

Does Celebrity Endorsement Influence the Consumer Purchase Intentions? Mediating Role of Advertising Effect and Advertising Appeal

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Abstract

Owing to competitive and rapidly changing business environment, organizations are focusing on effective advertisement tools to capture the customers in order to stay competitive. In this connection celebrity endorsement is deemed as a crucial aspect in advertisement. Marketers consider it as a key factor of customer attention to focus on particular products. Present study aims to examine the influence of celebrity endorsement on consumer purchase intentions by concentrating the mediating behaviors of advertising effect and advertising appeal. This study is descriptive and quantitative in nature. Data was collected by applying non-probability convenient sampling technique. A total of 250 questionnaires were distributed among the selected sample frame, 202 questionnaires were correctly filled by the respondents and the response rate was 80.8%. After applying different statistical techniques, results revealed that celebrity endorsement significantly and positively influence the advertising appeal, advertising effect and consumer purchase intentions. People have positive buying behavior for ads with well known celebrities. Furthermore, advertising appeal and advertising effect also significantly and partially mediate the relationship between celebrity endorsement and consumer purchase intentions. Thus, this study would be helpful for marketers to understand and recognize the crucial role of celebrity endorsement, advertising appeal and advertising effect to positively mould the customers buying behaviors.

Keywords: Effective Advertisement, Celebrity Endorsement, Advertising Appeal, Advertising Effect and Consumer Purchase Intentions

Introduction:

In this era of stiff competition, advertisement plays a crucial role in enhancing organizational performance as it is considered as an implied tool and driving force to convey message to stay in peoples' mind. It has a significant and positive influence on consumers' buying behaviours and undoubtedly, it shapes the perceptions, behaviours and attitudes of

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individuals which consequently influence the buying behaviours (Malik et al., 2014). As marketing innovation is increasing, a new marketing tool is developed which is advertising spokesperson. If qualities and attributes of a product are endorsed by celebrity then it gains more consumer acceptance. Moreover, when consumers trust a celebrity then their intentions of the endorsers move to the brand which is endorsed (Biswas et al., 2009). Advertisements which use celebrity endorsers are known as “Advertising Endorsements” (Mowen and Brown, 1981). In these advertisements’ endorser establish the purchase intentions of consumers towards product. Such products attract the consumers directly because celebrities have certain reputation and cultural characteristics (Freiden, 1984).

As celebrities are well recognized personalities and having large connections with people that is why celebrity endorsement is considered effective tool to capture the attention of maximum people (Iqbal et al., 2014). Moreover, Dean and Baswas (2001) described that customers express positive and favorable behaviors for the evaluation of those products which are endorsed by well-known celebrities. When a product is endorsed by celebrity on mass media then it develops reputation of that celebrity and also promotes the product to gain consumer’s attention. Celebrity endorsement also helps the consumers to remember the product for a long time. Celebrity endorsement is mainly known as effective strategy to promote the brand to increase the volume of sales and to gain market share (Pui-Yi, 2012).

Furthermore, Lafferty and Goldmith (2004) purported that while executing different promotional campaigns, it is necessary to adopt celebrity endorsement strategies in ads in which main concentration could be given to distinctive features of products with a view to polish the positive attitudes of consumers purchase intentions. In both global and local scenarios, organizations are paying huge attention on celebrity endorsement with a view to have positive consumers buying behaviours towards the products. Iqbal et al. (2014) found that celebrity endorsement is deemed as significant element in effective advertisement. It is an important factor to capture the concentration and attraction of audience as people always get influenced by celebrities and ready to buy that particular product. In view of the above facts, this study examines the impact over consumer buying aims of superstar authorisation on purchaser buying intents. It further examines the interceding role of publicising appeal and advertising effect between association of celebrity endorsement and Buyer purchasing intents.

Literature Review

Advertising is the most important marketing tool for marketers to attract the potential customers (Pui-Yi, 2012). A product which is endorsed by celebrity puts an influence on purchase intentions of the consumers. In fact, consumers become well aware of the message and trust on celebrity-based advertisement (Wang et al., 2013).

