

Antecedents of Taiwanese Adolescents' Purchase Intention Toward the Merchandise of a Celebrity: The Moderating Effect of Celebrity Adoration

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ABSTRACT. The purpose of the present study was to investigate the relative importance of adolescents' attitude toward an act (the degree to which the person had a favorable or unfavorable evaluation or appraisal of the act's behavior in question), perceived norm, and perceived behavioral control in predicting Taiwanese adolescents' intention to purchase the merchandise of a celebrity when they had different levels of celebrity adoration. The present results showed that the relative strengths of attitude toward the act and the perception of behavioral control in predicting purchase intention toward the merchandise of a celebrity were stronger for adolescents in the celebrity adoration group than for adolescents in the celebrity nonadoration group. On the other hand, the relative importance of the perceived norm in predicting the attitude toward the act and the purchase intention was stronger for adolescents in the celebrity nonadoration group than for adolescents in the celebrity adoration group.

Key words: attitudes, attitudes–behavior relations, consumer behavior, peer relations

A CELEBRITY is known for being prominent regardless of whether that prominence derives from entertainment, science, politics, sports, religion, or close association with other celebrities (Boorstin, 1961), and evidence suggests

that celebrity adoration has become ubiquitous throughout the world in recent decades (McCutcheon, Lange, & Houran, 2002). Giles (2000) explained the prevalence of celebrity adoration in modern societies as direct products of mass media and communications. Children and adolescents often revere celebrities such as pop singers and sport figures (Greene & Adams-Price, 1990). Because of the prevalence of celebrity adoration, more and more marketers use celebrity endorsers in marketing-related activities to improve marketing effectiveness (Till & Shimp, 1998) and persuasion (Freiden, 1984) in hopes that fans' positive feelings toward a particular celebrity will transfer to the endorsed brand. This marketing method is consistent with the perspective of classical conditioning in the field of advertising of John B. Watson in the 1930s (DiClemente & Hantula, 2000) that is still prominent today (DiClemente & Hantula, 2003) and also with a relational frame theory approach to advertising (Quinones, Hayes, & Hayes, 2000). By repeated pairing of endorser with marketed items, the endorser's qualities may seem to be transferred to the endorsed items—at least in the consumer's mind.

Endorsers of products and brands range in form from celebrity, to typical consumer, to even an organization (Daneshvary & Schwer, 2000). Among celebrity endorsements, there are varieties such as product endorsements, celebrity plugs (Roehm, Roehm, & Boone, 2004), and "brandings" of celebrities. In such brandings, a sponsor uses the name of a celebrity as a brand name to sell merchandise. Thus, the names of the celebrities Michael Jordan, Madonna, and Tiger Woods are used to sell their sponsors' products to consumers. In a similar vein, more and more pop singers act in movies to promote joint sales of the movie and their records. Marketers hope that a fan's adoration of the singers or actors can jointly promote the sales of their CDs and movies.

Although celebrity adoration can be pathological, most fans' adoration behaviors are nonpathological. In fact, celebrity adoration can be an important means for the maintenance of self-concept (Dimanche & Samdahl, 1994). According to Alperstein (1991), to fans involved in imaginary social relationships with celebrities the pseudo-interactions can provide greatly positive meaning. Research in sports marketing also suggests that fans become loyal to a particular team because of the sense of identification that they feel by associating themselves with the particular group (Wann & Branscombe, 1993).

However, celebrity adoration is also associated with a tendency for people to report fewer and less intimate friendships than they did before becoming fans (Szymanski, 1977). In other words, the strength of normative group influence in

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the formation of purchase intention toward the merchandise of a celebrity may be reduced when a person becomes a fan. Therefore, it is interesting to explore the differences of the relative importance of antecedents in predicting purchase intention toward the merchandise of a celebrity in the adoration and nonadoration groups of consumers.

The Theory of Planned Behavior

The theory of planned behavior (Ajzen, 1985) postulates three conceptually independent determinants of intention. The first determinant is labeled the *attitude toward the act* and is the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question. The second determinant is labeled *perceived norm* and is the perceived social pressure to perform or not perform the behavior. The third determinant is labeled *perceived behavioral control* and is the degree of perceived resources and control that one has over the behavior. The empirical literature on consumer and social psychology has broadly supported the theory of planned behavior (Ajzen, 1991; Ajzen & Driver, 1992; Ajzen & Madden, 1986; Chiou, 2000; Taylor & Todd, 1995).

