The Congruence Effect between the Endorser and the Product on the Advertising Persuasion

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Abstract

This research aims to study the effect of the congruence concept between endorser and product in advertising persuasion and its influence on the formation process of attitudes (attitude toward advertising, attitude toward the product and the intention to purchase). This congruence concept has been tested on three levels (high congruence, moderate and low congruence) for three types of endorsers (celebrity, expert and ordinary consumer) associated with three types of products (perfume, computer and biscuit). Experimentation was carried out near 340 individuals chosen by quota. The empirical results showed that more the endorser is congruent with the endorsed product; he generates more favorable attitudes and purchasing intentions. Thus, a celebrity endorser does not always generate favorable attitudes than non-famous endorsers.

Keywords: Congruence, Famous Celebrity, Non Famous Celebrity, Advertising Persuasion, Attitudes.

1. Introduction

In its origin, the congruence hypothesis was derived from the research examining the "fittingness" of an endorser with the advertised product in advertising (Kanungo and Pang, 1973). This congruence hypothesis suggested if there is a « match-up » or "fittingness" between the product and the endorser in an advertisement, the consumer evaluations with regard to the announced product will be favorable. And if this congruence is absent, then the product will receive unfavorable evaluations on behalf of the consumers. Consequently, many researchers such as Friedman and Friedman (1979), Kahle and Homer (1985), Kamins (1990), Kamins and Gupta (1994), Till and Busler (2000) and Tingchin Liu, Hung and Minghua (2007) studied and stressed the importance of congruence between endorser and the announced product. Our research lies with in this scope and aims to stress the importance of congruence concept in the advertising persuasion. Indeed, the good choice or the good selection of suitable endorser with the suitable product is one of the more important decisions for the experts in marketing. In fact, this endorser can influence the advertising acceptance, the receiver's attitudes, the product evaluations and its future use.

Through this research, we want to demonstrate the essential role of congruence to generate attitudes and favorable behavioral intentions near by the receivers.

Thus, our research objective is to demonstrate: **"What is the congruence effect between the endorser and the product in the advertising and its impact on receiver's attitudes and intentions to purchase?"**

Then, three main objectives defining the general direction of our research: First objective is to study 3 congruence degrees (case of a high congruence, case of a moderate congruence and case of a low congruence) for three endorsers types (celebrity, expert, and ordinary consumers) associated with three different types of products.

The second objective is to demonstrate the impact of each congruence degree with each association (endorser / product) on the attitudes and consumer intentions to buy. And the third objective is to demonstrate the effectiveness of non famous endorsers (expert and ordinary consumer) in generating favorable attitudes when they are inserted in the right context.

2. Literature Review

2.1 The Congruence or "Match-Up" in Advertising

The congruence in advertising is addressed by two currents: a first current research studied the effect of congruence or incongruity between visual and textual elements in advertising (Houston, Childers et Heckler, 1987; Heckler et Childers, 1992). And another current showed the relationship between the endorser image and the product advertised such as Kahle and Homer (1985), Kamins (1990) and Kamins and Gupta (1994). According to those cited researchers, it has been shown that some level of congruence should exist to highlight the consumer's evaluations toward the product and the advertising. Thus, various names have been attributed to the congruence concept in advertising.

According to Misra and Beatty (1990), the congruence of the endorser occurs when «highly relevant characteristics of the spokesperson (endorser) are coherent with the highly relevant attributes of the brand or the endorsed product. As for Kirmani and Shiv (1998), they defined the congruence as "the degree of harmony between the accessible associations of an endorser and the attributes associated to the brand and or to the endorsed product ". Kamins and Gupta (1994) used the term "congruence", "fit" or "match-up". Lynch and Schuler (1994) used the word "congruence" or "match-up" without defining clearly the terms used. Indeed, the endorser congruence is based on attributes related to the endorser that are shared with the product or endorsed brand. Using an endorser is not appropriate for the endorsed product, can have negative implications for the advertising strategy (Kahle and Homer, 1985; and Kamins, 1990).

