

Impact of celebrity and non-celebrity advertisement on consumer perception

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Key Words

Celebrity Endorsement, Non - Celebrity Endorsement, Consumer Perception, Endorser

Abstract

The purpose of this research is to explore the impact of celebrity & non - celebrity advertisement on consumer perception. The research is quantitative in nature. A sample of size 200 is taken from population by using non - probability convenience random sampling method. Data is collected by using a structured questionnaire. The collected data is analyzed through correlation analysis by using SPSS 19.00. Through analysis it is concluded that there is a positive relation of celebrity advertisement and non-celebrity advertisement on consumer perception, but celebrity advertisement has greater positive relation with consumer perception than non-celebrity advertisement. There were so many researches on celebrity endorsement in advertising but there was no research found on impact of both celebrity and non-celebrity advertisement on consumer perception. Our research has covered this gap.

Introduction

Every year a huge amount spent on celebrity endorsement contracts. Celebrities play an imperative role for the advertising diligence and to promote the products (Daneshvary & Schwer, 2000; Kambitsis et al. 2002; Mistry, 2006). The swift growth in communication technologies has increased the number of celebrities. Celebrities are people who recognized by the public and appear in advertisement on the behalf of this reorganization (McCracken 1989, p.310). Advertisement is the process of acquiring and mainly of purchasing promotion. The advertisers belief that, if advertising message conveyed by celebrities provide a higher degree of petition, concentration, increase the exorability of the communication and may provide a positive and significant effect on brand than non-celebrities (Cooper, 1984).The effect of advertisements on consumers with celebrity spokespersons is greater than those with non-celebrities (Atkin& Block, 1983). Individuals associate the endorsed brand with celebrity personal qualities of attractiveness, likeability, status, and plausibility (Atkin & Block ,1983; Nelson, 1974). The impact of celebrity credibility on the consumer perception & intentions to purchase shows that only the "experts" had significance influence on consumer's perception. There is a direct correlation between believability and advertisement effectiveness (Kamins et al. , 1989).The people like more their favorite celebrity when they viewed them as experts and spokespersons in the some product advertisement with good physical appearance. And this positive feelings transfer from celebrity to that advertised brand (Buhret al., 1987). Celebrities are different from non-celebrities how? It is explained by McCracken that the non - celebrities are just transferring the message with their age , gender and social status while the celebrities are conveying the message in a meaningful way which is more effective because the celebrities has already established a meaning outside the advertising world. Non -Celebrity persons has no surprising attributes as the celebrity person contains. This research has focus on the difference of consumer perception which is made through celebrity & non-celebrity base advertisement. In

past there were no researches found in which the researchers explore the combine impact of celebrity & non-celebrity endorsement in advertisement. Other researches describe the positive and negative impact of celebrity base endorsement but there was no literature on non-celebrity endorsement in advertisement and it does not show any type of relation with consumer perception. This research will cover this gap.

Literature Review

Consumers' actions and reactions always on the basis of their perceptions which are usually not formed on the reality. It is made by the advertisement. Reality for every individual is completely a personal phenomenon which is based on individual needs, experiences, values and wants. Perception is the process, through which a person selects, organizes and understand stimuli into a significant and a rational picture of the globe. It defines "how we see the world around us" (Shiffman et al., 2010). Stimulus is a unit of input to any of the senses. The pleasant message deliver by the celebrities and non-celebrities are energetically observed by the individuals. (Shiffman et al., 2010). Perception has two effects bottom up it means that the low level of information is used to create the higher level of information. And the top down effect is about an individual's concept and knowledge. Advertising is used to create these two effects and to create the conscious awareness about the advertised product (Wikipedia). Celebrity used in the advertisement should be consistent with the right brand to the right level for the right purpose at a right place, where the features and images should match with the image of the celebrity. They create acceptance for the products in the mind of the consumer. Celebrities are used as a tool to create attention into the advertising message in a mess media environment. Popular image with exact product image will increase the consumer attention result in greater brand recall; it will increase the reputation of the company, as well as the consumer awareness of ad and make it more memorable (Zafar & Rafique).

