
Thesis

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Abstract

Attributable to the popularity of Korean wave, Korean celebrity endorsement has been widely used in Chinese commercials as a means to increase advertising effectiveness. This study investigated the effect of brand-language country-of-origin (COO) congruence and endorser characteristics on the advertising credibility. A scenario-based survey was used with a 2 (brand origin: foreign brand or local brand) × 2 (language origin: foreign language or local language) × 2 (endorser perceived globalness: high or low) between-subjects design. The results indicated that the brand-language COO congruence leads to higher advertising credibility compared to that of incongruent situations. Moreover, endorser perceived globalness was found to moderate the relationship between brand-language COO congruence and advertising credibility. The findings of the study will help advertisers to determine how to select and use foreign celebrity endorsers effectively in the commercials. Further discussion and implications are provided.

Keywords: Foreign celebrity endorsement, Brand origin, Language origin, Endorser perceived globalness, Credibility
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Fields of Study

Major Field: Consumer Sciences
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Introduction

With the development of globalization, an increasing number of international business and cultural activities have been carried out in China, causing fierce competition for both local and foreign companies. The Korean entertainment business, however, stands out from the competition in the Chinese market, bringing large economic and cultural benefits to its own country (Shim, 2006). Chinese consumers are exceptionally obsessed with Korean drama as well as K-pop music that they would love to spend money on the associated products (Rambourg, 2015). Therefore, companies targeting the Chinese market have invited Korean celebrities to endorse their brands as a means to enhance their brand image (Lei & Kim, 2014). In 2014, Lee Min-ho and Kim Soo-hyun, two famous Korean actors, were ranked as the top two celebrity endorsers in China, and Kim Soo-hyun endorsed over 40 brands that single year (ADEvaluation, 2015).

Although celebrity endorsement has been widely studied by previous research concerning the criteria of celebrity selections (McCracken, 1989) and its effectiveness (Spry, Pappu, & Bettina, 2011), few studies have examined the issue of the foreign celebrity endorsement. One focus of the global brand advertising studies is on the influence of the language selections. While some researchers found that local brands
could boost their image through adopting foreign languages in commercials (Spielmann & Delvertb, 2014), other researchers demonstrated shortcomings of using foreign languages in advertisements in terms of advertising cognition, advertising preference, and emotional resonance (Gerritsena, et al., 2010; Pagani, Goldsmith & Perracchio 2015; Puntoni, et al., 2009). The dissimilar results resulted in the ambiguous effect of advertising using foreign languages, thus calling for further studies.

The congruence theory, which refers to the match-up between brands and other entities (e.g., consumer personality, endorser, or an event) to maximize the brand equity (Fleck & Quester, 2007), has been widely applied in several research fields, and was originally used in the study of celebrity endorsers by Misra and Beatty (1990), and adopted by other following studies on celebrity endorsers. For example, one branch of the research is to investigate the congruence between endorser origin and brand/product origin. Zhang and Zhang (2010) demonstrated the moderating role of endorser-product country-of-origin (COO) congruence on the relationship between endorsers’ characteristics and advertising effectiveness, and Roy and Bagdare (2015) found that celebrity-brand COO match led to a more favorable attitude to motorbikes among consumers. Related studies have also examined the role of language-product COO congruence on the advertising effectiveness. Hornikx et al. (2013) proved that foreign-language display in print advertising can be more valuable when they are congruent with the COO of the products advertised. Hendriks et al. (2015) made a
similar conclusion that foreign-accented radio commercials are perceived more positively for congruent COO products than incongruent COO products.

These studies, however, have limitations. First, the endorser-brand/product COO congruence study failed to consider the influence of the advertising presentation forms in which peripheral cues about the endorser origin and brand origin are provided. For example, different languages used by a celebrity in a commercial may influence consumers’ judgment of the celebrity origin when he/she is less known, which would in turn influence the effect of endorser-brand/product COO congruence. Second, studies on the language-product COO congruence only used print and radio commercials in the experiments. They were unable to predict the outcomes with the presence of the endorsers in the advertisements, thus the findings might not be applicable for video commercials (e.g., TV commercial, viral, etc.).

To fill the gap from the previous research, the study aims to examine the effect of language-brand COO congruence with the presence of foreign celebrity endorsers in video commercials in the context of Korean celebrity endorsements in China. This field about language selections in commercials has not been widely explored in the advertising research but is becoming an emerging issue. The study also proposes a potentially important characteristic of foreign celebrities- their perceived globalness as a factor that might influence the advertising effectiveness. Therefore, the objectives of the study are to examine: (a) the role of brand-language COO congruence on advertising credibility, (b) the moderating role of perceived globalness on the
relationship between brand-language COO congruence and advertising credibility, (c) the relationship between advertising credibility and brand credibility, and (d) the effect of brand credibility on purchase intention.

The rest of the paper is organized as follows: a literature review about meaning transfer model, congruence theory, and advertising credibility will be presented first with the corresponding hypotheses. The methodology and data analysis are reported thereafter. Finally, the conclusion, implications, and limitations of the study will be presented.
Literature review

Korean Wave in China

“Korean Wave” is a Chinese term literally referring to the increasing popularity of South Korean popular culture in China (Cho, 2005). Coined in 1997, when the Korean drama “What Is Love” aired on the China Central Television Station (CCTV), the Korean wave germinated (“Korean wave”, Wikipedia). Since then, Korean dramas as well as K-pop music videos gradually captured airtime in China. The wide utilization of new media has also helped accelerate the popularity of Korean popular culture. Chinese fans of Korean wave, especially females, are so entranced by those associated celebrities that they voluntarily organize different fan clubs for their idols and are willing to spend great sums of money to follow their idols (SBS, 2001). For instance, the Chinese fan club of Chanyeol (a Korean singer) raised 26,280 USD within three hours to built a grove to celebrate their idol’s birthday in 2015. Korean wave brings both cultural and economic benefits to Korea (Huang, 2009).

Korean celebrity endorsement in the Chinese market has been considered to enhance brand recognition, trustworthiness, preference, and purchase intention (Kwon, Hong, Seo, & Cho, 2009). Korean celebrities have a large impact on consumption, including tourism, food, fashion, and even lifestyle (Shim, 2006). Companies in China
thus take advantage of the power of Korean wave, inviting Korean celebrities to endorse their brands (ADEvaluation, 2015). For example, Jun Ji-hyun (a Korean actress) endorsed Korean brands like Shuyuan (a Korean potato chips brand) and Samsung (a Korean electrical appliance brand) in the Chinese market, Song Joong-ki (a Korean actor) was invited to endorse Chinese brands Vivo (a Chinese mobile phone brand) and PROYA (a Chinese cosmetics brand), and Song Hye-kyo (a Korean actress) was the endorser of various global brands including OLAY (a global cosmetics brand), ESPRIT (a global apparel brand), etc.

