

## **Impact of Celebrity Credibility on Advertising Effectiveness**

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### **Abstract**

Advertisers often make use of endorsers or representatives as trustworthy sources of persuasion for consumers' attitudes. Promotion of products through celebrities is a trendy advertising practice around the world. The present study judged the impact of celebrity credibility on advertising effectiveness in terms of consumer's attitude towards the advertisement, attitude towards the brand and their purchase intention. This study also explored the differences of respondent's responses towards the advertisements of brand through famous celebrities as well as unknown celebrities. Different TV advertisements were used for the experiment. Several statistical tools were applied to test the hypotheses and identify significant differences & the proposed relationships among the variables. Overall findings suggest that the respondents considered the famous celebrities of the brand as the most credible celebrities, having positive impact on consumers attitude towards the advertisement, attitude to the brand and their favorable purchase intentions as compare to the unknown celebrity with less credibility.

**Keywords:** Celebrity credibility, advertisement, attitude toward advertisement, attitude toward brand, purchase intention.

### **1. Introduction**

Endorser or representative credibility has established significant consideration in the scholarly literature (Goldberg and Hartwick, 1990; Aronson et al., 1963; Bochner and Insko, 1966; Bergin, 1962; Sternthal et al., 1978). Today one of the main common types of trade promotion is all the way through use of spokesperson support. In reality, superstar supporters are being employed in about 25 percent of every small screen commercials for the purpose to endorse products (Baker et al., 2001).

Celebrities build up a particular reflection or identity over the time as a result of their

actions. An essential job for marketer is to opt for a celebrity whose image best fit to the sense that the company desires to correspond for its product and which of the celebrity personality in particular should be used that celebrity features in promotion campaign. Knowledge is derived from understanding of the area under discussion, and credibility shows the truthfulness and authenticity of the resource (McGinnies and Ward, 1980). The purpose being put together a message that advocates correspondence between the preferred elements of the celebrity's image and the product, such that the chosen distinctiveness of the endorsers is transferred to the product (Canning and West, 2005).

Credibility is coupled to information, and can therefore be illustrated as a message trend. Promotional message can be explained as some category of message among a provider and a consumer that happens with the purpose of influencing profitable shifts (Shimp, 2000). A business or its administration is the starting place, while the end user is the recipient of the communication (Eisend, 2006).

The theories of credibility have been and will be of significance to researchers and practitioners within the field of promotion and advertising. In this framework, credibility is the degree to which the source is supposed as having capabilities pertinent to the message subject matter and it can be expected to offer an ideal view on the issue (Belch and Belch, 1994; Ohanian, 1990).

Credibility is a perceptive idea. The intellectual inspection of the thought of credibility is as old as the debate of rhetoric itself, having originated with the prehistoric Greeks. Its innate value obscures its core density. The descriptions and conception of reliability are diversified, as is the effort that has been assumed to recognize its significance (McCroskey and Young, 1981 and Self; 1996).

Credibility means an individual's observation of the certainty of a part of information. It is a multidimensional idea so as to offer as a resource on behalf of the recipient of the knowledge to pace the cause or source of the message relative to the information. These evaluations show a relationship among the readiness of the recipient to attribute legitimacy and essence to the information (Hovland et al, 1953).

Marketers spend enormous amount of capital in contract with spokesperson endorsers every year; in reality they consider that superstars affect the course of advertising of their brands or products (Katyal, 2008). While charisma of celebrity endorsers influence buying choice of customers optimistically, manufacturers and sellers have constantly favored to employ celebrity support to sell their goods (Erdogan, 1999; Kamins, 1990).

Marketers are mainly fascinated by customer's behavior to the commercial and product. Basically, feelings are our inclination to look upon the things. An attitude gives you an idea about whether we are fond of something or not. Thoughts comprise of three elementary mechanisms: sentimental, cognitive and behavioral. Sentimental is associated to an individual love or mind-set regarding an entity. Cognitive identify a viewpoint concerning an entity and behavioral element consider measures we acquire about that thing (Severin and Tankard, 2001). Approach to the commercial is a well-read trend to react in a constantly attractive otherwise unattractive manners in the direction of promotion in common. Furthermore, feelings towards the commercial are in a way that the customer is fond of an advertisement or hates it (Haghirian, 2004).

