explores the role of celebrity endorsement on perceived exclusivity, examining how credibility mediates this relationship. This research evaluates how Portuguese consumers perceive exclusivity depending on two celebrity endorsers' attributes – status and selectivity – and how this exclusivity perception differs from celebrity to non-celebrity endorsers. The findings reveal that while there is no significant difference in perceived exclusivity whether the endorser is a celebrity or a non-celebrity, the celebrity's status and selectivity levels influence consumers' exclusivity perceptions of the brand. Despite these insights, the effect of celebrity endorsement on perceived exclusivity is limited, with no significant mediating effect of credibility. These results highlight the need for more advertising strategies that align the endorser's attributes with the brand's values, offering practical implications for marketers given the constant changes in the endorsement and public figures landscape.

KEYWORDS: Celebrity Endorsements; Endorser Credibility; Perceived Exclusivity

SUMÁRIO

A Influência do Patrocínio de Celebidades na Perceção de Exclusividade: O Papel Mediador da Credibilidade da Celebridade

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Este estudo explora o papel do patrocínio de celebridades na perceção de exclusividade, analisando como a credibilidade medeia essa relação. A investigação avalia como os consumidores portugueses percebem exclusividade com base em dois atributos da celebridade – estatuto e seletividade – e como essa perceção de exclusividade difere entre celebridades e não celebridades. Os resultados revelam que, embora não haja uma diferença significativa na perceção de exclusividade consoante a presença de uma celebridade ou não, os níveis de estatuto e seletividade da celebridade influenciam a perceção de exclusividade da marca. Apesar destes resultados, o efeito do patrocínio de celebridades na perceção de exclusividade é limitado, não se verificando um efeito mediador significativo da credibilidade. Estes resultados destacam a necessidade de estratégias publicitárias que alinhem os atributos do patrocinador com os valores da marca, oferecendo implicações práticas para os profissionais de marketing, face às constantes mudanças no panorama dos patrocínios e das figuras públicas.

PALAVRAS-CHAVE: Patrocínios de Marcas; Credibilidade das Celebidades; Perceção de Exclusividade

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AI Disclosure

AI tools were used to assist with spelling, grammar, and sentence structure checks or improvements. AI was also used in the stimuli development.

Chapter 1: Introduction

1.1 Background

In an ever-evolving and increasingly competitive marketplace, brands are under constant pressure to differentiate themselves and connect meaningfully with consumers, and celebrity endorsements appear to be among the most common forms of advertising they turn to. In fact, in 2024, 16% of advertisements globally featured a celebrity (Jain et al., 2024). Notably, this marketing strategy has gained substantial traction over the past two decades, now representing one of the most expensive forms of advertising (Choi & Rifon, 2007). Moreover, the increasing popularity of this strategy is also supported by data that highlights how consumers can create a strong psychological affinity for public figures, and how this ultimately benefits brands. For instance, a 2024 survey found that 45% of Generation Z consumers, as well as 33% of Millennials, purchased products from influencers (Statista, 2025).

The modern phenomenon of “celebrity” impacts society, media, and culture to an unprecedented degree, with the number of famous names and faces growing alongside the proliferation of media platforms (*The Impact of Celebrity Culture on Society*, n.d.). The public's fascination with celebrities has elevated their persuasive power in the commercial realm. Celebrity endorsement leverages the fame, credibility, and aspirational qualities of public figures to increase brand awareness, consumer trust, and ultimately purchase intentions. Interestingly, studies suggest that celebrities are more effective than CEOs, experts, or typical consumers when it comes to trustworthiness, likability, and believability (Freiden, 1984). This is particularly true among younger demographics, such as 16–34-year-olds, where celebrity-endorsed products often enjoy enhanced purchase rates (Pringle & Binet, 2005).

However, with the rise of social media and an increasing number of public figures, the celebrity endorsement landscape today is more complex than in earlier decades, accounting not only for traditional celebrities but also a vast new class of digital public figures. Notably, platforms like TikTok and Instagram have accelerated this shift, contributing to a celebrity, and celebrity endorsements, a “saturated” landscape. For instance, as of 2024, the global influencer marketing industry is valued at over \$21 billion, with more than 64 million influencers active across platforms such as Instagram, TikTok, and YouTube (West, 2025). This means that consumers are now exposed to a constant stream of advertisements from a multitude of sources

at all times. Thus, it becomes increasingly difficult for marketers to ensure that the celebrity endorser cuts through the noise and is able to deliver the intended brand message.

On one hand, it is crucial that the celebrity's image and the brand's identity align in an efficient manner. Endorsers come with their own established personas, values, and associations, which may not always align with the brand's core message. If not carefully managed, a misalignment between the brand's values and intended marketing message and the consumers' perceptions of the celebrity, can lead to a misinterpretation and harm the brand. On the other hand, there is also a need to account for the overexposure of the chosen endorser. When a celebrity is seen endorsing multiple brands, the credibility and the perceived authenticity of their endorsements can suffer (Tripp et al., 1994). In such cases, celebrity overexposure not only dilutes the endorsement's value and effectiveness but can actively harm the brand's image. Therefore, an issue in either of these two factors (i.e. overexposure and misalignment) can lead to confusion among consumers and misinterpretation of brand cues, such as exclusivity.

Despite the notability of celebrity endorsements in practice, academic research has largely overlooked the implications of consumers' perceptions of a celebrity, such as celebrity status and overexposure, or perceived selectivity, on brand perceptions. Most studies focus on already explored variables, such as attractiveness, expertise, and likability. This creates a notable gap in understanding how different types of public figures, whether well-known and reserved actors or relatable influencers, may affect consumer interpretation of a brand. Furthermore, existing research commonly focuses on more broad metrics such as brand awareness and purchase intention, neglecting relevant consumer perception indicators like perceived exclusivity.

Exclusivity is a particularly important construct in luxury branding, where it is a defining characteristic that shapes perceptions of prestige, desirability, and status. Notably, exclusivity in the luxury sector is not rooted in actual scarcity, but in the perception that a brand or product is hard to access, as well as the symbolic value and social differentiation that it provides. Therefore, the choice of a celebrity endorser becomes even more strategic as it can either reinforce or undermine this perception depending on how saturated the celebrity is in the market and how they are perceived. This careful modern balance is exemplified by Dior's strategic partnerships with Jisoo from Blackpink or Gucci's collaboration with the creator Emma Chamberlain (Team & Company, 2023).

Taking all this into consideration, the motivation for this study stems from the increasing presence of celebrity endorsements, especially considering the emergence of diverse types of celebrities. Brands now need to actively collaborate with public figures to stay relevant and connect with consumers, especially younger audiences, and luxury brands are no exception. In fact, over 75% of luxury fashion brands increased their influencer marketing budgets between 2022 and 2024, with digital endorsements now accounting for nearly 30% of total marketing spend (Statista, 2024). However, this raises important concerns, especially regarding celebrities' impact on consumer perceptions of a brand.

1.2 Problem Statement

Despite the widespread use of celebrity endorsements, there is a lack of nuanced understanding regarding how different celebrity's attributes influence critical brand perceptions. It is often assumed that celebrity endorsement inherently benefits a brand. However, in an environment of increasing celebrity saturation and a growing number of brand partnerships, this assumption warrants critical examination. Particularly for luxury brands, where exclusivity is a fundamental value proposition, it is essential to investigate whether endorsing celebrities with different status levels and selectivity affects perceived brand exclusivity positively or negatively. Furthermore, the role of endorser credibility as a mediator in this relationship remains insufficiently studied.

This problem statement substantiates itself in the following research questions:

RQ1: How does celebrity endorsement influence the perceived exclusivity of luxury brands?

RQ2: How does celebrity status influence the effectiveness of celebrity endorsement?

RQ3: How does endorser selectivity influence the effectiveness of non-celebrity endorsement?

RQ4: How does the endorser's credibility mediate the relationship between celebrity endorsement and the perceived exclusivity of luxury brands?

1.3 Relevance

Although the investment in celebrity marketing continues to increase, there is insufficient understanding of how such endorsements may affect intangible brand characteristics. Therefore, this research aims to contribute to existing literature on celebrity endorsement, integrating the concepts of status, selectivity, and credibility into the understanding of luxury

brand perceptions. Additionally, by focusing specifically on perceived exclusivity, one of the five pillars of luxury, it addresses a gap in existing research, which often overlooks how endorsements impact exclusivity perceptions in favor of broader constructs like brand awareness, and more common variables like purchase intention.

Luxury brand managers and marketers can benefit from a more refined understanding of how to strategically select endorsers to reinforce their brand's exclusivity. In an increasingly crowded endorsement landscape, insights into the relationship between endorser characteristics and consumer perceptions can improve marketing efforts, ensuring that partnerships align with the desired brand image. This is particularly relevant considering the modern celebrity landscape, where influencers and micro-celebrities compete with traditional public figures for consumer attention, often engaging in numerous brand partnerships.

1.4 Research Methods

Primary data was used to answer research questions. An experimental survey and a pilot study were conducted to understand the impact of celebrity endorsements on perceived exclusivity and credibility. The experimental survey tested two types of celebrity status – high and low – and two types of celebrity selectivity – high and low – on a sample of Portuguese and/or Portugal-based respondents. A pilot study was conducted beforehand to validate the stimuli.

1.5 Dissertation Outline

The following chapter presents a literature review and hypothesis development that will guide this study. The literature review will explore how each variable is relevant and impactful for the perceived exclusivity of luxury goods.

The third chapter presents the research's methodology to answer the hypothesis. The constructs that form part of the questionnaire and the process of how each statistical test will be applied to the data obtained will be detailed in this chapter. The fourth chapter will then analyze the results obtained through the questionnaire. Based on these results and their analysis, some considerations will be made as to the effective meaning of such results.

The final chapter addresses the conclusions of this dissertation, as well as its limitations, further providing indications for future research in this field of study.

Chapter 2: Literature Review

2.1 Perceived Exclusivity

Perceived exclusivity is a central concept in luxury marketing and is inherently tied to the notions of rarity, scarcity, and social differentiation (Upshaw et al., 2017). In the context of luxury branding, exclusivity can be seen not only as a function of limited accessibility but also as a strategic tool to maintain desirability and prestige (Kapferer & Bastien, 2009; Okonkwo, 2009). In fact, Phau and Prendergast (2000) emphasize that exclusivity is a defining characteristic of luxury goods, forming part of the "rarity effect", the idea that luxury brands derive their appeal from their restricted availability and selective positioning in the market.

Hudders and Pandelaere (2012) further highlight this notion of exclusivity in the luxury sector by reinforcing that luxury brands are not only inherently associated with premium quality and aesthetically appealing design, but also with an implicit degree of inaccessibility. Notably, exclusivity is not merely about physical scarcity but rather a perceived condition influenced by marketing strategies, brand storytelling, and endorsement mechanisms (Groth & McDaniel, 1993). This fosters a perception of exclusivity, which becomes a key differentiator between luxury and mass-market brands

Moreover, Groth and McDaniel (1993) introduce the concept of "exclusive value", suggesting that products or brands positioned as exclusive can command higher prices and cultivate a sense of privilege among consumers. By limiting access to products, brands create a perception of rarity that enhances the desirability of the product (Kapferer & Bastien, 2009). Hence, the perception of exclusivity plays a crucial role in shaping consumer behavior by reinforcing the idea that the product is not readily available to everyone and making consumers feel that owning a luxury product grants them a special status or connection to something unique (Wang et al., 2024). Consequently, once a luxury brand becomes too accessible, its exclusivity, and consequently its luxury status, starts to erode (Phau & Prendergast, 2000).

It is also important to understand how perceived exclusivity is shaped by marketing and branding strategies, including brand endorsements. Whether a brand is endorsed by a celebrity, or a non-celebrity can influence consumer perceptions of exclusivity, particularly across different generational cohorts. For instance, Millennials and Gen Z, with their distinct consumption patterns and values, may respond differently to endorsement strategies, shaping

how they perceive a brand's exclusivity. Given that exclusivity is a major factor in luxury consumption, understanding these generational differences is crucial for luxury brands in crafting effective marketing strategies.

2.2 Brand Endorsement

Brand endorsement refers to the practice of associating a brand with an individual, entity, or fictional character to influence brand image and consumer perceptions. It serves as a key marketing strategy that can influence consumer attitudes and purchasing behavior (Erdogan, 1999). By leveraging the credibility, appeal, or expertise of the endorser, brands can strengthen their positioning and differentiate themselves in competitive markets.

Endorsement strategies vary in effectiveness depending on the type of endorser and the target audience. The brand endorsement extends beyond traditional celebrity promotion to include non-celebrity endorsers, such as brand-created personas and ordinary consumers. While celebrity endorsements capitalize on recognition and aspirational appeal, non-celebrity endorsements rely on authenticity and relatability.

Additionally, generational differences play a critical role in how consumers respond to these strategies, making it essential to assess the impact of different types of endorsement across different consumer segments.