The theory of planned behavior is an extension of the theory of reasoned action (Ajzen & Fishbein, 1980). Ajzen (1985, 1991) developed the theory of planned behavior to correct the original model's limitations in predicting behaviors over which people have only partial discretionary control. As argued by Liska (1984) and Sheppard, Hartwick, and Warshaw (1988), the theory of reasoned action deals inadequately with behaviors that require resources, cooperation, or skills. Among the three antecedents of the theory of planned behavior, perceived behavioral control is the additional factor that Ajzen (1985) incorporated into the reasoned action model. The concept of perceived behavioral control is most compatible with Bandura's (1977, 1982) construct of perceived self-efficacy, which measures one's perception of how well one can execute the required actions required by specific situations. This construct is important because people's behaviors are strongly influenced by their confidence in their abilities to perform a task.

In addition, according to Ajzen (1985), attitude, perceived norm, and perceived behavioral control are likely to be correlated. Research has indicated that such crossover effects are most likely to occur from perceived norm to attitude (Oliver & Bearden, 1985; Terry & Hogg, 1996). In other words, significant others are influential in a person's formation of attitudes. Finally, on the basis of the cognitive-affective-cognitive framework (Chaudhuri & Holbrook, 2001; Oliver, 1999), the traditional attitude structure starts with beliefs and is followed by affective response (e.g., attitude) and then cognitive responses (i.e., purchase intention). Consequently, the aforementioned investigators hypothesized belief as an antecedent attitude toward the act.

The Moderating Role of Celebrity Adoration

Ajzen (1991) expected the relative importance of attitude toward the act, perceived norm, and perceived behavioral control in the prediction of intention to vary across behaviors and populations. Because empirical investigations have often turned up weak and inconsistent relationships between attitudes and behaviors (Terry & Hogg, 1996; Wicker, 1969), researchers have emphasized the effects of various moderators on the attitude-behavior relationship.

Using the perspective of social identity theory (Hogg & Abrams, 1988; Turner, 1982), Terry and Hogg (1996) found that the perceived norms of a normative group influenced participants' intentions to engage in regular exercise only for those participants who identified strongly with the group. However, the effect of perceived behavioral control was stronger for low normative-group identifiers than for high normative-group identifiers. *Social identity theory* (Hogg & Abrams; Turner) is a general theory of group processes and intergroup relationships that differentiates group phenomena from interpersonal phenomena. When people define and evaluate themselves in terms of a self-inclusive category, two processes come into play: (a) categorization, which perceptually emphasizes and reinforces differences between in-groups and out-groups, and (b) self-enhancement, which tends to favor in-group things over out-group things perceptually and behaviorally, because people develop their individual self-concepts in terms of group membership.

Therefore, norms are tied to specific groups, and a norm has its effects because the specific group is relevant to people's behavior. Perceived norms of normative groups will influence intentions only for those persons who identify strongly with the group. The same idea also predicts that the effects of attitude toward the act and perceived behavioral control (personal variables) are stronger for participants who did not identify strongly with the normative group than for those who did (Terry & Hogg, 1996). This prediction means that personal, rather than social, determinants of behavioral choice are likely to have the most impact on the behavioral choice of participants for whom membership in the normative group is not psychologically important.

To determine the relative importance of attitude toward the act, perceived norm, and perceived behavioral control in predicting purchase intention for an adoration group versus a nonadoration group, it is important to know whether a celebrity adorer will identify with his or her normative group. To make this prediction, an investigator must distinguish a person's normative group from a fan group. According to the definition of Fishbein and Ajzen (1975), *normative influences* are the social pressures from the ones who are important to a focal person, but members in a fan group are those who adore the same celebrity. Although the members in these two groups may overlap, they are usually not the same. Members in a normative group (such as family members, classmates, friends) may interact with the focal person frequently in daily life, whereas members in a fan

group may only have contacts through celebrity activities, concerts, and electronic means, such as the Internet.

