

The Congruence Effect between Celebrity and the Endorsed Product in Advertising

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Abstract

This research aims to study the congruence between a celebrity and a cosmetic product and its impact on the endorser credibility, the receptor's attitudes (attitude towards advertising and attitude towards the product) as well as his purchasing intentions. This concept of celebrity congruence was tested with three types of product (a cosmetic product "perfume", a technological product "computer" and ordinary product "cookie"). An experiment was carried out with 340 individuals selected by quota. The empirical results have shown that more the celebrity is congruent with the endorsed product, he is perceived as more credible and generates more favorable attitudes and buying intentions among the receptors. Choosing the right celebrity with the right product type is a marketing decision indispensable to the success of the advertising campaign.

Keywords: Congruence, Credibility, Famous Endorsers, Attitudes, Purchasing Intention.

1. Introduction

The celebrities endorsement in marketing programs is not a new phenomenon (Mehulkumar, 2005). For all types of endorsements, celebrity endorsement is the most commonly used marketing method for entrepreneurs (Wang, 2013). All advertisers want to take advantage of the advertising effectiveness of famous endorsers. In parallel, with this major interest given to famous endorsers in advertising endorsement strategies, there is a growing development of a research current that has focused on the credibility and attractiveness of celebrity (Kahle and Homer, 1985, Ohanian, 1990; and Till and Busler, 1998); the congruence between the celebrity image and the product image (Friedman and Friedman, 1979, Kamins, 1990 and Kamins and Gupta, 1994), the endorsement cultural foundations (McCracken, 1989, Mehulkumar, 2005, Farrel and al., 2000 and Till and Shimp, 1998) and the celebrity choice (Erdogan and Backer, 2000 and Miciak and Shanklin, 1994). This major interest of advertising and marketing researchers regarding this enthusiasm for endorsements by celebrities continues to increase in advertising practices and perceived by Lehu (1993) as a fashion phenomenon that can never endure. This is explained by the potential benefits and financial benefits generated by celebrities. In this context, that our research is based on the fact that celebrities effectiveness results from the fact that they are able to influence in an explicit or implicit way the viewers behavior to choice certain endorsed products (Atkin and Block, 1984; Kamins, 1989; Kamins, Brand, Hoeke and Moe, 1989; Ohanian, 1991; Tripp, Jensen and Carlson, 1994 and Agrawal and Kamakura, 1995). Through this research, we want to demonstrate the congruence essential role when the endorser characteristics "the celebrity attractiveness" are congruent with the product characteristics "product related to physical beauty" and its impact on the celebrity credibility, and the receiver's attitudes and buying intentions. So, our research aim is to demonstrate: "What is the congruence effect between an attractive celebrity endorser and a cosmetic product and its impact on the endorser credibility, receiver's attitudes (attitude towards advertising and attitude towards the product) and the intentions to purchase?".

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Therefore, three main objectives define our research: the first objective is to study the congruence between the endorser attributes and the cosmetic product. The second objective is to dismantle the celebrity congruence impact and the endorsed product on the celebrity endorser's credibility, the receiver's attitudes (attitudes towards the product and attitude towards advertising) and his intentions to purchase. And, the third objective is to emphasize that the celebrities persuasive effectiveness is, closely, linked to the choice of the endorsed product that generates more favorable attitudes and purchasing behaviors, as well as the success and effectiveness of advertising strategy of some advertisers.

2. Literature Review

2.1. The Celebrity Endorser Effectiveness In Advertising

McCraken (1989) defined a celebrity endorser as "a person who enjoys public recognition and uses this recognition on behalf of a consumer good by appearing with it in advertising." As for Shiffman and Kanuk (2006), they argued that a celebrity endorser can be interpreted as a reference group. According to these authors, a reference group is defined as "any person or group of persons who serves as a comparison point (or reference) for an individual through communication of values, attitudes and providing a specific guide to behavior". And that an aspiration group derives from a reference group, through which the consumer is not part of that group, but he is willing to be "a partner" there. As a result, to become a member of this group, the associates are likely to emulate and behave as members of this aspiration group (Shiffman and Kanuk, 2006). This implies that associates seek to behave and to buy or use the same products with symbolic meaning of that group to which consumers like to belong (De Pelsmacker et al., 2004).

Empirical studies have shown that the use of endorsers in advertising leads to favorable advertising evaluations (Atkin and Block, 1983, and Kamins and Gupta, 1994), increased purchasing probabilities (Friedman and Friedman, 1979; Kamins et al., 1989; Ohanian, 1994 and Wang, 2013), increases attention to advertising (Kamins and Gupta, 1994) and leads to favorable attitudes toward the brand (Kamins et al., 1989). Famous endorsers as attractive and enjoyable (Friedman and Friedman, 1979) have a higher attractiveness degree, attention and a reminder of commercial messages than those delivered by non-celebrities. Similarly, marketers expect that celebrities increase message memorization, provide a positive effect on the brand (Cooper, 1984), attract the attention of target consumers to their products and lead them to dissect the content of advertising (Miciak And Shanklin, 1994). Celebrities endorsers have become widespread in commercials (Agrawal and Kamakura, 1995). However, these endorsers should be appropriate to the trademark characteristics to be effective (Kamins and Gupta, 1994; Lynch and Schuler, 1994; Till, 1998; and Tom et al., 1992). Freiden (1984) concluded that celebrities are effective because they are regarded as highly trustworthy, credible, persuasive and sympathetic. And, that an attractive endorser is, generally, more effective than a less attractive endorser (Pallak, 1983; and Debono and Harnish, 1988). Indeed, the association of celebrity endorsers can increase the product awareness presence on the market, which can increase the chances of buying it. When consumers are not informed about the existence of the product, the probabilities of purchase will be zero. So, attaching a celebrity to a brand name will increase the chances of remembering the product (Wilson, 1997).

