



## Refereed paper

## Which endorser and content are most influential in Korean restaurant promotions?

Seongseop (Sam) Kim<sup>a,\*</sup>, Kuo-Ching Wang<sup>c</sup>, Tae Hong Ahn<sup>b</sup><sup>a</sup> School of Hotel & Tourism Management, Hong Kong Polytechnic University, Kowloon, Hong Kong, China SAR<sup>b</sup> Department of Hospitality & Tourism Management, Sejong University, Gunja-dong, Gwangjin-gu, Seoul 143-747, South Korea<sup>c</sup> Graduate Institute of Hospitality Management and Education National Taiwan Normal University 162, Sec. 1, Heping E. Rd., Taipei, Taiwan

## ARTICLE INFO

## Keywords:

Endorser  
Brochure  
Advertisement  
Restaurant

## ABSTRACT

This study explored the influence of advertising brochures that feature endorsers and informational content for a restaurant located in a highly competitive district of Seoul, Korea, that primarily targets foreign tourists. The study examined the effects of three types of endorsers (customer, chef, and owner) on the responses of Japanese tourists. A total of 300 questionnaires were collected from Japanese tourists after personal interviews were conducted at locations in Seoul frequently visited by Japanese tourists.

Of the three types of advertisement endorsements tested for Japanese tourists' attitudinal responses and purchase intentions, the owner spokesperson was found to be the most effective endorser. However, the chef endorsement and the customer endorsement showed similar influences on the Japanese tourists' attitudinal or behavioral responses. Among the four brochure treatments that tested the effects of resumes and photos, brochures that included both a resume and a photo were found to be the most effective, followed by brochures that only included a photo and brochures that only included a resume. In contrast, the group of brochures that included neither a resume nor a photo was found to be the least influential.

Crown Copyright © 2012 Published by Elsevier Ltd. All rights reserved.

## 1. Introduction

Endorsements in global advertising have become a contemporary trend because consumers respond to advertising campaigns that they believe reflect a part of their personalities or identities (Stern, 1994; Wang and Doong, 2010). The sociologist Rojek (1995) explains that the commercialization of daily life and the decline of organized religion have led to cult followings of endorser models in consumption activities. Endorser personalities effectively convey product imagery to consumers by creating a positive connection between consumers and the products or corporate reputations represented by the endorsers (Englis and Solomon, 1996; Petty and D'Rozario, 2009; Wang and Doong, 2010).

When a good match is made between an advertisement endorser and a brand, the effects of the match elevate brand equity by promoting brand image, developing customer loyalty, and substantially increasing revenue (Amos et al., 2008; Kamins, 1990;

Koernig and Boyd, 2009; Liu et al., 2007; Lynch and Schuler, 1994; Till and Busler, 2000). How can a brand determine the most productive advertisement endorser to increase an advertisement's effectiveness in promoting a product and company? Even though the influential power of endorsers is likely to vary according to the nature of the product or industry, advertisement endorsers, including CEOs of hotels or travel agencies, employees with expertise (front-office employees, tour guides, and salespeople), celebrities and customers, have been employed in hospitality and tourism studies (Chang et al., 2005; Hsieh and Chang, 2005; Lin et al., 2008; Stephens and Faranda, 1993; Wang and Doong, 2010; Wang et al., 2002).

The efficacy of advertisement endorsers in increasing consumers' purchase intentions or improving consumers' attitudes toward an advertisement and brand can vary according to advertisement treatments. The most utilized approaches are verbal and/or pictorial treatments in advertising brochures (Kelly et al., 2002; Leong et al., 1996; Lin et al., 2008; Wang et al., 2002; Wang and Doong, 2010).

There are several limitations in the existing advertisement endorsement literature. First, although hundreds of studies have explored the influence and role of advertisement endorsements in diverse fields, this topic has not been widely addressed in hospitality and tourism studies. Second, most studies have explored the endorsement power of celebrities, CEOs, consumers,

\* Corresponding author. Tel.: +852 3400 2318; fax: +852 2362 9362.

E-mail addresses: [sam.kim@polyu.edu.hk](mailto:sam.kim@polyu.edu.hk) (S. Kim), [chiayigordonwang@msn.com](mailto:chiayigordonwang@msn.com) (K.-C. Wang), [mdteon@naver.com](mailto:mdteon@naver.com) (T.H. Ahn).<sup>1</sup> Dr. Seongseop (Sam) Kim moved from Sejong University to Hong Kong Polytechnic University.

and experts, but attempts to compare the influential power of these endorsements have been limited. Third, the usefulness of brochures as a promotional tool has been discussed in the hospitality and tourism literature (Gladwell and Wolff, 1989; Hsieh and Chang, 2005; Middleton, 1995; Moeran, 1983; Wang et al., 2002; Yamamoto and Gill, 1999); however, few studies have analyzed the efficacy of endorsements featured in restaurant brochures.

To address these limitations, this study investigates the influence of advertising endorsements for a restaurant located in a highly competitive tourist district of Seoul that primarily targets foreign tourists. The study's first objective is to investigate the effects of three types of advertising endorsements in brochures for a restaurant in a popular tourist district on Japanese tourists' attitudinal responses and purchase intentions. The second objective is to compare the effects of brochures with treatments that combine the resume and photo of each endorser on Japanese tourists' attitudinal responses and purchase intentions.

## 2. Literature review

Numerous studies have found that endorsers play important and diverse roles in a wide range of disciplines, including advertising, communication, psychology, medical care, marketing, politics, urban planning, economic behavior, and sports management. Previous endorsement studies can be categorized into five research streams. The first research stream conceptualizes the theories and models related to endorsements. One such model is the 'symbolic communications model' in which an advertiser attempts to transfer a bundle of meanings directly linked to modern cultural symbols onto a product (Hawkins, 1973; van der Veen, 2008; Wee and Ming, 2003). Another model, the 'meaning-transfer model,' explains the endorsement concept by showing that a symbol or an icon can be transferred to consumers, who must then decode the symbols to understand their meaning (Lord and Putrevu, 2009; McCracken, 1989). The 'match-up theory' also explains the endorsement effect on consumers' attitudes or behaviors (Kamins, 1989, 1990).

The second research stream explores the attributes of endorsers. Most endorsement studies indicate that effective endorsers display attributes such as trustworthiness, expertise, attractiveness, competency, familiarity, and identification (Amos et al., 2008; Ketchen et al., 2008; Lin et al., 2008; Lord and Putrevu, 2009; Magnini et al., 2008; Ohanian, 1990, 1991; Till and Busler, 2000).

The third research stream examines the impact of endorsement attributes on advertising. Trustworthy endorsers help to improve the credibility of a brand, alleviate consumer doubts, and promote economic gains (Erdogan, 1999; Fiske, 2001; Gilchrist, 2005; Ketchen et al., 2008). Characteristics that indicate endorser expertise include competence, mastery, and knowledge. Thus, expert endorsers help attract customers by promoting a brand's credibility and encouraging customers to purchase goods (Amos et al., 2008; Biswas et al., 2006; Friedman and Friedman, 1979; Marshall et al., 2008; Ohanian, 1991; Till and Busler, 2000). Moreover, physically attractive endorsers induce positive attitudes toward a brand and enhance customer loyalty by transferring the endorser's physical image onto a brand (Englis and Solomon, 1996; Kamins, 1990; Koernig and Boyd, 2009; Liu et al., 2007; McCracken, 1989).

The fourth research stream identifies the effects of a good match between an endorser and a brand. A good match between an endorser and a brand helps to strengthen brand image and increases brand equity by promoting brand image, developing customer loyalty, and substantially increasing revenue (Amos et al., 2008; Kamins, 1990; Koernig and Boyd, 2009; Liu et al., 2007; Lynch and Schuler, 1994; Marshall et al., 2008; McDaniel and Heald,

2000; Till and Busler, 2000). In contrast, a mismatch between an endorser and a brand produces negative effects, such as consumer mistrust generated by the association between the endorser and the brand, deterioration of the brand's image, loss of customers, and loss of profitability (Amos et al., 2008; Carlson and Donovan, 2008; Koernig and Boyd, 2009; Marshall et al., 2008; Till and Busler, 2000). Some studies have suggested that a strategy that associates one endorser with several brands diminishes the positive effect of the endorsement (Erdogan, 1999; Mowen and Brown, 1980; Tripp et al., 1994).

