Celebrity Endorsement Branding

-Linking Fragrances to Celebrities

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Abstract

Due to the immense availability of media, the emergence of a new stage of commercial communication has taken place. An increase in the use of celebrities in brand message communication among both non-luxury brands and luxury brands has taken place. In the fragrance industry, the concept of celebrity endorsement has been moderately observable. Fragrance houses compete with both classical fragrances (premium brand fragrances) and celebrity endorsed fragrances.

The effect of celebrity endorsement branding has on consumers' purchasing behavior was examined for this study. The aim of the study is to examine consumers' attitude towards celebrity endorsed fragrances in comparison to premium fragrance brands. To measure this, a focus group was constructed for a deeper feel of the matter, and a survey was conducted for a general view.

As to the results of the study, a majority of consumers are highly involved in fragrance consumption and purchase only premium brand fragrances. There was a distinct preference of consuming premium branded fragrances over celebrity endorsed fragrances due to the fact that consumers considered celebrity endorsed fragrances in lack of credibility. The concept of celebrity endorsement is not effective in fragrances when the consumers are highly involved because they view perfumes as something personal and individualistic and do not want to be associated with a celebrity.
Index

1.0 INTRODUCTION .................................................................................. 5
1.1 BACKGROUND .................................................................................. 5
1.2 THE RESEARCH PROBLEM DISCUSSION ............................................. 7
1.3 THE RESEARCH PROBLEM ................................................................. 7
1.3 AIM OF RESEARCH ........................................................................... 7
1.5 DELIMITATION .................................................................................. 8
2.0 RESEARCH METHODOLOGY .............................................................. 9
2.1 RESEARCH APPROACH ....................................................................... 9
2.2 RESEARCH STRATEGY ......................................................................... 9
2.3 CLASSIFICATION OF DATA USED ...................................................... 10
2.3.1 Primary Data .................................................................................. 10
2.3.2 Secondary Data ............................................................................. 11
2.4 RELIABILITY AND VALIDITY ............................................................. 11
2.4.1 Reliability ...................................................................................... 11
2.4.2 Validity ......................................................................................... 11
3.0 THEORIES .......................................................................................... 12
3.1 MOTIVATION OF CHosen THEORIES ................................................. 12
3.2 PREVIOUS STUDIES ........................................................................... 12
3.1 KELMAN’S MODEL OF SOURCE CHARACTERISTICS ......................... 13
3.1.1 Source Credibility .......................................................................... 13
3.1.2 Source Attractiveness .................................................................... 13
3.2 THE ABC MODEL OF ATTITUDES AND HIERARCHY OF EFFECTS..... 14
3.2.1 The Standard Learning Hierarchy( High involvement) ....................... 15
3.2.2 The Low Involvement Hierarchy ..................................................... 15
3.2.3 The Experimental Hierarchy ......................................................... 15
4.0 EMPIRICISM ....................................................................................... 16
4.1 QUESTIONNAIRE .............................................................................. 16
4.1.1 Part A .......................................................................................... 16
4.1.2 Part B .......................................................................................... 17
4.1.3 Part C .......................................................................................... 20
4.2 FOCUS GROUP ................................................................................... 24
5.0 ANALYSIS .......................................................................................... 27
5.1 THE SOURCE CHARACTERISTICS ..................................................... 27
5.2 THE ABC MODEL OF ATTITUDES AND HIERARCHY OF EFFECTS....28

6.0 RESULTS AND FINDINGS..................................................................................30

Here is an compilation of the conclusions reached in this study: ........................................30

7.0 DISCUSSION................................................................................................31

7.1 CRITICAL REVIEW..........................................................................................31

7.1.2 Reliability.....................................................................................................31

7.1.3 Validity..........................................................................................................31

7.2 FURTHER DISCUSSION ....................................................................................32

9.0 Sources.............................................................................................................33

Appendix..................................................................................................................35
1.0 INTRODUCTION

In this section a complete presentation of the research subject will be described. The background gives a small yet detailed account on the subject of the matter. A problem discussion follows, which leads us to the aim of the research. Conclusively, the delimitation of the study is described.

1.1 BACKGROUND

In this day and age of globalization, technology has shaped the possibility and even the likelihood of a global culture. The use of the internet, satellites and cable TV are wiping out cultural boundaries. Global entertainment companies have given form to the perceptions and the ideals of ordinary citizens, wherever they live. This spread of values, norms, and culture tends to promote western, particularly American, ideals.¹

Hollywood and the entertainment industry are based on the creation of stars and leading icons that have had a very significant influence on the public worldwide. Public fascination of celebrities and the extravagant lifestyles they lead have had a widespread influence on fashion and popular culture. Through wider access to the internet and intrusive media people worldwide are highly updated on the latest trends in Hollywood, or the latest launches and scandals in the music industry.²

Due to the immense availability of media, the emergence of a new stage of commercial communication has taken place. Companies are constantly finding new ways in which they can communicate with their consumers, in both a conscious level and subconscious level, by surrounding customers with constant brand messages. At a conscious level the consumer chooses which communications to be interested in. If they are looking for a specific product or service of interest they will selectively perceive relevant brand messages. The battle for a piece of the consumers “mind space” has lead companies to want to associate their brands with desirable and trustworthy celebrities in order to attract consumers attention and interest. The use of celebrities as means of communication has been commonly utilized in advertising and branding. This is done because it is assumed that celebrities have a powerful effect on the affluence of the brands they endorse. Celebrity endorsement has been defined as: “any

