Celebrity And Non-Celebrity Endorsement Effectiveness On Consumers’ Attitude Towards Advertisement

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Abstract

Celebrities have been used extensively in advertisement to promote products and brands. This is especially true for shopping, specialty and luxury items of consumer products. Earlier studies has also indicated that by using celebrities, it would increase the rate of acceptance among consumers towards a particular product or/and brand. This study attempts to analyse the effect of using both the celebrity and non-celebrity endorsement on consumers’ attitude towards advertisement. Two set of questionnaires were prepared. The first set of questionnaires is the celebrity endorsement advertisement and the other is the non-celebrity endorsement advertisement. Both set of questionnaires were distributed in the Federal Territory of Putrajaya, Malaysia. Respondents were asked to rate their perception on the advertisement shown in the questionnaire on a seven point Likert scale. The results found that the endorser characteristics of both the celebrity and non-celebrity are positively related to consumer’s attitude towards advertisement. Interestingly, celebrity endorser has higher influence on consumers’ attitude towards advertisement compared to non-celebrity for consumer products.

INTRODUCTION

Celebrity endorsement is commonly used to maximise the impact of an advertisement. Among the reasons for engaging celebrity in advertisement is to build product awareness. Traditionally businesses build awareness among consumers of what the business could offer in an incremental way and spend a lot of money and time. However by engaging celebrity it could speed up the awareness building over the traditional approach. Engaging celebrity could result in an instant image impact. Celebrity is also being used to position a brand in order to make the brand more believable. Celebrity could attract consumers to try new products. Potential customers who continually see the advertisement with the celebrity may be convinced to try the product over time. Celebrity endorser is extensive. However study on the perception of consumers on celebrity and non-celebrity endorser is limited.
**LITERATURE REVIEW**

The dependent variable is the consumers’ attitude towards advertisement and the independent variables are the endorser characteristics which are: (i) physical attractiveness, (ii) trustworthiness, (iii) expertise and (iv) product-brand congruency.

**Attitude toward Advertisement**

Attitude towards advertisement is referring to the response by consumer favourably or unfavourably towards a particular advertisement that is shown to them at a point in time. There are numerous studies on attitude towards the advertisement such as the message, the product attributes, influencing the consumer’s belief. However in this study, the advertisement function is focused on creating a favourable attitude towards the advertisement with the hope that it will create a positive feeling on the consumer cognitively after exposing to the advertisement as suggested by Shimp (1981). In other words, it is to study the changes in the mind of the consumers or cognitively after exposing to the endorser in the advertisement.

**Physical Attractiveness**

Physical attractiveness which is conveyed through the weight, height and facial beauty of a person is what being judged first by other people that relate to physical attractiveness of the endorser (Badia *et al*., 2011). This impression of physical attractiveness creates the perception of credibility on the endorser and positive stereotype on such people (Ohanian, 1990). Earlier studies have found that attractive people are more successful in changing beliefs compared to the unattractive people (Ohanian, 1991). Consumers see the endorser as attractive when they feel there is something in common between them and the endorser. Example, young mothers would feel they have something in common between them and the endorser for baby food. However when using a celebrity as the endorser, the advertisement seem to be more effective as it is also enhancing the attractiveness of the celebrity (Chan *et al.*, 2013, Till and Busler, 2000, Zhaid *et al*., 2002). If the physical attractiveness of the endorser is also congruent with the product that is being endorsed, consumers tend to develop a positive attitude toward both the product or brand and the advertisement evaluation (Kahle and Homer, 1985). Additionally, the endorser’s attractiveness could also significantly enhance the brand perception image (Hakimi *et al*., 2011, Tantiseneepong *et al*., 2012). In an opinion survey conducted by communicators in persuading people found that attractive communicator are able to gather greater agreement from respondents compared to the unattractive communicator (Chaiken, 1979). In another study using different attractiveness level, race and sex of the endorser, consumers are more inclined towards the advertisement and willingness to purchase the product when the advertisement is being endorsed by an attractive endorser (Petroshius and Crocker, 1989).

**Trustworthiness**

Trustworthiness refers to the validity of the assertions about the product made by the endorser from the perspective of the consumers. Trustworthiness is the most effective tool and useful way to make customer feel more confident and believe in the product (Hakimi *et al*., 2011; Ohanian, 1990). Selecting the right celebrity with high degree of trustworthiness, honest and affinity would further enhance the advertisement (Shimp, 2003). This type of celebrities would bring good faith and positive effects to customers’ value perception and thus may influence the customer purchase choice (Erdem and Swait, 2004). Trustworthiness could be an effective tool for weak product-related arguments advertisement (Chan *et al*., 2013; Priester and Petty, 2003). Trustworthiness refers to “the honesty, integrity and believability of an endorser” (Erdogan *et al*., 2001).