Celebrity Endorsement and Consumer Purchase Intentions

McCracken, (1989) elaborated the celebrity endorser as “*any person who adores community gratitude and who uses this appreciation on behalf of a purchaser appears in an commercial*”. According to Freiden (1984), advertisements in which celebrities are used to attract consumers more positively because they have certain characteristics and market reputation. Therefore, it is depicted that celebrity endorsement had an influence on buyer’s behaviour intents (Wei and Wu, 2013). Credibility and attractiveness of the celebrity were important factors to enhance the attention of people which would have a positive image on the consumer (Seno and Lukas, 2007; Wei and Wu, 2013).

If endorsers (celebrities) are attractive then they will impact the consumers’ intentions favourably and positively (Smith and Engel, 1968). Prior studies proposed that appropriate selection of celebrities which are considered more attractive can have a positive stimulus on the behavioural intentions of the consumers (Wei and Wu, 2013). Similarly, Kamins (1990) proposed that endorsers which are more attractive will be more effective on endorsing skin related products. Kamin’s study also revealed that expert endorser has a positive influence on consumers and it generated more positive attitude and perception about the products and services which were endorsed. It is true that appropriate selection of endorsers can maximize the effect of advertisement for more positive behavioural intentions (Wei and Wu, 2013).

The major advantage of endorsing a celebrity was to gain more publicity from the consumers and more attention is gained through endorsement of celebrity (Biswas et al., 2009). They also showed that celebrity endorsement had positive impact on exposure and attention of the consumers. According to Rafique (2012), celebrity endorsement had significant influence on customer’s purchase intentions and perceptions. Credibility and congruence of the endorsed celebrity had an effect on the perception of customers. Celebrity endorsement was very important factor perceived by the students and students pay more attention to the advertisements in which celebrity is used (Poturak and Kadrić, 2013).

Mediating Role of Advertising Effect

Ducoffe (1996) highlighted advertising effect as “*promoters and clients engage in deliberations to perform a transaction through advertised information*”. Doing advertising in a good way fundamentally influences consumer’s purchase intentions and their attention towards purchasing products (Wang et al., 2013). Advertisement convince the purchaser to buy products for once in lifetime and character used in advertising is more attractive using caption (Bashir and Malik, 2009). Moreover, people like those advertisements of the products which they were already consuming and were according to their perceptions and expectations (Bishnoi, 2009).

Consumers prefer brands which are effectively advertised as effective advertisement of brands is preferred by the consumers and had a significant impact on consumer purchase intentions (Ayanwale et al., 2005). Advertisement had a positive and significant relationship with purchase intentions, as it convince the customers to purchase the products at least once in a lifetime (Bashir and Malik, 2009). Niazi et al., (2012) described that consumers give preference to those brands which they are emotionally attached and. Research indicated that advertisement is vital feature that convince the clients to purchase products (Khodakaram et al., 2014). Low involvement products advertised by celebrities had a positive influence on consumers towards the advertisement and purchase intentions (Pughazhendi et al., 2012). Mainly advertisement perform two tasks in convincing the consumers, first; to attract their attention and second to sustain their attention (Jakštien, & Susnien, 2008).

Advertising Appeal and Mediating

The Advertising appeal has a noteworthy and positive influence on buying intentions of consumers (Wang et al., 2013). Freiden (1984) summed up that advertising appeal concerned with awareness of the customer about product so celebrity endorsement could be a smart choice as advertising strategy. Rational appeals which are more refreshing have an effect on consumers purchasing behaviour and emotional appeals having thrill and pride in advertisements have an impact on purchase intentions (Verma, 2009). To attract consumers, informational appeals are important in high involvement situations whereas emotional appeals are important in low involvement situations (Dens and DePelsmacker, 2010).

Prior studies revealed a positive and significant effect of advertising appeal over advertising attitude. Moreover, rational appeals were more effective rather than emotional appeals (Lin, 2011). The fit between brand equity and emotional impact of the product (emotional appeal) is an imperative feature in the achievement of a global brand. Rational

appeals rely on logical arguments and more product related attributes whereas, emotional appeals are attached with feelings which create an image on the consumer intentions and perceptions (Panda et al., 2013). According to Fah et al. (2011) advertising appeals had influence on consumers to purchase a product.