2.2 The incongruity or "Mismatches" in advertising

Another current of research following the example of Devebec and Iyer (1986), Mandler (1982) and Meyers and Tybout (1989) found that "the incongruity "," the difference" or " the mismatche " between the endorser and the product generates a considerable persuasive efficiency. We found that previous research on the congruence between the celebrity and the products have been inconclusive. In many cases, the persuasive effectiveness of a high congruence is not supported empirically for the attitude toward the brand and purchase intent (Kamins, 1990). Moreover, it remains uncertain that a congruence is always more persuasive than an incongruity. The results of Devebec and Iyer (1986) proved the possibility that incongruity or a disparity between the endorser and the product is not accompanied, necessarily, by undesirable results of advertising. Indeed, their research showed that a difference between the endorser and the product which it is associated results in better persuasion of the advertising message.

2.3 The moderate congruence (Mandler, 1982)

A big part of the research crossed on the congruence hypothesis tended to compare two extreme cases: an extreme congruence and/or an extreme incongruity enter the product and the endorser (Kahle and Homer, 1985, Kamins, 1990, and Till and Busler, 2000). Indeed, many searches confirm that in the practice the consumers tend to anticipate the congruence between the image of the endorsers and that of product in advertisements (O' Mahony and Meenaghan, 1997/1998). Thus, consumers are more likely to expect that athletes endorse products associated with the sports field or athletic performance than those not related to such events. Thus, it seems that the evaluation process of an extreme congruence in the advertising is not sufficient to cause a psychological awakening or a real affect because it is seen to be as very familiar and typical (Stayman, Alden and Smith, 1992).

On the other hand, the extreme disparity between the endorser and the product can lead to a negative advertising evaluation (Meyers-Levy, Louie and Curren, 1994; and Mandler, 1982). We want, then, know about the persuasive effects engendered by a moderate disparity (Mandler, on 1982)? Mandler theorized that the congruence level between the product and the schema of the product category can influence the nature of data processing and the products evaluations. The moderately congruent products with their schema congruence may stimulate the treatment which leads to more favorable evaluations with regard to the extremely congruent or extremely not congruent products (Meyers and Tybout, 1989).

In this respect, Mandler (1982) proposes that the congruence schema leads to a favorable answer, because people like the objects which are in accordance with their expectations. However, this schema is not very remarkable and, thus, do not little susceptible to incite a thorough cognitive elaboration. Hence, the positive response it generates is light rather than extrême.

In this respect, the moderate incongruity created by a partial congruence between the product and the schema of product category leads to a different evaluation process that a pure congruence or a disparity (Meyers and Tybout, 1989). Subsequently, the extreme incongruities obtain, typically, more negative evaluations than the moderate incongruities (Mery-Levy and Tybout, 1989). Mandler proposed, thus, that the moderate incongruities are the ones who can be successfully resolved.

This allows, us, to emit the following three hypotheses:

Hypothesis 1: The strong congruence between the endorser and the product has a positive significant effect higher than the low congruence on: H1.1: Attitude toward advertising, H1.2: Attitude toward the product, H1.3: Intention to Purchase.

Hypothesis 2: The moderate congruence between the endorser and the product has a positive significant effect higher than the low congruence on: H2.1: Attitude toward advertising, H2.2: Attitude toward the product, H2.3: Intention to Purchase.

Hypothesis 3: The moderate congruence between the endorser and the product has a significant effect more positive than the strong congruence on: H3.1: Attitude toward advertising, H3.2: Attitude toward the product,

H3.3: Intention to Purchase.

