

COMPARATIVE ANALYSIS OF CELEBRITY AND NON-CELEBRITY ADVERTISEMENT[†]

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ABSTRACT

This study was undertaken to make a comparative analysis of celebrity advertisement and non-celebrity advertisement with respect to attitude toward advertisement, attitude toward brand, purchase intentions, and advertising attributes. For this purpose, a simple random sample of 200 students studying four different disciplines was taken from the Private University in Lahore. For econometric proof, reliability analysis, descriptive analysis and independent sample T-test was used to interpret the results. Our findings show that there is not a significant difference between celebrity advertisement and non-celebrity advertisement with respect to attitude toward advertisement, attitude toward brand, purchase intentions, and advertising attributes. The limitations and recommendations of this research are also given.

Keywords: Celebrity advertisement; Non-celebrity advertisement; Attitude toward advertisement; Attitude toward brand; Purchase intentions; Advertising attributes.

INTRODUCTION

Advertisement plays an important role in marketing of the products. Advertisements are among the most visible of the marketing strategy. The advertisement is done in two ways: (i) ATL (Above the Line) and (ii) BTL (Below the Line).

ATL mean advertising through electronic and print media which involves television, newspaper etc., whereas BTL means advertising without using electronic and print media. Direct sales are example of BTL. Television advertisement is a form of ATL advertisement that has great impact on customer. Television and advertising together present a lethal combination and has become an integral part of modern society. Television advertising

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employs attention grabbing trick such as attractive and lovely music, lyrics, Jingles, humor and repeated messages. It is very helpful in making brand image and developing purchase intentions in customers for the product. Through television advertisement, marketers capture the mind of consumers. It also plays vital role in changing the consumer behavior. Rana (1995) undertook a study on television advertisements and found that among all media, television advertisement has a great impact on the social behavior as well as purchasing behavior of a consumer. In this era, most of the companies are spending a large amount of their capital on television advertisement in order to increase their sales revenue and profits as well as to compete in this competitive world. Television advertisement may be of two types:

- Television advertisement through celebrities
- Television advertisement through non-celebrities

A celebrity is a person who has a prominent profile and commands a great degree of public fascination and influence in day-to-day media. The concept of celebrity endorsement is very popular in Fast Moving Consumer Goods (FMCG) industry. Such as Unilever's beauty bar "Lux" is sold in more than 70 countries and it is using current national and international film actress as endorsees for many decades as a part of its marketing strategy. Similarly, the concept of celebrity is also very popular in the telecommunication industry and is gaining popularity in many other industries in the world.

The purpose of this research is to conduct a comparative analysis of celebrity advertisement and non-celebrity advertisement. By comparing these, we can easily demonstrate that to what extent, these two types differ and how these advertisements influence the consumer purchase intentions, their attitude toward advertisement and brand, or advertising attributes.

LITERATURE REVIEW

Ashaduzzaman and Asif-ur-Rahman (2011) studied the role of advertisement in changing the buying behavior and new pattern for purchasing goods and services in women. For this purpose, they analyzed the sample of 460 women selected randomly from different areas of Dhaka city. The result revealed that advertisement plays a vital role in familiarizing a new product in a family and decision making to purchase goods and services. 74.3% made their buying decision after watching advertisement and 66.3% take help for selection of better choice.

Hudha and Hidayat (2009) examined the attractiveness of a celebrity endorser on customer brand choice behavior and perception of customers about celebrity-based television advertising. For this purpose, they used empirical approach by using a sample of 150 students lived in Yogyakarta. They evaluate the data by using several statistical techniques, including Descriptive analysis, and Analysis of Variance (One Sample t-Test). Their findings showed that celebrity-based television advertising positively attract the consumers that results in significant influence on the consumer's brand choice behavior.

Freiden (1984) tested four types of endorsers (i.e. celebrity, CEO, expert, and typical consumer) and determined that in comparison with other types of endorsers, the celebrity endorser scored particularly well on dimensions such as trustworthiness, believability, persuasiveness, and likeability. They appear on television as spokespersons on behalf of the advertised brand, or ordinary users of such brand. In either way they often deliver a convincing message.