The fifth research stream evaluates the efficacy of each endorsement in promoting a product and a company. The effect of endorsers is likely to vary according to the nature of the product. Scholars have conducted several studies on the hotel and travel industries to determine the influence of different types of endorsers (Chang et al., 2005; Hsieh and Chang, 2005; Lin et al., 2008; Stephens and Faranda, 1993; Wang et al., 2002). First, Stephens and Faranda (1993) found that a front-office employee is the most effective endorser for enhancing hotel customers' purchasing intentions and positive attitudes. Wang et al. (2002) used nine experimental groups with 844 subjects to examine endorsers' advertising effects and found that tour leaders as endorsers of group package tour brochures had a more positive impact than traditional brochure designs on advertising and that a CEO's endorsement elicited higher purchase intentions than a tour leader's endorsement.

In the promotional context of Taiwanese aboriginal tourism destinations, Chang et al. (2005) found that an employee endorser was more effective than an advertisement endorser in brochures promoting tourism to aboriginal villages. A study by Hsieh and Chang (2005) identified cross-cultural differences in the responses of Taiwanese and American tourists to third-party endorsements of a hotel. The results of the study found that local Taiwanese tourists responded more positively than American tourists to a hotel employee's endorsement (i.e., an expert endorsement). However, the researchers also reported that American tourists responded more positively than the local tourists to a consumer endorsement.

In an experimental study exploring the impact of a tour leader's gender on an endorsement and the impact of his or her resume on a promotional brochure, Lin et al. (2008) investigated why female tour leaders are preferred as endorsers over male tour leaders. Interestingly, among four experimental groups (male without a resume, female without a resume, male with a resume, and female with a resume), the respondents indicated that a female tour leader without a resume is perceived as the most attractive and trustworthy and that a male tour leader without a resume is perceived as the least attractive and trustworthy. A male tour leader with a resume was perceived to have the most expertise, and a female tour leader without a resume was perceived to have the least amount of expertise. With respect to the advertising effects of the four experimental groups, the subjects responded to a male tour leader without a resume with the most positive attitudes and the strongest purchasing intentions.

Most recently, Wang and Doong (2010) conducted a study comparing the effect of salespersons in traditional stores to those in virtual spaces. The results showed that customers' perceptions of a recommendation agent's (RA) argument quality and source credibility effectively influence their purchase intentions at a web store. Additionally, customers' perceptions of argument quality and source credibility differed significantly depending on the type of argument used. Finally, although the various spokesperson types (expert, consumer and the web store itself) generated significantly different levels of source credibility, the presence or absence of a spokesperson did not affect customers' perceptions of the argument quality of an RA's recommendations.

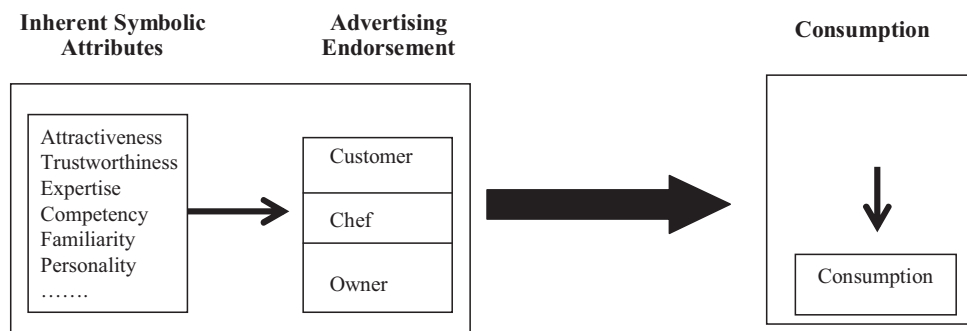


Fig. 1. Conceptualization of the study.

To summarize, previous studies that employed the concepts enumerated above have consistently found that the effect of an endorser is more positive if a strong congruent association exists between a brand's characteristics and those of an endorser. Specifically, customers depend on an endorser when making purchasing decisions if they lack information about a brand, need to make a decision quickly, and are comparing a brand to other products that are less expensive or of similar quality. However, few studies have examined the effect of endorsements of restaurant businesses on foreign customers. Thus, this study attempts to apply existing concepts about advertising endorsements to the specific case of a Seoul restaurant that is a popular destination for Japanese tourists.

### 3. Methods

#### 3.1. Conceptualization

The model in Fig. 1 is similar to the symbolic communications model discussed in the literature review. In the first stage, symbolic values are transferred to the restaurant when a loyal customer, chef, and/or the owner are used as the restaurant's endorser. Similar to other types of advertising media, the restaurant's advertising stimulates tourists' consumption behavior. The role of endorsers is especially significant for foreign tourists, who are unlikely to have detailed information regarding the restaurants in a foreign country. Because tourists lack information in a foreign culture, endorsements strongly influence their purchasing behaviors.

This study measured the effects of three types of endorsers (customer, chef, and owner) on the responses of Japanese tourists to advertising brochures with different treatments. As several researchers (Chang et al., 2005; Lafferty and Edmondson, 2009; Middleton, 1995; Wang et al., 2002) have suggested, advertising brochures create expectations regarding quality, value, product image, and a potential customer's status because they serve as 'product substitutes.' In addition, food plays an important role in tourism and contributes to the selection of tourist destinations (Chaney and Ryan, 2012; Chang et al., 2011; du Rand and Health, 2006; Hjalager and Corigliano, 2000; Horng and Tsai, 2010). As a result, tourists are likely to lend credence to an endorser's recommendation because failing to choose a good restaurant may detract from their travel experiences (Horng and Tsai, 2010; Wang, 2011; Zhang et al., 2010). The conceptual framework for this finding is shown in Fig. 1.

#### 3.2. Hypotheses

**Hypothesis 1** was designed to identify whether a chef's endorsements of a Korean restaurant in a location that attracts Japanese tourists has a stronger effect than an owner's or customer's endorsements on consumers' positive attitudinal or behavioral

responses to the brand or the advertisement. The hypothesis is supported by previous studies that have emphasized the importance of chefs in the restaurant or hospitality industry when food quality is the most important motivation for visiting a restaurant (Balazs, 2002; Inwood et al., 2009; Zopiatis, 2010).

Furthermore, food is an important factor in determining tourists' satisfaction with or intentions to revisit a tourism destination (Boyne et al., 2003; du Rand and Health, 2006; du Rand et al., 2003; Hjalager and Corigliano, 2000). Thus, foreign tourists tend to spend more time externally searching for information about a restaurant compared to local tourists (Bloemer and Ruyter, 1999; Saxena, 2006; Wang, 2011). This trend has only become more widespread with the growth of the Internet. In addition, Japanese people are sensitive to cleanliness (Wagner-Tsukamoto, 2009). As a result, the effects of a chef's endorsement in a brochure on Japanese tourists' purchase intentions and attitudes toward the brand or advertisement itself are likely to be stronger than the effects of other types of endorsements.

**H1.** Subjects show more positive attitudes toward a restaurant's advertisement and a restaurant's brand and increased behavioral intention at the restaurant after reading a brochure that features a chef's four treatments (without his or her resume and photo; resume; photo; resume and photo) than after reading a brochure that features a customer's or an owner's four treatments (without his or her resume and photo; resume; photo; resume and photo).

**Hypothesis 2** posits that an owner spokesperson is more plausible than a customer spokesperson in increasing customers' positive attitudinal or behavioral responses to a brand or advertisement. Many previous studies have found that an owner of a restaurant is likely to convey trustworthiness about a product or a business (Brownell and Reynolds, 2002; Leeman and Reynolds, 2012). The rationale for this hypothesis is also supported by the results of previous studies that stress the importance of trustworthiness in a bartering business situation (Amos et al., 2008; Ketchen et al., 2008; Leeman and Reynolds, 2012; Lord and Putrevu, 2009; Tripp et al., 1994).

Moreover, an owner advertisement model is likely to be more convincing in the international tourism environment where an international tourist is likely to rely heavily on limited information sources about a tourist restaurant in a foreign country, such as a tour guide's recommendation or a tourist map (Chang et al., 2011; Wang, 2011; Zhang et al., 2010). As a result, an advertising brochure that features an owner's endorsement will be perceived by Japanese tourists in a Korean restaurant setting as more convincing than one that features a customer's endorsement.