Agarwal and Malhotra (2005) have identified product approach as customers' shared evaluative findings of a product, founded on product values. Such values show brand-

related characteristics, similar to realistic as well as investigational settlement. A booming endorser is capable to develop targets and inclination to the brands straightforwardly or not. An endorser who has most important foundation features of reliability (like capability, trustworthiness and efficiency) is capable to make an impact on purchase plan of the consumer considerably (Liu et al., 2007).

### *1.1. Rationale of Study*

The main idea of this research is to identify the impact of celebrity integrity on consumer's mind-set to the advertisement, feelings towards the brand and their purchase intention. Thus, we conducted this research to identify the impact of using celebrities in different ads of the cola drinks on the consumer's attitude to the advertisement, brand and their buying intentions. Particularly, the respondent's feedback to advertisement shall be considered in the subsequent manners.

- 1) Attitude of consumers to the celebrity credibility in the advertisement.
- 2) Investigate the influence of celebrity credibility on consumer's feelings towards the commercial and the brand.
- 3) To identify the buying intention of consumers towards that advertised brand.

## **2. Literature Review**

Advertisers regularly practice the strategies intended to attract customer's interest to their message and to differentiate their offerings from rival products with the anticipation of influencing buying behavior of the customer. In today's competitive world, a quality is positioned on an approach which can accomplish these objectives. One challenge at such a plan includes the use of a celebrity representative. According to Atkin and Block (1983), there are numerous bases as to why a famous endorser may be dominant. First, such a representative attracts consideration toward the commercials into the messy flow of communication. In addition, celebrities are conventionally observed as being greatly active individuals with eye-catching and likeable traits (Kamins et al, 1989).

The use of famous persons in promotions is traced back to nineteenth century and these general promotional practices have revealed a large quantity of intellectual as well as realistic considerations. Mainly academic analysis of celebrity support encompasses the sphere of spokesperson credibility and charismatic representatives, and recommends that famous persons exercise their impact on customers through apparent traits (Ohanian 1990, 1991).

A number of research studies reveal that use of eye-catching celebrity serve as a foundation to enhance feelings towards the ads. This mind-set to the commercials is identified as psychological circumstances that be exercised by persons to systematize the manner, how to recognize the surroundings as well as organize the manner a person react towards it (Haghirian, 2004).

Today the mass media are flooded through descriptions of along with information concerning superstars, and because of a consequence, celebrities have high repute, distinctive traits, and fascinating descriptions according to the community's opinion (Giles, 2000., McCracken, 1989).

Celebrities regularly emerge in promotions in connection among customer goods or services. By means of skill to pierce the hectic mess of publicity, portray customer

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consideration, produce high memory rates, generate as well as distinguish brand descriptions thus, create trade and income, superstar endorsement have demonstrated to be a helpful approach. No doubt dealer spends huge amount of capital in utilizing superstars to sponsor their brands (Agrawal and Wagner, 1995; Erdogan, 1999., Kaikati, 1987; Mathur et al., 1997; Gabor et al., 1987).

Use of a famous person in advertising provides grounds to persuade product attitude along with buying plan of customers in an optimistic manner. Spokesperson endorsement has a well-built consequence on customer's recall and knowledge approach as well. The majority customers are not in the buying condition while they come across with importance of the product. Salespersons use celebrity support to facilitate improved storage of information in consumer's mentality which can be simply considered in buying condition (Schultz and Brens, 1995).

McCracken (1998) proposes that superstar is considered like memorial, entertainer or representative of the business organization. Investigation has established that spokesperson endorsement influence consumers' mind-set in common and it may change the feelings of customers towards the commercial and products as well. This may perhaps effect in improvement of acquisition plan and as an outcome in increase of trade. Researchers have intended for extensive concentration to consumer's mind-set to the commercial as a sentimental creation and intervening influence on brand attitudes and acquiring intentions (Lutz et al., 1983; Lutz et al., 1986; Mitchell and Olson, 1981; Shimp, 1981).

Friedman and Friedman (1979) establish pragmatic indication that, in the advertising of products that are high in emotional and/or social risk, use of a famous person endorser would direct to superior reliability, a further encouraging assessment of the merchandise and commercial, and considerably more encouraging buying intention than advertisements by means of an expert or distinctive customer endorser. The usefulness of celebrity promotion has been associated by some authors, to the development of collective manipulation.