The Concept of Celebrity

In a today's highly competitive and dynamic business environment, customer's demands are increasing rapidly day-by-day (Alsmadi, 2006). The customers' expectations are raising rapidly and the marketers are doing their best to meet this demand. Before the technological era of television, marketing was not considered very important. And in the golden era of television, marketers turn their advertising efforts to celebrity endorsement in order to influence consumer brand choice behavior. Smith (1996) argued that the advertisers should pay their attention on how advertisement messages are conveyed to consumers.

“A celebrity is a well-known personality who enjoys public recognition by a large share of a certain group of people whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics cannot be observed, it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness” (Sachlecht, 2003). Celebrities (e.g. models, actors, television stars, artists and, sport athletes) are known to the public for their accomplishments in areas other than the product class endorsed (Friedman & Friedman, 1979). Belch and Belch (1995) propose the celebrities usually enjoy high public recognition, and often have powerful influence upon endorsing products. The person who is involved in communicating the marketing message, in either a direct or an indirect manner, is known as the source.

Attitude toward Advertisement

Lutz (1985) defined it as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion (p.46). Attitude towards the advertisement is interpreted as a situation bound emotional reaction to the advertisement generated at the time of exposure to that particular advertisement and does not include consumer attitudes toward advertising in general or even consumers' attitudes toward the advertisement after repeated exposure to the advertisement (Lutz, 1985). Furthermore, this definition does not define the components of the advertisement stimulus upon which Attitude towards the advertisement is based. Baker and Lutz (1988) state that content of the advertisement copy (information on brand attributes), the headline, the creative platform (appeals such as humor, fear and others used to support delivery of message), and pictures or images appearing in advertisements may be assumed to collectively form attitude towards the advertisement.

Attitude toward Brand

Zajonc and Markus (1982) stated that emotional reactions to advertisements could inspire emotional reactions to the advertised brand. Such reactions appear to be automatic requiring minimal processing. According to Gardner (1985), consumers could unconsciously develop positive or negative feelings towards the advertisement and consequently towards that advertised brand.

Purchase Intentions

Research evidence revealed that the perceived image of celebrity endorsers had a positive impact on product buying behavior (for example, Goldsmith, Lafferty and Newell, 2000; Mathur, Mathur and Rangan, 1997, Ohanian, 1990) as cited from Alsmadi (2006). O'Mahony and Meenaghan confirmed that consumers expected congruity between the celebrity endorsers' perceived images and the type of product they endorse (1997/98, p.23). Theory and practice prove that the use of celebrity in advertising generates a lot of publicity and attention from the public. Ohanian (1990) studied the impact of perceived image of a celebrity endorser on consumer purchase intention and found that only the perceived expertise of the celebrities was a significant factor explaining the respondents' intention to purchase. Even though early research found that the effectiveness of using celebrity endorsers varies by product.

Advertising Attributes

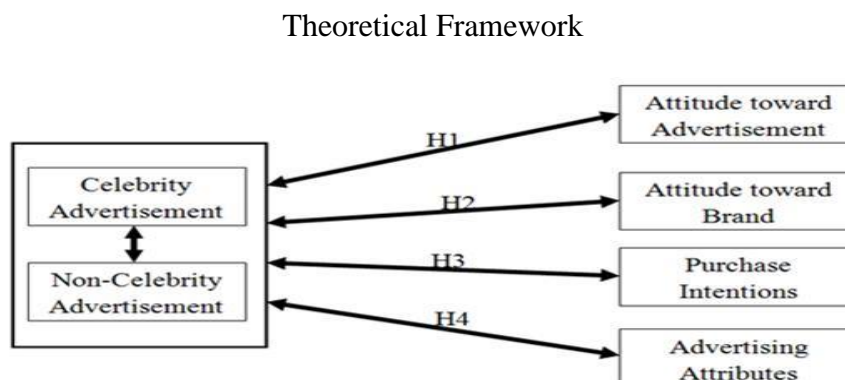
Shimp (2003) showed the five essential attributes (also known as ‘TEARS’ model) on the basis of which the effectiveness of a celebrity must be assessed. These are trustworthiness, expertise, attractiveness, respect, and similarity. Whereas, O'Mahony and Meenaghan (1997/98) supported Ohanian's (1990) findings and concluded that there were two main characteristics that has the greatest impact on the consumers' purchase intention. These two characteristics were credibility and expertise.