**H2.** Subjects display more positive attitudes toward a restaurant's advertisement, a restaurant's brand, and increased behavioral

intention at the restaurant after reading a brochure that features an owner's four treatments (without his or her resume and photo; resume; photo; resume and photo) than after reading a brochure featuring a customer's four treatments (without his or her resume and photo; resume; photo; resume and photo).

**Hypothesis 3** targets the effects of both resumes and photos on advertising endorsements. The influence of verbal and/or pictorial advertising has been discussed in the literature (Childers and Houston, 1984; Duke and Persia, 1993; Kelly et al., 2002; Laskey et al., 1994; Leong et al., 1996; Liu, 1986; Paivio, 1986; Unnava and Burnkrant, 1991; Uzzell, 1984; Wang et al., 2002).

The holiday brochures referenced in Uzzell (1984) used photographic images and printed words to describe a destination. Paivio (1986) found that the dual-code theory confirms the additive effects of the imaginal and verbal coding of to-be-remembered information. That is, the use of two methods rather than one may be more effective for preserving or evoking memories.

Several empirical studies confirmed the positive effects of using both textual and photographic advertisements (Leong et al., 1996; Lin et al., 2008; Wang et al., 2002; Wang and Doong, 2010). For example, Wang et al.'s (2002) study of the context of package tour-guide endorsements found that a brochure that features only a tour leader's photo did not affect the respondents' purchase intentions or their attitudes toward the advertisement and brand. However, when a brochure featured a tour leader's photo and resume, there were significant differences in the purchase intentions between the least informed group, which received brochures without a photo or resume, and the most informed group, which received brochures with a photo and a resume.

Lin et al. (2008) examined the credibility of package tour programs' expert endorsers in package tour brochures and found significant differences between the brochures that showed only the tour leader's photo and the brochures that showed the tour leader's photo and resume. However, when the resumes of male and female tour leaders were added to the experimental groups, there were no marked differences between the advertising effect of the experimental groups and the photo-only groups. The results of Lin et al.'s (2008) study were supported by those of Leong et al. (1996), who concluded that people are better at recalling ads containing both pictures and words than word-only ads.

Accordingly, if a restaurant brochure features not only the endorser's photo but also contains his or her brief personal resume, the brochure is likely to be more influential than a brochure with only the endorser's photo or resume. Thus, **Hypothesis 3** was designed to support the argument that the combination of the two treatments is more effective than either treatment alone.

**H3.** Subjects show more positive attitudes toward a restaurant's advertisement, a restaurant's brand, and increased behavioral intention at the restaurant after reading a brochure that features both the resume and photo of any of the three advertisement models than after reading a brochure featuring only the resume or photo of any of the three advertisement models.

**Hypothesis 4** was designed to determine whether a print method or a pictorial method is more effective. Most studies indicate that pictures are more effective than words in creating a mental impression (Childers and Houston, 1984; Duke and Persia, 1993; Kelly et al., 2002; Leong et al., 1996; Laskey et al., 1994; Liu, 1986; Unnava and Burnkrant, 1991). For example, Kelly et al.'s (2002) study indicated that advertisements with image-oriented visuals produce more positive attitudes toward the advertisement, the brand, and the product category evaluations than attitudes generated in response to the text-only version.

In the tourism context, Duke and Persia (1993) also indicated that travelers expect tours to be the best method of seeing as much

as possible in a congenial atmosphere with comfort, scenery, and experienced tour guides. Wang and Doong (2010) found that a brochure with an employee's photo is slightly more effective than a brochure with an employee's resume in capturing a customer's attention. Notably, Lin et al.'s (2008) study found that a brochure with a female tour leader's endorsement without a resume is found to be more attractive and trustworthy than a brochure that features a female tour leader's endorsement with a resume, even though it found the opposite in terms of expertise. As a result, a restaurant brochure with a photo is likely to be perceived as more plausible than a brochure with the endorser's resume in enhancing customers' positive attitude toward a restaurant or the restaurant brand and the behavioral intention to visit the restaurant. Unlike a text-only presentation, a photo communicates a visual image, which enhances the restaurant's perceived trustworthiness for patrons.

**H4.** Subjects show more positive attitudes toward a restaurant's advertisement, a restaurant's brand, and increased behavioral intention at the restaurant after reading a brochure that features only a photo of any of three advertisement models than after reading a brochure that features only a resume of any of three advertisement models.

### 3.3. Independent variables and dependent variables

In this study, the independent variables were the three types of endorsers: customer, chef, and owner. Each of these types has four credibility treatments: resume, photo, resume and photo, and no resume and no photo. The three dependent variables were 'attitude toward the advertisement' ('trustworthiness of the content of the advertisement' and 'persuasiveness of the advertisement'), 'attitude toward the brand,' and 'behavioral intention' ('purchasing intention' and 'willingness to recommend this restaurant').

### 3.4. Selection of endorsement and content of the brochure

Of the three endorsers in this study, the customer endorser was Ms. S. Park, a 53-year-old homemaker who graduated from "A" University (1977–1981) in Korea and who visits the subject restaurant five to six times per month. Her information was featured in a brochure in which a customer endorsed the restaurant. The reason for selecting her as an endorser is her loyalty to the restaurant. Because Japanese people tend to place importance on trust or loyalty in a business (Bucknall, 2006; Hodgson et al., 2000), Japanese tourists are believed to highly regard a loyal customer regardless of his or her nationality. The chef endorser was a 48-year-old man, Mr. Woojin Kim, who has cooked Korean food for 22 years. His information was also available in a resume in which the chef endorsed the restaurant. The final endorser was the restaurant's owner, a 55-year-old woman who has managed the restaurant for 25 years. Her information was available in the brochure in which she endorsed the restaurant. All of the endorsers' photos were recently taken because physically attractive models have been found to be more persuasive endorsers (Baker and Churchill, 1977; Lin et al., 2008; Liu et al., 2007; Wang et al., 2002).

The restaurant in this study was located in a district in which many Korean restaurants compete for foreign tourists' patronage. All of the brochures featured the restaurant's logo, the endorsers' descriptions of the restaurant, three photos of the restaurant, a photo displaying the in-house foods on a table, and a map. Brochures 1, 2, and 3 did not include a resume or a photo, nor did they include the endorsers' resumes or photos. Brochures 1–1, 2–1, and 3–1 contained both the resume and the photo of each endorser, and Brochures 1–2, 2–2, and 3–2 included

**Table 1**  
Sampling design.

Endorsers	Brochure types	Endorser resume	Endorser photo
Customer endorser (N = 100)	Brochure 1	No	No
	Brochure 1–1	Yes	Yes
	Brochure 1–2	Yes	No
	Brochure 1–3	No	Yes
Chef endorser (N = 100)	Brochure 2	No	No
	Brochure 2–1	Yes	Yes
	Brochure 2–2	Yes	No
	Brochure 2–3	No	Yes
Owner endorser (N = 100)	Brochure 3	No	No
	Brochure 3–1	Yes	Yes
	Brochure 3–2	Yes	No
	Brochure 3–3	No	Yes

only the resumes of the endorsers. Brochures 1–3, 2–3, and 3–3 contained only the endorsers' photos. The brochures are described in Table 1.

### 3.5. Research design

Previous studies have used experimental designs to measure the influence of advertising (Baker and Churchill, 1977; Chang et al., 2005; Hsieh and Chang, 2005; Lin et al., 2008; Stephens and Faranda, 1993; Till and Shimp, 1998; Wang et al., 2002; Wang and Doong, 2010; Woodside, 1990). This study compared each subject's perception of the brochures without a control group to assess the effects of the endorsements.

Group 1 (Customer as endorser)	$R_1$	$X_1$	$O_1$
Group 2 (Chef as endorser)	$R_2$	$X_2$	$O_2$
Group 3 (Owner as endorser)	$R_3$	$X_3$	$O_3$

where  $R_1$ ,  $R_2$ , and  $R_3$  indicate that the subjects were randomly assigned to one of the three different endorser brochures;  $X_1$ ,  $X_2$ , and  $X_3$  represent the subjects who were exposed to one of the three different endorser brochures;  $O_1$ ,  $O_2$ , and  $O_3$  represent the subjects' observations of one of the three different endorser brochures.