Foreign celebrity endorsement

Theoretical framework: Meaning transfer model

Numerous studies on celebrity endorsement have adopted a variety of theoretical evidence and models including Source Credibility Model (Hovland & Weiss, 1951), Source Attractive Model (Singer, 1983), Match-Up Theory (Forkan, 1980), and Meaning Transfer Model (McCracken, 1989), to explain the endorsement operation process and its effectiveness. Among these models, the Meaning Transfer Model comprehensively explains how foreign celebrity endorsement works in the context of current study.

The Meaning Transfer Model is proposed by McCracken (1989) to illuminate how endorsement works through the entire advertising process. First, in the three-stage model, endorsement enables the advertisements to target a specific segment of consumers. In this regard, celebrities are much more powerful than anonymous
endorsers because they own distinct meanings drawn from their previous public images. For instance, when a basketball shoe brand is endorsed by an NBA star, the advertisement will automatically attract the fans of the star. Using an unknown model playing basketball in the commercial may also work, but it takes a longer time for consumers to connect the endorser with the basketball shoes. At the second stage, companies adopt an advertising activity to identify and deliver the meanings from the celebrities to the products/brands. Only when the characteristics of the celebrities and the symbolic properties of the products/brands share similarity and are presented in a consistent way, can consumers process the second stage of meaning transfer. The anti-dandruff shampoo brand Clear entered the Chinese market to compete with Head & Shoulders. To establish a cool and powerful brand image, Clear invited Xiao S, a talk-show hostess who is famous for trenchant comments, to be its spokesperson. The advertising effects turned out well because the personality of Xiao S perfectly represented Clear’s brand personality. At the third stage, consumers take the meaning of the products/brands and express themselves by consuming the products (see Figure 1).
Celebrities play an important role in the meaning transfer model in which they carry symbolic meanings and transfer them to the products/brands. Consumers consume products/brands connected with celebrities (Fowles, 1996). Therefore, to enhance advertising effectiveness, it is crucial to consider the link between the characteristics of the products/brands and the symbolic meanings of the celebrities (Lynch & Schuler, 1994; Misra & Beatty, 1990).

Korean companies in China use Korean celebrity endorsers to remind Chinese consumers of their brand origin. Park Shin-hye (a Korean actress) endorsed the Korean apparel brand Mind Bridge to show Korean fashion, and PSY (a Korean singer) endorsed the Korean food brand Bibigo to show the authenticity of its food. Once consumers associate a brand with its origin, they will judge the quality of the brand based on the stereotype held about the geographic area (Thakor & Lavack,
2003). For example, a Korean beauty balm cream (a cosmetic product) may be perceived to be more effective than a Chinese beauty balm cream because many Chinese people have the stereotype that Korean people use beauty balm cream of their national brands and they look pretty. On the other hand, some Chinese companies also invite Korean celebrities to endorse their brands purposely to take advantage of their reputations. Nongfu Spring (a beverage brand) invited BigBang (a Korean band) as its spokesperson, and Handu Group (an apparel brand) had Jun Ji-hyun (a Korean actress), Park Shin-hye (a Korean actress), Ji Chang-wook (a Korean actor), and Ahn Jae-hyun (a Korean actor) as its endorsers. These celebrities help the endorsed brands to target specific consumers who are their fans.

Foreign language display

When investigating foreign celebrity endorsement, one important factor has been the choice of language in advertising presentation. Foreign languages are widely used in advertisements in the United States (Petrof, 1990), Europe (Hornikx & Starren, 2006), and Asia (Neelankavil, Mummalaneni, & Sessions, 1995); however, researchers have not reached consensus on the effectiveness of the use of foreign languages in advertising. On the one hand, some researchers found that advertising in foreign languages made it hard for consumers to understand the message about the brands (Gerritsen, et al., 2010). English-only advertising was less preferred than subtitled or dubbed advertising in term of advertising attitude and brand attitude (Pagani, Goldsmith, & Perracchio, 2015). Contrary to what advertisers normally
believed, foreign language display did not have a curiosity-evoking function (Hornikx & Ellen, 2015). Additionally, they were less effective in emotion-evoking (Puntoni, Langhel, & Osselaer, 2009). On the other hand, other researchers demonstrated that international companies benefited from the use of English in their advertisements in non-English speaking countries (Micu & Coulter, 2010). Using English in ads helped local companies to upgrade brand value in their local market (Spielmann, & Delvertb, 2014). To make foreign language display effective, it was necessary to match the language with the product origin (Hornikx, Meurs, & Hof, 2013).

Previous studies on foreign language display in advertisements indicate that the effectiveness of the use of foreign languages is highly dependent on the context. Therefore, this study aims to discuss the effect of brand-language country-of-origin (COO) congruence for Korean celebrity endorsed TV commercials in the Chinese daily commodities market.

Country-of-origin (COO) and congruence theory

Country-of-origin (COO) refers to the area to which a brand is believed to belong by its consumers (Thakor, 1996). It is a part of brand personality and comprises several cultural meanings (McCracken, 1993). As per Thakor and Lavack (2003), consumers judge the brand value based on its origin associations. Cultural stereotype plays a large role on the attitude formation (Knight & Calantone, 2000). For example, Japanese electric appliance brands are generally better perceived than Chinese electric appliance brands due to the higher quality stereotypes. COO can be presented in a
number of ways, such as languages used in advertisements, the appearance of the spokesperson, and the brand names (Thakor, 1996).

Congruence theory is widely used in research areas, related to branding, endorsement, and sponsoring studies (Fleck, Korchia, & Roy, 2012), as a means to evaluate the match-up between brands and other entities (e.g., consumer personality, endorser, or an event) (Fleck & Quester, 2007; Roy & Bagdare, 2015). It is suggested that as two or more entities become congruent, the effects increase. There are two dimensions to determine congruence: relevancy and expectancy (Heckler & Childers, 1992). Relevancy is defined as whether the information in the stimulus assists an identification of the information being communicated. Expectancy reflects the extent to which an item fits into a proposed pattern suggested by the communicated information. For the brand endorsement, celebrities are regarded as relevant when their symbolic meanings are congruent with the brand meanings. Meanwhile, endorsers are expected to correspond to the pattern used in the advertisement (Fleck, Korchia, & Roy, 2012). For example, consumers expect endorsers who are bold and independent for adventurous brands, and in the commercials, it is supposed that the endorsers will use daring performance and incisive advertising lines. In sum, relevancy is used to judge the celebrities’ identity, and expectancy is used to evaluate the communication methods.

