Celebrity Endorsement: How It Works When a Celebrity Fits the Brand and Advertisement

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Abstract—Celebrities are admired, appreciated and imitated all over the world. As a natural result of this, today many brands choose to work with celebrities for their advertisements. It can be said that the more the brands include celebrities in their marketing communication strategies, the tougher the competition in this field becomes and they allocate a large portion of their marketing budget to this. Brands invest in celebrities who will represent them in order to build the image they want to create.

This study aimed to bring under spotlight the perceptions of Turkish customers regarding the use of celebrities in advertisements and marketing communication and try to understand their possible effects on subsequent purchasing decisions. In addition, consumers' reactions and perceptions were investigated in the context of the product-celebrity match, to what extent the celebrity conforms to the concept of the advertisement and the celebrity-target audience match.

In order to achieve this purpose, a quantitative research was conducted as a case study concerning Mavi Jeans (textile company). Information was obtained through survey. The results from this case study are supported by relevant theories concerning the main subject. The most valuable result would be that instead of creating an advertisement around a celebrity in demand at the time, using a celebrity that fits the concept of the advertisement and feeds the concept rather than replaces it, that is celebrity endorsement, will lead to more striking and positive results.

Keywords—Celebrity endorsement, product-celebrity match, advertising.

I. INTRODUCTION

THE use of celebrity endorsement is increasing heavily with each passing day. This situation can sometimes be perceived as an obligation. When one of the competing firms in some sectors where intensive competition prevails in Turkey uses a celebrity in its advertisements or marketing communication, other rival firms feel obliged to use another celebrity in response to this.

In such cases, brands that do not use celebrities also feel concerned that their brands can be perceived less competitive. This state of the affairs leads more and more brands to allocate greater budgets to advertisements and celebrities.

Hamis Pringle, in the introduction to his book titled "Celebrity Sells", underlines the fact that the celebrities who have become famous thanks to the media begin to play a leading part as a role model in various fields of our lives again thanks to the media. Pringle points out that many choices we make in our lives, from various products we eat and drink to our hair, make-up and the brands we wear are related to the

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interaction of the celebrities as role models in our lives. Therefore, Pringle points out that marketing communicators and advertisers regard celebrities as effective weapons for their brands to enter the perceptual universe of their prospective customers and get a foothold there, and that the use of celebrities will further increase in the future [1].

In the early 2000s in the USA, celebrities were used in 25% of all advertisements whereas in Great Britain in nearly one out of five advertisement campaigns celebrities were used [2] [3] . It is seen that the use of celebrities in Turkey sometimes reaches almost 70% as in Japan [4]. In 2013, the use of celebrities is still the highest in Japan and Korea, where over 40 percent of TV ads feature celebrities, and the lowest in Ukraine, Sweden, and Canada, where the proportion is under 5 percent. It is 10 percent in the U.S., and 12 percent in the UK [5].

In a study conducted in Turkey in 2013, it was found that the use of celebrities was at its highest in Europe with a rate of almost 40%. It was also discovered that at least one celebrity was used in all of the advertisements that were best liked, best remembered and most talked about in 2013 [6].

The main purpose of an endorsement strategy is to create an emotional attachment between the endorser and the consumer in order to increase product and brand awareness and improve the image of the company [7].

However, ad legend David Ogilvy once pointed out that a celebrity testimonial has a below average ability to win over consumers. Audiences assume (and rightly so) that the celebrity has been paid a healthy sum to appear in the ad and conclude that their endorsement has been bought. Even worse, the audience has a way of remembering the celebrity but forgetting the product [8].

Every Advertisement aims to create awareness and arouse interest in the minds of customers. While celebrities may generate higher levels of attention, the impression is not always strongly linked to the advertised brand. And while you may have caught the audience's attention with a celebrity, if they don't remember what the ad was for, this means it failed. The fact that the celebrity used in an ad is remembered but the brand being advertised is not remembered is a huge disadvantage for the brand. Moreover, one of the disadvantages is that the use of celebrities costs hefty sums. In addition to this, when celebrities are involved in the advertisements of rival brands or represent various different products, their potential to be effective drops [9].

At the same time, when negative news emerges about the celebrity, then the image of the brand he/she represents may be impaired [10].

In a meta analysis that Amos et al. conducted in 2008 on the literature of celebrity endorsement covering a period of over 30 years, negative information about the celebrity exercised the largest impact on celebrity endorsement effectiveness in advertising. This result underscored the high risk associated with using celebrity endorsers as well as the huge impact negative information about that celebrity can have on consumer perceptions. [11].