2.2.1 Celebrity Endorsement

Celebrity endorsement is a widely used marketing strategy in which well-known personalities endorse brands, transferring their public image and credibility to the brand (McCracken, 1989). Due to their aspirational appeal, celebrity endorsers are particularly effective in influencing consumer perceptions and enhancing brand desirability (Atkin & Block, 1983). Celebrities provide a "halo effect" by associating their personal qualities with the product or service being promoted (Till & Busler, 2000).

Furthermore, Dyer (1986) highlighted how celebrities are one of the most effective tools to gain consumer attention and communicate a brand's message within a limited amount of time and space. In fact, celebrities can rapidly escalate brand visibility and enhance brand legitimacy (Byrne, Whitehead, & Breen, 2003).

The effectiveness of celebrity endorsements depends on several factors, including the celebrity's public persona, brand-product alignment, and consumer demographics. For instance, when a celebrity endorses multiple brands, their association with any single brand may weaken, which can diminish perceived exclusivity (Rifon et al., 2004). Overexposure can, then, dilute exclusivity, particularly in the luxury sector, where exclusivity is a key value proposition (Erdogan, 1999).

Luxury goods are purchased not just for their functional value but as symbols of status and personal identity. The concept of "ostentatious consumption" (Veblen, 1899) points out how consumers use luxury products to display social status, wealth, and success. Therefore, luxury items often serve as markers of achievement, fulfilling emotional needs and symbolizing personal success. Naturally, each consumer's purchase intention will be based on their own personal definition and perception of luxury (Kapferer & Laurent, 2016). Therefore, it is crucial that luxury brands meet consumers' need for uniqueness and exclusivity by offering affiliation with groups they can associate themselves with (Kastanakis & Balabanis, 2012). As they represent success and elevated social status, celebrities are often associated with luxury products that symbolize social approval (Belk, 1988). The success and privilege of this status group, allow them to generate appeal for the products and services they consume, providing signals to the broad universe of individuals (Han et al., 2010).

2.2.2 Non-Celebrity Endorsement

Non-celebrity endorsement refers to individuals who, prior to their association with a campaign, do not possess widespread public recognition but are featured in advertisements to promote a product or brand (Menon, 2001). This category includes ordinary consumers and brand-created spokespersons, all of whom can enhance brand credibility and relatability by appealing to specific target audiences.

Ordinary consumers are real users who share genuine experiences with a product. They are perceived as relatable and trustworthy due to their lack of commercial incentives. In contrast, brand-created spokespersons are company-appointed figures designed to represent the brand. Companies have great control over created spokespersons since they are the ones developing them. Therefore, they can build characters that are congruent with their brands and target audiences, ensuring that they are endorsing only one product (Tom, et al. 1992).

Unlike celebrities, non-celebrity endorsers allow brands to maintain greater control over messaging and brand association. Notably, non-celebrity endorsers are particularly effective in influencing niche audiences and fostering authenticity (Ilicic & Webster, 2011). In fact, research suggests that brand-created endorsers may create stronger associations with a product than celebrities, as they are perceived as more consistent and dedicated to the brand (Tom et al., 1992). Besides, they tend to shift consumer focus toward the product rather than themselves, increasing advertising effectiveness (Martin et al., 2008).

2.3 Effect of Brand Endorsement on Perceived Exclusivity

Celebrity endorsement has long been recognized as a key marketing strategy that businesses leverage to enhance brand perception, credibility, and consumer engagement (Dinh & Lee, 2021). It is particularly relevant in the luxury sector, where exclusivity and aspirational values drive purchase decisions (Schouten et al., 2019).

Research suggests that celebrity endorsements enhance brand associations by transferring their personal attributes to the endorsed product (Till & Shimp, 1998). This transfer of meaning can elevate a brand's perceived value, particularly if the celebrity is viewed as aspirational or prestigious (Okonkwo, 2007). However, when it comes to reinforcing luxury brands' perceived exclusivity, the effectiveness of celebrity endorsements seems nuanced. While luxury brands often leverage celebrities to reinforce their elite status, overexposure of a celebrity in multiple endorsements may dilute a brand's exclusivity. If a celebrity endorses too many products across different industries, their association with any single brand/product may weaken (Erdogan, 1999). As a result, consumers can view the brand as less exclusive.

Associative learning theory suggests that repeated pairing between a celebrity and a brand strengthens the connection between the two (Till, 1998). Therefore, to ensure that celebrity endorsements enhance exclusivity, luxury brands need to strategically align with aspirational figures who embody rarity and prestige. Highly exclusive celebrities, such as A-list Hollywood stars or elite athletes, can contribute positively to a brand's elite image by symbolizing wealth and success. In contrast, if the celebrity lacks exclusivity or is overexposed in the mass market, the brand's exclusivity perception may diminish.

This idea is further explored by Legendre and Baker (2021), who argue that the transfer of symbolic meaning from celebrity to brand reinforces the notion that exclusivity is a socially

constructed attribute rather than an inherent product quality. Therefore, Celebrity Endorsement influences exclusivity by shaping consumer-brand relationships. As a result, celebrities who embody elite lifestyles, sophistication, and limited accessibility, can contribute to the brand's aura of rarity and privilege.

Moreover, some studies suggest that strategically selecting endorsers who align with a brand's luxury positioning, can also help maintain a brand's elite status (Kapferer & Valette-Florence, 2016). However, if they make the brand appear too mainstream, brands risk reducing their perceived exclusivity. For instance, luxury brands that collaborate with numerous influencers on social media may risk diluting their exclusivity by making their products appear widely available. Given this, the effect of brand endorsement on perceived exclusivity seems to be tied to the selectivity of the endorser. That is the degree to which the brand carefully selects an endorser versus using widely accessible figures, which could make the brand feel too mainstream. Hence, by strategically selecting an individual who aligns with luxury brand positioning rather than a widely used public figure, luxury brands may leverage non-celebrity endorsements, therefore positively impacting perceived exclusivity.

H1a: Celebrity endorsement has a positive impact on perceived exclusivity.

H1b: Celebrities with high-status have a higher impact on perceived exclusivity than celebrities with low-status.

H1c: Celebrity endorsements with high-selectivity have a higher impact on perceived exclusivity than celebrity endorsements with low-selectivity.

2.4 Models on Celebrity Endorsement Strategy

Selecting the perfect celebrity to endorse a brand or product and effectively deliver the intended message is a complex task. Thus, a lot of research has been conducted to help construct a model to select the right match-up. Notably, several authors concurred that different essential factors exist that need to be taken into consideration. Carl Hovland and his associates presented one of the earliest models on this topic, the Source Credibility Model, in 1953. Following this, three additional models have been presented: the Source Attractiveness Model (McGuire 1985), the Product Match-Up Hypothesis (Forkan 1980, Kamins 1989) and the Meaning Transfer Model

(McCracken 1989). These models have been the basis for explaining celebrity endorsement effectiveness, playing a pivotal role in developing our understanding of this topic.

2.4.1 Source Credibility Model

Source credibility is defined as a “communicator's positive characteristics that subsequently influence the receiver’s evaluation of the message” (Hovland & Weiss 1951; Ohanian 1991). Notably, an endorser who has the key credibility source factors can considerably increase consumers’ beliefs, opinions, attitudes and behaviors through a process called internalization. This occurs when receivers accept a source’s influence in terms of their personal attitudes and values structures (Erdogan 1999). This means that when the receivers perceive the spokesperson as credible, they learn and accept the information transmitted. Therefore, using credible endorsers can lead to increasing the believability of an advertising message (Beltramini & Sirsi 1992).

The Source Credibility Model contends that the effectiveness of a message depends on two factors: the perceived expertise and trustworthiness of the endorser (Dholakia & Stemthai 1977; Hovland et al. 1953; Hovland & Weiss 1951; Ohanian 1991; Solomon 1996). Expertise refers to “the perceived level of knowledge, experience, or skills possessed by an endorser” (Hovland et al. 1953). Therefore, by being perceived as experts, endorsers are seen as a source of valid assertions (Roozen, 2008). Trustworthiness, according to Ohanian (1990) is “the degree of confidence consumers place in a communicator’s intent to convey the assertions s/he considers most valid”. Erdogan et al. (2001) also define trustworthiness as "the honesty, integrity, and believability of an endorser as perceived by the target audience". Thus, advertisers invest in the trustworthiness of the endorser by selecting personalities who are widely regarded as honest, believable and dependable (Shimp 1997).

2.4.2 Source Attractiveness Model

According to previous research, physically attractive endorsers are more successful at influencing beliefs and generating purchase intentions (Baker & Churchill, 1997; Friedman *et al.*, 1976). In fact, consumers tend to generally form positive stereotypes about “attractive” endorsers (Erdogan 1999).

Attractiveness, as perceived by consumers, is usually related to physical attributes, such as similarity, familiarity and likeability (Ohanian, 1990; McGuire, 1985). Similarity can be

defined as “a supposed resemblance between the source and the receiver of the message” (Belch & Belch, 2001). Familiarity can be considered “the level of knowledge a celebrity possesses of a brand” (Belch & Belch, 2001). Finally, likeability will be the “affection for the source as a result of the source's physical appearance and behaviors” (Erdogan 1999).

The communicator's attractiveness will then affect the effectiveness and persuasion of the message through a process called identification, which occurs when a message coming from an attractive source is accepted as a result of the consumers' desire to identify with such endorsers (Cohen & Golden, 1972). Therefore, the endorsers' attractiveness can be a powerful tool in enhancing attitudes toward advertising and brands (Ohanian, 1990).

2.4.3 The Match-up Hypothesis

The Match-up hypothesis suggests that for effective communication, the message conveyed by the celebrity image and the product message should match (Erdogan 1999). Thus, there needs to be a fit between the endorsing celebrity and the endorsed brand (Till & Busler 1998). Therefore, advertisers need to match three elements: the product/brand image, the personality of the celebrity and the target audience. Notably, the better the fit between the celebrity and the endorsed brand, as perceived by consumers, the higher the endorsement's effectiveness (Friedman and Friedman, 1979).

In contrast, if there is no congruency between the brand and the celebrity, the audience will remember the celebrity rather than the product (Byrne *et al.*, 2003). This is called the “vampire effect”, where the celebrity sucks the lifeblood out of the product (Evans, 1988). Besides, if the audience perceives that absence of connection, consumers may believe that the celebrity has been paid off to endorse the product or service (Erdogan, 1999). Consequently, the meaning of the message that is transferred to the consumer may not be effective (Huston, Ouille & Willis 2002).

2.4.4 Meaning Transfer Model

The Meaning Transfer Model addresses the endorsement process from a cultural perspective, proposing that celebrity endorsers are special cases of meaning transfer. Therefore, the effectiveness of the endorser depends upon the meanings that s/he brings to the endorsement process (McCracken, 1989).

There exist numerous cultural meanings, and celebrities, due to the roles they assume in their careers, are constantly developing their own images (McCracken, 1989). These personal images are accumulations of meanings, making each celebrity unique and allowing them to transfer those images to the products they endorse (McCracken, 1989). As a result, consumers might decide to purchase the brands endorsed by a given celebrity because they view the meanings that such celebrity represents as relevant to their aspirational self (McCracken, 1989). This idea has been further explored by Atkin and Block (1983), who have shown that consumers have a preconceived image of a celebrity, and this image can be transferred to the brand. Therefore, celebrities' images play a pivotal role in the endorsement process.

Taking this into consideration, McCracken developed a three-step Meaning Transfer Model, presenting the conventional path for the movement of cultural meaning in consumer societies. In the initial stage, practitioners have access to a special category of individuals – celebrities – charged with meanings drawn from their public persona. In the second stage, some of the celebrity meanings are transferred to the product due to the celebrity endorsement. As a result, in the minds of the target consumers, the brand will relate to the set of meanings assigned to the celebrity. Finally, these meanings are communicated from the product to the consumer, due to the association of the celebrity with the product via an endorsement.

Source: McCracken 1989

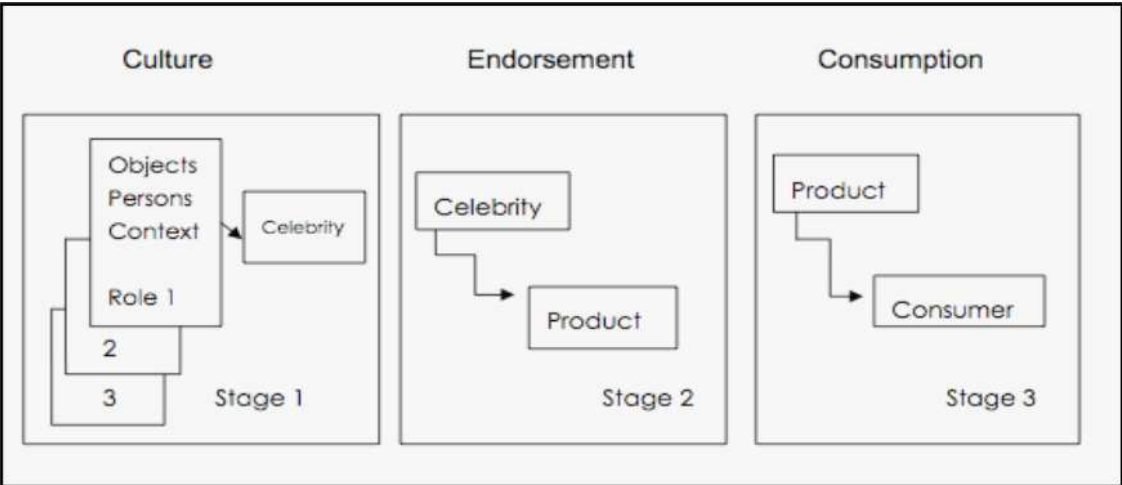


Figure 1: Meaning Transfer Model of McCracken

In developing the methodology for this dissertation, the Source Credibility Model (Ohanian, 1990) will be the only theoretical framework for the celebrity endorsement strategy used. This model is widely cited as a key criterion for selecting celebrity endorsers and is particularly

relevant to this study. Since the focus is on credibility as a mediating factor between brand endorsement and perceived exclusivity, only the trustworthiness and expertise dimensions will be considered, as they are the most directly related to influencing consumer perceptions of exclusivity.

