BRAND ENDORSEMENTS: A STUDY INTO THE OPPORTUNITY OF USING
SPOKES-CHARACTERS AS BRAND ENDORSERS

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Abstract
Spokes-character endorsement has grown in popularity because spoke-characters are not likely to humiliate their sponsors with unacceptable off-stage behaviour thus negatively affecting the the image of the sponsor brand. The marketer has greater control on their development by giving them the characteristics that are both effective with the target audience and congruent with the desirable characteristics of the endorsed product. The contribution of this study is in addressing an area in marketing which looks at consumer perceptions of spokes-characters, how these consumer views influence their perceptions of advertisements and brands that use spokes-characters and ultimately the influence on purchase intention. Nine hypotheses were posited and a sample data of 260 were collected from University of Witwatersrand in all five faculties, to empirically test these hypotheses. The results of the study showed that consumers have favourable perceptions towards spokes-characters and advertisement’s that employ spokes-characters. Moreover, the research paper concluded that only spokes-character attractiveness and expertise influence attitude toward the advertisements and spokes-character trust influences attitude toward the brand. Additionally, the study concluded that both attitude toward advertisements and attitude toward brand positively influence purchase intention.

KEYWORDS: Expertise, trustworthiness, attractiveness, purchase intention, brand endorsements
1. INTRODUCTION

Over the years marketers have used many persuasive advertising techniques to increase consumer advertising interest in their advertisements. One of the techniques has been the concept of brand endorsement. Endorsers consist of four categories namely celebrities, employees, spokes-characters and customers (Joghee & Kabiraj, 2013) and the mostly used by marketers are celebrity endorsements (Patel, 2009). Unfortunately, companies that employ a celebrity always run the risk of the brand being influenced by celebrity’s professional and personal life which cannot be controlled and will more often negatively influence the brand endorsed (Erdogan, 1999). Further challenges faced by organizations that employ superstars are that sometimes consumers will focus their attention on the celebrity and fail to notice the brand being promoted. Consequently, the consumer’s interest lacks in assessing merits of the product (Um, 2008) thus watering out the image and associations that are between the celebrity and the brand being endorsed (Temperley, & Tangen, 2006). Additionally, celebrity endorsement can be very costly (Prasad, 2013) because a celebrity might hold out for a large fee at contract renewal time or withdraw, and celebrity campaigns can sometimes be an expensive flops (Kotler & Keller, 2009). Consequently, companies are now in search of more effective marketing communication strategies to persuade consumers and tactics to break through the cluttered competitive environment. As a result, there has been an increase in the use of created animated spokes-characters as endorsers due to technological developments in animation (Kim, 2012) and spokes-characters have proved to increase the impact of advertising campaigns (Kyung, Kwon & Sung, 2011). Spokes-characters are an appealing and safe alternative to human endorsers because a marketer who creates spokes-characters can have greater control on their development for example the energiser bunny used by Energizer batteries and the Michelin Man of Michelin which is a French tire manufacturing company. They do not fall prey of the many challenges inherent in human celebrities because characters are not likely to humiliate sponsors with their personal behaviour thus negatively affecting endorsed brands (Stafford, Stafford & Day, 2002).

Past research has been conducted on celebrity endorsement (Opuni, Asiedu & Acheampong, 2014), yet, other studies such as that by (McEwen, 2003) indicate that there is still doubt whether endorsements are effective whether created or celebrity endorsers are employed. There is limited literature on created spokes-characters that are not celebrities used to endorse brands (Waldt, Loggenenberg & Wehmeyer, 2009), especially in the South African context that have mainly focused on how perceived spokes-character credibility (trustworthiness, attractiveness and expertise) influences attitude toward the advert and attitude toward the brand hence purchase intention. In addition, studies conducted in the past have mainly focused on these characters as endorsers for products targeted at children (Boyland, Harrold, Kirkham et al, 2011, Mizerski, 1995, Kelly, Hattersley, King & Flood, 2008). This study will focus mainly on the use of created non-celebrity spokes-characters as brand endorsers for products targeted to consumers above the age of eighteen and will further investigate the utilisation of these characters instead of celebrity endorsers to promoting a brand or product message. The rest of the article is organised as follows: a review of the literature, conceptual framework and hypotheses are presented. These are followed by a discussion on the methodology and the constructs and scales used, following which the analysis and conclusions are outlined. Finally, managerial implications, limitations and future research directions are given.
2. LITERATURE REVIEW

2.1 Source Credibility Model
Developed by Ohanian (1990) the source credibility model is described as a communicator’s positive characteristics that affect the receiver’s acceptance of a message (Amos, Holmes & Strutton, 2008). It is argued that the effectiveness of the source’s credibility depends on the perceived levels of expertise, trustworthiness and attractiveness which the endorser possesses in the advertisement (Pornpitakpan, 2004). Thus, the implication is that source credibility research provides the understanding that created spokes-characters can be more or less effective based on the three important sub-attributes of this model: expertise, trustworthiness and attractiveness (Shimp, 2010). Expertise can be described as the knowledge, experience or skills possessed by an endorser to promote the product (Ooms, 2010). Trustworthiness is argued to be the listener’s degree of confidence in the product or brand, and level of acceptance of the speaker and the message (Abdulmajid-Sallam & Wahid, 2012) and attractiveness are the physical and potent attributes of a source (Raluca, 2012). Relating the Source Credibility Model to the current research, this study submits that, the perceived credibility of a source will influence the communication effectiveness. A positive perception by the consumer of the three credibility dimensions, the more the endorser is viewed as being a credible source of brand information and a credible representation for the brand. The positive credibility perception held by a consumer will favourably influence the consumer’s intention to purchase the endorsed product/brand. Moreover, positively held perceptions about the source further affect the attitude toward the advertisement and attitude toward the brand.

An overview of spokes-characters

According to Garretson & Niedrich (2013) spokes-characters have been used by firms since the late 1800s to establish brand identity and favourable brand associations, and both the advertiser and the ad agency have grown to trust this tool (Chang, 2014). Spokes-characters are less risky than human endorsers because they are created and can be controlled in ways in which advertisers want to establish and maintain the images and personalities of the brands (Kyung et al., 2011). In their development, marketers are able to give the characters specific features that are both effective with the target audience and congruent with desirable characteristics of the endorsed product (Ireland, 2013). Interestingly, Folse, Burton & Netemeyer (2013) contends that these characters offer brands a defensive mechanism against negative publicity.

