

THE IMPACT OF CELEBRITY AND NON-CELEBRITY ENDORSER CREDIBILITY IN THE ADVERTISEMENT ON ATTITUDE TOWARDS ADVERTISEMENT, ATTITUDE TOWARDS BRAND, AND PURCHASE INTENTION

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Abstract

In this highly competitive era, consumers can be exposed to large volume of advertisement. Hence, the concept of celebrity endorsement is commonly used to help advertisement stands out from the surrounding media clutter in the communication process. Numerous researchers have proved empirically the effectiveness and the positive influence of the celebrity endorsement in advertising. However, the use of celebrity endorsers can also inflict several potential disadvantages. As an alternative, the use of non-celebrity endorsers as unknown individual should also be considered since they will consequently intensify the focus on the product, give a chance for high degree of control for company, cost advantage as well as possibility to have a better fit between the product and endorsers. Therefore, this research is undertaken to analyze the impact of celebrity and non-celebrity endorser credibility – attractiveness, trustworthiness and expertise in the advertisement with respect to attitude toward advertisement, attitude toward brand, and purchase intention of Indonesian consumers, particularly city of Bandung and Jakarta. A questionnaire was distributed to 384 women in Bandung and Jakarta; a pilot study was conducted for the questionnaire improvement. Multiple regression analysis is applied to analyze the relationship between the variables. This paper describes that celebrity endorser is perceived to be more attractive while non-celebrity is perceived to be more trustworthy and expert in significantly influencing consumer's attitude toward advertisement, brand, and purchase intention. This result is in the consequence of several potential disadvantages of using celebrity endorsement which have been mentioned above.

Keywords: Attitude toward Advertisement; Attitude toward Brand; Celebrity Endorsement; Non-Celebrity Endorsement; Purchase Intention

INTRODUCTION

Consumers can be exposed to large volume of advertisements in this highly competitive era. The number of advertisement which exceeds the acceptance level of a consumer in an editorial media vehicle is considered as clutter and is frequently perceived as an undesirable phenomenon both for advertisers and consumers (Ha L. , 1996). Consumers will pay less attention to advertisements in a cluttered media environment because they will be irritated by the advertisements and subsequently avoid the ads altogether. Other than that, the excessive amount of advertisements presented will lead to the inability of consumers to remember the ads due to their limited memory capacity (Ha & McCann, 2008). Therefore, advertisers should pay attention to their advertising strategies that must be able to capture consumer's attention and influence their buying decision. Celebrity endorsement such as actors, actresses, entertainers and athletes as one of major advertising strategies is commonly

used for promotional activities. A celebrity is a person who has a salient profile and owns a substantial degree of public fascination and influence in daily media (Asad, Hayat, & Mehmood, 2013). It is affirmed by (Muda, Musa, & Putit, 2012) that celebrity can help advertisement stand out from the surrounding media clutter by cutting off excess clutter in the communication process thus the communicative capability is improved.

However, there are also several potential risks involved of using celebrity endorsement. Celebrity endorsement can inflict high risk and 'no gain' situations such as the 'scandals' surroundings celebrities like Michael Jackson, Kate Moss, Britney Spears, Paris Hilton due to the limited control over the celebrity's persona by the company (Roozen & Claeys, 2010) and also celebrity's future behavior (Till & Shimp, 1998). It is also stated by Till & Shimp (1998) that any negative information which is produced by the celebrity's private actions will negatively affect the company, perception of consumers about the celebrity and also the endorsed brand. Moreover, empirical studies have found that the existence of celebrity can attract consumers to watch the advertisement but consumers will fail to notice the brand which being promoted because they focus on the celebrity (Erdogan, 1999).