2.2. The Congruence Concept in Advertising

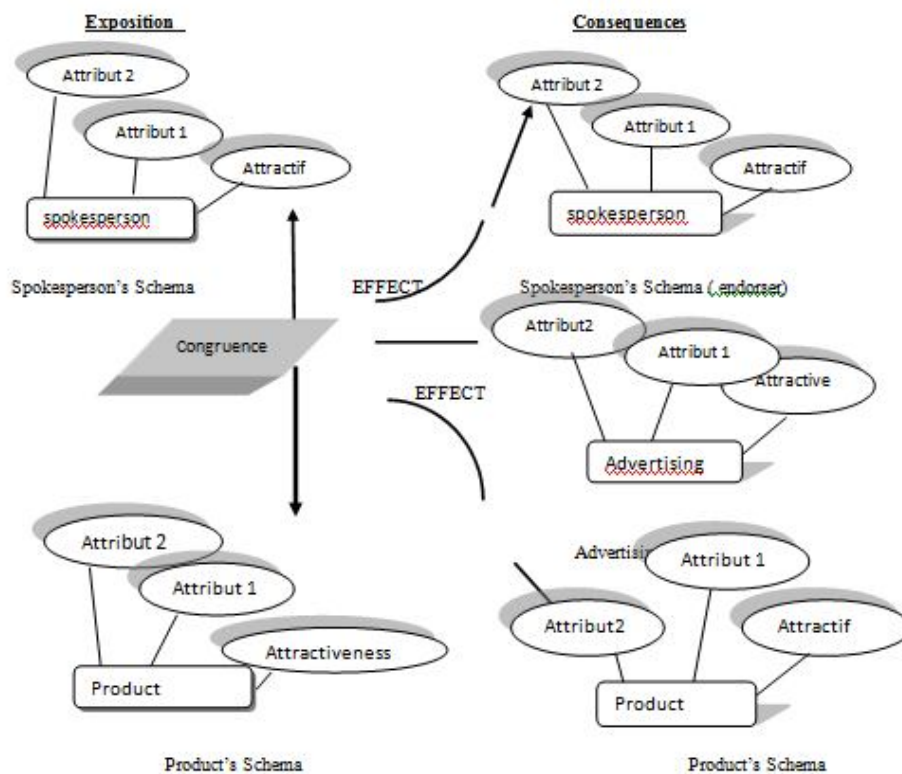
According to Misra and Beatty (1990), the endorser's congruence is manifested when "the highly relevant characteristics of the spokesperson (endorser) are consistent with the highly relevant attributes of the brand or endorsed product". As for, Kirmani and Shiv (1998), they defined congruence as "the harmony degree between the accessible associations of an endorser and the attributes associated with the brand and / or endorsed product". Kamins and Gupta (1994) used the term congruence, fit or match-up. Lynch and Schuler (1994) used the word "congruence" or "match-up" without defining clearly the terms used. Indeed, the congruence of the endorser is based on attributes related to the endorser that are shared with the endorsed product or brand. Using an endorser is not appropriate for the endorsed product, may have negative implications for advertising strategy (Kahle and Homer, 1985; and Kamins, 1990). In its origin, the congruence hypothesis was derived from the research examining the "fittingness" of an endorser in an advertisement with the advertised product (Kanungo and Pang, 1973). This congruence hypothesis has suggested whether there is a fitting or "fittingness" between the product and the endorser in an advertisement, consumer assessments of the advertised product will be favorable. And if this congruence is absent, then the product will receive unfavorable evaluations from consumers.

Many researchers such as Friedman and Friedman (1979), Kahle and Homer (1985), Kamins (1990), Kamins and Gupta (1994), Till and Busler (2000) and Tingchin Liu, Hung and Minghua have studied and stressed the congruence importance between the endorser and the advertised product.

2.2.1 The Theoretical Foundation of the Congruence Concept and Attractiveness

In this regard, Lynch and Schuler (1994) have schematized the possible effects of congruence between the endorser and the product on the spokesperson image (the endorser) in terms of credibility, advertising appreciation and image of the endorsed product. These effects are explained and related to the notion of social adaptation explored by Kahle and Homer (1985) and Kamins (1990). Indeed, this theory suggests that the source (endorser) facilitates adaptation to experimental conditions. When the congruence between the endorser and the product exists on the prominent attributes of the spokesperson (endorser) and those of products, the spokesman becomes, therefore, an efficient source of information which translates into the credibility effectiveness, advertising appreciation and product benefits (Kamins, 1990). This is the example of Tom Selleck who is considered an attractive celebrity endorser when it is associated with a luxury car (Kamins, 1990). The following figure shows the consequences of a congruence between the endorser and the product as demonstrated by Lynch and Schuler in 1994 (see the following figure). Indeed, to show the Kamins' (1990) research limitations, other researchers such as Ohanian (1991), Lynch and Schuler (1994) and Till and Busler (2000) proved empirically that the "Attractiveness is not the only effective congruence factor for product communication, and that the perceived expertise of the endorser is another congruence factor of a great interest.

Figure 1 : Consequences of the Congruence between the Endorser and the Product



Source : Lynch et Schule (1994)

Based on the research, already, cited, we can make the following hypothesis:

Hypothesis 1: The congruence between an attractive celebrity endorser and a cosmetic product has a significant positive effect on the credibility endorser.

Hypothesis 2: The congruence between an attractive celebrity endorser and a cosmetic product has a significant positive effect on attitude towards advertising.

Hypothesis 3: The congruence between an attractive celebrity endorser and a cosmetic product has a significant positive effect on the attitude towards the product.

According to congruence hypothesis, Kamins (1990) concluded that "the use of a celebrity spokesperson (endorser) seems to be effective for a product that enhances physical attractiveness". These results suggest that the spokesperson's characteristics act on the nature of the advertised product. An interaction was found between the celebrity attractiveness and the product type on buying intentions. It should be noted that intentions to buy the product were higher when unattractive celebrity endorsed products unrelated to attractiveness. Also, celebrities are perceived to be more attractive than the created endorsers and influence purchase intention (Ermec Sertoglu et al., 2014).

Hypothesis 4: The congruence between an attractive celebrity endorser and a cosmetic product has a significant positive effect on the intention to purchase.

2.2.2. Attractiveness as Factor Congruence

Much research on the congruence hypothesis like Kahle and Homer (1985), Kamins (1990), and Kamins and Gupta (1994) have focused on physical attractiveness as an important congruence factor that affects the receptors perceptions and attitudes when it comes to a product related to physical attractiveness (a cosmetic product). In fact, the congruence hypothesis suggests that attractive endorsers are more effective when there is a "fit" between the endorser and the endorsed product. The conceptual argument is that attractive characters are more effective for products that emphasize physical beauty and lead to brand attitudes and higher purchasing intentions (Backer and Churchill, 1977; Kahle and Homer, 1985 and Kamins, 1990). In this regard, Mazlan et al (2016) demonstrated that a better fit between celebrity endorsement and products also leads to better outcomes to the endorsed brand, recall rate and purchasing intentions among respondents. Indeed, there are many companies that are inclined to use celebrities as an endorser for their products. However, no perfect celebrity can endorse all types of brands or products and generate maximum results. Therefore, the success of the advertising depends on the selection of an endorser. According to Kahle and Homer (1985) and Kamins (1990), physical attractiveness was a suitable congruence factor. For example, Backer and Churchill (1977) have proven that the use of attractive endorser in advertising leads to more favorable attitudes towards advertising and high purchase intentions. While, the results showed that an unattractive character is more effective than an attractive character for a non-romantic product. The empirical results indicated that attractiveness plays a central role in determining favorable attitudes and buying intentions. The empirical results of Bhavesh Kumar et al (2015) have shown that evaluations of respondents exposed to celebrities are, significantly, different from those exposed to a non-celebrity endorser on the endorser's physical attractiveness, confidence, expertise and sympathy. Indeed, cleaning products and snacks are two products categories for which the non-celebrity endorsers are the most effective. And, that attractiveness could be useful when selling cosmetics but not when selling computers (Varsha Jain et al, 2009).