This finding also suggests that when negative information about a celebrity endorser emerges, the revelation can dilute the equity of the product/brand associated with the celebrity.

Given the aforementioned possible negative impacts and challenges of celebrity endorsement, it will be hard to say that any brand that uses celebrities in its ads will be successful at all times. In this sense, it is not very easy for advertisers to find the right celebrity to represent their brand. Besides not being able to create the desired positive effects due to a use of celebrity, in which each stage has not been carefully implemented, it is likely that the brand will both lose large sums of money owing to this use of celebrity and have its image damaged [12], [13].

II. REVIEW OF LITERATURE

It is also important to be clear at the outset about what is meant by 'celebrities' because there are many famous and successful brand campaigns which feature people (real or created), animals, cartoons, animatronics and puppets that started off as anonymous characters, but, through media exposure and their likeability, become extremely well-known brand ambassadors and even quasi-celebrities in their own right [14].

A **celebrity** is a person, who has a prominent profile in day-to-day media and, because of this, commands some degree of public fascination and influence. A celebrity is usually expected to be wealthy (commonly denoted as a person with *fame and fortune*), implied with great popular appeal, prominence in a particular field, and is easily recognized by the general public [15].

A celebrity endorser is an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed [16]. Another definition by McCracken is: *"Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement* [17]". Celebrities are used in ads in two ways: Celebrity license and celebrity endorsement. With a celebrity license, the individual affixes their likeness or logo to a product, while with celebrity endorsements; the star lends their name to someone else's product. It is these endorsements which, although risky, are the more relevant for marketers [18].

Celebrity endorsement appears in different forms in ads and marketing communication; celebrity as a presenter, celebrity playing themselves, celebrity as a brand character, celebrity as an expert, celebrity as a role model, celebrity cast against type, celebrity acting a part, celebrity revealing something, celebrity interacting, celebrity as a representation [1].

The type of celebrity used varies significantly by region. In Asia Pacific, around half of the ads featuring celebrities use film stars; this drops to 12 percent in Latin America. The second most popular type of celebrity is TV presenters; this is 35 percent in Latin America, but drops to 10 percent in Africa. It is also apparent that in Asia, local celebrities are far more likely to be used, whereas in the U.S the split between local vs. international celebrities is closer to 50:50 (probably because U.S. celebrities are more likely to be internationally known [5].

Although it is not easy to create a positive image regarding the ad and the brand through the celebrities used in ads, a significant attitude can be formed concerning the ad and the brand if the use of celebrity becomes successful.

Erdoğan summarizes the benefits and advantages of celebrity use as increased attention, image polishing, brand introduction, brand repositioning, and underpinning global campaigns [19]. Celebrity endorsement strategy can be an effective competitive weapon in mature and saturated markets in order to differentiate products from competitors' since there is a heavy advertising clutter and almost no room for actual product differentiation in markets, as long as the 'right' celebrity is found [19].

The purpose of celebrity use in advertisements is to attract the attention of consumers and enable them to turn to the ad, and at the same time increase the rates of remembrance for the product and the brand name [16], [20].

Many studies conducted in this regard have shown that the use of celebrities in ads may make positive contributions to creating positive attitudes towards ads and the brand, remembering the message of the ad, liking the ad and preserving it in long term memory, and forming purchase intentions [21]-[25].

A. Source Credibility and Attractiveness

All of the positive effects we have listed above, which are intended to be created by using celebrities in ad, are expected of celebrities. In this context, the studies conducted in the field indicate that consumers attribute the effectiveness and validity of the message in ads where celebrities are used to the celebrity used and that this associated with the level of a expertise and trustworthiness of the celebrity which we can explain as source credibility [26]. "Source credibility" is a term commonly used to imply a communicator's positive characteristics that affect the receiver's acceptance of a message [27]. The credibility of celebrity endorsers is considered to consist of three constructs: attractiveness, trustworthiness, and expertise [27].

The Source Credibility Model was first proposed by Hovland, Janis and Kelley in 1953 and it was argued that the two main components that affected the credibility of the message which the source sent were expertise and trustworthiness. Expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions about the object or issue, and trustworthiness is referred to as the degree of consumer's confidence in the communicator's

intent to communicate the assertions she or he considers most valid [28].

Attractiveness, which is the third component of source of credibility, depends on a study conducted by McGuire. McGuire argued that three important components of source were credibility, attractiveness and power. Attractiveness means the perceived appeal of the source. Communicator physical attractiveness is operationally defined as the degree to which a person's face is pleasing to observe, and is determined through a consensus of judges [29], [30].

