

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

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## 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, makluman 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 anatara 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 regrasi 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*

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# **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.

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