In this study, the focus is the effect of brand-language COO congruence in Korean celebrity endorsement for daily commodities brands. Previous research evidenced the
applicability of COO congruence theory both for the celebrity selection process (Ryu, Park, & Feick, 2006) and the advertising communication methods (Hornikx, Meurs, & Hof, 2013). Foreign brand-celebrity COO congruence creates positive effects on advertisements, brands, and purchase intention, especially in China, India, and other countries (Roy & Bagdare, 2015; Zhang & Zhang, 2010). When foreign celebrities endorse brands from their own countries, the celebrities’ nationality fits in with the brand nationality. It allows consumers to associate the characteristics of the products/brands with the existing knowledge about the countries, and will generate positive effects if the association is rational and ideal. For instance, when a Korean celebrity endorses a Korean kimchi (a type of food) brand, consumers first need to recognize the celebrity. Then they connect the Korean celebrity and kimchi. They recall that Korea is well-known for kimchi, so they conclude that this kimchi brand is better than kimchi brands from other origins. As for the advertising communication methods, studies indicate that brand-language COO congruence is also relevant in terms of advertising effectiveness (Hendriks, Meurs, & Meij, 2015). In this context, foreign languages are used for their symbolic function instead of the communication function (Kelly-Holmes, 2000). Once consumers recognize a foreign language in an advertisement (they may not need to understand the content), they associate the features of that language speaking social group, and transfer the cultural stereotypes to the advertised brand. The working principle is aligned with the logic of the brand-celebrity COO congruence.
To the author’s knowledge, the effects of brand-language COO congruence have mainly been investigated for print and radio commercials. Exploring the effects of congruence between brand and language with the presence of endorsers in TV commercials would be more complex. Advertising credibility, brand credibility, and purchase intention

Advertising credibility

Advertising credibility refers to how an advertisement is perceived to be able to perform its claims (Herbig & Milewicz, 1995). It is a critical element of advertising effectiveness (Lutz, McKenzie, & Belch, 1983) and is evaluated through three stages (Slater & Rouner, 1996). The first stage occurs as consumers judge the credibility of an advertisement based on their prior experience and knowledge of the information. Once they find that they are not familiar with the information, they would move to the second stage- making the judgment depending on source credibility (the characteristics of the communicators). However, if they still cannot gain enough reference from the communicators, they would rely on the third factor- the message itself. Advertising credibility would be perceived high when a message is logical and convincing, and presented with plausible examples. The three stages mutually influence advertising credibility. Since advertisers are less likely to control consumers’ previous involvement with the brands, the study is more interested in the second two stages- source credibility and the message that would affect advertising credibility.
When foreign celebrities endorse the associated foreign brands, they might be considered to be more knowledgeable about the brands than the local consumers because they come from those countries. The advertising credibility is thus perceived to be high. However, when they endorse local brands which are not related to their COO, their credibility would be challenged. On the other hand, the negative effect of the brand-endorser COO incongruence can be remedied by the manner in which the messages are presented in the commercials. The congruence theory, again, enlightens advertisers about the language selections. When foreign celebrities speak their mother language to endorse the associated foreign brands in the commercials, the relevancy is high and the communication method is within the audiences’ expectation. Thus, consumers would be more likely to trust the statements in the advertisements. However, when foreign celebrities endorse local brands using either their mother language or local language, or endorse foreign brands in local language, the relevancy and expectation are somewhat violated. The advertising credibility may be diminished.

To summarize, when foreign celebrities speak their own language to endorse the associated foreign brands, the advertising credibility will be higher than all other conditions (foreign brand- local language, local brand- foreign language, local brand-local language). Therefore, the first hypothesis of the study is:

*H1: In the context of foreign celebrity endorsement, foreign brand- foreign language congruence will lead to higher advertising credibility than (a) foreign brand- local
language condition; (b) local brand–foreign language condition; and (c) local brand–
local language condition.

Brand credibility and purchase intention

Brand credibility refers to the trustworthiness of the product information included in a brand, which can be present as “consistently delivering what is promised” (Erdem & Swait, 1998). Consumers’ evaluation of brand credibility is more complex than advertising credibility because they may refer to mixed elements such as product quality and the corporate frame. Brands build their cumulative credibility through brand investments which include advertising (Erdem, Swait, & Louviere, 2002). Therefore, the second hypothesis is:

\textit{H2. Advertising credibility is positively related to brand credibility.}

According to Srinivasan and Ratchford’s study (1991), higher brand credibility results in lower perceived risks and less intention to search information during the purchase process. That is to say, when consumers trust a brand, they are willing to consider the products from that brand for convenience. Consumers believe that the product quality of brands with higher credibility are better than brands with lower credibility (Wernerfelt, 1988). Wang and Yang (2010) found that brand credibility generates automobile purchase intention for Chinese consumers. Since automobiles are high involvement products, and this study focuses on daily commodities which require much less involvement, the paper is going to confirm the relationship for low involvement products:
H3. Brand credibility is positively related to purchase intention.

Endorser perceived globalness

To further explore the advertising credibility issue for foreign celebrity endorsement, the study suggests a moderating role of endorser perceived globalness on the relationship between brand-language COO congruence and advertising credibility.

Although endorser perceived globalness has not been examined as an antecedent of advertising credibility before, there is research suggesting that perceived brand globalness has a positive correlation with credibility (Özsomer & Altaras, 2008). In Özsomer and Altaras’s (2008) study, global brands are defined as “those that have widespread regional/global awareness, availability, acceptance, and demand and are often found under the same name with consistent positioning, personality, look, and feel in major markets enabled by centrally coordinated marketing strategies and programs”. Since extensively, a brand can be a product, service, or even a person (“Brand management”, Wikipedia), the current paper defines global endorsers as those who have widespread regional/global awareness and acceptance. As per Steenkamp et al. (2003), perceived brand globalness is the extent to which a brand is perceived to be globally available and desirable. If a brand is considered more global, consumers would believe that people in other markets also demand and choose the product/brand, thus they generate more trustworthiness to the product/brand.
Consistent with the logic, the study assumes that higher endorser perceived globalness could lead to higher credibility.