Three major factors stand out in the context of source attractiveness model and work for the effectiveness of the message. These are the familiarity, likeability, and similarity of the endorser (source) [31], [27].

It has been argued that when the celebrity used in ads is an expert in his or her relevant field and is perceived by the target audience in the same way, the celebrity used may positively influence the memoribility of the brand and the purchase intention. Moreover, if the expertise and credibility of the celebrity used in the ad are perceived to be high, this enables advertisers to project a credible image in terms of expertise, persuasiveness, trustworthiness, and objectiveness [13], [19].

B. Meaning Transfer Model

The Source models (attractive and credibility) have been unable to explain convincingly why one celebrity has created a positive attitude towards a brand in the ad of that brand but has not been able to create similar positive results in another. In this context, another model worth exploring together with "Source Credibility and Attractiveness" is "Meaning Transfer".

McCracken investigated the endorsement process from a cultural perspective and pointed out that endorser's effectiveness was associated with the meaning the endorser brought to the process [17]. The effectiveness of a celebrity who is the endorser of a brand in an ad comes from the cultural meanings he or she has innately or is equipped with.

Each celebrity bears a group of unique meanings such as their personality, attitudes, lifestyles, and even gender and age.

The role of the celebrity acting in ads is not only to be credible and attractive but at the same time create absolute and conspicuous meanings that will be found strongly convincing and beneficial by consumers [17].

In the transfer model, the celebrity is a persuasive communicator with imaginary roles based on him or her and while consumers are influenced by a specific characteristic of that celebrity, they are in fact influenced by a specific made-up characteristic of that celebrity.

It has been demonstrated by Langmeyer, & Walker that celebrities possess symbolic meanings and they pass on these symbolic meanings to the products they endorse. Unendorsed products tend to have symbolic meanings that are diffuse and undifferentiated compared to the more dimensionalized and unique symbolic meanings of endorsed products [32].

In this context, it has been argued that the intended meaning transfer through the use of celebrity in ads takes place in three stages. In the first stage of the "Meaning Transfer" model the meanings generated from political campaigns, athletic achievements and performances and/or distant movie performances, reside in celebrities themselves [17].

In the second stage, meanings pass on to the product or the brand through the use of ads and celebrities. And in the last stage, meanings have now passed from the product or the brand to the consumer. At this point, the characteristics of the brand have now become characteristics that the consumer possesses.

Therefore, the celebrities who deliver meanings that match with the endorsed product tend to be more effective compared to celebrities who mismatch with the product endorsed [17].

C. Match between Celebrity and Brand / Product

After the models that explore the credibility and attractiveness of the source in celebrity use, another factor that might increase success of ads that use celebrities is called the "Celebrity-Product Match-Up".

Studies underline the fact that besides the brand that is the subject matter of the ad, and the credibility and attractiveness of the celebrity starring in the ad, there should be a match between the brand and the celebrity. In order for the credibility of the celebrity to increase and have a favorable impact on the brand in question, there should be a congruence, a "match", and a "fit" between the product being endorsed and the credibility of the celebrity; moreover, there must be congruence or fit between the product and the celebrity in terms of characteristics such as image, expertise or attractiveness [9], [16], [33]-[35].

In brief, this "match-up" hypothesis, which in general suggests that the message conveyed by the image of the celebrity and the image of the product should converge in effective advertisements, implies a need for congruence between product image and celebrity image *on an attractiveness basis* [36].

III. METHODOLOGY

This study intends to discover how the issues about the use of celebrities in ads, which are covered in literature review, are perceived by people. In this scope, the basic research questions of the study are given below;

RQ1: How do people perceive the ads where celebrities appear and what criteria come to the foreground in these ads?

RQ2: What effect does the celebrity endorser/brand (product) fit have on celebrity endorsement effectiveness?

A. Sample and Procedure

The sample of the study was selected from among the individuals living in Konya. Since the purpose was to gather information from the target audience without making generalizations, Quota sampling was used based on age variable. As the target audiences of the ads of the two textiles firms which were included in our study consisted of young people, the distribution was made accordingly. Of those interviewed within the scope of the study, 36.4% were between 17 and 25 years old, 26.2% between 26 and 35, 26.1% between 26 and 45 and 11.3% were 46 and above.

Especially those at the age of 46 and above were not among the basic target audiences of the sample ads, their quotas were kept low. Interviews were held with a total of 682 individuals and the data were collected using the face-to-face survey technique.

