

**CELEBRITY AND NON-CELEBRITY ENDORSEMENT EFFECTIVENESS
ON CONSUMERS' ATTITUDE TOWARDS ADVERTISEMENT**

WAN NORAINI BINTI WAN NAPI

Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
In Fulfillment of the Requirement for the Masters of Science (Management)

PERMISSION TO USE

In presenting this dissertation/project paper in partial fulfilment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this dissertation/project paper in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor(s) or in their absence, by the Dean of Othman Yeop Abdullah Graduate School of Business where I did my dissertation/project paper. It is understood that any copying or publication or use of this dissertation/project paper parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my dissertation/project paper.

Request for permission to copy or to make other use of materials in this dissertation/project paper in whole or in part should be addressed to:

Dean of Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman

ABSTRACT

Celebrity is frequently used in advertisement to build awareness towards the product and brand. It is referring to the percentage of people who are familiar with a particular product or brand being advertised. Traditionally awareness is built incrementally and a lot of money and time is spent. On the other hand, the time taken to build awareness is shorter if a celebrity is use in the advertisement. Celebrity is also being used to position a brand in order to make the brand more believable. However this study postulates that there is no difference using celebrity and non-celebrity toward consumer's attitude on advertisement especially for the consumer goods. Thus the objective of this study is to investigate: (i) whether celebrity and non-celebrity have similar endorser impact on consumers' attitude on advertisement and (ii) the effect of celebrity and non-celebrity endorser characteristics (attractiveness, trustworthiness, expertise and product - brand congruency) on consumers' attitude on advertisement. The development of the questionnaire is based on the literature review. Using similar questionnaire but two different advertisement, celebrity and non-celebrity as the model, were distributed. Out of 400 questionnaires, 333 questionnaires were returned but only 325 questionnaires were usable. The descriptive, correlation and regression analysis were conducted. The results show that the relationship between the independent and dependent variables is positive. However the score for the advertisement using the celebrity as the model have a higher score compared to non-celebrity. Thus this study could be concluded that there is a difference in using celebrity toward consumers' attitude on advertisement for consumer goods.

Keywords: celebrity, non-celebrity, consumer goods, attitude on advertisement, endorser

ABSTRAK

Selebriti kerap digunakan dalam iklan untuk membina pendedahan kepada produk dan jenama. Ia merujuk kepada peratusan orang yang biasa dengan produk atau jenama tertentu yang diiklankan. Secara tradisi, maklumat dibina secara perlahan yang memerlukan wang dan masa yang banyak. Sebaliknya, masa yang diperlukan untuk membina pendedahan apabila selebriti digunakan adalah pendek. Selebriti juga digunakan untuk memposisikan jenama untuk membuatkan jenama lebih dipercayai. Kajian ini mengandaikan terdapat tiada perbezaan di antara menggunakan selebriti dan bukan selebriti kepada sikap pengguna ke atas pengiklanan terutama bagi produk pengguna akhir. Objektif kajian ini adalah untuk mengkaji: (i) sama ada terdapat impak perakuan yang sama di antara selebriti dan bukan selebriti dan (ii) kesan perakuan (tarikan fizikal, kepercayaan, kepakaran dan kesesuaian produk – jenama) oleh selebriti dan bukan selebriti ke atas sikap pengguna ke atas pengiklanan. Pembentukan soalselidik adalah berpandukan sorotan karya. Menggunakan soalselidik yang sama tetapi atas dua iklan yang berbeza, selebriti dan bukan selebriti sebagai model, diedarkan. Dari 400 soalselidik, 333 soalselidik dikembalikan tetapi hanya 325 soalselidik yang boleh digunakan. Analisis diskriptif, korelasi dan regresi dijalankan. Keputusan menunjukkan bahawa perhubungan di antara variable bersandar dan tidak bersandar adalah positif. Bagai manapun skor bagi pengiklanan menggunakan selebriti sebagai model mempunyai skor yang lebih tinggi dari bukan selebriti. Oleh itu kajian ini boleh disimpulkan bahawa terdapat perbezaan kesan menggunakan selebriti berbanding bukan selebriti ke atas sikap pengguna terhadap iklan barang pengguna akhir.

Katakunci: selebriti, bukan selebriti, barang pengguna akhir, sikap terhadap iklan, endoser

ACKNOWLEDGEMENT

All praises and gratitude to Allah s.w.t for all the help and blessings He bestowed upon me. I would like to express my humble appreciations and gratefulness to all the people who have made this journey possible. Allow me to start with my supervisor, ***Puan Nor Pujawati binti Md Said*** who has provided the unlimited amount of encouragements and professional support along the way in finishing up this thesis. She has always tried to supervise and guide me as best as she could and has always been there to support me. Next appreciation would go to the lecturers and comrades that have been literally supportive in discussing and giving out ideas to improvise my dissertation. To the ***UUM KL management team***, I couldn't thank all of you more for all the cooperation and prompt response on any matter or process pertaining the dissertation submission and evaluation. Last but not least, I would like to thank my friends and my family: my parents and to my brothers and sister for supporting me spiritually throughout writing this thesis and my life in general. Without all of you, this dissertation would not have been possible.

TABLE OF CONTENT

TITLE PAGE	i
PERMISSION TO USE	ii
ABSTRACT	iii
ABSTRAK	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENT	vi
LIST OF TABLES	ix
LIST OF FIGURES	xi
CHAPTER ONE :	1
INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY	1
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH QUESTIONS	4
1.4 RESEARCH OBJECTIVES	5
1.5 SIGNIFICANT OF STUDY	6
1.6 SCOPE AND LIMITATIONS OF STUDY	6
1.7 ORGANIZATION OF REPORT	7
CHAPTER TWO	9
LITERATURE REVIEW	9
2.1 INTRODUCTION	9
2.2 ATTITUDE TOWARDS ADVERTISEMENT	9
2.3 ENDORSEMENT EFFECTIVENESS	11
2.3.1 Physical Attractiveness	11
2.3.2 Trustworthiness	12
2.3.3 Expertise	12
2.3.4 Product - brand congruency	13

2.3.5	Celebrity Endorsement	14
2.4	SUMMARY OF CHAPTER.....	14
CHAPTER THREE		15
METHODOLOGY		15
3.1	INTRODUCTION.....	15
3.2	RESEARCH FRAMEWORK	15
3.3	HYPOTHESES DEVELOPMENT.....	16
3.4	RESEARCH DESIGN	19
3.5	OPERATIONAL DEFINITION	20
3.6	MEASUREMENT OF VARIABLES/INSTRUMENTATION.....	20
3.7	PILOT TEST	21
3.7	DATA COLLECTION.....	23
3.8	SAMPLING	24
3.9	DATA COLLECTION PROCEDURES.....	25
3.10	TECHNIQUES OF DATA ANALYSIS.....	26
3.11	SUMMARY OF CHAPTER.....	26
CHAPTER FOUR.....		28
RESULTS AND DISCUSSION		28
4.1	INTRODUCTION.....	28
4.2	DATA CLEANING	28
4.2.1	Checking For Errors.....	28
4.2.2	Correcting Errors	29
4.2.3	Missing Values	29
4.2.4	Fulfilling Data Requirement	30
4.3	DESCRIPTIVE ANALYSIS	30
4.4	INFERENTIAL ANALYSIS	32
4.4.1	Mean Score Analysis	32
4.4.2	Correlation Analysis	34
4.4.3	Regression Analysis.....	37