2.4 The Effectiveness of Non Famous Endorsers

A large number of advertisements familiar to us use endorsements (Friedman and al, 1976). We can mention the endorsements by the famous which appear as a very notorious advertising practice (Kamins, 1990 and Till and Busler, 2000). As well as, three type's endorsements of the non famous as defined in the literature: the expert endorser, the company president and the ordinary consumer (Friedman, Termini and Washington, 1976; and Fireworker and Friedman, 1977). According to their research, Friedman, Termini and Washington (1976) identified four types of endorsers used in advertising: celebrities, ordinary consumers, professionals and business expert's presidents. These authors defined celebrity « as someone known to the public for his achievements in areas not related to the class of endorsed products.

The celebrity could be a sports star, an actor, a comedian, or any other type of artist"(Friedman, Termini and Washington, 1976). Similarly, the ordinary consumer is defined as "a person who knows the product due to normal use. The ordinary consumer is not represented as an actor but a real person. Normally, the name, occupation, and / or residence city appear in advertising "(Friedman, Termini and Washington, 1976). As for the professional expert is "recognized for the products he endorses, the result of special knowledge or training is superior to those acquired by ordinary people" (Friedman, Termini and Washington, 1976). And the company president is defined "as the president who appears in advertising and subscribed its own products" (Friedman, Termini and Washington, 1976). Thus, they have stipulated that the four types of endorsers seem to be used in a huge way, and they knew little about their effectiveness in advertising. Their research was conducted to study the more effective endorsement strategy compared to an advertisement without endorser.

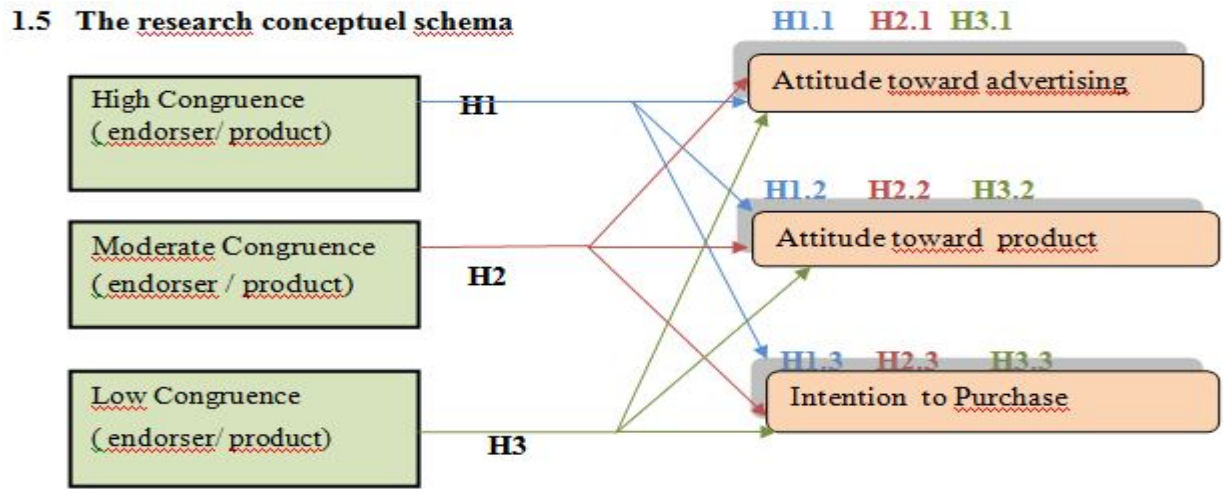

Figure 1 : The conceptual schema

3. The Research Methodology

Recall that our research aim is to study 3 congruence degrees (strong, moderate and low) for three endorsers types (celebrity, expert and ordinary consumer) associated with 3 different types of products and demonstrate the impact of each degree congruence on the product evaluations, attitudes and buying intentions of receivers.

3.1. Products choice

By being inspired by the research of Friedman and Friedman (1979), we chose the products of our research and the appropriate celebrity. First pre-test: a list of 9 products was evaluated by 45 students according at perceived risk (a differential semantic scale in 7 points of Friedman and Friedman, 1979) and implication degree (a differential semantic scale of Biswas, Biswas and Das, 2006). 9 products were classified according to their average score of the received risk and the implication degree. This score is calculated from the average which obtains every product on the total of 45 individuals. Three products were retained for the final experiment: a computer, a perfume and a biscuit.

