

 INTERNATIONAL ACADEMIC RESEARCH JOURNAL INTERNATIONAL ACADEMIC RESEARCH JOURNAL of <b>BUSINESS AND TECHNOLOGY</b> www.iarjournal.com IARJ - BT	 INTERNATIONAL ACADEMIC RESEARCH JOURNAL
	ISSN :2289-8433
<b>International Academic Research Journal of Business and Technology</b>	
Journal homepage : <a href="http://www.iarjournal.com">www.iarjournal.com</a>	

## Celebrity And Non-Celebrity Endorsement Effectiveness On Consumers' Attitude Towards Advertisement

Nor Pujawati binti Md. Said<sup>1</sup>, Wan Noraini binti Wan Napi<sup>2</sup>

<sup>1,2</sup>Universiti Utara Malaysia Kuala Lumpur, 41-3 Jalan Raja Muda Abdul Aziz, 50300 Kuala Lumpur

Corresponding email: [pujawati@uum.edu.my](mailto:pujawati@uum.edu.my)<sup>1</sup>, [wannoramni@yahoo.com](mailto:wannoramni@yahoo.com)<sup>2</sup>

---

### Article Information

#### Keywords

Celebrity endorsement, non-celebrity endorsement, consumer product, consumer perception

---

### 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 consumers' 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 (Bardia *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, Tantisenepong *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 buy 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.

TABLE 1  
QUESTIONNAIRE DISTRIBUTED AND COLLECTED

Type	Distributed	Collected	Usable
Celebrity printed advertisement	200	157	153
Non-Celebrity printed advertisement	200	176	172
Total	400	333	325

**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.

TABLE 2  
BACKGROUND OF RESPONDENTS

Item	Appearance (in Time New Roman or Times)		
	Classification	Questionnaire with celebrity printed Advertisement (%)	Questionnaire with non-celebrity printed Advertisement (%)
Gender	Male	29.4	33.1
	Female	70.6	66.9
Status	Single	37.9	36.6
	Married	56.2	62.8
	Single Parent	5.9	0.6
Age	17 and below	2.6	2.9
	18-29	42.5	46.5
	30-39	47.1	41.9
	40-49	6.5	6.4
	50-59	0.7	1.7
	60 and above	0.7	0.6

Education	Certificate	30.7	32.0
	Diploma	47.7	48.8
	Degree	19.0	17.4
	Masters	2.6	1.7
Income	RM1000 and less	11.8	14.0
	RM1001-5000	72.5	75.6
	RM5001- 10000	13.1	9.9
	RM10001-15000	2	0.6
	RM15001 and above	0.7	0.0

*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  
RELIABILITY STATISTICS

Item	Item	Cronbach’s Alpha
Attitude towards advertisement	5	0.938
Physical attractiveness	5	0.953
Trustworthiness	5	0.960
Expertise	4	0.973
Brand-congruency	5	0.969

*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  
MEAN SCORE FOR CELEBRITY ENDORSER

	N	Minimum	Maximum	Mean	Std. Deviation
Attitude toward Advertisement	153	1.00	7.00	4.4176	1.27407
Physical Attractiveness	153	1.60	7.00	4.6284	1.20963
Trustworthiness	153	1.00	7.00	4.2118	1.36983
Expertise	153	1.00	7.00	4.3395	1.39135
Product-Brand Congruency	153	1.00	7.00	4.6107	1.48018
Valid N (listwise)	153				

TABLE 4  
MEAN SCORE FOR NON-CELEBRITY ENDORSER

	N	Minimum	Maximum	Mean	Std. Deviation
Attitude toward Advertisement	172	1.00	7.00	4.1070	1.11206
Physical Attractiveness	172	1.00	7.00	3.8012	1.40933
Trustworthiness	172	1.00	6.60	3.8834	1.25320
Expertise	172	1.00	6.20	3.6227	1.27998
Congruency	172	1.00	7.00	3.6721	1.44284
Valid N (listwise)	172				

*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  
CORRELATION RESULTS

Endorser Characteristics	Attitude Towards Advertisement: (Celebrity endorser)	Attitude Towards Advertisement: (Non-celebrity endorser)
Physical Attractiveness	0.638**	0.528**
Trustworthiness	0.701**	0.596**
Expertise	0.693**	0.612**
Product - brand congruency	0.719**	0.600**

\*\* . 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 ( $p < .001$ ,  $R^2 = 0.651$ , Adjusted  $R^2 = 0.641$ ) compared to endorsement by non-celebrity ( $p < .001$ ,  $R^2 = 0.466$ , Adjusted  $R^2 = .0454$ ).

Based on interpretation of Table 4.11 on celebrity endorsement characteristics, the beta weights and structure coefficients the product-brand congruent ( $\beta = 0.349$ ,  $r^2 = 0.000$ ) was the best predictor of the attitude towards advertisement. The next variable leading the model was the trustworthiness ( $\beta = 0.237$ ,  $r^2 = 0.002$ )

While the interpretation of Table 4.12 on non-celebrity endorsement characteristics, the beta weights and structure coefficients the expertise ( $\beta = 0.237$ ,  $r^2 = 0.009$ ) was the best predictor of the attitude towards advertisement. The next variable leading the model was the trustworthiness ( $\beta = 0.214$ ,  $r^2 = 0.015$ ).