¹ www.globalpolicy.org 2006-10-26
² Pringle, 2004, p.5
individual who enjoys public recognition and who uses this recognition on behalf of a consumer good…”

Research statistics in America have shown that the use of celebrity advertisement has doubled in the past ten years, that is statistics related to the consumer goods industry. One in four adverts features celebrities as opposed to one in eight in 1995. An increase in the use of celebrities in brand message communication among both non-luxury brands and luxury brands has taken place. Singer Britney Spears had a deal with PepsiCo whilst Pepsi’s biggest competitor Coca Cola choose to associate the brand with Britney’s biggest competitor Christina Aguilera. Italian luxury brand Versace has used music icon Madonna and Hollywood stars Demi Moore and Halle Berry in its print adverts between 2005 and 2006.

Celebrities are brands in themselves, and in recent years, the amount of celebrities that have launched fragrances in their names or endorsed a fragrance escalated. According to McCracken a celebrity endorser is an “individual who is known by the public (…) for his or her achievements in areas other than that of the product class endorsed”. Many celebrities see the multibillion dollar fragrance market as a lucrative way to expand their already famed brand, their name. Celebrities that were formerly associated with the music industry or film industry are exposing their presence in the consumer market, particularly the fragrance market. The scents are marketed with the celebrity's name being the selling point. Celebrities are taking the opportunities to make full benefits of their fame whilst it lasts, and therefore want consumers to listen to their music, watch their movies, buy garments from their latest launched clothing line and indulge their latest signature perfumes.

The fragrance industry has been fragmented, due to multiple reasons. Fragrance houses such as the prominent Guerlain, Givenchy, Lancôme, Coty and others have had a intricate time, because of increased competition leading to low fragrance life-spans. Fragrance houses are finding creative ways to secure their market shares and boost their sales figures. Expansion strategies such as mergers are common. The US fragrance house Coty has purchased the

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3 McCracken 1989, p.311
4 www.brandchannel.com 2006-10-26
5 www.brandchannel.com 2006-10-26
6 www.brandchannel.com 2006-10-26
7 Friedman & Friedman,1979,p.63
8 http://money.cnn.com 2006-10-29
fragrance business of Anglo-Dutch global consumer oriented company Unilever. The merger gives Coty access to a larger brand portfolio and hence, greater market share\textsuperscript{11}. Another strategy fragrance houses have been employing is celebrity endorsement branding. They cooperate with a celebrity and trademark a scent under the celebrity’s name. In that sense they can compete with both their classical fragrances (premium branded fragrances\textsuperscript{12}) and the more juvenile oriented celebrity endorsed fragrances\textsuperscript{13}.

1.2 THE RESEARCH PROBLEM DISCUSSION
Byrne & Breen claim studies have shown the use of celebrity endorsers can create a more positive response as well as a higher purchasing intention, than non celebrity endorsers\textsuperscript{14}. Industry experts claim sales increases will boost due to the more common availability of celebrity endorsed fragrances that are attracting a younger consumer group\textsuperscript{15}. Another claim made by industry experts is that consumers no longer want just a perfume, they are buying into a lifestyle or attitude\textsuperscript{16}.

1.3 THE RESEARCH PROBLEM
The questions that then arise are:

- How is the consumers attitude towards “celebrity endorsed fragrances” versus “premium branded fragrances”?
- What effects does celebrity endorsed branding of fragrances have on consumers purchasing behaviour?

1.3 AIM OF RESEARCH
With the background in thought it would be of interest to examine the effect celebrity endorsed branding has on consumers purchasing behaviour. The aim of this study is then to examine consumers attitude towards celebrity endorsed fragrances in comparison to premium fragrance brands.

\textsuperscript{10} \url{www.happi.com} 2006-11-04
\textsuperscript{11} \url{www.cosmeticsdesign-europe.com} 2006-11-04
\textsuperscript{12} *Premium branded fragrances are trendy fragrances launched by designers or famous fashion houses.
\textsuperscript{13} \url{www.happi.com} 2006-11-04
\textsuperscript{14} Byrne & Breen, 2003, \textit{The Naked Truth of Celebrity Endorsement}
\textsuperscript{15} \url{www.happi.com} 2006-11-04
\textsuperscript{16} \url{www.cosmeticsbusiness.com} 2006-11-04
1.4 DELIMITATION

This study will be focused mainly on a consumer demeanor level. The celebrity endorsed fragrances that will be viewed upon are female fragrances Britney Spears- *Curious*, Jennifer Lopez-*Glow*, Paris Hilton- *Just Me* and Sarah Jessica Parker- *Lovely*. The premium branded female fragrances compared to the celebrity endorsed fragrances are Donna Karan (DKNY)- *Be Delicious*, Dolce & Gabbana- *Light Blue*, Hugo Boss- *Femme* and Lancôme-*Miracle Forever*. The selected celebrity endorsed fragrances are chosen with regard to sales figures and worldwide popularity\(^{17}\). The selected “premium brand fragrances” are chosen with regards to their sales and popularity amongst two of Sweden’s biggest department stores (Åhlens\(^{18}\) and Kicks\(^{19}\)) due to their large selection of perfumes and vast availability. The data collected for the study will be limited to Sweden. The gender observed is females and are under the age of 30. It is of interest to see if this specific age group is affected by the concept celebrity endorsement.