3.2. The Endorser choice

Second pre-test: a list of 6 Arabic celebrities (4 women and 2 men) was estimated by 45 students. Every celebrity was evaluated on a differential semantic scale at 7 points for 4 attributes: knowledge degree / approval degree / attractiveness degree and confidence degree (Friedman and Friedman, 1979). The celebrities were classified according to their average score of the quoted attributes. This score is calculated from the average which obtains every celebrity on a total of 45 individuals. The Arabic star "Nancy Ajram" was chosen for the final experiment because she has the highest average scores.

3.3. Interaction Test between the Endorser Type and the Product Type

The third pre-test was made to estimate the congruence degree received from chosen endorsers (celebrity, expert and ordinary consumer) with three selected products (a perfume, a computer and a biscuit on a differential semantic scale in 9 points, Till and Busler, 2000). An Analysis of Variance "ANOVA" was carried out (Table 1, p 8).

3.4. The Design Posters

To design these 9 posters, we used a professional graphic designer. These 9 posters have the same design: the endorser photo is in the left of the poster (with a top right shows the text) and the slogan is under the photo. For the three posters, the endorser is the female gender: Nancy Ajram is the celebrity, Zeinab Askri is the expert and Dorra Memmi is the ordinary consumer. The product is presented in the right part of the poster. We chose a fictitious brand name "Biwel" to not bias the respondent's answers. The design of the posters is inspired by that of Friedman and Friedman (1979), Kamins and Gupta (1994) and Kamins (1990).

Case of High Congruence Case of ModerateCongruence Case of Low Congruence

3.5. The sample selection

Our sample is composed of men and women aged 15 and over (up to 60) able to purchase or consume endorsed products. Our sample is by convenience, but we respect the quota method. We chose three descriptive criteria (quotas) for our study: gender, age and socio-professional category. So the geographical location and the influence of the places do not affect the answers of our respondents.

3.6. The experiment method

Our sample consists with 340 individuals. Each group is composed of 114 individuals (57 men and 57 women). The procedure is as follows: one respondent was exposed to 3 posters for the same endorser with three different products. We wanted that same respondent evaluates 3 advertisements for three different products (perfume, computer and biscuit) endorsed by one endorser, to be able to distinguish the congruence different degrees of each endorser with each product and to provide crucial answers. The questionnaire is self-administered and lasts 15 minutes.

4. Research Results

4.1. Operationalization of the Constructs and the Validity of the Scales Chosen Measurement

Each measurement scale used in our research was taken from the literature and have been translated from the English into French through the technique "Back to Back translation" by two bilingual individuals. We present the operationalization of our various constructs in the following: Independent variables: -to measure the congruence between the endorser and the product, we used the semantic differential scale in 9points of Till and Busler (2000). This scale consists of 5 items. A Principal Component Analysis with varimax rotation was performed. The alpha coefficient of this scale is equal to 0.99. Which is very satisfying.

Dependent variables: to measure the attitude toward advertising, we used measurement scale of Belch and Belch (1984). This scale is semantic differential in 7-point. It is composed by 4 items (alpha coefficient = 0.96). For the measure of the attitude toward the product presented in the advertising, we used the scale of Bower and Landreth (2000). This scale is semantic differential in 7 points. It consists of 6 items and admits one Cronback's alpha with a very good value equal to 0.98, what is satisfactory. And to measure the intention to purchase, we used the scale of Yi (1990). It is a differential semantic scale (ladder) in 7 points and consists of three items, with one Cronbach's alpha with a very good value of 0.99, what is very satisfactory.