4.5	RESULTS OF HYPOTHESES	41
4.6	SUMMARY OF CHAPTER.....	42
CHAPTER FIVE		43
CONCLUSIONS AND RECOMMENDATIONS		43
5.1	INTRODUCTION.....	43
5.2	CONCLUSION	43
5.2.1	Impact Of Celebrity Versus Non-Celebrity Endorser Characteristics onConsumer’sAttitude Towards Advertisement	44
5.2.2	The Effect of Celebrity and Non-Celebrity Endorser Characteristics on Consumers’ Attitude on Advertisement	45
5.3	RECOMMENDATIONS	45
REFERENCES		47
APPENDIX A.....		50

LIST OF TABLES

Table 3.1: <i>Research Design Employed</i>	20
Table 3.2: <i>Operational Definition of Variables</i>	20
Table 3.3: <i>Measurement of Variables</i>	21
Table 3.6: <i>Pilot Test Sample Size</i>	22
Table 3.7: <i>Reliability Test Results</i>	23
Table 3.4: <i>Sampling Type and Method Employed</i>	25
Table 3.5: <i>Type of Data Collection Procedures Adopted</i>	26
Table 3.8: <i>Type of Analysis Employed</i>	26
Table 4.1: <i>Number of Questionnaire Distributed and Collected</i>	30
Table 4.2: <i>Background of Respondents</i>	31
Table 4.3: <i>Mean Score for Celebrity Endorser Characteristics</i>	33
Table 4.4: <i>Mean Score for Non-Celebrity Endorser Characteristics</i>	33
Table 4.5: <i>Mean Score for Celebrity and Non-Celebrity Data Set</i>	33
Table 4.6: <i>Correlation of Physical Attractiveness and Attitude towards Advertisement</i>	34
Table 4.7: <i>Correlation of Trustworthiness and Attitude towards Advertisement</i>	35
Table 4.8: <i>Correlation of Expertise and Attitude towards Advertisement</i>	35
Table 4.9: <i>Correlation of Product - brand congruency and Attitude towards Advertisement</i>	36
Table 4.10: <i>Overall Correlation Relationship Strength between Celebrity and Non- Celebrity Data</i>	37
Table 4.11: <i>Regression of Celebrity Endorsement Characteristicson Attitude towards Advertisement</i>	39

Table 4.12: *Regression Analysis of Non-Celebrity Endorsement Characteristics on*

Attitude towards Advertisement40

Table 4.13: *Summary of Hypotheses Results*41

LIST OF FIGURES

Figure 2.1: <i>Flow of Attitude toward Intention</i>	10
Figure 3.1: <i>Research Framework</i>	15

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Businesses use advertising using various media platform as a medium to reach their target market. Both traditional media platform such as printed media, broadcast to the latest media platform such as online or internet is used. An effective advertisement would assist in fulfilling the business goal.

Advertisement is use to remind existing product, to persuade repeat buying or usage of product and especially in introducing a new product to the market so that the large market is aware of the product. The advertisement is often focusing on the product that could contribute another solution on a common problem. Businesses also frequently use advertisement to show the extra benefits of the particular products over competitors' products.

Advertising influences prospective customers to try advertised products and services. It also influences primary demand such as creating demand for an entire product category. It also keeps a company's brand fresh in the consumer's memory. Advertising is also used to communicate product breakthrough in a dramatic way especially for the first alternative form of existing product. Examples of this are the first introduction of: (i) liquid soap over the traditional bar soap and (ii) hybrid car over conventional car.

In order for these advertisement to be able to grab the attention of the target market, most businesses use celebrity in their advertisement. No doubt that using celebrity in advertisement could influence consumer purchases, build awareness, position a brand, attract new users and breathe life into failing brand.

Ordinary consumers have some degree of attraction towards celebrity. Therefore using celebrity could greatly influence the purchases of these consumers. For example is the beauty product or cosmetic. Ordinary consumers might purchase the particular brand that the celebrity uses in order to achieve a similar effect shown in the advertisement. Another example is the soft drink advertised by the favorite sport player. The celebrity model's testimonial would instantly add credibility to the brand advertised.

Celebrity is also being used in advertisement to build brand awareness. Brand awareness refers to the percentage of people who are familiar with a particular brand being advertised. 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 using celebrity could speed up the awareness building over the traditional approach. Celebrity had instant image impact compare to non-celebrity.

Celebrity is also being used to position a brand in order to make the brand more believable. Example is the use of child celebrity in promoting a brand of a children product. Celebrity is also being used to attract those who have never tried the brand before. Basically those who have never tried the brand before may represent the

competitors' customers. Potential customers who continually see the advertisement with the celebrity may be convinced to try the product over time. Over time brand will experience a downward curve in the sale. Using celebrity could help the ailing brand to get a new breathe of life by creating new interest and excitement in consumers.

Among the benefit of using celebrity to endorse a product or brand brand are: (i) build brand equity, (ii) assist customer and potential customers to recall the advertisement, (iii) the ability to make people believe that the brand or product could contribute to the celebrity current status and, (iv) people like to look at celebrity rather than other people in the profession. However it does take time and repetition for this association tactics to occur.

1.2 PROBLEM STATEMENT

As discussed earlier, using celebrity endorsement in advertisement could secure huge rewards for business but however there are also numerous disadvantages. Among the disadvantages or risks of using celebrity to endorse product in advertisement is that: (i) images change, (ii) celebrity becomes over exposed, (iii) celebrity can overshadow brand and (iv) as additional cost.

A celebrity could be a good fit for a brand. However celebrities are also human being and do make mistakes. When celebrities make mistakes, their tarnish image could indeed affect the brands they endorse and the advertisement that uses this celebrity as their model. Among the famous the tarnish image example are such as Tiger Woods for sexual

scandals and Marion Jones for taking steroids – a banned substances – during the Olympic Game (Carrilat *et al.*, 2013).

At the peak of celebrity popularity, the celebrity might also endorse numerous products at the same time. This would also tarnish the celebrity's credibility as people may feel that the celebrity will endorse any product for the money rather than presenting a particular brand or product.

A famous celebrity can also overshadow brands where the focus would be on the celebrity rather than the brand. People's memory focuses on the celebrity more than the brand. Examples are like David Beckham the famous football player in the world.