2.5 The mediating effect of Endorser's Credibility

Building on the Source Credibility Model, credibility plays a crucial role in shaping consumer perceptions of a brand. Additionally, and as stated before, the model contends that the effectiveness of a credible message depends on both the perceived expertise and trustworthiness of the endorser (Dholakia & Stemthai 1977; Hovland et al. 1953; Hovland & Weiss 1951; Ohanian 1991; Solomon 1996). Expertise refers to “the perceived level of knowledge, experience, or skills possessed by an endorser” (Hovland et al. 1953).

The model entails that an endorser's expertise and trustworthiness influence consumer perceptions, making the brand appear more legitimate and desirable. When an endorser is perceived as a knowledgeable authority and a reliable figure, the exclusivity of the brand is strengthened, as consumers associate it with high-status and desirability.

Conversely, if the endorser lacks credibility, whether due to a perceived lack of expertise or by endorsing multiple mainstream brands, the exclusivity associated with the brand may be diluted. This aligns with past research on secondary associations, where the credibility of an endorser transfers to the endorsed brand, influencing consumer perceptions and attitudes (Keller, 1993; Till, 1998). Given this, investigating credibility as a mediator allows us to understand its role in maintaining and amplifying perceived exclusivity.

H2a: Celebrity's credibility mediates the relationship between brand endorsement and perceived exclusivity.

2.6 Conceptual Framework

This study employs Hayes' PROCESS Model 4 to examine the moderated mediation effect of brand endorsement on perceived exclusivity, with the endorser's credibility as the mediator. In this model, the endorser's credibility mediates the effect between celebrity endorsement and perceived exclusivity. Once the endorser's credibility is established, it directly affects perceived

exclusivity. This approach allows the study to assess how the endorser's credibility affects the impact of brand endorsement on perceived exclusivity.

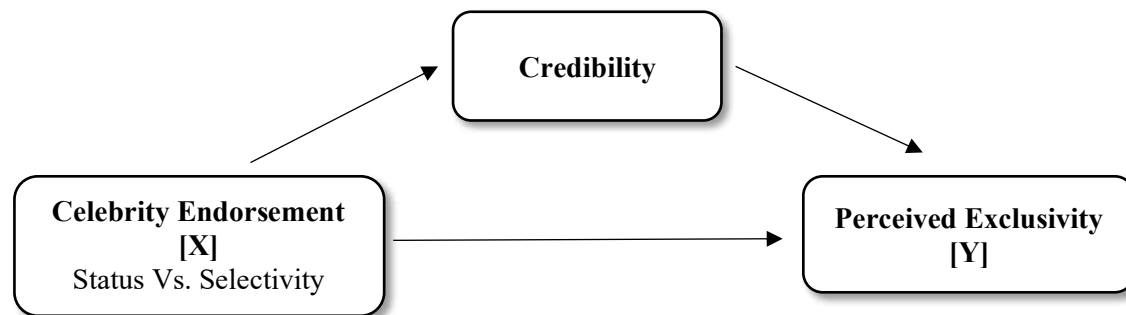


Figure 2: Conceptual Framework

Chapter 3: Methodology

3.1 Research Approach

A quantitative research approach was adopted to address the research questions and goals defined in this study. This approach integrates descriptive and explanatory methods to systematically analyze the relationship between brand endorsements, endorser's credibility and perceived exclusivity. The research design was structured to test the conceptual hypothesis by operationalizing it into measurable constructs and structured statistical models. Statistical techniques were employed to assess the main effects and interaction effects of celebrity endorsements on perceived exclusivity and credibility.

3.2 Primary Data

Primary data was gathered for this research through an online survey administered via Qualtrics, which served as the primary method for collecting responses. The target sample consisted of individuals over 18 years of age from Portugal.

3.2.1 Data Collection

A convenience sampling method was employed to recruit participants based on availability and accessibility, which was suitable given the exploratory nature of the study and the need to gather responses efficiently. The target sample consisted of individuals over 18 years of age from Portugal. The target sample size was at least 200 responses, to account for 50 responses for each stimulus. This goes in line with the Central Limit Theorem for normal distribution, ensuring enough data for a meaningful analysis across the two claims (status and selectivity).

Respondents were recruited through social media, online platforms, such as SurveyCircle, and in-person, where participants were randomly selected and asked to answer the survey via a QR code. Screening questions ensured respondents met the demographic criteria.

3.2.2 Stimuli Development

3.2.2.1 Pre-survey

A preliminary survey was conducted to gather insights from Portuguese consumers to design effective stimuli for the main study. The main goal was to identify a suitable product category and suitable celebrity endorsers that participants would perceive as high/low-status and high/low-selectivity, enhancing the study's validity by aligning stimuli with consumer perceptions. The survey was administered online via Qualtrics. Participants were outlined with the survey's objectives and the voluntary nature of participation, and anonymity was assured to encourage honest responses.

The survey began with a screening question to confirm participant's eligibility within the target population. A total of 43 responses were collected, from distinctive generational groups, providing a balanced distribution for further comparative analysis. Participants rated their familiarity with four luxury product categories: “ready-to-wear”, “shoes”, “handbags and accessories”, and “watches and jewelry”. Familiarity was rated on a scale from “Not familiar at all” to “Extremely familiar”. The results indicated a strong familiarity with the “handbags and accessories” category, with an average of 76.2% of respondents reporting they were “very familiar” or “extremely familiar” with it. “Watches and jewelry” followed with a familiarity score of 64.3%, “ready-to-wear” with 57.1%, and “shoes” with 40.5 %. Considering these findings, “handbags and accessories” and “watches and jewelry” were considered the most engaging categories for stimuli selection due to their high familiarity across both generations.

Participants were then asked to identify the most exclusive category from the options provided. “Watches and jewelry” emerged as the top choice. “Handbags and accessories” were the second most frequently chosen category. Participants then indicated which categories they were most concerned about the product's exclusivity if they were to purchase it. Similarly, “watches and jewelry” generated the most interest, with respondents expressing their preference for exclusive products within this category.

Overall, given “watches and jewelry” familiarity and exclusivity perception among participants, it was chosen to evaluate the impact of celebrity endorsement. Furthermore, the fact that this category was consistently ranked by respondents as the one where they had exclusivity more in consideration if they were to purchase a luxury product further confirmed this choice. Therefore, considering the importance of choosing a product appropriate for both male and female endorsers, and both ranking results, it was concluded that watches were the most suitable item for testing the impact of celebrity endorsement in the main study.

Additionally, the survey also investigated participants’ preference for specific celebrity endorsers, allowing them to answer a series of 5-point Likert scale questions to evaluate each celebrity’s status and selectivity. The aim was to identify four distinct types of celebrity endorsers based on their perceived status (high or low) and selectivity (high or low).

To ensure a diverse yet relevant selection, the pre-survey included 20 well-known Portuguese celebrities, identified based on multiple Forbes market studies. These individuals were selected to represent a mix of different industries, including entertainment, sports, music, and media, ensuring a broad range of potential consumer perceptions. The final goal was to categorize them according to status and selectivity, ultimately selecting four celebrities, one for each of the four predefined categories (high-status/high-selectivity, low-status/low-selectivity, high-status/low-selectivity, and low-status/high-selectivity).

The results revealed that the celebrity perceived as having both high-status and high-selectivity more often was the Portuguese supermodel, Sara Sampaio. This indicates that participants viewed this individual as highly prestigious and selective in their brand collaborations. Notably, football player Cristiano Ronaldo also emerged as a high-status celebrity. However, the complexity of the many brands and products he has endorsed led to mixed results in terms of selectivity. Hence, Sara Sampaio emerged as the most appropriate choice.

Contrastingly, content creator Madalena Abecasis was identified as having both low-status and low-selectivity, suggesting that she was seen as less prestigious and frequently associated with multiple brands. Additionally, TV host Cristina Ferreira was perceived as having high-status but low-selectivity, meaning that while she was recognized as highly successful and respected, her frequent brand endorsements made her appear less exclusive. On the other hand, singer

Bárbara Bandeira emerged as low-status but high in selectivity, implying that although she was not considered among the most prestigious celebrities, she appeared to have a selective approach to brand endorsements.

This categorization allowed for the selection of four distinct celebrity endorsers to be used as stimuli in the main study, ensuring a balanced representation of different status and selectivity levels. The stimuli were developed using Canva Pro to design a realistic celebrity endorsement for a luxury product. The endorsement included crucial elements such as the brand logo, product image, celebrity image, and consistent design elements. These components ensured uniformity across all versions of endorsements.

In addition to the four celebrity endorsement stimuli, a fifth fictional advertisement without any celebrity endorsement was developed to serve as a control condition. This non-celebrity ad maintained the same visual layout and design elements as the celebrity versions (e.g., brand logo, product image, consistent styling) to ensure uniformity across all stimuli, with the only variation being the absence of a celebrity figure.

During the main survey, each participant will be randomly assigned to view one of the five possible ads, either one of the four celebrity endorsement ads or the non-celebrity control ad. This random assignment supports a between-subjects experimental design, enabling the comparison of consumer responses across different endorsement conditions. The inclusion of the control condition allows for a more rigorous analysis of the celebrity endorsement effect by serving as a baseline for comparison.

The distribution from the preliminary survey resulted in the following stimuli development:

3.2.3 Measurement/Indicators



Figure 3: Celebrity Endorser (High-Status × High-Selectivity)

Sara Sampaio



Figure 4: Celebrity Endorser (High-Status × Low-Selectivity)

Cristina Ferreira



Figure 6: Celebrity Endorser (Low-Status × High-Selectivity)

Bárbara Bandeira



Figure 5: Celebrity Endorser (Low-Status × Low-Selectivity)

Madalena Abecasis



Figure 7: Control (Non - Celebrity)

Key variables in the study included credibility and perceived exclusivity. These constructs were measured using Semantical Differential scales and Likert scale questions, respectively, presented to respondents in the main survey.

According to Ohanian (1990), credibility is composed of two distinct elements: trustworthiness and expertise. Therefore, each participant will evaluate the stimulus according to these two attributes of celebrity selection using a 5 Semantical-differential Scale (Ohanian, 1990). Credibility was then analyzed as the average between the two.

Participants had to analyze the marketing campaign of a fictitious luxury brand including a celebrity endorser and evaluate the chosen celebrity considering their agreement with the attributes presented.

The evaluation of trustworthiness and expertise is presented in more detail in the following table.

Credibility (Ohanian, 1990)	
Level of Expertise	Trustworthiness
0,885	0,0895
5 Semantical-differential Scale	5 Semantical-differential Scale
Expert – Not an expert	Dependable - Undependable
Experienced - Inexperienced	Honest - Dishonest
Knowledgeable - Unknowledgeable	Reliable - Unreliable
Qualified - Unqualified	Sincere - Insincere
Skilled - Unskilled	Trustworthy - Untrustworthy

Table 1: Endorser Credibility Construct Measurement

Regarding perceived exclusivity, respondents were asked to rate their agreement with four statements on a scale ranging from 1 (Strongly disagree) to 5 (Strongly agree), which allowed for a quantitative assessment of the construct. Notably, the original 7-point Likert Scale (Le Monkhouse et al. 2012) was adapted into a 5-point Likert Scale, making it more similar to the measurement of the variable celebrity credibility. Composite scores were calculated for this construct by averaging the responses to the individual items, creating a reliable metric for subsequent analysis.

For perceived exclusivity, the survey included statements such as:

- It is good to be among very few people owning a truly luxury product.
- I would buy luxury goods to make myself stand out.
- Once a product becomes mass-produced, it is not luxurious anymore.
- Luxury goods are bought because they are exclusive.

These items were designed based on constructs from existing literature (Ohanian, 1990; Le Monkhouse et al., 2012), which ensured validity and relevance in evaluating the effect of celebrity endorsement.