Consequently, the trend of using non-celebrity advertising is growing due to the negative effect of celebrity endorsement which could damage the brand image (Saeed, Naseer, Haider, & Naz, 2014). According to (Prieler, Kohlbacher, Hagiwara, & Arima, 2010), non-celebrities persons are used in the advertisement in order to keep away the negative effect of celebrity endorsement. Non-celebrity is an individual who isn't well-known, chosen by company based on the demographics of existing target market (Rodriguez, 2008). As an alternative, companies can create their own endorsers i.e. a created spokesperson using not so well-known individuals in order to give a chance for high degree of control (Roozen & Claeys, 2010) cost advantage and also possibility to have a better fit between the product and endorsers (Erdogan, 1999); (Tom, et al., 1992).

Numerous researches have proved empirically the effectiveness and the positive influence of the endorsement by the celebrities in advertising, specifically on endorser's credibility, message reminder, announcements approval and purchase intention (Menon, 2001); (Pornpitakpan, 2003); (Pringle & Binet, 2005); (Roy, 2006). Besides the fact of their potential advantages, using celebrity endorsement can cause several potential risks as mentioned above. All of those arguments lead us to notice that the use of non-celebrity can be also another option which should be considered seriously. Choosing the right endorser is both a crucial and risky decision, thus it is needless to argue that effectiveness of both celebrity and non-celebrity endorsement is well worth to be further analyzed.

However, the previous studies regarding the impact of celebrity and non-celebrity endorsement have been conducted in different countries and consumer groups. The studies in Indonesia about that topic are still limited, thus this research may generate different result from the earlier study which can be considered for advertisers for further improvement. The credibility of endorsers were considered as an important factor which might impact consumer's purchase intention and attitudes toward advertising Therefore, this research aims

to find out the impact of credibility dimensions of celebrity and non-celebrity endorser – attractiveness, trustworthiness, and expertise on attitude towards advertisement, attitude towards brands, and also purchase intention of Indonesian consumers, particularly city of Bandung and Jakarta. Moreover, the result of this research can reveal which attributes of celebrity and non-celebrity that most influence the attitude toward advertisement, brands, and also purchase intention that will provide strategic advantage about selecting the right endorsers.

LITERATURE REVIEW

Endorsements as Part of Advertising Strategy

Endorsements are used to grab attention to the product since the endorsers can transfer its characteristics onto the product and if the target consumers like or aspire to have the endorser's characteristics, they would like to purchase the product of service (Byrne, Whitehead, & Breen, 2003). When choosing an endorser, advertisers can either choose a celebrity or created spokesperson (Tom, et al., 1992). According to (van der Waldt, van Loggerenberg, & Wehmeyer, 2009), there are two kinds of created spokesperson; either real (unknown) people acting out or animated / imaginary roles. In this study, the real people is considered as the created endorsers and called as non-celebrity endorsers.

Celebrity Endorsement

According to McCracken (1989), "A celebrity endorser is a person who enjoys the public recognition and who uses this recognition in the name of goods while appearing with this one in advertising". Celebrities are frequently used by companies because they can easily escalate the brands of the company as well as save resources in building credibility by transferring their values to the brand (Byrne, Whitehead, & Breen, 2003). Other than that, due to the attractive and pleasant qualities of celebrity, consumers will associate the brand with their favorite celebrity that make the advertising more effective (Atkin & Block, 1983). It is stated by (Dyer, 1986), that celebrity is one of the most effective tools to gain consumer's attention and get him or her to interpret the appropriate message in a limited amount of time and space.

Non-Celebrity Endorsement

"A non-celebrity is a person who, prior to placement in the campaign, has no public notoriety but appears in an advertisement for the product" (Menon, 2001). Non-celebrity endorsers as unknown person will consequently intensify the focus on the product or brand endorsed rather than on the endorsers themselves because they are usually more representative for the targeted market compared to the celebrity endorsers (Brett, Wentzel, & Tomczak, 2008). The non-celebrity credibility became the main asset in order to increase advertising effectiveness and also leads more positive attitudes than celebrity (Gaied & Rached, 2010)