Using celebrity may give an impact to the brand and advertisement but it is also costly to the business. The cost of employing the celebrity is usually being absorbed in the final price of the product. Could the use of non-celebrity give a quite similar impact on the brand or advertisement? It is proposed that non-celebrity could also give an impact through their endorsement. Therefore businesses should consider alternative of using non-celebrity to endorse the product in their advertisement instead.

1.3 RESEARCH QUESTIONS

Based on the research problem discussed earlier, the research questions in this research are as follows:

- i) Do celebrity and non-celebrity have similar endorser impact on consumer attitude toward advertisement?
- ii) What is the effect of celebrity and non-celebrity endorser characteristics (attractiveness, trustworthiness, expertise and product - brand congruency) on consumers' attitude on advertisement?

1.4 RESEARCH OBJECTIVES

- i) To examine the relationship of celebrity endorser characteristics (physical attractiveness, trustworthiness, expertise and product - brand congruency) on consumers' attitude towards advertisement.
- ii) To examine the relationship of non-celebrity endorser characteristics (physical attractiveness, trustworthiness, expertise and product - brand congruency) on consumers' attitude towards advertisement.
- iii) To examine the effect of celebrity endorser characteristics (physical attractiveness, trustworthiness, expertise and product - brand congruency) on consumers' attitude towards advertisement
- iv) To examine the effect of non-celebrity endorser characteristics (physical attractiveness, trustworthiness, expertise and product - brand congruency) on consumers' attitude towards advertisement

1.5 SIGNIFICANT OF STUDY

The significant of the study could be divided into two main areas namely: (i) academically and (ii) managerial.

Academically this research would be an additional input to the literature on the impact of using celebrity on consumers' goods in Malaysia. Four different types of advertisement of consumers' goods were being used in the questionnaire and feedback from the consumers is obtained. Most celebrity endorsement studies were conducted in the developed countries. Less celebrity endorsement research was carried out in the developing country.

Managerially, this study could provide the advertisement industry and especially the marketers on the impact of continuing using celebrity to endorse their products as consumers are attracted to advertisement directly or indirectly.

1.6 SCOPE AND LIMITATIONS OF STUDY

There are a few scope and limitations that could be identified in carrying out this study which are: (i) time and (ii) distribution of questionnaire

As this study was a partial fulfillment of the program, this study was conducted within a limited period of time in order to complete the whole process of undertaking research. Among the most impacted was the distribution of questionnaire. As limited time and fund

available, the distribution area is limited to two main areas: (i) Federal Territory of Putrajaya and (ii) Federal Territory Kuala Lumpur. These two areas are highly populated areas with a lot of activities taking place all the time.

1.7 ORGANIZATION OF REPORT

This report is divided into five main chapters. The first chapter deals with some introduction discussion on the purpose of using advertisement by businesses. The brief discussion also touched on the use of celebrity in advertisement and its benefits. The problem statement section discusses on the risk of using celebrity and proposed of comparing using celebrity and non-celebrity as the focus of this study. Based on the problem statement, the research questions and research objectives is defined.

The following Chapter Two deals with the literature review of the variables involved in this study, namely: (i) consumers' attitude towards advertisement, (ii) the physical attractiveness of the endorser, (iii) the trustworthiness of the endorser. (iv) the expertise image of the endorser and lastly (v) the congruency of the brand and the endorser.

Chapter Three discusses the methodology of the study. The discussion start off with the research framework of the study, the hypotheses development, the research design employed, the operational definition of the variables, the measurement of the variables used, the method used to collect the primary data from respondents, the sampling method employed and finally the techniques of data collection used in this study.

Chapter Four presents the treatment on the primary data gathered before further analysis is carried out. Once the data is cleaned from missing values, the descriptive and inferential analysis is carried out.

Chapter Five discusses the findings presented in the earlier Chapter Four against the objective of the study stated earlier in Chapter One. Comparisons between the results in this study and earlier studies by other researcher are covered. Recommendations for further research in similar area end this chapter.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter focuses on the review on the literature of each of the dependent and independent variables used in this study. The discussion starts off with the discussion on the dependent variable which is the attitude towards advertisement and is followed by the discussion on the independent variables.

2.2 ATTITUDE TOWARDS ADVERTISEMENT

Attitude towards advertisement is referring to the respond by consumer favorably or unfavorably 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 etc. However in this study, the advertisement function is focused on creating a favorable 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.

As postulated by Goldsmith (2000), attitude towards the advertisement acts as the mediator to attitude towards the brand and later purchase intentions as shown in Figure 2.1 below.

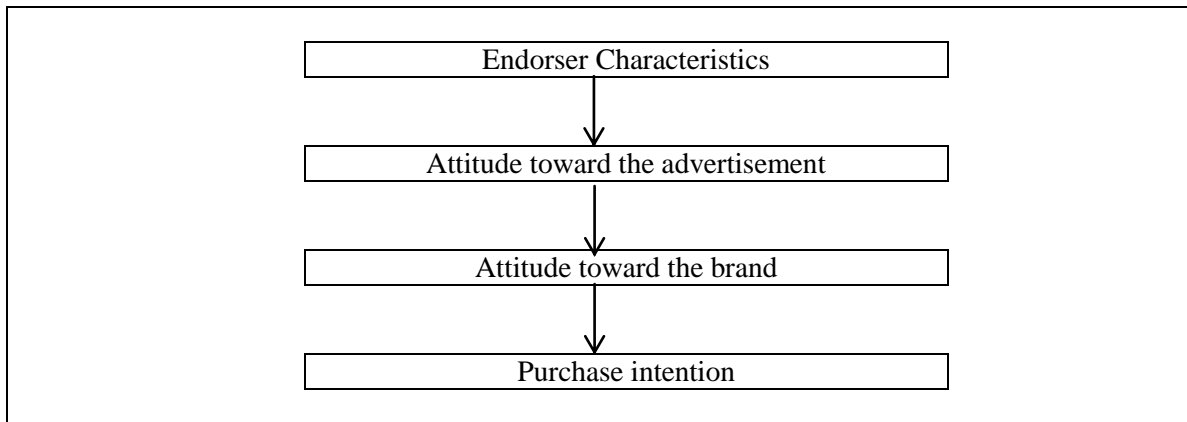


Figure 2.1
Flow of Attitude toward Intention

A credible endorser could act as an important antecedent in the evaluation process of advertisement and brands (Goldsmith, 2000). To an extent, a credible endorser could give a positive effect on consumers' attitude toward both the advertisement and brand (Goldberg and Hartwick, 1990; Lafferty and Goldsmith, 1999). In earlier studies, attitude toward the advertisement was shown as the mediator to brand (Lafferty and Goldsmith, 1999).