Following this literature review, hypothesis 5 is thus :

Hypothesis 5 postulates that attitude towards advertising has a significant positive effect on attitudes towards the product.

Hypothesis 6 postulates that attitude towards the product has a significant positive effect on the purchase intention.

2.3. The Endorser Characteristics Evaluation

2.3.1. The Source Credibility Model

According to Meenaghan (1995), social psychology and mass communication theory provide a necessary conceptual framework for theories concerning the effects of celebrity endorsers in advertising. Indeed, the source (endorser) effectiveness as a theory is based on the belief that the characteristics variety of the source's perceived communication has a beneficial effect on message receptivity. As a result, research on the source effect phenomenon has identified the source's (endorser) various attributes that having an impact on the communication effectiveness (Hovland and Weiss, 1951; and McGuire, 1985).

Thus, the two basic models treat the source's various attributes: the source credibility model (Hovland and Weiss, 1951) and the source attractiveness model (McGuire, 1985). In this framework, Kamins et al. (1989) proved that the use of celebrity endorsers was effective because of the identification processes, one of the three processes defined by Kelman in 1961. Indeed, Kelman (1961) cited in O'Mahony and Meenaghan (1998) was the first to identify 3 processes of attitudinal change and proposed that the credibility, attractiveness and power attributes of the source affect the attitude change under specific conditions. Essentially, his model has specified 3 change of attitude processes: internalization, identification and conformity in which the source's credibility, attractiveness and power attributes are relevant. Thus, Kelman proposed that "information from a credible source influences beliefs, opinions, attitudes and / or behaviors through a process known as internalization acquired when the receiver adopts the credible communicator opinion. Since then, he believes that the information received from this source is correct ". On the other hand, the source attractiveness leads to persuasion through the identification process whereby "the recipient imitates the source attitudes or behaviors because, he aspires to resemble that person" (Kelman, 1961). On the basis of these findings, l'hypothesis 7 is as follows:

Hypothesis 7: The credibility of an attractive celebrity endorser has a significant positive effect on: H7.1 : Attitude towards advertising, H7.2: Attitude towards the product and H7.3: Purchase intention. Friedman and Friedman (1979) postulated that the celebrities advertising effectiveness was associated with the social influence process. Thus, the source credibility model explains how the endorser characteristics influence the message receptivity. The source credibility is "the degree to which the receptors perceive the source as having the appropriate knowledge or experience to provide valid (unbiased) information." This definition, clearly, indicates that the source credibility encompasses two distinct components: expertise and loyalty affecting the message credibility and persuasiveness (Hovland and Weiss, 1951). In general, celebrities are considered to be more credible and in turn have greater effects on attitudes and purchasing intentions than non-celebrities (Atkin and Block, 1983; Frieden, 1984; Kamins, 1989; Kamins and Gupta, 1994 and Ohanian, 1990).

2.3.2. The Source Attractivités Model

The second model is the source attractiveness model (McGuire, 1985). This model proposes attractiveness (physical or non-physical) as a source's attribute which influences the message receptivity (Joseph, 1982; Kahle and Homer, 1985 and Chaiken, 1979). Indeed, there is an evidence of considerable research demonstrating that attractive endorsers produce favorable ratings for advertising and products. For the celebrities attractiveness dimension, celebrities were evaluated more positively on all the criteria (attractiveness, expertise and trust). They were also assessed as significantly more attractive. We also noted very similar results for the credibility dimension for both celebrity endorsers (Mikulas and Svetlik, 2016). Yet there is some evidence to the contrary (Maddux and Rogers, 1980; and Ohanian, 1991) that suggest that attractiveness cannot be particularly significant. According to McGuire (1985), the three non-physical components of the source attractiveness are: likeness, familiarity and sympathy. Similarity is "the degree to which a source is perceived as similar to the audience in terms of attitudes, opinions, activities, interests and lifestyle". Many young male athletes are attractive sources for male adolescents (O'Mahony and Meenaghan, 1998). As for familiarity, it is defined as " the source knowledge through exposure". And sympathy is defined as "the affection granted to the source as a result of its physical appearance and behavior" (Erdogan, 1999).

According to Belch and Belch (2001), sympathy is defined as "perceived affection towards the endorser based on physical appearance, behavior and other personality traits." As a result, physical attractiveness, live personality and charisma play an important role in the source sympathy. The source credibility and the attractiveness model were widely used to study the celebrity endorsement effects. The search premise for the source effect is that the various source characteristics influence the advertising persuasion as well as its acceptance by the audience (Hovland, Janis and Kelley, 1953, and Hovland and Weiss, 1951).

2.4. The Impact of Type Product on Advertising Effectiveness

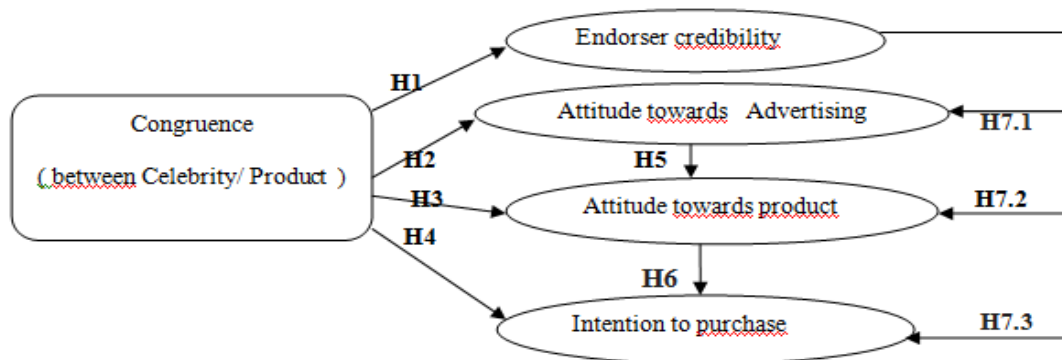
Suwelack et al (2011) examined financial and performance risk to demonstrate their relevance to consumer decision-making. Indeed, the performance risk occurs when a consumer believes that the product purchase may be inefficient: in other words, when the product is below its expectations (Horton, 1976).

Thus, the performance risk is linked to "a high quality perception that can serve to mitigate the uncertainty risk, and that the product will fulfill its intended function in a satisfactory manner" (Shimp and Bearden, 1982, p 39). And, the financial risk relates to the potential financial loss of the consumer related to the purchase including the possibility that the product must be repaired or replaced. Repairs of the product depend on its quality. The argument presented is similar to that performance risk (Suwelack et al, 2011). In this regard, Hirschman and Holbrook (1982) proposed two different products types: utility products and hedonic products. Indeed, utilitarian products to example hair dryer, washing machine and lawn mower with tangible features and objectives that allow to benefit from functional and satisfy utilitarian needs. They are supposed to solve the problems (Babin, Darden and Griffin, 1994). Thus, hedonistic products (jewelry, perfumes and massages) have subjective and non-tangible characteristics that respond to experiential needs and whose consumption produces pleasure and joy.