<table>
<thead>
<tr>
<th>“Celebrity Endorsed Fragrances”</th>
<th>“Premium Brand Fragrances”</th>
</tr>
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<tbody>
<tr>
<td>Britney Spears- <em>Curious</em></td>
<td>Donna Karan (DKNY)- <em>Be Delicious</em></td>
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<tr>
<td>Jennifer Lopez-<em>Glow</em></td>
<td>Dolce &amp; Gabbana- <em>Light Blue</em></td>
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<tr>
<td>Paris Hilton- <em>Just Me</em></td>
<td>Hugo Boss- <em>Femme</em></td>
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<tr>
<td>Sarah Jessica Parker- <em>Lovely</em></td>
<td>Lancôme- <em>Miracle Forever</em></td>
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</tbody>
</table>

\(^{17}\)
www.cosmeticsbusiness.com 2006-11-04

\(^{18}\)
www.ahlens.se 2006-11-04

\(^{19}\)
www.kicks.se 2006-11-04
2.0 RESEARCH METHODOLOGY

In this section the methods of research will be determined in order to give the reader an idea of the steps that were taken in the process of this study, from the research problem to the eventual outcome.

2.1 RESEARCH APPROACH
As the objective of this study is to get a feel of the attitudes and purchasing behavior of perfume consumers, both a quantitative and qualitative approach were utilized. A quantitative research was utilized to measure a particular phenomena so they can then be transformed to numbers. Quantitative research examines numerical relations between two or more measurable qualities. Such an approach is usually associated with large-scale studies and is related to the objectivity of the researcher. Qualitative research on the other hand relies on transforming the observed phenomena to written words instead of numbers. A combination of a holistic perspective and specific perspective is ideal in this study in order to measure the respondents purchasing behavior and understanding their attitudes. A combinational approach (triangulation) views a phenomena through different perspectives and in a sense leads to higher accurate results. Results attained through the use of the two approaches gives a more comprehensive coverage of a research problem.

2.2 RESEARCH STRATEGY
With regards to the research approach a questionnaire was conducted for a quantitative collection of data and a focus group was constructed for a qualitative feel of the matter. A case study is excluded considering the fact that a case study focuses on individual instances rather than wider spectrums. An experiment and observation where also excluded because of lack of time and resources.

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20 Densombe, 2000, p.204-206
21 Johannsen & Tufte, 2003, p. 77
22 Denscombe, 2000, p 41-43
2.3 CLASSIFICATION OF DATA USED

2.3.1 Primary Data

Questionnaire

Questionnaires are designed to collect information that is used subsequently as data for analysis. The questionnaire in use consists of a number of relevant questions about the respondents' attitudes and consumer behavior. The questionnaire is semi-structured, having a combination of closed and open questions. The arrangement of the questionnaire consists of three parts. Part A measures consumer behavior regarding perfume. Part B measures consumer attitudes regarding perfumes and part C measures brand preference (celebrity brands vs. premium brands).

A sample of 100 was chosen and information was collected through means of convenience. The survey was aimed at females under the age of thirty in Sweden. It was therefore performed at Swedish high-schools, universities and outside shops that are popular amongst the targeted group. The face-to-face method was used to achieve a higher rate of response. A sent-out questionnaire could have been utilized, but the time of the study is limited and the side-effect is a low rate of response.

Focus Groups

Interviews with focus groups are ideally set on a group of six to nine participants that are guided by a moderator. The aim of constructing a focus group is to portray the thoughts and views of the participants in a given matter. It is a cost-efficient and quick mode to acquire detailed data from the participants. The main purpose of focus group research is to draw upon respondents' attitudes, feelings, beliefs, experiences and reactions in a way in which would not be feasible when using other methods, for example observation, one-to-one interviewing, or questionnaire surveys. Compared to individual interviews, which aim to obtain individual attitudes, beliefs and feelings, focus groups elicit a multiplicity of views and emotional processes within a group context. They can be used either as a method in their own right or as a complement to other methods, especially for triangulation and validity.

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23 ibid
24 See appendix 1
25 Denscombe, 2000, 137-138
A focus group with eight participants was formed on the basis of age and sex. The theme of the discussion was “Perfume Attitude and Consumption”. The participants are all females under the age of thirty and are perfume consumers.

2.3.2 Secondary Data

Secondary data is information that has been previously gathered for some purpose other than the current research project. A large proportion of the data used in this study is classified as secondary data because of the wide availability and applicability of it. To a great extent, information was gathered from research journals, books, the internet and articles. With regards to the growth of the internet usage a lot of the data collected was extensively available in electronic format.

2.4 RELIABILITY AND VALIDITY

2.4.1 Reliability

According to Denscombe, reliability is often referred to a measurement that is stable and has not being exposed to coincidental influences. The research instrument should produce the same data whether it is done today or re-done at another time point.

2.4.2 Validity

The term validity is often referred to the relevance of the data in relation to the research phenomena. The research instrument used as a measurement of a phenomena should measure exactly what it is meant to measure. In a sense, a high validity means that the data and methods are right and relevant.