2.3 ENDORSEMENT EFFECTIVENESS

The discussion on endorsement effectiveness is divided into four separate variables namely: (i) physical attractiveness, (ii) trustworthiness, (iii) expertise and (iv) product - brand congruency. The detail discussion is as follows.

2.3.1 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 seemed to be more effective as it is also enhancing the attractiveness of the celebrity (Chan *et al.*, 2013; Zahid *et al.*, 2002; Till and Busler, 2000). 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, Tantiseneponget *et al.*, 2012). In an opinion survey conducted by communicators in

persuading people found that attractive communicator is 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).

2.3.2 Trustworthiness

Trustworthiness refers to “the honesty, integrity and believability of an endorser” (Erdogan *et al.* 2001). It is also as 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 *etal.*, 2011; Ohanian, 1990). Selecting the right celebrity with high degree of trustworthiness, honesty and affinity would further enhance the advertisement (Shimp, 2003). This celebrity 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).

2.3.3 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 Bardia *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)

2.3.4 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 in an advertisement. The 'mother figure' is closely related to food and health issues in a family. The 'mother figure' has high product - brand congruency with the product that is being promoted.

An earlier study stated that the celebrity and product match is an effective measurement on attitude toward brand compared to purchase intention (Till and Busler, 2000). This is supported by Kahle and Homer (1985) study that has identified that the more likeable and attractive the endorser is, the more favourable the attitude towards the advertisement and attitude towards brand and thus leads to greater intention to purchase.

2.3.5 Celebrity Endorsement

A celebrity endorser is “an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 1989). Friedman and Friedman (1979) state that “a celebrity endorser is an individual who is known to the public for his or her achievement in areas others than of the product class endorsed” (Friedman & Friedman, 1979). McCracken (1989), found the use of celebrity endorsers is an effective way of introduce benefits of the brands as it is believed that celebrity endorsers bring their own emblematic meaning to the endorsement process and that this cultural meaning residing in the celebrity is passed on to the product which in turn is passed on to the consumer. McCracken(1989) argued there lays a difference between celebrities and anonymous person as it is assumed by him that celebrities have the capability of delivering meanings of extra depth, power and could offers a range of lifestyle and personality which cannot be matched by anonymous people.

2.4 SUMMARY OF CHAPTER

This chapter discusses the review of the literature for all the variables used in this study namely, the attitude towards advertisement as the dependent variable and four other independent variables which are physical attractiveness, trustworthiness, expertise and product - brand congruency.

CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

This chapter will discuss the methodology adopted in this study. Among the discussion is on the research framework of this study, the hypotheses developed, the research design used, the operational definition of the variables used in this study, the measurement of data to be collected, sampling method employed, data collection method and data analysis technique employed in this study.

3.2 RESEARCH FRAMEWORK

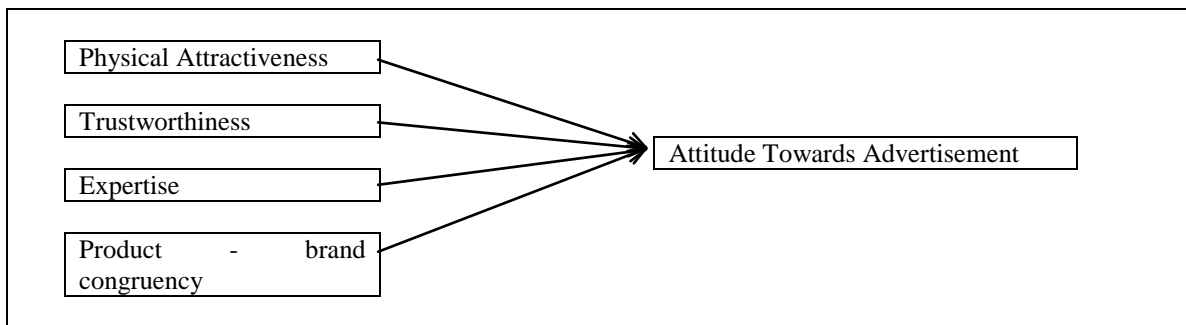


Figure 3.1
Research Framework

Based on earlier discussion in Chapter Two, the research framework developed for this study is as in Figure 3.1. The research framework is also based on earlier studies conducted in similar area. The independent variable is the attitude towards advertisement

and the independent variables are: (i) physical attractiveness, (ii) trustworthiness, (iii) expertise and (iv), product - brand congruency.

3.3 HYPOTHESES DEVELOPMENT

The following is the argument leading to the development of the hypotheses in this study.

3.3.1 Physical Attractiveness

It is common for people to judge a person through the physical attractiveness of the endorser (Bardia *et al.*, 2011). Earlier studies have found that attractive people are more successful in changing beliefs compared to the unattractive people (Ohanian, 1991). A credible endorser could act as an important antecedent in the evaluation process of advertisement and brands (Goldsmith, 2000). To an extent, a credible endorser could give a positive effect on consumers' attitude toward both the advertisement and brand (Goldberg and Hartwick, 1990; Lafferty and Goldsmith, 1999). 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). Based on the above, it is then postulate that:

H1: Celebrity physical attractiveness is related to consumers' attitude towards advertisement.

H2: Non-celebrity physical attractiveness is related to consumers' attitude towards advertisement.

3.3.2 Trustworthiness

Trustworthiness is the most effective tool and useful way to make customer feel more confident and believe in the product (Hakimi *etal.* 2011; Ohanian, 1990). Trustworthiness could be an effective tool for weak product-related arguments advertisement (Chan *et al.*, 2013; Priester and Petty, 2003). Selecting the right celebrity with high degree of trustworthiness, honest and affinity would further enhance the advertisement (Shimp, 2003). Therefore the hypothesis related to trustworthiness and consumers' attitude towards advertisement is as below:

H3: Celebrity trustworthiness is related to consumers' attitude towards advertisement.

H4: Non-celebrity trustworthiness is related to consumers' attitude towards advertisement.

3.3.3 Expertise

Knowledge about product was found to be the best measurement of the endorser's expertise level (Ohanian, 1990). The more attractive the endorser is, the higher is the level of perceived expertise of the endorser (Eisend and Langner, 2010). 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 (Bardia *et al.*, 2011). Perception on the level of expertise would lead to the positive attitude toward the product or brand (Chan *et al.* 2013; Erdogan, 1999).

H5: Celebrity expertise is related to consumers' attitude towards advertisement.

H6: Non-celebrity expertise is related to consumers' attitude towards advertisement.

3.3.4 Product - brand congruency

The endorser who 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). A good or perfect match between the endorser and the product advertise would be an effective measurement on attitude toward brand compared to purchase intention (Till and Busler, 2000). The more likeable and attractive the endorser is, the more favourable the attitude towards the advertisement and attitude towards brand and thus leads to greater intention to purchase (Kahle and Homer, 1985).

