

**THE INFLUENCE OF ADVERTISEMENT ENDORSEMENT ON BRAND EXTENSION
BASING ON COGNITIVE STYLE**

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Abstract

This paper put customers into two parts ,field-independent and field-dependent two groups. And then, it discusses if the advertisement endorsement and endorsement involvement have an influence on the extensive evaluation among various cognitive style consumers. The findings suggest that no matter what the consumer's cognitive style is, the extensive evaluation of high endorsement is higher than that of low endorsement while the extensive evaluation between low endorsement and no endorsement are of no difference. Furthermore, the extensive evaluation of field-independent consumer will not be influenced although the extensive evaluation of field-independent consumer will be affected by endorsement involvement.

Keywords: advertisement; endorsement involvement; cognitive style; brand extension

INTRODUCTION

Successful brand extension can reduce the expense of introducing new product and lower the risk of its failure. Thousands of enterprises around the world expand their market share using this strategy. For example, Pepsi comes into the field of sports suits while Samsung enters the mobile phone industry.

There are many factors influencing brand extension, such as cognitive fitness, brand association, brand intensity, brand loyalty and marketing, etc. With the emergency of brand-new media, advertisement is drawing more and more attention from the academia. Advertisement endorsement will have an impact on consumers' purchase intention and attitudes, while customer's mental characteristics, such as cognitive style, explanation level, self-concept and so on, will affect their evaluations to the product. Thus, whether the cognitive style and advertisement endorsement will influence consumers' extensive evaluation on brand? In this paper, we will refine the endorsement involvement into high endorsement and low endorsement basing on the cognitive style from the perspective of advertisement endorsement. And then, we discuss how field-independent and field dependent cognitive as well as different types of advertisement endorsement influence the consumers' extensive evaluation on brand.

LITERATURE REVIEW

The influence of advertisement on brand extension

Brand extension refers to the phenomenon that a current brand name enters into a totally different product type (Aaker & Keller, 1990).

Reasonable advertisement endorsement has an undoubted improvement on the value of the brand and product. The findings suggest that consumer's attitude toward a parent brand can affect the extensive product. If the parent brand leaves consumer a good impression, it will not only save the promotion cost but also boost the positive evaluation of the product. The launching of fitness does well to the extensive evaluation on middle-fitness brand but it does harm to the low-fitness brand. The advertisement factors related to core brand can increase cognitive fitness (Bambauer- Sachse, et al., 2011). Dens & Pelsmacker (2010) divide extensive advertisement strategies into informative type and emotional type. They discuss how consumers' attitudes toward advertisement influence brand extension and product line extension. The findings indicate that informative advertisement reduces the effect of the quality of parent brand and the fitness compared with emotional advertisement. Lane's result shows that the subject exposed to advertisement five times do better in the evaluation of the inconsistent extension and shows higher intention to use and better consistent evaluation, compared to that only watch one time (Lane, 2000). Taylor & Bearden (2003) study the impact of the information of advertising expense on extensive evaluation with different similarity. They find out that the reference effect of advertising expense happens more likely in the evaluation of similar extension and the subject may suspect the realness of high advertising expense on dissimilar extension.

The influence of different advertisement strategies on consumers

After reviewing the previous literature, we find that many scholars had divided advertisements from different perspective and had discussed the impact of different advertisement strategies on consumers and products. For example, some scholars studied the difference between the influence of the advertisement of high quality paper and that of low quality paper (Stefan Hampel, et al., 2012). Chuang et al. (2009) categorized advertisements into type with terms and type without terms. The findings suggest that individuals with little knowledge have better brand attitudes and product attitudes toward advertisement with terms. Zhang et al. (2010) classified celebrity advertisement endorsement as high endorsement and low endorsement. They studied the difference between the impacts of various degree of endorsement and found that the degree of involvement of celebrity has a significant impact on consumers' brand attitudes and culture cognition no matter the product is hedonic or functional. When the cognitive requirement level of consumer is high, the celebrity endorsement involvement will have a positive influence on his brand attitude. However, the celebrity endorsement involvement will not have any significant influence on a consumer's brand attitude if his cognitive requirement level is low.