The Source Credibility Model

In the literature, two general models are often used to analyze celebrity endorsement: the source credibility model and the source attractiveness model. The Source Credibility Model was found by Hovland et. al (1953) while The Source Attractiveness Model was proposed by McGuire (1985) which mainly based on four dimensions, namely “familiarity”, “likability”, “similarity”, and “attractiveness”. A source is a person or an organization disseminating a message (Gaided & Rached, 2010). According to Hovland et al (1953), the Source Credibility Model fundamentally states that the effectiveness of a message depends on perceived level of expertise and trustworthiness of an endorser or the source. Therefore, two fundamental dimensions of source credibility are expertise and trustworthiness. Besides those two dimensions, it is stated that attractiveness of the source is also accepted as a dimension of credibility (Ohanian, 1990). The source familiarity, likability and similarity were not used in this research. Hence, there are three dimensions of source credibility: ‘Attractiveness’, ‘Trustworthiness’ and ‘Expertise’ which described as follow:

Attractiveness

Attractiveness is the stereotype of positive associations to a person and not only involves physical attractiveness but also the other characteristics such as personality and athletic ability (Erdogan, 1999). When consumers feel that there is something in common between them and the endorser, they will find the endorsers as attractive. Attractive endorsers are more successful in changing beliefs (Ohanian, 1990). Perceived attractive endorsers are more likely to lead to the purchase intention (van der Walddt, van Loggerenberg, & Wehmeyer, 2009). The attractive characters in the advertisement induce a more favorable attitude towards the advertising and a high purchasing intentions (Petroshius & Crocker, 1989).

Trustworthiness

Trustworthiness is “the honesty, integrity, and believability of an endorser” (Erdogan et al, 2001). Trustworthiness refers to level of confidence that consumers have regarding the validity of assertions communicated by the endorser (Ohanian, 1990). It becomes important to choose the endorsers with high level of trustworthiness, honesty, and affinity which would further enhance the advertisement (Shimp, 2003). Celebrity are perceived to be more expert and trustworthy than non-celebrity. However, it was stated that attractiveness and trustworthiness of celebrity are not related to the purchase (Ohanian, 1990). On the other side, Pornpitakpan (2003) stated that all of three credibility dimensions were positively related to the purchase intention.

Expertise

Expertise refers to the degree to which the endorser is perceived to have the adequate knowledge, experience or skills to promote the product (van der Walddt, van Loggerenberg, & Wehmeyer, 2009). It’s not important whether the endorser own an expertise or not as long

as consumers perceived it to be so (Erdogan, 1999). According to Ohanian (1990), expertise was significantly related to purchase and the best assessment of the endorser's expertise level is the knowledge about product. If the endorser has more knowledge about the product, it will lead to positive attitude toward the brand (Chan et al, 2013). Celebrities are perceived to have more expertise than the created spokesperson (van der Waldt, van Loggerenberg, & Wehmeyer, 2009).

Attitude towards Advertisement (AAD)

It was found that endorser credibility has an impact on the Attitude towards Advertisement (AAD) (Lafferty & Newel, 2000). Therefore, the AAD would be one of the dependent variables in this study. Attitude towards Advertisement (AAD) refers to the behavior of the audience towards the advertising (Bauer & Greyser, 1968) which can be represented through consumer's favorable or unfavorable reaction towards a particular advertisement (Mackenzie and Lutz, 1989). The cognitive ability towards the advertising of consumer would be reflected in their thoughts and feelings which subsequently will influence their attitude towards advertising. Hence, the consumers' attitude toward advertising became one of the influential indicator for measuring advertising effectiveness (Mehta, 2000); (Mackenzie and Lutz, 1989).

Attitude towards Brand (AAB)

Attitude towards brand (AAB) is defined as an "individual's internal evaluation of the brand." (Mitchell & Olson, 1981). Attitude toward brand is a predisposition to responds in a favorable or unfavorable way to a particular brand after the individual has been shown the advertising stimulus (Phelps & Hoy, 1996). The earlier studies stated that AAD and AAB are not considered as one variable since they are different from each other and had been used as separated variables (e.g. (Goldsmith & Newell, 2000)).