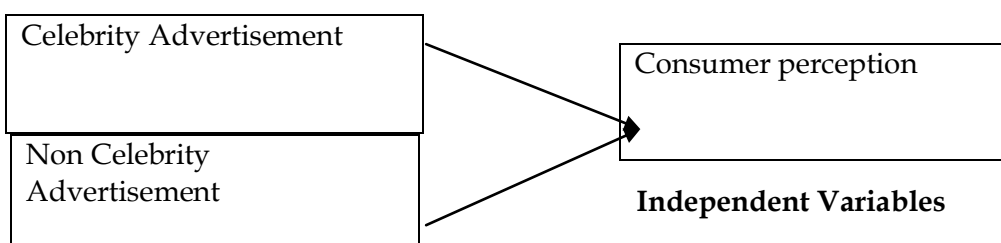
A celebrity endorser is one who is recognized by the people (can be an actor, sport figure or from the world of entertainment) for his/her best performance in their particular field (Mecracken, 1989 & Friedman, 1979). The advertisers use celebrity recognition by hiring them in different advertisements due to their attributes like credibility, extraordinary lifestyle, special skills, popularity, status symbol, attractiveness, glamour, capability & recall value. The main objective of celebrity endorsement is to create publicity and attention of brand (Schlech, 2003; Biswas et al., 2009). Doss said that in older time the consumers do not persuaded by celebrity endorsement. Advertising is the source of communication between provider and recipients and it also gives the information about the innovative technology which stimulates demands and markets for new and existing services (Edwards et al.). Advertising with celebrity is more effective because consumers' associate brand with their favorite celebrity due to his attractive and likeable qualities (Atkins & Block, 1983). Assael (1984) argue that the impact of celebrity advertising on consumer's perception has an emblematic connection with inspirational reference group. It is observed that celebrity endorsement represent the products which are high profitable products and highly used by the customers (Clark & Horseman, 2003). In advertising the celebrity endorser has positive effect to transfer the positive brand image and determining the consumer response toward endorsed products (Trippietat, 1994). Lafferty and Goldsmith (1999) postulated that when the perception of commercial credibility is high than consumers purchase intention is high and they are more likely to purchase a product. It is found that the negative information about a celebrity lower down the consumer perception of associated product (Till & Shimp, 1998). Attractiveness, extraordinary lifestyle & special skills are some

attributes of the celebrities through which they enjoy a high degree of public awareness and it is generally said that the celebrities differ in their social norms from belonging social group. It is true for special form of celebrities like actors, models, sports stars, entertainers, singers etc (Schlecht, 2003).

A celebrity advertisement is associated with following factors; source of credibility ,attractiveness ,knowledge , trustworthiness and appearance .When these factors are present in a celebrity the advertisement is an effective advertisement (Menon) . Celebrity and non- celebrity advertisement both have effect on perception of the consumer. The educated consumers have become more critical of the advertisement. They take the meaning from writing in a multiple different ways so the advertiser should present truth in their images, they should not mislead the consumer. Sullivan said that human brain processes the visual images in the way that effects the emotions of the consumer and they interpret as reality because consumers first respond emotionally before they can think them though. Menon research shows that the Non-Celebrity execution in advertisement scores higher in some particular products such as cosmetics because there is no credibility of celebrities, while they are also using these products or not. According to Atkin & Block (1983) the product type has intervening impact on the effectiveness of using celebrities as spokespersons. Now a days the trend of non - celebrity advertising is increasing because the negative effect of celebrity endorsement is damaging the brand image. So, non - celebrities persons are used in advertisements to avoid the negative effect of celebrity endorsement (Prieler et al. , 2010).The empirical result shows that the non-famous endorser creates more favorable attitudes towards advertising, brand and intent to purchase that those created by a celebrity. The non - celebrity persuasion credibility has much positive impact on the consumer perception and it is more appropriate toward consumer attitude of purchase (Gaied & Rached, 2010).

Theoretical framework

This framework explores the relationship between celebrity advertisements, on - celebrity advertisement and consumer perception.



Dependent Variable

The consumer perception is dependent variable which is greatly influenced by independent variables celebrity and non-celebrity advertisement. Celebrity advertisement has positive impact on consumer perception because celebrity has more credibility in conveying a meaningful message and people admire them. Sometimes celebrity endorsement damage the brand image in consumer mind due to his/her personal scandals. Non-celebrity endorsement is used to nullify the negative effect of celebrity endorsement. The pragmatic results show that non famous endorser craft more auspicious approach towards publicity, brand and intention to purchase as compared to famous endorser. So, non-celebrity advertisement has positive impact on consumer perception.

Hypothesis

H₁: There is a positive and significant relationship b/w celebrity advertisement and consumer perception.

H₂: There is a positive and significant relationship b/w non-celebrity advertisement and consumer perception.