B. Measurement

The survey form used for the collection of the data consisted of three parts. The first part contained statements that were intended to measure the perceptions about the use of celebrities in ads. These statements were formed on the basis of points mentioned in the relevant literature such as the effect of celebrity use on the viewing and attractiveness of the ad, perception and recall of the message of the brand and the ad, reflections of the source reliability and attractiveness on ads, product-celebrity match and negative effects that celebrity use might create. The statements prepared were presented to the attention of 3 experts for face validity and amendments were made in line with their views. The reliability analyses were made after the statements were administered to 50 individuals as a pre-test 28 items that had reliability were used (Cronbach's alpha=.907). The second part consisted of statements involving evaluations about the ads of the two brands that used celebrities. Both of these brands are ones with high source credibility and source attractiveness. On the other hand, the brand/celebrity match was high in one brand (MAVİ JEANS) but low in the other (LCW). The statements in the first part were used as a basis in forming the statements about the ads of these brands and again a pre-test was administered. The third part asked about socio-demographic information. Findings were presented with means and standard deviations that revealed descriptive statistics, making factor analyses to discover perceptions about the use of celebrities in ads. In order to measure the level of agreement with all these statements, a one-to-five point scale which ranged between "strongly disagree" and "strongly agree" was used.

IV. FINDINGS AND COMMENTS

A. Attitudes towards and Perceptions about the use of celebrities in ads

In this section, the means and standard deviations of the 28 statements prepared to reveal attitudes towards the use of celebrities in ads are shown and evaluated.

TABLE I
OVERALL ATTITUDES TOWARDS CELEBRITY USE MEANS AND STANDARD DEVIATIONS

		Means	Standard Deviation
1.	ads in which celebrities appear attract me more	3.88	1.115
19.	i think some celebrities represent (fit) some brands very well.	3.84	.974
20.	i watch with interest the ads of a brand that uses a comic actor in its ads and i do not usually forget them easily.	3.72	1.078
3.	i find ads where celebrities are used more interesting than other ads.	3.66	1.176
2.	i think brands that use celebrities in their ads are stronger.	3.60	1.171
5.	i think celebrities who are respectable and reliable are important role models for the society.	3.60	1.158
9.	i do not easily forget the brands in whose ads celebrities have appeared.	3.54	1.147
11.	when celebrities who i trust appear in ads, this causes me to trust the brand they represent.	3.37	1.146
23.	i do not find sincere the messages of brands in which i think there is a mismatch between the celebrity acting in the ad and the brand.	3.36	1.148
13.	my attitudes towards a brand could be positive or negative depending on the images of the celebrities in my mind.	3.29	1.132
14.	i think the brands in the ads where celebrities appear are big brands in turkey.	3.29	1.190
25.	i would like to try the products in ads where celebrities who i like have appeared.	3.26	1.154
27.	i would like to use the products which stars who i like or find very attractive use or represent.	3.21	1.166
28.	when i see a celebrity in the ads of more than one brand, my trust in both the brand and the celebrity gets weak.	3.17	1.237
6.	i think brands that feature celebrities in their ads are more prestigious.	3.16	1.129
26.	i do not find reliable the brands in the ads which feature celebrities who have a negative image in my mind due to their private lives.	3.16	1.231
31.	i find more realistic the messages of celebrities who i like and whose private lives i follow.	3.09	1.170
17.	i would like to watch again and again the ads in which celebrities who i like and adore.	3.07	1.232
18.	seeing very famous sport celebrities acting in the ads of a brand leads me to think that that brand is strong and big brand.	3.05	1.198
15.	i am led to think that a brand which stars a comedian i like a lot in its ads is a big brand.	3.03	1.192
21.	i find ads featuring celebrities more fun and i watch them many times.	3.03	1.226
29.	hearing negative things about **a** celebrity who i used to trust may negatively influence my ideas about the brand in whose ad he or she appears**.**	3.03	1.203
12.	when celebrities acting in series that i like appear in ads in the same role as in the series, this clearly expresses the promise of the brand to me.	2.98	1.080
24.	seeing celebrities in ads using a product or a service provides me with information about what i should buy.	2.89	1.137
4.	i think that the brands in ads in which celebrities appear are more reliable.	2.88	1.129
33.	ads in which celebrities appear are more convincing for me.	2.85	1.192
16.	when famous sport stars appear in the advertisement of a brand, this indicates that that brand is a very reliable brand**.**	2.78	1.169
30.	i think using the brand in whose ads celebrities appear will make me more respectable.	2.31	1.144

When the statements which were asked to determine individuals' attitude towards the use of celebrities in ads are evaluated according to their arithmetic means in the 5-item Likert type scale, it is possible to make the observation that in the first group, celebrities raise the level of attention and liking towards the advertisement.