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27 ibid
28 Wilson, 2003, p.49
29 Denscombe, 2000, p.282
3.0 THEORIES

In the first chapter the topic celebrity endorsement was raised in general, leading to an overall research problem. This chapter presents the theories behind this study. The theories used will be: Kelman’s Model of Source Characteristics, The ABC Model of Attitudes and Hierarchy of Effects.

3.1 MOTIVATION OF CHOSEN THEORIES

This study aims to examine consumers attitude towards celebrity endorsed fragrances in comparison to premium fragrance brands. Considering the fact that the perspective viewed upon in this study is a consumer oriented one it is of interest to bring up a consumer behaviour model such as The ABC Model of Attitudes and Hierarchy of Effects. This is necessary to get a deeper understanding of perfume consumers attitude formation and behaviour. The other model presented, Kelman’s Model of Source Characteristics, will give a deeper understanding of how a celebrity can have influence on perfume consumers attitudes and behavior.

3.2 PREVIOUS STUDIES

Many studies have been done to examine the effect of celebrity endorsements on consumer behavior. Ohanian\(^{30}\) found out in her study of the relationship of trustworthiness, attractiveness and expertise to purchase intention, that the expertise of a celebrity endorser is the main factor of relevance in predicting a purchase. Klebba and Unger\(^{31}\) claim that despite the many benefits of using celebrities there is also high possible risk. When negative word of mouth is spread about a celebrity it influences not only the consumers view of the celebrity but also the endorsed merchandise.

\(^{30}\) Ohanian, 1991, ”The Impact of Celebrity Spokespersons’

\(^{31}\) Klebba & Unger, 1982, ”The Impact of Negative and Positive Information on Source Credibility”
3.1 KELMAN’S MODEL OF SOURCE CHARACTERISTICS

Both Fill\textsuperscript{32} and Solomon\textsuperscript{33} present a full description of Kelman’s model of source characteristics. According to the source characteristics model different words uttered or written by different sources can have different outcomes. The source of the message can have a big impact on the likelihood of the message being accepted. The choice of a source to maximize attitude change can tap into different dimensions. The source can be chosen because he or she is attractive, famous, an expert or even a regular consumer who is pleasant and trustworthy. There should be a match between the needs of the receiver and the potential rewards offered by the source. When this match occurs, the receiver is more motivated to accept the message. A positive source can help to reduce risk and increase message acceptance overall. Two source characteristics of importance are \textit{credibility} and \textit{attractiveness}. Each characteristic of the source has some kind of influences on attitudinal or behavioral change in a consumer.

3.1.1 Source Credibility
Source credibility refers to a source’s perceived, objectivity expertise, or trustworthiness. This relates to the consumers beliefs that a communicator is competent, and she or he is willing to provide the necessary information to adequately evaluate competing products. A source that is credible can be particularly persuasive when the consumer has not yet learned much about a merchandise or formed an attitude of it. Credibility can be enhanced if the source’s credentials are perceived as somehow applicable to the product being endorsed. This association can overcome other objections people may have to the endorser or the product

3.1.2 Source Attractiveness
Source attractiveness relates to the source’s perceived social value. This quality can originate from the persons physical appearance, social status personality, or his or her similarity to the receiver. A persuasive source has great value and endorsement deals are continuously in the works. A physically attractive source has a tendency to facilitate attitude change. His or her

\textsuperscript{32} Fill, 2002, p. 35-37
\textsuperscript{33} Solomon, 2005, p. 258-263
extent of attractiveness puts forth modest effects on consumers purchase intentions. Beauty can also work as a source of information. An attractive representative or spokesperson is an effective source when the merchandise is related to attractiveness.

3.2 THE ABC MODEL OF ATTITUDES AND HIERARCHY OF EFFECTS
Solomon\textsuperscript{34} describes the The ABC model of attitudes as a multidimensional perspective stating that attitudes are jointly defined by affect, behaviour and cognition. Affect refers to the way a consumer feels about an attitude object. Behaviour involves the person’s intentions to an attitude object. Cognition refers to the beliefs a consumer has about an attitude object. This model emphasizes the interrelations among knowing (cognition), feeling (affect), and doing (behaviour). All three components of an attitude are important, but their relative importance will vary depending on a consumers’ level of motivation with regard to the attitude object. The concept hierarchy of effects explains the relative impact of the three components. Each hierarchy specifies that a fixed sequence of steps occurs en route to an attitude.

Figur 1.

\textbf{Three Hierarchies of Effects}

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{figure71.png}
\caption{Figure 7.1}
\end{figure}


\textsuperscript{34} Solomon, 2002, 5th edition
3.2.1 The Standard Learning Hierarchy (High involvement)

A consumer approaches a product decision as a problem-solving process. First they form beliefs about a product by gathering up knowledge (beliefs) concerning relevant attributes. The consumer then evaluates these beliefs and forms a feeling about the product (affect). Finally, the consumer engages in a relevant behaviour, such as buying a particular product. This choice process often results to loyalty towards a certain product over time and the consumer is not easily persuaded to experiment with other brands.

3.2.2 The Low Involvement Hierarchy

A consumer who forms an attitude via a low involvement hierarchy of effect, does not initially have a strong brand preference, but instead acts on the basis of limited knowledge and then forms an evaluation after the product has been purchased or used. The consumer’s choice is reinforced by good or bad experiences with the product after purchase.