The study of application of cognitive style

Cognitive style is the favored and habitualized attitude and style of an individual during information processing (cognition, memory, thought, etc.). Witkin et al. put forward that field-dependant and field-independent cognitive style dimensions, which are the mostly studied and broadly applied. Field-independent person is more intend to depend on inner reference, to consider inner perceptual cue as guidance and to conduce cognitive analysis. Field-independent person has more autonomy and independence and is not easily affected by the context change or outside clue with more stable cognition as well. Field-dependent person is more intend to influence by what they see in the surroundings and makes decisions under the guidance of outside clues (Witkin, et al., 1997).

Some scholars discuss the feasibility of taking the consumers' cognitive style as market segments variable and compare it with attitude. The findings suggest that attitude is more related to the advertisement cognition while cognitive style is relevant to media consumption (Furse David H. & Greenberg Barnett A, 1975). Chris et al.(2003) take cognitive style as the explanation of market condition and the evidence of response. They think cognitive style, organizational culture and information usage will affect the degree for managers to recognize a given market environment. The more controllable the managers think the environment is, the more likely they will evaluate environment as opportunity and the more intensive the response is.

Hypotheses

As is stated above, although there are already a plenty of achievement in study of brand extension, the introduction of cognitive style into brand extension is still deficient. This study is a good supplement of the advertisement endorsement study basing on consumer characteristics in the field of brand extension. Synthesizing the previous literature, we can define the high endorsement involvement as a stably combined and high involving endorsing behavior established between the product brands or enterprise related information and the endorsers in the memory of the majority of the consumers, by means of long-lasting and continuous forms as taking video of celebrities, making them join in presentation or other promotion activities. In contrary, low endorsement refers to an unstably combined and low involving endorsing behavior established between the product brands or enterprise related information and the endorsers in the memory of the majority of the consumers, by means of temporary and unstable forms as using celebrities' names, photos or certification of the relationship between the company and them in the propaganda instead of taking photos of them in a specialized spot and let them take part in promotion activities. No advertisement endorsement, low advertisement endorsement and high advertisement endorsement is a step-by-step process. Therefore, we can start with no advertisement endorsement and examine how consumers evaluate brand extensive product under this circumstance.

As different consumers with various cognitive styles have difference in many aspects like information processing, it will lead their different brand extensive evaluations. Many studies indicate that extensive evaluation will increase with the improvement of the fitness between extensive brand and parent brand (Boush & Loken, 1991; Keller & Aaker, 1992). Therefore, we establish the hypothesis as below according to the evaluation of consumers to brand extension under the condition of no advertisement endorsement.

H1: Under the condition of high endorsement, consumer evaluation toward brand extension is higher than that of low endorsement.

H2: Under the condition of low endorsement, consumer evaluation toward brand extension is higher than that of no endorsement.

Under the circumstance of no endorsement, we think that there are some differences in the consumer's evaluation toward brand extension between field-independent and field-dependent persons. Under the condition that endorser exists, consumers are likely to put more cognitive resources into processing related advertisement endorsement information. At this moment, the difference that cognitive style makes on extensive evaluation will disappear, or we can say the impact of cognitive style on brand extensive evaluation will reduce. Therefore, we put forward the hypotheses below in contrary to H2.

H3: Under the condition that endorser exists, there is no difference of consumer's evaluation toward brand extension between field-dependent and field-independent persons.

H3a: Under the condition of low endorsement, there is no difference of consumer's evaluation toward brand extension between field-dependent and field-independent persons.

H3b: Under the condition that high endorsement, there is no difference of consumer's evaluation toward brand extension between field-dependent and field-independent persons.