The arithmetic means of the statements in the first group vary between 3.88 and 3.54. The statement from the first group "Ads in which celebrities appear attract me more" has the highest average with a 3.88 arithmetic mean and 1.115 standard deviation. Therefore, this may mean that when people see celebrities in ads, it leads viewers to direct their attention to those ads.

In this group, participants also stated that they watched ads in which celebrities appeared with greater attention and that they did not easily forget the ads and brands in which celebrities appeared.

The arithmetic means of the statements in the second group vary between 3.37 and 3.03. When the statements in this group are examined, we see that people say that they would like to try or use the products of the brands in the ads where celebrities who they like or are affected by, which indicates that the likeability and attractiveness of the celebrities as sources increase in direct proportion to their purchase intention. In this group, people also point that if celebrities about whom they had a negative image in their minds appear in ads, they did not trust the brand in the ad, either; conversely, if they had a positive image in their minds about the celebrity in the ad, they associate it with the brand. In this group, we see in a sense that the images of celebrities in people's minds may pass on to the brand positively or negatively.

The arithmetic means of the statements in the third and final group vary between 3.03 and 2.31. When the statements in this group are examined, it can be said that since the comedy stars are perceived to be the highest earning celebrities and this causes the brands using them as their faces in advertisements to be perceived to be stronger, which in turn contributes to the ad being viewed and liked more.

B. Factor Analysis for Celebrity Use in Ads

When factor analysis is applied to the 28 statements mentioned above, 5 factor solutions emerge explaining 51.7% of the total variance regarding the use of celebrities in ads. The total reliability value of the 28 statements used here is quite high (Cronbach's Alpha= .907). Moreover, the reliability values of the statements in each factor are also very high and fit for use. These factors are listed below in order.

TABLE II
FACTOR 1: SOURCE CREDIBILITY AND PURCHASE INTENSION

		Mean	Factor Loading
27	i would like to use the products which stars who i like or find very attractive use or represent.	3.21	.630
25	i would like to try the products in ads where celebrities who i like have appeared.	3.26	.615
30	i think using the brand in whose ads celebrities appear will make me more respectable.	2.31	.610
31	i find more realistic the messages of celebrities who i like and whose private lives i follow.	3.09	.564
12	when celebrities acting in series that i like appear in ads in the same role as in the series, this clearly expresses the promise of the brand to me.	2.98	.555
33	ads in which celebrities appear are more convincing for me.	2.85	.541
24	seeing celebrities in ads using a product or a service provides me with information about what i should buy.	2.89	.502
13	my attitudes towards a brand could be positive or negative depending on the images of the celebrities in my mind.	3.29	.399
	Reliability (Cronbach's Alpha)	.807	
	Eigenvalue	3.66	
	Variance explained	13.1	

The statements in the first factor are mainly statements that are associated with the credibility, attractiveness and purchase intention of the celebrities in the ads. Therefore, it would be appropriate to call this factor Source Credibility/Attractiveness and Purchase Intension. When the statements in this factor are examined, it is observed that especially three statements with the highest factor loading value indicate that people have a positive purchase intention towards the brands that celebrities who they like, find impressive and attractive represent.

Participants state that they especially recognize the endorsement of celebrities who they feel closer to themselves, whose lives they closely follow who they like and associate with themselves and that they foster a positive purchase intention towards the brands these celebrities represent. In this sense, it is observed that three components of source attractiveness, i.e. familiarity, likeability and similarity are correlated with a strong purchase intention [31], [27]. Moreover, they state that seeing celebrities using a product in ads and the expertise of celebrities are informative and persuasive regarding what they should use.

This factor is the one that stands out most among the interviewees concerning the use of celebrities in ads. Therefore, we can say that when using celebrities in ads, we should not ignore especially the credibility (expertise) and attractiveness of celebrities in persuading consumers, and trying or purchasing a product.