As for Voss, Spangenberg and Grohmann (2003) have stated that products have, in general, an utilitarian and a hedonistic side. However, a distinction can be made between products on hedonic dimension or utility dimension (Dhar and Wertenbroch, 2000). These authors have asserted that products consumed for hedonistic benefits (perfumes, massages), people can take a transformatonal buying pattern: it is to have an attractive appearance or exciting feeling. And for utility products (aspirin, detergent, insurance), people have an informational pattern that is negatively oriented to remove or avoid some problem. Taking into account, the notion of perceived risk and the product type purchased in the understanding decisions purchasing is essential to influence certain buying behaviors and to choose the appropriate endorsers (congruent) to endorse certain products. This congruence between the choice of the appropriate endorser and the appropriate product type of perceived risk is a strategic decision that will determine the success or failure of certain advertising campaigns (Rossiter, Percy and Donovan, 1991).

2.5. The Conceptual Research Model

Figure 2 : Research Conceptual Schema



3. The Research Methodology

We are based on the literature to choose the appropriate celebrity as well as the proper product. To make a first selection of products and endorsers, we presented a list of 9 products to 45 students to evaluate according to the perceived degree risk and involvement. Thus, a list of 6 celebrities was evaluated according to the attractiveness degree, knowledge and approval perceived among 45 students.

3.1. Product Selection

Based on the literature, we choose 9 products: a computer (Kamins and Gupta, 1994, Biswas, Biswas and Das, 2006, Kamins, 1990), a biscuit or vacuum cleaner (Friedman and Friedman, 1979), a coffee or face cream (Backer and Churchill, 1977), television (Biswas, Biswas and Das, 2006), pen (Till et Busler, 2000), shampoo (O'Mahony and Meenaghan, 1998), perfume (Till and Busler, 2000). The product choice was based on the degree of perceived risk and the implication given to each product type. First, we evaluated the selected products according to perceived risk (financial, performance, psychological, physical and sociological). We chose Friedman and Friedman's (1979) 7 points differential semantic scale which we retro-translated and adapted. To do so, a group of 45 students (men and women) was supposed to rank these 9 products. In order to, assess the involvement and the subjects interest degree in each of these products, we chose the Biswas, Biswas and Das's scale.

This scale includes 2 items, the respondents evaluate on a 7 points differential semantic scale their degree of interest granted for each product. These evaluated products were ranked according to their average score of perceived risk and involvement degree. This score is calculated from the average obtained by each product out of the total of 45 individuals. We selected 3 products for the final experiment:

- A computer has been classified as a product with financial risk and high performance and more appropriate with an expert endorser (Friedman and Friedman, 1979).
- A perfume has been classified as a high psychological and social risk product with a celebrity endorser (Till and Busler, 2000).
- A biscuit with a low score for perceived risks and low involvement (Roozen, 2008). The "biscuit" as a product was more appropriate with an ordinary consumer (Friedman and Friedman, 1979).

3.2. Celebrity Selection

A list of 6 Arab celebrities (4 women and 2 men) was given to a group of 45 students (women and men). The subjects were supposed to evaluate each celebrity on a 7 point differential semantic scale for the following four attributes as shown in the following table: knowledge / approval / attractiveness / confidence (Friedman and Friedman, 1979). The celebrities assessed were ranked according to their average score the cited attributes. This score is calculated from the average obtained by each celebrity out of a 45 individuals in total. We retained for final experimentation, the celebrity having high average scores for the 4 attributes. So, Nancy Ajram was chosen as a celebrity endorser for our final experimentation.

Following these two pre-tests, we decided to work on the following 3 products:

- A computer as a product with financial and high performance risk as well as a certain level of high involvement. This product type will be more appropriate with an expert endorser.
- A perfume is classified as a physical attractiveness product (Backer and Churchill, 1977; Kamins, 1990; and Till and Busler, 2000), with a high psychological and social risk and will be more appropriate with a celebrity endorser (Friedman and Friedman, 1979).
- A Biscuit is a product representing low risks on all levels and with a low involvement degree. This product will be better suited with an ordinary consumer.
- Nancy Ajram, Lebanese singer was chosen as a celebrity endorser for the final experiment.

3.2.1. Interaction Test between the Endorser Type and the Product

A third pre-test was conducted to assess the perceived congruence level of the celebrity with the three products chosen for poster design for the final study. A sample of 45 individuals (27 women and 18 men) was considered to assess the celebrity congruence degree with the three selected products (perfume, computer and biscuit). We did an analysis of Variance. The celebrity was perceived to be strongly congruent with the perfume ($M = 28.39$, $s = 8.18$) than with the biscuit ($M = 18.09$, $s = 10.73$) and the computer ($M = 15.68$, $s = 11.088$). Thus, the difference in the celebrity congruence degree with the three products is significant ($\text{Sig} = 0.003 < 0.05$, $F = 6.72$). We can say that celebrity is perceived very congruent to endorse perfume, moderately congruent with the cookie and weakly congruent with the computer.

3.4. Poster Design

We used a professional graphic designer to design the 3 advertising posters for our research. In the 3 posters, the same celebrity was present with each product apart: celebrity / perfume, celebrity / biscuit, and celebrity / computer. These posters have the same design: the endorser photo is on the left side of the poster (with a text higher on the poster right) and the product or brand name is fictitious so as not to bias receiver's responses.



We recall that we want to show that the attractiveness endorsement is a congruence factor that positively influences receiver's attitudes and buying intentions, we compared the celebrity attractiveness with respect to the two non-celebrity fictional endorsers: an expert and an ordinary consumer associated with the same products as celebrity. The result is the following 6 posters:



3.5. The Sample Selection

Our sample consisted of 340 individuals chosen for convenience, but we followed the quota method. We selected three descriptive criteria (quotas) for our study: sex, age and socio-professional category. It is a reasoned choice survey.

3.6. The Experimental Method

Each respondent is exposed to each celebrity poster, separately, so that it can compare the celebrity congruence degree with the product and mark its attitudes and intentions to purchase and fills out three questionnaires. Each questionnaire is self-administered and lasts 15 minutes.

4. Empirical Results

4. 1. Operationalization of Constructs and Validity of Measurement Scales

The scale of each concepts used in our research was taken from the literature and translated from English into French using the technique of "Back to Back translation" by two bilingual persons. We present the operationalization of the five constructs for our research as follow:

The Independent Variable

To measure the congruence between the endorser and the product, we used the 9 point differential semantics scale of Till and Busler (2000). This scale consists of 5 items. A Principal Component Analysis with Varimax rotation was performed. The Cronback's Alpha Coefficient of this scale is 0.99. This is very satisfying.