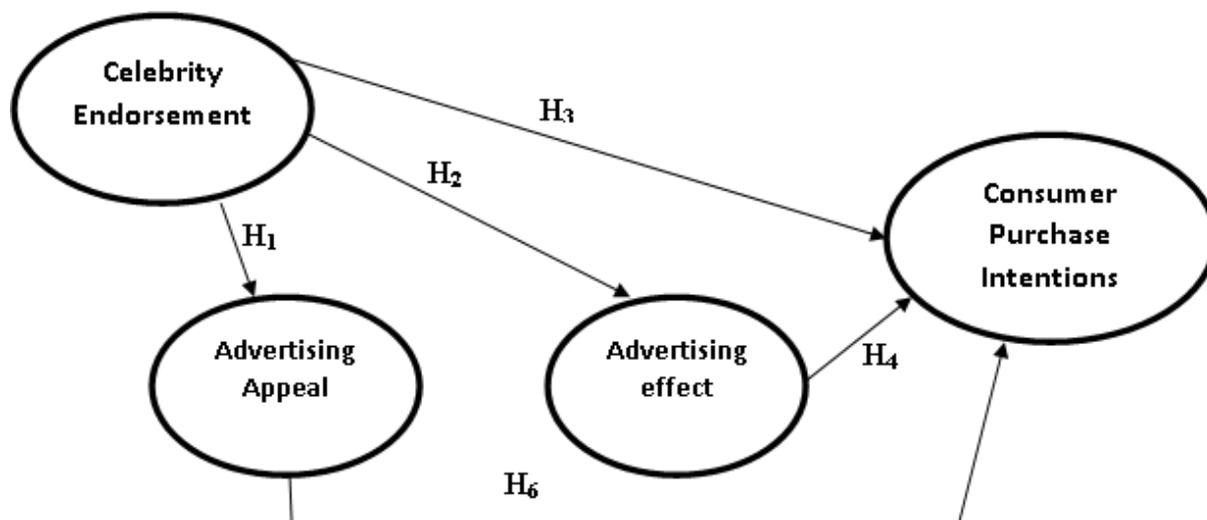
Hypotheses

Through the lenses of reviewed literature below given hypotheses have been established:

- H₁: Advertising appeal is positively affected by celebrity endorsement.*
- H₂: Advertising effect is positive affected by the celebrity endorsement.*
- H₃: Purchase intention is positively affected by the celebrity endorsement.*
- H₄: There is positive affect of advertising effect over purchase intention.*
- H₅: A mediating effect of advertising effect is over the relationship of celebrity endorsement and purchase intention.*
- H₆: Purchase intention is positively affected by advertising appeal.*
- H₇: A mediating effect of advertising appeal is over the relationship of celebrity endorsement and purchase intention.*

Proposed Model and Hypotheses:

Hypothesis are proposed by literature review. Following is the proposed model of hypothesis.



Research Methodology

The nature of current research is descriptive and quantitative. For data collected a non-probability convenient sampling technique was applied. Further study used a Seven-point Likert-type scale was used to collect the data ranging from “strongly disagree” to “strongly agree”. To check the reliability of the scale pilot survey was conducted in which 40 questionnaires were distributed among general public. After successful pilot survey researchers decided to collect data from original sample frame of the study. The data was

collected from students, teachers of institutions and general public of the Gujranwala that is selected as sample frame of the study. By distributing 250 questionnaires among the selected sample frame but only 202 questionnaires were correctly filled by the respondents with the response rate of 80.8%.

Instrumentation

All scales used in this study having required reliability. 11 items scale of (Alsmadi, 2006) is used to measure the Celebrity Endorsement whereas, advertising effect is measured by 14 items and this scale is developed by (Bishnoi, 2009). Advertising appeal is measured by 8 items adapted from Fah et al., (2011) and Verma (2009). Verma (2009) also developed 3 items scale for purchase intentions and this scale is used in current study because previous studies reported high reliability for this scale.

Demographics

In this portion of the questionnaire respondents were asked about their age, gender, marital status and education level. 101 questionnaires were responded by “female” and 101 “male” respondents responded the questionnaires with percentage of 50% and 50% respectively. Mostly respondents lie between the age group of 21-25 which are 65% of the total respondents. Almost all the respondents were unmarried which are 91.1% of the total respondents. Education level of the most of the respondents is “graduate” and “post graduate” which is 46.5% and 44.6% respectively.