As mentioned before, consumers judge the advertising credibility from the source first, then the message itself (Slater & Rouner, 1996). When celebrities are perceived to be more global, consumers may believe that they have had enough information from the source to judge the credibility of the advertisements. In this regard, endorsers only need to use their consistent personality and image to achieve the advertising outcomes and the effect of brand-language COO congruence on advertising credibility may be diminished. Whereas, if the celebrities are perceived to be less global, consumers do not feel confident about their judgment only based on the communication source. They move to the third stage- judging the advertising credibility depending on the message contents and presentation forms which include language selections. In this situation, the congruence between the language and the brand has a large effect on credibility evaluation. Therefore, the forth hypothesis is:

_H4: Foreign celebrities’ perceived globalness moderates the effect of brand-language COO congruence on advertising credibility, such that when perceived globalness is high (vs. low), the influence of brand-language COO congruence on advertising credibility is lower (vs. higher)._
Figure 2. Research model
Methodology

Research design

To test the proposed model, a self-administered questionnaire was developed and distributed through a Chinese online survey website called Sojump. A 2 (brand origin: foreign brand or local brand) × 2 (language origin: foreign language or local language) × 2 (endorser perceived globalness: high or low) between-subjects design was employed. A total of eight hypothetical scenarios concerning Korean female celebrities endorsing Korean/Chinese shampoo brand speaking Korean/Chinese were created to manipulate variables in the survey, which also has been used in another study of foreign-language display in advertising (Hornikx, Meurs, and Hof, 2013).

The procedure of the experimental survey was as follows: each respondent was randomly assigned to one of eight scenarios. They were firstly presented with a group of five celebrities (high vs. low level of globalness), and asked to choose one of the most familiar ones, ranking the perceived globalness of the selected celebrity; afterwards, they were given one of four brand-language COO congruence conditions (Foreign brand/Foreign language, Foreign brand/Local language, Local brand/Foreign language, Local brand/Local language) in a commercial setting, and asked to imagine that their selected celebrity was the endorser of the commercial; finally, they
evaluated the advertising credibility, brand credibility, and their purchase intention. Demographic questions were asked at the end. The questionnaire was presented in Chinese.

Stimuli materials

Hypothetical scenarios were developed through the researcher’s design and the results of a pretest. In order to manipulate the brand origin and language origin, Korean brands and the Korean language were selected as the foreign cue, while Chinese brands and the Chinese language implied local. Daily commodity brands and shampoo were selected as the brands and product being advertised because they are needed by every consumer and shampoo is widely advertised in China. The stimuli materials were presented in the form of a storyboard (refer to Appendix A), which was widely used in the advertising industry at the commercial proposal stage. The scenario looked like this: with the same layout, an instruction was provided in which brand origin was mentioned:

“you will be given a hypothetical scenario in which Huaor (Hanor) Inc., a Chinese (Korean) daily necessity manufacturer, publishes a commercial to advertise its star product – ginger shampoo...”

This description method had also been used by Tse and Gorn (1993) to manipulate brand origin. Fictitious brands, Huaor and Hanor, were created here to avoid respondents’ previous attitudes on brands, preventing the failure in
demonstrating the direct effect of advertising credibility on brand credibility. The language origin was also mentioned in the instruction:

“Please read the storyboard of the commercial and assume... endorsing the brand in Chinese (Korean)....”

Below the instruction, a six-panel storyboard was presented. The images were similar in each panel for all brand-language COO congruence conditions, with only brand names and logos changing. The language factor was controlled by the scripts shown below each panel representing the lines that the celebrity endorser would speak in the commercial. For example, if the scripts were in Korean, it meant that the celebrity was endorsing speaking in the Korean language. Chinese subtitles were provided for the Korean language version. The contents of the lines in all storyboards were the same:

“Styling, I want more change. No strong hair root, impossible.

Huaor/Hanor ginger shampoo, naturally extracting ginger essence, promoting the brain blood circulation, and quickening nutrition absorption, making hair root stronger.

Shampoo, I choose Huaor/Hanor.”

Pretest

In order to manipulate the celebrities’ perceived globalness, a pretest was conducted to classify celebrities into a high global group and a low global group. Only female celebrities were employed because most of the shampoo brands without
specific gender segment used female endorsers in China. Respondents were asked to rank the perceived globalness of ten selected Korean female celebrities from 1 (low globalness) to 7 (high globalness).

Sixty-six Chinese people from a convenience sample participated, with 50 valid responses. Among the valid questionnaires, 15 (30%) were completed by males. The average age of the respondents was 33.9 and ranged from 20 to 52, and the mean monthly income was ¥3680 ($550). 74% of the respondents had a bachelor’s or higher degree, and 44% worked as company employees. According to the one-way ANOVA test, the mean scores on perceived globalness for each celebrity were significantly different, F (9, 342) = 7.155, p = .000. In the t-test, celebrities in the more global group (M=5.02) were perceived as more global than those in the less global group (M=3.86), p = .000. Therefore, as shown in Table 1, the classification was made as follows: Jun Ji-hyun, YoonA, Song Hye-kyo, Park Shin-hye, and Han Ga-in were divided into the high global group; Lee Da Hae, Jang Na Ra, Park Min Young, Park Chae Rim, and IU were categorized into the low global group.
<table>
<thead>
<tr>
<th>Group</th>
<th>Perceived globalness</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>Std. Deviation</td>
</tr>
<tr>
<td>High global</td>
<td>Gianna Jun</td>
<td>5.50</td>
</tr>
<tr>
<td></td>
<td>Song Hye Kyo</td>
<td>5.41</td>
</tr>
<tr>
<td></td>
<td>YoonA</td>
<td>4.73</td>
</tr>
<tr>
<td></td>
<td>Park Shin Hye</td>
<td>4.65</td>
</tr>
<tr>
<td></td>
<td>Han Ga In</td>
<td>4.43</td>
</tr>
<tr>
<td>Low global</td>
<td>Park Min Young</td>
<td>3.96</td>
</tr>
<tr>
<td></td>
<td>IU</td>
<td>3.93</td>
</tr>
<tr>
<td></td>
<td>Park Chae Rim</td>
<td>3.89</td>
</tr>
<tr>
<td></td>
<td>Jang Na Ra</td>
<td>3.81</td>
</tr>
<tr>
<td></td>
<td>Lee Da Hae</td>
<td>3.75</td>
</tr>
</tbody>
</table>

Table 1. Results for celebrity categorization

Manipulation checks

To assess for falsification, the brand origin and language origin variables were checked by asking respondents to answer two single choice questions: “The brand is from which country?” and “The endorser uses what language in the commercial?”.