The Dependent Variables

To measure the endorser credibility, we chose the Ohanian's scale (1990). This scale is a 7 point differential semantic and consists of 15 items. A Principal Component Analysis with Rotation generated 3 factors: the first factor is assimilated to the expertise component of the credibility scale. The second factor is the confidence dimension. As for the third factor, it corresponds to the attractiveness as a credibility dimension. These results converge with the literature since this scale has been demonstrated as three-dimensional (Ohanian, 1998). It should be noted that this scale is composed of 15 items in the literature but we deleted the item "sexy" and "class" following two purifications because they have a poor quality of attractiveness factor representation and subsequently we have kept 13 items. The Cronback's Alpha Coefficient for this scale is 0.94, which is very satisfactory.

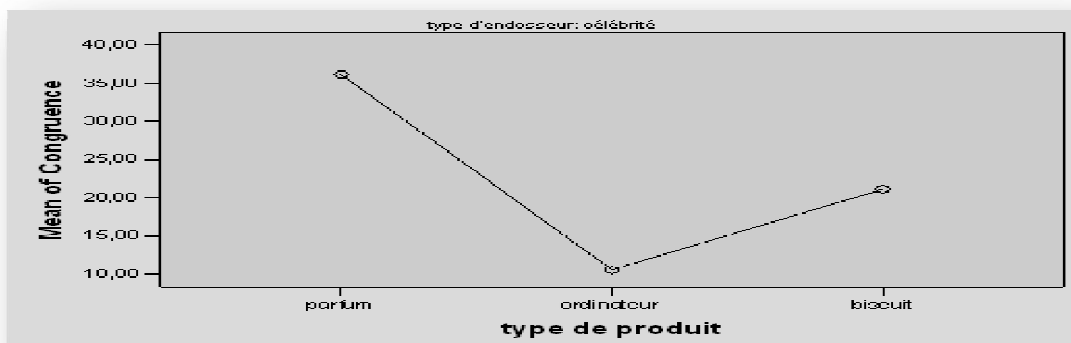
- To measure the attitude towards advertising, we used the Belch and Belch scale (1984). This scale is 7 points differential semantic consisting of 4 items (Alpha coefficient = 0.96).
- To measure the attitude towards the product presented in advertising, we used the Bower and Landreth scale (2000). This scale is a 7 points differential semantic consisting of 6 items and admits a Cronback's Alpha with a very good value equal to 0.98, which is satisfactory.
- To measure purchasing intent, we used the Yi scale (1990) is a 7 points differential semantic scale composed of 3 items, with a Cronback's Alpha with a very good value of 0.99, which is very satisfactory.

4.2. Empirical Results

4.2.1. Final results of Interaction between celebrity and product

In our final experiment, the subjects evaluated the perceived congruence between the celebrity endorser associated with the three different product types (a perfume, a computer and a biscuit). As a result, an Analysis of Variance was conducted. In terms of congruence, the results of ANOVA reveal that the celebrity "Nancy Ajram" is perceived more congruent with the perfume ($M = 36.13$, $s = 8.50$, $n = 114$) than with the biscuit ($M = 21.11$, $s = 9.59$, $n = 114$) or the computer ($M = 10.54$, $s = 8.35$, $n = 114$). The difference in the congruence degree of Nancy Ajram with these three products is significant ($\text{Sig} = 0.000 < 0.05$, $F = 242.084$). These results show that celebrity advertising is more congruent with perfume as a product enhancing physical beauty than with cookie and or computer. These results are confirmed by the following diagram:

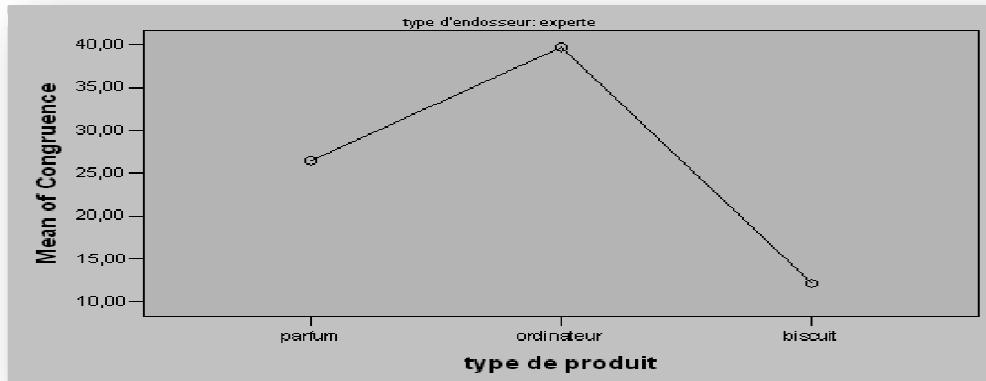
Diagram 1: Means of Congruence between Celebrity and Product Type



Thus, the expert as an endorser is perceived to be more congruent with the computer ($M = 39.70$, $s = 6.11$, $n = 114$) than with the perfume ($M = 26.44$, $s = 8.44$, $n = 114$) or the biscuit ($M = 12.13$, $s = 10.20$, $n = 114$). The difference in the expert congruence degree with these three products is significant ($\text{Sig} = 0.000, < 0.05$, $F = 303.06$).

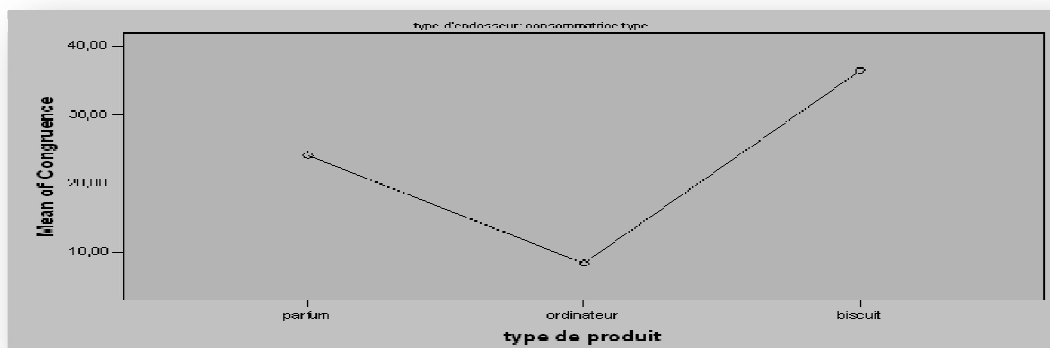
The expert is more congruent with a technological product "computer" than with a cosmetic product "a perfume" and or a product with low risk "biscuit". These results are shown by the following diagram:

Diagram 2: Convergence Means between the Expert and the Product Type



Moreover, the ordinary consumer is perceived to be more congruent with "the biscuit" ($M = 36.42$, $s = 7.19$, $n = 114$) than with the perfume ($M = 24.08$, $s = 9.87$, $n = 114$) and "the computer" ($M = 8.35$, $s = 4.96$, $n = 114$). The difference in the congruence degree of this endorser with these three products is significant ($\text{Sig} = 0.000 < 0.05$, $F = 384.874$). These observations are shown in Diagram 3:

Diagram 3: Congruence Means between the Ordinary Consumer and the Product Type



Among our research objectives is to test empirically that the congruence between the characteristics of the endorser (attractiveness) and the characteristics of the product (cosmetic product: perfume) generates attitudes, purchasing intentions and endorser credibility favorable to the receptors. Indeed, we want to show empirically what product type is appropriate (cosmetic product, technological product and ordinary product) with a celebrity endorser and generates favorable purchasing behavior?