As Table 1 shows, each version of the brochure has three different endorsers and was randomly assigned to 100 subjects. Previous studies have used a post-test-only control group design (Chang et al., 2005; Lin et al., 2008; Wang et al., 2002), which only identifies the mean differences between the subjects' responses to the endorser groups. As a result, these approaches fail to generate diverse research outcomes despite the amount of money, time and effort invested. Thus, this study asked each individual exposed to one of the three endorser brochures to respond to four types of brochures. This approach may raise the question of learning effects because a respondent may be able to easily determine the purpose of this study, which affects his or her responses to questions on other treatments (Kim and Crompton, 2001; Schwer and Daneshvary, 1997). The first sampling group was exposed to a brochure without a resume or a photo of the endorser, and the other three groups were exposed to a combination of resumes and photos from each endorser. Table 1 provides detailed information about the research design.

### 3.6. Measurement

As Table 1 shows, each respondent was asked to read four different versions of the brochure, each of which featured all of the endorsers and all of the dependent variables. Initially, we used the following items to measure consumer attitudes toward the advertisement: "the content of the advertisement is trustworthy" and "the advertisement is persuasive." To measure consumer attitudes toward the brand, we used the following item: "this brand

is favorable to me." To measure behavioral intentions, we used the following items: "I have a strong intention to use the restaurant" and "I am willing to recommend this restaurant." The respondents were asked to score each item on a 5-point Likert-type scale: "strongly disagree" (1), "neutral" (3), and "strongly agree" (5). The instructions and the items used to measure the dependent variables were the same for all 12 brochures. These measurements were adopted or revised from previous studies (Chang et al., 2005; Lin et al., 2008; Wang et al., 2002).

### 3.7. Surveys

Twenty graduate students and four hospitality and tourism professors pre-tested the twelve brochure types to ensure the validity of the statements in the questions and the sampling design approach. Some comments from the pre-tests included "black-and-white printouts could not deliver lifelike images of the endorsers," "the map of the restaurant should be included to give credibility to the respondents" and "the size of the photo in some of the brochures differs from the rest." In response to the feedback, the quality of the photos was enhanced using Photoshop, and color versions of the brochures were printed. A Korean-Japanese instructor then translated the brochures from Korean to Japanese, and a Japanese professor and three graduate students in Japanese literature reviewed the translated script.

A pilot test was conducted using 20 Japanese tourists in a famous shopping district in Seoul. The tourists suggested that the names of the locations on the provided map should be translated into Japanese, that all the photos should be printed in color, and that the information about the chef's career in Korean cuisine should be included. In addition, they suggested that the brochure should include the frequency of the customer endorser's monthly visits to the restaurant. These comments were incorporated into the brochure.

Because this study sought to identify Japanese tourists' perceptions of different brochure types, personal interview surveys were conducted at destinations frequently visited by Japanese tourists in Seoul. Japanese tourists were selected as potential customers because they comprise the highest percentage of tourists to this area and because Korean cuisine is popular in Japan. An important motivation for Japanese tourists visiting Korea is the desire to sample Korean food in reputable restaurants (Kim et al., 2012; KTO, 2007). The survey locations included two shopping districts (Myeong-dong and Insa-dong) and two royal palaces built by the Chosun Dynasty (the Gyeongbuk palace and the Duksu palace). In the Myeong-dong shopping area, we conducted a survey in a donut shop well known to Japanese tourists. We received permission from the owner to conduct the survey. In the Insa-dong shopping district, we conducted a survey with Japanese tourists who were drinking tea or resting on street benches. We conducted surveys with Japanese tourists after they had participated in 2-h Japanese-language tours of the two royal palaces, meeting them in front of the palaces as they were exiting the premises.

The graduate student interviewers waited with the respondents as they completed the questionnaire and provided the basic explanations required for the participants to respond to different brochure versions and the basic purpose of the survey. As a token of gratitude for completing the questionnaire, each respondent received a package of cosmetic makeup, which is popular among Japanese tourists. Each set of the endorser brochures had four versions that were randomly distributed to each respondent. Each brochure was four pages in length, and the four versions of each brochure consisted of several questions and a different combination of each endorser's resume and photo.

Because the survey contained only a few questions, most respondents completed the questionnaire in 5 min. Each interviewer was asked to randomly distribute three different sets of questionnaires corresponding to the three types of endorsers. A research associate surveyed the data collection process and collected 100 questionnaires for each endorser type after eliminating the incomplete questionnaires. The unusable questionnaires included those with multiple missing values and those with the same answer for most of the questions. A total of 300 questionnaires were collected.

## 4. Results

### 4.1. Characteristics of the respondents

Approximately 80% of the respondents were female, 42% of the respondents were in their 20s, and 55% of the respondents were single. Most of the respondents were college graduates (47.3%) or high school graduates or less educated (39.7%). We found that the most common occupations were professional/administrative staff (17.7%), clerical employees (17.0%), and workers in the service industry (16.3%). Fifty-five percent of the respondents had a monthly household salary of 100,001–300,000 yen. The respondents' current residences included Tokyo (27%), Osaka (21.7%), and Fukuoka (15.7%). With regard to overseas travel experience since 2007, approximately 86.3% of the respondents indicated that they had done so once (55.0%) or 2–5 times (31.3%). Finally, 56% of the respondents indicated that they were staying in Korea for 3 days or less. The results are presented in Table 2.

### 4.2. The effects of the three endorsers on attitude variables

The mean differences in the consumers' behavioral intentions and attitudes toward the advertisement and the brand were identified using one-way ANOVA tests. These differences are presented in Table 3. When we found significant differences, we applied Duncan's multiple range tests to explore the sources of the differences across the three endorsers. For the three endorsers with no resumes and no photos, we found significant differences at the .001 or .05 levels for the two items that indicated attitude toward the advertisement. Regarding attitudes toward the advertisement's trustworthiness and persuasiveness, the owner endorser showed the highest mean score, and the customer endorser yielded the lowest mean score. Attitude toward the brand was significant at the .01 level. That is, the highest mean score was found for the owner endorser, and the lowest mean score was found for the customer endorser. The two behavioral intention items showed significance at the .001 level. In addition, the owner endorser had the highest mean score and the customer endorser had the lowest mean score for purchase intention and willingness to recommend the restaurant.

For the three endorsers with both resumes and photos, a significant difference was found at the .05 level for only one item: willingness to recommend the restaurant. The owner endorser with both a resume and a photo had the highest mean score, and the customer endorser with both a resume and a photo showed the lowest mean score. However, no significant differences among the three endorsers were found with respect to the other four items.

For the three endorsers with resumes, the results of the one-way ANOVA tests showed that all five items exhibited significant differences among the three groups (i.e., at least at the .05 level). The owner endorser had the highest mean score for the two items of advertisement trustworthiness and persuasiveness, and the chef endorser or customer endorser had the lowest mean scores. Our results showed a significant difference at the .05 level among the

**Table 2**  
Demographic profile.

Variables	Category	Number	%
Gender	Male	62	20.7
	Female	238	79.3
Age	21–30	125	41.7
	31–40	54	18.0
	41–50	53	17.7
	51–60	44	14.7
	61 or older	24	8.0
Marriage	Single	165	55.0
	Married	132	44.0
	Others	3	1.0
Education	High school or below	119	39.7
	Some college	26	8.7
	College graduate	142	47.3
	Graduate student or above	13	4.3
Occupation	Agricultural/technician	20	6.7
	Clerical employee	50	17.0
	Professional/administrative staff	53	17.7
	Self-employed	20	6.7
	Civil servant	18	6.0
	Housewife	42	14.0
	Student	21	7.0
	Service industry	49	16.3
	Others	27	8.7
	Monthly household income (Yen)	100,000 or below	30
100,001–200,000		80	27.3
200,001–300,000		83	27.7
300,001–400,000		33	11.0
400,001–500,000		27	9.0
Residence in Japan	500,001 or above	47	14.7
	Tokyo	81	27.0
	Osaka	65	21.7
	San dai	4	1.3
	Fukuoka	47	15.7
	Sapporo	8	2.7
Frequency of visit since 2007	Others	95	31.7
	1 time	165	55.0
	2–5 times	94	31.3
	6–9 times	21	7.0
Duration of stay during current trip to Korea	10 times or more	20	6.7
	3 days or less	168	56.0
	4–5 days	94	31.3
	6–7 days	21	7.0
	8 days or more	20	6.7

three endorsers for attitude toward the brand. The owner endorser had the highest mean score, and the customer endorser yielded the lowest mean score. The two behavioral intention items showed significance at the .01 level. In other words, the owner endorser exhibited the highest mean score, and the customer endorser had the lowest mean score.