3.2.3 The Experimental Hierarchy

A consumer who forms an attitude via a experimental hierarchy of effect acts on the basis of their emotional reaction. This can be spontaneous purchases triggered by an attitude formation affected by a marketing message.
4.0 EMPIRICISM

Information that has been collected through questionnaires and the constructed focus group will be presented in this section of the study. The chapter starts with an account of the data collected.

4.1 QUESTIONNAIRE

The questionnaire is divided in three parts, A, B and C. Part A presents consumer demeanor of the respondents. Part B presents consumer attitude and Part C presents consumer preferences towards celebrity endorsed versus premium brand. Below is the presentation of collected information.

4.1.1 Part A

All the respondents that have participated in the questionnaire are perfume consumers. This leaves no fall-offs. This qualified the 100 respondents to continue the questionnaire. When asked if they think it is important to buy perfume, a majority (75 %) thought it was. There where also those who did not agree and answered no to that. They made up 16% of the total sample. The remaining respondents , 9%, did not know where to place the level of importance perfume purchase has on them.
When asked whether or not they have bought perfume throughout a time period of twelve month, a majority of 80% answered yes and 20% answered no. Many of those who answered no said that they have received perfumes as presents and therefore not needed to purchase any.

Of the 80% that have bought perfume, 62 respondents purchased only premium brand perfumes, 14 respondents have bought a combination of celebrity endorsed fragrances and premium brand perfumes and five respondents purchased only celebrity endorsed fragrances. What motivated most of the respondents purchase of premium brand perfumes was that they have used it before, recommended by a friend/relative, affected by advertisement or smelled it in shop.

4.1.2 Part B
In this section of the questionnaire, the respondents were given questions regarding their attitudes and thoughts on perfumes and perfume purchase.
As we can see, a majority of the respondents (35) feel it is difficult for them to find a suitable perfume, followed closely by 26 that disagree. Those who strongly disagree (16) stick to standard perfumes that they stay loyal to.

When asked if celebrities attract their attention to perfumes a majority of the respondents strongly disagreed. In total one can claim that the respondents attitude towards celebrities affecting them is negative.
A close distribution lies between those who are neutral and those who feel that a celebrity can persuade them to buy a fragrance. In general the views seem to be quite scattered.

A clear majority agree to the fact that they would rather buy premium branded perfumes that are associated to an established perfume brand.
4.1.3 Part C

In this section of the questionnaire, the respondents claim their preference. The answers are given in a scale of 1 to 5, where 1 is least likely to buy and 5 most likely to buy.

Paris Hilton- Just Me

A majority of the respondents chose to not buy the Paris Hilton fragrance due to the fact that they dislike her character and do not want to be associated with her. The respondents that were neutral did not mind associating themselves to Paris Hilton as long as the perfume smelt nice. The respondents that foremost chose to buy the perfume are the ones that have used it before and liked it.

Dolce & Gabbana- Light Blue

A large portion of the sample would buy Dolce & Gabbana’s Light Blue. When asked why, most respondents said that they liked the smell of it and trust Dolce & Gabbana since they are an established perfume brand.
**Sarah Jessica Parker - Lovely**

The preference of this perfume is quite fragmented. The majority are neutral to buying it and the rest are scattered. Many of the ones that would buy it have smelt it and liked it. The respondents that would not buy it have claimed that they do not like celebrity endorsed fragrances.

**Donna Karan (DKNY) - Be Delicious**

Most respondents were either neutral or positive in relation to buying DKNY’s *Be Delicious*. Very few would not buy it, due to the fact that they have used it or smelled it and did not like it.

**Britney Spears - Curious**

A clear majority would not buy Britney Spears perfume, because they can not identify themselves with her and therefore do not want to wear her fragrance. The respondents that are more positive are the ones that have tried out the perfume. Some said they did not like it at first but got it as a present and then started to like it.
**Jennifer Lopez (J.Lo)- Still**

Not to many respondents were fond of the J.Lo fragrance *Still*. According to the respondents it is because they can not relate to her and also that they do not like celebrity endorsed fragrances. 55 % of the respondents that said they would least likely buy *Still* said that they do not take celebrity endorsed fragrances seriously.

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**Hugo Boss- Femme**

A positive response was given towards buying Hugo Boss’s *Femme*. 25 % of the respondents where neutral due to the fact that they have not smelled the perfume and did not know how to classify it, but they chose not to give it a negative mark because they trust Hugo Boss in making fragrances and clothing.
**Lancôme- Miracle Forever**

Over 35% would most definitely buy *Miracle Forever* and 30% would buy it, which results to a majority that are fond the Lancôme fragrance.
4.2 FOCUS GROUP

Buying Behavior
Of the eight participants that took part in the focus group four of them said that they purchased perfume after they have acquired information about them, such as reference from a friend, relative or magazine. They then go to a department store and try it out. If they like it they purchase it. Three of the participants claimed that they buy perfumes spontaneously. If they smell a perfume they like they buy it and do not have any specific perfume they linger to. Only one participant said that she does not care about perfumes and usually gets perfumes as presents and does not commence a perfume purchase. Seven of the participants believe that perfume is an essential cosmetic and relate to it as something personal.