Deutsch and Gerard (1955) distinguished two kinds of social impacts. The first, named informational societal impact, refers to persuasion to acknowledge the information acquired from another as indication about authenticity. The second, normative social impact refers to the influence to match to another individual or group. Kelman (1961) was the first to recognize the progression of societal influence. He recommended that there are three such methods which, when practiced, assist the prospective that a person will acknowledge influence from another personality or group: observance, recognition and internalization.

Ranjbarian, Shekarchizade, Momeni (2009) conducted the study to investigate the famous persons endorser impact on consumers approach to the commercials and the products. They presented a framework linking approach to the superstar endorser, feelings toward ad and mind-set toward product which has been practiced and certified with a sample size of 193 scholars in education academy. The results demonstrate that approach to personality endorser can have impact on mind-set toward product in a straight line or in some other way.

Goldsmith et al., (2000) advocate that the advertisers usually use endorsers or representative as persuasive basis to influence customers' feelings and buying objectives.

In their study, they evaluated the influence of endorser and business integrity on feelings-to-the-ad, toward-the-products, along with buying objectives. They identified the integrity of the advertisements endorser, the integrity of the business, plus approach-to-the-advertisement, mind-set-to-the-product, and buying objectives. Their conclusion proposes to the company that integrity plays an essential task in customer's response to promotions and products, free of the evenly vital position of endorser trustworthiness. Their results advocate that endorser integrity helps simply in the course of its influence on Ad, in addition to advertisement's impacts on further variables.

The thought that attitude toward an advertisement affects the possibility of a buying assessment is expressed in a representation by Mitchell and Olson (1981). They recognize a consumer's approach-toward-advertisement: a construct manipulating approach toward the brand, as well as feelings to the buying and using the brand. Their study set out to check the effect of ideas about four brands of a product on attitude toward each brand. They identified that they could better forecast brand attitude and behavioral objectives if they took feelings toward the ad into account, along with ideas about product characteristics linked with each brand.

In a country like Pakistan, there is a lack of research in this area. This study, therefore, endeavors to investigate the influence of celebrity credibility on consumer thoughts about advertisements, sensation to the brands and their buying plans.

### **3. Hypotheses**

Prior research studies illustrate that so much is acknowledged regarding spokesperson credibility, we initiate through this building block to place a general base furthermore to present a counterpoint in support of how celebrity trustworthiness is expected to support in publicity usefulness (Goldsmith et al., 2000).

After locating the study in light of the previous studies on consumer's approach to the advertisement and the results by Lafferty and Goldsmith (1999) provided a base for proposing and testing a model of celebrity credibility's influence on consumer's feelings-to-the-advertisement, approach toward-the-brand and its impact on their buying objectives.

Particular hypotheses were experienced practically for the influence of celebrity integrity on mind-set and buying objectives. Broad investigation has been carried out on the impact of celebrity reliability on advertising effectiveness.

A convincing endorser can provide an essential predecessor in assessment of commercials along with product. Specially, a trustworthy endorser has been exposed to encompass an encouraging impact on customers feelings to-the-advertisement along with consumers approach-to-the- product (Atkin and Block, 1983; Goldberg and Hartwick, 1990; Fishbein and Ajzen, 1975; Mitchell and Olson, 1981). Different studies indicate that celebrity credibility is in fact positively associated to mind-set toward the advertisement. Consequently, it is assumed that:

H<sub>1</sub>: Advertisements using credible celebrities will achieve more positive attitude towards the advertisement than the advertisements using less credible celebrities.

Lafferty and Goldsmith (1999) furthermore signify that the correlation of celebrity credibility to attitude to-the-brand is reconciled by approach to-the advertisement. Celebrity impact have conventionally be related by the mode to manner modification plus

this in turn is connected with attitude toward the advertisement, which further change the consumer's response to the brand. Therefore, it is expected that:

H<sub>2</sub>: Brands having a higher positive attitude towards their advertisements will achieve higher positive attitude towards them. .

Brown, Stayman (1992) and MacKenzie et al. (1986) illustrate a constant guide of approach to the-advertisement leads to consumer's attitude-to-the-brand and buying objectives, which structured a sequence of dependent variables. The fundamental series of approaches resulting in buying objectives is a significant determinant of ad effectiveness. Thus we hypothesized that:

H<sub>3</sub>: Brand having a higher positive attitude towards them will achieve more preferences.

#### **4. Methodology**

##### *4.1. Sampling and procedure.*

The population for the research study included the MBA students of different universities of Peshawar city. List of universities were taken from Higher Education Commission and from each university one whole class of under graduate students were randomly selected. Data was. A whole sample of 145 members was attained. The sample consisted of both male and female students. A cluster sampling procedure was used and thus the participants within each cluster were randomly selected. The age of the participants varied from 25 to 30 years.