According to different information processing method of different cognitive style consumers, we can deduce that field-dependent consumers' evaluation toward extensive product is more easily influenced by endorsement involvement, which is an outside clue. And their extensive evaluation will change if the endorsement involvement varies. However, field-independent consumers' extensive evaluation will not be easily affected. Therefore, we put forward the hypotheses as below.

H4: There is no difference of field-independent consumers' evaluation toward brand extension between the condition of high endorsement and low endorsement.

H5: There is no difference of field-dependent consumers' evaluation toward brand extension between the condition of high endorsement and low endorsement.

RESEARCH METHODOLOGY

We choose undergraduate students as subjects in this study. During the interviews and group discussion process in the earlier stage, we found that most undergraduate consumers a brand of sneakers more than once. They know the brands of sneakers very clearly and their focuses on the brands are more intensive. Therefore, we choose the sneakers which is most familiar and mostly used among college students as our study type.

Pre-measurement 1 (choice of parent brand)

Aaker & Keller (1990) pointed out the criteria of choosing a parent brand, which should be relevant to the subject, well known by the subject, usually recognized as high quality, imaginary and not broadly extended previously. We can also avoid the external validity problem in the experiment design by choosing the real brand. Thus, we pick the 20 mostly known sneakers brands worldwide in a certain website. And then we ask the subjects to choose two of their mostly use and favorite brands among the 20. The questionnaires are released online. After excluding the invalid questionnaires, there are 29 undergraduates in total joining in the voting. Finally, we choose NIKE, the highest brand in the rank, as our parent brand in formal experiment.

Pre-measurement 2 (choice of extensive product)

Aaker & Keller (1990) pointed out that the friction of brand extensive product should not be random. We should also consider the substitution, complementarity and transferability between the extensive product and the parent product. Thus, we randomly interview 30 subjects, ask them conduct brainstorm and answer "Among all the new products prepare to manufacture, which one do you think will be most successful?" The top 8 is separately rubber, tyre, sports coat, climbing boots, Workers shoes, ball, leather shoes, and high-heel shoe. We choose the three items seven points scale of Aaker & Keller (1990) to evaluate fitness and consider the mean value as the fitness score. In total, we withdraw 48 valid questionnaires.

We choose sports coat and tyre, which are separately the highest and lowest score products, as high fitness product and low fitness product. Their pair sample T-test result is $t(47)=7.377$ (Sig.=0.000), which means the difference is significant.

Table : Result of fitness

Extensive product	N	MEAN	ST
rubber	48	4.57	1.29
sports coat	48	5.45	1.195
climbing boots	48	4.86	1.18
Workers shoes	48	4.71	1.29
leather shoes	48	4.76	1.33
high-heel shoe	48	4.13	1.62
tyre	48	3.37	1.45
ball	48	4.6	1.35

Pre-measurement 3 (choice of endorser)

After deciding Nike as the chosen brand for formal experiment, we ask the subjects to recommend three celebrities to be the endorsers. And then we let the subjects do the familiarity and fondness Likert's 5 points scales separately. After excluding the invalid questionnaires, we find celebrities, such as Kobe, Durant, C.Ronaldo, James, Paul, Jordan, Paul George and so on, as the second round pre-measurement candidates. We withdraw 46 questionnaires in total. In order to control familiarity and fondness, the chosen endorser should have the mean value above 3 in both dimensions (3 is the middle level of Likert's 5 points scale). Tripp et al. (1994) believed that the more a celebrity endorses the less reliability and fondness he should be. Because Kobe endorses less products recent year due to injury, we choose him to be the final endorser with 65 scores in total.