Attitude Towards Celebrity Endorsed Fragrances Vs. Premium Brand Fragrances
When the topic celebrities launching fragrances was brought up, four respondents expressed directly that they think that celebrities should “stick to what they do”. Two of the respondents felt that they can not take the celebrity endorsed fragrances seriously because they think that the celebrities just want to make more money than they already have. One participant did not mind celebrity endorsed perfumes because she claimed that they are usually a bit cheaper. The remaining respondent liked celebrity endorsed perfumes because they attract her attention and she usually has difficulties finding perfumes. Six of the participants, the same ones that were negative to celebrity endorsed fragrances, claimed that they prefer regular premium brand fragrances because they are more established and have a higher credibility. They also feel that they can not identify themselves with celebrities, and therefore go for something more neutral that stands for “quality” and “luxury”. They feel that there is more variety of premium branded fragrances, and it that way they can keep their individuality since they believe that perfume is something individual and reflects their persona. The two remaining did not mind premium brand fragrances, nor celebrity endorsed fragrances, as long as they smell good.

Ratings and Views on the Celebrity Endorsed Fragrances and Premium Brand Fragrances Utilized in Study
The participants where asked to give their views on which perfume they would likely buy if they where given a gift voucher.
Paris Hilton- Just me
Seven out of eight would not buy this perfume. They claim that they would not want to be associated to her in anyway, especially not wear a perfume endorsed by her. That is due partly to her “scandalous behavior”. She is seen as a celebrity that is famous for being famous and not connected to a certain field of expertise and therefore lacks credibility according to the seven participants. They feel that she is only endorsing a fragrance to make more money than she already has and can not associate her to a brand name that has longevity and therefore would not associate themselves with her in anyway. The eighth respondent said that she would buy it if is cheap or smells nice. She does not feel that by wearing a Paris Hilton perfume she will be associated to Paris Hilton, and even if she was to be associated with Paris Hilton, she does not mind.

Britney Spears- Curious
Five of the participants said that they would not buy this perfume, for the same reason as why they wouldn’t buy the Paris Hilton perfume- they do not want to be associated to her. One of the participants that said they would not buy the Paris Hilton perfume claimed that she would buy Britney Spears perfume, because she got one as a present and liked it. She would make an exception case, even though she does not like what Britney Spear “stands for”. But she said that is a bit ashamed to say what perfume she uses when asked. The remaining two do not mind Curious because they have tried it and liked it.

Jennifer Lopez (J. Lo)- Still
Four out of the eight would participants would choose not to buy this fragrance because it is endorsed by a celebrity. Not necessarily because it is Jennifer Lopez, but just that it is a celebrity that has launched it and not an established fragrance brand. Of the remaining four, two would not mind buying it and two said they would buy if they had to choose between Just Me and Curious they would choose Still. Because they feel J Lo has more credibility as a celebrity than Paris Hilton and Britney Spears.

Sarah Jessica Parker- Lovely
Sarah Jessica Parker is seen as a woman with style and class according to seven of the participants. They view her as a trendsetter and respect her as a fashion icon, but three mind wearing a perfume in her name because they still feel that they can not wear a perfume that is
associated to a person. They feel it makes it impersonal. Three are not quite sure if they would buy it, and the remaining two would definitely buy it because they feel she stands for a lot, a mother, an actress, and trendsetter.

**Dolce & Gabbana- Light Blue**
All respondents would buy Light Blue if they were given a gift voucher. They presume that D&G has alot credibility and is a recognized in the perfume industry, and therefore makes “reliable” perfumes. They also view D&G as a trendy luxury brand, that stands for quality. Even though three of the participants have not smelt it they would take the chance and buy anyways because they trust the brand.

**Lancôme- Miracle forever**
The respondents view Lancôme in the same manner they view Dolce & Gabbana. They view Lancôme as a brand that has high quality perfumes and would therefore all buy *Miracle Forever*.

**DKNY- Be Delicious**
Six of the respondents would buy this perfume. Whilst the two remaining would not buy it because they have smelt it and do not think it is their type of perfume, because it is very fruity and sweet. They would not mind buying any other DKNY perfumes though.

**Hugo Boss- Femme**
Seven out of eight would go for this perfume, even though four of the seven have not even smelt it before. They feel that Hugo Boss have high credibility in making good perfumes that are luxurious. One of the respondents would not buy *Femme*, because she believed it is not her kind of fragrance.
5.0 ANALYSIS

In this section, the empirical result from the questionnaire and focus group will be analyzed with the help the theories in hand.

5.1 THE SOURCE CHARACTERISTICS

Source Credibility
Many of the celebrity endorsed fragrances were viewed as having low credibility. They could not take them seriously and therefore can not take their perfume brand seriously. Specifically Paris Hilton and Britney Spears fragrances, who are viewed as incompetent in their own field, and therefore seen as inadequate as fragrance brands. They are not seen as trustworthy and are viewed as fads that will no last and therefore less credible as brands. Jennifer Lopez has a little bit higher credibility than Paris Hilton and Britney Spears according to the participants of the focus group, because they can associate her to fashion and trends. But the majority would still not buy the fragrance because it is associated to a celebrity. Sarah Jessica Parker brand is perceived as the one with the highest credibility amongst the four celebrity endorsed brands. She is viewed as a reliable trendsetter and yet a balanced role model. On the other hand the premium brand fragrances or “classical fragrances” ( D&G, DKNY, Lancôme, Hugo Boss) where all viewed as highly credible sources and can therefore be taken seriously. The respondents and participants believed they stand for luxury, quality and longevity and therefore had a positive attitude towards the brands even though many have not smelt the specific perfumes.

