# Article information:

Consumers’ Reactions to a Celebrity Endorser Scandal - Fong - 2012 - Psychology &amp; Marketing - Wiley Online Library  
<https://onlinelibrary-wiley-com.sheffield.idm.oclc.org/doi/full/10.1002/mar.20571>

# Article summary:

1. The use of celebrities as brand endorsers is a common advertising strategy, but negative publicity about celebrities can have an adverse effect on the products they endorse.

2. Most research on negative endorser publicity is experimental and may not capture consumers' responses to an actual incident.

3. The present research examines the impact of a widely publicized celebrity scandal on consumers' attitudes toward the involved celebrities and the products they endorsed, proposing a model that considers consumers' perceptions of responsibility, affective reactions, and evaluations of the endorsed products.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

该文章对名人代言人丑闻的影响进行了研究，但存在一些潜在的偏见和不足之处。

首先，文章没有考虑到可能存在的文化差异。该研究是在香港进行的，但其结论是否适用于其他国家或地区仍需进一步探讨。

其次，文章没有提供足够的证据来支持其主张。例如，在讨论名人代言人丑闻对产品态度和购买意向的影响时，文章没有提供实际数据或案例来支持其观点。

此外，文章似乎忽略了消费者对品牌本身的态度。虽然名人代言可以增加品牌知名度和吸引力，但消费者最终决定购买产品时通常会考虑更多因素，如产品质量、价格和口碑等。

最后，文章可能存在宣传内容和偏袒。例如，在描述丑闻事件时，文章强调了女性明星承认照片真实性并道歉的事实，而对男性明星承认自己拍摄照片并为事件造成负面影响道歉这一事实却只字未提。

总之，该文章提供了有关名人代言人丑闻影响消费者态度和行为方面的初步洞见，但需要更多研究来验证其结论，并避免潜在的偏见和不足之处。

# Topics for further research:

* Cultural differences in celebrity endorsement scandals
* Lack of evidence to support claims
* Consumer attitudes towards the brand itself
* Potential bias and selective reporting
* Need for further research to validate conclusions
* Avoiding potential biases and shortcomings in future studies

# Report location:

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