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.

3.3.5 Endorser Influence

McCracken (1989), found the use of endorsers, especially a celebrity, would stand for an effective way of introduce benefits of the product or brand. It is believed that endorsers bring their own emblematic meaning to the endorsement process. In most culture the meaning residing in the endorser / celebrity endorser is passed on to the product which in turn is passed on to the consumer. For non-celebrity, the mother figure resembles a caring person and this image is passed on to the product and the perceived benefit believed to be received by the consumers. Therefore it is hypothesized that:

H9: Celebrity attractiveness, trustworthiness, expertise and product - brand congruency has an effect on consumers' attitude towards advertisement.

H10: Non-celebrity attractiveness, trustworthiness, expertise and product - brand congruency has an effect on consumers' attitude towards advertisement.

3.4 RESEARCH DESIGN

The research design employed in this study is the quantitative research approach. Basically quantitative research involves the collection, analysis and interpretation of data with the purpose of discovering underlying meanings and pattern of relationships between the variables. In other words, quantitative approach is the generalization of the primary data. Quantitative research is widely used in social science disciplines and especially in marketing related areas such as this study.

The data required in this study are a combination of secondary and primary data. The secondary data used are mostly on the development of the variables conducted by other researcher. However, in testing out the hypotheses in this study the collection of primary data is required. The available secondary data are insufficient to answer the hypotheses line out. Thus this point out the requirement to access and collect the public opinion on the focus of this study. Table 3.1 summarized the research design employed in this study.

Table 3.1
Research Design Employed

<i>Item</i>	<i>Type</i>
Design Approach	Quantitative
Design Method	Survey

3.5 OPERATIONAL DEFINITION

The following are the operational definitions for all the variables in the study.

Table 3.2
Operational Definitions of Variables

<i>Variable</i>	<i>Operational Definition</i>
Attitude towards advertisement	The consumer favorably or unfavorably respond towards a particular advertisement that is shown to them at a point in time
Physical attractiveness	The trait of being regarded as pleasant to look at in terms of a particular group concept of attractiveness.
Trustworthiness	The property of being perceived as believable, dependable, as someone who can be trusted.
Expertise	The characteristic of having specific skills, knowledge, or abilities with respect to the endorsed brand.
Product - brand congruency	The extent to which an endorser matches – between model and brand.

3.6 MEASUREMENT OF VARIABLES/INSTRUMENTATION

The research instrument used in this study is the questionnaire. The type of questions used are the closed ended questions. The list of questions for each variable or the construct for each variable was adopted and adapted from earlier studies in the same area. As the variables involved in this study are latent variables, the variables are being measured by several construct using the Likert scale. The Likert scale is a psychometric scale that scaling responses from a range determined by the researcher. The Likert scale

is commonly used in research that uses questionnaire to gather research data. In responding to the questions in the questionnaire, respondents would specify their level of agreement or disagreements on a symmetric agree-disagree scale for a series of statements or questions. This study adopted the seven Likert scale that range from 1 (disagree) to 7 (agree).

Table 3.3
Measurement of Variables

<i>Variable</i>	<i>Measurement</i>	<i>Items</i>	<i>Source</i>
Attitude towards advertisement	Likert 7 scale	5	Goldsmith et. al., 2000
Physical attractiveness	Likert 7 scale	5	Kim, 2014
Trustworthiness	Likert 7 scale	5	Kim, 2014
Expertise	Likert 7 scale	4	Kim, 2014
Product - brand congruency	Likert 7 scale	5	Qurat and Mahira, 2012

As shown in Table 3.3, the Likert scale was used for the entire latent variables in the study. The above table also indicates the number of items in each variable and the source of the adopted and adapted questions. The questionnaire is divided into several sections. The first section consists of questions on respondent's background. This is later followed by the item of each variable. Please refer to Appendix A for the sample of the questionnaire used in this study.

3.7 PILOT TEST

The pilot test is also known as pilot project or pilot experiment. It is usually carried out before the actual or large scale data collection on the actual sample is carried out. It is referring to small scale preliminary study carried out on members of a similar population but not a part of the final sample. The purpose of the pilot test or project is to evaluate

feasibility, time, cost, adverse events, and effect size (statistical variability) in an attempt to predict an appropriate sample size and improve upon the study design prior to performance of a full-scale research project. Any error identified in the pilot test or project could assist the researcher in fine-tune the instrument or questionnaire to be used. This could minimize the time and money that could be wasted if the designed project is inadequate if it were carried out immediately. This exercise could improve the chances of a clear outcome.

The pilot test was carried out on the questionnaire. Thirty questionnaires were distributed to test out the questionnaire. The questionnaire was then collected and the reliability analysis test was carried out. As shown in Table 3.6 is the result from the analysis with high results indicating that the questionnaire can be distributed for actual data collection.

Table 3.6:
Pilot Test Sample Size

<i>Item</i>	<i>No of Respondents</i>
Questionnaire Distributed	30
Questionnaire Collected	30

As stated in Table 3.6, thirty people were selected and approached to respond to the set of questionnaire developed. The size is what was suggested by most researchers. The respondents were asked to answer the questionnaire and their response was collected in order the reliability test to be conducted and further improvement on the questionnaire.

Table 3.7
Reliability Test Results

<i>Item</i>	<i>Cronbach Alpha Results</i>
Attitude towards advertisement	0.938
Physical attractiveness	0.953
Trustworthiness	0.960
Expertise	0.973
Brand-congruency	0.969

3.7 DATA COLLECTION

This study deals largely with primary data especially opinion data from the public. Therefore the public need to be approached in order the data could be collected. The appropriate and suitable method for this type of data collection is the survey method.

There are four different types of survey research methods available which are: (i) in-person interview, (ii) telephone interview, (iii) mailed questionnaire and, (iv) online questionnaire. The in-person interview is costly but it is the most personal and effective approach to gain trust and cooperation from the respondents to participate. Telephone interviews are less expensive compared to in-person interview but the willingness for respondents to agree to participate is lesser. Respondents might confuse the call with promotion calls by other telemarketer.

Mailed questionnaire is cheaper when compared with telephone interview but the disadvantage is obtaining the up-to-date mailing list. Researcher also could not control the ‘real’ respondents to the questionnaire as the questionnaire could be answered by someone else under the instruction of the targeted respondents. Response rate of mailed

questionnaire is low. The online questionnaire method is the latest method in line with the advances of technology. Research shows that the response rate for online questionnaire might be high the first few days of questionnaire distribution but subsequently the rate will fall similar to the mailed questionnaire.

Based on the above arguments, the specific survey method to be employed is the in-person interview. This method is chosen because: (i) limited time available to distribute, (ii) limited time to collect back the questionnaire, (iii) personal touch in in-person interview may secure high response rate and, (iv) the cost are minimized as no extra enumerator are employed as it was carried out by the researcher.