In order to answer all these questions, we will use an Analysis of Variance (ANOVA) since the dependent variables are quantitative and the independent variables (product type) are qualitative. In a second part, we will use a simple linear regression to validate certain hypotheses since they are purely quantitative variables.

4.2.2. Hypothesis Results

- Analysis of ANOVA Results and Interpretation

Hypothesis 2: The congruence between an attractive celebrity endorser and a cosmetic product has a significant positive effect on attitude towards advertising.

Table 1: Attractiveness Evaluation degree by endorser type

Dependent variable : Attractiveness					
Endorser Type	N	Meanss	Average difference	F	Sig.
Celebrity	340	19.45	3.7	45.82	0.000
Expert	340	18.85	3.02		
Ordinary Consumer	340	18.43	3.66		

The difference in the attractiveness of the three endorsers types is significant (Sig = 0.000 < 0.05, F = 45.82). Comparison of attractiveness averages shows that celebrity is more attractive (M = 19.45, s = 3.7, n = 340) than the expert (M = 18.85, s = 3.02, n = 340) M = 18.43, s = 3.66, n = 340). These results are confirmed by the diagram below:

Diagram 4: Attractiveness Averages by Endorser Type



By observing diagram 2, we observe that celebrity is perceived more attractive with a cosmetic product "perfume" (M = 19.49, s = 3.7, n = 114) than with an ordinary product "the biscuit" (M = 19.49, S = 3.7, n = 113). This contradicts the literature. These interpretations are justified by the image given to this star through the Arab channels as she endorses ordinary products like "Coca-Cola". Nancy Ajram is perceived to be less congruent with the computer (M = 19.37, s = 3.7, n = 113).

Diagram 5: Celebrity Attractiveness Averages by Product Type

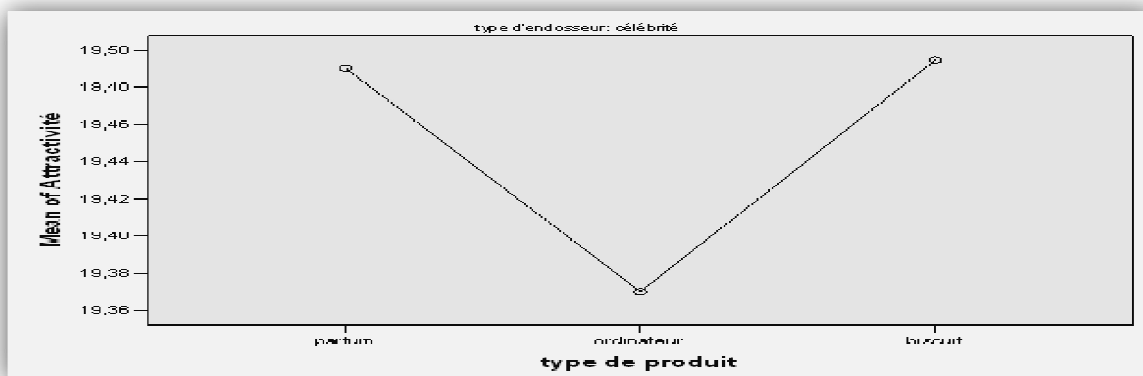
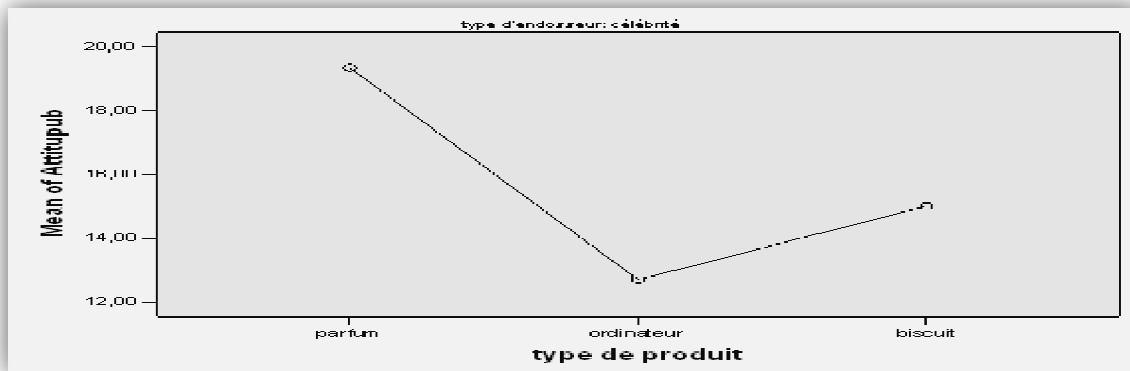


Table 2: Congruence Effect between Celebrity and Perfume on Attitude towards Advertising

Dependent : Attitude towards Advertising						
	N	Averages	Sum of Averages	Average Square	F	Sig.
Celebrity/Perfume	114	19.33	2577.94	1288.97	40.86	0.000
Celebrity/ Computer	113	12.70				
Celebrity/ Biscuit	113	15.01				

The ANOVA results show that the relationship between the endorser congruence (celebrity / perfume) and the attitude towards advertising is significant (Sig. = 0.000 < 0.05, F = 40.86). **H2 is confirmed.** Thus, the analysis of diagram 3 shows that more the celebrity endorser is congruent with the endorsed product (cosmetic product), he generates more favorable attitudes towards advertising than when he endorses a technological product and an ordinary product.

Diagram 6: Averages of Attitude toward Advertising between Celebrities by Product Type



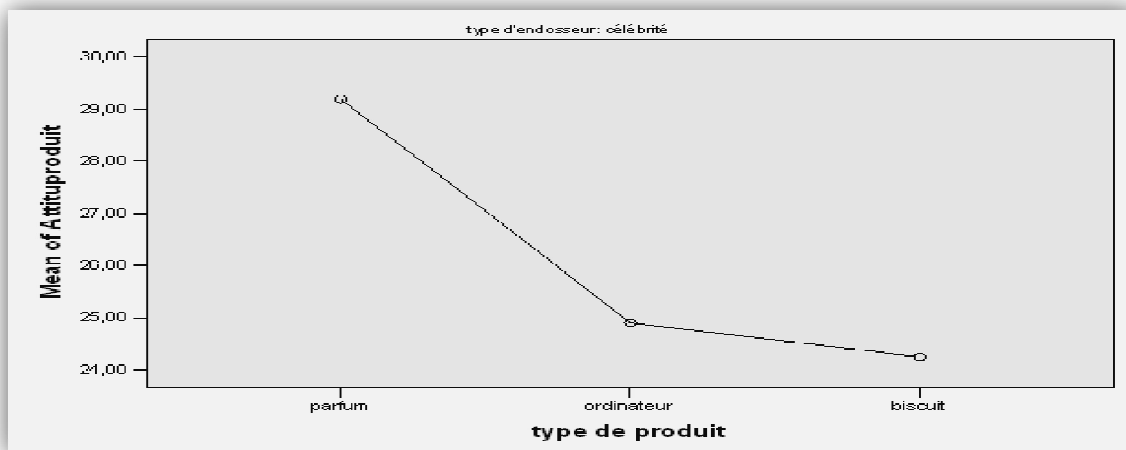
Hypothesis 3: The congruence between an attractiveness celebrity endorser and a cosmetic product has a significant positive effect on attitude towards the product.