Purchase Intention

Purchase intention would be one of dependent variables since it is claimed by (O'Mahony & Meenaghan, 1998) that endorsers' credibility had the greatest impact on the purchase intention. Purchase intention is personal behavioral tendency to a particular product or brand (Bagozzi & Burnkrant, 1979) and the probability a customer will purchase a particular product (Fishbein & Ajzen, 1975); (Dodds, Monroe, & Grewal, 1991) (Schiffman & Kanul, 2000). Intentions are different with attitudes. TV commercials, newspaper or magazine advertisings can be used to push the exposure rate of a product and the brand attitude and knowledge of consumers in order to increase the purchase intention (Miciak & Shanklin, 1994).

Theoretical Framework and Research Hypothesis

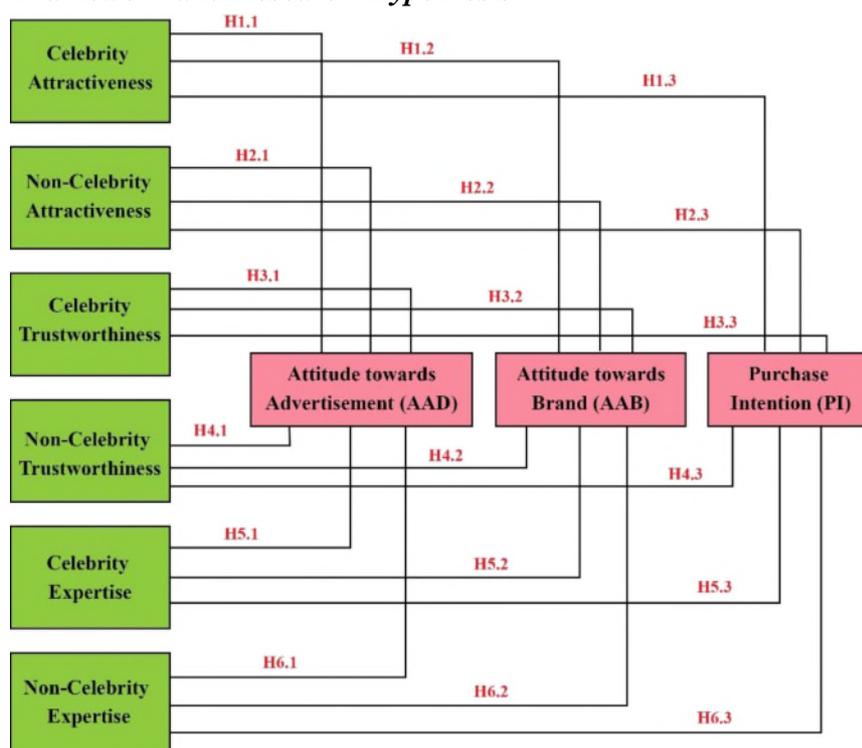


Figure 1 Theoretical Framework

Based on the literature review and the research objectives, the research hypotheses are constructed as follows:

H1: Celebrity Attractiveness has a significant impact on:

H1.1 the attitude toward advertising

H1.2 the attitude toward brand

H1.3 purchase intention

H2: Celebrity Trustworthiness has a significant impact on:

H2.1 the attitude toward advertising

H2.2 the attitude toward brand

H2.3 purchase intention

H3: Celebrity Expertise has a significant impact on:

H3.1 the attitude toward advertising

H3.2 the attitude toward brand

H3.3 purchase intention

H4: Non-Celebrity Attractiveness has a significant impact on:

H4.1 the attitude toward advertising

H4.2 the attitude toward brand

H4.3 purchase intention

H5: Non-Celebrity Trustworthiness has a significant impact on:

H5.1 the attitude toward advertising

H5.2 the attitude toward brand

H5.3 purchase intention

H6: Non-Celebrity Expertise has a significant impact on:

H6.1 the attitude toward advertising

H6.2 the attitude toward brand

H6.3 purchase intention

METHODOLOGY

Sampling

This research applied non-probability sampling which is purposive sampling method. According to purposive sampling method, the criteria of respondents should be women aged 16-30 years old who live in Bandung or Jakarta. In determining the sample size for this research, the researcher refers to Sekaran (2003) that stated if the population of the study exceeds a million with the level of confidence 95% and margin error of 5%, sample of 384 respondents would be enough to represent the population. Hence, 384 women were targeted as the respondent for this research.