**Expertise**

Expertise is referred to the perceived knowledge of the endorser in the advertisement (Erdogan, 1999). Knowledge about product was found to be the best measurement of the endorser’s expertise level (Ohanian, 1990). In another study, the more attractive the endorser is the higher is the level of perceived expertise of the endorser (Eisend and Langner, 2010). According to Badia *et al*., (2011), the more knowledgeable the endorser is about the product, the more effective it is for the endorser to persuade the consumer to by the product. This also leads to positive attitude toward the brand (Chan *et al*., 2013; Erdogan, 1999)

**Product – Brand Congruency**

According to Till and Busler (2000), product or product - brand congruency is referring to the right matching of the endorser’s image and the endorsed product or brand. If the endorser is congruent with the product advertised, it creates a high level of believability among the consumers (Chan *et al*., 2013; Kamins and Gupta, 1994; Kotler, 1997; Thwaites *et al*., 2012). An example is the case of using a ‘mother figure’ to promote people...
to consume healthy foods as the figure is closely related to food and health issues in a family. There the product-brand congruency is high in this case.

**RESEARCH OBJECTIVES**
The research objectives of this study are to explore whether: (i) celebrity and non-celebrity have similar endorser impact on consumers’ attitude towards advertisement for consumer goods and (ii) the influence of the endorser impact on consumers’ attitude towards advertisement for consumer goods. Based on the literature review and research objectives, the following hypotheses were formulated.

H1: Celebrity physical attractiveness is related to consumers’ attitude towards advertisement.
H2: Non-celebrity physical attractiveness is related to consumers’ attitude towards advertisement.
H3: Celebrity trustworthiness is related to consumers’ attitude towards advertisement.
H4: Non-celebrity trustworthiness is related to consumers’ attitude towards advertisement.
H5: Celebrity expertise is related to consumers’ attitude towards advertisement.
H6: Non-celebrity expertise is related to consumers’ attitude towards advertisement.
H7: Celebrity product-brand congruency is related to consumers’ attitude towards advertisement.
H8: Non-celebrity product-brand congruency is related to consumers’ attitude towards advertisement.
H9: Celebrity endorser characteristics (physical attractiveness, trustworthiness, and expertise and product-brand congruency) have an effect on consumers’ attitude towards advertisement.
H10: Non-celebrity endorser characteristics (physical attractiveness, trustworthiness, and expertise and product-brand congruency) have an effect on consumers’ attitude towards advertisement.

**METHODS**
The instrument used in this study is the closed-ended questionnaire with two different print advertisements by a celebrity endorser and another by a non-celebrity endorser for the similar product category of consumer products. The consumer products printed advertisements used are: (i) fabric softener, (ii) milk and (iii) chocolate wafer. The questionnaire is divided into three main sections. The first part of the questionnaire is regarding the general demographic questions such as gender, status, age, education and income. The second part of the questionnaire comprised questions on the physical attractiveness (5 items), trustworthiness (5 items), expertise (4 items) and product-brand congruency (5 items). The third part of the questionnaire covered questions on the attitude of consumers toward advertisement (5 items). Items in the second and third part were designed on a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree)...

The collection of primary data was carried out using the self-administered questionnaire through the survey method through the convenience sampling to the public in Federal Territory Putrajaya. Out of 400 questionnaire distributed, 333 completed questionnaire was collected with 325 questionnaire was found usable for analysis.

**RESULTS**
Table 1 is the respondents’ background information for both data sets. Married female respondents still make up majority of the sample. Majority are below 30 years of age with diploma level education qualification.
Reliability analysis
The Cronbach’s coefficient alpha statistics in Table 2 shows that the value is above 0.70 as recommended by Hair et al. (2010) and thus implying that the survey instruments is reliable to measure all constructs consistently.

Table 2
<table>
<thead>
<tr>
<th>Item</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude towards advertisement</td>
<td>0.938</td>
</tr>
<tr>
<td>Physical attractiveness</td>
<td>0.953</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>0.960</td>
</tr>
<tr>
<td>Expertise</td>
<td>0.973</td>
</tr>
<tr>
<td>Brand-congruency</td>
<td>0.969</td>
</tr>
</tbody>
</table>

Descriptive
The mean score for both data set is in Table 3 and 4. Comparatively the mean score between both data sets shows that the advertisement being endorsed by celebrity has higher mean.

Table 3
<table>
<thead>
<tr>
<th>Endorser Characteristics</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude toward Advertisement</td>
<td>4.4176</td>
<td>1.27407</td>
</tr>
<tr>
<td>Physical Attractiveness</td>
<td>4.6284</td>
<td>1.20963</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>4.2118</td>
<td>1.36983</td>
</tr>
<tr>
<td>Expertise</td>
<td>4.3395</td>
<td>1.39135</td>
</tr>
<tr>
<td>Product-Brand Congruency</td>
<td>4.6107</td>
<td>1.48018</td>
</tr>
</tbody>
</table>

Table 4
<table>
<thead>
<tr>
<th>Endorser Characteristics</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude toward Advertisement</td>
<td>3.8012</td>
<td>1.40933</td>
</tr>
<tr>
<td>Physical Attractiveness</td>
<td>3.8834</td>
<td>1.27998</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>3.6721</td>
<td>1.44284</td>
</tr>
<tr>
<td>Expertise</td>
<td>3.6227</td>
<td>1.25320</td>
</tr>
<tr>
<td>Congruency</td>
<td>3.6721</td>
<td>1.44284</td>
</tr>
</tbody>
</table>

Correlation Analysis
Table 5 shows the correlation analysis results between physical attractiveness, trustworthiness, expertise, product-brand congruency with the attitude towards advertisement was conducted first for both print celebrity and non-celebrity advertisement.