Investigators also have suspected that a fan group will have less overlap with a normative group in Taiwan (a collectivistic society) than elsewhere. People in collectivist societies normally belong to a few in-groups (Hofstede, 1983; Markus & Kitayama, 1991), and the distinction between in-groups and out-groups is very important for them. More importantly, these in-groups are, most of the time, defined by their cultural systems. For example, the most important reference group for Chinese is their family and their extended family (Yang, 1972). In Japan, family, classmates, and neighbors constitute important in-groups (Triandis, 1994).

However, to be a loyal fan, an adolescent has to manifest adoration behaviors such as collecting artifacts, attending related events, and writing letters. All these behaviors may show spirit among the members of a fan group but not among the members in a normative group. Eventually, fan behavior may strengthen a fan's relationship within the fan group, but it may lessen the relationship with his or her normative group. This reasoning is consistent with Szymanski (1977), who showed that celebrity adoration is associated with a tendency for people to report fewer and less intimate friendships than they did before becoming a fan.

On the basis of the preceding ideas, we proposed that perceived norms of a normative group will have stronger correlations with attitude toward the act and purchase intention toward the merchandise of a celebrity for the nonadoration group than for the adoration group. However, the relative importance of perceived behavioral control and attitude toward the act (personal factors) in predicting purchase intention toward the merchandise of a celebrity was stronger for the adoration group than for the nonadoration group. On the basis of the same reasoning, in the present study we also predict that the relative strength of beliefs in predicting attitude toward the act will be stronger for the adoration group than for the nonadoration group.

Hypothesis 1: The relationship between beliefs and attitudes toward the act will be stronger for the celebrity adoration group than for the celebrity nonadoration group.

Hypothesis 2a: The relationship between perceived norm and attitude toward the act will be stronger for the celebrity nonadoration group than for the celebrity adoration group.

Hypothesis 2b: The relationship between perceived norm and purchase intention toward the merchandise of a celebrity will be stronger for the celebrity nonadoration group than for the celebrity adoration group.

Hypothesis 3: The relationship between attitude toward the act and purchase intention toward the merchandise of a celebrity will be stronger for the celebrity adoration group than for the celebrity nonadoration group.

Hypothesis 4: The relationship between perceived behavioral control and purchase intention toward the merchandise of a celebrity will be stronger for the celebrity adoration group than for the celebrity nonadoration group.

Method

Target Celebrity Group

We chose a famous pop music celebrity group in Taiwan called *F4* as the celebrity group in the present research. The members of this boy group became celebrities among female teenagers because of a television serial called *Meteor Garden*, a series based on a Japanese comic book of the same name. The television serial has been an international success in East Asia, drawing audiences from Hong Kong, Indonesia, Singapore, and Taiwan ("Chinese Censors Dim," 2002). The show attracted the attention of SONY BMG Music Entertainment (Taiwan) Ltd, which gave the group a three-CD deal, and the first CD was immediately successful, with one million copies sold throughout Asia. The boy group was also named one of the "top ten products of the year" in 2002 by Taiwan's *Business Weekly* magazine (Business Weekly editorial department, 2002). Therefore, we chose *F4*'s CD as an example of merchandise of *F4* for the present study. Their agents market a complete line of *F4* merchandise to their fans.

Participants

Participants were 471 female students from 10 junior high and high schools around Taiwan, whom we sampled in April 2002. Because most fans of *F4* are female adolescents, only female students were sampled. With the cooperation of their teachers, we distributed questionnaires during their normal class section. Students were asked to fill out the questionnaire; participation was voluntary. Overall, of the 510 questionnaires that were distributed, 471 usable questionnaires were received and used for analysis. In the final group of participants, the ages ranged from 12 years to 18 years ($M = 15.6$ years, $SD = 1.71$ years).