Table 2 Result of spokesman

Spokesman	Nomination frequency	the degree of familiar	The degree of love	Total score
Kobe	7	28	27	65
C.Ronaldo	8	30	32	62
James	4	11	16	27
Paul	3	11	11	22
Durant	3	12	10	22
Curry	3	9	9	18
Messi	2	8	9	17

Pre-measurement 4 (choice of advertisement photos)

The examiner collects 16 high-quality HD pictures of Messi from Google, and composes them with Apple brand and new extensive mobile phone separately. And then the panel discusses and determines the final pictures to enter the formal experiment. The panel consists of two professors in the field of brand extension, several postgraduates and undergraduates. Finally, they pick out 4 qualified pictures for the experiment, add up character in them and make Power Point, which are the advertisement materials for the formal experiment.

In the high endorsement group, the experiment materials are four pictures from Kobe and three pages of Power Point with character description. The content of three pages of Power Point are separately Kobe making advertisement in the studio for Nike, Kobe's photos with description of Nike product and a mini-film of Kobe for propaganda Nike. In the low endorsement group, we only use the second page of Power Point in the high endorsement group as propaganda.

Experimental Design

Experiment is divided into two parts. Firstly, we test the cognitive styles, then watch the Nike ad after resting, and answer the related question.

The degree of the endorsement divided into two parts, separately is high and low endorsement group. The high one will respectively control it from the content, time, and exposure frequency. As the frequent of using ad is the most important influence factor (Pope, at al., 2009), so we take use of the method of Till (1998) so that add up the exposure frequent. Basing on the Krugman's (1972) theory, under the high exposure frequent in the high endorsement group, the ad play 3 times. And it only 1 time in the low endorsement group.

ANALYSIS & FINDINGS

113 students participate the test, and finally we collect the 90 valid questionnaire. Among them, the high endorsement group is 35 and the low one is 55.

Under the degree of the same endorsement, consumers' evaluation for different fitness brand extension.

Under the condition of high and low endorsement, the evaluation of high fitness product sports coat and low fitness product tyre will be paired samples T-test, the result show in Table 3.

Table 3 Different endorsement fitness T-test

Endorsement style	Extension product	M	SD	t	Df	Sig.
High	sports coat	3.943	1.211	-.608	34	.547
	tyre	4.100	1.276			
Low	sports coat	3.327	1.050	.411	54	.683
	tyre	3.273	1.075			

Under the high condition, we can see that the evaluation of the tyre (M=4.100) higher than sports coat (M=3.943), however, there is no statistically significant. While under the low condition, the evaluation of sports coat (M=3.327) is higher than tyre (M=3.273), but also no statistically significant.

Under the different degree of the endorsement, consume' evaluation for brand extension

Under the condition of high and low endorsement, low endorsement and none ad, the evaluation of brand extension will be independent samples T-test, the result show in Table 4.

Table 4 Consumer's extensive evaluation with different endorsement

Extension product	Endorsement style	N	M	SD	t	df	Sig.
sports coat	High	35	3.94	1.211	.204	88	.012
	Low	55	3.327	1.050			
tyre	High	35	4.10	1.276	.215		.001
	Low	55	3.273	1.075			
sports coat	Low	55	3.327	1.050	-1.868	100	.065
	None	47	3.745	1.206			
tyre	Low	55	3.273	1.075	-.312		.756
	None	47	3.35	1.113			

The table 4 shows that the evaluation of the high fitness (sports coat) extension product under the high condition is higher than the low one ($t=.204$, $Sig=.012$), the difference is significant. The evaluation of the low fitness (tyre) extension product under the high condition is higher than the low one ($t=.215$, $Sig=.001$), the difference is significant. So, it proves that whether the high fitness or low fitness extension product, the evaluation of the consume under the high endorsement condition is higher than the low one, the H1 is verified. But under the low and none endorsement condition, the consumer's evaluation for brand extension are not any different, H4 is not verified.

Under the high endorsement and low endorsement condition, we compare the difference between the brand extension evaluation from separately independent style and dependent style, the result (show in the Table 5) are not significant. It proves that different style consumers, under high or low endorsement condition, have no different evaluation of the different fitness brand extension, so H3a and H3b are verified.