3.8 SAMPLING

The population of this study is in Federal Territory Putrajaya and Federal Territory Kuala Lumpur. Federal Territory Putrajaya is the location of the Federal Administration of Malaysia and Federal Territory Kuala Lumpur is populous and the center of most economic and social activities.

This study adopted the non-probability sampling type. The sample size of 400 is used where 200 set questionnaire that uses a celebrity in their based advertisement and another 200 set of questionnaire that uses non-celebrity in their advertisement is distributed using the convenience sampling as this study is focusing on the public for their respond as the primary data. Table 3.4 summarizes the sampling type and method employed in this study.

Table 3.4
Sampling Type and Method Employed

<i>Type</i>	<i>Detail</i>
Population	Public
Sampling Type	Non-probability
Sampling Method	Convenience

3.9 DATA COLLECTION PROCEDURES

The data were collected over a period of a month. There are two main methods of collecting the primary data which are stated in Table 3.5. The face-to-face survey method is employed as the first method to approach respondents. This method usually resulted in high response rate. Once approached, the respondents will be explained about the purpose of the study. Respondents are very much encouraged to answer the questionnaire immediately. This is carried out to ensure clarification of any questions that the respondents might not understand and also to secure high response rate. High percentage of respondents do give their cooperation by answering the questionnaires and returned the filled questionnaire immediately back to the researcher.

However, if the respondents could not answer the questionnaire immediately, the respondents are allowed to take back the questionnaires and return the completed questionnaire at a later date. In the effort to secure return of the questionnaire, follow-up calls were also carried out to these particular respondents. This method is employed as a back-up method to secure the response rate.

Table 3.5
Type of Data Collection Procedures Adopted

<i>Type</i>	<i>Advantages</i>
Face-to-face survey	High response rate
Drop and collect	Waiting period

3.10 TECHNIQUES OF DATA ANALYSIS

The type of analysis employed on the actual data set gathered from the field is as in Table 3.8 ranging from the least method of frequency and mean to correlation and regression to test out the relationship among variable. The correlation analysis is to test out the type and degree of relationship between the independent and dependent variables. The regression analysis was carried out to test the effect of the of the chosen independent variable on the dependent variable attitude towards advertisement among respondents.

Table 3.8
Type of Analysis Employed

<i>Item</i>	<i>Type of Analysis</i>
Description of respondents' background	Frequency & Percentages
Descriptive analysis of questionnaire items	Mean Score
H1, H2, H3 & H4	Correlation Analysis
H5	Regression Analysis

3.11 SUMMARY OF CHAPTER

This chapter discusses the research framework and related matters in developing the research instrument in order to collect the data. Arguments on the various types and the selected type of a tool are also covered. The instrument which is the questionnaire was later tested using the reliability test and found that the questionnaire is suitable to be

distributed to the targeted respondents. Lastly the type of analysis to be employed is also briefly discussed in this chapter.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter deals with the analysis of the raw data collected from the survey. This chapter is divided into three main sections namely, (i) data cleaning, (ii) descriptive analysis of the data and finally (iii) the inferential analysis carried out on the data.

4.2 DATA CLEANING

Two steps in the initial data cleaning were carried out as suggested by Pallant (2013). Pallant (2013) suggest the following steps: (i) checking for errors, (ii) findings and correcting the error in the data file. An additional step included is regarding the treatment for missing data was also conducted.

4.2.1 Checking For Errors

For the categorical variables, the frequencies analysis was carried out together with dispersion of the minimum and maximum value to ensure that the data is within the range. This procedure is to ensure the data is valid and no missing cases occurred.

While for the continuous data, the descriptive analysis was conducted. The minimum and maximum dispersion analysis was carried out to check on the number of responses is within the valid range and no missing cases occurred.

4.2.2 Correcting Errors

Both data sets were scan to find any out-of-range responses. This done in two stages which are by: (i) manually and (ii) the frequency analysis. The purpose of frequency analysis is to double check what was done manually earlier. To rectify out-of-range data, the out-of-range data was checked against the original hardcopy set of the questionnaire.

4.2.3 Missing Values

Two different treatments were carried out for the case of missing values. The treatment depends on the number of missing value involved. Missing value could involve a large number of missing value for one set of questionnaire and small number of missing value. It is believe that small number of missing value is maybe due to the closeness of the question from the previous or following question.

In the final set of questionnaire collected, there are a few questionnaires detected with high number of missing value. This questionnaire was later discarded from the final data set. Four questionnaires were discarded from the celebrity final data set and two questionnaires were discarded from the non-celebrity final data set.

There are also questionnaire with one or two missing values. The replace missing value procedure was conducted on the data using the SPSS software to replace this missing value.

4.2.4 Fulfilling Data Requirement

The data set need to be treated for the following requirement: (i) In order to prepare the data for both the descriptive and inferential analysis especially in running the the correlation and regression analysis

4.3 DESCRIPTIVE ANALYSIS

The descriptive analysis discusses three matters. First is the number of questionnaire distributed, collected and usable as the final data set for this study. Second is on the background of respondents of this study. Third is the analysis of the mean of each item for all the variables in the study.

Table 4.1
Number of Questionnaire Distributed and Collected

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

As shown in Table 4.1, a total of 400 questionnaires were distributed to the public which represent 200 questionnaires that uses celebrity in the advertisement and 200

questionnaires that uses non-celebrity in the advertisement. From the celebrity set, 157 questionnaires were returned. For the non-celebrity set, 176 questionnaires were returned. In total 333 questionnaires was collected back.

As mentioned earlier, not all the filled questionnaire collected could be use as there are questions not being answered by the respondents. After the data cleaning process was carried out as explained in the data cleaning process above, a total of 153 questionnaires was usable for the celebrity set and 172 questionnaires was usable for the non-celebrity set. The overall usable questionnaire for this study is 325 questionnaires.

Table 4.2
Background of Respondents

	Classification	Frequency (Celebrity)	%	Frequency (Non- Celebrity)	%	Total
Gender	Male	45	29.4	57	33.1	325 (100%)
	Female	105	70.6	115	66.9	
Status	Single	58	37.9	63	36.6	325 (100%)
	Married	86	56.2	108	62.8	
	Single parents	9	5.9	1	0.6	
Age	17 and below	4	2.6	5	2.9	325 (100%)
	18-29	65	42.5	80	46.5	
	30-39	72	47.1	72	41.9	
	40-49	10	6.5	11	6.4	
	50-59	1	0.7	3	1.7	
	60 and above	1	0.7	1	0.6	
Education	Certificate	47	30.7	55	32.0	325 (100%)
	Diploma	73	47.7	84	48.8	
	Degree	29	19.0	30	17.4	
	Masters	4	2.6	3	1.7	
Income	RM1000 and less	18	11.8	24	14.0	325 (100%)
	RM1001-5000	111	72.5	130	75.6	
	RM5001-10000	20	13.1	17	9.9	
	RM10001-15000	3	2	1	0.6	
	RM15001 and more	1	0.7	0	0.0	

As shown in Table 4.2 above, the detail breakdown shows the number of respondents for the celebrity and non-celebrity questionnaire data set. Overall, the female respondents make up nearly 67 percent of the respondents. More than half of the respondents are married and between the age of 18 to 29 years old. However the next biggest group of respondents is in the 30 to 39 years old group. Combined the respondents are mostly in the 18 to 39 years old and are in their active years as consumers. Nearly half have gone thru the education system up to the diploma level. Nearly 76 percent of the respondents earn between RM1001 to RM5000 monthly.