4.2. The hypotheses Results

The hypothesis H1 postulates that the strong congruence between the endorser and the product has a positive significant effect higher than the low congruence on: H1.1: Attitude toward advertising, H2.2: Attitude toward the product, H2.3: Intention to Purchase. According to these results (Table 2, p 8), we find that high congruence between the celebrity and the perfume generates more favorable attitudes toward advertising (M = 19.33) than low congruence (celebrity / computer) (M = 12.70). The difference in the congruence degree for attitudes toward advertising is significant (Sig = 0.000< 0.05, F = 40.86). Similarly, in the case of high congruence (expert / computer), attitudes towards advertising (M = 20.60) are more favorable than in the case of low congruence (expert / biscuit) (M = 9.7).

The difference in the congruence degree for attitudes toward advertising is significant (Sig = 0.000< 0.05, F = 123.16 for the ordinary consumer as an endorser has generated more favorable attitudes toward advertising (M = 17.15) in the case of high congruence than in the case of low congruence (consumer / computer) (M = 9.8). The difference in the congruence degree for attitudes toward advertising is significant (Sig = 0.000< 0.05, F = 58.93). Based on these findings, we can say that attitudes toward advertising are more favorable in the case of high congruence than in the case of low congruence. H1.1 is confirmed. We can notice (Table 3, p8) that the difference of congruence degree has a significant effect (Sig = 0.000< 0.05) for three endorsers on the attitude towards the product. For example, the expert endorser generated more favorable attitudes to the product (M = 30.71) when he is associated with a computer that when he endorsed a biscuit (M = 19.41). The same interpretation can be made for the celebrity and the ordinary consumé. H1.2 is confirmed. We constate (Table 4, p8) that the difference in the congruence degree has a significant effect (Sig = 0.000 <0.05) on purchase intent for the three endorsers.

For example, the ordinary consumer generated most favorable purchasing intentions (M = 14.25) for advertising of cookie then that the compute (M = 7.8). H1.3 is confirmed. The hypothesis H 2 postulates that moderate congruence between the endorser and the product has a positive significant effect higher than the low congruence on: H2. 1: Attitude toward advertising, H2. 2 : Attitude toward the product, and H2 .3 : Intention to PurchaseThe ANOVA results (Table 5, p8) showed that the congruence degree (congruence moderate / low congruence) has a significant effect (Sig = 0.000 <0.05) on attitude toward advertising for three types of endorsers. For example, for the celebrity, the difference in the degree of congruence is significant (Sig = 0.000 <0.05, F = 40.86). This is confirmed by the fact that the attitudes toward advertising are more favorable (M = 15.01) in the case of moderate congruence (celebrity / biscuit) that those attitudes in the case of a weak congruence (celebrity / computer) (M = 12.70). H2.1 is confirmed. The ANOVA results (Table 6, p9) showed that the relationship between the degree of perceived congruence and attitude towards the product is significant (Sig = 0.000 <0.05) for the three endorsers types.

The moderate congruence between the expert and the perfume is significant (Sig = 0.000 <0.05, F = 55.39) and the comparison of averages attitudes toward the product are more important in the case of moderate congruence (M = 25.37) rather than in the case of low congruence (expert / cookie) (M=19.41). The same observations are made for the endorser "ordinary consumer". Similarly in the case of celebrity, we can notice the same interpretations. The means in the case of moderate congruence are slightly elevated (M = 24.25) compared to attitudes in the case of a low congruence (M = 23.90). H2.2 is confirmed. We note (Table 7, p9) that the congruence degree has a significant effect on purchase intentions (Sig = 0.000 <0.05) for the three endorsers. For example, in the case of celebrity, purchase intentions are more important (M = 13.46) in the case of moderate congruence (celebrity / biscuit) than those intentions (M = 10.44) in the case of low congruence (celebrity / computer). The same interpretations for the "expert endorser" and " the ordinary consumer". H2.3 is confirmed. The hypothesis H3 postulated that moderate congruence between the endorser and the product has a positive significant effect higher than the high congruence on: H3.1: Attitude toward advertising, H3. 2 : Attitude toward the product, and H3.3 : Intention to Purchase.

