

2009 School Seminar Series

Waikato Management School
Te Raupapa



If Kate Voted Conservative, Would You? The Role of Celebrity Endorsers in Political Advertising

Thursday, 26 March 2009
10.00am – 11.00am
MSB.4.02

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Abstract

This research, forthcoming in the European Journal of Marketing, investigates the effectiveness of celebrity endorsers in political party advertising. Although commonplace in the US the use of celebrity endorsement on a similar scale is not found elsewhere. However, the current research shows that celebrity endorsers are effective in encouraging bipartisan voters to favour one party or another due to the moderating role of Political Salience. Using a between subjects experimental design we show that citizens for whom politics is not salient were significantly more likely to vote for the celebrity endorsed political party than those for whom politics is highly salient. The findings give rationale for the extreme use of celebrity endorsement in the US, especially in swing States, but also offer insights as to how celebrities can be used to engage potential voters in future campaigns.

Bio: Dr. Ekant Veer completed his PhD at the University of Auckland after completing his BMS (Hons) at Waikato Management School. He is currently a Lecturer of Marketing at the University of Bath's School of Management. His research focuses primarily on the fields of transformative consumer research, social marketing and advertising effectiveness. His work has been published in a number of journals including Marketing Letters, European Journal of Marketing, Journal of Strategic Marketing and the International Journal of Advertising Research. The University of Bath achieved an impressive position of 5th in the UK in the recent Research Assessment Exercise, and was ranked 5th in the world for teaching marketing by the Financial Times, confirming the world-class standing of the School and Marketing group.

Presenter: Ekant Veer