The results of the one-way ANOVA tests designed to identify the effects of the three endorsers with only photos on the five attitudinal items produced significance at the .05 level on customer willingness to recommend the restaurant. According to the results, the owner endorser was the most effective at positively influencing the respondents' willingness to recommend the restaurant, and the customer endorser was the least effective.

According to above results, Hypothesis 1 was not supported because the chef endorser showed the middle level of mean scores on most items between those of the owner endorser and those of the customer endorser. Because the owner endorser showed the highest mean scores for all items regardless of the treatments combining resumes and photos, Hypothesis 2 was not supported.

**Table 3**  
One-way ANOVA to identify the effects of three different endorsers with/without their resumes and photos ( $N = 300$ ).

Items	Customer endorser B1 ( $N = 100$ )	Chef endorser B2 ( $N = 100$ )	Owner endorser B3 ( $N = 100$ )	F-value	P-value
Attitude toward the advertisement					
Trustworthiness of the advertisement's contents	3.48a	3.48a	3.95b	5.81*	.003
Persuasiveness of the advertisement	3.36a	3.41a	3.84b	5.80*	.003
Attitude toward the brand	3.34a	3.36a	3.84b	6.42*	.002
Behavioral intention					
Purchase intention	3.20a	3.23a	3.75b	6.72***	.001
Willingness to recommend this restaurant	3.07a	3.12a	3.78b	10.09***	.000
Items	Customer endorser B1-1 ( $N = 100$ )	Chef endorser B2-1 ( $N = 100$ )	Owner endorser B3-1 ( $N = 100$ )	F-value	P-value
Attitude toward the advertisement					
Trustworthiness of the advertisement's contents	4.15	4.22	4.20	.10	.902
Persuasiveness of the advertisement	3.99	4.15	4.25	1.28	.279
Attitude toward the brand	3.95	4.04	4.16	.84	.434
Behavioral intention					
Purchase intention	3.73	3.94	4.06	1.75	.175
Willingness to recommend this restaurant	3.51a	3.76ab	3.95b	3.23*	.041
Items	Customer endorser B1-2 ( $N = 100$ )	Chef endorser B2-2 ( $N = 100$ )	Owner endorser B3-2 ( $N = 100$ )	F-value	P-value
Attitude toward the advertisement					
Trustworthiness of the advertisement's contents	3.54a	3.48a	3.90b	4.00*	.019
Persuasiveness of the advertisement	3.35a	3.46a	3.91b	6.54**	.002
Attitude toward the brand	3.40a	3.56ab	3.81b	3.24*	.041
Behavioral intention					
Purchase intention	3.19a	3.28a	3.72b	5.04*	.007
Willingness to recommend this restaurant	3.06a	3.20a	3.67b	6.60*	.002
Items	Customer endorser B1-3 ( $N = 100$ )	Chef endorser B2-3 ( $N = 100$ )	Owner endorser B3-3 ( $N = 100$ )	F-value	P-value
Attitude toward the advertisement					
Trustworthiness of the advertisement's contents	4.08	4.13	4.14	.06	.940
Persuasiveness of the advertisement	3.79a	3.93ab	4.22b	2.75	.066
Attitude toward the brand	4.06	4.21	4.09	.37	.691
Behavioral intention					
Purchase intention	3.50	3.80	3.90	2.17	.116
Willingness to recommend this restaurant	3.31a	3.65ab	3.91b	4.45*	.012

Note: a–c indicate the sources of mean difference ( $a < b < c$ ).

\*  $p < .05$ .

\*\*  $p < .01$ .

\*\*\*  $p < .001$ .

#### 4.3. GLM repeated measures to identify the effects of the endorsers' resumes and photos on attitudinal variables

A General Linear Model (GLM) with repeated measures was applied to identify the effects of the three endorsers' resumes and photos on the five attitudinal items. This statistical approach is appropriate if the same respondent measures a dependent variable two or more times (Hair et al., 2009). Thus, in this study, each respondent was allowed to measure the same dependent variable across four different treatments within each endorser model.

Table 4 shows the results of the GLM, which used repeated measures to explore the differences in the five attitudinal variables according to the four treatments for each endorser. Within the customer endorser group, significant differences at the .001 level were observed for the four items. For the two items related to consumer attitudes toward the advertisement and the two behavioral intention items, the highest mean scores were found for the customer endorser with both a resume and a photo, and the lowest mean scores were found for the customer endorser without a resume or a photo or the customer endorser with only a resume. However, the customer endorser with only a photo yielded the highest mean score for brand attitude, whereas the customer endorser without a resume or a photo had the lowest score.

The results of the GLM with repeated measures to identify the effects of the four treatments within the chef endorser group on the five dependent variables showed significance at the .001 level for all five items. The highest mean scores were found for the chef endorser with both a resume and a photo for the four items, with the exception of brand attitude. In addition, the chef endorser without a resume or a photo had the lowest mean scores.

Significant differences at the .05 or .01 level were found on two items (persuasiveness of the advertisement and purchase intentions) according to our analysis of the effects of the owner endorser's resume and photo on the five attitudinal items. The owner endorser with both a resume and a photo had the highest mean scores for persuasiveness of the advertisement and purchase intentions. Additionally, we observed the lowest mean scores for the owner endorser without a resume and a photo and for the owner endorser with only a resume.

The above results conclusively supported Hypothesis 3 that, compared to a brochure featuring only resumes or photos, a brochure that features both the resumes and photos of advertisement models results in customers' more positive attitudes toward a restaurant's advertisement and a restaurant's brand as well as the increased likelihood of their eating at the restaurant. Hypothesis 4 was also supported because three endorsers presented with only

**Table 4**  
GLM repeated measure to identify the effects of three endorsers' resumes and photos.

Items	Within customer endorser (N = 100)				Within-subject F-value	P-value
	B1	B1-1	B1-2	B1-3		
Attitude toward the advertisement						
Trustworthiness of the advertisement's contents	3.48	4.15	3.54	4.08	20.60**	.000
Persuasiveness of the advertisement	3.36	3.99	3.35	3.79	15.70	.902
Attitude toward the brand	3.36	3.99	3.40	4.06	23.85**	.000
Behavioral intention						
Purchase intention	3.20	3.73	3.19	3.50	11.53**	.000
Willingness to recommend this restaurant	3.07	3.51	3.06	3.31	8.30**	.000
Items	Within chef endorser (N = 100)				Within-subject F-value	P-value
	B2	B2-1	B2-2	B2-3		
Attitude toward the advertisement						
Trustworthiness of the advertisement's contents	3.48	4.22	3.48	4.13	24.05**	.000
Persuasiveness of the advertisement	3.41	4.15	3.46	3.93	18.99**	.000
Attitude toward the brand	3.34	4.16	3.56	4.21	26.33**	.000
Behavioral intention						
Purchase intention	3.23	3.94	3.28	3.80	18.15**	.000
Willingness to recommend this restaurant	3.12	3.76	3.20	3.50	15.62**	.000
Items	Within owner endorser (N = 100)				Within-subject F-value	P-value
	B3	B3-1	B3-2	B3-3		
Attitude toward the advertisement						
Trustworthiness of the advertisement's contents	3.95	4.20	3.90	4.14	2.40	.076
Persuasiveness of the advertisement	3.84	4.25	3.91	4.22	5.79**	.001
Attitude toward the brand	3.84	4.04	3.81	4.09	2.40	.074
Behavioral intention						
Purchase intention	3.75	4.06	3.72	3.90	2.90*	.042
Willingness to recommend this restaurant	3.78	3.95	3.67	3.91	2.12	.107

\*  $p < .05$ .

\*\*  $p < .001$ .

a photo produced higher mean scores for all items compared with those that only included a resume.