Additionally, Chang (2014) vies that spokes-characters are important for creating secondary association, which enhances brand image and consequently brings positive brand equity. Similarly, a spokes-character image acts as a memory cue when consumers are choosing products and aids in brand identification especially at point of purchase situations if integrated in branding tactics such as advertising, packaging, displays, promotions and so forth (Ireland, 2013). Created spokes-characters are “a symbolic object that has been created for the promotion of a product, service, or idea with conveying a brand attribute or personality” (Kyung et al., 2011). Also, they have been described as visual images, cartoon- or human-like, representing a creative promotional element that can symbolically communicate a brand’s attributes, personality, or benefits (Folse, Burton & Netemeyer, 2013). Elaborately, spokes-character is the appropriate figure, animal or plant selected by an enterprise in order to strengthen brand characteristics and to express product qualities and as an embodied icon/idol with its benign and
adorable look, it is designed to catch visual attention, generate strong impression with solid memories and develop the symbol for identification (Huang, Hu & Wu, 2013).

Pauly (2007) argues that increasing the communicator’s attractiveness enhances positive attitude change and that attractive persons are likely to produce persuasive and promotional effects in the advertising or personal selling context. Exploratory research indicates that consumers like spokes-characters and have even expressed their trust and respect for them. The four dimensions of the likeability character are: personality, physical characteristics, humour and consumer experience (Callcott et al., 1996). Interestingly, it has been shown that consumers like spokes-character whose personality was unique to the character while also reflecting the brand the character endorsed (Ireland, 2013). Also, likeability and perceived expertise embodied by spokes-characters help shape brand perceptions, and moreover, contribute to favorable brand knowledge and evaluations than verbal claims even in conditions where attribute recall is adversely affected (Garretson & Burton 2005). The assumption is that spokes-characters primarily produce favorable memory of an advert and brand content, brand attitudes, and purchase intentions (Folse et al., 2013). Also, well designed and highly likable spokes-character increases attention to and preference for the brand, influences consumption behaviours and brand loyalty (Huang et al., 2013).

Thus, Pauly, (2007) points out that creating a likable character is a crucial task to the advertisers. Delbaere, McQuarrie & Phillips (2011) posit the primary benefit of spokes-character advertising is thought to be the emotional connection that the character builds between the brand and the consumer, often for low-involvement products where little emotional connection exists naturally.

**Attitude toward Advertisement**

Ghorban (2012) defined attitude as an achievable, relatively permanent and at the same time purposeful, gradual, more or less intensive, and motivated consumers’ intention to react to a particular object. Attitude toward advertisement is also defined as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion, or as an individual’s evaluation of and/or affective feelings about an advertisement (Craton & Lantos, 2011). Therefore, Banytė, Jokšaičė & Virvilaitė (2007) describe the idea that attitude contains consumer feelings and evaluations, related with a particular object. Similarly, Aad can be described as relatively global and enduring evaluation of an object, issue, person, or action (Sallam & Wahid, 2012). Thus Solomon (2009) puts forward that; attitude includes three factors: affect - which explains the emotions and feelings toward an object; behavior - which explains the actions taken toward an object; and cognition - which explains the thoughts toward an object.

Craton & Lantos (2011) have described Aad as a situationally bound construct that occurs during a particular exposure to an ad rather than at another point in time. Hence, as a time-bound construct marketers should make sure that an advert has its maximum impact on other response variables such buying intentions at or immediately following ad exposure because it is likely to be less enduring than other attitudes like attitude towards brands and attitude toward advertising in general (Sallam & Wahid, 2012; Banytė, Jokšaičė & Virvilaitė 2007). Additionally, Suh & Yi (2006) suggested that attitude toward advertising has both cognitive components (e.g. the presentation is perceived as humorous or the endorser as attractive) and affective components (e.g. triggering an emotional response such as a particular mood or feeling like love, joy, or irritation) (Suh & Yi, 2006). This means that consumers can have positive Aad because of two reasons (Craton & Lantos., 2011): they
have a favorable cognitive response, which means the ad provides them with useful information; or they have a positive affective response, which means they gain good feelings from the advertisement. According to Suh & Yi (2006) attitude towards advertisement is an antecedent of attitude towards brands, that is, as consumers are exposed to messages they form brand beliefs which affect attitude toward ad and consequently attitude toward brands being advertised. Also, in addition, Ghorban (2012) concludes that both informational and emotional advertisements improved brand attitude through the enhancement of positive feelings and diminishing negative ones about the brand, and improving ad credibility thoughts. Likewise, Craton & Lantos (2011) concurs that if thoughts and/or feelings created by the ad are favorable (unfavorable), the consumer’s attitude toward the advertised brand might also become favorable (unfavorable).

**Attitude towards brand**

Attitude toward brand is a predisposition to respond in a favourable or unfavourable manner to a particular brand after the advertising stimulus has been shown to the individual (Phelps & Hoy, 1996). Banytė et al., (2007) define attitude as a system of motivation, emotions, perceptual and cognitional processes, responding to certain environmental aspects, surrounding an individual. This means that attitude is composed of three components: perception or knowledge, feelings or emotions and will or behaviour tendencies. Spears & Singh (2004) put forward a conceptual definition and argue that attitude toward the brand is a relatively enduring, uni-dimensional summary evaluation of the brand that presumably energizes behavior. As a consumer views a message, it prompts the consumer to relate the new information to the existing brand-related information, knowledge and attitude which then determines the new attitude toward the brand (Najmi, Atefi, & Mirbagheri, 2012). Furthermore, Najmi et al., (2012) proposed that to change attitude, the beliefs of brand attribute possession should be altered, or the values attached to those attributes should be modified.