Measures

All measures were 7-point Likert-type scales except the *F4* adoration scale, which was a 5-point Likert-type scale. We wrote the questionnaire in Chinese, and the detailed measures are presented in Table 1. The measures of attitudes toward the act, perceived norm, and perceived behavioral control were based on the scales used by Ajzen and Fishbein (1980), Ajzen (1985, 1991), and Taylor and Todd (1995). Measures of beliefs were based on a pretest. We solicited 40 adolescents to indicate the most important attributes when choosing a CD. The results showed that melodiousness, price, vocal quality, and creativity were the

TABLE 1. Measures

Construct	Items
Attitude toward the act	My purchasing F4's CD in the future would be _____. 1. favorable/ unfavorable 2. bad/good 3. foolish/wise 4. useless/ useful.
Perceived norm	Most people who are important to me would probably consider my purchasing F4's CD to be _____. 1. foolish/wise 2. useless/useful 3. worthless/valuable Most people who are important to me would probably think I ____ buy F4's CD. 1. definitely should/definitely should not.
Belief	Please rate the following attributes of F4's CD albums 1. not melodious/melodious 2. too expensive/worth the price 3. good vocal/bad vocal 4. creative/not creative
Perceived behavioral control	1. How much control do you have regarding purchasing F4's CD 2. For me to buy F4's CD is ____ 3. It is mostly up to me whether I will buy F4's CD
Purchase intention	1. I will (continue to) purchase F4's new CD album when it is available. 2. To me, (continuing to) purchase F4's CD album is the best choice. 3. I consider myself a loyal customer of F4's CD album.
F4 adoration	1. Your friends consider you as a fan of F4. 2. Your friends believe that you are a fan of F4. 3. To you, being a fan of F4 is very important. 4. Among the TV stars, F4 impressed you most. 5. You will try to choose the TV series that are played by F4. 6. You watch till the end when the TV series is played by F4. 7. You proactively discuss information regarding F4. 8. You collect photos and news information of F4.

Note. F4 is a famous pop music celebrity group in Taiwan.

most important attributes to them. Purchase intention was assessed by asking their willingness to purchase F4's CD.

We measured F4 adoration by eight items. There were two steps in developing F4 adoration scales. First, we developed 16 questions by consulting the Sports Spectator Identification Scale (Wann & Branscombe, 1993). Second, we administered the questions to 30 junior high school students. We retained for the final questionnaire only those items with high item-to-total correlations.

Data Analysis

To compare the path coefficients between models, we applied the LISREL program (Joreskog & Sorbom, 1989) to analyze the data. We calculated the scores of the major constructs on the basis of the mean scores of their indicators. The Cronbach's alphas for the constructs are presented in Table 2 and were satisfactory (α s > .80).

To test the effect of the moderating variable (i.e., celebrity adoration), we processed and analyzed data in two stages. In the first stage, we divided samples into two groups on the basis of the respondent's score of F4 adoration. We classified those mean scores higher than or equal to 3 into the F4 adoration group ($n = 93$) and those mean scores lower than 3 into the F4 nonadoration group ($n = 378$). We calculated a two-group overall path model using the LISREL program. We used overall model fit to examine the adequacy of the model. We used path coefficients to test the significance of each specific relationship.

In the second stage, we tested the effect of the moderating variable. A two-group stacked model was used to test whether their individual path coefficients were equal. For example, to test whether each group's path coefficient between attitude toward the act and purchase intention was equal to that of the other group, β^1_{21} (Group 1's path coefficient between attitude toward the act and purchase

TABLE 2. Means, Standard Deviations, and Reliability of Major Constructs

Construct	F4 adoration group			F4 nonadoration group		
	<i>M</i>	<i>SD</i>	α	<i>M</i>	<i>SD</i>	α
Attitude toward the act	5.06	1.79	.94	2.99	1.34	.99
Perceived norm	4.07	1.56	.94	2.77	1.25	.93
Perceived behavioral control	5.93	2.48	.83	5.89	1.58	.89
Belief	5.07	1.48	.81	3.34	1.22	.89
Purchase intention	3.32	0.40	.86	1.50	0.63	.90

Note. F4 is a famous pop music celebrity group in Taiwan.

intention) was set as equal to β_{21}^2 (Group 2's path coefficient between attitude toward the act and purchase intention). We used the differences in chi-square value between the restricted model and the base model to test the equality of the path coefficients.

Results

Hypothesis Testing

Figure 1 and Table 3 present the results of the model estimation. Covariance matrices for the two groups are shown in the Appendix.