TABLE III
FACTOR 2: MEANING TRANSFER & SALIENCY

		Mean	Factor Loading
2	i think brands that use celebrities in their ads are stronger.	3.60	.684
1	ads in which celebrities appear attract me more	3.88	.659
3	i find ads where celebrities are used more interesting than other ads.	3.66	.637
4	i think that the brands in ads in which celebrities appear are more reliable.	2.88	.595
6	i think brands that feature celebrities in their ads are more prestigious.	3.16	.578
5	i think respectable and reliable celebrities are important role models for the society.	3.60	.544
11	when celebrities who i trust appear in ads, this causes me to trust the brand they represent..	3.37	.452
	Reliability (Cronbach's Alpha)	,812	
	Eigenvalue	3,37	
	Variance explained	12,0	

The use of celebrity endorser may help by creating and maintaining consumer attention to advertisements. Celebrities also help advertisements *stand out* from the surrounding clutter [19]. In this context, the second factor regarding the use of celebrities in ads is called "Meaning Transfer & saliency". When the statements in the factor are examined, it is seen that people find ads where celebrities appear more interesting and find such ads more attractive and worth watching.

Today, in an environment where many television channels broadcast via different platforms and people are online even when they are watching TV, it is very important for ads to draw the attention of viewers. Accordingly, it is essential for the message to be spread that celebrities appearing in ads manage to draw the attention of viewers, be followed with interest, and at the next stage become viral through any kind of online social networking.

A noteworthy point regarding the second factor is that the meaning transfer. Especially the participants who responded to our inquiry think that the brands in ads where celebrities appear are strong and reliable brands and equal this to the reliability of the celebrity in the specific ad. The statement that celebrities with high credibility in their minds are role models has quite a high loading value.

TABLE IV
FACTOR 3: RECALL & ENTERTAINMENT

		Mean	Factor Loading
20	i watch with interest the ads of a brand that uses a comic actor in its ads and i do not usually forget them easily.	3.72	.705
17	i would like to watch again and again the ads in which celebrities who i like and adore.	3.07	.677
21	i find ads featuring celebrities more fun and i watch them many times.	3.03	.591
19	i think some celebrities represent (fit) some brands very well.	3.84	.503
9	i do not easily forget the brands in whose ads celebrities have appeared.	3.54	.488
	Reliability (Cronbach's Alpha)	.723	
	Eigenvalue	2.79	
	Variance explained	10.0	

The statements in the third factor are mostly concerned with finding the ad worth viewing, liking it, the match between the ad and the celebrity and the recall rate of the ad. In this context, this factor is called "Recall & Entertainment".

The participants state that they watch with a great interest especially the ads in which their favorite comedians and celebrities appear. This finding is one which is demanded by all advertisers and media planners. In this way, the ad will be able to attain the expected rates of reach and recall. Because of their fame, celebrities serve not only to create and maintain attention but also to achieve high recall rates for marcom messages in today's highly cluttered environments [16]. The "Celebrity-Brand Match-Up" model suggests that a symbolic match should exist between the celebrity image and the brand image in order for the celebrity endorsement to be effective [17], [34], [35]. In this context, one of the statements in this factor, namely "I think some celebrities represent (fit) some brands very well." becomes more significant.

TABLE V
FACTOR 4: BRAND SUPPORT

		Mean	Factor Loading
15	i am led to think that a brand which stars a comedian i like a lot in its ads is a big brand.	3.03	.745
14	i think the brands in the ads where celebrities appear are big brands in turkey.	3.29	.737
18	seeing very famous sport celebrities acting in the ads of a brand leads me to think that that brand is strong and big brand.	3.05	.590
16	when famous sport stars appear in the advertisement of a brand, this indicates that that brand is a very reliable brand.	2.78	.570
	Reliability (Cronbach's Alpha)	.782	
	Eigenvalue	2.58	
	Variance explained	9.2	

The personalities of celebrities are very strong and they can rapidly change perceptions of a brand [36]. However, building a brand covers a very comprehensive process and it is impossible for celebrity endorsement to replace this process entirely. Yet, brands try creating a strong brand image by making use of the fame and popularity of the celebrities who they involve in their marketing communications. In this context, since factor 4 is composed of statements containing the contributions the celebrities have made to the brand; it is called "Brand Support".

Another point that is worthy attention in terms of this factor is that endorsements by comedians and sport stars who are known to earn a lot help brands look strong and in turn strong brands are found more reliable.

TABLE VI
FACTOR 5: NEGATIVE IMAGE & DOUBLENESS

		Mean	Factor Loading
28	i do not find reliable the brands in the ads which feature celebrities who have a negative image in my mind due to their private lives.	3.17	.723
26	when i see a celebrity in the ads of more than one brand, my trust in both the brand and the celebrity gets weak.	3.16	.690
29	hearing negative things about a celebrity who i used to trust may negatively influence my ideas about the brand in whose ad he or she appears.	3.03	.592
23	i do not find sincere the messages of brands in which i think there is a mismatch between the celebrity acting in the ad and the brand.	3.36	.574
	Reliability (Cronbach's Alpha)	.718	
	Eigenvalue	2.06	
	Variance explained	7.4	

The fifth factor is called "Negative Image/Doubleness". What is interesting as far as this factor is concerned is the presence of negative situations encountered in the use of celebrities. It was stated by the participants that when a celebrity acts as an endorser for more than one brand, this might lead people to lose their respect and faith felt towards both the celebrity and the brand.