Statistical procedure for calculating sample size is given below.

$Z = 1.960$  with Confidence Level of 95%  $S = n / [1 + (n / \text{population})]$ . By putting values we get  $s = 145$

##### *4.2. Product and Stimuli*

Different brands were chosen from the identical product category that is, cold drink. As the student subjects contributed in the research investigation, the product chosen for the research must preferably characterize a group that was very much recognizable, reasonable, gender unbiased (Singh, Balasubramanian, ChakrabortyS, 2000).Five TV advertisements were chosen with the well recognized celebrities of different credibility.

Unknown brand names were used in all the advertisements to the study participant in order to eliminate the influence of earlier brand familiarity, preferences, and usage experience (Gardner, 1985).

Along with the five advertisements, one commercial was selected having no famous celebrity to observe that whether it is helpful to use convincing celebrity to enhance the expressiveness of messages or not. We manipulated the real brand name with the different names including Catch Cola, Chinsung Cola, Zenny Cola, Stim Cola and Limca Cola in all the advertisements. So all the advertisement become unknown to the study members so that this examination would eliminate their preceding preferences and familiarity for these brands (Goldsmith et al., 2000).

##### *4.3. Experimental Procedure*

A tentative plan was exercised to investigate the effective role of celebrity credibility on advertising effectiveness. Previous experiments advocate that superstars support can enhance recall and use consideration of the brands in specific circumstances (Clark and Horstman, 2003).

One hundred and forty five students contributed in the research, both male and female. Upon entering the class room, participants were seated in front of the multimedia. They were then shown six television advertisements of different cola drinks one by one.

After watching the advertisements, the respondents were invited to fill all the three sections of questionnaires. The first section was filled by the participants to recognize the celebrity credibility, secondly to identify the respondents' attitude towards ads and brands and the final portion was filled to know their purchase intention towards the specific brand.

#### *4.4. Variables*

##### *4.4.1. Advertising Effectiveness*

We expected to find the impact of celebrity credibility on advertising effectiveness. We judged the advertising effectiveness with three dimensions including feelings toward the advertisement linked with thoughts toward the brand, which is then connected to buying intentions of consumer.

##### *4.4.2. Celebrity Credibility*

A general study has been accomplished on the impact of endorser credibility on promotion usefulness. A convincing supporter can provide as an essential predecessor in assessment of commercials and Products. A particular variable measuring celebrity reliability was worked out by combining the three celebrity trustworthiness subscales.

Research studies have considered the procedure by which a celebrity visible attractiveness, trustworthiness, and expertise arbitrate rapid and delayed attitude change and affiliation (Anderson and Clevenger, 1963; Baker and Churchill, Jr. 1977; Hovland and Weiss, 1951; Johnson et al., 1968; Kelman and Hovland, 1953; Patzer 1983; Simon, Berkowitz and Moyer, 1970; Whittaker and Meade, 1968).

#### *4.5. Measurement Scales*

The advertising effectiveness was measured through consumers' attitude towards the ad, attitude towards the brand and purchase intention (Ohanian and Roobina ,1990). The scales have been used in several studies (Muehling and Laczniak, 1988; Grossman and Till, 1998) and therefore they have greater validity. To further, ensure that the measures were relevant in the Pakistani context face validity was assessed through experts in the field of marketing and they found that items have strong face validity. Questioner was adopted from and researcher found items to have stronger content validity (Muehling and Laczniak, 1988; Grossman and Till, 1998; Ohanian and Roobina ,1990).

Convergent validity was analyzed through the correlation and items for each variable were highly correlated. Convergent validity for celebrity credibility was analyzed through correlation and minimum correlation among the fourteen items was 0.87 which is resonably high. For attitude toward advertisement, among six items minimum correlation was 0.89. Minimum correlation among the three items for attitude toward brand was 0.91. which shows the higher level of convergent validity.

Discriminant Validity as also analyzed through the results of correlation. Twenty four measures (each is an item on a scale) were included for analyzing discriminant validity. Here, however, fourteen of the items were thought to reflect the construct of celebrity credibility. While six items were thought to reflect attitude toward advertisement. Further

three items are thought to reflect the construct of attitude toward brand and finally one item was used to reflect the construct of purchase intention. The results of correlation indicate correlations between measures that reflect different constructs. These twenty four cross-construct correlations are very low (i.e., near zero).

