

Physical Attractiveness of Celebrity Endorser Effect on Consumers' Attitude Towards Online Advertisement

Darel Nicol Luna Anak Agam

University Putra Malaysia, Jalan Upm, 43400 Serdang, Selangor Malaysia

ABSTRACT

Nowadays most of the companies will market their advertisement via online which is the perfect way to promote their products or services. Most of the online tools can be used for free and easy to be access by everyone around the globe. Social media has been widely used by all the generations especially celebrity who use it to communicate and interact with the brands that they endorse (Jatto, 2014). In addition to that, celebrity endorser is part of the promotion tools for all type of products and services. Most of the celebrity endorsers will fully utilize their social media applications such as Instagram to advertise and promote their products. Apart from that, this celebrity endorser which chose the platform of online on their social media can choose either to post it via photos or 60 seconds video. However, according to previous study by Md. Said and Wan Napi, were focused specifically on online advertisement and one particular factor that give an effect on consumers' attitude towards on online advertisement which is physical attractiveness. Physical attractiveness is very important for social media celebrity endorser because this is one of the factors that really make the customers or potential customers to gain the interest about the product that this celebrity endorser advertises in their social media. Therefore, previous researcher used a quantitative approach which can see the effects of celebrity's physical attractiveness via online advertisement. This previous study employed the survey method through 325 questionnaires which distributed in Putrajaya, Malaysia to gather all the information from the participants which all the respondents were asked to evaluate their answer based on the advertisement which in the form of seven point Likert scale. The results found that celebrity endorser has higher influence on consumers' attitude towards advertisement for consumer products (Md. Said & Wan Napi, 2015).

Keywords: Celebrity Endorsement, Instagram, Advertisement

INTRODUCTION

In this era of globalization most of the companies decided to use celebrities in advertisement to promote products and brands via online advertisement (Md. Said & Wan Napi, 2015). Apparently online advertisement can be access by everyone around the globe. Celebrities are the personalities that are known by random public because of their attractiveness (Zipporah, 2014). Categories of celebrities are actors, actress, socialite, sports athlete and television personalities. In addition to that, the expose popularity of those selected celebrity endorsement can be attributed to the ability to grab attention from the customer (Zipporah, 2014).

Physical attractiveness for celebrity endorser can be categorize as the weight, height and the beauty of the face which is often judge by public that relate to physical attractiveness of the celebrity endorser (Bardia, 2013). Although physical appearance is major important in both gender, beauty is generally defined as the most important contribution in feminine attribute and according to Ivy & Backlund, 2004 which related with celebrity appearance is seen as part of the feminine personalities (V & Maran, 2012).

In this era of pop culture, apparently the viewers or potential customer focus more on women's appearance which consist the beauty and body features of the celebrity endorser and less on the product. In addition to that, they give emphasis to the physical attractiveness of woman (V & Maran, 2012). Good looking celebrity endorser apparently works on representing the products because attractive people sell more products (Brumbaugh, 1993).

LITERATURE REVIEW

Physical attractiveness can be categorized as through the weight, height and facial beauty of a person is the first thing which judged first other people that relate to physical attractiveness of the endorser (Bardia et al., 2011). This impression of physical attractiveness creates the perception of credibility on the endorser and positive stereotype on such people (Ohanian, 1990). Earlier studies have found that attractive people are more successful in changing beliefs compared to the unattractive people (Ohanian, 1991).

Advertisers believe that “beauty sells” and fully utilized attractive celebrity endorsers, spokespeople, and models in their advertisements (Md. Said & Wan Napi, 2015). In addition to that, with a good physical attractiveness it can arouse or persuade the potential customer to become the customer for the product. Apparently customer need to see the existing sample so that this can be a sample goals in their mind whereby if they use this product they know that the outcome of using the product. Therefore, having attractive physical appearances is the key sells of the product.

There is one empirical studies related to this issue which show that physical attractiveness of a celebrity endorser shown in an advertisement and this increases advertiser believability willingness to purchase direct mail response rate attitude towards the product and actual purchase (V & Maran, 2012).

It is very rare to see an unattractive celebrity featured on any advertisement (V & Maran, 2012). As a result, attractive physical really shows that in an online advertisement is shown to increase the effectiveness of the advertisement. Therefore, it seems that for every significant result supporting physical attractiveness as affecting attitude towards a brand or product, another study fails to show the effect.

However, for each piece of evidence in support of the effect of physical attractiveness on attitude towards the ad or other measures of advertising effectiveness, there seem to exist several that fail to uphold the hypothesis (Tantisenepong, 2012). Eventually the differential levels of physical attractiveness offered by celebrities Tom Selleck and Telly Savalas affect advertiser and spokesperson believability and spokesperson credibility, the difference in physical attractiveness does not affect arguably more important indicators of advertising effectiveness: attitude towards the brand, credibility of the advertisement, and purchase intention.

While some studies fail to prove that main effects of physical attractiveness on advertising effectiveness measures which somehow the significant physical attractiveness is by gender of subject interaction effects (Md. Said & Wan Napi, 2015). Based on research by Debevec and Kernan (1984), they trial and error on research that can show the impact of the gender of target by gender of speaker interaction as well as model attractiveness on the effectiveness of a slide presentation soliciting support for a levy raising funds for the Cincinnati Zoo. Apparently based on this research, it shows that audience put more attention on attractive physical male model.

The important of physical attractiveness can influence the perception of credibility on the endorser and positive view (Ohanian, 1990). Previous research shows attractive people are more successful in changing perception compared to the unattractive people (Ohanian, 1990). Endorser’s attractiveness could also significantly enhance the brand perception image (Tantisenepong, 2012) Consumers see the endorser as attractive when they feel there is something in common between them and the endorser (Tantisenepong, 2012). Therefore, using a celebrity as the endorser, the advertisement seem to be more effective and at the same time enhancing the attractiveness of the celebrity (Bardia, 2013).