Framework	Measure	Items	Scale	Reference	Cronbach α
IV	Celebrity Endorsement	Stimuli	N/A	N/A	N/A
Mediator	Celebrity Credibility	10	5 Semantical-Difference Scale	(Ohanian, 1990)	0,89
DV	Perceived Exclusivity	4	5-Point Likert Scale*	(Le Monkhouse et al., 2012)	0,85

Table 2: Measurement of Constructs

(*This scale was adapted from the original scale)

Credibility		Perceived Exclusivity
Level of Expertise	Trustworthiness	Le Monkhouse et al., 2012
(Ohanian, 1990)		
Expert – Not an expert	Dependable – Undependable	1. It is good to be among a very few people owning a truly luxury product.
Experienced – Inexperienced	Honest – Dishonest	2. I would buy luxury goods to make myself stand out.
Knowledgeable – Unknowledgeable	Reliable – Unreliable	3. Once a product becomes mass-produced, it is not luxurious anymore.
Qualified – Unqualified	Sincere – Insincere	4. Luxury goods are bought because they are exclusive.
Skilled – Unskilled	Trustworthy – Untrustworthy	

Table 3: Constructs

3.3 Data Analysis

The data analysis employed a combination of descriptive and inferential statistical techniques to test the study's hypotheses. Descriptive statistics were used to summarize the demographic characteristics of the sample and provide general insights. ANOVA was conducted to compare the effects of different stimuli across demographic groups, while regression analysis was used to examine the relationships between the celebrity endorser (IV), the endorser's credibility (mediator), and perceived exclusivity (DV).

Chapter 4: Results and Discussions

4.1 Results

4.1.1 Cleaning the data

This subsection outlines the steps to clean and prepare the data for analysis, including handling screening failures, unfinished responses, repeated IPs, and checking for outliers. It concludes with the manipulation check.

4.1.1.1 Missing data

This subsection addresses the treatments of missing responses to ensure the validity and reliability of the dataset used in the analysis. Out of 569 responses collected, 52 were missing due to incomplete or blank submissions, and 3 disagreed to participate. These respondents were automatically excluded. Among the remaining 514 responses, an initial screening question was used to ensure participants met the nationality requirement of the study. Out of these 514 respondents, 10 failed the screening question, leaving 504 respondents who passed. Among these, 155 respondents failed the control questions, which were meant to ensure the participants paid sufficient attention to the stimuli presented. These respondents were also automatically excluded, further reducing the dataset to 349 valid responses.

Total Initial Responses	569
Missing Responses	52
Disagreed to Participate	3
Failed Screening	10
Passed Screening	504
Failed Control-Questions	155
Study Observations	349

Table 4: Study Observations

4.1.1.2 Outlier Analysis

Outlier analysis was conducted separately for each stimuli group. Multivariate outliers were identified using Mahalanobis Distance and a Chi-Square of $p < .001$ was applied to detect extreme values for each group. The results indicated that no responses fell outside the Chi-Square threshold for the High-status \times High-selectivity, Low-status \times High-selectivity, and

Low-status \times Low-selectivity stimuli groups, with no extreme or anomalous responses that could skew the analysis. However, the two other stimuli groups, High-status \times Low-selectivity and Non-Celebrity, detected 1 and 2 outliers, respectively. These 3 responses were therefore excluded from the dataset, ensuring consistency in the data within each stimuli group.

	Control	High-status	High-status	Low-status	Low-status	
	Non-Celebrity	\times High-selectivity	\times Low-selectivity	\times High-selectivity	\times Low-selectivity	Total
Study Observations	71	71	67	58	82	349
Repeated IPs	9	5	6	6	7	33
Outliers	0	1	0	0	2	3
Valid Responses	62	65	61	52	73	313

Table 5: Valid Responses

4.1.1.3 Variables Creation

Perceived Exclusivity (PE): As previously mentioned, a 5-point Likert scale with four statements was adopted to measure Perceived Exclusivity. Responses were averaged to compute composite scores for each construct and each type of stimulus. The composite scores for Perceived Exclusivity were then stacked into single variables to enable regression analyses across all stimuli.

Credibility (EC): A 5-point semantical-difference scale with ten groups of opposing adjectives was adopted to measure the endorser’s Credibility. Responses were averaged to compute composite scores for each pair of opposing adjectives and each type of stimuli. The composite scores for Credibility were then stacked into single variables to enable regression analysis across all stimuli.

Luxury Orientation (LO): A separate variable was created to capture respondents’ personal attitudes toward luxury consumption. This construct is based on the perceived exclusivity construct developed by Monkhouse et al. (2012). A 5-point Likert scale with four statements was adopted to measure Luxury Orientation. Responses were averaged to compute a composite score representing each respondent’s general orientation toward the exclusivity dimension of

luxury. This variable captures individual-level values and motivations, independent of specific stimuli.

The variable *StimuliGroup* delineated specific stimuli conditions, categorized as follows: 1 = High-status × High-selectivity, 2 = High-status × Low-selectivity, 3 = Low-status × High-selectivity, 4 = Low-status × Low-selectivity, and 5 = Non-Celebrity (Control).

The variable *Endorser* is a binary-coded variable created to distinguish between conditions based on the presence of a celebrity. A value of 1 indicates that a celebrity was present in the endorsement stimulus, whereas a value of 0 represents the non-celebrity (control) condition.

The variable *CStatus* was created to capture each stimulus celebrity's status. It was binary-coded, where a value of 1 indicated that the celebrity in the stimulus was of high-status, and a value of 0 indicated a low-status celebrity. Accordingly, High-status × High-selectivity and High-status × Low-selectivity were coded as 1, while Low-status × High-selectivity and Low-status × Low-selectivity were coded as 0. The non-celebrity (control) condition was excluded from this variable, as it did not involve a celebrity endorser.

The variable *CSelectivity* represents the selectivity associated with each stimulus' celebrity endorser. A value of 1 denoted a high-selectivity celebrity, while a value of 0 denoted low-selectivity. Thus, High-status × High-selectivity and Low-status × High-selectivity were coded as 1, and High-status × Low-selectivity and Low-status × Low-selectivity were coded as 0. As with *CelebrityStatus*, the non-celebrity (control) condition was not included in this variable, as it did not feature a celebrity endorser.

4.1.1.4 Manipulation Check

The manipulation-check assessed whether the stimuli elicited distinct responses in perceived exclusivity across five groups: High-status × High-selectivity, High-status × Low-selectivity, Low-status × High-selectivity, Low-status × Low-selectivity, and Non-Celebrity (Control). As mentioned before, 155 responses had already been removed from the original sample as respondents failed to answer the control questions correctly, which ensured they paid sufficient attention to the stimulus presented. Notably, these responses were not taken into consideration when conducting the manipulation check.

An ANOVA using perceived exclusivity as the dependent variable revealed a statistically significant difference between groups ($F = 41.795$, $p < .001$, $\eta^2 = .352$), indicating that the manipulation was effective.

Variable	F-Statistic	p-Value	Significant ($p < 0.05$)
Perceived Exclusivity	41.795	< 0.001	Yes

Table 6: Manipulation Check (ANOVA Summary)

Stimuli Group	Mean Perceived Exclusivity	Standard Deviation
1 (High-status \times High-selectivity)	3.83	0.78
2 (High-status \times Low-selectivity)	2.63	0.79
3 (Low-status \times High-selectivity)	2.48	0.68
4 (Low-status \times Low-selectivity)	2.09	0.84
5 (Control: Non-Celebrity)	2.91	0.79

Table 7: Manipulation Check (Mean Perceived Exclusivity by Stimuli)

The manipulation check revealed clear variation in PE across different stimuli conditions. That difference is particularly noticeable when comparing Stimulus 4 (Low-status \times Low-selectivity) and Stimulus 1 (High-status \times High-selectivity), ranging from 2.09 to 3.83, respectively. This suggests that the stimuli that participants were exposed to influenced their perceptions of exclusivity. These results validate that the manipulation functioned as intended: different versions of the stimulus successfully elicited differential perceptions of exclusivity.

4.1.1.5 Measure Reliability (Constructs)

Stimuli	High-status \times High-selectivity	High-status \times Low-selectivity	Low-status \times High-selectivity	Low-status \times Low-selectivity	Control (Non – Celebrity)
Perceived Exclusivity					
Cronbach's Alpha	0.869	0.782	0.707	0.903	0.863

Table 8: Cronbach Alpha (Perceived Exclusivity)

The Perceived Exclusivity (PE) scale consisted of four items designed to assess consumers' exclusivity perceptions. The reliability analysis indicated good internal consistency, with Cronbach's alpha values exceeding the generally accepted threshold of 0.7. No items were removed from the scale, since all statements demonstrated strong corrected item-total correlations, supporting their contribution to overall reliability.

Stimuli Credibility	High-status × High- selectivity	High-status × Low- selectivity	Low-status × High- selectivity	Low-status × Low- selectivity	Control (Non – Celebrity)
Cronbach's Alpha	0.929	0.896	0.853	0.897	0.926

Table 9: Cronbach Alpha (Credibility)

The Credibility (EC) construct was measured using 10 pairs of opposing adjectives designed to evaluate consumers' perceptions of the endorser's credibility. The reliability analysis indicated excellent internal consistency, with Cronbach's alpha values exceeding the generally accepted threshold of 0.7. No items were removed from the scale, as they all demonstrated strong corrected item-total correlations, highlighting their contribution to overall reliability.

4.1.2 Descriptive Statistics

4.1.2.1 Sample Characterization

Generations: The sample was predominantly comprised of Generation Z (56.2%) and Millennials (24.9%). Generation X represented 15% of the population, followed by Baby Boomers (3.5%).

Gender: The sample had considerably more female respondents (87.9%) than male respondents (11.8%).

Education Level: Most respondents reported a bachelor's degree (55.0%) or a master's degree (29.1%). High-School graduates made up 9.9% of the population, while 5.1% had vocational training.

Income Level: Most respondents reported a monthly income between €1.001 and €2.000 (35.5%), followed by respondents who admitted not being financially independent (23.0%).

Additionally, respondents with an income level between €2.001 and €3.000 also represented a significant part of the sample (20.4%). The remaining 9.9% of respondents reported an income level above €3.001, while 8.6% admitted having an income level below or equal to €1.000.

Influence Sensitivity: Most respondents admitted being “Sometimes” influenced by public figures’ opinions when purchasing something (38.3%), while 26.5% admitted only “Rarely” being influenced by such opinions. Nevertheless, a still significant part of respondents confessed being “Frequently” influenced by these opinions (24.6%), contrasting with the remaining 10.2% who reported “Never” being influenced by public figures’ opinions in a shopping setting. Missing responses totaled 0.3%.

Notably, Generation Z (18 – 28) seemed to be the most prone to having public figures’ opinions into consideration when purchasing something, with 40.0% and 39.4% admitting caring about it either “Frequently” or at least “Sometimes”, respectively. Within Millennials (29 – 44), most of the respondents reported only “Rarely” being influenced by these opinions at the time of purchase (41.0%). Generation X (45 – 60) most frequent response was “Sometimes”, with 44.7% of respondents from this generation admitting “Sometimes” having it into consideration. Contrastingly, most Baby Boomers (61 – 79) reported “Never” being influenced by it in a shopping setting (63.6%).

When comparing by gender, male respondents merged as less sensitive to being influenced by public figures in their consumption with most of them selecting "Never" (16.2%) or "Rarely" (48.6%), and only 10.8% reporting frequent influence. Contrastingly, female respondents reported a much higher sensitivity, with the majority falling into the "Sometimes" (40.5%) and "Frequently" (26.6%) categories, with only 9.5% indicating "Never". This suggests a stronger tendency of the female sample to be swayed by celebrity or influencer opinions.

Watch-Wearing Habits: Many respondents reported wearing a watch daily (52.2%). An additional 23.4% reported wearing a watch only occasionally, while 24.4% stated not wearing a watch at all. Missing responses totaled 0.3%.

When comparing watch-wearing habits across age groups, Generation Z (18 – 28) emerged as the most likely to wear watches consistently (54.9%) followed by Millennials (29 – 44) with 48.7%, and Generation X (45 – 60) with 48.9%. Interestingly, while 45.5% of Baby

Boomers (61 – 79) confessed to wearing a watch every day, an equal 45.5% reported never wearing one.

Considering gender groups, daily watch use was slightly more common among men (54.1%) than women (52.2%). Male respondents reported higher occasional use (27.0%) compared to females (23.0%), while non-watch users were more frequent among women (24.8%) than men (18.9%).

Luxury Orientation: When asked whether "Luxury products are purchased because they are exclusive" 75.4% of respondents agreed, selecting either 4 or 5 on a 5-point Likert Scale), while only 7.8% disagreed (selected 1 or 2). Similarly, 70.6% agreed that "It feels good to be part of a very exclusive group that owns a true luxury product", revealing an emotional connection to owning luxury items. In contrast, status-oriented motivations appear less relevant to the sample as 49.8% of respondents disagreed with the statement "I would buy luxury products to stand out", possibly suggesting resistance to status signaling.