We note (Table 8, p9) that the congruence degree has a significant effect (Sig = 0.000 <0.05) on attitude toward advertising for the three endorsers types. The high congruence between the celebrity and the perfume generated higher attitudes towards advertising (M = 19.33) than those attitudes (M = 15.01) in the case of moderate congruence (celebrity / biscuit) .The same findings been made to the expert: the difference in the congruence degree of the expert with the other two endorsed products has a significant effect (Sig = 0.000 <0.05) on attitude toward advertising. The high congruence (Expert / computer) induced attitudes toward advertising higher (M = 20.60) than attitudes in the case of moderate congruence (Expert / perfume). Thus, the ordinary consumer generated more favorable attitudes (M = 17.15) in the case of high congruence (ordinary consumer / biscuit) than those generated in the case of moderate congruence (ordinary consumer / perfume) (M = 15.64).

Thus, we can say that the high congruence between the endorser and the product generates more favorable attitudes than those in the case of moderate congruence. H3.1 is reversed. The ANOVA results (Table 9, p9) showed a significant effect (Sig=0.000 < 0.05) for the congruence degree on the attitude to the product. For example, in the case of the "expert" endorser the difference of the congruence degree is significant (Sig=0.000< 0.05, F = 55.39). What can give some explanation by the comparison of averages in both congruences cases.
In fact, average attitudes to the product are more favorable (M = 30.71) in the case of strong congruence (expert/computer) that those (M=25.37) in the case of a moderate congruence (expert/perfum).

The same observations are made for the endorser "ordinary consumer ". We can conclude that attitudes to products assumed for the three endorser's types are more favorable in the case of a strong congruence than those in the case of a moderate congruence. Thus, H3.2 is reversed. The ANOVA results (Table 10, p9) showed a significant effect (Sig = 0.000 <0.05) in the congruence degree on the purchase intent. In the case of celebrity, the relationship between the congruence degree and purchase intention is significant (Sig = 0.000 <0.05, F = 17.85). For the celebrity, in the case of strong congruence (celebrity / perfume), the purchase intentions are more favorable (M = 14.65) that those generated in the case of the moderated congruence (celebrity / biscuit) (M=13.46). In the case of the endorser "typical consumer".

The congruence degree has a significant effect (Sig = 0.000< 0.05, F = 45.22) on the intention to purchase. The Average of the purchase intentions are more important (M = 14.25) in the case of a strong congruence (ordinary consumer / biscuit) that those in the case of a moderate congruence (consumer / perfume) (M=12). Also in the case of the expert endorser, we can notice that the relation of the degree congruence has a significant effect on the purchase intention (Sig=0.000< 0.05, F = 23.85). As well as, the averages of intentions to purchase are, slightly, more important (M = 14.15) in the case of a strong congruence (expert/ computer) than those in the case of a moderate congruence (expert /perfume) (M=14). The hypothesis H3.3 is confirmed.

According to our empirical results, we can say that the strong congruence between the endorser and the product has a positive significant effect higher than the low congruence (H1). This is confirmed and converges with the findings Mandler (1982), and Meyers et al (1994). The moderate congruence between the endorser and the product has a higher positive impact than low congruence on the attitudes receivers (H2). Similarly, this hypothesis is consistent with the findings of Mandler (1982), and Meyers et al (1994). On the other hand, H3 postulates that the moderate congruence has a positive significant higher effect on the receiver's attitudes than the strong congruence. This hypothesis H3 was reversed. Our empirical results differ in some ways the findings of Mandler (1982) and Meyers et al (1994). What allows underlining our contribution on the managerial plan. Indeed, the Tunisian receivers are more convinced when they are exposed to congruent endorsers with the products which they endorsed. The endorsers averagely or weakly congruent do not arouse attitudes and very favorable behavior in our Tunisian context. What distinguishes the Tunisian respondents of the anglophones who are more attracted and aroused by low and medium congruent association (endorser / product).