Results

Table No. 1: Mean; Standard Deviation and Correlation results

Variables	Mean	SD	1	2	3	4
1. Celebrity Endorsement (CE)	5.51	.730	1			
2. Advertising Appeal (AA)	5.51	.899	.511	1		
3. Advertising Effect (AE)	5.63	.631	.567	.394	1	
4. Consumer Purchase Intentions (CPI)	5.83	.845	.473	.525	.599	1

The statistical analysis revealed descriptive statistics of variables as displayed in Table No 1. Mean values for CE, AA, AE and CPI are 5.51, 5.51, 5.63 and 5.83 respectively. Similarly, standard deviation values for all above mentioning variables are .73, .89, .63 and .84 respectively. This table also illustrates correlation values among all under study variables. CE, AA and AE positively correlated with CPI by $r = 0.473$, $r = 0.525$ and $r = 0.599$ respectively. Similarly, celebrity endorsement also positively correlated with advertising

appeal and advertising effect by $r = 0.511$, $r = 0.567$. Furthermore, results also revealed that advertising appeal also significantly correlated with advertising effect by $r = 0.394$. These results also initially supported our all hypothesis.

Mediating Role of Advertising Appeal

To examine the mediating role of advertising appeal between the association of celebrity endorsement and purchase intentions we used regression-based approach developed by Andrew F. Hayes with name of “Process”.

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*****
Model = 4
  Y = Consumer Purchase Intentions
  X = Celebrity Endorsement
  M = Advertising Appeal
Sample size
  202
*****
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Outcome: Advertising Appeal

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Model Summary
      R      R-sq      F      df1      df2      p
      .5109   .2610   31.8575   1.0000   200.0000   .0000

Model
      coeff      se      t      p      LLCI      ULCI
Constant   3.2001   .4442   7.2045   .0000   2.3242   4.0759
C.E        .4416   .0782   5.6442   .0000   .2873   .5959
*****
```

Outcome: Consumer Purchase Intentions

```
Model Summary
      R      R-sq      F      df1      df2      p
      .5756   .3313   57.7892   2.0000   199.0000   .0000

Model
      coeff      se      t      p      LLCI      ULCI
constant   1.1800   .4536   2.6014   .0100   .2855   2.0744
A.A        .5119   .0932   5.4927   .0000   .3281   .6957
C.E        .3211   .0671   4.7892   .0000   .1889   .4533
*****
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***** TOTAL AND DIRECT *****

Total effect of X on Y

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Effect      SE      t      p      LLCI      ULCI
.5472      .0685   7.9904   .0000   .4122   .6822
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Direct effect of X on Y

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Effect      SE      t      p      LLCI      ULCI
.3211      .0671   4.7892   .0000   .1889   .4533
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According to Baron and Kenny (1986), following conditions must be satisfied to have significant mediation.

- There must be substantial association between independent and mediating variable.
- Mediating variable must have significant association with dependent variable.
- Independent variable must have substantial relationship dependent variable.

Results revealed that celebrity endorsement (independent variable) has significant association with advertising appeal (mediator) with (beta = 0.44, $R^2=0.26$, $P<0.05$) and

supported to H₁. Furthermore, second section enlightened the significant association between CE and CPI with (beta = 0.32, R²=0.33, P<0.05) and these finding supported to H₃. Similarly advertising appeal also has significant interconnection with CPI having (beta = 0.51, R²=0.33, P<0.05) and it's support for H₆.

Results also revealed that direct effect of CE on CPI having (beta= 0.321) Whereas, AA as mediator increased the total effect of celebrity endorsement on consumer purchase intentions with (beta= 0.547, P<0.05). This indicates, AA has a significant and partially mediate association between CE and CPI. These findings supported to H₇. Mediation results proposed that effective AA had a significant role to enhance the effect of CE on CPI