Among Generation Z (18 – 28) respondents, 32.9% selected the highest levels of agreement (i.e. either 4 or 5 on a 5-Point Liker Scale) when responding to the statements "Luxury products are purchased because they are exclusive" or "It feels good to be part of a very exclusive group that owns a true luxury product". This suggests a stronger luxury orientation among younger adults, particularly in relation to exclusivity and emotional satisfaction. Millennials (29 – 44) displayed a more moderate luxury orientation, with only 15.3% selecting the highest agreement scores. Older generations' responses, like Generation X and Baby Boomers, were more evenly spread, suggesting a more neutral orientation, indicating lower agreement with the exclusivity and emotional value items comparatively.

When comparing gender groups, a higher proportion of women strongly agreed (i.e. selected the highest agreement score) that "Luxury products are purchased because they are exclusive" (37.1%) compared to men (28.6%).

4.1.2.2 Key Variables Means, Min, Max, and St. Deviation

The Control Group, representing non-celebrity endorsements, serves as the baseline for perceived exclusivity and credibility comparison across all status and selectivity types. Overall, the control group reported a relatively mean perceived exclusivity (PE) of 2.91 (SD = 0.79), indicating a moderate baseline perception of exclusivity in the absence of a celebrity endorser.

The analysis of perceived exclusivity (PE) across experimental conditions revealed distinct trends. Perceived exclusivity was highest in the High-status × High-selectivity condition (M = 3.83, SD = 0.78), suggesting that combining both status and exclusivity cues had the strongest effect on exclusivity perceptions. This was followed by the High-status × Low-selectivity group (M = 2.63, SD = 0.79), and the Low-status × High-selectivity group (M = 2.48, SD = 0.68). The lowest PE score was observed in the Low-status × Low-selectivity condition (M = 2.09, SD = 0.84).

Regarding Credibility (EC) ratings, it's important to notice that they will be interpreted in reverse due to the 5-point Semantical Difference Scale (i.e. lower values indicate greater credibility). The Control Group showed moderate credibility (EC) perceptions with a mean of 2.75 (SD = 0.69).

The High-status × High-selectivity group was perceived as the most credible with a mean EC score of 2.12 (SD = 0.80), followed by the High-status × Low-selectivity group with a mean Credibility of 2.89 (SD = 0.77). Notably, the Low-status × High-selectivity and Low-status × Low-selectivity conditions were rated as least credible, with mean credibility (EC) scores of 3.12 (SD = 0.63) and 3.11 (SD = 0.75), respectively.

When considering gender and age group factors, descriptive statistics revealed distinct differences in both credibility and perceived exclusivity.

Age played a moderating role, with younger participants, particularly Generation Z (13-28) women, exhibiting a tendency to rate exclusivity and credibility conversely, rating stimuli as highly exclusive when the endorser was rated not credible at all. This contrast was also noticeable when emphasizing gender differences, with female participants tending to rate perceived exclusivity higher than male respondents. For instance, in the High-Status × High-Selectivity group, women consistently perceived the product as more exclusive, even though they did not find the celebrity particularly credible. This may reflect a greater sensitivity among female participants to cues of status. Contrastingly, male participants tended to prioritize credibility more consistently, showing less fluctuation in PE scores across stimuli and often rating exclusivity lower.

Participants over the age of 45 (i.e. Generation X and Baby Boomers) tended to assess both EC and PE more conservatively, rarely assigning high scores to either dimension. This may reflect a greater skepticism among older generations when evaluating brand endorsements.

Interestingly, the Low-Status × Low-Selectivity group frequently scored highest in Credibility compared to the rest of the stimuli. However, this group consistently obtained the lowest scores in Perceived Exclusivity. This trend was especially noticeable among Millennial women (29–44). Having this in consideration, as well as the fact that the High-Status × High-Selectivity group rated high in PE despite the endorser’s low EC ratings, it might point out to a tendency among more relatable and credible content to be perceived as lacking exclusivity.

4.1.3. Inference Statistics

4.1.3.1 Understanding Multicollinearity (Interdependence)

Multicollinearity diagnostics were performed to assess the interdependence among variables and ensure the robustness of the regression model. This analysis included the Variance Inflation Factor (VIF), eigenvalues, and condition index as key measures. The evaluation adhered to established thresholds: VIF below 2.500, eigenvalues above 0.010, and a condition index below 30.000.

The results of the diagnostics are summarized in the tables below:

	Independent Variable	Mediator
		Credibility
VIF	1.001	1.001

Table 10: VIF

Dimension	Eigenvalue	Condition Index
1	2.788	1.000
2	0.175	3.992
3	0.037	8.671

Table 11: Collinearity Diagnostics (Summary)

All VIF values were approximately 1.001, and therefore below the threshold of 2.500. This indicates a very low correlation among predictors, confirming that multicollinearity is not a concern in this model, and ensuring reliable and interpretable regression coefficients. Additionally, the Eigenvalues for the dimensions associated with the key predictors (i.e. the Independent Variable – Celebrity Endorser – and the Mediator – Credibility) exceeded the minimum of 0.010, confirming that no dimensions are contributing negligibly to the analysis. Finally, the Condition Indices for these dimensions were below the threshold of 10.000, further confirming the absence of multicollinearity in the model.

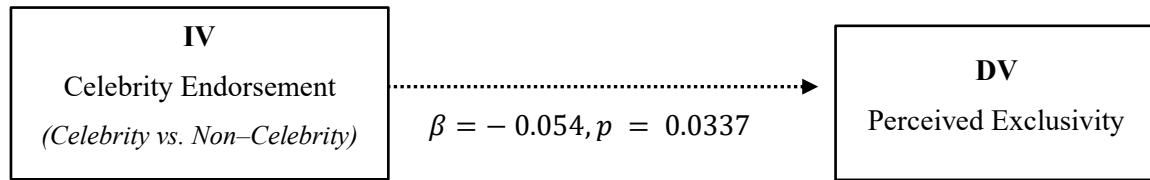
In conclusion, these results indicate that Endorsement (IV) along with the endorser’s Credibility (mediator) are in the model without multicollinearity concerns.

4.1.3.2 Hypothesis Testing

H1a: Celebrity Endorsement has a positive impact on Perceived Exclusivity.

H0: Celebrity Endorsement has no significant impact on Perceived Exclusivity.

These hypotheses can be visually represented as follows:



A linear regression was conducted to test this hypothesis (Appendix 1). **Celebrity Endorsement** served as the independent variable (IV) and **Perceived Exclusivity** as the dependent variable (DV). To aggregate the different endorsement conditions into a single variable, the binary variable **Endorser** was used:

$$\text{Celebrity Endorsement (CE)} = \begin{cases} 1, & \text{Celebrity Endorser is present} \\ 0, & \text{Control Group} \end{cases}$$

Thus, the regression model can be mathematically represented as:

$$PE_i = \beta_0 + \beta_1 CE_i + \varepsilon_i$$

Where:

- PE_i : Perceived Exclusivity for observation
- CE_i : Celebrity Endorsement (0 = non-celebrity, 1 = any celebrity)
- β_0 : Constant (Intercept)
- β_1 : Coefficient of Celebrity Endorsement
- ε_i : Residual Error

Before analyzing the results, the assumptions for linear regression were evaluated. First, the linearity assumption was assessed and deemed appropriate as binary predictors inherently impose a linear relationship with the dependent variable. The independence of observations was satisfied by the survey design, ensuring that each response was collected independently. Homoscedasticity was assessed with residual plots. For the normality of residuals, the large sample size ensures that the Central Limit Theorem applies. Finally, multicollinearity is not an issue in this model, as there is only one predictor variable.

The Model Summary table shows an R-value of 0.054 and an R-squared of 0.003 (Appendix 1), indicating that the aggregated celebrity endorsements explain only 0.03% of the variance in

perceived exclusivity. The adjusted R-squared value of 0.000 further confirms that the predictor variable does not contribute meaningfully to the model’s explanatory power. The ANOVA table reports an F-statistic of 0.924 with a p-value of 0.337 (Appendix 2), which is above the significance threshold of 0.05. This result suggests that the overall regression model is not statistically significant.

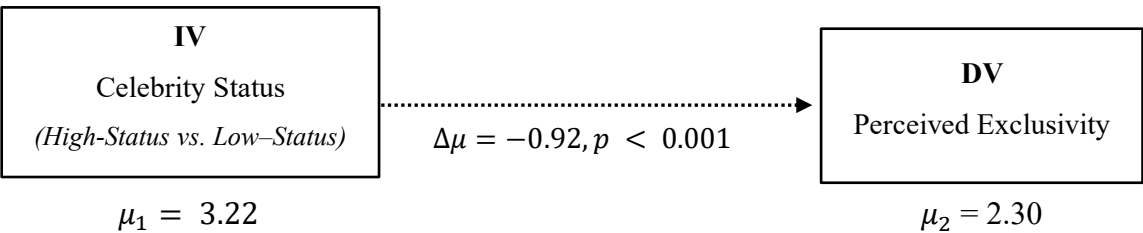
Additionally, the standardized coefficient beta for celebrity endorsement is -0.054 , with a t-value of -0.961 and a p-value of 0.337. Although the coefficient is slightly negative, its non-significant value suggests that it is non-significant, indicating that the presence of a celebrity in the endorsement does not significantly influence perceived exclusivity.

As a result, we fail to reject the null hypothesis. The model’s explanatory power was negligible, as reflected by the R-squared and non-significant F-statistic. This result indicates that celebrity endorsement does not influence consumers’ perceptions of exclusivity in a statistically significant way.

H1b: Celebrities with high-status have a higher impact on perceived exclusivity than celebrities with low-status.

H0: Celebrities with high-status do not have a higher impact on perceived exclusivity than celebrities with low-status.

These hypotheses can be visually represented as follows:



An independent sample T-test was conducted to test this hypothesis (Appendix 3). This test compares the mean Perceived Exclusivity (PE) between two independent groups: one exposed to a high-status celebrity and the other exposed to a low-status celebrity. Thus, the test excluded 73 study observations concerning the control group, containing a non-celebrity endorser, computing the results considering only the remaining 240 responses.

Celebrity Status was the independent variable (IV), and Perceived Exclusivity was the dependent variable (DV). To aggregate the different celebrity statuses into a single variable, the Celebrity Status variable was computed as a binary indicator, indicating group membership:

$$Celebrity\ Status\ (CStatus) = \begin{cases} 1, & \text{Celebrity Endorser is High - Status} \\ 0, & \text{Celebrity Endorser is Low - Status} \end{cases}$$

Hence, the test statistically evaluates whether the mean PE differs significantly between the two groups. Mathematically, the test compares:

$$H_0: \mu_1 = \mu_2 \text{ vs. } H_{1b}: \mu_1 \neq \mu_2$$

Where:

- μ_1 : Mean Perceived Exclusivity for the High-Status
- μ_2 : Mean Perceived Exclusivity for the Low-Status

Before analyzing the results, the assumptions for the independent samples T-test were evaluated. Firstly, the independence of observations was ensured through the survey design, giving each participant exposure to one condition only. Regarding the normality of the dependent variable within each group, the large sample size ensures that the Central Limit Theorem applies. However, Levene's Test for Equality of Variances was statistically significant ($F = 9.740, p = 0.002$), indicating that the assumption of homogeneity of variances was violated. As such, Welch's t-test results (i.e. equal variances not assumed) were interpreted.

Group statistics indicated that participants in the high-status celebrity condition ($\mu_1 = 3.22, \sigma_1 = 0.99$) reported higher perceived exclusivity than those in the low-status celebrity condition ($\mu_2 = 2.30, \sigma_2 = 0.78$).

The t-test further confirmed this assumption, revealing a statistically significant difference in perceived exclusivity between the two celebrity status groups ($p < .001$). The mean difference was -0.92 ($\sigma = 0.114$), with a 95% confidence interval ranging from -1.145 to -0.694 . This indicates that high-status celebrities are associated with significantly higher perceived exclusivity than low-status celebrities. These results have been summarized in the table below:

	High-Status	Low-Status
Mean	$\mu_1 = 3.22$	$\mu_2 = 2.30$
Standard Deviation	$\sigma_1 = 0.99$	$\sigma_2 = 0.78$
Mean Difference	$\Delta\mu = \mu_2 - \mu_1 = -0.92$	

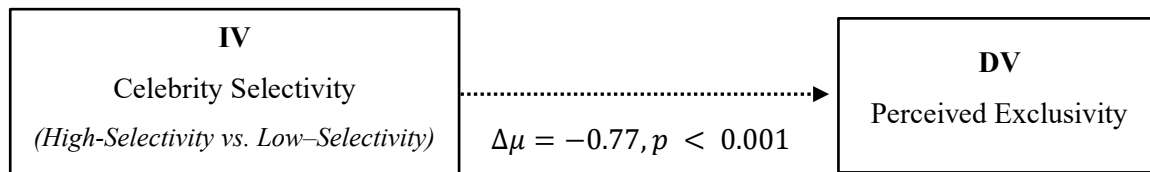
Table 12: H1b Results (Summary)

Given these results, we reject the null hypothesis. The data provide strong evidence that high-status celebrities have a greater impact on perceptions of exclusivity than celebrities with a low-status.