Ad-evoked feelings influence Ab through indirect path by Aad and these feelings may have a direct or an indirect effect on Attitudes toward advert (Brown, Homer, & Inman, 1998). Also, it has been found that there are negative and positive feelings which influence attitude differently (Najmi et al., 2012). According to Homer (2006) negative affect directly inflicts unfavorable effects upon attitude toward the brand and positive affect influences attitude toward the brand directly and indirectly through cognitions and also via attitude toward the ad. However, Najmi et al., (2012) argued that though negative effects (such as fear) may have positive effects on consumer purchase intentions; they act to the detriment of attitude toward the ad and attitude toward the brand. On the other hand, it has been noted that brand familiarity moderates the influence of Attitude toward Ad on Attitude toward the brand, hence, consumers with prior knowledge about the brand will rely more on their existing information about the brand than on Attitude toward ad in forming their Attitude toward brand (Campbell & Keller, 2003). As a result of the positive correlation between these two constructs, the balance theory predicts that a recipient of an ad promoting a specific brand will attempt to obtain a balanced relationship by either liking both the ad and the brand or disliking both Najmi et al., (2012).
Purchase intention

Purchase intention is important measure to companies because it predicts consumer behaviour and also predictive of subsequent purchases (Morwitz, Steckel & Gupta, 2007). Furthermore, purchase intentions are used to pretest advertising and evaluate proposed promotions for both new and existing products (Morwitz et al., 2007). Khan, Ghauri & Majeed (2012) defined purchase intention as a consumer’s intention to buy a specific brand which the customer has chosen for themselves after certain evaluation. Tariq, Nawaz, Nawaz & Butt (2013) explained purchase intention as relating to four behaviours of consumers including: the undoubted plan to buy the product, thinking unequivocally to purchase the product, when someone contemplates to buy the product in the future, and to buy the specific product outright. Spears & Singh (2004) have described purchase intention as an individual's conscious plan to make an effort to purchase a brand.

Lui & Brock (2011) posits that endorsers not only increase consumer recall, brand recognition, positively affect consumer attitude toward low involvement products, but they increase consumer’s purchase intention and preference toward the brand. According to the internalization process of social influence, if an endorser is perceived to be credible, consumers will accept the information of an advert as accurate and use it. Thus, an endorsement of a product by a credible source may influence purchase behaviour (Sallam et al., 2012). As well, Yoon & Kim (1998) vies that the three dimensions of endorser credibility (trustworthiness, expertise and attractiveness) have normal significance on respondent’s purchase intention. Nevertheless, Ohanian (1991) concluded that trustworthiness, and attractiveness of endorser credibility have an insignificant effect on respondent’s purchase intention but the expertise only is most closely with intention. On the other hand, Lafferty & Goldsmith (1999) proposed that high corporate credibility positively influences purchase intention and high endorser credibility is insignificant. Lui et al. (2007) conclude that high attractive female endorsers play a key role in influencing purchase decisions in male consumers whether the match-up is high or low, which is not the case with female consumers who may strongly consider other characteristics of the female endorser such as personality, perceived intelligence. Attitude toward advert and attitude toward brand are assumed to have an effect on consumers’ purchase intention (Goldsmith et al., 2000).

The model proposed for the study is a modified version of the source credibility model (Ohanian, 1990) illustrated in figure 2.1. This model is used to explore the effectiveness and opportunity of using spokes-characters as brand endorsers. In this research model, the spoke-credibility dimensions: expertise, trustworthiness and attractiveness are regarded as the predictors of the consumer’s attitude toward the advertisement and attitude toward brand. Attitude toward advertisement and attitude toward brand are predicted to mediate the relationship between spoke-character’s credibility and consumer’s purchase intention. Accordingly, the spoke-character’s credibility is indirectly predicted to influence the consumer’s intention to purchase an endorsed brand/product via attitude toward the advert and attitude toward the brand. The hypothesized linkages between these research constructs are provided, following the conceptual model in Figure 1.
Joghee & Kabiraj (2013) put forward that the source credibility model gives the understanding that created spokes-characters can be more or less effective when used as endorsers. According to Pornpitakpan (2003) the perceived source credibility has some degree of influence on communication effectiveness. If the message source is perceived as being credible, consequently the perceived quality of the product which is being endorsed will also be higher (Patel, 2009). Furthermore, high credibility becomes even more necessary when consumers hold negative views of the brand, because a credible source will prevent counterarguments to the message hence resulting in the messaging being more persuasive (Byrne, Whitehead & Breen, 2003). Similarly, Pornpitakpan (2004) in a comparison study between high credibility and low credibility sources puts forward the following conclusions: a highly credible source was commonly found to induce more persuasion toward the advocacy than a low-credibility one. Further, the higher the credibility of a source, the smaller the price change required to attracting new customers, also highly credible sources were rated as more believable and truthful than those associated with the low credibility source.

In the case of attitude and behaviour, a highly credible source usually led to more behavioural compliance than did a low-credibility one, consequently, the degree of perceived credibility of the source influenced recipients’ intention to use suggestions made by the source as to how to improve performance. However, lower credibility sources were more effective than higher ones when focusing on behavioural rather than attitude change though in some cases there was no difference in persuasiveness between the high- and the low-credibility sources on behavioural

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compliance. According to Ohanian (1990) persuasiveness of a message depends upon the perceived level of expertise, trustworthiness attractiveness associated with an endorser or communicator. Similarly, Lukas & Seno (2005) concurs that a positive perception by the consumer of the three credibility dimensions, the more the endorser is viewed as being a credible source of brand information and a credible representation for the brand. The dimensions are made up of five indicators respectively.

The analysis of the credibility elements looks at the score given to the brand endorser and correlates them to the two variables – attitude toward advert and attitude toward brand. The higher the score for each element of perceived expertise, trustworthiness and attractiveness. Pornpitakpan (2003), therefore the higher the favourable attitude toward advert and attitude toward brand. The score for each source credibility dimension is made up of the sum total of the five items measuring each dimension (Ohanian, 1990). The dimensions and indicators will be discussed in detail below. According to Pornpitakpan, (2004) the source credibility scale possesses reliability, nomological, convergent, and discriminant validity and has been used in several studies.

**Expertise and attitude towards advertisement and brand**

Pornpitakpan (2003) defined expertise as the extent to which a speaker is perceived to be capable of making correct assertion of the brand. In the same manner (Garretson & Niedrich, 2004) defined it as the perception that a source is able to make valid claims or has knowledge of the product. Furthermore, Garretson et al. (2004) states that spokes-characters have in numerous campaigns made product claims and have done so repeatedly from campaign to campaign as result, consumers can perceive spokes-characters as experts. Kim (2012) proposed that expert endorsers were more effective in increasing brand evaluations than celebrities pertaining technology gadgets and among consumers with more product knowledge. Additionally, a source high in expertise, as compared to one low in expertise, appears to lead to positive attitudes toward the endorser and the advertisement; also expert endorsers induce more positive product/brand quality ratings than did the celebrities (Pornpitakpan, 2003). A source/celebrity that is more of an expert has been found to be more persuasive and to generate more intentions to buy the brand (Ohanian, 1991). Thus, it can be hypothesised that:

H₁: The spokes-character expertise has positive influence on the consumer’s attitude toward advertisement

H₂: The spokes-character expertise has a positive influence on the consumer’s attitude towards brand

**Trustworthiness and attitude towards advertisement and brand**

Joghee & Kabiraj (2013) defined trustworthiness as the degree of confidence that the respondent has in the communicator’s intentions and ability to make valid assertion. Garretson et al. (2004) referred to spokes-character trustworthiness as the expectation that the character will be honest, sincere, and reliable in their communication and promotion of products. In a comparison study between celebrity endorsers and created endorsers Waldt, Loggerenberg & Wehmeyer (2009) concluded that neither celebrities nor created endorsers are perceived to be more trustworthy or to possess more expertise than the other. According to Amos, Holmes & Strutton (2008) a highly opinionated message from a highly trustworthy communicator produces an effective attitude change, while non-trusted communicators’ impact proved immaterial. Furthermore, Kim (2012) concludes that perceived endorser trustworthiness appears to produce a greater attitude change than perceived
experts. Amos et al. (2008) suggests that trustworthiness is an important predictor of endorsement effectiveness. Thus it can be hypothesized that:

H3: The spokes-character trustworthiness has positive influence on the consumer’s attitude towards advertisement

H4: The spokes-character trustworthiness has a positive influence on the consumer’s ‘attitude towards brand

Attractiveness and attitude towards advertisement and brand

Physically appealing endorsers influence the effectiveness of the advertising message and intent to purchase (Keel & Natarajan, 2012). The inclusion of attractiveness was prompted by research suggesting that a physically attractive communicator is liked more and has a positive impact on opinion change and product evaluations (Lafferty, Goldsmith & Newell, 2002). According to Till & Bulser, (2000) attractive celebrities are more effective endorsers for products which are used to enhance one’s attractiveness thus lead to higher brand attitude and purchase intentions. Advertisers have associated attractive endorsers with their brands because they are imbued with not only physically attractiveness but also positive traits such as social competence, intellectual competence, concern for others and integrity (Till et al., 2000). Also, Till et al., (2000) put forward that physically attractive models used in advertising led to more favourable attitudes toward the ad and stronger purchase intentions. Thus it can be hypothesized that:

H5: The spokes-character attractiveness has positive influence on the consumer’s attitude towards advertisement.

H6: The spokes-character attractiveness has a positive influence on the consumer’s ‘attitude towards brand

Attitude toward Advertisement and consumer purchase intention

Attitude toward advert is defined as an individual’s evaluation of and/or affective feelings about an advertisement (Craton & Lantos, 2011). The affective responses to ads have been of increasing interest to both academics and practitioners. According to Brown & Stayman (1992) the liking of an ad may be the best indicator of advertising effectiveness. However, Brown & Stayman (1992) concludes that the differences in the type of product may prompt differences in subjects' involvement with, cognitive elaboration of, and affect toward advertised information. Commercials with animated spokes-characters have also been found to score above average in their ability to change brand preference (Stallard, 2003). That is, if a person likes a spokes-character, the ad has a greater chance of attracting and maintaining a consumer’s attention (Ireland, 2013). Similarly, Callcott & Alvey (1991) suggested that the more a consumer liked an advertisement or some of its elements (jingle, spokes-character, humour) the more likely they were to remember the ad and be persuasively impacted. Jose & Saraswathiamma (2014) suggested that advertisements were capable of causing certain type of behaviour and one of them was purchasing. Thus it can be hypothesized that:

H7: Consumer’s attitude towards advertisement has a positive influence on the consumer’s intention to purchase

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Brand beliefs and feelings are formed through advertising and these beliefs affect attitudes toward ads and consequently attitudes toward the brands being advertised. Previous research has shown that attitudes toward ads have direct effects on brand attitudes and subsequently on purchase intentions (Suh & Yi, 2006). Also, frequent exposure of a trade character would cause high recognition of the trade character and the product and it also leads to favourable attitudes toward the product/brand, and influence the consumer to use the product/brand in future (Jose Saraswathiamma., 2014). Additionally, animated spokes-characters reduce the distance between companies and consumers, that is, they encourage consumers’ liking for the spokes-character which then is extended to the brand and its products (Huang, Hsieh, & Chen, 2011). What is more, commercials featuring animated characters were watched more often than other types of commercials and that attitude-toward-the brand is affected by a spokes-character's likability (Stallard, 2003). In their study, Jayswal & Panchal (2012) proposed that cartoon spokes-characters were more creative and consumers display more positive responses for attitude towards advertisements, attitude towards brand and purchase intention when compared to human spokesperson. Ghorban (2012) contends that after attitude toward advertisements is formed, it would affect different behaviours such as brand attitude and purchasing intention, that is, advertising, as an effective marketing tools, are able to positively and significantly influence brand attitude by building a positive perception of brands in the mind of customer. Thus it can be hypothesized that:

\[ H_8: \text{Consumer’s attitude toward brand has a positive influence on the consumer’s intention to purchase the advertised product} \]

4. RESEARCH METHODOLOGY

Sample and data collection
The data used for this study were collected from both undergraduate and postgraduate students at the University of the Witwatersrand. This target population was chosen for study because more than half of them watch television, spend most of their time on the internet and use many media channels increasing their likelihood of being aware of the adverts used in the study (Strauss & Frost, 2014; Sertoglu, Catli & Korkmaz, 2014). The sample included students in their different years study from the Faculty of commerce, Law and Management, Engineering & the Built Environment, Health Sciences, Humanities and Science. Applying the convenient sampling technique, a total number of 284 self - administered questionnaires were distributed around the university and 260 usable samples were obtained, resulting in a response rate of 91.5%. The questionnaire consisted of four sections in which all the adverts in the three parts (part1, 2 and 3) used a spokes character. Part 1 explored the respondents’ attitudes and perceptions regarding the advertisement. Part 2 focused on the participants’ attitude and perceptions regarding the brand which also had a spokes character, Part 3 aimed at finding out the respondents’ attitude and perceptions regarding spokes-characters and Part 4 attempted to focus on exploring the students’ attitude and perceptions regarding purchase intention behaviour.

Measurement instrument development
Research scales were operationalized mainly on the basis of previous work. To measure the perceived credibility of the spokes-
character; the source credibility scale adapted from Ohanian (1990) was used. The scale includes the credibility sub-dimensions namely: trustworthiness, expertise and attractiveness and each of the sub-dimensions was measured with five-items.