Data collection

Data is collected from both primary and secondary sources. Primary data was collected using quantitative method by distributing self-administered online questionnaire to the targeted respondents during July 2016. Pilot study was conducted to 30 people for the evaluation of questionnaire and also further improvement before the questionnaire was fully distributed. Meanwhile, secondary data was obtained through journals, textbooks, and also online resources which can be used to develop the hypothesis.

Questionnaire Design

Before filling out the survey, respondents were exposed to two pieces of advertisements. The videos of both advertisements were featured in the second section of questionnaire and the respondents were asked to watch the videos since the entire questions would be refer to those videos. In addition, some scenes in both videos were also presented in form of picture in every section of questionnaire so that the respondents would able to keep those advertisements in their mind while filling out the questions. Pantene' shampoo advertisement which employed celebrity endorser was selected. The other selected advertisement was a testimonial advertising of 'Dove' shampoo which featured three 'regular' women as non-celebrity endorsers. Both type of endorsers played a different role in conveying the messages in those advertisement although both of them were jointly

explaining the benefits and their experiences of using the product. Raline Shah in 'Pantene' advertisement act as celebrity endorser as well as brand ambassador of Pantene while the 'regular' women in 'Dove' advertisement act as typical ordinary user.

In terms of advertised products, the researcher decided to opt similar type of product which is hair fall shampoo. The researcher wished to eliminate any possible effect of brand familiarity and brand loyalty that might have been existed and varied in the mind of respondents. Hence, the researcher decided to choose shampoo product category which included in Fast Moving Consumer Goods (FMCG) that generally requires low level of involvement. According to Petty et al (1983), a person will not expend the effort or engage in any extensive thought to think about the product-relevant arguments in the advertisement, but may instead focus on the attractiveness, credibility, or prestige of the product's endorser (peripheral route) when considering low involvement product.

The factor such as brand familiarity, brand loyalty and price of both advertisement were assumed to be equal. In the beginning of the questionnaire, it has been also emphasized that for the importance of the research the respondent was asked to put herself as an individual who has never watched both presented advertisements and never recognized about both brands in the advertisements. The price of both products in the advertisements are assumed to be equal.

Measurement Instrument

The questionnaire of this study used Multiple Choice scale for the first section which measured the demographic variable as much as five items while the rest of the sections used a seven-point Likert scale ranging from 1: "Strongly Disagree" to 7: "Strongly Agree". In this study, in order measure endorser's credibility, Ohanian's (1990) scale was used for both celebrity and non-celebrity endorsers since Ohanian (1990) stated that the scale can be applied beyond the use of celebrity spokespersons. It can be applied effectively in choosing the most appropriate 'average consumer' as a spokesperson. Therefore, the dimensions of source credibility were measured using six sub-variables, namely celebrity attractiveness, non-celebrity attractiveness, celebrity trustworthiness, non-celebrity trustworthiness, celebrity expertise, and non-celebrity expertise as the independent variables. Attitude towards Advertisement (AAD) would be measured using four sub-variables adapted from the previous research of Ling, Piew & Chai (2010) while Attitude towards Brand (AAB) was measured using the scale of Mackenzie & Lutz (1989) which consists of three pairs of descriptive words. The last dependent variable, namely Purchase Intention (PI) would be evaluated using the scale of Batra & Ray (1986).