The data from the respondents who made the wrong choice were removed. This method of manipulation check was adopted from Pecotich & Rosenthal (2001). In addition, “Who endorses the brand” was also asked to make sure that respondents understand the scenario.

The manipulation of endorser perceived globalness was reconfirmed in the main study. Respondents were asked to rank the perceived globalness of the selected Korean celebrity. Three items built on Steenkamp, et al. (2003) were used: (1) To me, the chosen celebrity is an international star; (2) I think people abroad know the chosen celebrity; and (3) The chosen celebrity is famous all over the world (to the
respondents’ perception). All items were measured using 7-point Likert scales (1=strongly disagree and 7=strongly agree).

Dependent measures

After reading the scenario and completing the manipulation checks, three dependent variables were tested in the main study: advertising credibility, brand credibility, and purchase intention. Advertising credibility was measured by a 3-item scale developed by Moore and Rodgers (2005). The statements were: (1) I feel the commercial generally tells the truth; (2) I believe what I have seen in this commercial; and (3) I find the commercial to be quite credible. Brand credibility was measured by five claims used by Erdem and Swait (1998) with two items about consumers’ previous engagement with the brand removed. The statements included: (1) This brand reminds me of someone who’s competent and knows what he/she is doing; (2) This brand has the ability to deliver what it promises; (3) This brand’s product claims are believable; (4) This brand has a name you can trust; and (5) This brand doesn’t pretend to be something it isn’t. Purchase intention was measured by a 3-item scale adapted from Dodds, Monroe, and Grewal (1991) and included (1) The likelihood of purchasing this product is high; (2) The probability that I would consider buying the product is high; and (3) My willingness to buy the product is high. All items were measured using 7-point Likert scales with 1 indicating strongly disagree and 7 representing strongly agree.
Results

Four hundred Chinese people participated in the main survey. After screening, two hundred and sixty (65%) valid questionnaires were retained for analysis. One hundred and forty (35%) sets of questionnaires were removed because the respondents failed to provide the right answers for the manipulation questions about brand origin, language origin and the scenario, which shows lack of attention to the scenarios. Among the valid questionnaires (N=260), one hundred and eleven (42.7%) were completed by male respondents. The mean age of these participants was 32.21 and ranged from 20 to 69, and their average monthly income was ¥7640 (about $1150). 84.9% had a bachelor degree or above (refer to Table 2).

<table>
<thead>
<tr>
<th>Items</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Sex</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>111</td>
<td>42.7%</td>
</tr>
<tr>
<td>Female</td>
<td>149</td>
<td>57.3%</td>
</tr>
<tr>
<td>II. Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25 and below</td>
<td>35</td>
<td>13.5%</td>
</tr>
<tr>
<td>26-30</td>
<td>92</td>
<td>35.4%</td>
</tr>
<tr>
<td>31-35</td>
<td>75</td>
<td>38.8%</td>
</tr>
<tr>
<td>Above 35</td>
<td>58</td>
<td>22.3%</td>
</tr>
</tbody>
</table>

Table 2. Descriptive statistics for sampleContinued
Table 2 continued

<table>
<thead>
<tr>
<th>Items</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>III. Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Some college or less</td>
<td>39</td>
<td>15%</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>186</td>
<td>71.5%</td>
</tr>
<tr>
<td>Master’s and above</td>
<td>35</td>
<td>13.4%</td>
</tr>
<tr>
<td>IV. Monthly income</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than  ¥ 3000 ($450)</td>
<td>27</td>
<td>10.4%</td>
</tr>
<tr>
<td>¥ 3000-5000 ($450-1200)</td>
<td>68</td>
<td>26.2%</td>
</tr>
<tr>
<td>¥ 5001-8000 ($450-1200)</td>
<td>84</td>
<td>32.2%</td>
</tr>
<tr>
<td>Above ¥ 8000 ($1200)</td>
<td>81</td>
<td>31.2%</td>
</tr>
</tbody>
</table>

Although each scale was adopted from the previous studies, all items were factor analyzed using SPSS 23 to check the reliability and validity. According to the Corrected Item-Total Correlation, one item: Brand Credibility 5 (This brand doesn’t pretend to be something it isn’t) was discarded because it had a value lower than 0.6 which would affect the reliability of the factor. After the adjustment, the coefficient alpha for each factor ranged from 0.864 to 0.935 exceeding the recommended 0.70. The results demonstrated the reliability of the instrument.

For the remaining of thirteen items, KMO and Bartlett’s test were carried out to check the validity of the instrument. Since KMO was 0.940, and p=0.000<0.001, the factor analysis could be conducted. Two components were extracted (based on Eigenvalue greater than 1) via a varimax-rotated principal components analysis. Endorser perceived globalness had the smallest three factor loading values on component 1 and the only positive factor loading values on component 2, thus...
perceived globalness (3 items) was captured. Then, a factor analysis was conducted again on all items of the remaining three variables by forcing the extraction of three components. Brand credibility items had the biggest four factor loading values on component 2, therefore, brand credibility (4 items) was captured. The same process was repeated, and the residual two factors: Advertising credibility (3 items), and Purchase intention (3 items) were obtained with advertising credibility showing positive factor loading on component 2. These outcomes proved the validity of the scales (refer to Table 3).

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Items</th>
<th>N</th>
<th>Loading</th>
<th>Cronbach α</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived globalness</td>
<td>1) To me, the chosen celebrity is an international star</td>
<td>3</td>
<td>0.902</td>
<td>0.935</td>
</tr>
<tr>
<td></td>
<td>2) I think people abroad know the chosen celebrity</td>
<td></td>
<td>0.907</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3) The chosen celebrity is famous all over the world</td>
<td></td>
<td>0.901</td>
<td></td>
</tr>
<tr>
<td>Advertising credibility</td>
<td>1) I feel the commercial generally tells the truth</td>
<td>3</td>
<td>0.818</td>
<td>0.893</td>
</tr>
<tr>
<td></td>
<td>2) I believe what I have seen in this commercial</td>
<td></td>
<td>0.806</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3) I find the commercial to be quite credible</td>
<td></td>
<td>0.813</td>
<td></td>
</tr>
</tbody>
</table>

