

Abstract

It has been an advertising technique to endorse a product or brand with celebrities. This study aims to explore the effect of celebrities on the intention to watch a drama performance.

Specifically, we investigate the interactions among familiarity and expertise of performers, and the fans status of recipients of drama information. It is hypothesized that drama fans and nonfans would perceive drama attributes and motivation appeals for drama differently when performers' familiarity and acting expertise are manipulated at different levels, hence their anticipation, willingness to pay and watch intention for the play are affected accordingly. The study was conducted in form of online survey which showcased performers in a drama poster. Results indicated that high familiarity and recognized expertise generally are effective to drama nonfans. However, there was a trend that familiarity may have an adverse effect on drama fans. Possible implications of the results and limitations of the study is discussed.

Keywords: celebrity endorsement, drama attributes, purchase intention