Table 5 Under the same degree of the endorsement, different cognitive style consumer's extensive evaluation

Degree of endorsement	Extensive product	cognitive style	N	M	SD	t	df	Sig.
High	Sports coat	Dependent	10	3.70	.919	-.446	17	.664
		Independent	9	4.00	1.82			
	Tyre	Dependent	10	4.35	.818	1.66		.115
		Independent	9	3.50	1.36			
Low	Sports coat	Dependent	10	2.90	.936	-1.34	28	.190
		Independent	20	3.37	.901			
	Tyre	Dependent	10	3.15	1.29	-.301		.766
		Independent	20	3.27	.952			

Whether the brand extensive valuation from the same cognitive style consumes will be influenced by the endorsement degree

Under the high and low endorsement condition, the evaluation of the independent style and dependent style will be made a independent sample t-test, and the result (show in Table 9) shows that the extensive evaluation of the independent style are not significant difference. We can conclude that the extensive evaluation of the independent style consumers are not influenced by the degree of the ad endorsement, the H4 is verified. The brand extensive evaluation of the dependent style under the high endorsement condition is higher than the low

one. The low fitness extensive product tyre's evaluation exits the significant difference ($t=.281$, $Sig=.023$), H_5 is verified.

Table 6 Under the different degree of the endorsement, different cognitive style consumer's extensive evaluation

Cognitive style	Extensive product	Style of endorsement	N	M	SD	t	Df	Sig.
Independent	Sports coat	High	9	4.00	1.82	.978	27	.352
		Low	20	3.37	.901			
	Tyre	High	9	3.50	1.36	.513		.612
		Low	20	3.27	.952			
Dependent	Sports coat	High	10	3.70	.918	1.92	18	.070
		Low	10	2.90	.936			
	Tyre	High	10	4.35	.818	2.48		.023
		Low	10	3.55	1.29			

CONCLUSION & DISCUSSIONS

No matter which cognitive style' consumers, facing the ad endorsement, they almost prefer to the high endorsement style. Moreover, they will give the extensive product higher evaluation. Under the none and low endorsement condition, the brand extension evaluation of the consumers will increase as the fitness increase. While under the high endorsement condition, although there is no exit statistically significant difference, the evaluation of the low fitness extensive product tyre is higher than the high fitness extensive product sports coat, and the evaluation of the brand extension is no more influenced by fitness.

Why the effect of the high endorsement is better than the low endorsement? We can explain it by the modes of processing in the context of product placements. No matter which style of endorsement, indeed, they implant the relate product or brand information in the ad endorsement process. The model divides into two parts, respectively the product-oriented model and the story-oriented model. We define the high endorsement as the story-oriented model, the low endorsement as the product-oriented model.

To the product-oriented model, Slater and Rouner (2002) indicated that low endorsement only use the stars' pictures and others logo, the consumers may conclude the spokesman not really love this brand or product so that they invest less for this ad endorsement. Finally, the low endorsement receive less advantageous evaluation.

In the story-oriented model, psychological simulation substitute the person who involvement into the story-oriented. In the psychological simulation, the story line and

characters will produce the real emotional reaction. In the high endorsement, the star will construct a scenario simulation story in the ad in order to the consumer produce the real emotion and promote the positive evaluation. So under the high endorsement condition, the evaluation of the extensive product averagely higher than the low one.

LIMITATIONS

The attitude of the celebrities and brand is choosing by the students' views, so that the it has the limitations of regional and sample size, and celebrities and brands may be underdog in other areas. The future research should be based on the wider geographical location, and more samples

The students as the test object in this paper, the average age is between 19 and 23. The future research may add the average age, instead of taking advantage of the convenient of the students.

Finally, the paper is basing on the match of spokesperson and the brand to discuss the influences of endorsements for brand extension evaluation, future research can be from the perspective of matching of the spokespersons and endorsements to further explore how endorsement consistency and fit to different influence brand extension or different consumers.

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