### 4.5.1. Attitude towards advertisement

Seven items were used for the measurement of consumers' attitude towards advertisements. These items included attractive, good, appealing, pleasant, refreshing, and enjoyable (Muehling and Lacznik, 1988). The reported reliability of the scale was 0.82. The reliability of the items in this study was also assessed through Cronbach's alpha and it was found to be 0.89, which is above the minimum threshold of 0.70 recommended by Nunnally (1978).

### 4.5.2. Attitude towards Brand

For attitude towards brand, three items good, favorable and positive were adopted from the previous research studies (Muehling and Lacznik, 1988). The reported reliability of the scale was 0.89. The reliability of the item in this study was also assessed through Cronbach's alpha and it was found to be 0.86, which is above the threshold of 0.70 recommended by Nunnally (1978).

### 4.5.3. Purchase Intention

To measure purchase intentions, the scale "all things considered, if you were to purchase cola drink on one of your next trips to store, what are the chances that you would purchase the desired cola if it were available was used (Grossman and Till, 1998). The responses were collected on Five points scale (1=Definitely Will not Buy to 5= Definitely Will Buy).

### 4.5.4. Celebrity credibility

Celebrity credibility is measured through three dimension including trustworthiness, attractiveness and expertise. The reported reliability of scale measured was 0.85. The reliability of the item in this study was also accessed by Cronbach's coefficient- alpha and it was found to be .817, which is above the threshold of .70 recommended by nunnally (1978).

#### *Trustworthiness*

Trustworthiness in statement is the spectator's extent of assurance and intensity of identification of the spokesperson as well as the communication. Some studies hold up the impact of trustworthiness on thoughts alter (Miller and Baseheart, 1969). To measure the trustworthiness aspect of the celebrity credibility five items (Dependable—Undependable, Honest—Dishonest, Reliable—Unreliable, Sincere—Insincere, Trustworthy—Untrustworthy) scale from the prior research studies was adopted (Lafferty and Goldsmith, 1999 and Ohanian, 1990).

#### *Attractiveness*

Evaluations of the different research studies signify that the building block of charisma does not have only one dimension and to facilitate here are several explanations that were used to categorize charisma. The building block has been described together in terms of facial and substantial charm (Baker and Churchill 1977; Patzer 1983). Four items (Attractive—Unattractive, Stylish--Not Stylish, Beautiful-Ugly, Elegant—Plain) scale

were used for this study (Lafferty and Goldsmith, 1999 and Ohanian, 1990).

#### *Expertise*

This aspect is known as dependability (McCroskey 1966), capability, expertise or requirement. Adjectives like "trained-untrained, informed-uninformed, educated-uneducated usually have been exercised to evaluate this element. We assumed five items scale (Expert--Not an expert Experienced--Inexperienced Knowledgeable--Unknowledgeable Qualified--Unqualified Skilled—Unskilled) for determining capability of the celebrity (Lafferty and Goldsmith, 1999 and Ohanian, 1990

### **5. Results and Analysis**

Different statistical tools were applied to test the hypotheses and identify significant differences and the proposed relationships among the variables. As the variances among the variables were not equal across the groups, so the Robust test having the Welch and Brown Forsythe statistics were used as alternative for F test.

**Table: 1 Oneway ANOVA Test for Celebrity Credibility**

Brands	N	Mean	Std. Deviation	F	Welch	Brown Forsyth
Catch Cola	145	3.8291	0.56553			
Stim Cola	145	3.9537	0.73538			
Limca Cola	145	2.7557	0.68598			
Chusing Cola	145	3.5414	0.67147			
Zenny Cola	145	3.7158	0.66871			
Test Values				73.091	69.951	73.091
Significant				0.00	0.00	0.00
Total	725	3.5591	0.78957			