Table 3: Congruence Effect between Celebrity and Perfume on Attitude towards the Product

Dependent Variable : Attitude towards the product						
	N	Averages	Sum of Averages	Sum Square	F	Sig.
Celebrity/Perfume	114	29.19	1637.75	818.87	10.42	0.000
Celebrity/ Computer	113	23.90				
Celebrity/ Biscuit	113	24.25				

The ANOVA results show a significant positive effect (Sig = 0.000 < 0.05, F = 10.42) between congruence (celebrity / perfume) and attitude towards the product. H3 is confirmed. We find that celebrity generates more favorable attitudes towards the product when he endorses a cosmetic product than a technological and or ordinary product. These are confirmed by the following diagram:

Diagram 7: Averages of the Attitude towards the Product of Celebrity According to the Product Type



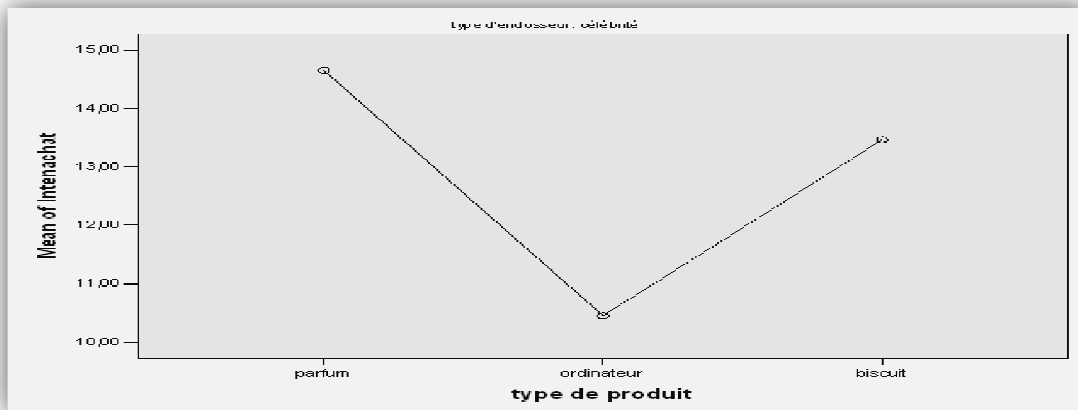
Hypothesis 4: The congruence between an attractive celebrity endorser and a cosmetic product has a significant positive effect on the intention to purchase.

Table 4: Congruence Effect between Celebrity and Perfume On The Purchase Intention

Dependant variable : Intention to purchase						
Celebrity/ Perfume	N	Averages	Sum of Averages	Sum Square	F	Sig.
Celebrity/ Perfume	114	14.65	1064.90	532.45	17.85	0.000
Celebrity/ computer	113	10.44				
Celebrity/ Biscuit	113	13.46				

The results show a significant relationship (Sig = 0.000 < 0.05, F = 17.85) between the congruence (celebrity / perfume) and the purchase intention. H4 is confirmed. We find that more the celebrity is congruent with the endorsed product; he generates more favorable buying intentions. These findings are confirmed by the following diagram:

Diagram 8: Celebrity Purchase Intent Averages By Endorsed Product Type



Analysis and interpretation of Simple Linear Regression results

Hypothesis 1: The congruence between an attractive celebrity endorser and a cosmetic product has a significant positive effect on the endorser credibility.

Table 5: Credibility Congruence Effect

Dependent Variable : Credibility							
Model	Unstandardized coefficient		Standardized coefficient	t	Sig	F	R ²
	B	Standard Error	Beta				
Constant	33.45	0.634	0.781	52.75	0.000	1591.5	0.61
Congruence	0.915	0.023		39.89	0.000		

The table results show that the relationship between congruence and credibility is significant (Sig = 0.000 < 0.005) and positive (t = 39.89 > 1.96, F = 1591.5). R2 = 0.61, which means that congruence accounts for 61% of the perceived credibility endorser. H1 is confirmed.

Hypothesis 7.1: The endorser credibility has a positive significant effect on attitudes toward advertising.

Table 6: Credibility Effect on Attitudes towards advertising

Dependent variable : Attitude towards advertising							
Model	Unstandardized coefficient		Standardized coefficient	t	Sig	F	R ²
	B	Standard Error	Beta				
Constant	1.046	0.558	0.681	0.061	0.000	709.890	0.411
Credibility	0.258	0.010		0.000	0.000		

The simple linear regression results show that the relationship between credibility and attitude towards advertising is significant ($\text{Sig} = 0.000 < 0.05$) and positive ($t = 26.64 > 1.96$, $F = 709.890$). $R^2 = 0.411$, which means that the endorser credibility accounts for 41.10% of the attitude towards advertising. H7.1 is confirmed

Hypothesis 7.2: The endorser credibility has a significant positive effect on attitude towards the product.

Table 7: Credibility Effect on attitude towards the product

Dependent variable : Attitude toward the product							
Model	Coefficient non standardisés		Standardized coefficient	t	Sig	F	R ²
	B	Standard Error	Beta				
Constant	10.40	0.877	0.781	11.86	0.000	288.08	0.221
Credibility	0.258	0.015		16.97	0.000		

The linear regression results show that there is a significant relationship ($\text{Sig} = 0.000 < 0.05$) and positive ($t = 16.97 > 1.96$, $F = 288.08$). $R^2 = 0.221$ which means that credibility accounts for 22.1% of the attitude towards the product. H7.2 is confirmed.

Hypothesis 7.3: The endorser credibility has a significant positive effect on the intention to purchase.

Table 8: Credibility Effect on Intent to purchase

Dependent Variable : Purchase Intention							
Model	Unstandardized coefficient		Standardized coefficient	t	Sig	F	R ²
	B	Standard Error	Beta				
Constant	3.18	0.573	0.671	5.55	0.000	274.41	0.221
Credibility	0.165	0.010		16.56	0.000		

The linear regression results show that there is a significant ($\text{Sig} = 0.000 < 0.05$) and positive ($t = 16.56 > 1.96$, $F = 274.41$) relationship between credibility and intention to purchase. Hypothesis 7.3 is confirmed.

Hypothesis 5 postulates that attitude towards advertising has a significant positive effect on attitudes towards the product.