H1c: Celebrity endorsements with high-selectivity have a higher impact on perceived exclusivity than celebrity endorsements with low-selectivity.

H0: Celebrities with high-selectivity do not have a higher impact on perceived exclusivity than celebrities with low-selectivity.

These hypotheses can be visually represented as follows:



An independent sample T-test was also conducted to test this hypothesis (Appendix 4). This test compared the mean Perceived Exclusivity (PE) between two independent groups: one exposed to a high-selectivity celebrity and the other exposed to a low-selectivity celebrity. Hence, the test excluded 73 study observations concerning the control group, containing a non-celebrity endorser. The results were computed considering only the remaining 240 responses, corresponding to celebrity endorsers.

Celebrity Selectivity was the independent variable (IV), and Perceived Exclusivity was the dependent variable (DV). To aggregate the different celebrity selectivity levels into a single variable, the Celebrity Selectivity variable was computed as a binary indicator, indicating group membership:

$$Celebrity\ Selectivity\ (CSelectivity) = \begin{cases} 1, & \text{Celebrity Endorser is High - Selectivity} \\ 0, & \text{Celebrity Endorser is Low - Selectivity} \end{cases}$$

Hence, the test statistically evaluates whether the mean PE differs significantly between the two groups. Mathematically, the test compares:

$$H_0: \mu_1 = \mu_2 \text{ vs. } H_{1b}: \mu_1 \neq \mu_2$$

Where:

- μ_1 : Mean Perceived Exclusivity for the High-Selectivity group
- μ_2 : Mean Perceived Exclusivity for the Low-Selectivity group

Before analyzing the results, the assumptions for the independent samples T-test were evaluated. Firstly, the independence of observations was ensured through the survey design,

giving that each participant was exposed to one condition only. Regarding the normality of the dependent variable within each group, the large sample size ensures that the Central Limit Theorem applies. The assumption of homogeneity of variances was also met as Levene’s Test for Equality of Variances was not statistically significant ($F = 2.981, p = .086$). As such, the standard independent samples T-test results (i.e. equal variances assumed) were interpreted.

Group statistics indicated that participants in the selective celebrity condition ($\mu_1 = 3.16, \sigma_1 = 1.00$) reported higher perceived exclusivity than those in the non-selective celebrity condition ($\mu_2 = 2.39, \sigma_2 = 0.86$).

The *t*-test further confirmed this difference, revealing a statistically significant effect of celebrity selectivity on perceived exclusivity ($p < 0.001$). The mean difference was -0.77 ($\sigma = 0.120$), with a 95% confidence interval ranging from -1.006 to -0.532 . This suggests that selective celebrity endorsements are associated with significantly higher perceived exclusivity than non-selective celebrity endorsements. These results have been summarized in the table below:

	High-Selectivity	Low-Selectivity
Mean	$\mu_1 = 3.16$	$\mu_2 = 2.39$
Standard Deviation	$\sigma_1 = 1.00$	$\sigma_2 = 0.86$
Mean Difference	$\Delta\mu = \mu_2 - \mu_1 = -0.77$	

Table 13: H1c Results (Summary)

Given these results, we reject the null hypothesis. The data provide strong evidence that selectivity in celebrity endorsements increases consumer perceptions of exclusivity.

4.1.3.3 Full Model Test

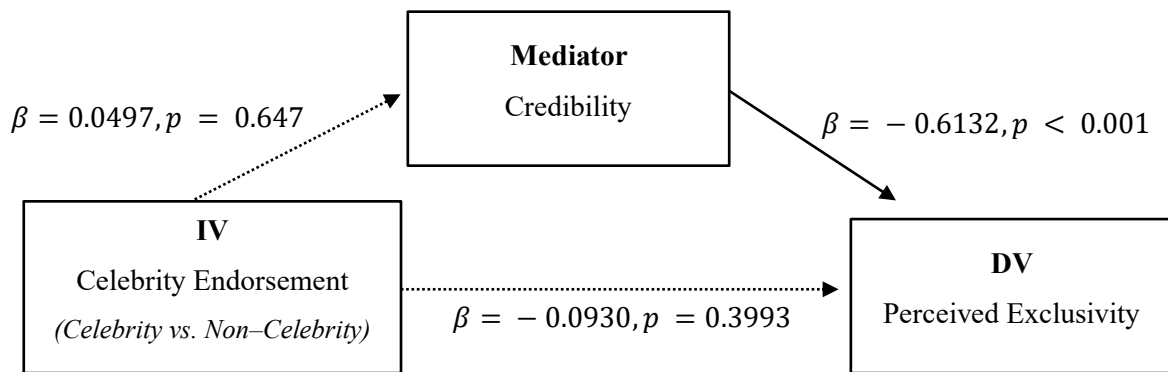
H2a: Celebrity's credibility mediates the relationship between brand endorsement and perceived exclusivity.

H0: Celebrities with high-selectivity do not have a higher impact on perceived exclusivity than celebrities with low-selectivity.

A simple mediation model (Model 4, Hayes, 2022) was conducted to test whether endorser credibility mediates the relationship between celebrity endorsement and perceived exclusivity. The independent variable was the Endorser, coded as a binary indicator (1 = celebrity

endorsement and 0 = control), as previously explained. The mediator was endorser credibility (EC), and the outcome was perceived exclusivity (PE).

The full model can be visually presented as follows:



The first step of the mediation model assessed whether the endorsement condition significantly predicted endorser credibility. The effect of celebrity endorsement on endorser credibility was not significant ($\beta = 0.0497, p = 0.647$), indicating that participants did not perceive celebrity-endorsed figures as more credible than the non-celebrity in the control condition. Therefore, we fail to establish the initial condition necessary for mediation.

The second component of the model examined the association between endorser credibility and perceived exclusivity. The analysis concluded that endorser credibility significantly predicted perceived exclusivity. However, this happened in an unexpected negative direction ($\beta = -0.6132, p < 0.001$), suggesting that higher credibility was associated with lower perceptions of exclusivity. This contradicts the theoretical expectations that more credible endorsers enhance advertising outcomes.

The direct effect of the endorsement condition on perceived exclusivity was also found to be statistically non-significant ($\beta = -0.0930, p = 0.3993$). This indicates that celebrity endorsement did not directly influence consumers' exclusivity perceptions. Similarly, the effect of celebrity endorsement on perceived exclusivity through endorser credibility was also non-significant. This confirms the absence of a statistically significant mediating effect.

When evaluating the overall model, it was revealed to be statistically significant with $R^2 = 0.2693, F(2, N) = 57.12$, and $p < 0.001$). This indicates that approximately 26.9% of the variance in perceived exclusivity was explained by the model. However, this significance

appears to be largely explained by the negative relationship between credibility and exclusivity, rather than by the manipulation of celebrity endorsement.

In conclusion, the combined model shows that Celebrity Endorsement does not have a significant direct effect on Perceived Exclusivity or Credibility. Nonetheless, Credibility emerged as a critical mediator, although negatively influencing Perceived Exclusivity.

4.2 Discussion

The statistical analysis of the three hypotheses reveals a nuanced understanding of the mechanisms through which celebrity endorsements and endorser's credibility shape consumers' perceptions of exclusivity. While the presence of a celebrity in brand communications was found to have no significant effect on perceived exclusivity by itself, when taking into consideration the celebrity's status and selectivity, there appeared to be a significant relationship between the celebrity endorser status and selectivity and consumers' perceived exclusivity. When interpreting these results, it appears to highlight that the presence of a celebrity in advertising does not, by itself, lead to a heightened perceived exclusivity. However, when the celebrity aligns with the values of exclusivity there seems to be a significant influence. This means that, in fact, if a celebrity is perceived as having a high-status, being socially distinct, endorsing few products and brands, and endorsing products and brands that are prestigious and exclusive, the celebrity endorser will have a positive impact on the perceived exclusivity of the endorsed product. Contrastingly, if the celebrity does not align with values of exclusivity, is not perceived as distinct, and often endorses mass-market brands, it will dilute consumers' perceptions of exclusivity. Therefore, not all celebrity endorsements are inherently impactful in generating a sense of exclusivity.

As previously mentioned, celebrity endorsements have become increasingly popular, and the go-to marketing strategy for several brands. Consequently, the overexposure of consumers to these endorsements might have caused them to become somewhat desensitized to the mere use of celebrities in marketing. The use of celebrities has become normalized and no longer conveys scarcity or elevates a brand by default. Consequently, the power of a celebrity endorsement may rely on other attributes, such as the endorser's status or selectivity.

In fact, the analysis yielded significant results when comparing the High-Status versus the Low-Status groups, indicating that high-status celebrities were more effective at enhancing the

perceived exclusivity of the product. This further confirms that consumers respond to the symbolic meaning that a celebrity carries. Notably, by symbolizing distinction and aspiration, the association of a high-status celebrity with a brand can elevate the perceived exclusivity and desirability of the endorsed product. Notably, this finding aligns with the signaling theory, which implies that the consumer's interpretation of the signaler's (i.e., the endorser) social standing plays a crucial role in transmitting their attributes to the brand (Choudhury, 2024).

Similarly, the results also revealed that endorser selectivity is a significant driver of perceived exclusivity. Hence, celebrities who are perceived to be selective in the brands they endorse are more effective in elevating the exclusivity of those brands. Notably, by perceiving the celebrity as selective regarding the brands and products they endorse, consumers may feel like they are being truthful when endorsing a product and trust the brand message more. Furthermore, if the celebrity is perceived as extremely discerning in their partnerships, their endorsement can symbolize elevation and rarity, suggesting that the brand is part of a distinct few and worthy of affiliation. Here, the observed statistical significance and substantial effect, underscore the importance of exclusivity in the endorsement relationship itself. Therefore, the endorser's selectivity in their brand deals can signal that the endorsed brand aligns with elevated standards, therefore amplifying the exclusivity message.

Regarding the endorser's credibility, the results contradicted existing literature, finding no statistically significant effect of celebrity endorsement on credibility. However, a surprisingly significant negative relationship between credibility and perceived exclusivity emerged. This means that participants who rated an endorser as more credible perceived the associated offering as less exclusive. Taking this into consideration, it becomes important to highlight that credibility was measured as a function of two other dimensions: expertise and trustworthiness. When looking at individual responses to these items, a pattern emerged related to the age of the celebrity endorsers. Notably, the high-status \times high-selectivity and low-status \times low-selectivity endorsers, who are considerably younger than the two other celebrities used in the stimuli, were consistently rated lower on items often linked to maturity, such as experience, reliability, and dependence, potentially undermining their perceived credibility.

In summary, these findings highlight how celebrity endorsements function in a conditional manner when it comes to perceived exclusivity. Namely, this effect will be conditioned by the celebrity status and selectivity. Additionally, the results underscore the ineffectiveness and limitations of generic celebrity endorsements, as the presence of a celebrity in brand messaging

does not yield positive results by itself. Furthermore, the complex and non-linear role of credibility underlines the importance of accounting for the interaction between the endorser's characteristics and the intended brand positioning. Therefore, to positively influence consumers' exclusivity perceptions, marketers must be strategic when designing brand endorsements, selecting individuals who clearly align with the brand's values and intended message.

Chapter 5: Conclusions and Limitations

5.1 Main Findings & Conclusions

The results revealed that celebrity endorsement did not significantly influence perceived exclusivity, suggesting that having a celebrity endorser does not necessarily drive increased exclusivity perceptions among consumers when compared to a non-celebrity. Therefore, associating a brand with a celebrity may have no real benefit to the brand's perceived exclusivity. Nonetheless, when taking into consideration the endorser's status and selectivity, perceived exclusivity appeared significantly influenced by these attributes, resulting in a considerably higher mean perceived exclusivity for the high-status \times high-selectivity celebrity and a lower mean perceived exclusivity for the low-status \times low-selectivity celebrity.

As a matter of fact, the results highlighted a clear significance of celebrity status, with a considerable difference in means between the two groups. Notably, respondents exposed to high-status celebrities reported higher levels of perceived exclusivity than those who viewed endorsements from low-status celebrities. These results led us to conclude that celebrity status positively influences perceived exclusivity, emphasizing that celebrity attributes can be translated to the brand, impacting consumer's perceptions.

Similarly, the results demonstrated a significant difference in exclusivity perceptions when comparing the high-selectivity and low-selectivity celebrity endorsements. As expected, high-selectivity celebrities were associated with greater perceived exclusivity than those in the low-selectivity group. These results further support the notion that the celebrity endorser attributes often transfer to the brand. Therefore, the rarity of a celebrity's brand deals can contribute positively to consumers' perception of brand exclusivity, while the overexposure of a celebrity can lead to the dilution of perceived exclusivity.