RESULTS

Demographic Profile of Respondents

The table 1 indicates that the respondents aged of 21-25 years old dominated with the percentage of 71.9%. Other than that, majority of respondents were found to reside in Bandung with the percentage of 82.6%. In terms of education background, it can be seen

that Diploma Degree with the percentage of 70.3% has the highest frequency among the other education level. These results are in consequence of the survey distribution which mainly distributed among high school and college students in Bandung in order to support young population who have been claimed to be heavily influenced by celebrity endorsers (Bush, Martin and Bush, 2004; Stanton, Currie, Oei, and Silva, 1996; Atkins and Block, 1983).

Table 1. Demographic Profile of Respondents

	Classification	Frequency (n)	Percentage (%)
Age	16-20	99	25.8
	21-25	276	71.9
	26-30	9	2.3
City of Residence	Bandung	317	82.6
	Jakarta	67	17.4
Education Background	Middle School	56	14.6
	High School	43	11.2
	Diploma Degree	270	70.3
	Bachelor Degree	8	2.1
	Master Degree	7	1.8

Validity and Reliability Test

All indicators for each variable were tested for its validity and reliability. Researcher used Kaiser-Meyer-Olkin (KMO) score and factor loading to test its validity of each indicator. The factor loading of each item of indicator must be above 0.5 and KMO score of each variable should be ≥ 0.5 to be regarded as valid. Meanwhile, in order to test the reliability of each variable, the Cronbach's Alpha test is used where the result should be more than 0.6 to be regarded as reliable. The validity and reliability test of endorser's credibility showed that all of the constructs within that variable were qualified to be included for the regression test since the factor loading of each construct is higher than 0.5 and the score of KMO reached 0,904. For the reliability test, Endorser's Credibility variable was considered as reliable as the Cronbach's Alpha score was 0.932.

The variable of Attitude toward Advertisement also managed to result KMO score at 0.818 and its entire factor loading was also found above 0.5. These results indicate that each construct within that variable supported the variable as on component and can be further examined. In terms of its reliability, Attitude toward Advertisement passed the reliability test since the Cronbach's Alpha was 0.911. Other than that, Attitude toward Brand and Purchase Intention were also considered as valid since their KMO score are 0.754 and 0.5, respectively and their entire factor loading exceeded 0.5. The Cronbach's Alpha score of both variables exceeded 0.6 with the score for Attitude toward Brand was 0.870 and the

score for Purchase Intention was 0.895. To sum up, it can be concluded that the entire variables passed the validity and reliability test and can be further analyzed.

Relationship between Independent Variables and Dependent Variables

The hypothesis which were presented in the theoretical framework would be tested using multilinear regression. Regression is used to analyze the influence factors have to other variables. According to the framework, there are six regression models which will be analyzed. The hypothesis testing would be conducted on each model through classical assumption test and then followed by multiple linear regression. Classical assumption test was performed on each regression model in order to determine the validity of the regression. The classical assumption test consist of several tests, namely normality test using Kolmogorov-Smirnov Lilliefors correction; multicollinearity test using Variance Inflation Factor (VIF) and tolerance value and heteroscedasticity test using Spearman's rank correlation. According to the result, it can be concluded that the data of entire models have passed all the classical assumption test and can be further analyzed using multiple linear regression.

Table 2 Relationship between Independent Variables to Dependent Variable of Model 1 and Model 2

Model	Dependent Variable	Independent Variable	ANOVA		Coefficient			Hypothesis
			F	Sig.	Beta	Sig.	R ²	
1 st	Attitude towards Advertisement (AAD)	Celebrity Attractiveness	123.137	0.000	0.404	0.002**	0.493	H1.1
		Celebrity Trustworthiness			0.986	0.000***		H2.1
		Celebrity Expertise			0.489	0.000***		H3.1
2 nd	Attitude towards Advertisement (AAD)	Non-Celebrity Attractiveness	113.860	0.000	-0.070	0.529	0.473	H4.1
		Non-Celebrity Trustworthiness			1.145	0.000***		H5.1
		Non-Celebrity Expertise			0.640	0.000***		H6.1

Table 2 indicates that based on the significance level table, it can be seen that the entire independent variables of both models strongly influence (***) the dependent variable although Celebrity Attractiveness was found to have lower significance level (*) compared to the other variables. However, Non-Celebrity Attractiveness showed its significance level of 0.529 which indicates that Non-Celebrity Attractiveness has no significant influence on Attitude towards Advertisement. The negative beta coefficient of Non-Celebrity Attractiveness indicates that every increase of Non-Celebrity Attractiveness value and the other two variables are remained constant will decrease the Attitude toward Advertisement as much as 0.070 but not significantly, since its significance level was higher than 0.05.