Table 9: Attitude towards Advertising Effect on attitude towards product

Dependent Variable : Attitude towards product							
Model	Unstandardized coefficient		Standardized coefficient	t	Sig	F	R ²
	B	Standard Error	Beta				
Constant Attitude towards Advertising	11.00	0.539		20.39	0.000	761.53	0.428
	0.895	0.032	0.654	27.59	0.000		

The table results show that the relationship between attitude towards advertising and attitude towards the product is significant ($\text{Sig} = 0.000 < 0.05$) and positive ($t = 27.59 > 1.96$, $F = 761.53$). $R^2 = 0.428$ which means that the attitude towards advertising accounts for 42.80% of the attitude toward the product. H5 is confirmed.

The hypothesis H6 postulates that the attitude towards the product has a significant positive effect on the intention to purchase.

Table 10: Effect of Product Attitude on the Purchase Intent

Dependent Variable : Intention to purchase							
Model	Unstandardized coefficient		Standardized coefficient	t	Sig	F	R ²
	B	Standard Error	Beta				
Constant Attitude towards the product	2.46	0.423	0.613	5.81	0.000	611.26	0.375
	0.389	0.016		24.72	0.000		

The table results show that the relationship between the attitude towards the product and the purchase intention is significant ($\text{Sig} = 0.000 < 0.05$) and positive ($t = 24.72 > 1.96$, $F = 611.26$). $R^2 = 0.375$ which means that the attitude towards the product accounts for 37.5% of the purchase intention. H6 is confirmed.

From our empirical results, we can say that celebrity is more attractive than non-celebrity endorsers (expert and ordinary consumer). He is perceived to be more congruent when he is associated with a cosmetic product "perfume" than a technological "computer" product or an ordinary product "biscuit" and generates more favorable credibility, attitudes and purchasing intentions (H1, H2, H3 and H4 are confirmed). Thus, celebrity endorsers are perceived as attractive and charming people. Because of this, they are perceived as more persuasive when associated with products related to physical beauty (perfume, face cream, shaving cream, jewelry, etc.). They subsequently generate favorable attitudes and buying intentions. This confirms the results of Backer and Churchill (1977), Kahle and Homer (1986), Kamins (1990), and Till and Busler (2000).

The longer the endorser is perceived as credible, the more likely he will produce favorable attitudes towards the endorser, the product as well as favorable purchasing intentions (H7.1, H7.2, H7.3 are confirmed) since he is perceived more persuasive. Thus, credibility has a significant positive effect on the attitude towards the product and the intention to purchase. From the above, we emphasize the importance of credibility notion in advertising strategies, since it has a positive impact on the advertising appreciation, the product and can also influence receiver's intention to purchase. This converges with the research of Ohanian (1991), O'Mahony, Meenaghan (1998), Sternal, Philips and Dholokia (1978), and Goldsmith et al (2001). According to our research, H5 assumes that the attitude towards advertising has a significant positive influence on attitude towards the product. More the receiver appreciates the advertisement in question, more he will have the opportunity to take more interest in the promoted product and subsequently to pay more attention to it. These results converge with Kamins and Gupta (1994), Frieden (1984), Kahle and Homer (1985), and Till and Busler (1998).

H6 assumes that the attitude towards the product has a significant positive effect on the purchase intention. Also, we can say that more the receiver appreciates advertising, more he will give attention and interest to advertising. Thereafter, he may form a more favorable attitude towards the product and the intention to buy or test the product in question (H6 is confirmed). Our empirical findings are consistent with previous work by Friedmen and Friedmen (1979), Kahle and Homer (1985), Smith, Siemens and Fisher (2008), and Irene Roozen (2008).

5. Conclusion

We can conclude that the congruence between the endorser characteristics (endorser attractiveness) and the endorsed product characteristics (cosmetic product) is a research topic of vital importance in the advertising strategies success. Indeed, our research findings are consistent with the work that highlights this important point (Kamins, 1990, Friedman and Friedman, 1979; Smith, Siemens and Fisher, 2008 and Gupta, 2014).). So, more the endorser is congruent with the product he endorses, more he will generate more favorable attitudes in terms of advertising, product and buying intentions. Stimulate the intention to buy the promoted product is the first goal of any business through a given advertisement. Therefore, selecting appropriate and credible endorsers in advertising is a managerial decision for the advertising campaign success, the induction of favorable attitudes and buying intentions.

Our research shows that the congruence notion in advertising has a significant importance since it influences the receptor's attitude formation process. In fact, taking this concept into account in the managerial world can guarantee the campaigns success of certain advertising at considerable cost. Since we have noticed a growing enthusiasm for endorsers celebrity in previous research like those of Kamins (1990) and Till and Busler (2000). We emphasized the persuasive impact of an Arab celebrity on attitudes and behaviors in our Tunisian context.

Choosing the right celebrity with the right product type is a strategic reflection for the company that questions its success and notoriety. Thus, we focused our reflection on the credibility notion that is essential to meditate the congruence effect and the advertising persuasion process. More the endorser is congruent with the endorsed product, he is perceived more credible. This notion is closely linked with the congruence notion. This can determine the success of certain advertising strategies.

Following this research, we want to conduct an analysis of the general behavior of the Tunisian consumer with regard to the perceived congruence (celebrity / product) that is frequently used in advertising strategies.

This allowed us to identify the following information:

The analysis of the consumer behavior with regard to the different associations (endorser / product), revealed to us that: the Tunisian consumer develops a certain attention to the celebrity beauty when he endorses a product related to its domain activity. For example, the star "Nancy Ajram" is judged to be very attractive, more expert and more persuasive when she is associated with perfume. For the other two products (computer and biscuit), she is considered beautiful but less expert to endorse a technological product "computer" and subsequently non-persuasive. The Tunisian receiver pays some attention to the advertising poster, he tries to understand and to dissect the different links and details existing in the poster. He wants to be persuaded before being influenced. The idea is to use the appropriate endorser with the proper product in the right advertising context since the stars do not generate favorable attitudes for any product. Indeed, the perceived credibility of posters, more precisely, the endorsers credibility has played an indispensable role in triggering favorable attitudes among Tunisian receivers. This analysis of the Tunisian consumer behavior with regard to congruence (celebrity / product) seems to be crucial for the success of certain endorsement strategies and for certain advertising campaigns.

6. Research Limitations

- " Non-natural "exposure conditions related to receptor's concentration which may be different or less interesting during a natural advertising exposure.
- The absence of moderating variables such as product involvement, age of receptors, culture that may moderate the influence of persuasive processes.

7. Future Research Pathways

- 1- Studying the congruence impact between the product and the endorser in an other media such as television or social networks on other advertising effectiveness indicators (memorization, attitude towards the brand, etc.).
- 2- To address the congruence concept in other facets such as the congruence between the endorser kind and the product kind (male endorser / male product). Also, the congruence between the endorser gender and the target kind (female endorser / female target or male endorser / male target). Indeed, the congruence between the celebrity image and the brand image presents a very interesting investigation field.

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