Source Attractiveness
Source attractiveness is referred to the sources perceived social value. These celebrities have a low social value according to the participants of the focus group and the respondents of the questionnaire. They are negatively effected by their social status and personalities. The respondents also feel that they can not identify themselves with the these celebrities, Britney

35 Solomon, 2005, p.261
Spears and Paris Hilton rank high in negative social value since they have been involved in many tabloid headlines throughout the years. The participants of the focus group do not want to be associated to these celebrities because they feel that the celebrities stand for characteristics they can not identify themselves with. The respondents of the questionnaire could not identify themselves with J.Lo and would therefore not act on buying her fragrance. Even thought they viewed her as an attractive and trendy celebrity. Sarah Jessica Parker on the other hand had a higher social value because of her professionalism and balanced character. Her acting part in Sex and the City as fashion conscious Carrie Bradshaw has given her an appeal. Her fragrance Lovely was therefore more accepted than the rest. In comparison premium brand fragrances are perceived with a high social value. They stand for luxury, quality, longevity, neutrality. The respondents and participants could therefore relate to them. There is no real physical in a premium brand fragrance so the brand persona is its source attractiveness.

5.2 THE ABC MODEL OF ATTITUDES AND HIERARCHY OF EFFECTS

Of the eight participants that took part in the focus group four of them said that they purchased perfume after they have acquired information about them, such as reference from a friend, relative or magazine. They then go to a department store and try it, if they like it they purchase it. Three of the participants claimed that they buy perfumes spontaneously. If they smell a perfume they like they buy it and do not have any specific perfume they linger to. Only one participant said that she does not care about perfumes and usually gets perfumes as presents and does not commence a perfume purchase. Seven of the participants believe that perfume is an essential cosmetic and relate to it as something personal.

The Standard Learning Hierarchy (High Involvement)

50% of the participants of the focus group fall into this category and 75% of the respondents of the questionnaire. 66% of the respondents agree relatively to preference of consuming premium brand perfume. The focus group respondents form attitude towards a perfume brand through first of all forming beliefs. That is done through gathering information about the fragrance. Such information could be building awareness of a fragrance availability. When their awareness is built they then go to the closest department store and try the perfume and form a feeling about it (affect). If they like the perfume they proceed in buying it (behavior).
Most of the perfume consumers that form attitude through the high involvement hierarchy view perfume as an essential cosmetic and relate to it as something personal. They feel that premium branded fragrances offer them luxury and quality and a sense of individuality and would therefore not go for a celebrity endorsed fragrance, because it can lead to them being associated to the celebrity. Theoretically this choice process often results to loyalty towards the product over time.

The Low- Involvement Hierarchy
One out of eight participants (12.5%) of the focus group and 16% of the respondents of the questionnaire form attitude via the Low Involvement Hierarchy. This is measured through evaluating the level of importance perfume has in the respondents point of view. Perfume consumers that form attitude in this sense do not necessarily favor a brand over another. They get a perfume on discount or as a present and if they like it they consume it and for that reason do not mind celebrity endorsed perfumes because that they are a bit cheaper than premium brand perfumes.

The Experimental Hierarchy
Three of the participants of the focus group claimed that they purchase perfumes spontaneously. They build a feeling for the fragrance through, for example, seeing an advert and act on buying it and then build a judgement. In that way they form an attitude through sponataneous purchases. If they like the package and smell of the perfume they buy it instantly and would therfore not mind buying celebrity endorsed fragrances as long as they catch their attention.
6.0 RESULTS AND FINDINGS

In this chapter the results and findings of the study will be stated, with connection to the aim of the study.

Here is an compilation of the conclusions reached in this study:

• Regarding the perfume consumers purchasing behavior, a majority (62%) of the consumers purchased only premium brand perfumes.

• As regards to consumers attitude, 66% of the respondents agree relatively to preference of consuming premium branded perfumes. Celebrity endorsed fragrances where considered in lack of credibility. A majority of the participants of this study can not identify themselves with these celebrities and therefore are negative towards their perfumes. Premium brand fragrances in the other hand are perceived with a high social value. They stand for luxury, quality, longevity and neutrality.

• The lower social value and credibility a celebrity has the less consumers would think of consuming the given celebrities perfume. Paris Hiltons fragrance was least favoured amongst the four celebrity endorsed fragrances due to that factor.

• Perfume consumers that form attitude through the low involvement hierarchy of effects do not mind celebrity endorsed perfumes because that they are viewed as a bit cheaper than premium branded perfumes. Neither do the perfume consumers that form attitude through the experimental hierarchy of effects, but they would buy celebrity endorsed perfumes spontaneously due to an emotional response of a marketing stimuli.
7.0 DISCUSSION

In this section of the essay a critical review of the research will be presented. A discussion concerning the thoughts and reflections attained throughout the research progression.