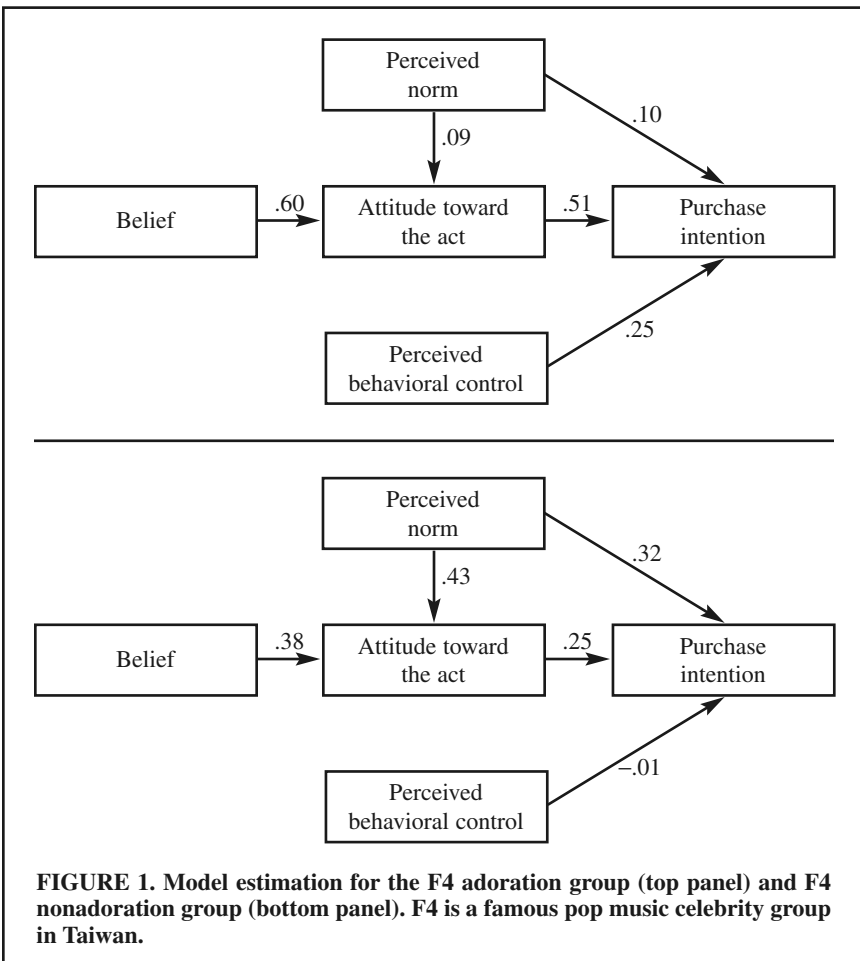


TABLE 3. Results of the Moderating Effects of Celebrity Adoration

Path	Path coefficient (<i>t</i> value)		Equality constraint model $\Delta\chi^2_a$ (<i>p</i> value)
	F4 adoration group	F4 nonadoration group	
Belief → Attitude toward the act	.60 (7.02)	.38 (8.58)	5.17 (.022)
Perceived norm → Attitude toward the act	.09 (1.05)	.43 (9.74)	12.11 (.010)
Perceived norm → Purchase intention	.10 (1.14)	.32 (5.41)	4.59 (.030)
Attitude toward the act → Purchase intention	.51 (5.95)	.25 (4.25)	6.08 (.015)
Perceived behavioral control → Purchase intention	.25 (3.00)	-.01 (-0.28)	7.52 (.007)

Note. F4 is a famous pop music celebrity group in Taiwan.
^a $\Delta\chi^2$ = the difference of χ^2 value between the restricted model and the base model.

Overall Model Fit and the Explanatory Power of the Overall Model

The result of a two-group path analysis showed that the overall fit was acceptable. Although chi squares were significant— $\chi^2(10, N = 471) = 36.37, p = .001$ —GFI (Goodness of Fit Index), NFI (Normed Fit Index), NNFI (Non-Normed Fit Index), and CFI (Comparative Fit Index) were all higher than the recommended .9 thresholds (GFI = .99, NFI = .95, NNFI = .93, and CFI = .96). An examination of the modification index showed that the model would be improved if the link between belief and purchase intention was free to be estimated. Because this link was not specified in the hypotheses, we will discuss exploratory analysis with the link free after we discuss the hypothesized results. We will also compare the differences of the results.