HYPOTHESES AND THEORETICAL FRAMEWORK

On the basis of previous studies and researches as mentioned above, we have derived the following hypothesis after studying the past behaviors of these different variables with respect to celebrity and non-celebrity advertisement:

- *H1: There is a significant difference between Celebrity Advertisement and Non-Celebrity Advertisement on Attitude toward Advertisement.*
- *H2: There is a significant difference between Celebrity Advertisement and Non-Celebrity Advertisement on Attitude toward Brand.*
- *H3: There is a significant difference between Celebrity Advertisement and Non-Celebrity Advertisement on Purchase Intentions.*
- *H4: There is a significant difference between Celebrity Advertisement and Non-Celebrity Advertisement on Advertising Attributes.*

FIGURE 1



RESEARCH METHODOLOGY

Questionnaire

The questionnaire was consisting of 29 items in total. The first four items were measuring the demographic variables i.e. gender, age, faculty, and advertisement type. There were six items measuring the attitude toward advertisement, six items were measuring the attitude toward brand, three items were measuring the purchase intentions, and ten items were measuring the advertising attributes. The first 4 items were measured on nominal scale. And the rest of the 25 items were measured on 7-point likert interval scale ranging from 1 – 7 as “very unlikely – very likely” respectively. These 25 items were adapted from the previous research. The reference of adapted questionnaire is given in the bibliography at the end.

Population

Our study includes the population of students studying different disciplines in different universities of Lahore. The population was comprised of both male and female students having sufficient knowledge about the celebrity and non-celebrity advertisement and also has the complete knowledge of the telecom products offered by the different telecommunication companies operating in Lahore. On the basis of convenience sampling, we have chosen University of Central Punjab (UCP) among other institutions in Lahore in order to conduct our research. There are seven different faculties taught many disciplines in UCP. These are Faculty of Management Studies, Faculty of Information Technology, Faculty of Commerce, Faculty of Law, Faculty of Engineering, Faculty of Arts & Social Sciences, and Faculty of Pharmacy. For our study, we have covered students from four different disciplines that include Faculty of Management Studies, Faculty of Information Technology, Faculty of Commerce, and Faculty of Engineering. The population age ranges between 15 to 40 years.

Sampling Technique

This research focuses on the university students enrolled in four distinct disciplines (i.e. commerce, management, computer science, and engineering) in the University of Central Punjab. A classroom having 50 seating capacity with multimedia support was occupied within the university for 5 hours. A sample of 200 students was gathered by simple random sampling in systematic way. Survey method by using questionnaires was used in order to conduct survey. Two television advertisements were shown to the respondents. Both of the advertisements used in our survey were taken from the mobile telecommunication company “Mobilink-Jazz”. One television advertisement named “Jazz – 24 Ghanta Offer” was shown

to 100 respondents in which a famous Pakistani singer, Ali Zafar, has been shown as a celebrity endorser. Ali Zafar is a well-known national celebrity and often used as celebrity endorser for different products usually shown in television programs. The other television advertisement named “Jazz – Chhota Bundle Offer” was shown to rest of the 100 respondents in which typical consumer instead of celebrity was shown. These advertisements were shown in classroom on a projector with the help of sound-system. First, the subjects were shown an advertisement and then the questionnaires were distributed to the respondents. Respondents then fill-out the questionnaire in respond to the advertisement they just watched.

ANALYSIS AND FINDINGS

Descriptive Analysis of Demographic Variables

Descriptive analysis shows that out of 200 respondents, 156 respondents consist of male and 44 respondents consist of female. The respondent’s age ranges between 15 to 40 years. Out of 200 respondents, 103 respondents fall between 21 to 25 years of age, 90 respondents were of the age of 15 to 20 years, 4 respondents lies between 26 to 30 years age category, 2 respondents lies between 31 to 35 years age category, and only 1 respondent belongs to 36 to 40 years age category. Out of 200 respondents, 93 were belonging to faculty of computer science, 78 were belonging to faculty of management studies, 15 were belonging to faculty of engineering, and the rest of the 14 respondents belong to faculty of commerce. Two television advertisements of Mobilink – Jazz were shown to the respondents named “24 Ghanta Offer” and “Chhota Bundle Package” as celebrity advertisement and non-celebrity advertisement respectively. Out of 200 respondents, 100 respond to “24 Ghanta Offer” and the remaining 100 responds to “Chhota Bundle Package”.