5. Conclusion

The advertising domain is a very vast field of creativity, intuition and seduction. The enthusiasm for this area continues to grow since it manages to attract the receivers and to be effective for certain strategies of advertising and endorsements. For that purpose, we treated different strategies endorsements (famous endorsers / non famous endorsers) and we focused on the role of non-famous endorsers (expert, ordinary consumer) and demonstrated their effectiveness persuasive. In this perspective, the non famous endorsers are effective when they are congruent with the products which they endorse and can lead very favorable purchasing behaviors with products matched with their experience domain. This endorsement strategy can be relevant for some marketers to ensure the influence of certain purchasing behaviors. However, the famous endorsers are not always relevant to endorse certain types of products more particularly, unrelated to their field or with their activity sector. Indeed, the study of congruence with endorsers and different products as a strategic and communicative tool, served us to understand the fundamental basis of certain behaviors in the Tunisian context. Thus, the congruence takes out again a fundamental variable to influence the criteria of products choice and afterward certain attitudes and purchasing behaviors. We can assert that a moderate degree of congruence can influence more favorably the receiver's attitudes than a low congruence. The presence of a certain inadequacy between the endorser and the product can arouse curiosity receiver to process the arguments of the advertising message and get involved to make logical links. Underlining, that high congruence generates more favorable attitudes than moderate and /or low congruence.

6. Research Limitations

This research has, nevertheless, a number of limitations related in particular: On the nature of the advertising posters: although posters were, meticulously, designed and pre-tested, they are, rather, different ads, usually displayed in billboards and in magazines.

And, as for the respondent's concentration: it is possible, therefore, that individuals have paid more interest, attention and concentration on the endorser and the product, they would not have done under conditions of "natural" exhibition.

7. Future Research Paths

We can translate our limits into future research paths focusing on the congruence of between the kind of the endorser and the kind of product (male endorser / male product) as well as the congruence between the kind of the endorser and the kind of the target (feminine endorser / feminine target) or conversely (male endorser / male target).

Then, studying the impact of the congruence between the product and the endorser on other media, such as, TV on other indicators of advertising effectiveness (memorization, the attitude toward the brand, etc ...).And Finally, futures researchers can integrate other variables to enrich and deepen the analysis in the advertising persuasion such as age, socio-professional category, culture, etc…

The Tables of Empirical Results

Table 1: 3 pretest interactions between endorser type and product type

Interaction	Congruence degree	Averages	Sig	F
Celebrity / Perfume	High congruence	28.39	0.003	6.72
Celebrity/Biscuit	Moderate Congruence	18.09		
Celebrity/Computer	Low congruence	15.68		
Experte/Computer	High congruence	37	0.000	31.65
Experte/Perfume	Moderate Congruence	24.93		
Experte/Biscuit	Low congruence	9.99		
Ordinary Consumer /Biscuit	High congruence	33.26	0.000	20.12
Ordinary Consumer/Perfume	Moderate Congruence	17.25		
Ordinary Consumer/Computer	Low congruence	14.37		

Table 2: The congruence degree effect on the attitude toward advertising (high congruity / low congruence)

Dependante variable : Attitude toward advertising	Averages	Sum of square	Average square	F	Sig
celebrity/perfume Celebrity/computer	19.33 12.70	2577.94	1288.97	40.86	0.000
Expert/computer Expert/ biscuit	20.60 9.7	7105.29	3552.64	123.16	0.000
Ordinary consumer /biscuit Ordinary consumer/ordinateur	17.15 9.8	3395.08	1967.54	58.93	0.000

Table3: The congruence degree effect on the attitude toward the product (high congruity / low congruence)

Dependante Variable : Attitude toward the product	Averages	Sum of square	Average square	F	Sig
Celebrity/perfum Celebrity/computer	29 24.90	1637.75	818.87	10.42	0.000
Expert/computer Expert/ biscuit	30.71 19.41	7226.68	3613.34	55.39	0.000
Ordinary consumer /biscuit Ordinary/computer	26.81 17.67	4894.59	2447.29	47.04	0.000