It is seen that especially when negative news is heard about a celebrity who was previously found credible, this may have an adverse effect on both the celebrity and the brand [2]. At the same time, in the case of a mismatch between the celebrity and the brand, the messages of the brand and ad are found insincere. Regardless of the strength of association consumers perceive between the celebrity endorser and the product, negative information about celebrity endorsers can put a firm's products and image at risk [11].

C. Evaluation of Ads of the Two Brands

In this section, the views of people who were interviewed regarding the brands MAVİ JEANS and LCW, which use celebrities in their ads, are analyzed via their means and standard deviation values.

Mavi Jeans is one of the leading jeans brands in Turkey and, for more than 3 years, has been using Kıvanç Tatlıtug, one of Turkey's best loved film and series stars and a former model, in its ads. This celebrity has, as a model, high expertise and credibility. At the same time, he is a celebrity with a high level of attractiveness. The brand and the celebrity in question have been working together for a long time (more than 3 years). The celebrity in this case ranked first in a survey about the most trusted celebrity of Turkey in 2013. Again in February of the same year, Kıvanc Tatlıtuğ was in the top 15% in a study on Turkey's role models jointly conducted by MediaCat- Ipsos [37].

This study was conducted to determine young people's role models and people from the age groups 15-35, 36-45 and 46-60 participated. Tatlıtuğ again ranked fifth at a rate of 12.2% in a celebrity-reliability index survey conducted in the year 2012 [37].

Many world famous foreign models (like Adriana Lima) have accompanied this celebrity in the advertisements. This celebrity was chosen because he has very high celebrity/brand (product) match and at the same time very high credibility/ attractiveness values. Moreover, celebrity/ad idea match of this celebrity is also very high.

The second that was investigated within the scope of our study is the textile brand LCW. Again, two film and television series stars with very high credibility/attractiveness in the ads of this brand. In this case, the brand used a celebrity for the first time and broadcast its ads in the same period as the brand in the first case (2013 spring time). The celebrities who appeared in the ads of these two brands within this period appear as stars/writers in the most widely watched television series in Turkey.

Contrary to the first example, there is a celebrity/ad idea match in this case (example) but as we identified in the pre-tests, celebrity/brand (product) match is very low.

Both brands target first the age group 15-35, followed by the age groups 36-45 and 46-60. This age quota is at the same time the age quota determined by Ipsos in its survey titled "Turkey's Role Models" conducted in the year 2013 [37].

In the final section of our study, the average standard deviation scores of the statements belonging to the selected cases exhibit differences. In the first case, where Celebrity/Brand match is high (Mavi Jeans Company/Kıvanç Tatlıtuğ), the perceptions about the brand and the value attributed to the brand are quite high and stand out.

In the survey form containing 25 statements, 3 statements from among the five statements with the highest averages are concerned with the brand and purchase intention. "Mavi Jeans is one of the most successful brands in Turkey" (mean 4.01, standard deviation .897) "Mavi Jeans is a high quality brand" (mean 3.99, standard deviation .910). "Mavi Jeans is a brand I would like to buy as long as my budget allows" (mean 3.95, standard deviation 1.162). The other two statements in this group are related to the attractiveness of the celebrity.

Among the statements in the second group, the statement "I think Kıvanç Tatlıtuğ and the brand Mavi Jeans are very compatible" has a mean score of 3.90 and a standard deviation of 1.083. When the 5 statements in the second group are examined, we see that 3 statements are directly related to the value attributed to the brand. The other two items are about the celebrity's expertise and celebrity/brand (product) match and has a high score.

The statement "I would not get surprised if I saw Kıvanç Tatlıtuğ in Mavi Jeans" is another statement having a high rate of agreement with a mean score of 3.45. In this case) example), the participants find the celebrity/brand (product) match high and the values they attribute to the brand are also positive and high. At the same time, it is also perceived to be a brand that is purchased and constantly wanted to be purchased.

In our second case, where celebrity/brand (product) match is low, we see that, when the top five statements having the highest rate of agreement are examined, all those statements are related to the source attractiveness. The statement "Gülse Birsel is a very successful woman" has the highest rate of

agreement with a mean score of 3.86 and a standard deviation of 1.008.