TABLE 6  
REGRESSION ANALYSIS FOR CELEBRITY ENDORSEMENT

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 <sup>a</sup>	.651	.641	.763

a. Predictors: (Constant), Overall Congruency, Overall Physical Attractiveness, Overall Trustworthiness, Overall Expertise

TABLE 7  
REGRESSION ANALYSIS FOR NON-CELEBRITY ENDORSEMENT

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683 <sup>a</sup>	.466	.454	.93457

a. Predictors: (Constant), Overall Congruency, Overall Physical Attractiveness, Overall Trustworthiness, Overall Expertise

*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.

TABLE 8  
RESULTS OF HYPOTHESES TESTING

Hypotheses	Results
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. Celebrity has the

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

- Bardia, Y.H., Abed, A. and Majid, N.Z. (2011). Investigate the impact of celebrity endorsement on brand image. *European Journal of Scientific Research*, 58(1), 116-132.
- Chaiken, S. (1979). Communicator physical attractiveness and persuasion, *Journal of personality and Social Psychology*, 37, 1387-1397.
- Chan, K., Ng, Y.L. and Luk, E.K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents, *Young Consumers*, 14(2), 167-179.
- Coakes, S. J. (2013). *SPSS: analysis without anguish: version 20 for Windows*. Milton, Queensland: John Wiley & Sons Australia, Ltd.
- Eisend, M. and Langner, T. (2010). Immediate and delayed advertising effects of celebrity endorsers' attractiveness and expertise. *International Journal of Advertising*, 29(4), 527-546.
- Erdem, T. and Swait, J. (2004). Brand credibility, brand consideration, and choice. *Journal of Consumer Research*, 31(1), 191-198.
- Erdogan, B. Z. (1999). Celebrity endorsement: a literature review. *Journal of Marketing Management*, 15(3), 291-314
- Friedman, H. and Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*, 19(5), 63-71
- Goldberg, M. E. and Hartwick, J. (1990). The Effects of Advertiser Reputation and Extremity of Advertising Claim on Advertising Effectiveness. *Journal of Consumer Research*, 17, 172-179.
- Goldsmith, R. E., Lafferty, B.A. and Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisement and brands. *Journal of Advertising*, 29(3), 43-54
- Hakimi, B.Y., Abedniya, A. and Zaeim, M.N. (2011). Investigate the impact of celebrity endorsement on brand images. *European Journal of Scientific Research*, 58(1), 116-132.
- Kahle, L. and Homer, P. (1985). Physical attractiveness of the celebrity endorser: a social adaptation perspective. *Journal of Consumer Research*, 11(4), 954-961.
- Kamins, M. A. and Gupta, K. (1994). Congruence between spokespersons and product type: a match-up hypothesis perspective. *Journal of Psychology and Marketing*, 11(6), 569-586.
- Kim, S. S., Lee, J. and Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. *International Journal of Hospitality Management*, 37, 131-145.
- Kotler, P. (1997). *Marketing management: Analysis, planning, implementation and control*. Englewood Cliff, NJ: Prentice Hall
- Lafferty, B. and Goldsmith, R. E. (1999). Corporate Credibility's Role in Consumers' Attitude and Purchase Intentions When a High Versus a Low Credibility Endorser is Used in the Ad. *Journal of Business Research*, 44, 109-116.
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundation of the endorsement process. *Journal of Consumer Research*, 16(3), 310-321.
- Ohanian, R. (1991). The impact of celebrity spokesperson's perceived image on consumer intention to purchase. *Journal of Advertising Research*, 31(1), 46-52.
- 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.
- Qurat, U. A. Z. and Mahira, R. (2012). Impact of celebrity advertisement on customers' brand perception and purchase intention. *Asian Journal of Business and Management Sciences*, 1(11), 53-67.
- Pallant, J. (2013). *SPSS survival manual: A step by step guide to data analysis using IBM Spss 5<sup>th</sup> Ed*. New York: McGraw Hill.
- Parmar, B. J. and Patel, R. P., (2014). A study on consumer perception for celebrity and non-celebrity endorsement in television commercials for fast moving consumer goods. *Global Business and Economics Research Journal*, 3(2), 1-11.
- Petroshius, S. M. and Crocker, K. E. (1989). An empirical analysis of spokesperson characteristics on advertisement and product evaluations. *Journal of the Academy of Marketing Science*, 17, 217-225.
- Priester, J.R. and Petty, R.E. (2003). The influence of spokesperson trustworthiness on message elaboration, attitude strength, and advertising effectiveness. *Journal of Consumer Psychology*, 13(4), 408-421.
- Shimp, T. (2003). *Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communication*, 6th ed., The Dryden Press, Fort Worth, TX.

- Tantisenepong, N., Gorton, M. and White, J. (2012). Evaluating responses to celebrity endorsements using projective techniques. *Qualitative Market Research: An International Journal*, 15(1), 57-69.
- Thwaites, D., Lowe, B., Monkhouse, L. L. and Barnes, B. R. (2012). The impact of negative publicity on celebrity ad endorsements. *Psychology and Marketing*, 29(9), 663-673.
- 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.
- Zahid, M., Abdul, R., Jainthy, N. and Samsinar, M.S. (2002). Perceptions of advertising and celebrity endorsement in Malaysia. *Asia Pacific Management Review*, 7(4), 535-554.