When examining the mediating role of endorser credibility in the relationship between celebrity endorsement and perceived exclusivity, the results revealed that the endorser's credibility did

not significantly differ between the celebrity endorsers and the control condition (non-celebrity). Therefore, it did not fulfill the conditions for a significant mediation. Nevertheless, the results revealed that credibility was a significant predictor of exclusivity. However, this happened in a negative direction. This contradicts the common assumption that a more credible endorser will yield better advertising outcomes. Notably, it was noted that these results may be linked to the age of the endorser, as the younger celebrities in this study were frequently rated lower on credibility traits tied to maturity and reliability. This further highlights the importance of considering a celebrity's attributes when designing an endorsement strategy.

5.2 Managerial/Academic Implications

From an academic perspective, this research contributes to the understanding of how endorser's attributes shape consumers responses to advertising. For practitioners, it highlights the importance of considering brand-specific motivations and goals for the marketing message and aligning them with the chosen endorser.

The findings suggest that it is crucial to ensure that the status and selectivity associated with the endorser resonate with the brand image. If not, this can lead to decreased perceived exclusivity and unwanted brand associations. Thus, conducting thorough preliminary testing is crucial to confirm this alignment between the brand and endorser.

Furthermore, it is extremely important to align the marketing strategy with the target audience. Therefore, celebrity endorsement might be more appropriate when targeting younger generations, especially Generation Z, as they are more susceptible to this influence. This generations openness to celebrity influence makes the endorser attributes a critical component of the messaging, as these attributes will ultimately be transferred to the brand.

For older generations, their skepticism of celebrity endorsers underscores the importance of targeting by generation. While targeting Generation Z and Millennials with endorsement strategies may be effective, it may be insufficient to appeal to Baby Boomers. This skepticism of celebrity endorsers may suggest an opportunity to further explore the role of different attributes, such as quality and functionality, in advertising effectiveness among older generations.

Women's positive reactions to celebrity endorsers also highlight an opportunity in the industry. Women showed notably higher openness to celebrity influence, suggesting a more positive response to endorsement strategies. Notably, all the celebrity endorsers presented were females,

which might suggest that campaigns featuring female celebrity endorsers may be more effective for female audiences. This underscores an opportunity to take into consideration celebrity endorsers' gender in advertising strategies.

Generation Z's strong connection to luxury as a form of "exclusive" belonging ("It is good to be among a very few people owning a truly luxury product") proposes that consistently aligning endorser attributes, brand cues, and marketing messages to appeal emotionally to consumers, might be an effective strategy when targeting this generation. Additionally, the overall low alignment with status signaling ("I would buy luxury goods to make myself stand out"), emphasizes the importance of focusing on inner satisfaction and aspirational messaging across generations.

5.3 Limitations and Future Research

This study encountered some challenges that shaped its findings and highlighted areas for improvement in future research.

One of the main limitations was difficulty in finding relevant and updated literature. On one hand, there is not much literature exploring celebrity attributes such as status, overexposure, or selectivity. On the other hand, while there is a lot of recent research regarding influencer marketing and focusing on influencers exclusively, there was a lack of up-to-date studies considering more traditional public figures or aggregating both traditional celebrities and influencers. This posed challenges in gathering insights about the most prominent attributes consumers take into consideration when judging brand endorsements nowadays.

Secondly, the survey conducted to develop the stimuli had only 44 respondents, which is a small sample size. This raises the concern that, in the main survey, there could have been respondents who lacked relevant information about the presented celebrity endorser, which could have impacted their responses, potentially skewing the results. Besides, in this pre-survey respondents were asked to evaluate the presented celebrities on a number of items, and while responses were not forced so that respondents could skip ahead a question in case of not knowing the celebrity, it should have been provided a "I do not know this celebrity" option. This would have allowed us to take into consideration the celebrity's recognition when developing the final stimuli.

Notably, in the final survey, different celebrities had very different recognition levels. For instance, while the high-status \times low-selectivity celebrity was recognized by 91% of initial

respondents, the low-status × low-selectivity celebrity was only recognized by 69% of initial respondents. Consequently, number of final observations was very different for each stimulus, which ultimately might have affected the results.

On another note, since the research was limited to watches, the findings may not be applicable to other product categories. Naturally, perceived exclusivity can be valued differently depending on the product category. Thus, future research could explore the effects of celebrity endorsements across a broader range of products.

Similarly, this research focuses on the Portuguese market. Therefore, future research could explore the effect of celebrity endorsements on perceived exclusivity in different geographies, or across a broader geographical area.

Additionally, since all the celebrity endorsers used in stimuli were females, it would also be interesting for future research to evaluate the possible moderating effect of the endorser's gender on results.

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Appendix

Data Analysis

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
PE	2,8163	,96087	313
Endorser	,7668	,42356	313

Correlations

		PE	Endorser
Pearson Correlation	PE	1,000	-,054
	Endorser	-,054	1,000
Sig. (1-tailed)	PE	.	,169
	Endorser	,169	.
N	PE	313	313
	Endorser	313	313

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Endorser ^b	.	Enter

a. Dependent Variable: PE

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,054 ^a	,003	,000	,96099

a. Predictors: (Constant), Endorser

Appendix 1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,853	1	,853	,924	,337 ^b
	Residual	287,209	311	,924		
	Total	288,062	312			

a. Dependent Variable: PE

b. Predictors: (Constant), Endorser

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2,911	,112		25,881	<,001
	Endorser	-,123	,128	-,054	-,961	,337

a. Dependent Variable: PE

Appendix 2

T-Test

Group Statistics

	CelebrityStatus	N	Mean	Std. Deviation	Std. Error Mean
PE	1,00	127	3,2205	,98934	,08779
	,00	113	2,3009	,78002	,07338

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				95% Confidence Interval of the Difference			
		F	Sig.	t	df	Significance One-Sided p	Significance Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
PE	Equal variances assumed	9,740	,002	7,928	238	<,001	<,001	,91959	,11599	,69109	1,14809
	Equal variances not assumed			8,037	234,688	<,001	<,001	,91959	,11442	,69417	1,14500

Independent Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
PE	Cohen's d	,89694	1,025	,755	1,294
	Hedges' correction	,89978	1,022	,752	1,290
	Glass's delta	,78002	1,179	,880	1,474

a. The denominator used in estimating the effect sizes. Cohen's d uses the pooled standard deviation. Hedges' correction uses the pooled standard deviation, plus a correction factor. Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Appendix 3

T-Test

Group Statistics

	CelebritySelectivity	N	Mean	Std. Deviation	Std. Error Mean
PE	1,00	123	3,1626	,99794	,08998
	,00	117	2,3932	,85621	,07916

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				95% Confidence Interval of the Difference			
		F	Sig.	t	df	Significance One-Sided p	Significance Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
PE	Equal variances assumed	2,981	,086	6,396	238	<,001	<,001	,76944	,12030	,53245	1,00643
	Equal variances not assumed			6,420	235,535	<,001	<,001	,76944	,11984	,53334	1,00554

Independent Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
PE	Cohen's d	,93156	,826	,561	1,089
	Hedges' correction	,93451	,823	,560	1,085
	Glass's delta	,85621	,899	,619	1,175

a. The denominator used in estimating the effect sizes. Cohen's d uses the pooled standard deviation. Hedges' correction uses the pooled standard deviation, plus a correction factor. Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Appendix 4

Matrix

Run MATRIX procedure:

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This version of PROCESS requires SPSS version 26 or later
Workshop schedule available at haskayne.ucalgary.ca/CCRAM
In SPSS 29 and later, change default output font to Courier New for tidier
output. More information about PROCESS at processmacro.org/faq.html.

***** PROCESS Procedure for SPSS Version 5.0 beta 2.1 *****

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

Model: 4
Y: PE
X: Endorser
M: EC

Sample
Size: 313

OUTCOME VARIABLE:
EC

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,0260	,0007	,6561	,2105	1,0000	311,0000	,6467

Model						
	coeff	se	t	p	LLCI	ULCI
constant	2,7466	,0948	28,9712	,0000	2,5600	2,9331
Endorser	,0497	,1083	,4588	,6467	-,1634	,2627

OUTCOME VARIABLE:
PE

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,5189	,2693	,6790	57,1176	2,0000	310,0000	,0000

Model						
	coeff	se	t	p	LLCI	ULCI
constant	4,5950	,1855	24,7731	,0000	4,2301	4,9600
Endorser	-,0930	,1102	-,8441	,3993	-,3098	,1238
EC	-,6132	,0577	-10,6291	,0000	-,7267	-,4997

Appendix 5

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

Direct effect of X on Y						
	Effect	se	t	p	LLCI	ULCI
	-,0930	,1102	-,8441	,3993	-,3098	,1238

Indirect effect(s) of X on Y:				
	Effect	BootSE	BootLLCI	BootULCI
EC	-,0305	,0603	-,1503	,0851

***** 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 6

Main Survey

Fluxo do inquérito

Block: Introdução (2 Questions)

BlockRandomizer: 1 - Evenly Present Elements

Standard: High Status x High Selectivity (7 Questions)

Standard: High Status x Low Selectivity (7 Questions)

Standard: Low Status x High Selectivity (7 Questions)

Standard: Low Status x Low Selectivity (7 Questions)

Standard: Non-Celebrity (6 Questions)

Standard: Hábitos de Consumo (2 Questions)

Standard: Demographics (4 Questions)

Quebra de
página

1 É português/portuguesa ou reside atualmente em Portugal?

Sim (1)

Não (2)

Avançar para: Fim do inquérito Se Screening Question = Não

Fim do bloco: Introdução

Início do bloco: High Status x High Selectivity

1 Por favor, observe cuidadosamente o anúncio abaixo antes de prosseguir. As perguntas que se seguem serão referentes a este anúncio.

Quebra de
página

1.1 Reconhece a pessoa presente no anúncio?

Sim (1)

Não (2)

Avançar para: Fim do inquérito Se Control Question 1 = Não

Quebra de
página



1.2 Qual o nome da pessoa que apareceu no anúncio?

- Sara Sampaio (1)
- Cristina Ferreira (2)
- Madalena Abecasis (3)
- Bárbara Bandeira (4)
- Não me lembro (5)

Avançar para: Fim do inquérito Se Control Question 2 != Sara Sampaio

Quebra de
página



1.3 Qual a categoria de produto apresentada no anúncio?

- Moda (1)
- Calçado (2)
- Relojoaria e joalheria (3)
- Malas e outros artigos em pele (4)
- Não me lembro (5)

Avançar para: Fim do inquérito Se Control Question 3 != Relojoaria e joalheria

Quebra de
página

1.4 Por favor, avalie a pessoa que apareceu no anúncio com base nos pares de características opostas apresentados abaixo. Para cada par, selecione o ponto que melhor representa a sua percepção dessa pessoa. Por favor, considere o primeiro ponto mais próximo do primeiro termo e o último ponto mais próximo do segundo termo.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	
Perito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não perito
Experiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Inexperiente
Conhecedor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sem conhecimento
Qualificado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não Qualificado
Habilidoso	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sem habilidades
Fiável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não fiável
Honesto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Desonesto
Responsável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Irresponsável
Sincero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Insincero
Digno de confiança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Indigno de confiança

Quebra de página

1.5 Abaixo são apresentadas algumas afirmações. Por favor, indique o seu grau de concordância com cada uma delas. Considere 1 = Discordo Totalmente e 5 = Concordo Totalmente.

	1 = Discordo Totalmente (1)	2 = Discordo (2)	3 = Não Concordo Nem Discordo (3)	4 = Concordo (4)	5 = Concordo Totalmente (5)
É bom fazer parte de um grupo muito restrito de pessoas, que possui um verdadeiro produto de luxo. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compraria produtos de luxo para me destacar. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando um produto passa a ser produzido em massa, deixa de ser luxuoso. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os produtos de luxo são adquiridos por serem exclusivos. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Quebra de
página

1.6 Agora, pense no anúncio que viu anteriormente. As próximas questões, são sobre a pessoa que apareceu no anúncio e o produto apresentado. Por favor, considere 1 = Discordo totalmente e 5 = Concordo totalmente.

	1 = Discordo Totalmente (1)	2 = Discordo (2)	3 = Não Concordo Nem Discordo (3)	4 = Concordo (4)	5 = Concordo Totalmente (5)
A presença desta pessoa no anúncio, aumentou a perceção de exclusividade do produto. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A pessoa no anúncio está associada a um estilo de vida exclusivo. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa está alinhada com produtos exclusivos. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A associação com esta pessoa, fez-me perceber o produto como mais desejável. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fim do bloco: High Status x High Selectivity

Início do bloco: High Status x Low Selectivity

2 Por favor, observe cuidadosamente o anúncio abaixo antes de prosseguir. As perguntas que se seguem serão referentes a este anúncio.