4.4 INFERENCE ANALYSIS

Three different type of analysis is conducted for the inferential analysis, namely: (i) mean score analysis, (ii) correlation and (iii) regression analysis for both set of celebrity based questionnaire and non-celebrity based questionnaire. The discussion starts with the mean score analysis.

4.4.1 Mean Score Analysis

Both celebrity and non-celebrity endorsed the same brand in two separate advertisements. As shown in Tables 4.3, 4.4 and 4.5, the mean score for the endorser characteristics is higher for the advertisement that is using a celebrity as the endorser compared to non-celebrity as the endorser. This table also indicates the impact of using celebrity is obvious.

Table 4.3
Mean Score for Celebrity Endorser Characteristics

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

Table 4.4
Mean Score for Non-Celebrity Endorser Characteristics

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

Table 4.5
Mean Score for Celebrity and Non-Celebrity Data Set

	Celebrity	Non-Celebrity
Attitude Towards Advertisement	4.4176	4.1070
Physical Attractiveness	4.6284	3.8012
Trustworthiness	4.2118	3.8834
Expertise	4.3395	3.6227
Congruency	4.6107	3.6721

4.4.2 Correlation Analysis

Extracted from the results of the correlation analysis carried out (see Appendix A and B), the correlation analysis for each of the independent variables, namely (i) physical attractiveness, (ii) trustworthiness, (iii) expertise and (iv) product - brand congruency, towards the independent variable i.e. attitude towards advertisement is presented below.

(i) Physical Attractiveness

Table 4.6
Correlation of Physical Attractiveness and Attitude towards Advertisement

		Attitude Towards Advertisement
Celebrity Physical Attractiveness	Pearson Correlation Sig. (2 tailed) N	0.638** 0.000 153
Non-Celebrity Physical Attractiveness	Pearson Correlation Sig. (2 tailed) N	0.528** 0.000 172

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

As shown in Table 4.6, the relationship between physical attractiveness and attitude towards advertisement is positive for both celebrity and non-celebrity. However, the relationship is stronger for celebrity over the non-celebrity.

(ii) Trustworthiness

In correlation results as shown in Table 4.7 shows that the relationship of trustworthiness element and attitude towards advertisement for both celebrity and non-celebrity is positive. When compared between celebrity and non-celebrity data set, the celebrity data

set resulted in much stronger relationship between the variable compared to the non-celebrity data set. Again this shows that celebrity does give an impact in terms of trustworthiness regarding the brand to the respondents.

Table 4.7
Correlation of Trustworthiness and Attitude towards Advertisement

		Attitude Towards Advertisement
Celebrity Trustworthiness	Pearson Correlation Sig. (2 tailed) N	0.701** 0.000 153
Non-Celebrity Trustworthiness	Pearson Correlation Sig. (2 tailed) N	0.596** 0.000 172

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

(iii) Expertise

Table 4.8
Correlation of Expertise and Attitude towards Advertisement

		Attitude Towards Advertisement
Celebrity Expertise	Pearson Correlation Sig. (2 tailed) N	0.693** 0.000 153
Non-Celebrity Expertise	Pearson Correlation Sig. (2 tailed) N	0.612** 0.000 172

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

Referring to Table 4.8, the correlation analysis between the expertise variable and attitude towards advertisement variable shows that there is a positive relationship for both celebrity and non-celebrity data set. The score for both celebrity and non-celebrity is in the same range with very slight difference of 0.081. It can be generally conclude that there is no difference in how consumers view of the expertise level of both celebrity and non-celebrity.

(iv) Product - brand congruency

Table 4.9

Correlation of Product - brand congruency and Attitude towards Advertisement

		Attitude Towards Advertisement
Celebrity Product - brand congruency	Pearson Correlation Sig. (2 tailed) N	0.719** 0.000 153
Non-Celebrity Product - brand congruency	Pearson Correlation Sig. (2 tailed) N	0.600** 0.000 172

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

In Table 4.9 above, the relationship between product - brand congruency variable and attitude towards advertisement for both celebrity and non-celebrity data set is positive. The correlation analysis indicates that respondents have higher degree of believe regarding product - brand congruency by celebrity compared to non-celebrity. High likely the celebrity chosen was closely related to the product function and vice versa.

(v) Overall

Based on Table 4.6 to Table 4.9, it results are then rearrange to the strength of the relationship of each variable for both celebrity and non-celebrity data set into Table 4.10.

Table 4.10

Overall Correlation Relationship Strength between Celebrity and Non-Celebrity Data Set

	Attitude Towards Advertisement: Celebrity	Attitude Towards Advertisement: Non-celebrity
Physical Attractiveness	0.638	0.528
Trustworthiness	0.701	0.596
Expertise	0.693	0.612
Product - brand congruency	0.719	0.600

The compilation of all the correlation analysis and its strength on both data sets is shown in the above Table 4.8. It is interesting to note on the raking of the endorsement characteristics perceived to be important on celebrity and non-celebrity.

4.4.3 Regression Analysis

In order for the data to be tested using the regression analysis, the data set must fulfill four set of assumptions (Coakes, 2013). The underpinning assumptions are: (i) the ratio of cases to independent variables, (ii) outliers, (iii) multi-collinearity and singularity and (iv), normality, linearity, homoscedasticity and independence of residuals.

Coakes (2013) suggest that the ratio of cases to independent variable is where there are at least five times more cases than independent variables. In this study there four independent variables and the number of usable questionnaire is 325. Therefore the first requirement is fulfilled.

In treating outliers, Coakes (2013) suggest to use statistical method such as the Mahalanobis distance or the residual scatterplots. This treatment is already carried out in the earlier stage of data cleaning of the data set.

Multi-collinearity and singularity refers to the high correlation among the independent variables. High correlation among the independent variables and especially in cases towards singularity - a condition where perfect correlation among independent variables exists - may affect the interpretation of the relationship between the independent and dependent variables. The statistical procedure of examining the correlation matrix or/and squared multiple correlation and tolerance are suggested by Coakes (2013). Therefore the statistical treatment suggested was carried out through the output of the correlation analysis of all the items. Thus the data set is free of high multi-collinearity and singularity.