TABLE 1

Test for Normality of Data

Variables	Skewness	Kurtosis
1. Attitude toward Advertisement	-0.459	-0.080
2. Attitude toward Brand	-0.512	+0.432
3. Purchase Intentions	+0.228	-0.584
4. Advertising Attributes	-0.517	+0.098

To test the normal distribution of data, we apply normality test on our data to determine whether the data is normally distributed or not, on the basis of which we will apply parametric or non-parametric test. The P-value of Kolmogorov-Smirnov (K-S) test of normality was less than 0.05 for all variables except attitude toward advertisement, whereas P-value of Shapiro-Wilk test was also less than 0.05 for all the variables. That's why we used Skewness and Kurtosis values to check the normality of data. Our Skewness and Kurtosis values lies between +2 and -2, which is an acceptable range in social sciences to check the normal distribution. So, on the basis of skewness and kurtosis values, our data is normally distributed.

TABLE 2
Reliability Analysis

Variables	No. of Items	Cronbach's Alpha
1. Attitude toward Advertisement	6	0.864
2. Attitude toward Brand	6	0.870
3. Purchase Intentions	3	0.838
4. Advertising Attributes	10	0.819
Full-scale Reliability	25	0.927

In order to test the inter-item consistency reliability of our instrument, reliability test was applied to check the reliability of the instrument measuring the individual variable separately and then full-scale reliability test was applied on all the items of the instrument to measure the combined effect of the inter-item consistency reliability measuring the above mentioned four variables of our study. Since, the value of Cronbach's Alpha for all the four variables is greater than 0.6, the instrument is highly reliable. Moreover, the value of Cronbach's Alpha for full-scale reliability is 0.927 that is also greater than 0.6. So, on the basis of this value, the instrument shows high reliability.

Validity Test

In order to conduct the validity test, principal component factor analysis was used with Eigen values greater than 1 in order to extract the commonality between inter-items. KMO and Bartlett's test of sphericity was also used to describe the correlation matrix. The

test result shows that the six items measuring attitude toward advertisement are converging into one single component with 60.182% variation.

Table 3
Principal Component Factor Analysis

Variables	No. of Components	%age of Variance
1. Attitude toward Advertisement	1	60.182
2. Attitude toward Brand	1	61.093
3. Purchase Intentions	1	75.631
4. Advertising Attributes	2	42.171

Similarly, the six items measuring attitude toward brand are converging into one single component with 61.093% variation. Moreover, the three items measuring purchase intentions are converging into one single component with 75.631% variation. Furthermore, the ten items measuring advertising attributes are converging into two components with 42.171% variation.

Parametric Test

TABLE 4
Levene's Test for Equality of Variances

Variables	F-value	P-value
1. Attitude toward Advertisement	0.184	0.668
2. Attitude toward Brand	0.419	0.518
3. Purchase Intentions	0.077	0.781
4. Advertising Attributes	1.201	0.275

For attitude toward advertisement, Levene's P-value is greater than 0.05, therefore equal variances assumed for t-value and p-value. For attitude toward brand, Levene's P-value is greater than 0.05, therefore equal variances assumed for t-value and p-value. For purchase intentions, Levene's P-value is greater than 0.05, therefore equal variances assumed for t-

value and p-value. For advertising attributes, Levene's P-value is greater than 0.05, therefore equal variances assumed for t-value and p-value.

TABLE
Independent Sample T-test

Variables	T-value	P-value
1. Attitude toward Advertisement	-1.625	0.106
2. Attitude toward Brand	-0.383	0.702
3. Purchase Intentions	1.341	0.181
4. Advertising Attributes	-0.114	0.909

For attitude toward advertisement, P-value is greater than 0.05 which shows that there is not a significant difference between celebrity advertisement and non-celebrity advertisement for attitude toward advertisement. Meanwhile, for attitude toward brand, P-value is greater than 0.05 which shows that there is not a significant difference between celebrity advertisement and non-celebrity advertisement for attitude toward brand. Moreover, for purchase intentions, P-value is greater than 0.05 which also shows that there is not a significant difference between celebrity advertisement and non-celebrity advertisement for purchase intentions. Furthermore, for advertising attributes, P-value is greater than 0.05 which also shows that there is not a significant difference between celebrity advertisement and non-celebrity advertisement for advertising attributes. However, the respondents shows a more positive attitude toward non-celebrity advertisement i.e. chhota bundle offer.