The Moderating Effect of Adoration Versus Nonadoration Group

Adoration group. The results showed that attitude toward the act and perceived behavioral control had significant coefficients on purchase intention and that belief had a significant relationship with attitude toward the act: $\beta_{at \rightarrow pi}, t = 5.95, p = .0001$; $\gamma_{bc \rightarrow pi}, t = 3.00, p = .011$; $\gamma_{cb \rightarrow at}, t = 7.02, p = .0001$, where $\beta_{at \rightarrow pi}$ represents the β coefficient between attitude toward the act and purchase intention, $\gamma_{bc \rightarrow pi}$ represents the γ coefficient between perceived behavior control and purchase intention, and $\gamma_{cb \rightarrow at}$ represents the γ coefficient between belief and attitude toward the act. However, perceived norm had no significant relationship with either attitude or purchase intention. The squared multiple correlations are .41 and .40 for attitude toward the act and purchase intention, respectively.

Nonadoration group. The results showed that attitude toward the act and perceived norm had significant effects on purchase intention and belief and that perceived norm had significant relationships with attitude toward the act: $\beta_{at \rightarrow pi}, t = 4.25, p = .0001$; $\gamma_{pn \rightarrow pi}, t = 5.41, p = .0001$; $\gamma_{cb \rightarrow at}, t = 8.58, p = .0001$; $\gamma_{pn \rightarrow at}, t = 9.74, p = .0001$. However, perceived behavioral control had no significant effect on purchase intention. The squared multiple correlations are .54 and .27 for attitude toward the act and purchase intention, respectively.

Testing of Moderating Effect: Equality Constraint Model

When we constrained $\gamma_{cb \rightarrow at}$ to be equal across groups, the significant difference in chi square, $\Delta\chi^2(1, N = 471) = 5.17, p = .022$, demonstrated that the positive path coefficient between belief and attitude toward the act in the F4 adoration group, .60, $p = .0001$, was significantly different from the one in the F4 nonadoration group, .38, $p = .0001$ (Hypothesis 1). When constraining $\gamma_{pn \rightarrow at}$ to be equal across groups, the significant difference in chi square, $\Delta\chi^2(1, N = 471) = 12.11, p = .010$, showed that the positive path coefficient between perceived

norm and attitude toward the act in the F4 nonadoration group, $.43, p = .0001$, was significantly different from the one in the F4 adoration group, $.09, p = .15$ (Hypothesis 2a). Similarly, the results, $\Delta\chi^2(1, N = 471) = 4.59, p = .030$, demonstrated that the positive path coefficient between perceived norm and purchase intention in the F4 nonadoration group, $.32, p = .0001$, was significantly different from the one in the F4 adoration group, $.10, p = .13$ (Hypothesis 2b).

When we constrained $\beta_{\text{at} \rightarrow \text{pi}}$ to be equal across groups, the significant difference in chi square, $\Delta\chi^2(1, N = 471) = 6.08, p = .015$, demonstrated that the positive path coefficient in the F4 adoration group, $.51, p = .0001$, was significantly different from the one in the F4 nonadoration group, $.25, p = .0001$ (Hypothesis 3). Similarly, the results, $\Delta\chi^2(1, N = 471) = 7.52, p = .007$, showed that the positive path coefficient between perceived behavioral control and purchase intention in the F4 adoration group, $.25, p = .011$, was significantly different from the one in the F4 nonadoration group, $-.01, p = .39$ (Hypothesis 4).

Therefore, the data supported all hypotheses.