As there are two set of data, the regression analysis was conducted on both set of data set. The first was on celebrity data set as shown in Table 4.1. Based on the proposed research framework, advertisement that uses celebrity as product or brand endorser could predict about 65 percent the attitude of the consumers toward the product or brand.

Table 4.11

*Regression of Celebrity Endorsement Characteristics on Attitude towards Advertisement*Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Overall Congruency, Overall Physical Attractiveness, Overall Trustworthiness, Overall Expertise	.	Enter

a. All requested variables entered.

b. Dependent Variable: Overall Attitude towards Advertisement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	.651	.641	.763

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

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	160.548	4	40.137	68.923	.000 ^a
Residual	86.186	148	.582		
Total	246.734	152			

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

b. Dependent Variable: Overall Attitude towards Advertisement

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.579	.256		2.261	.025
Overall Physical Attractiveness	.160	.076	.152	2.109	.037
Overall Trustworthiness	.221	.070	.237	3.172	.002
Overall Expertise	.180	.073	.197	2.481	.014
Overall Congruency	.300	.060	.349	4.999	.000

a. Dependent Variable: Overall Attitude towards Advertisement

Table 4.12

*Regression Analysis of Non-Celebrity Endorsement Characteristics on Attitude towards Advertisement*Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Overall Congruency, Overall Physical Attractiveness, Overall Trustworthiness, Overall Expertise	.	Enter

a. All requested variables entered.

b. Dependent Variable: Overall Attitude towards Advertisement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683 ^a	.466	.454	.93457

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

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	127.525	4	31.881	36.502	.000 ^a
Residual	145.860	167	.873		
Total	273.386	171			

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

b. Dependent Variable: Overall Attitude towards Advertisement

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.334	.251		5.310	.000
Overall Physical Attractiveness	.143	.067	.159	2.138	.034
Overall Trustworthiness	.216	.088	.214	2.450	.015
Overall Expertise	.234	.089	.237	2.627	.009
Overall Congruency	.160	.081	.183	1.986	.049

a. Dependent Variable: Overall Attitude towards Advertisement

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 $R^2 = .0.454$).

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 ($\beta = 0.214$, $r^2 = 0.015$).

4.5 RESULTS OF HYPOTHESES

In Table 4.13 is the overall result of all hypotheses of this study where all of the hypotheses are accepted. It could be concluded that using celebrity is still an effective way when compared to using non-celebrity as endorser in the advertisement even for consumer daily products.

Table 4.13
Summary of Hypotheses Results

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

4.6 SUMMARY OF CHAPTER

This chapter focuses solely on the treatment and analysis of the raw primary data collected from the survey on the targeted respondents. The discussion was divided into three main sections namely (i) the data cleaning procedure, (ii) the descriptive analysis where the description of the respondents that has responded in the study was carried out besides the descriptive analysis of the individual variables in the study. Finally, the inferential analysis is carried out for analyzing the relationship and thus effect of the independent variable on the dependent variables.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

In this chapter the discussion will focus on the conclusion from the results from the analysis carried out on the primary data collected against the objectives or the main purpose of this study. This is later followed by the recommendations for future research in the same area.

5.2 CONCLUSION

The study was conducted on consumer attitude toward advertising using celebrities and non-celebrities. This study found that use celebrities give more positive impact and effect quickly to attract the attention of consumers on a product. This study concluded that the celebrity endorsements give a positive impact on the advertisement. The endorsement made by celebrity has greater impact on consumers' perceptions towards advertising than non-celebrity advertisement.

This conclusion discussion is sub-divided into the two main objectives. The first is focuses on whether celebrity and non-celebrity endorser have similar endorser impact on consumer. The second objective focuses on the predictive power of the selected independent variable on the dependent variable. The discussion would include the: (i)

results from each data set i.e. celebrity versus non-celebrity, (ii) earlier studies that support or do not support the findings.

5.2.1 Impact of Celebrity versus Non-celebrity Endorser on Consumer attitude towards the advertisement

Based on the correlation results, physical attractiveness, trustworthiness, expertise and product - brand congruency has a positive relationship to consumer attitude towards advertisement for both celebrity and non-celebrity data set. For the celebrity data set, the strength of the relationship is between the Pearson Correlation score of 0.638 to 0.719. Whereas for the non-celebrity data set, the Pearson Correlation score is between 0.528 to 0.612 for all the independent variables. Therefore using celebrity as the endorser in advertisement is still an effective tool compared to non-celebrity even for consumer goods.

In terms of physical attractiveness, celebrities have always been the easiest way to endorse and introduce both existing and new product to the market and consumers. Consumer is high likely to remember the advertisement if a celebrity is use in the advertisement. Using celebrity also managed to convince consumers of the good.

High relevancy between product - brand congruency between model and products has positive appeal. Celebrities are most effective if they promote products or services they are most likely to use. Popular celebrities often work best because they naturally generate lots of attention.

5.2.2 The Effect of Celebrity and Non-Celebrity Endorser Characteristics on Consumers' Attitude on Advertisement

Based on the results it is clear that the selection of the variables could explain the influence of physical attractiveness, trustworthiness, expertise and brand –product congruency on the consumer attitude towards advertisement. The endorsement by celebrity has higher influence ($p < .001$, $R^2 = 0.651$, Adjusted $R^2 = 0.641$) with product-brand congruent ($\beta = 0.349$, $r^2 = 0.000$) as the best predictor followed by trustworthiness ($\beta = 0.237$, $r^2 = 0.002$) on consumers' attitude on advertisement. While the endorsement made by non-celebrity ($p < .001$, $R^2 = 0.466$, Adjusted $R^2 = .0454$) has lower influence compared to endorsement made by celebrity. Non-celebrity's 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 ($\beta = 0.214$, $r^2 = 0.015$). This results confirmed earlier studies on the influence of engaging celebrities to promote products and brands to the consumers even for consumer daily products.

5.3 RECOMMENDATIONS

This study has confirmed that celebrities do have influence on consumers to prefer the product or brand that the celebrity is endorsing. This covers also the consumables that being used by consumers on daily basis. Therefore it is proposed that the future research should look in depth into studies on the use of celebrities in advertisement. Among the recommendations proposed are:

- i) The study on the “vampire effect” or the negative impact of using celebrity on product or brand endorsement. Using celebrity could overshadow the product or brand the celebrity is endorsing.
- ii) The study on the overexposure or overuse of a celebrity whereby the celebrity is endorsing numerous products and brands at the same time.
- iii) The study on the use of celebrity who is not in the limelight or height of the career anymore.

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). *Analysis without anguish with SPSS V20*. John Wiley & Sons Inc
- 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*. Prentice Hall: Englewood Cliff, NJ.
- 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 5th Ed.* McGraw Hill: New York
- 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.