Attitude toward advertisement and attitude toward brand were measured using four item scales both adapted from Mitchel & Olson (1981). To measure purchase intention, respondents were questioned based on four items, a scale adapted from Pornpitakpan (2003). In all scales, a seven point likert scale was used, with 1 point indicating strongly disagree and 7 indicating strongly agree.

5. DATA ANALYSIS

Respondent Profile
The descriptive statistics is presented in Table 1. Respondents were requested to report their demographic information, including gender, age, level of education and faculty.

<table>
<thead>
<tr>
<th>Table 1: Descriptive Statistics</th>
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<tbody>
<tr>
<td>Gender</td>
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<tr>
<td>--------</td>
</tr>
<tr>
<td>Male</td>
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<tr>
<td>Female</td>
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<td>Total</td>
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<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>18-20</td>
<td>128</td>
<td>49.2%</td>
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<tr>
<td>21-23</td>
<td>80</td>
<td>30.8%</td>
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<tr>
<td>24-26</td>
<td>27</td>
<td>10.4%</td>
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<tr>
<td>27-29</td>
<td>7</td>
<td>2.7%</td>
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<tr>
<td>30-32</td>
<td>6</td>
<td>2.3%</td>
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<tr>
<td>33-35</td>
<td>12</td>
<td>4.6%</td>
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<tr>
<td>Total</td>
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<tr>
<th>Level of Education</th>
<th>Frequency</th>
<th>Percentage</th>
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<tr>
<td>1st Year</td>
<td>92</td>
<td>35.4%</td>
</tr>
<tr>
<td>2nd Year</td>
<td>54</td>
<td>20.8%</td>
</tr>
<tr>
<td>3rd Year</td>
<td>39</td>
<td>15.0%</td>
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<tr>
<td>Honours</td>
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<tr>
<td>Masters</td>
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</tr>
<tr>
<td>PhD</td>
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<tr>
<td>Total</td>
<td>260</td>
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<table>
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<tr>
<th>Faculty</th>
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<tr>
<td>Faculty of Health Sciences</td>
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<tr>
<td>Faculty of Humanities</td>
</tr>
<tr>
<td>Faculty of Sciences</td>
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<tr>
<td>Engineering and the Built Environment Faculty</td>
</tr>
<tr>
<td>Total</td>
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</tbody>
</table>
Table 1 presents the description of the participants. The respondents were predominantly females (51.8%). Approximately half of the participants were aged between 18 to 20 (49.2 %), accordingly most respondents (35.4%) were first year students. Additionally, fewer respondent were aged between 33- 35 (4.6 %) and only 18 were Masters or PhD students. 43.1 % of the respondents were from the Faculty of Humanities. The Faculty of Health Sciences was represented by (8.1%), Faculty of Sciences represented by (10.0%), and lastly the Engineering and the Built Environment Faculty represented by (14.2%).

RESULTS

Table 2 below provides a description of the reliability and validity checks that were conducted for the study.

Table 2: Summary of Reliability and Validity Statistics

<table>
<thead>
<tr>
<th>Research Construct</th>
<th>Cronbach’s α value</th>
<th>C.R. Value</th>
<th>AVE Value</th>
<th>Factor Loading</th>
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<tbody>
<tr>
<td>SA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SA1</td>
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<tr>
<td>ST1</td>
<td>0.894</td>
<td>0.898</td>
<td>0.643</td>
<td>0.914</td>
</tr>
<tr>
<td>ST2</td>
<td></td>
<td></td>
<td></td>
<td>0.895</td>
</tr>
<tr>
<td>ST3</td>
<td></td>
<td></td>
<td></td>
<td>0.865</td>
</tr>
<tr>
<td>ST4</td>
<td></td>
<td></td>
<td></td>
<td>0.768</td>
</tr>
<tr>
<td>ST5</td>
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<td></td>
<td></td>
<td>0.754</td>
</tr>
<tr>
<td>SE</td>
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</tr>
<tr>
<td>SE1</td>
<td>0.918</td>
<td>0.920</td>
<td>0.691</td>
<td>0.903</td>
</tr>
<tr>
<td>SE2</td>
<td></td>
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<td></td>
<td>0.867</td>
</tr>
<tr>
<td>SE3</td>
<td></td>
<td></td>
<td></td>
<td>0.866</td>
</tr>
<tr>
<td>SE4</td>
<td></td>
<td></td>
<td></td>
<td>0.857</td>
</tr>
<tr>
<td>SE5</td>
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<td></td>
<td></td>
<td>0.903</td>
</tr>
<tr>
<td>ATA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATA1</td>
<td>0.637</td>
<td>0.640</td>
<td>0.405</td>
<td>0.950</td>
</tr>
<tr>
<td>ATA2</td>
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<td></td>
<td></td>
<td>0.948</td>
</tr>
<tr>
<td>ATA3</td>
<td></td>
<td></td>
<td></td>
<td>0.887</td>
</tr>
<tr>
<td>ATA4</td>
<td></td>
<td></td>
<td></td>
<td>0.871</td>
</tr>
<tr>
<td>ATB</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>ATB1</td>
<td>0.779</td>
<td>0.772</td>
<td>0.500</td>
<td>0.866</td>
</tr>
<tr>
<td>ATB2</td>
<td></td>
<td></td>
<td></td>
<td>0.844</td>
</tr>
<tr>
<td>ATB3</td>
<td></td>
<td></td>
<td></td>
<td>0.745</td>
</tr>
<tr>
<td>ATB4</td>
<td></td>
<td></td>
<td></td>
<td>0.676</td>
</tr>
<tr>
<td>PI</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PI1</td>
<td>0.904</td>
<td>0.880</td>
<td>0.591</td>
<td>0.896</td>
</tr>
<tr>
<td>PI2</td>
<td></td>
<td></td>
<td></td>
<td>0.880</td>
</tr>
<tr>
<td>PI3</td>
<td></td>
<td></td>
<td></td>
<td>0.869</td>
</tr>
<tr>
<td>PI4</td>
<td></td>
<td></td>
<td></td>
<td>0.856</td>
</tr>
<tr>
<td>PI5</td>
<td></td>
<td></td>
<td></td>
<td>0.755</td>
</tr>
</tbody>
</table>

* Scores: 1 – Strongly disagree and 7 – Strongly agree.