**Table: 2 Multiple Comparisons of Celebrity credibility**

(I) Celebrity Credibility	(J) Celebrity Credibility	Mean Difference (I-J)	Std. Error	Sig.
Catch Cola	Stim Cola	-.12463	.07704	.677
	Limca Cola	1.07340(*)	.07383	.000
	Chusing Cola	.28768(*)	.07290	.001
	Zenny Cola	.11330	.07273	.723
Stim Cola	Catch Cola	.12463	.07704	.677
	Limca Cola	1.19803(*)	.08352	.000
	Chusing Cola	.41232(*)	.08270	.000
	Zenny Cola	.23793(*)	.08254	.042
Limca Cola	Catch Cola	-1.07340(*)	.07383	.000
	Stim Cola	-1.19803(*)	.08352	.000
	Chusing Cola	-.78571(*)	.07972	.000
	Zenny Cola	-.96010(*)	.07956	.000
Chusing Cola	Catch Cola	-.28768(*)	.07290	.001
	Stim Cola	-.41232(*)	.08270	.000
	Limca Cola	.78571(*)	.07972	.000
	Zenny Cola	-.17438	.07870	.243
Zenny Cola	Catch Cola	-.11330	.07273	.723
	Stim Cola	-.23793(*)	.08254	.042
	Limca Cola	.96010(*)	.07956	.000
	Chusing Cola	.17438	.07870	.243

(Tamhane)

\* The mean difference is significant at the .05 level.

The results from the above table for the advertisements of all the five brands provide basis for the extent of celebrity credibility. The overall mean differences in the above table indicate that the respondents considered the celebrity of Stim Cola as the top most credible celebrity. There are no more significant differences between the Stim Cola and Catch Cola celebrity credibility. They are almost the same. Similarly, the credibility of the celebrities in the advertisements of Zenny Cola and Chinsung Cola were ranked as third and fourth respectively by the respondents. Whereas, on the other hand the unknown endorser in the advertisement of Limca Cola was considered as the least credible celebrity.

It is also clear from the above table of multiple comparisons that the third brand having the unknown celebrity has significant differences with all the four brands. According to the respondent's response the unknown celebrity in Limca Cola is not credible celebrity.

**Table: 3 Oneway ANOVA Test for Attitude towards Advertisement**

Brands	N	Mean	Standard Deviation	F	Welch	Brown Forsythe
Catch Cola	145	3.74	0.56713			
Stim Cola	145	3.893	0.65705			
Limca Cola	145	3.12	0.75000			
Chusing Cola	145	3.46	0.65735			
Zenny Cola	145	3.67	0.65162			
Test Values				31.634	27.76	31.63
Significant				0.00	0.00	0.00
Total	725	3.590	0.71278			

**Table: 4 Multiple Comparisons of Attitude towards Advertisement**

(I) Attitude towards Ad	(J) Attitude towards Ad	Mean Difference (I-J)	Std. Error	Sig.
Catch Cola	Stim Cola	-.18522	.07208	.102
	Limca Cola	.62069(*)	.07809	.000
	Chusing Cola	.27882(*)	.07210	.001
	Zenny Cola	.06995	.07174	.982
Stim Cola	Catch Cola	.18522	.07208	.102
	Limca Cola	.80591(*)	.08280	.000
	Chusing Cola	.46404(*)	.07718	.000
	Zenny Cola	.25517(*)	.07685	.010
Limca Cola	Catch Cola	-.62069(*)	.07809	.000
	Stim Cola	-.80591(*)	.08280	.000
	Chusing Cola	-.34187(*)	.08282	.000
	Zenny Cola	-.55074(*)	.08251	.000
Chusing Cola	Catch Cola	-.27882(*)	.07210	.001
	Stim Cola	-.46404(*)	.07718	.000
	Limca Cola	.34187(*)	.08282	.000
	Zenny Cola	-.20887	.07687	.068
Zenny Cola	Catch Cola	-.06995	.07174	.982
	Stim Cola	-.25517(*)	.07685	.010
	Limca Cola	.55074(*)	.08251	.000
	Chusing Cola	.20887	.07687	.068

\* The mean difference is significant at the .05 level

The value of mean differences in the above tables shows that there are significant variations among the consumers attitude towards the advertisements of Limca Cola and the advertisement of other brands. Among the five endorsers in the advertisements, celebrities in ad 2(Stim Cola) and 1(Catch Cola) are more credible with a little differences than ad 4(Chusing Cola) and 5(Zenny Cola) celebrities. The results of multiple comparison tables also indicate that respondent shows more favorable attitude towards the advertisement of most credible celebrity. The significant variations of Limca Cola brand with all the four brands show that respondents have unfavorable attitude towards advertisement of unknown celebrity.