DISCUSSION AND CONCLUSION

Many previous studies (like Ashaduzzaman and Asif-ur-Rahman, Hudha and Hidayat, Freiden) have given a significant knowledge about celebrity endorser, celebrity selection criteria, purchase intentions of the consumer while endorsing a celebrity, customer brand choice behavior and perception of customers about celebrity-based television advertising. So, in the light of these researches, this study was undertaken to analyze the further prospects of the previous researches with different population and on different geographical location.

The descriptive analysis shows that there were 156 male subjects and 44 female subjects totaled to 200. Most of the data was collected from youngsters with age ranges between 21 to 25 years. Out of these 200 subjects, 93 subjects were belonging to faculty of information technology that holds the large part of the sample. Two television advertisements were shown to the subjects and on that basis further analysis is conducted.

Hypothesis testing is used in our study in order to use inferential statistics to predict whether there is a significant difference between celebrity advertisement and non-celebrity advertisement with respect to attitude toward advertisement, attitude toward brand, purchase intentions, and advertising attributes. Our proposed model is consist of two groups i.e. celebrity advertisement and non-celebrity advertisement, and four number of variables i.e. attitude toward advertisement, attitude toward brand, purchase intentions, and advertising attributes. So, the measure that we have used in hypothesis testing is “measure of difference with two groups and number of variables”.

For this purpose, these two groups, i.e. celebrity advertisement and non-celebrity advertisement, have measured on nominal scale. Whereas, the four variables i.e. purchase intentions, attitude toward advertisement, attitude toward brand, and advertising attributes, have measured on 7 point likert interval scale.

Test for normality of data shows that the data was normally distributed on skewness and kurtosis values because it was not normally distributed with K-S test and Wilk test. Reliability analysis also shows a strong reliability of the instrument with a value of 0.927 for Cronbach’s Alpha on full-scale reliability. Moreover, validity test shows that all items are converging into their respective single variable except advertising attribute that is converging into two different components. In parametric test, equal variances are assumed for t-values and p-values as shown by the Levene’s test for equality of variances. Accordingly, p-values of the independent sample t-test interpret that there is not a significant difference between celebrity advertisement and non-celebrity advertisement with respect to attitude toward advertisement, attitude toward brand, purchase intentions, and advertising attributes. Hence, we will reject the all four proposed hypothesis and accept that there is not a significant difference between celebrity advertisement and non-celebrity advertisement with respect to attitude toward advertisement, attitude toward brand, purchase intentions, and advertising attributes.

Limitations

There are many limitations on the basis of which our study is generalized up to those certain limitations. First of all, the population on the basis of which sample was drawn was limited to Lahore city only. Secondly, sample size was very small that may not represent the true representative of the population. Our study is only limited to students that have the complete knowledge of the celebrity and non-celebrity advertisement and lies in the youth bracket. However, businessmen, household wives, and corporate users were completely ignored in our study that comprised of a large proportion of the population. Another limitation is that discussed television advertisements were purely related to telecom so this study is generalized only to cellular segment. Moreover, time-series data is not incorporated, only cross-sectional data is used that also limited the scope of our study. And the last but not least, this study has ignored the geographical distribution of rural and urban areas. Selected students are only related to the higher education sector of urban area. Since, preferences of the people differ from rural to urban areas; this also limited the scope of this study.

Recommendations

For further studies, area of study should include the other cities of Pakistan and study should be conducted on geographically diversified population. A large sample size should be taken out of the population that not only involve students but also should take businessmen, household wives, and corporate users under consideration. For future studies, advertisements of different industry other than telecom sector can be undertaken for more exposure. Other than cross-sectional data, time-series data can also be incorporated in order to estimate the future trend and to make projections more effectively. Both rural and urban areas can be studied in this context to increase the generalizability of the study and to make the comparison more effective.

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