## 5. Conclusions and discussion

This study had two main objectives. The first was to examine the effects of three types of advertising endorsements in brochures for a restaurant in a Seoul tourist district on Japanese tourists' attitudinal responses and purchase intentions. The second research objective was to identify the most effective of four treatments: a resume and a photo, no resume and no photo, a resume and no photo, and a photo and no resume.

The results of this study have several implications. First, based on Table 3, the customer endorser showed similar patterns to those of the chef endorser in identifying the effects of the three different endorsers with or without resumes and photos. The results revealed similar outcomes of the advertisements, regardless of which endorser (whether a customer or a chef) was employed. Second, the results indicated that although the chef model was not effective compared with that which featured the owner endorser, the chef model was more effective than the customer endorser model. These results are not consistent with those of previous studies that emphasized the important role of the chef as a founder (Balazs, 2002), a manager (Inwood et al., 2009), a professional (Zopiatis, 2010), and a brand or celebrity (Halonen-Knight and Hurmerinta, 2010).

There are several reasons that the chef model is less effective than the owner model. First, as described above, the role of the chef is perceived to be more important than that of the owner, especially in cases where the chef plays many roles, such as a well-known professional, a restaurant brand, an entertainer, a manager,

and a promotional model. However, in this study, the chef in the surveyed restaurant was perceived only as a restaurant worker in a bustling tourist district, and foreign customers did not think that he represented the restaurant's brand. Second, because foreign tourists targeted by this restaurant wanted ordinary Korean food for reasonable prices, they might not have expected a high-quality chef.

The third implication of our findings is that the owner endorser model was the most effective at advertising the restaurant. This finding is consistent with those of other studies showing that the owner of a restaurant is likely to convey trustworthiness about a product or a business (Brownell and Reynolds, 2002; Leeman and Reynolds, 2012), whereas a chef conveys to customers symbols of expertise (Halonen-Knight and Hurmerinta, 2010; Wee and Ming, 2003; Zopiatis, 2010). As a result, trustworthiness proved to be more effective than expertise or attractiveness in the context of the restaurant advertising models. This finding corresponds to the results of previous studies that emphasized the role of trustworthiness in business (Amos et al., 2008; Ketchen et al., 2008; Leeman and Reynolds, 2012; Lord and Putrevu, 2009; Tripp et al., 1994).

In the context of overseas tourism, trustworthiness is an important element because tourists are not familiar with foreign restaurants. Because a deluxe restaurant is a high-involvement product, foreign tourists are likely to spend more time looking for information (particularly via the Internet) (Bai et al., 2008; Bloemer and Ruyter, 1999; Saxena, 2006; Wang, 2011). Thus, if a reservation is required before visiting a restaurant, the trustworthiness of the restaurant should be guaranteed by a reputable owner who appears on websites, blogs, or advertisements (Hornig and Tsai, 2010; Zhang et al., 2010; Wang, 2011). An endorsement by a trustworthy owner



enhances the credibility of the brand image instead of reducing negative attitudes toward the brand (Gilchrist, 2005; Ketchen et al., 2008).

This result may be supported by the particular Japanese artisan business culture in which a restaurant owner tends to inherit a restaurant from his or her family, and Japanese customers tend to visit reputable restaurants based on the trustworthiness of an owner who generates a service product according to his or her management philosophy or skill (Bucknall, 2006). However, further research is required to adapt this study to other cultural territories to facilitate a comparison of this study's results with those of future studies.

Fourth, the finding that an owner endorsement is the most effective cannot be explained by attribute theory, which states that consumers tend to make internal attributions for positive outcomes but external attributions for negative outcomes (Bitner et al., 1994; Folkes, 1988). Because the owner of a restaurant advertises to increase his or her profits rather than to express a sincere belief in his or her restaurant, consumers are not likely to prefer owner endorsements (Folkes, 1988; Mowen and Brown, 1980; Rubin et al., 1982; Tripp et al., 1994). However, the results of this study contrast with traditional US-derived attribute theory. The results may indicate that attribute theory cannot be adopted in a Japanese business culture in which Japanese customers prefer to eat in a reputable restaurant even if they must wait for 1 or 2 h and do not respond negatively to a restaurant owner's wealth (Hodgson et al., 2000).

Fifth, the results of this empirical study indicated that the effect of customer endorsements was the weakest of the three models. These findings differ from those of previous studies, which argue that a customer can be a strong spokesperson in the service industry (Hill and Gandhi, 1992; Mortimer and Matthews, 1998; Pringle and Binet, 2005; Stafford et al., 2002). According to previous studies, customers can experience products or services, evaluate their quality, and express their own level of satisfaction. Thus, responses to a hands-on experience could stimulate or discourage visits to a restaurant. In an environment marked by severe competition, previous users' comments are a potential guide (Wang, 2011). However, it is interesting that the weakest brochure advertising model in the restaurant industry context was found to be the one with a customer's endorsement. With regard to the above findings, Japanese respondents may find a Korean customer endorser less trustworthy than a Japanese customer endorser. Because this study adopted a Korean customer as the customer advertisement endorser, a future study needs to verify whether the results are consistent with the use of a Japanese customer endorser in a restaurant advertisement.

Sixth, our second objective was to compare the effects of brochures with treatments that combined each endorser's resume and photo on Japanese tourists' attitudinal responses and purchase intentions. The results of the GLM repeated measure among these four treatments indicated that the combination of the endorser's resume and photo was the most effective model for the two items measuring consumer attitude toward the advertisement and the two behavioral intention items. Thus, the results of this study support Hypothesis 3, which was designed to analyze the influence of resumes and photos in endorsements.

Our findings support Paivio's (1986) dual-code theory, which proposes that the additive effects of combining pictorial and verbal advertisements support memory retention and a positive attitude. These findings are also supported by previous empirical studies (Leong et al., 1996; Lin et al., 2008; Wang et al., 2002; Wang and Doong, 2010). As a result, more elaborate advertisements with both print- and image-based sources should increase the effects of a company's communication with its customers (Petty et al., 1983; Petty and D'Rozario, 2009).

Seventh, the treatment with no resume and no photo was the least effective for most items. In other words, the simplest treatment with no elaboration was the least effective. These results did not provide new information because most of the previous studies showed consistent results. However, a brochure with a photo is more effective than a brochure with a resume in fostering favorable attitudes or behavioral intentions. The results were consistent in all three endorsements. These findings are in line with previous studies, which show that pictorial advertisements are more effective than written ones for cognitive processes (Childers and Houston, 1984; Duke and Persia, 1993; Laskey et al., 1994; Leong et al., 1996; Unnava and Burnkrant, 1991). Additionally, the results of empirical studies support these findings (Kelly et al., 2002; Leong et al., 1996; Lin et al., 2008; Wang et al., 2002; Wang and Doong, 2010).

Eighth, a restaurant brochure with an endorser's photo showed a higher mean score than a brochure with the endorser's resume in enhancing restaurant customers' positive attitudes toward a restaurant or the restaurant brand and behavioral intentions to visit the restaurant. This finding implies that visual images communicate trustworthiness to restaurant patrons and improve attitudes toward the advertisement itself and the restaurant brand. Moreover, visual images increase positive behavioral intentions. These results are supported by those of previous studies (Childers and Houston, 1984; Duke and Persia, 1993; Kelly et al., 2002; Leong et al., 1996; Laskey et al., 1994; Liu, 1986; Unnava and Burnkrant, 1991; Wang and Doong, 2010).

In conclusion, the results of this study contribute to our academic and practical knowledge of positioning products socially through endorsements and creating links between advertising spokespersons and restaurant products. As described above, this study is also valuable because prior research on the effects of promotional endorsements has not actively targeted the hospitality and tourism field. In addition, this study shows that a tourist restaurant may benefit from using a brochure containing the owner's resume and photo as a promotional medium.

There are some limitations in this study. The majority of the participants in this study were female and remained in Korea for three days. This fact raises the question of generalizability; thus, a future study should compare the effects of endorsements according to different demographic cohorts. The second limitation is our choice of customer advertisement endorser. Because the customer endorsement that we used is a middle-aged Korean housewife, she may not be an appropriate endorser for the Japanese tourism market. A future study is needed to compare the current results with those generated when an endorsement by a Japanese customer who is loyal to a Korean restaurant is utilized. The third consideration is that the endorsements should be carefully selected because foreign tourists may be sensitive to the age or the gender of the endorsers. Therefore, future studies require the investigation of whether age or gender influence foreign customers' attitudes or behavioral intentions.