Quebra de
página

2.1 Reconhece a pessoa presente no anúncio?

- Sim (1)
- Não (2)

Avançar para: Fim do inquérito Se Control Question 1 = Não

Quebra de
página



2.2 Qual o nome da pessoa que apareceu no anúncio?

- Sara Sampaio (1)
- Cristina Ferreira (2)
- Madalena Abecasis (3)
- Bárbara Bandeira (4)
- Não me lembro (5)

Avançar para: Fim do inquérito Se Control Question 2 != Cristina Ferreira

Quebra de
página



2.3 Qual a categoria de produto apresentada no anúncio?

- Moda (1)
- Calçado (2)
- Relojoaria e joalheria (3)
- Malas e outros artigos em pele (4)
- Não me lembro (5)

Avançar para: Fim do inquérito Se Control Question != Relojoaria e joalheria

Quebra de
página

2.4 Por favor, avalie a pessoa que apareceu no anúncio com base nos pares de características opostas apresentados abaixo. Para cada par, seleccione o ponto que melhor representa a sua perceção dessa pessoa. Por favor, considere o primeiro ponto mais próximo do primeiro termo e último ponto mais próximo do segundo termo.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	
Perito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não perito
Experiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Inexperiente
Conhecedor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sem conhecimento
Qualificado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não Qualificado
Habilidoso	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sem habilidades
Fiável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não fiável
Honesto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Desonesto
Responsável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Irresponsável
Sincero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Insincero
Digno de confiança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Indigno de confiança

Quebra de página

2.5 Abaixo são apresentadas algumas afirmações. Por favor, indique o seu grau de concordância com cada uma delas. Considere 1 = Discordo Totalmente e 5 = Concordo Totalmente.

	1 = Discordo Totalmente (1)	2 = Discordo (2)	3 = Não Concordo Nem Discordo (3)	4 = Concordo (4)	5 = Concordo Totalmente (5)
É bom fazer parte de um grupo muito restrito de pessoas, que possui um verdadeiro produto de luxo. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compraria produtos de luxo para me destacar. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando um produto passa a ser produzido em massa, deixa de ser luxuoso. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os produtos de luxo são adquiridos por serem exclusivos. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Quebra de página

2.6 Agora, pense no anúncio que viu anteriormente. As próximas questões, são sobre a pessoa que apareceu no anúncio e o produto apresentado. Por favor, considere 1 = Discordo totalmente e 5 = Concordo totalmente.

	1 = Discordo Totalmente (1)	2 = Discordo (2)	3 = Não Concordo Nem Discordo (3)	4 = Concordo (4)	5 = Concordo Totalmente (5)
A presença desta pessoa no anúncio, aumentou a perceção de exclusividade do produto. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A pessoa no anúncio está associada a um estilo de vida exclusivo. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa está alinhada com produtos exclusivos. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A associação com esta pessoa, fez-me perceber o produto como mais desejável. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fim do bloco: High Status x Low Selectivity

Início do bloco: Low Status x High Selectivity

3 Por favor, observe cuidadosamente o anúncio abaixo antes de prosseguir. As perguntas que se seguem serão referentes a este anúncio.

Quebra de página

3.1 Reconhece a pessoa presente no anúncio?

- Sim (1)
- Não (2)

Avançar para: Fim do inquérito Se Control Question 1 = Não

Quebra de
página



3.2 Qual o nome da pessoa que apareceu no anúncio?

- Sara Sampaio (1)
- Cristina Ferreira (2)
- Madalena Abecasis (3)
- Bárbara Bandeira (4)
- Não me lembro (5)

Avançar para: Fim do inquérito Se Control Question 2 != Bárbara Bandeira

Quebra de
página



3.3 Qual a categoria de produto apresentada no anúncio?

- Moda (1)
- Calçado (2)
- Relojoaria e joalheria (3)
- Malas e outros artigos em pele (4)
- Não me lembro (5)

Quebra de página

3.4 Por favor, avalie a pessoa que apareceu no anúncio com base nos pares de características opostas apresentados abaixo. Para cada par, selecione o ponto que melhor representa a sua perceção dessa pessoa. Por favor, considere o primeiro ponto mais próximo do primeiro termo e último ponto mais próximo do segundo termo.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	
Perito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não perito
Experiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Inexperiente
Conhecedor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sem conhecimento
Qualificado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não Qualificado
Habilidoso	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sem habilidades
Fiável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não fiável
Honesto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Desonesto
Responsável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Irresponsável
Sincero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Insincero
Digno de confiança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Indigno de confiança

Quebra de página

3.5 Abaixo são apresentadas algumas afirmações. Por favor, indique o seu grau de concordância com cada uma delas. Considere 1 = Discordo Totalmente e 5 = Concordo Totalmente.

	1 = Discordo Totalmente (1)	2 = Discordo (2)	3 = Não Concordo Nem Discordo (3)	4 = Concordo (4)	5 = Concordo Totalmente (5)
É bom fazer parte de um grupo muito restrito de pessoas, que possui um verdadeiro produto de luxo. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compraria produtos de luxo para me destacar. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando um produto passa a ser produzido em massa, deixa de ser luxuoso. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os produtos de luxo são adquiridos por serem exclusivos. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Quebra de página

3.6 Agora, pense no anúncio que viu anteriormente. As próximas questões são sobre a pessoa que apareceu no anúncio e o produto apresentado. Por favor, considere 1 = Discordo totalmente e 5 = Concordo totalmente.

	1 = Discordo Totalmente (1)	2 = Discordo (2)	3 = Não Concordo Nem Discordo (3)	4 = Concordo (4)	5 = Concordo Totalmente (5)
A presença desta pessoa no anúncio, aumentou a percepção de exclusividade do produto. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A pessoa no anúncio está associada a um estilo de vida exclusivo. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa está alinhada com produtos exclusivos. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A associação com esta pessoa, fez-me perceber o produto como mais desejável. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fim do bloco: Low Status x High Selectivity

Início do bloco: Low Status x Low Selectivity

4 Por favor, observe cuidadosamente o anúncio abaixo antes de prosseguir. As perguntas que se seguem serão referentes a este anúncio.

Quebra de página

4.1 Reconhece a pessoa presente no anúncio?

- Sim (1)
- Não (2)

Avançar para: Fim do inquérito Se Control Question 1 = Não

Quebra de
página



4.2 Qual o nome da pessoa que apareceu no anúncio?

- Sara Sampaio (1)
- Cristina Ferreira (2)
- Madalena Abecasis (3)
- Bárbara Bandeira (4)
- Não me lembro (5)

Avançar para: Fim do inquérito Se Control Question 2 != Madalena Abecasis

Quebra de
página



4.3 Qual a categoria de produto apresentada no anúncio?

- Moda (1)
- Calçado (2)
- Relojoaria e joalharia (3)
- Malas e outros artigos em pele (4)
- Não me lembro (5)

Avançar para: Fim do inquérito Se Control Question 3 != Relojoaria e joalharia

Quebra de
página

4.4 Por favor, avalie a pessoa que apareceu no anúncio com base nos pares de características opostas apresentados abaixo. Para cada par, selecione o ponto que melhor representa a sua perceção dessa

pessoa. Por favor, considere o primeiro ponto mais próximo do primeiro termo e o último ponto mais próximo do segundo termo.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	
Perito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não perito
Experiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Inexperiente
Conhecedor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sem conhecimento
Qualificado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não Qualificado
Habilidoso	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sem habilidades
Fiável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não fiável
Honesto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Desonesto
Responsável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Irresponsável
Sincero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Insincero
Digno de confiança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Indigno de confiança

Quebra de página

4.5 Abaixo são apresentadas algumas afirmações. Por favor, indique o seu grau de concordância com cada uma delas. Considere 1 = Discordo Totalmente e 5 = Concordo Totalmente.

	1 = Discordo Totalmente (1)	2 = Discordo (2)	3 = Não Concordo Nem Discordo (3)	4 = Concordo (4)	5 = Concordo Totalmente (5)
É bom fazer parte de um grupo muito restrito de pessoas, que possui um verdadeiro produto de luxo. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compraria produtos de luxo para me destacar. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando um produto passa a ser produzido em massa, deixa de ser luxuoso. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os produtos de luxo são adquiridos por serem exclusivos. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Quebra de página

4.6 Agora, pense no anúncio que viu anteriormente. As próximas questões são sobre a pessoa que apareceu no anúncio e o produto apresentado. Por favor, considere 1 = Discordo totalmente e 5 = Concordo totalmente.

	1 = Discordo Totalmente (1)	2 = Discordo (2)	3 = Não Concordo Nem Discordo (3)	4 = Concordo (4)	5 = Concordo Totalmente (5)
A presença desta pessoa no anúncio, aumentou a percepção de exclusividade do produto. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A pessoa no anúncio está associada a um estilo de vida exclusivo. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa está alinhada com produtos exclusivos. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A associação com esta pessoa, fez-me perceber o produto como mais desejável. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fim do bloco: Low Status x Low Selectivity

Início do bloco: Non-Celebrity

5 Por favor, observe cuidadosamente o anúncio abaixo antes de prosseguir. As perguntas que se seguem serão referentes a este anúncio.

Quebra de
página

5.1 Reconhece a pessoa presente no anúncio?

- Sim (1)
- Não (2)

Avançar para: Fim do inquérito Se Reconhece a pessoa presente no anúncio? = Sim

Quebra de
página



5.2 Qual a categoria de produto apresentada no anúncio?

- Moda (1)
- Calçado (2)
- Relojoaria e joalheria (3)
- Malas e outros artigos em pele (4)
- Não me lembro (5)

Avançar para: Fim do inquérito Se Control Question != Relojoaria e joalheria

Quebra de
página

5.3 Por favor, avalie a pessoa que apareceu no anúncio com base nos pares de características opostas apresentados abaixo. Para cada par, selecione o ponto que melhor representa a sua percepção dessa pessoa. Por favor, considere o primeiro ponto mais próximo do primeiro termo e o último ponto mais próximo do segundo termo.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	
Perito	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não perito
Experiente	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Inexperiente
Conhecedor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sem conhecimento
Qualificado	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não Qualificado
Habilidoso	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sem habilidades
Fiável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Não fiável
Honesto	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Desonesto
Responsável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Irresponsável
Sincero	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Insincero
Digno de confiança	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Indigno de confiança

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5.4 Abaixo são apresentadas algumas afirmações. Por favor, indique o seu grau de concordância com cada uma delas. Considere 1 = Discordo Totalmente e 5 = Concordo Totalmente.

	1 = Discordo Totalmente (1)	2 = Discordo (2)	3 = Não Concordo Nem Discordo (3)	4 = Concordo (4)	5 = Concordo Totalmente (5)
É bom fazer parte de um grupo muito restrito de pessoas, que possui um verdadeiro produto de luxo. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compraria produtos de luxo para me destacar. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando um produto passa a ser produzido em massa, deixa de ser luxuoso. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os produtos de luxo são adquiridos por serem exclusivos. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Quebra de página

5.5 Agora, pense no anúncio que viu anteriormente. As próximas questões são sobre a pessoa que apareceu no anúncio e o produto apresentado. Por favor, considere 1 = Discordo totalmente e 5 = Concordo totalmente.

	1 = Discordo Totalmente (1)	2 = Discordo (2)	3 = Não Concordo Nem Discordo (3)	4 = Concordo (4)	5 = Concordo Totalmente (5)
A presença desta pessoa no anúncio, aumentou a percepção de exclusividade do produto. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A pessoa no anúncio parece estar associada a um estilo de vida exclusivo. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Esta pessoa parece alinhada com produtos exclusivos. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A associação com esta pessoa, fez-me perceber o produto como mais desejável. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Fim do bloco: Non-Celebrity

Início do bloco: Hábitos de Consumo

1 Costuma usar relógio no dia a dia?

- Sim, todos os dias (1)
- Sim, mas apenas ocasionalmente (2)
- Não (3)

Quebra de
página

2 Quando faz compras, costuma ser influenciado(a) por opiniões de figuras públicas (ex.: influencers, celebridades, especialistas)? Por favor, considere a escala de 1 a 5 em que 1 = Nunca e 5 = Sempre.

- 1 – Nunca (1)
- 2 – Raramente (2)
- 3 – Às vezes (3)
- 4 – Frequentemente (4)
- 5 – Sempre (5)

Fim do bloco: Hábitos de Consumo

Início do bloco: Demographics

1 Por favor, indique a sua faixa etária.

- < 18 (1)
 - 18 – 28 (2)
 - 29 – 44 (3)
 - 45 – 60 (4)
 - 61 – 79 (5)
 - > 79 (6)
-

Quebra de
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2 Por favor, indique o seu género.

- Masculino (1)
- Feminino (2)
- Não binário (3)
- Prefiro não dizer (4)

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3 Qual o seu nível de escolaridade?

- Ensino básico (1.º, 2.º ou 3.º ciclo) (1)
 - Ensino secundário (2)
 - Curso profissional ou técnico (3)
 - Licenciatura (ou equivalente pré-Bolonha) (4)
 - Mestrado (5)
 - Doutoramento (6)
 - Outro (7)
-

Quebra de
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4 Qual o seu rendimento mensal médio bruto (antes de impostos)?

- Não tenho rendimento próprio (1)
- Até 650€ (2)
- Entre 651€ e 1.000€ (3)
- Entre 1.001€ e 2.000€ (4)
- Entre 2.001€ e 3.000€ (5)
- Entre 3.001€ e 5.000€ (6)
- Mais 5.000€ (7)
- Prefiro não responder (8)

Fim do bloco: Demographics