Model Adding Additional Relationship Between Belief and Purchase Intention

The result of a two-group path analysis with the link between belief and purchase intention free showed that the overall fit was very good. Chi squares were not significant, $\chi^2(8, N = 471) = 2.27, p = .97$. GFI, NFI, NNFI, and CFI all were higher than the recommended .9 thresholds (GFI = 1.00, NFI = 1.00, NNFI = 1.02, and CFI = 1.00). When we constrained $\gamma_{\text{cb} \rightarrow \text{pi}}$ to be equal across groups, the nonsignificant difference in chi square, $\Delta\chi^2(1, N = 471) = 3.03, p = .085$, demonstrated that the positive path coefficient in the F4 nonadoration group, $.34, p = .0001$, was not significantly different from the one in the F4 adoration group, $.13, p = .12$. The results also showed that the significance of all hypothesized relationships—except the relationship between perceived norm and purchase intention—remained the same with the introduction of the link between cognitive belief and purchase intention. The coefficient was significant in the nonadoration group and nonsignificant in the adoration group, as we expected, but the chi square was not significant, $\Delta\chi^2(1, N = 471) = 1.62, p = .45$, when we constrained $\gamma_{\text{pn} \rightarrow \text{pi}}$ to be equal across groups. Therefore, we concluded that the overall results of the study changed only a little when we introduced the link between cognitive belief and purchase intention.

Discussion

The present study demonstrated that those people who adore F4 are more likely to form their purchase intention toward F4's merchandise on the basis of personal factors such as attitude toward the act and perceived behavioral control; perceived social norm is not important for their intention formation. On the other hand, those who do not adore F4 are more likely to form their purchase intention toward F4's

merchandise on the basis of perceived norm and attitude toward the act. The present study confirmed that the antecedents of behavioral intention in the theory of planned behavior vary across behaviors and populations and further showed a significant moderating effect of celebrity adoration. The present study also demonstrated that social pressure from the ones who are important to a focal person is not important for her formation of purchase intention toward the celebrity's merchandise. This finding may explain why adolescent behaviors in celebrity adoration are frequently in conflict with parents, teachers, and even friends. In addition, the present study showed that fans normally form a strong attitude toward the celebrity. To avoid the discrepancy between attitude and intention, those who adore a celebrity will try to form an attitude that is consistent with their purchase intentions.

The relative strength of perceived behavioral control in predicting purchase intention was stronger for the celebrity adoration group than for the celebrity nonadoration group. As defined, perceived behavioral control is the perceived amount of resources and control that a person has over his or her behavior. The more conflicts between adolescents and those who own resources (usually parents) there were, the more concerns there were about the availability of personal resources for adolescents in the celebrity adoration group. Therefore, adolescents in the celebrity adoration group have stronger feelings regarding their controls over the resources for purchasing behaviors than adolescents in the celebrity nonadoration group. Finally, in the present study, we found that belief had a direct relationship on purchase intention. That result showed that belief might have a stronger role in the formation of intention. It is not adequate to assume that attitude will fully mediate the relationship between belief and purchase intention. Future researchers should reexamine the effect of belief on intention formation.

Although in the present study, we found that the relationship between attitude and purchase intention was very strong in the adoration group, we did not determine whether these fans formed their attitude or purchase intention first. It is possible that these attitudes were formed after their fan behaviors or as responses to their normative groups. Investigators should study this relationship further.

The present study is subject to some limitations. First, the relationships discussed only entail correlations and cannot imply causes and effects. Second, it was quite surprising that only 20% of the participants admitted that they adored F4. That proportion was much lower than we expected. Future investigators may try to conduct the survey in more private situations to lessen possible demand effects.

In sum, in the present study, we found that the relative strengths of the attitude toward the act and the perceived behavioral control in predicting the purchase intention toward the merchandise of a celebrity were stronger for adolescents in the celebrity adoration group than for adolescents in the celebrity nonadoration group. On the other hand, the relative importance of the perceived norm in predicting the attitude toward the act and the purchase intention was stronger for adolescents in the celebrity nonadoration group than for adolescents in the celebrity adoration group.

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APPENDIX
Covariance Matrices

TABLE A1. Covariance Matrix: F4 Adoration Group

Variable	Attitude	Intention	Norm	Belief	Control
Attitude	—				
Intention	.57	—			
Norm	.30	.26	—		
Belief	.64	.48	.35	—	
Control	.14	.32	.04	.21	—

Note. F4 is a famous pop music celebrity group in Taiwan.

TABLE A2. Covariance Matrix: F4 Nonadoration Group

Variable	Attitude	Intention	Norm	Belief	Control
Attitude	—				
Intention	.47	—			
Norm	.67	.49	—		
Belief	.65	.54	.61	—	
Control	-.12	-.06	-.06	-.11	—

Note. F4 is a famous pop music celebrity group in Taiwan.

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