If the physical attractiveness of the endorser is related with the product that is being endorsed, consumers tend to develop a positive attitude toward product and the advertisement evaluation (Zipporah, 2014). According to survey conducted by Jatto, in persuading people, he found that attractive communicator is able to gain more attention compare to unattractive communicator.

RESEARCH METHOD

The instrument used in this previous study was the closed-ended questionnaire with two different print advertisements by a celebrity endorser and another by a non-celebrity endorser for the similar product category of consumer products.

The consumer products printed advertisements that this previous researcher used are:

- (i) Fabric softener
- (ii) Milk
- (iii) Chocolate wafer.

The questionnaire divided into three main sections. The first part of the questionnaire is regarding the general demographic questions such as gender, status, age, education and income. The second part of the questionnaire comprised questions on the physical attractiveness (5 items), trustworthiness (5 items), expertise (4 items) and product-brand congruency (5 items). The third part of the questionnaire covered questions on the attitude of consumers toward advertisement (5 items). Items in the second and third part were designed on a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

The collection of primary data was carried out using the self-administered questionnaire through the survey method through the convenience sampling to the public in Federal Territory Putrajaya. For this research all 325 questionnaire was found usable for analysis.

The questionnaires emphasize on the physical attractiveness and covered questions on the attitude of consumers toward advertisement.

FINDINGS

The first section of this paper shows the findings on physical attractiveness in advertising. Sections two and three discuss on personality which inferences based on physical appearance and how advertising might be affected by such inferences. Section four proposes five hypotheses about the effects of physical attractiveness and personality inferences on attitude towards three consumer product printed advertisement.

The results show that physical attractiveness is positively related to attitude towards advertisement (Md. Said & Wan Napi, 2015). Advertisement using a celebrity with attractive physical which the correlation is 0.638 to endorse the product has higher influence towards the attitude towards advertisement (Md. Said & Wan Napi, 2015). For this previous research findings, it really shows that the attractiveness of the celebrity endorse really gives an impact on customer reaction on the advertisement. In addition to that, physical attractiveness here required the celebrity to look presentable, good looking and such in a manner ways to look beautiful or handsome. This previous research finding really shows that advertisement should be presentable to gain the attention from potential customer and transform them to an actual customer.

According to Md.Said and Wan Napi, the appearance of the celebrity is important. One of the examples was the congruency between sports equipment and a famous athlete (Md. Said & Wan Napi, 2015). If the product and celebrity is highly congruent it may create a high level of believability among the consumers (Md. Said & Wan Napi, 2015). Apparently from this previous research finding, the higher the status of the celebrity the higher the chances of the advertisement will get the attention from public. In addition to that, most of the companies will go for A list celebrities such as top celebrities in different industries. For example, for Pepsi brand they decided to use David Beckham which is the most popular celebrity athletes in the world and for the world brand antivirus Kapersky, this company decided to use Jackie Chan which is a well-known action actor from China and making his name in Hollywood.

THEORETICAL AND PRACTITIONER IMPLICATIONS

Gap

There is a new term for online celebrity endorser which is Social Media Influencer. Social media influencer is the person who has the status of online celebrity based on the followers or the viewers that are following or subscribe their social media (Maslow, 2016).

Using social media influencers to promote the brands and used social media influencer inside their marketing plan is the practice of building relationships with public who can help to expose the brands by using the social media influencer. This social media influencer can reach the audience in small or large numbers through their blogs and social networks. Is there any difference between Social Media Influencer with Celebrity Endorser?

Based on the previous research findings, it really stated that celebrity endorser via online really effective if they have this one attractive personalities and appearances. They need to look presentable to put on certain expectation inside customer mind. The decision of choosing the right celebrity endorser should be alias with the characteristic of the brand or product that they endorse.

Apart from that advertisers also need to be very particular of the personality inferences people make immediate response which in addition to those personality inferences that advertisers want to induce (Zipporah, 2014). According to research by Harrison, Juric and Comwell, they decided to put personality as a mediator for physical attractiveness shows that there is no main effect for physical attractiveness. Therefore this is unexpected result. Apart from that, this research done in the year 2001 and apparently to an online journal article by Maslow, mentioned that any endorser via online, physical attractiveness is very important.

In conjunction to that fact, a previous research by Caballeron and Solomon, their finding mentioned that less attractive model was more effective in selling facial tissues than a more attractive model might not be just because the less attractive model was more noticed. Perhaps the result might be explained in terms of personality. Therefore, personality is another issue here. This explained why researcher of Comwell inserted personalities as mediator for his physical attractiveness mediator. As a result, according to the findings, there is no such related.

Physical attractiveness can also related with extraversion and kindness, for example, which caused public to like the advertisement and the celebrity endorser. However, kindness may not have been an appropriate trait for an endorser of computers or luxury cars (Kamins 1990), thereby reducing any positive effect due to the sheer aesthetic vision offered by the source.

LIMITATIONS

A final limitation of this study was the lacks of detailed information on respondents 'who are not actively for online social media. The limitation of data occur when the researcher need to know the exact statistic data for their research. Especially on the user of internet social media, the statistic needs to be exact so that we can get the exact population for the sample size.

Apart from that, to approach the celebrities is not easy. There are few protocols need to be done and much explanation to justify on decision to access their social media for this research purpose. Apparently a good reputation with a strong public relation skill with celebrities is very important to able for the researcher to access celebrities' social media for the purpose of this research.

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