Table 3. Validity and reliability checks

Continued
Table 3 continued

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Items</th>
<th>N</th>
<th>Loading</th>
<th>Cronbach α</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand credibility</td>
<td>1) This brand reminds me of someone who’s competent and knows what he/she is doing</td>
<td>4</td>
<td>0.739</td>
<td>0.864</td>
</tr>
<tr>
<td></td>
<td>2) This brand has the ability to deliver what it promises</td>
<td></td>
<td>0.772</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3) This brand’s product claims are believable</td>
<td></td>
<td>0.833</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4) This brand has a name you can trust</td>
<td></td>
<td>0.810</td>
<td></td>
</tr>
<tr>
<td>Purchase intention</td>
<td>1) The likelihood of purchasing this product is high</td>
<td>3</td>
<td>0.847</td>
<td>0.910</td>
</tr>
<tr>
<td></td>
<td>2) The probability that I would consider buying the product is high</td>
<td></td>
<td>0.782</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3) My willingness to buy the product is high</td>
<td></td>
<td>0.838</td>
<td></td>
</tr>
</tbody>
</table>

A manipulation check was also performed for endorser perceived globalness. As shown in Table 4, the mean of the perceived globalness was significantly (p < 0.001) higher for the high global group (Jun Ji-hyun, YoonA, Song Hye Kyo, Park Shin Hye, & Han Ga In) (M=5.48) than for the low global group (Lee Da Hae, Jang Na Ra, Park Min Young, Park Chae Rim, & IU) (M=5.02). The results supported the control of the perceived globalness measurement used in the scenario.
<table>
<thead>
<tr>
<th>Variable</th>
<th>Group</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>Difference</th>
<th>t-Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived globalness</td>
<td>High level of globalness</td>
<td>129</td>
<td>5.48</td>
<td>0.90</td>
<td>0.46</td>
<td>3.772***</td>
</tr>
<tr>
<td></td>
<td>Low level of globalness</td>
<td>127</td>
<td>5.02</td>
<td>1.05</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*** p<0.001

Table 4. Manipulation check

The full model was tested using independent sample t-test, ANOVA and simple linear regression. For hypothesis 1, the t-test results showed that there was a significant difference in the advertising credibility scores for Korean brand- Korean language (M=5.34) and Korean brand- Chinese language (M=4.98) condition; t(136)=2.374, p=0.019. Thus, H1a was supported. However, the mean score for Chinese brand- Korean language was 5.15 with t(129)=1.142, p=0.256; and the score for Chinese brand- Chinese Language was 5.30 with t(147)=0.274, p=0.784. Both results for H1b and H1c were not significant.

Since hypothesis 1 was only partially supported, an ANOVA was used to test the relationship between brand-language COO congruence and advertising credibility, and the result was significant (F = 4.949, p<0.05). As indicated in the plots shown in Figure 1, when brand origin was consistent with language origin, the advertising credibility was always higher than that of brand-language COO incongruence conditions. The results showed that with the presence of foreign endorsers, the effect of brand-language COO congruence on advertising credibility still exists.
Table 5. ANOVA results for hypothesis 1

<table>
<thead>
<tr>
<th>Source</th>
<th>Type III sum of squares</th>
<th>df</th>
<th>Mean square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corrected model</td>
<td>5.334a</td>
<td>3</td>
<td>1.778</td>
<td>2.079</td>
<td>0.103</td>
</tr>
<tr>
<td>intercept</td>
<td>6831.839</td>
<td>1</td>
<td>7831.839</td>
<td>7986.866</td>
<td>0.000</td>
</tr>
<tr>
<td>Brand origin (Foreign/Local)</td>
<td>0.711</td>
<td>1</td>
<td>0.711</td>
<td>0.831</td>
<td>0.363</td>
</tr>
<tr>
<td>Language origin (Foreign/Local)</td>
<td>0.261</td>
<td>1</td>
<td>0.261</td>
<td>0.305</td>
<td>0.581</td>
</tr>
<tr>
<td>Brand origin × Language origin</td>
<td>4.233</td>
<td>1</td>
<td>4.233</td>
<td>4.949</td>
<td>0.027*</td>
</tr>
</tbody>
</table>

*p < 0.05

The effect of advertising credibility on brand credibility was tested using a simple linear regression. Selecting advertising credibility as the independent variable and
brand credibility as the dependent variable to do a regression model, the result is shown below. The model was significant \((t = 24.882, p < 0.05)\), and the adjusted R square was 0.705, which meant that the function fit well. The standardized coefficient was positive, and \(p < 0.05\), suggesting a positive relationship between advertising credibility and brand credibility. The analysis supported hypothesis 2.

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>Standardized coefficient</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>6.840</td>
<td>6.840</td>
<td>0.000</td>
</tr>
<tr>
<td>Advertising credibility</td>
<td>0.840</td>
<td>24.882</td>
<td>0.000</td>
</tr>
</tbody>
</table>

\[R^2 = 0.706, \text{Adjusted } R^2 = 0.705, F (1, 258) = 619.110, p = 0.000\]

Table 6. Results for advertising credibility and brand credibility regression model

Taking brand credibility as the independent variable and purchase intention as the dependent variable to do a regression model, the result is shown below. The model was significant \((t = 24.879, p < 0.05)\), and the adjusted R square was 0.705, which meant that the function fit well. The standardized coefficient was positive, and \(p < 0.05\), suggesting a positive relationship between brand credibility and purchase intention. The analysis supported hypothesis 3.
<table>
<thead>
<tr>
<th>Independent variable</th>
<th>Standardized coefficient</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>0.493</td>
<td>0.623</td>
<td></td>
</tr>
<tr>
<td>Brand credibility</td>
<td>0.840</td>
<td>24.879</td>
<td>0.000</td>
</tr>
</tbody>
</table>

$R^2 = 0.706$, Adjusted $R^2 = 0.705$, $F (1, 258) = 618.970$, $p = 0.000$

Table 7. Results for brand credibility and purchase intention regression model

Finally, to test the moderating role of endorser perceived globalness on the relationship between brand-language COO congruence and advertising credibility, ANOVA was conducted again to test the interaction effect. The result showed a significant interaction of brand origin, language origin and perceived globalness ($F = 6.292$, $p<0.05$). The finding could also be confirmed through the plots. Compared to the high globalness group, the effect of brand-language COO congruence increased for the low globalness group. Because in the high globalness plot, the Korean language condition indicated a greater credibility (mean for Korean brand- Korean language = 5.3, mean for Chinese brand- Korean language = 5.25, mean for Korean brand- Chinese language = 5.1, and mean for Chinese brand- Chinese language = 5.02), while in the low globalness plot, brand-language COO congruence resulted in a high credibility evaluation (mean for Chinese brand- Chinese language = 5.64, mean for Korean brand- Korean language = 5.38, mean for Chinese brand- Korean language = 5.07, and mean for Korean brand- Chinese language = 4.83). The results
demonstrated the hypothesis 4.