In addition, future studies should test the effects of different endorsers and visual and textual strategies in different countries and cultures because the functions of endorsers may vary with different interpretations of cultural meanings (Chang et al., 2005; Gakhal and Senior, 2008; Parulekar and Raheja, 2006; Wang et al., 2002). In a scale development aspect, this study used measurements that were developed in Asian countries (Chang et al., 2005; Lin et al., 2008; Wang et al., 2002); thus, a future study should apply these measurements to other cultural or national contexts to determine whether they are applicable regardless of cultural or national differences in the hospitality industry environment. Future studies need to be attempted to alleviate the concerns about equivalency and determine whether different outcomes can be derived between a scale-developed setting and scale-applied setting.

## References

- Amos, C., Holmes, G., Stratton, D., 2008. Exploring the relationship between celebrity endorser effects and advertising effectiveness. *International Journal of Advertising* 27 (2), 209–234.
- Bai, B., Law, R., Wen, L., 2008. The impact of website quality on customer satisfaction and purchase intentions: evidence from Chinese online visitors. *International Journal of Hospitality Management* 27 (3), 391–402.
- Baker, M.J., Churchill Jr., G.A., 1977. The impact of physically attractive models on advertising evaluations. *Journal of Marketing Research* 14 (4), 538–555.
- Balazs, K., 2002. Take one entrepreneur: the recipe for success of France's great chefs. *European Management Journal* 20 (3), 247–259.
- Bitner, M.J., Booms, B.H., Mohr, L.A., 1994. Critical service encounters: the employee's viewpoint. *Journal of Marketing* 58 (4), 95–106.
- Biswas, D., Biswas, A., Das, N., 2006. The differential effects of celebrity and expert endorsements on consumer risk perceptions. *Journal of Advertising* 35 (1), 17–31.
- Bloemer, J., Ruyter, K.D., 1999. Customer loyalty in high and low involvement service settings: the moderating impact of positive emotions. *Journal of Marketing Management* 15 (4), 315–330.
- Boyne, S., Hall, D., Williams, F., 2003. Policy, support and promotion for food-related tourism initiatives: a marketing approach to regional development. *Journal of Travel & Tourism Marketing* 14 (3/4), 131–154.
- Brownell, J., Reynolds, D., 2002. Strengthening the food and beverage purchaser–supplier partnership: behaviors that make a difference. *Cornell Hotel and Restaurant Administration Quarterly* 43 (6), 49–61.
- Bucknall, K., 2006. *Japan: Doing Business in a Unique Culture*. Boston Books.
- Carlson, B.D., Donovan, D.T., 2008. Concerning the effect of athlete endorsements on brand and team-related intentions. *Sport Marketing Quarterly* 17, 154–162.
- Chaney, S., Ryan, C., 2012. Analyzing the evolution of Singapore's World Gourmet Summit: an example of gastronomic tourism. *International Journal of Hospitality Management* 31 (2), 309–318.
- Chang, R., Kivela, J., Mak, A., 2011. Attributes that influence the evaluation of travel dining experience: what East meets West. *Tourism Management* 32, 307–316.
- Chang, J., Wall, G., Tsai, C.-T., 2005. Endorsement advertising in aboriginal tourism: an experiment in Taiwan. *International Journal of Tourism Research* 7, 347–356.
- Childers, T.L., Houston, M.J., 1984. Conditions for a picture–superiority effect on consumer memory. *Journal of Consumer Research* 11 (2), 643–654.
- du Rand, G.E., Heath, E., 2006. Towards a framework for food tourism as an element of destination marketing. *Current Issues in Tourism* 9 (3), 206–234.
- du Rand, G.E., Heath, E., Alberts, N., 2003. The role of local and regional food in destination marketing: a South African situation analysis. *Journal of Travel & Tourism Marketing* 14 (3/4), 97–112.
- Duke, C.R., Persia, M.A., 1993. Effects of distribution channel level on tour purchasing attributes and information sources. *Journal of Travel and Tourism Marketing* 2 (2/3), 37–55.
- Englis, B.G., Solomon, M.R., 1996. Using consumption constellations to develop integrated communications strategies. *Journal of Business Research* 37, 183–191.
- Erdogan, Z.B., 1999. Celebrity endorsement: a literature review. *Journal of Marketing Management* 15 (4), 291–314.
- Fiske, J., 2001. The cultural economy of random. In: Lisa, A., Lewis (Eds.), *The Adoring Audience: Fan Culture and Popular Media*. Routledge, New York, pp. 30–49.
- Folkes, V.S., 1988. Recent attribution research in consumer behavior: a review and new directions. *Journal of Consumer Research* 14 (4), 548–565.
- Friedman, H.H., Friedman, L., 1979. Endorser effectiveness by product type. *Journal of Advertising Research* 19 (5), 63–71.
- Gakkhal, B., Senior, C., 2008. Examining the influence of fame in the presence of beauty: an electrodermal neuromarketing study. *Journal of Consumer Behavior* 7, 331–341.
- Gilchrist, P., 2005. Local heroes or global stars. In: Allison, L. (Ed.), *The Global Politics of Sport: The Role of Global Institutions in Sport*. Routledge, London, p. 126.
- Gladwell, N.J., Wolff, R.M., 1989. An assessment of the effectiveness of press kits as a tourism promotion tool. *Journal of Travel Research* 27 (4), 49–51.
- Hair, J.F., Anderson, R.E., Tatham, R.L., Black, W.C., 2009. *Multivariate Data Analysis*, 7th ed. Prentice Hall, Upper Saddle River, NJ.
- Halonon-Knight, E., Hurmerinta, L., 2010. Who endorses whom? Meanings transfer in celebrity endorsement. *Journal of Product and Brand Management* 19 (6), 452–460.
- Hawkins, D., 1973. Model of symbolic communication. *Journal of Advertising Research* 13 (3), 33–38.
- Hill, D.J., Gandhi, N., 1992. Services advertising: a framework to its effectiveness. *Journal of Services Marketing* 6 (4), 63–76.
- Hjalager, A., Corigliano, M.A., 2000. Food for tourists–determinants of an image. *International Journal of Tourism Research* 2, 281–293.
- Hodgson, J., Yoshihiro, S., Gramham, J., 2000. *Doing Business with the New Japan*. Rowman & Littlefield, New York.
- Hornig, J.-S., Tsai, C.-T., 2010. Government websites for promoting East Asian culinary tourism: a cross-cultural analysis. *Tourism Management* 31, 74–85.
- Hsieh, A.-T., Chang, J., 2005. The different response to hotels' endorsement advertising by Taiwanese and American tourists. *Journal of Travel and Tourism Marketing* 19 (4), 41–54.
- Inwood, S.M., Sharp, J.S., Moore, R.H., Stinner, D.H., 2009. Restaurants, chefs and local foods: insights drawn from application of a diffusion of innovation framework. *Agriculture and Human Values* 26 (3), 177–191.
- Kamins, M.A., 1989. Celebrity and noncelebrity advertising in a two-sided context. *Journal of Advertising Research* 29 (3), 34–42.
- Kamins, M.A., 1990. An investigation of the match-up hypothesis in celebrity advertising: when beauty may be only skin deep. *Journal of Advertising* 19 (1), 4–13.
- Kelly, K.J., Slater, M.D., Karan, D., 2002. Image advertisements' influence on adolescents' perceptions of the desirability of beer and cigarettes. *Journal of Public Policy and Marketing* 21 (2), 295–304.
- Ketchen Jr., Adams, G.L., Shook, C.L., 2008. Understanding and managing CEO celebrity. *Business Horizons* 51, 529–534.
- Kim, S., Crompton, J.L., 2001. The effects of different types of information messages on perceptions of price and stated willingness-to-pay. *Journal of Leisure Research* 33 (3), 299–318.
- Kim, S., Kim, M., Argusa, J., Lee, A., 2012. Does a food-themed TV drama affect perceptions of national image and intention to visit a country? An empirical study of Korea TV drama. *Journal of Travel & Tourism Marketing* 29, 313–326.
- Koernig, S., Boyd, T., 2009. To catch a tiger or let him go: the match-up effect and athlete endorsers for sport and non-sport brands. *Sport Marketing Quarterly* 18 (1), 25–37.
- KTO, 2007. *A Report of Foreign Tourists*. Korea Tourism Organization, Seoul.
- Lafferty, B.A., Edmondson, D.R., 2009. Portraying the cause instead of the brand in cause-related marketing ads: does it really matter? *Journal of Marketing Theory and Practice* 17 (2), 129–143.
- Laskey, H.A., Seaton, B., Nicholls, J.A.F., 1994. Effects of strategy and pictures in travel agency advertising. *Journal of Travel Research* 32 (4), 13–19.
- Leeman, D., Reynolds, D., 2012. Trust and outsourcing: do perceptions of trust influence the retention of outsourcing providers in the hospitality industry? *International Journal of Hospitality Management* 31 (2), 601–608.
- Leong, S.M., Ang, S.H., Tham, L.L., 1996. Increasing brand name recall in print advertising among Asian consumers. *Journal of Advertising* 25 (2), 65–81.
- Lin, C.-T., Wang, K.-C., Chen, W.-Y., 2008. Female tour leaders as advertising endorsers. *Service Industries Journal* 28 (9), 1265–1275.
- Liu, M.T., Huang, Y.-Y., Minghua, J., 2007. Relations among attractiveness of endorsers, match-up, and purchase intention in sport marketing in China. *Journal of Consumer Marketing* 24(6), 358–365.
- Liu, S.S., 1986. Picture-image memory of TV advertising in low-involvement situations: a psychophysiological analysis. *Journal of Current Issues and Research in Advertising* 9 (1), 27–59.
- Lord, K., Putrevu, S., 2009. Informational and transformational responses to celebrity endorsement. *Journal of Current Issues and Research in Advertising* 31 (1), 1–13.
- Lynch, J., Schuler, D., 1994. The matchup effect of spokesperson and product congruency: a schema theory interpretation. *Psychology and Marketing* 11 (5), 417–445.
- Magnini, V.P., Honeycutt, E.D., Cross, A.M., 2008. Understanding the use of celebrity endorsers for hospitality firms. *Journal of Vacation Marketing* 14 (1), 57–69.
- Marshall, R., Na, W., State, G., Deuskar, S., 2008. Endorsement theory: how consumers relate to celebrity models. *Journal of Advertising Research* 48 (December), 564–572.
- McCracken, G.D., 1989. Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of Consumer Research* 16 (December), 310–321.
- McDaniel, S.R., Heald, G.R., 2000. Young consumers' responses to event sponsorship advertisements of unhealthy products: implications of schema-triggered affect theory. *Sport Management Review* 3, 163–184.
- Middleton, V.T.C., 1995. *Marketing in Travel and Tourism*, 2nd ed. Butterworth-Heinemann, Oxford.
- Moeran, B., 1983. The language of Japanese tourism. *Annals of Tourism Research* 16 (6), 437–445.
- Mortimer, K., Matthews, B.P., 1998. The advertising of services: consumer views vs. normative guidelines. *Service Industries Journal* 18 (3), 4–19.
- Mowen, J.C., Brown, S.W., 1980. On explaining and predicting the effectiveness of celebrity endorsers. In: Monroe, K.B. (Ed.), *Advances in Consumer Research*, vol. 8. Minnesota, Association for Consumer Research, pp. 437–441.
- Ohanian, R., 1990. Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising* 19 (3), 39–52.
- Ohanian, R., 1991. The impact of celebrity spokespersons' perceived image on consumer's intention to purchase. *Journal of Advertising Research* 31 (1), 46–54.
- Paivio, A., 1986. *Mental Representation: A Dual Coding Approach*. Oxford, New York.
- Parulekar, A.A., Raheja, P., 2006. Managing celebrities as brand: impact of endorsements on celebrity image. In: Kahle, L.R., Kim, C.-H. (Eds.), *Creating Images and the Psychology of Marketing Communication*. St. Louis, Erbaum, pp. 161–169.
- Petty, R.E., Cacioppo, J.T., Schumann, D., 1983. Central and peripheral routes to advertising effectiveness: the moderating role of involvement. *Journal of Consumer Research* 10 (2), 135–146.
- Petty, R.D., D'Rozario, D., 2009. The use of dead celebrities in advertising and marketing: balancing interests in the right of publicity. *Journal of Advertising* 38 (4), 37–49.
- Pringle, H., Binet, L., 2005. How marketers can use celebrities to sell more effectively. *Journal of Consumer Behaviour* 4 (3), 201–214.
- Rojek, C., 1995. *Decentering Leisure: Rethinking Leisure Theory*. Sage Publications, Thousand Oaks, CA.
- Rubin, V., Mager, C., Friedman, H.H., 1982. Company president versus spokesperson in television commercials. *Journal of Advertising Research* 22 (4), 31–33.
- Saxena, R., 2006. *Marketing Management*, 3rd ed. Tata McGraw-Hill, New Delhi.
- Schwer, R.K., Daneshvary, R., 1997. The effect of information on attitudes regarding tour fees: the case of the Hoover Dam Powerplant tour. *Journal of Travel Research* 30 (2), 37–42.