Table 5
<table>
<thead>
<tr>
<th>Endorser Characteristics</th>
<th>Attitude Towards Advertisement: (Celebrity endorser)</th>
<th>Attitude Towards Advertisement: (Non-celebrity endorser)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Attractiveness</td>
<td>0.638**</td>
<td>0.528**</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>0.701**</td>
<td>0.396**</td>
</tr>
<tr>
<td>Expertise</td>
<td>0.693**</td>
<td>0.612**</td>
</tr>
<tr>
<td>Product - brand congruency</td>
<td>0.719**</td>
<td>0.600**</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

The results indicate that physical attractiveness, trustworthiness, expertise and product-brand congruency is positively related to attitude towards advertisement for both data sets. However the strength of the relationship differs between both data sets. Advertisement using a celebrity to endorse the product has higher influence towards the attitude towards advertisement.
Regression Analysis

Referring to Table 4.11 and 4.12, a comparison of the results is conducted. It could be concluded that the endorsement by celebrity has higher influence (p < .001, R² = 0.651, Adjusted R² = 0.641) compared to endorsement by non-celebrity (p < .001, R² = 0.466, Adjusted R² = 0.454).

Based on interpretation of Table 4.11 on celebrity endorsement characteristics, the beta weights and structure coefficients the product-brand congruent (β = 0.349, r² = 0.000) was the best predictor of the attitude towards advertisement. The next variable leading the model was the trustworthiness (β = 0.237, r² = 0.002)

While the interpretation of Table 4.12 on non-celebrity endorsement characteristics, the beta weights and structure coefficients the expertise (β = 0.237, r² = 0.009) was the best predictor of the attitude towards advertisement. The next variable leading the model was the trustworthiness (β = 0.214, r² = 0.015).

Results of Hypotheses Testing

All hypotheses formulated for this study is accepted. Therefore the endorser characteristics for both celebrity and non-celebrity are related to consumers’ attitude towards advertisement but with different relationship strength. The endorser characteristics also have an effect on the consumers’ attitude towards advertisement but with different degree of influence between celebrity and non-celebrity endorser.

| H1: Celebrity physical attractiveness is related to consumers' attitude towards advertisement. | Accepted |
| H2: Non-celebrity physical attractiveness is related to consumers' attitude towards advertisement. | Accepted |
| H3: Celebrity trustworthiness is related to consumers' attitude towards advertisement. | Accepted |
| H4: Non-celebrity trustworthiness is related to consumers' attitude towards advertisement. | Accepted |
| H5: Celebrity expertise is related to consumers' attitude towards advertisement. | Accepted |
| H6: Non-celebrity expertise is related to consumers' attitude towards advertisement. | Accepted |
| H7: Celebrity product - brand congruency is related to consumers' attitude towards advertisement. | Accepted |
| H8: Non-celebrity product - brand congruency is related to consumers' attitude towards advertisement. | Accepted |
| H9: Celebrity attractiveness, trustworthiness, expertise and product - brand congruency has an effect on consumers’ attitude towards advertisement. | Accepted |
| H10: Non-celebrity attractiveness, trustworthiness, expertise and product - brand congruency has an effect on consumers’ attitude towards advertisement. | Accepted |

**DISCUSSION**

Based on the analysis conducted shows that both celebrity and non-celebrity endorsement characteristics are related to consumers’ attitude towards advertisement. However the analysis also indicates that celebrity still have greater influence compared to non-celebrity. Among the independent variables, the product-brand congruency factor is important when choosing a particular celebrity to be engaged in an advertisement. The image of the celebrity is important. For example is the congruency between sports equipment and a famous athlete. If the product and celebrity is highly congruent it may create a high level of believability among the consumers (Chan et al., 2013; Thwaites et al., 2012). The following influencing factor is trustworthiness. As mentioned by Hakimi et al. (2011) trustworthiness is an effectiveness tool and useful way to make customer feel more confident and believe in the product. As a conclusion, engaging celebrity to endorse product or brand through the advertisement is an effective way to introduce benefits of product or brand. Celebrity could bring their own emblematic meaning to the endorsement process and later passed it on the consumer.
capability of delivering deeper meanings and power on the product. Furthermore the lifestyle and personality of a non-celebrity could not match the celebrity.

REFERENCES