7.1 CRITICAL REVIEW

7.1.2 Reliability

Due to lack of time, it has not been possible to have survey control or a focus group control in order to achieve higher accurate and reliable results. The respondents of the survey where picked in different areas to give a more general viewpoint. The participants of the focus group come from different demographical backgrounds for a more wide-ranging and reliable results. A high response rate (no fall-outs) give account to a higher reliability of the findings. A Chi Square test was planned to be performed to accurate the relationship between attitudinal formation through high involvement and preference of premium brand fragrances. It would have given higher accuracy of the results but because of the lack of time it has not been possible to perform the hypothesis test. The distinct results show that there is a relationship though. Another matter taken in consideration is the interviewer effect. Many of the respondents might not want to acknowledge when confronted that they are affected by celebrities. An observation of consumer behaviour might have been more suitable to get a more truthful and reliable results but given the time constraint it could not be possible. In general the reliability of the study can be viewed as medium to high.

7.1.3 Validity

The information acquired was all from perfume consumers about their perfume consumption behavior. The questionnaire was semi-structured and enabled the respondents to elaborate more on their point of views. The focus group gave a deeper understanding of the attitudes formation, thoughts and beliefs of the perfume consumers. This study is regarded to have a high validity.
7.2 FURTHER DISCUSSION

Klebba and Unger’s statement regarding the relationship between negative word-of-mouth on a celebrity affecting the success of the product endorsed by the celebrity is clearly shown in this study. Paris Hilton’s endorsed fragrance *Just Me* was affected by her scandalous behavior and negative image. Paris Hilton was currently added to the Guinness World Records for being the most overrated celebrity. If that is how she is viewed by the public, it will clearly affect her credibility and trustworthiness and in return it will have a negative effect on her endorsed product. There is a clear risk in using celebrities. Fragrance companies such as Coty should carefully choose which celebrities to endorse. The celebrity should be well respected in their field of expertise so that value can be transferred and associated to the product endorsed.

The concept of celebrity endorsement should work in theory but given the fact the most of the consumers that feel that perfumes are important cosmetics believe that perfumes are personal and do not want their perfumes to come with meanings they can not identify themselves with. Consumers want the perfume to express their individuality and distinguish them from others. If the study was conducted on just teens and pre-teens it might have given a completely different set of results due to age groups fascination with stars.

Another matter to be taken in consideration is the difference in the American culture and Swedish culture. American celebrities might be harder to grasp for Swedish consumers due to the differences in cultural meanings. Swedish consumers might feel that they can not relate to Britney Spears “southern” appeal or Paris Hiltons “rich daddy’s girl” appeal. A local comparison that is succeeded in an endorsement is Swedish tennis player Björn Borg, whom launched an underwear and lingerie brand. Björn Borg is a representative of a Swedish success story and because of that his endorsed product came to be perceived with the same value as its endorser. Also to take into consideration that most statistics are American statistics that might vary from the Scandinavian reality. The statistics are not very recent and are before the “scandals” of the celebrities. It can be interesting for future research to measure the damage a celebrity endorsement gone bad can have on fragrance company. It would also be of interest to see a larger study done in celebrity endorsement of fragrances in Scandinavia, to compare with American statistics.

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Appendix
Survey
Part A

1. Are you a perfume consumer? (if no, thank you for your participation)

    Yes       No
2. Do you think it's important to buy perfume?
   - Yes
   - No
   - I don’t know/ Partially

3. Have you bought any perfume/perfumes in the past 12 month? (if no, go on to Part B of the survey)
   - Yes
   - No

4. Which perfume/perfumes do you recall buying in the given time period?
   Answer: __________________________________________________________
   __________________________________________________________
   __________________________________________________________

5. What motivated your purchase?
   Answer: __________________________________________________________
   __________________________________________________________
   __________________________________________________________

Part B
Below are a number of statements regarding attitudes to buying perfumes. Please read each one and indicate whether you agree or disagree with it by ticking one box for each statement.

1. I find it hard to find the right perfume amongst the many available
   - Strongly Disagree
   - Disagree
   - Agree nor Disagree
   - Agree
   - Strongly Agree

2. A familiar face (ex. celebrity) on a perfume ad can attract me to a perfume
3. I can likely buy a perfume that is launched by a celebrity that is not usually associated with perfume.

4. I prefer to buy perfume/s that are associated with perfume/fashion brands (ex Lancome,D&G,DKNY)

Part C

If you were given a gift card to buy perfumes amongst the selected perfumes, how would you rate your preference. Answer in a scale of 1 to 5, where 1 is least likely to buy and 5 most likely to buy.

Paris Hilton- Just Me
Dolce Gabbana- Light Blue
Sarah Jessica Parker- Lovely
Donna Karan (DKNY)- Be Delicious
Britney Spears- Curious
Jennifer Lopez (J Lo)- Still
Hugo Boss- Femme
Lancôme- Miracle Forever

Comments on your preference: ____________________________________________________________

_____________________________________________________________________________________

Thank you for your participation!
Focus Group Question Guideline

• How important is it for you to buy perfumes?

• Is it a main toiletpair/cosmetic for you?

• What does perfume mean to you?

• Which are your favourite perfumes?

• Describe stagely what you go through when you want to buy a perfume. How do you make your decision?
• How do you feel about celebrities launching fragrances? Have you bought a fragrance launched by a celebrity? Why/ Why not

• If you were given an unlimited gift voucher to buy perfumes from the ones listed, which would you prefer and why?