Crisis Balance: Judging Celebrity Endorsement

Under Conditions of Ambiguity

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ABSTRACT

This paper focuses on the consumers’ causal attributions during celebrity’s crises and their link with brand reputation. The potential and applicability of Balance Theory are by far not exhausted in order to understand why celebrity endorsers are used in ads. But celebrities are easy to be sent into crises nowadays. Attribution Theory helps to examine how organizations and consumers judge the crisis and hence influence consumers’ evaluation of the brand. So this study forges a link between Balance Theory and Attribution Theory to judge celebrity endorsement after a certain crisis and to guide managerial decision-making. Furthermore, ambiguity of the crisis is employed as an extra-system variable which provides different contexts for attribution and balanced system. Thus, celebrity endorsement will be judged under ambiguous and unambiguous conditions separately. Such extensions can help to deepen our understanding of how organizations’ response strategies will be perceived by consumers and how crisis managers can refine their strategies of branding and advertising during celebrity crises.
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