When we look at the statements in other groups, we see that the agreement with the statement "I would not get surprised if I saw the celebrities in adds at LCW" is quite low (2.84) in comparison to the first case.

When the statements in the last group are examined, we see that the ones with the lowest mean scores are those that are concerned with the purchase intention towards the brand. The statements "I would like to buy the LCW brand as soon as possible" (2.67) and "The ad in which Mehmet Günsur and Gülse Birsel appeared changed my views about LCW in a positive way" (2.63) come in the last two places with the lowest means.

When the mean and standard deviation scores of the statements in the first case and in the second case are compared, we can say that there are significant differences between them. In the first case, Brand perceptions and purchase intention for the Brand are high whereas in the second case, attitudes towards the brand are not very positive and we see that the purchase intention is the statement that receives the lowest mean score. In the second case, the highest mean scores are concerned with the attractiveness of the celebrity used, while in the first case they are concerned with brand image, brand purchase intention, celebrity attractiveness and celebrity/brand (product) match.

IV. CONCLUSION

Our study was study based on two research questions and a two-part research was designed to answer these questions. The first part is concerned with understanding the individuals' overall perceptions and views about the use of celebrities in advertisements. In the first stage of the research, exploratory factor analysis was performed in order to explore the individuals' perceptions regarding the use of celebrities in ads and consequently five factors were identified. These factors were called "Source Credibility and Purchase intension", Meaning Transfer & Saliency", "Recall & Entertainment", Brand Support", "Negative Image & Doubleness".

It was observed that individuals had positive perceptions about the brands in whose ads celebrities who they liked, found experts in their relevant fields and whose private lives they followed closely. It is seen that as a result of these positive attitudes, individuals had a positive trial and purchase intention especially towards the brands in the ads where celebrities they liked appeared. We can say that this situation arose thanks to celebrities who they found likeable, familiar and expert. Given that the rates of television viewing and television series viewing are high in Turkey, we can say that the lives of celebrities who are familiar from the series and have high levels of attractiveness are closely followed and consequently familiarity, similarity and love emerge towards those celebrities. It would not be wrong to say that the ads in which celebrities appear are found at least "worthy of attention" and watched with some level of interest. However, if the celebrity has a reliable image in the minds of individuals, it is understood that values of strength can be transferred to the brand.

Another important result is that the ads where celebrities appear had higher scores of a desire to watch more and repeatedly. Thus, it was determined that the ads, and hence the brands, which were better remembered were those in which usually celebrities were used. Ad*Watch Study, which was conducted by the Ipsos research company in Turkey in 2013, which followed the spontaneous awareness and recognition levels of ads on a weekly independently of categories, found that celebrities were used in all of the 10 best-remembered, best-liked and most-talked-about ads in 2013 [6]. This is in conformity with our findings here.

When a celebrity appears in the ads of more than one brand, this is usually regarded as insincere and unreliable. Moreover, it is observed that when there is discordance in celebrity/brand (product) match, individuals have negative ideas and perceptions about both the celebrity and the brand. In such a case, individuals thought that celebrities appear in ads only to earn money and do not trust them at all when they see them in other ads. However, it is also interesting that they might approve of their trusted celebrities, depending on the manner of use, when they appear in the ads of several different brands, and continue to trust them. Here, it is clearly pointed out that consumers now have become increasingly experienced in regard to ads and the use of celebrities and most important of all if the celebrity appears in an ad as an expert, this is accepted by consumers. If a celebrity acts as an expert and a credible witness in one ad, and appears in another in a role as an extension of their role in a television series and if he/she is a reliable person in general, we can say that possible negative consequences will not occur.

Another important result as far as our study is concerned is that when much-liked comedians appear in different ads in different roles and characters; they make a positive contribution to the ratings and liking of ads. In addition, it is observed that famous sports people who are regarded as successful and strong and at the same time followed closely may earn the brand a strong brand image.

Celebrities appear in ads to draw attention to the ad, enable the brand to be noticed and support the perceptions about the brand but ultimately it is the brand that must remain in mind as a hero. It was found in the second section of our study that when brands employ in their ads celebrities who are liked and followed closely by the target audiences and when the celebrity/brand (product) match is high, the brand might perform a successful meaning transfer. Endorsers who have demographic characteristics similar to those of the target audience are viewed more viable and persuasive [36]. When all these things are achieved, people want to try the products of the brand, buy them again and again and in a sense approve of the promise of the brand.

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