Methodology

The research is a quantitative in nature. The population for this research is general public of Pakistan as they are exposed to different celebrity and non - celebrity advertisements that effect their perception. A sample of size 200 is taken from population by using non - probability convenience random sampling method. Different cities of Pakistan have been selected for collection of data. The questionnaire was developed in command to cover the information about the impact of celebrity and non-celebrity advertisement on consumer perception. The questionnaire is in structured form and it contains 28 question about variables (celebrity 8, non-celebrity 6 & perception 14) & 6 questions about personal information of respondents. All the questions were measured on 5- point Likert scale and correlation is used as analysis tool. The correlation analysis is done by using SPSS 19.00.

Findings and analysis

Correlations

		Celebrity	Non-celebrity	Consumer perception
Celebrity	Pearson Correlation	1		
	Sig. (1-tailed)			
	N	200		
Non-celebrity	Pearson Correlation	.293**	1	
	Sig. (1-tailed)	.000		
	N	200	200	
Consumer perception	Pearson Correlation	.593**	.264**	1
	Sig. (1-tailed)	.000	.000	
	N	200	200	200

** . Correlation is significant at the 0.01 level (1-tailed).

The strongest relation is between the celebrity advertisement and consumer perception ($r=0.593$, $n=200$, $p<0.01$) and this is significant at significant level 0.01 using the one-tailed test. This shows the positive relationship between celebrity advertisement and consumer perception. So, H₁ hypothesis is accepted. There is a positive relationship between non - celebrity advertisement and consumer perception ($r=0.264$, $n=200$, $p<0.01$) and this is also significant at significant level 0.01 using one-tailed test. So, H₂ hypothesis is accepted. The results indicate that all variables have positive relationship but celebrity advertisement has highly strong relationship than non-celebrity advertisement. Both hypotheses are accepted.

Discussion

Using celebrity endorsement in advertisement by companies is effective tool to promote their products; there is a direct and positive correlation between the consumer perception and advertised brands using the celebrity endorsement. Consumer perception plays an important role in the selection of any brand. Companies are more conscious to promote their products. Before selecting a celebrity the companies have focused on their promotional objective and how the celebrity matches with brands because Individuals connect the endorsed brand with celebrity personal qualities. Physical attractiveness, integrity and resemblance of celebrity with the endorsed advertisement have impact on the customer's perception about the advertised brand. The effect of advertisements on consumers with celebrity spokespersons is greater than those with non-celebrities (Atkin & Block, 1983). Different Studies proved that the brand endorsed by a celebrity person increase consumers' awareness, capture their attention and make the advertisement more memorisable. The main objective of this research paper is to explore the impact of celebrity and non-celebrity advertisement on consumer perception. Non-celebrity persons also used in advertisement, they have positive impact on consumer perception about a brand. The non - celebrity persuasion credibility has much positive impact on the consumer perception and it is more appropriate toward consumer attitude of purchase (Gaied & Rached,2010). Findings also suggest that brands endorsed by the celebrity and non-celebrity persons both have positive impact on consumer perception about that's brand.

Conclusion

Based on findings, it is concluded that the celebrity advertisement has greater impact on consumer perception than non-celebrity advertisement. It is proved earlier by McCracken that the non - celebrities are just transferring the message with their age , gender and social status while the celebrities are conveying the message in a meaningful way which is more effective because the celebrities has already established a meaning outside the advertising world. Non - Celebrity persons has no surprising attributes as the celebrity person contains. According to the analysis the celebrity advertisement was rated highest by the respondents as compare to non-celebrity advertisement. Both the hypotheses are supported by findings and the results indicate all variables have positive correlation but high positive relationship between celebrity advertisement and consumer perception than non-celebrity advertisement.

Managerial implications

This research gives a novel approach to determine the consumer perspective in comparison of celebrity & non - celebrity advertisement. In a world of media, the consumer perceptive is neglected so far but in this research the focus is on consumer perception. By using this research's result the advertising agencies or different manufacturing /service organisations can better understand the perception phenomena of consumer about celebrity and non - celebrity advertisement. They can decide which type of advertisement is more suitable for their product or service.

Limitations and directions for future research

As with any study, our research is not without limitations. In this research the sample is taken through convenience random sampling method which is not so reliable. For further studies this topic is attached with brand equity. This research can be done on broader scale by including more countries from other cultural areas like Australia. This research is improved through including some specific brands in it.

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