Other than that, Non-Celebrity Trustworthiness has the biggest influence on Attitude toward Advertisement ($\beta=1.145$, $p=0.000$) and followed by Celebrity Trustworthiness ($\beta =0.986$, $p=0.000$). Those results above are contrary with the previous research of Bhatt, Jayswal, and Patel (2013) concluded that trustworthiness and expertise of celebrity endorser have no significant impact on Attitude toward Advertisement while attractiveness was found to significantly influence.

Table 3 Relationship between Independent Variables to Dependent Variable of Model 3 and Model 4

Model	Dependent Variable	Independent Variable	ANOVA		Coefficient			Hypothesis
			F	Sig.	Beta	Sig.	R ²	
3 rd	Attitude towards Brand (AAB)	Celebrity Attractiveness	75.682	0.000	0.386	0.000***	0.374	H1.2
		Celebrity Trustworthiness			0.278	0.000***		H2.2
		Celebrity Expertise			0.212	0.001**		H3.2
4 th	Attitude towards Brand (AAB)	Non-Celebrity Attractiveness	72.788	0.000	-0.016	0.790	0.365	H4.2
		Non-Celebrity Trustworthiness			0.516	0.000***		H5.2
		Non-Celebrity Expertise			0.218	0.001**		H6.2

Table 3 presents the result of multiple linear regression performed on the Model 3 and Model 4. All dimensions of both endorsers credibility in Model 3 and Model 4 have a strong impact (***) on Attitude toward Brand except for the Non-Celebrity Attractiveness which is found to have significance level above 0.05. Hence, it can be stated that Non-Celebrity Attractiveness has no significant impact on Attitude toward Brand which rejected the hypothesis H4.2. Meanwhile, Celebrity Expertise and also Non-Celebrity Expertise are perceived to have a lower significant impact (**) on Attitude toward Brand compared to the other variables in both models. Looking at the beta scores table, it can be seen that Non-Celebrity Trustworthiness is the most influential variable on Attitude toward Brand ($\beta=0.516$, $p=0.000$) and followed by Celebrity Attractiveness ($\beta=0.386$, $p=0.000$). This finding is conflicting with the previous research of Bhatt, Jayswal, and Patel (2013) celebrity endorser respectively while attractiveness was not playing any significant role. It can be summarized that H1.2, H2.2, H3.2, H5.2 and H6.2 are confirmed.

Based on table 4, it can be seen that only Celebrity Trustworthiness and Non-Celebrity Trustworthiness which were found to have strong influence (***) towards Purchase Intention while Celebrity Attractiveness has a lower significant value ($p=0.017$ (*)). Sertoglu, Catli, Korkmaz (2014) argued that perceived attractiveness, trustworthiness, expertise of both celebrity endorser and created spokesperson significantly influence the purchase intention. However, the finding obtained from Model 5 and Model 6 presented a different result. It was found that Celebrity Expertise, Non-Celebrity

Attractiveness, and Non-Celebrity Expertise generated a significant value above 0.05 which indicates that these three independent variables have no significant impact on Purchase Intention. Instead, these results are in line with the findings of Gupta, Kishore, Verma (2015) which claimed that attractiveness and trustworthiness of a celebrity endorser have a significant impact on consumer purchase intention while expertise of celebrity endorser does not impact significantly. In terms of beta coefficient, it can be concluded that Non-Celebrity Trustworthiness is the most influential variable toward Purchase Intention ($\beta=0.177$, $p=0.000$) followed by Celebrity Trustworthiness ($\beta=0.176$, $p=0.000$). This also proves Gupta(200)' s finding that trustworthiness of celebrity endorser should be the most crucial factor in making a choice of celebrity endorsers followed by attractiveness and expertise. Summing up the analysis above, the hypothesis H1.3, H2.3 and H5.3 are supported whereas hypothesis H3.3, H4.3, and H6.3 are rejected.