**Table: 5 Oneway ANOVA Test for Attitude towards Brand**

Brands	N	Mean	Standard Deviation	F	Welch	Brown Forsythe
Catch Cola	145	3.7770	.60611			
Stim Cola	145	3.8851	.80256			
Limca Cola	145	2.6598	.97616			
Chusing Cola	145	3.5126	.68157			
Zenny Cola	145	3.6184	.85344			
Test Values				54.23	41.468	54.23
Significant				0.00	0.00	0.00
Total	725	3.4906	.90397			

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**Table : 6 Multiple Comparison of Brand Attitude**

(I) Brand Attitude	(J) Brand Attitude	Mean Difference (I-J)	Std. Error	Sig.
Catch Cola	Stim Cola	-.10805	.08352	.888
	Limca Cola	1.11724(*)	.09542	.000
	Chusing Cola	.26437(*)	.07574	.006
	Zenny Cola	.15862	.08693	.512
Stim Cola	Catch Cola	.10805	.08352	.888
	Limca Cola	1.22529(*)	.10495	.000
	Chusing Cola	.37241(*)	.08744	.000
	Zenny Cola	.26667	.09729	.063
Limca Cola	Catch Cola	-1.11724(*)	.09542	.000
	Stim Cola	-1.22529(*)	.10495	.000
	Chusing Cola	-.85287(*)	.09887	.000
	Zenny Cola	-.95862(*)	.10768	.000
Chusing Cola	Catch Cola	-.26437(*)	.07574	.006
	Stim Cola	-.37241(*)	.08744	.000
	Limca Cola	.85287(*)	.09887	.000
	Zenny Cola	-.10575	.09070	.940
Zenny Cola	Catch Cola	-.15862	.08693	.512
	Stim Cola	-.26667	.09729	.063
	Limca Cola	.95862(*)	.10768	.000
	Chusing Cola	.10575	.09070	.940

\* The mean difference is significant at the .05 level.

The mean values in above table shows that there is not such a significant differences among the consumers attitude towards the brands of the credible celebrities. Among the five brands in the advertisements, respondent's attitude is more favorable to the brands of Stim Cola, Catch Cola, Chusing Cola and Zenny Cola respectively. The significant variations of unknown celebrity brand in the above table shows the unfavorable consumers response towards the brand of Limca Cola.

**Table: 7 Oneway ANOVA Test for Attitude towards Purchase Intention**

Brands	N	Mean	Standard Deviation	F	Welch	Brown Forsythe
Catch Cola	145	3.78	.731			
Stim Cola	145	3.89	.883			
Limca Cola	145	2.58	1.045			
Chusing Cola	145	3.48	.834			
Zenny Cola	145	3.63	.896			
Test values				50.695	40.573	50.69
Significant				0.00	0.00	0.00
Total	725	3.47	.998			

**Table: 8 Multiple Comparisons of Attitude towards Purchase Intention**

(I) Purchase Intension	(J) Purchase Intension	Mean Difference (I-J)	Standard Error	Sig.
Catch Cola	Stim Cola	-.110	.095	.942
	Limca Cola	1.200(*)	.106	.000
	Chusing Cola	.303(*)	.092	.011
	Zenny Cola	.145	.096	.759
Stim Cola	Catch Cola	.110	.095	.942
	Limca Cola	1.310(*)	.114	.000
	Chusing Cola	.414(*)	.101	.001
	Zenny Cola	.255	.104	.142
Limca Cola	Catch Cola	-1.200(*)	.106	.000
	Stim Cola	-1.310(*)	.114	.000
	Chusing Cola	-.897(*)	.111	.000
	Zenny Cola	-1.055(*)	.114	.000
Chusing Cola	Catch Cola	-.303(*)	.092	.011
	Stim Cola	-.414(*)	.101	.001
	Limca Cola	.897(*)	.111	.000
	Zenny Cola	-.159	.102	.721
Zenny Cola	Catch Cola	-.145	.096	.759
	Stim Cola	-.255	.104	.142
	Limca Cola	1.055(*)	.114	.000
	Chusing Cola	.159	.102	.721

\* The mean difference is significant at the .05 level.

The value of mean variations in the above table illustrates that there are considerable differences among the consumers attitude towards the purchase intention of credible celebrities brands than those with the incredible personalities. Among the five advertisements there is a little variation in the consumer's favorable response towards the brands having credible celebrities and thus the brands having more positive attitude towards them will get more preferences from the consumers. The results specified that respondent having more favorable attitude towards the advertisement of most credible celebrity, will favor the brand and thus make positive purchase intention whereas, the significant differences of unknown celebrity brand will have negative purchase intentions from consumers.