Table 4: The congruence degree effect on Intention to Purchase (high congruity / low congruence)

Dependante Variable : Intention to Purchase	Averages	Sum of square	Average square	F	Sig
Celebrity/perfum Celebrity/computer	14.65 13.46	1064.9	532.45	17.85	0.000
Expert/computer Expert/ biscuit	14.15 9.68	1471.81	735.90	23.85	0.000
Ordinary consumer /biscuit Ordinary Consumer/computer	14.25 7.8	2365.65	1182.82	45.22	0.000

Table 5: The congruence degree effect on the attitude toward advertising (moderate congruennce / low congruence)

Dependante Variable Attitude toward advertising	Averages	Sum of square	Average square	F	Sig
Celebrity/biscuit Celebrity/computer	15.01 12.70	2577.94	1288.97	40.86	0.000
Expert/perfum Expert/ biscuit	17.56 9.7	7105.29	3552.64	123.16	0.000
Ordinary consumer /perfum Ordinary consumer/computer	15.64 9.81	3395.08	1697.54	58.93	0.000

Table 6: The congruence degree effect on the attitude toward te product (Moderate Congruence/ low congruence)

Depandante variable : Attitude toward the product	Averages	Sum of Square	Average square	F	Sig
Celebrity/biscuit Celebrity/computer	24.25 23.90	1637.75	818.87	10.42	0.000
Expert/perfum Expert/ biscuit	25.37 19.41	7226.68	3613.34	55.39	0.000
Ordianary consumer /perfum Ordinary consumer/computer	23.76 17.67	4894.59	2447.29	47.04	0.000

Table 7: The congruence degree effect on the intention to purchase (Moderate Congruence / Low congruence)

Dependante Variable : Intention to purchase	Averages	Sum of Square	Average Square	F	Sig
Celebrity/biscuit Celebrity/computer	13.46 10.44	1064.90	532.45	17.85	0.000
Expert/perfume Expert/ biscuit	14.05 9.68	1471.81	735.90	23.85	0.000
Consumer /perfume Consumer /computer	12.00 7.8	2365.65	1182.82	45.22	0.000

Table 8: The congruence degree effect on the attitude toward advertising (Moderate Congruence / High congruence)

Dependante variable : Attitude toward advertising	Averages	Sum of Square	Average Square	F	Sig
Celebrity/perfume Celebrity/biscuit	19.33 15.01	2577.94	1288.97	40.86	0.000
Expert/computer Expert/ perfume	20.60 17.56	7105.29	3552.64	123.16	0.000
Consumer /biscuit Consumer/perfum	17.15 15.64	3395.08	1697.54	58.93	0.000

Table 9: The congruence degree effect on the attitude toward the product(Moderate Congruence / High congruence)

Dependant variable : Attitude toward the product	Averages	Sum of Square	Average Square	F	Sig
Celebrity/perfum Celebrity/biscuit	29.19 24.25	1637.75	818.87	10.24	0.000
Expert/computer Expert/perfume	30.71 25.37	7226.68	3613.34	55.39	0.000
Ordinary consumer /biscuit Ordinary consumer/perfum	26.81 23.76	4894.59	2447.29	47.04	0.000

Table 10: The effect congruence degree on Intention to Purchase (Moderate Congruence / strong congruence)

Dependante Variable : Intention to Purchase	Averages	Sum of Square	Average Square	F	Sig
Celebrity/perfum Celebrity/biscuit	14.65 13.46	1064.90	532.45	17.85	0.000
Expert/computer Expert/ perfum	14.15 14	1471.81	735.90	23.85	0.000
Ordinary consumer /biscuit Ordinary consumer/parfum	14.25 12	2365.65	1182.82	45.22	0.000

Posters of Research

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