Table 4 Relationship between Independent Variables to Dependent Variable of Model 4 and Model 6

Model	Dependent Variable	Independent Variable	ANOVA		Coefficient			Hypothesis
			F	Sig.	Beta	Sig.	R ²	
5 th	Purchase Intention	Celebrity Attractiveness	48.556	0.000	0.077	0.017*	0.277	H1.3
		Celebrity Trustworthiness			0.176	0.000***		H2.3
		Celebrity Expertise			0.026	0.375		H3.3
6 th	Purchase Intention	Non-Celebrity Attractiveness	34.430	0.000	-0.009	0.760	0.214	H4.3
		Non-Celebrity Trustworthiness			0.177	0.000***		H5.3
		Non-Celebrity Expertise			0.051	0.103		H6.3

DISCUSSION AND CONCLUSION

Based on the result above, it can be concluded that almost all dimensions of celebrity and non-celebrity endorser credibility have a positive significant impact on the Attitude toward Advertisement, Attitude toward Brand and Purchase Intention. It was found that Non-Celebrity Attractiveness does not significantly influence ($p>0.05$) the entire dependent variables. In terms of beta coefficient, the entire beta coefficient of Non-Celebrity Attractiveness were found to be negative. It indicates that the relationship between Non-Celebrity Attractiveness and all dependent variables are inversely related which means every increase of attractiveness of non-celebrity will reduce the impact towards the dependent variables. Therefore, this study resulted a very important point to be notice that it is unnecessary for advertisers to consider the attractiveness of non-celebrity in the endorser since it will not significantly impact the advertising effectiveness. Moreover, endorser who perceived to be more attractive might lead consumers fail to notice the brand being promoted because they tend to be more focus on the endorser.

The results also shows that Celebrity Expertise and Non-Celebrity Expertise do not have any significant impact towards Purchase Intention which are contrary with the findings from previous research of Sertoglu, Catli, Korkmaz (2014) stated that perceived attractiveness, trustworthiness, expertise of created spokesperson can influence the intention to purchase in a significantly positive way and findings from Ohanian (1991) which concluded that expertise of celebrity spokesperson was found to have significant impact on purchase intention. Moreover, based on the descriptive analysis on this study, it can be stated that larger group of respondents believed that non-celebrity endorsers were perceived to be more trustworthy in conveying statement in ads compared to celebrity endorser. This is in line with the literature regarding the potential overexposure effect of celebrity endorser. It was claimed by Solomon et al (2002) that overexposure may induce a general perception of consumers that celebrities endorse many brands only for the motive of money. Hence, the result that Non-Celebrity Trustworthiness is found to have biggest influence on Attitude toward Advertisement, Attitude toward Brand, and Purchase Intention are plausible. This can be another major finding which can be considered by advertisers. Meanwhile in terms of type of endorser, celebrity endorser is perceived to be trustworthy in generating Attitude toward Advertisement and Purchase Intention while the attractiveness of celebrity endorser has a more significant impact on Attitude toward Brand.

Limitations of the Study and Directions for Future Research

There are some certain limitations in this study which may provide direction for future research. Some of the key areas for future research are describes as follow:

1. The data obtained was limited to women aged 16-30 years old who live in Bandung and Jakarta, Indonesia. A study may be conducted in another city or country with another group age in order to gain more comprehensive view of consumer perception.
2. This research is limited to certain advertisement and product. Future research may investigate the impact of celebrity and non-celebrity endorser credibility with varying level of advertisement and product.
3. Future research may develop this study by evaluating the relationship between Attitude toward Advertisement, Attitude toward Brand, and also Purchase Intention which are not discussed in this study.

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