<table>
<thead>
<tr>
<th>Source</th>
<th>Type III sum of squares</th>
<th>df</th>
<th>Mean square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corrected model</td>
<td>122.712</td>
<td>7</td>
<td>17.530</td>
<td>2.330</td>
<td>0.025</td>
</tr>
<tr>
<td>Intercept</td>
<td>61163.086</td>
<td>1</td>
<td>61163.086</td>
<td>8128.844</td>
<td>0.000</td>
</tr>
<tr>
<td>Language origin (Foreign/Local)</td>
<td>6.111</td>
<td>1</td>
<td>6.111</td>
<td>0.812</td>
<td>0.368</td>
</tr>
<tr>
<td>Brand origin (Foreign/Local)</td>
<td>4.391</td>
<td>1</td>
<td>4.391</td>
<td>0.584</td>
<td>0.446</td>
</tr>
<tr>
<td>Perceived globalness (High/Low)</td>
<td>2.177</td>
<td>1</td>
<td>2.177</td>
<td>0.289</td>
<td>0.591</td>
</tr>
<tr>
<td>Language origin* Brand origin</td>
<td>42.093</td>
<td>1</td>
<td>42.093</td>
<td>5.594</td>
<td>0.019*</td>
</tr>
<tr>
<td>Language origin* Perceived globalness</td>
<td>6.652</td>
<td>1</td>
<td>6.652</td>
<td>0.884</td>
<td>0.348</td>
</tr>
<tr>
<td>Brand origin* Perceived globalness</td>
<td>14.166</td>
<td>1</td>
<td>14.166</td>
<td>1.883</td>
<td>0.171</td>
</tr>
<tr>
<td>Language origin* Brand origin* Perceived globalness</td>
<td>47.340</td>
<td>1</td>
<td>47.340</td>
<td>6.292</td>
<td>0.013*</td>
</tr>
</tbody>
</table>

*p < 0.05

Table 8. ANOVA results for hypothesis 4
Figure 4. Interaction effect of brand origin, language origin, and endorser globalness
Discussion, implications, and limitations

The study investigated the effect of brand-language COO congruence on advertising credibility, and demonstrated the moderating role of endorser perceived globalness in the context of foreign celebrity endorsement. With the presence of foreign endorsers, when brand origin was consistent with language origin, the advertising credibility was higher than that of brand-language COO incongruence conditions. Moreover, if the foreign celebrity was perceived to be more global, the effect of brand-language COO congruence on advertising credibility decreased. The finding contributes to extend the existing knowledge of the literature on foreign celebrity endorsement.

Discussion

Consistent with the results of previous foreign language display research (Hornikx, Meurs, & Hof, 2013; Kelly-Holmes, 2000; Neelankavil, Mummalaneni, & Sessions, 1995), this study found that brand-language COO congruence had a positive relationship with advertising credibility. The outcome can be explained by the congruence theory: when one or more entities unite with the brands, the effects of the brand association increase (Fleck & Quester, 2007; Roy & Bagdare, 2015). For example, when Korean celebrities endorse Korean brands while using the Korean
language, the relevancy between brand COO and endorser COO is built, and the presentation form is consistent with consumers’ expectation as language COO is also aligned with brand COO. The advertising therefore, from the consumers’ perspective, becomes credible. In addition, when Korean celebrities endorse Chinese brands in the Chinese language, the advertising credibility is higher than the incongruent brand-language COO conditions, which means that in the context of foreign celebrity endorsement, brand-language COO congruence lead to higher advertising credibility than incongruence conditions.

The study also found a moderating role of endorser perceived globalness on advertising credibility. When a celebrity is considered to be more global, the effect of brand-language COO congruence on advertising credibility decreases, which supports the notion of advertising credibility theory (Slater & Rouner, 1996). Consumers evaluate advertising credibility through three stages: their own previous experience, the characteristics of the communicators, and the message display. Since the study used a fictitious brand, respondents could not refer to their prior experience with the advertising. The respondents were forced to use the characteristics of the celebrities to judge the credibility of the advertising. When they considered a celebrity to be more global, they tended to trust him/her when he/she was more consistent with himself/herself (e.g., he/she used his/her own language to endorse brands). If a celebrity was not perceived as global, consumers could not decide whether the celebrity was competent enough to recommend the brands. Then, consumers moved
to the next stage- using the message itself to judge the advertising, where language cue plays a role. This may explain why the effect of brand-language COO congruence on advertising credibility was higher in low endorser perceived globalness condition.

As expected, the relationship among advertising credibility, brand credibility, and purchase intention has been proven to be consistent with the previous studies (Erdem, Swait, & Louviere, 2002; Srinivasan and Ratchford, 1991). Advertising credibility is positively related to brand credibility, which in turn, is positively related to purchase intention. In order to increase consumers’ purchase intention, it is crucial to establish and enhance advertising credibility and brand credibility.

Theoretical implications

The main theoretical implication of this study is that it demonstrated the effect of brand-language COO congruence on advertising credibility in a more complex setting with the presence of endorsers. While previous studies have focused mainly on the language usage in print and radio ads (Hornikx, Meurs, & Hof, 2013; Hendriks, Meurs, & Meij; 2015), there has been a lack of attention paid to the mixed influence of endorser and language selection on the advertising effectiveness (Caruana & Abdilla, 2005). The current study extends the findings by suggesting that brand-language COO congruence has a positive relationship with advertising credibility, but with a more global endorser, the brand-language COO congruence effect becomes less efficient. These findings extend the congruence theory in the
current context and support the theory on advertising credibility evaluation process: the source characteristic is anterior to the message display in term of credibility judgment sequence. The study highlights the reasons behind the phenomenon that foreign celebrities use different languages to endorse different brands.

Another academic contribution of the study is that the finding of the moderating role of endorser perceived globalness provides a unique view of the characteristics of the communication source. Previous studies have developed expertise, trustworthiness, attractiveness, familiarity, etc. (Roobina, 1990; Singer, 1983) as crucial dimensions that can influence advertising credibility. In the global marketing studies, endorser perceived globalness might become a new dimension of source credibility. Global celebrities are generally believed to be known also by people from other countries (Steenkamp, Batra, & Alden, 2003); therefore, they are perceived as less likely to lie because the effects of doing so are more harmful. As a result, the more global a celebrity is considered, the more credible he/she is perceived, which in turn, influences the judgment of advertising credibility.