C.R.: Composite reliability; AVE: Average variance extracted.
Measurement model fits: \( \chi^2/df = 1.490; GFI=0.894; CFI=0.969; IFI=0.969; RFI=0.896; NFI=0.912; AGFI=0.867; TLI=0.963; RMR=0.103 \) and RMSEA=0.044.
Sekaran & Bougie (2013) suggest that reliabilities less than 0.6 are considered to be poor, those in the 0.7 range are acceptable and those over 0.8 are good. Churchill (1979) proposes that the value of $\alpha$, which ranges from 0 to 1, represents the level of the reliability in the measurement and the closer the value of $\alpha$ to 1, the better the reliability. Furthermore, the study used Composite Reliability (CR) and Average Variance Extracted (AVE) to check the measure of reliability. According to Fornell and Lacker’s (1981) the threshold for composite reliability (CR) index is 0.5.

Average Variance Extracted (AVE) echoes the overall amount of variance in the indicators accounted for by the latent variables and the benchmark for the estimates is 0.5 (Fornell et al., 1981).

All total Cronbrach’s alphas for each sub-variable measuring spokes-character credibility were above 0.8 which is above the 0.6 margin. This is an indication that all measurement scales (Trustworthiness, expertise and attractiveness) used to measure spokes-character credibility were reliable. The inter-item consistency is satisfactory for spokes-character credibility. The threshold for composite reliability (CR) index is 0.5 and from the calculations above, all variables had a composite reliability above the threshold. Spokes-character expertise had the highest measurement of 0.920 and the attitude toward advert having the lowest (0.640). This confirmed the internal consistency of each construct. Higher values for the variance extracted estimate (greater than 0.50) reveal the indicators well represent the latent construct. From the results of the AVE calculated for all variables, it shows that all constructs have a measurement at 0.5 further confirming reliability of the measures.

However, attitude toward advert construct shows a low AVE (0.405) which could be a result of the low cronbrach’s alpha (0.637) and lowest composite reliability. This means the construct has moderate reliability and was marginally accepted according to the literature (Fraering & Minor, 2006). As indicated in, all factor loadings were greater than 0.6 (i.e. ranging from 0.676 to 0.950). Therefore, all the items finally used had a loading of more than the recommended 0.5, indicating acceptable individual item convergent validity as more than 50 percent of each item’s variance was shared with its respective construct. This evidence supported the convergent validity of all scale items. The method that was used to check the discriminant validity of the research constructs was the evaluation of whether the correlations among latent variables were less than 0.8.

As indicated in Table 3 below, the inter-correlation values for all paired latent variables were less than 0.8; the lowest correlation was between spokes-character attractiveness and attitude toward advert (0.317) with the highest between spokes-character expertise and spokes-character trustworthiness (0.689). Therefore, indicating the existence of discriminant validity.

**Author:** Vuyelwa Mashwama
Table 3: Inter-correlations

<table>
<thead>
<tr>
<th>Research Variables</th>
<th>ATA</th>
<th>ATB</th>
<th>SA</th>
<th>ST</th>
<th>SE</th>
<th>PI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude toward Advert (ATA)</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attitude toward Brand (ATB)</td>
<td>0.434</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spokes-character Attractiveness (SA)</td>
<td>0.317</td>
<td>0.358</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spokes-character Trustworthiness (ST)</td>
<td>0.322</td>
<td>0.414</td>
<td>0.576</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spokes-character Expertise (SE)</td>
<td>0.341</td>
<td>0.378</td>
<td>0.536</td>
<td>0.689</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Purchase Intention (PI)</td>
<td>0.361</td>
<td>0.509</td>
<td>0.543</td>
<td>0.422</td>
<td>0.484</td>
<td>1</td>
</tr>
</tbody>
</table>

Assessing measurement model fit

To validate the research model fitness, a confirmatory factor analysis (CFA) was conducted using AMOS version 22 statistical software program. The results for Model 1 produced a ratio of chi-square value over degree-of-freedom of 2.228, and GFI, AGFI, RMR, NFI, TLI, IFI, and RMSEA were 0.845, 0.810, 0.149, 0.863, 0.845, 0.908, 0.919, 0.920 and 0.069 respectively. The model fit indices were moderately acceptable, because the GFI, AGFI, NFI were above 0.8 and not above 0.9. To improve the model, the modification indices suggested that error terms with high values be correlated (Bryne, 2001) which improved the model fit indices to 0.894, 0.867 and 0.912 respectively in Model 2 which were closer to the threshold 0.9. The Chi-square also improved from 2.228 to 1.490, the RMR improved from 0.149 to 0.103 and the RMSEA from 0.069 to 0.044. Since an acceptable CFA measurement model fit was obtained for the Model 2, the study proceeded to the next stage of checking the significance of the nine hypotheses for the study.

Table 4: Results of Hypotheses Testing

<table>
<thead>
<tr>
<th>Variable relationships</th>
<th>Hypothesis</th>
<th>P-Value</th>
<th>Path Coefficient</th>
<th>Support/Not supported</th>
</tr>
</thead>
<tbody>
<tr>
<td>SE --- &gt; ATA</td>
<td>H1</td>
<td>***</td>
<td>0.39</td>
<td>Support</td>
</tr>
<tr>
<td>SE --- &gt; ATB</td>
<td>H2</td>
<td>0.004</td>
<td>-0.04</td>
<td>Not supported</td>
</tr>
<tr>
<td>ST --- &gt; ATA</td>
<td>H3</td>
<td>0.267</td>
<td>0.07</td>
<td>Not supported</td>
</tr>
<tr>
<td>ST --- &gt; ATB</td>
<td>H4</td>
<td>***</td>
<td>0.28</td>
<td>Support</td>
</tr>
<tr>
<td>SA --- &gt; ATA</td>
<td>H5</td>
<td>***</td>
<td>0.29</td>
<td>Support</td>
</tr>
<tr>
<td>SA --- &gt; ATB</td>
<td>H6</td>
<td>0.002</td>
<td>0.04</td>
<td>Not supported</td>
</tr>
<tr>
<td>ATA --- &gt; PI</td>
<td>H7</td>
<td>***</td>
<td>0.31</td>
<td>Support</td>
</tr>
<tr>
<td>ATB --- &gt; PI</td>
<td>H8</td>
<td>***</td>
<td>0.38</td>
<td>Support</td>
</tr>
<tr>
<td>ATA --- &gt; ATB</td>
<td>H9</td>
<td>***</td>
<td>0.56</td>
<td>Support</td>
</tr>
</tbody>
</table>