## **6. Discussion and Suggestions**

### *6.1. Discussion*

The core idea of this research was to observe the impact of famous person's credibility and consumer's mind-set to the commercial, the brand and finally their purchase intentions towards the specific brand. It was also to compare the respondents response towards the brand advertisements of famous celebrities and brand promotion having unknown celebrities. The consequences of this research are hopeful as it signifies the effectiveness of celebrity credibility for advertisements. The overall statistical results demonstrate the positive relationship between celebrity credibility, consumer's feelings to the advertisement, to the product and their buying intentions. The advertisers anticipate the associative bond among the brand and the celebrity, to transmit the optimistic approach about the celebrity to the endorsed brands.

The results of this study also indicate the significant mean differences among the variables. The respondents considered the celebrity of the Stim Cola brand as the most credible celebrity. In the same way the credibility of the celebrities in the advertisements of Catch Cola, Zenny Cola and Chinsung Cola are categorized as second, third and fourth correspondingly with the very little differences. While, on the other hand the unknown endorser in the advertisement of Limca Cola is considered as the least credible endorser.

The outcomes of this research are consistent with the pragmatic consequences of prior studies. (Goldsmith et al., 2000).It shows that the most credible celebrity have the greater influence on the consumer's attitude towards the advertisement. Thus, on the basis of the above statistical results we accept the alternative hypothesis that Advertisements using credible celebrities will achieve further positive approach towards the ad than the advertisements using less credible celebrities.

If an individual has optimistic feelings toward advertisement it generates positive sensation for the brand, which finally directs to a positive purchase intention. The table of multiple comparisons indicates identical variations in customer's feelings towards the product of unknown celebrity and their buying intentions towards them and the unknown endorser is considered as the least credible endorser having very low impact on consumer's mind-set towards the ad, their feelings to the product and buying intentions of the customers. Therefore, we accept both the alternative hypothesis that is brands having a higher encouraging attitude towards their advertisements will achieve higher positive attitude towards them and Brand having a higher positive attitude towards them will achieve more preferences.

### *6.2. Advertising Implications*

Advertising is an influential tool which can convince customers and convey information to the market. In order to further enhance the convincing appeal of promotion, producers have come to rely greatly on the use of celebrities and well-known persons as endorsers of their products. Our results offer insights to the firms considering the use of celebrity endorsers. An imperative suggestion of these results meant for marketer is to reveal the importance of upholding a extremely convincing celebrity illustration since the impact it has on customer approach to the brand. Marketers must struggle to decide which process they can take to make a well-built integrity repute along with customers.

## Impact of Celebrity Credibility on Advertising Effectiveness

A celebrity in fact is a spokesperson of the business firms, so credible celebrity not only persuades optimistically on product but also on the organization as well which is called corporate credibility. If celebrity is credible it actually enhances the reputation of Whole Corporation. The results also have crucial implementation for promotion theory. They recommended that celebrities of promotion outcome essential element of the overall consumer response to advertising.

Advertisements with the credible celebrity generate more trustworthiness toward the brand and customer repurchases the brand again and again. It also makes relationship with the brand and brand is considered as the credible brand because of its credible celebrity.

Advertising having credible celebrity is mainly excellent at reducing price sensitivity and customer think beyond the price, consequently leads to huge profit for organization. Celebrity having high credibility generates a continuing sense of differentiation for the brand. So customer distinguishes brands on the basis of its endorser. Customers recognize brand as a trustworthy brand if its spokesperson is trustworthy, so the credible celebrity used in the advertisement can leads to credible brand.

A reliable celebrity also helps in brand identification and brand recall. A brand having trust worthy celebrity can be easily recognized among different brands and could be easily recovered from the memory in term of brand recall. Credible celebrity gives share of mind for the brand and brand resides in top of the mind place.

### 6.3 Limitations

This research has several limitations. Identifying these must be of assistance to improve upcoming research work. The most important constraint of this research is the generalizability of findings. The research sample was limited to the university graduates only and thus, this confines our outcome to be generalized, too.

Another limitation is the use of laboratory setting for the experiment. Responses to the advertisements and products might be diverse in further natural surroundings. With view toward the stimulus, the results are restricted to the famous stars, means and product category. Further examination could investigate the generalizability of the results by means of further celebrity endorsers, standards, and brands. We employed a distinguished celebrity, a television ad, and only a single product type.

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