Practical Implications

The study provides several practical implications to advertisers in terms of the strategies of using foreign endorsers, especially Korean endorsers in China. At the outset, in order to increase the advertising credibility, besides trying to maintain a credible brand image in the long term, companies need to be careful with their
endorser selection and advertising presentation forms which include language choice.

In dealing with the foreign endorsements, advertisers should evaluate the characteristics of the celebrities. If a celebrity is perceived to be more global in the advertised market, advertisers could ask him/her to advertise in his/her mother language for either foreign brands or local brands. Whereas, if a celebrity is less global, advertisers should ask him/her to endorse foreign brands in his/her own language and use local language to advertise local brands.

Moreover, findings on the effect of brand-language COO congruence on advertising credibility offer guidelines not only in selecting the most effective language in foreign celebrity endorsement, but also in determining the appropriate endorsers. When endorsers are expected to serve as a stimuli of country of origin, advertisers should make sure that the advertised market knows the nationality of the celebrity and the celebrity carries the symbolic meaning of his/her country. When this condition is met, the meaning transfer model works and consumers are able to associate the origin cue with brands.

In addition, the current study once again proves that advertising credibility is crucial to brand credibility, and so is to purchase intention. Advertisers should consider advertising credibility genuinely as one of their advertising effectiveness criteria.

Limitations and suggestions for future studies
This study has limitations. Firstly, the study employed hypothetical scenarios to manipulate the independent variables, which lacks realism. Future studies may use videos or real commercials to improve the reality of the experiment. Secondly, only Korean brand and language were used as the stimulus of foreign cues, which decreases the generalization of the findings. More foreign brands and languages should be examined in the future studies to generalize the findings. Thirdly, the scope of the study is limited to the low involvement products- shampoo, for which endorsement may have a large effect. Future studies could test the findings in relation to high involvement products such as automobiles. Finally, while brand-language COO congruence influences the advertising credibility, future studies may also want to explore consumers’ information processing in the context of foreign celebrity endorsement, explaining which language selection is better for understanding and recall.
References


Tse, D. K., & Gorn, G. J. (1993). An experiment on the salience of country-of-origin in
the era of global brands. *Journal of International Marketing*, 1(1), 57-76.


Appendix A: Questionnaire

1. Are you above 18 years old?
   Yes
   No

2. Do you want to participate in this study? (You can quit at any time)
   Yes
   No

3. Have you watched any video advertisements (including TV commercials, online videos, etc.) within three months?
   Yes
   No

4. How often do you purchase shampoo?
   Once every month
   Once every 2 months
   Once every quarter
   Once every half year
   Once every year or above
   Never

5. To which extent do you agree with the following statement? (1 indicates strongly disagree and 7 indicates strongly agree)

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>In general, I am familiar with Korean celebrities.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. Please select one out of five Korean female celebrities whom you know from the list below.
7. Please keep the chosen celebrity in mind and indicate to which extent you agree with the following statement about the celebrity. (1 indicates strongly disagree and 7 indicates strongly agree)

<table>
<thead>
<tr>
<th>Statement</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>To me, the chosen celebrity is a global star.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I think people overseas know the chosen celebrity.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The chosen celebrity is famous all over the world.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Now, you will be given a hypothetical scenario in which Huaor Inc., a Chinese daily necessity manufacturer, publishes a commercial to advertise its star product – ginger shampoo. Please read the storyboard of the commercial and assume that you have seen your previous chosen celebrity endorsing the brand in Chinese. Please be aware of that each picture represents a scene that will be used in the commercial, and “Line” is what the endorser is going to say in each scene.

Note: A storyboard is a graphic organizer in the form of illustrations or images displayed in sequence for the purpose of pre-visualizing an interactive media sequence (Wikipedia, 2016).

Now you are going to watch the storyboard:
After watching the storyboard, please complete the rest of the survey.

8. Please select the right answer to fill the blanks:
In this commercial, __Song Hye Kyo/Park Shin Hye/Gianna Jun/YoonA/Lee Ji-eun__ (who) endorses a __Chinese/Korean__ (which country’s) brand in __Chinese/Korean language__ (which language). (Options are given)

9. To which extent do you agree with the following statement? (1 indicates strongly disagree and 7 indicates strongly agree)

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The hypothetical scenario is realistic.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10. To which extent do you agree with the following statements about the commercial? (1 indicates strongly disagree and 7 indicates strongly agree)

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel the commercial generally tells the truth.</td>
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<tr>
<td>I believe what I have seen in this commercial.</td>
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<tr>
<td>I find the commercial to be</td>
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</tbody>
</table>

50
11. To which extent do you agree with the following statements about the brand? (1 indicates strongly disagree and 7 indicates strongly agree)

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
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</thead>
<tbody>
<tr>
<td>This brand reminds me of someone who’s competent and knows what he/she is doing.</td>
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<td>This brand has the ability to deliver what it promises.</td>
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<td>This brand’s product claims are believable.</td>
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<td>This brand has a name you can trust.</td>
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<td>This brand doesn’t pretend to be something it isn’t</td>
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</table>

12. How would you rank your willingness to buy the advertised shampoo? (1 indicates strongly disagree and 7 indicates strongly agree)

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<th>1</th>
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<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>The likelihood of purchasing this shampoo is high.</td>
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<tr>
<td>The probability that I would consider buying the shampoo is high.</td>
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<tr>
<td>My willingness to buy the shampoo is high.</td>
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</tbody>
</table>

13. Are you Chinese
Yes
No

14. What is your gender
Male
Female

15. How old are you: _______
16. To which of the following level does your monthly income best fit?
Less than ¥2000
¥2000~3000
¥3001~5000
¥5001~8000
¥8001~15000
¥15001~50000
Above 50000

17. What is your educational level?
High school or less
Some college
Bachelor’s degree
Master’s degree/ some graduate school
Doctoral and/or professional degree (e.g. Ph. D., JD, MD)

18. What is your occupation?
Government
Profession (medicine, law, etc.)
Teaching educational
Administrative clerical
Engineering technical
Business
Service industry
Agriculture
Manufactory
Student
Entrepreneurial self-employed
Not currently employed (e.g. retired, job hunting, etc.)
Others