- Stafford, M.R., Stafford, T.F., Day, E., 2002. A contingency approach: the effects of spokesperson type and service type on service advertising perceptions. *Journal of Advertising* 31 (2), 17–34.
- Stern, B., 1994. Authenticity and the textual persona: postmodern paradoxes in advertising narrative. *International Journal of Research in Marketing* 11, 387–400.
- Stephens, N., Faranda, W.T., 1993. Using employees as advertising spokespersons. *Journal of Services Marketing* 7 (2), 36–46.
- Till, B.D., Busler, M., 2000. The match-up hypothesis: physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising* 29 (3), 1–13.
- Till, B.D., Shimp, T.A., 1998. Endorsers in advertising: the case of negative celebrity information. *Journal of Advertising* 27 (1), 67–82.
- Tripp, C., Jensen, T., Carlson, L., 1994. The effects of multiple product endorsements by celebrities on consumers' attitudes and interests. *Journal of Consumer Research* 20 (March), 535–547.
- Unnava, H.R., Burnkrant, R.E., 1991. An imagery-processing view of the role of pictures in print advertisements. *Journal of Marketing Research* 28 (2), 226–231.
- Uzzell, D., 1984. An alternative structuralist approach to the psychology of tourism marketing. *Annals of Tourism Research* 11 (1), 79–99.
- van der Veen, R., 2008. Analysis of the implementation of celebrity endorsement as a destination marketing tool. *Journal of Travel and Tourism Marketing* 24 (2/3), 213–222.
- Wagner-Tsukamoto, S., 2009. Consumer ethics in Japan: an economic reconstruction of moral agency of Japanese firms – qualitative insights from grocery/retail markets. *Journal of Business Ethics* 84, 29–44.
- Wang, H.-C., Doong, H.-S., 2010. Argument form and spokesperson type: the recommendation strategy of virtual salespersons. *International Journal of Information Management* 30 (6), 493–501.
- Wang, H.-Y., 2011. Exploring the factors of gastronomy blogs influencing readers' intention to taste. *International Journal of Hospitality Management* 30, 503–514.
- Wang, K.-C., Hsieh, A.-T., Chen, W.-Y., 2002. Is the tour leader an effective endorser for group package tour brochures? *Tourism Management* 23 (5), 489–498.
- Wee, T., Ming, M., 2003. Leveraging on symbolic values and meanings in branding. *Brand Management* 10 (3), 208–218.
- Woodside, A.G., 1990. Measuring advertising effectiveness in destination marketing strategies. *Journal of Travel Research* 29 (2), 3–8.
- Yamamoto, D., Gill, A.M., 1999. Emerging trends in Japanese package tourism. *Journal of Travel Research* 38 (2), 134–143.
- Zhang, Z., Ye, Q., Law, R., Li, Y., 2010. The impact of e-word-of-mouth on the online popularity of restaurants: a comparison of consumer reviews and editor reviews. *International Journal of Hospitality Management* 29, 694–700.
- Zopiatis, A., 2010. Is it art or science? Chef's competencies for success. *International Journal of Hospitality Management* 29 (3), 459–467.