Mediating Role of Advertising Effect

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*****
Model = 4
  Y = Consumer Purchase Intentions
  X = Celebrity Endorsement
  M = Advertising Effect
Sample size      202
*****
Outcome: A.E
Model Summary
      R      R-sq      F      df1      df2      p
      .5667      .3212      104.4780      1.0000      200.0000      .0000
Model
      coeff      se      t      p      LLCI      ULCI
constant      1.6666      .3915      4.2572      .0000      .8947      2.4386
C.E      .6982      .0683      10.2214      .0000      .5635      .8329
*****
Outcome: C.P.I
Model Summary
      R      R-sq      F      df1      df2      p
      .6201      .3845      60.8797      2.0000      199.0000      .0000
Model
      coeff      se      t      p      LLCI      ULCI
constant      2.0546      .3768      5.4527      .0000      1.3116      2.7977
A.E      .4581      .0735      6.2287      .0000      .3131      .6031
C.E      .2274      .0869      2.6162      .0096      .0560      .3988
***** TOTAL AND DIRECT EFFECT *****
Total effect of X on Y
      Effect      SE      t      p      LLCI      ULCI
      .5472      .0685      7.9904      .0000      .4122      .6822
Direct effect of X on Y
      Effect      SE      t      p      LLCI      ULCI
      .2274      .0869      2.6162      .0096      .0560      .3988

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Findings summed up that celebrity endorsement (independent variable) has significant association with advertising effect (mediator) with (beta = 0.69, R²=0.38, P<0.05) and supported to H₂. Likewise, AE also significantly connected with CPI with (beta = 0.45, R²=0.38, P<0.05) and it's a support for H₄. Moreover, results enlightened that direct effect of CE on CPI was (beta= 0.22) while adding the AE as mediator enhanced the total effect of CE on CPI with (beta= 0.54, P<0.05) which indicated that AE significantly and partially mediate the relationship between CE and CPI. These findings supported to H₅. Results showed that AE in ads enhance the influence of CE on CPI.

Discussion and Conclusion

The findings of this study revealed that CE has significant and positive influence on CPI and supported to H₃. Moreover these findings aligned with previous studies (Freiden, 1984; Alsmadi, 2006; Biswas et al., 2009; Biswas et al, 2009; Rafique, 2012; Wei and Wu, 2013). Advertisements enhance the sales volume of the products by increasing the CPI. Results also revealed that products endorsed by celebrities have more influence on the purchase intentions of the consumers. Current study indicated that advertising spokespersons have positive impact on appeal of the advertisements (H₁). Advertisements in which celebrities are used to endorse the brands or products are more affective (H₂). Products which are promoted by different appeals are more affective (H₃). Different advertising spokespersons which are trusted by consumers have influence on CPI.

Advertisements in which celebrities are used to endorse the product have more positive influence on purchase intentions of the consumers (H₄). Filmed advertisements or T.V advertisements have positive influence on CPI (H₅). It is also divulged that advertisements in which different advertising appeals are used attract the attention of the consumers (H₆). As advertisement has positive influence on sales and most of the ads use celebrities and spokespersons as effective promotional strategy. Product reputation and sales increase by using celebrities in ads as a marketing tool (MacInnis et al., 2002). Ads visibility can be improved by using of well reputed celebrities because these celebrities have good reputation in general public. Therefore, advertisements adopt celebrity endorsement can cause to catch the attraction and trust of consumers regarding particular products endorsed by different celebrities. Similarly, advertising appeal for endorsed products have significant influence on customers. If organizations combine the characteristics of superstars and EA appeal, then advertisements will a significant and a positive affect over CPI. As purchase intention is the important element to predict consumer behaviors (Armstrong and Kotler, 2003). Current study results revealed that CE, AE & AA significantly and positively affect the CPI and these findings support to H₃, H₄ and H₆. Results also divulged that advertising effect and advertising appeal partially mediate the relationship between celebrity endorsement and consumer purchase intentions.

These findings also supported by *balance theory of Heider* (1958) which explained that methods of appeal and AE have an influence on CPI. Consequently, these will enhance when they evaluate celebrity positively and have positive feelings for CE. Moreover, companies can positively shape the purchase intentions by using advertising effect and

attitude on brand attitude. Results reveal that rational and emotional appeals are deemed crucial factors for consumers (Wang et al., 2013).

Practical implications

This study is practically useful for the marketers who want to advertise the product in real market. It suggests that if a product is advertised by a celebrity then it surely impacts on consumer intentions. Advertisers using celebrity endorsement must use rational or emotional appeals according to the nature of product to enhance consumers purchase intentions.

Limitations of Study and Future Research Directions

Current research used a limited sample, was self-funding study, and used non-probability convenient sampling technique which is not representative of whole population. Henceforth to overcome such limitation future researchers can reduce this shortcoming by increasing the sample frame. Besides, a probability sampling technique may help to have representative sample. Further more advanced statistical techniques can be used to explore the impact of CE.

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