Significance level = 0.001***,
The results in Table 4 provided support for the proposed hypotheses H1 and H5 but hypothesis H3 was not supported. By implication this means that the higher the level of perceived spokes-character attractiveness and expertise by consumers, the more likely the consumers will have a positive attitude toward the advert. Goldsmith et al., (2000) that found all three credibility dimensions to have an effect on attitude toward the advert. However, the study found expertise (0.39) to be a more influential factor on attitude toward advert than attractiveness (0.29) echoing the study of Till and Bulser (2013) and concurring with the results of Wadlt et al. (2009) and Sertoglu et al. (2014) where created spokes-characters were found to be less attractive than human endorsers but having more expertise than celebrity endorsers (Sertoglu et al., 2014). However, contrary to Sallam and Wahid (2012) that concluded that attractiveness is more influential on attitude toward advert than expertise. Significant and in support of Hypotheses, the results in table 4.16 show that the higher the level of perceived spokes-character trustworthiness (0.28) by consumers, the more likely the consumers will have a positive attitude toward the brand. This is supported by Garretson et al. (2004) study where perceived spokes-character trust was found to favorably influence brand attitude. However, based on the results, H2 and H6 were not significant, therefore implying that spokes-character expertise and attractiveness do not influence attitude toward the brand.

The empirical results were in line with the proposed H7 and H8 and supported the reasoning that attitude toward advert and attitude toward brand both positively influence consumer purchase intention of products/services endorsed by spokes-characters, with attitude toward brand (0.38) factor being more influential than attitude toward advert (0.31). The findings agree with Goldsmith et al., (2000) confirming that attitudes toward an advertisement and attitudes towards a brand have effect on consumers’ purchase intention. That is, a consumer, who is effectively affected by advertising, will form a positive attitude toward the advert that will then influence their purchase intention (Homer, 2006). Finally, the results in 4.15 supported H9 and confirmed that there is a significant relationship between Aad and Ab. The coefficient of the relationship between attitude toward advert and attitude toward brand was the highest (0.56) and positively significant. This was consistent with the study prediction and H9 was strongly supported.

6. DISCUSSION AND CONCLUSIONS
The research paper mainly focused on investigating the perception of consumers of spokes-character credibility (attractiveness, expertise and trustworthiness), and how these three dimensions individually influence attitude toward the advert and attitude toward the brand. Moreover, the study explored how attitude toward advert and attitude toward brand individually influenced purchase intention. Finally, the research paper examined the casual relationship between attitudes toward an advert, attitude toward brand and ultimately purchase intention.

The study established that spokes-character attractiveness and spokes-character expertise have a positive effect on attitude toward advert. By implication, this means that when consumers perceive a spokes-character to be attractive and an expert, they will be positively influenced hence like an advert which uses the spokes-character. In support of this finding, in their study, Brown et al. (1992) concluded the liking of an advert may be the best indicator of advertising effectiveness. Moreover, as it was found that perceived spokes-character expertise will influence attitude toward advert, by
implication this essentially means that if consumers perceive the spokes-character as to be making valid claims or having adequate knowledge of the product (Garretson et al., 2004), they are more likely to be drawn to the advert and consider the message put across. However, the study concluded that spokes-character trustworthiness does have an effect on attitude toward advert. By and large, this denoted that as consumers watch adverts that use spokes-characters, their degree of confidence in the spokes-character’s communication intention is low thus do not perceive the message to be reliable. In addition, Garretson et al., (2004) suggest that perceived expertise is significant in the development of trust for endorser, hence an important dimension of building credibility for spokes-characters as the study showed this variable to be the more influential factor on attitude toward advert.

Additionally, the research found that only spokes-character trustworthiness positively influences attitude toward brand. This essentially indicated that if consumers perceive the spokes-character to be sincere and honest their attitudes towards the brand would change. In a similar manner, Amos et al., (2008) proposed that trustworthiness is an important predictor of endorsement effectiveness and that the higher the perceived trustworthiness, the more consumers will like the brand endorsed by a spokes-character. On the other hand, the research paper established that spokes-character attractiveness and spokes-character expertise do not have effect on attitude toward brand. In essence, this means that consumers do not perceive spokes-characters that have endorsed brands to be attractive or experts therefore implying that these two credibility dimensions may not influence a consumer’s perception of the endorsed brand.

Furthermore, the study concluded that attitude toward the advert significantly and positively influenced purchase intention. By and larger, this means that if consumers are exposed to an advert using spokes-character and like the advert, consequently the liking of the advert will result in the consumers contemplating purchasing the advertised the product in future. Moreover, the research paper found that there is significant and positive relationship between attitude toward brand and purchase intention. That is, if a brand is endorsed by spokes-character and the consumer likes the brand, they are more likely to consider and plan to purchase the endorsed brand. Additionally, the study found attitude toward brand to be a more influential factor on purchase intention than attitude toward advert. In an essence this means that the consumer’s perception of the brand is more likely to influence their purchase decision than would their perception of the advert using a spokes-character. Interestingly, it was found that attitude towards advert and attitude towards brand both simultaneously played mediator role in the relationship between spokes-character credibility and purchase intention.

**IMPLICATIONS OF THE STUDY**

The main aim for marketers these days is devising tactics that will help break through the cluttered marketing environment and enthuse consumers to pay attention to their communication about product offerings. The present study sort to propose a solution – spokes characters. The main findings provide valuable insights into how marketers and brand managers can employ the credibility of spokes-characters to influence attitude towards the advert and attitude towards the brand and ultimately purchase intention. The study confirmed that consumers like adverts that use spokes-characters and like the spokes-characters as well. According to Keller (2013) the human element of spokes-characters increases their likeability and consumers normally perceive the brand as fun and interesting. It can be recommended that companies start using spokes-characters because the human quality of spokes-characters will improve chances
of consumers forming a relationship with the brand in which the consumer may show affection towards and long commitment. Given that the study focused on young consumers, an important segment that is potential future consumers, it is important that companies establish relationships with them as there potential for future research.

Moreover, the main implication for marketing practitioners is that if they decide to use a spokes-character in an advertisement, not all credibility dimensions are important in influencing attitude toward advert. Spokes-character attractiveness and expertise will be helpful to lead to higher created spokes-character credibility thus influence the liking of advert. Therefore, when companies are designing and developing spokes-characters they should make sure that they consider traits such as beautiful, elegant and classy to increase the attractiveness of the spokes-character and also consider qualities such as skilled, experienced and knowledgeable to increase expertise of the character. The increase in higher credibility dimensions such as attractiveness and expertise have been found to be the factors that have an effect on attitude towards advert.

What is more, marketers should note that since expertise is a more influential factor on attitude toward advert, therefore they should ensure that in the development or updating of the spokes-character, it is authoritative enough to speak for the brand. Furthermore, the presence of expertise is significant in the development of spokes-character trust, an important credibility dimension that has been found to be the only one to influence attitude towards the brand. Accordingly, it can also be commended that if companies decide to use spokes-characters or are already using them, they should make certain that in the design of the spokes-character, it is imbued with personae such as honest, reliable and sincere. Such elements will help create consumer perceptions that not only infer the brand as dependable but also view the company as an expert in the product category it is promoting.

It is suggested that they preserve and enhance attitude toward brand as it was found that a direct relationship between this variable and purchase intention to be stronger. However, marketers must be advised that a sequential relationship from attitude towards advert, attitude toward brand and ultimately purchase intention is more likely to result to consumers considering or planning to purchase a brand endorsed by a spokes-character. For this reason, practitioners are commended that as they develop marketing strategies targeting consumers between the ages of 18-35 and that incorporate the use of spokes-characters as endorsers, they are to create informative messages that will help create favourable perceptions and beliefs about the brand that will eventually lead to purchase intention of endorsed products or services.

**LIMITATIONS AND OPPORTUNITIES FOR FUTURE RESEARCH**

The present study has several research limitations and the recognition of these is important as it will present opportunities for future research. The study was limited by time and monetary constraints thus non-probability sampling methods were used.

The use of non-probability sampling means that generalization of the result outside the Wits population to the rest of University students in South Africa may be risky. Therefore future research could be done using probability sampling and expanding the target population to the rest of South African University students which may give a general perception of spokes-characters as endorsers. Moreover, a limitation was the use of students with most of respondents being first year students, future research
could be done on a non-student population as most products endorsed by spokes-characters target populations with income and have the ability to purchase products/services. Spokes-characters have been mainly associated with products or services targeting children. Future research could be done to investigate the effect of perceived spokes-character attractiveness, expertise and trustworthiness on attitude toward advert and brand, therefore purchase intention of high involvement products or services requiring huge investments.

The study only included spokes-characters created solely to promote brands and there has been studied that compared these characters to their counter parts human celebrity. However, a comparative study between created spokes-characters and celebrity spokes-characters usually used in cartoon movies or programmes therefore, licensed by companies could be considered to provide insights of any differences that exist, where the differences emerge and what are the marketing implications of such differences. Most spokes-characters have been used to endorse several products/services in different industries. Future research could be done on the match-up hypothesis to explore what spokes-character qualities match with particular product categories, what effects these have on attitude towards adverts and brands, ultimately purchase intention and what are the marketing implications.

7. CONCLUSION

The primary concern of the study was to investigate plausibility of using spokes-character as endorsers. In assessing the effectiveness of endorsement of spokes-characters, the study used the three credibility dimensions (attractiveness, expertise and trustworthiness). Spokes-characters are an effective persuasion tool that could be used by marketers as most consumers (18-35 years) like them and like adverts which have used spokes-characters. However, it is important for practitioners to note that when using spokes-characters not all credibility dimensions are effective in all situations, it depends on the goal to be achieved. The study concluded that, in order to influence or alter consumer attitude towards the advert; marketers need to enhance the spokes-character attractiveness and expertise. Hence, companies using or intending to use spokes-character need to design characters that likeable and look professional. The message content in an advert is also important because spokes-characters are to be perceived to have knowledge of product attributes and be making valid claims about the brand since expertise showed to be the more important factor. Also, perceived spokes-character expertise is important because it plays a role in the development of trust. Furthermore, as marketers draft communication strategies and advertising agencies design brand communication tools, it is important to note that character trust favourably influences brand attitudes because consumers tend to like and purchase products from trustworthy characters. Additionally, to enhance character trustworthiness, companies should make sure that spokes-characters are perceived to be honest, sincere, and reliable in their communication and promotion of products. With the establishment of the necessary credibility dimensions to positively influence attitude towards the advert and brand, it has been found that consequently this results to purchase intention. Given the risks and challenges inherent in using celebrity endorsers, it can be advised that marketing practitioners consider using created spokes-character to develop strong and positive attitudes and behavioral intention. Through a comprehensive research literature review and empirical quantitative research undertaken, the study has put forward that spokes-characters can be an effective endorsement tool. The aim of this research paper was to investigate if it is possible to use spokes-characters as endorsers in place of celebrity endorsers. From statistical
analysis of the data collected, it can be concluded that it is acceptable to use spokes-
characters as brand endorsers in place of celebrity endorsers.

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**APPENDIX: MEASUREMENT INSTRUMENTS**

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## ADVERTISEMENT

8. I feel that the advert is good  
9. I feel that I like the advert very much  
10. I feel that the advert is pleasant  
11. I feel that the advert is of low quality  

## BRAND

13. I feel that the brand is good  
14. I feel that the brand is likeable  
15. I feel that the brand is not irritating  
16. I feel that the brand is interesting  

## SPOKES-CHARACTER

19. I feel that the spokes-character in the advert is Attractive  
20. I feel that the spokes-character in the advert is Classy  
21. I feel that the spokes-character in the advert is Beautiful  
22. I feel that the spokes-character in the advert is Elegant  
23. I feel that the spokes-character in the advert is Dependable  
24. I feel that the spokes-character in the advert is Honest  
25. I feel that the spokes-character in the advert is Reliable  
26. I feel that the spokes-character in the advert is Trustworthy  
27. I feel that the spokes-character in the advert is Sincere  
28. I feel that the spokes-character in the advert is Expert  
29. I feel that the spokes-character in the advert is Experienced  
30. I feel that the spokes-character in the advert is Knowledgeable  
31. I feel that the spokes-character in the advert is Qualified  
32. I feel that the spokes-character in the advert is Skilled  
33. My overall impression of the spokes-character is favourable  
34. My overall impression of the spokes-character is positive  

## PURCHASE INTENTION

After seeing the advert, I am likely to consider buying the product  
After seeing the advert, I am likely to search for more information about the product  
After seeing the advert, I am likely to look for the product in my local store  
After seeing the advert, I am likely to inquire about the product at my local store  
After seeing the advert, I am likely to buy the product