

CHAPTER TWO

REVIEW OF LITERATURE

This chapter reviews the literature in two main areas: (1) Related theories and (2) Relevant research.

2.1 RELATED THEORIES

2.1.1 The concept of celebrity and non-celebrity

Celebrity

Celebrity can be defined as a person whose name is attention-getting and interest-riveting and has profit-generating value. The celebrities' likeability is what marketing professionals are concerned about because a large number of customers are liable to be influenced in their purchasing decision by their familiarity with the celebrity's image (Rein, Kotler, & Stoller, 1997).

That is, some people use celebrities as role models and guides, especially in the area of personal appearance. As these celebrities change their personal appearance such as hairstyle, clothing, and make-up, they are in a sense that consumers can relate, aspire, and imitate. When consumers identify themselves with celebrities' personal appearance, they may imagine an enhanced fantasy reflection of themselves in the media and imitate what the celebrities have done to make the most of their appearance in their own case (Pringle, 2004).

Thus, advertisers spend enormous sums of money to hire celebrities, particularly movie stars, TV personalities, popular entertainers, and athletes, to endorse their products, with the expectation that consumers will react positively to those products.

Pringle (2004) also pointed out that a firm deciding to employ a celebrity to promote its product or service has the choice of using a celebrity in several roles: a testimonial, an endorsement, an actor, and a spokesperson as shown in Table 2.1.

Table 2.1
Types of Celebrity Appeals in Advertisement

Types	Definition
Testimonial	Based on personal usage, a celebrity attests to the quality of the product or service.
Endorsement	Celebrity lends his or her name and appears on behalf of a product or service with which he or she may or may not be an expert.
Actor	Celebrity presents a product or service as part of character endorsement.
Spokesperson	Celebrity represents the brand or company over an extended period of time.

Non-celebrity

Apart from celebrities, Schiffman and Kanuk (2007) stated that other major types of reference group appeals in advertising and marketing usage are expert appeals, common-man appeals, and executive and employee appeals. These appeals are often operated in the form of testimonials and endorsements as follows:

The expert

Due to his or her occupation, special training, or experience, the expert is used to convince consumers of the promoted product or service in advertisement. For example, an advertisement for quality frying pan may feature the endorsement of a chef, an ad for fishing tackle may contain the endorsement of a professional fishing guide, or an ad for allergy medication may contain the endorsement of a doctor.

The common man

The reference group appeal that uses the testimonials of satisfied customers is known as the common-man approach. The advantage of such approach is to persuade consumers that someone like them uses and is satisfied with the product or service being advertised. Many television commercials show a typical person or family solving a problem by using the advertised product or service. These advertisements

are known as slice-of-life commercials because they focus on real-life situations with which the consumers can identify themselves. For example, one advertisement focuses on how a laundry detergent can deodorize clothes; another talks about how a certain breakfast cereal provides enough energy to get an individual through a hectic morning. When the viewers identify with the situation, they are likely to adopt the situation that worked in the advertisement.

The executive and employee spokesperson

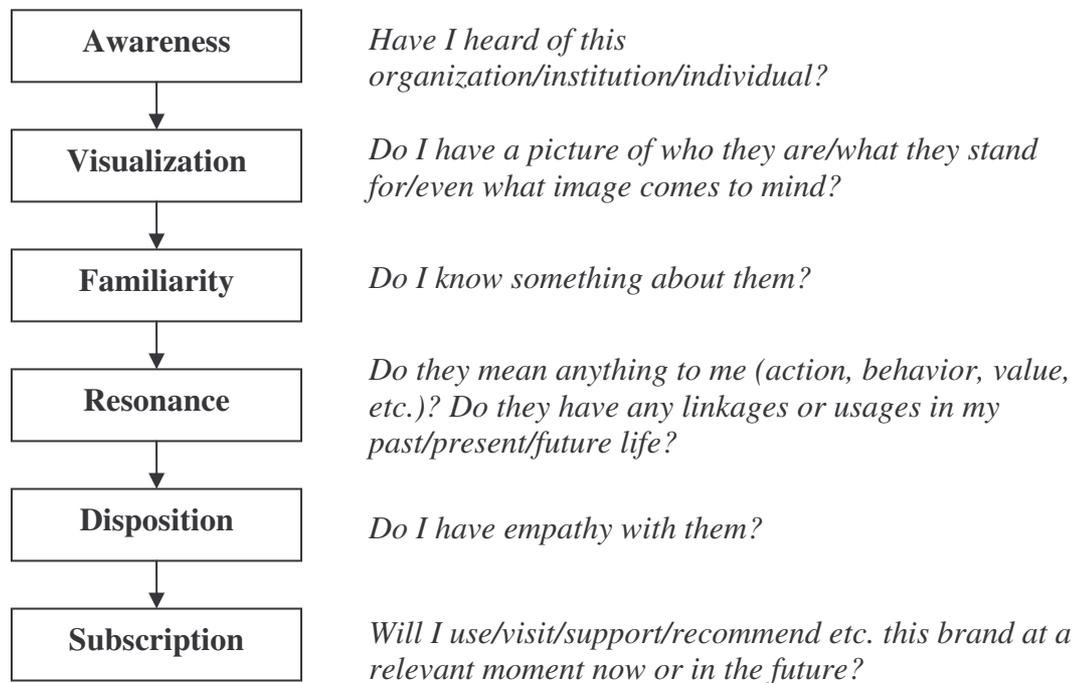
Many firms have used their executives as spokespersons in advertisements. Due to their achievement and the status as business leaders, the executives in advertisements can reflect that someone at the top is watching over consumers' best interests. That encourages consumers to have more confidence in the firm's products and services. To apply a more grass roots approach to such promotional programs, some companies feature employees rather than top executives in selected advertising campaigns.

2.1.2 The concept of the subscription of decision process

Leslie Butterfield (cited by Pringle, 2004) has developed a 'subscription' model and the decision process involved in *Advalue*, 'Advertising and the non-conventional brand' to set up the context in which celebrities can work so well in the promotion of brands.

Celebrities can be used to endorse a product or service because they are likely to be 'invited in' by consumers. Celebrities, as the stars, have very high public awareness and people are able to visualize them very easily as they are so familiar with them. If the celebrities are carefully chosen to suit the product attribute, they will also provide the meaningful resonance and positive disposition which leads to subscription, as shown in Figure 2.1.

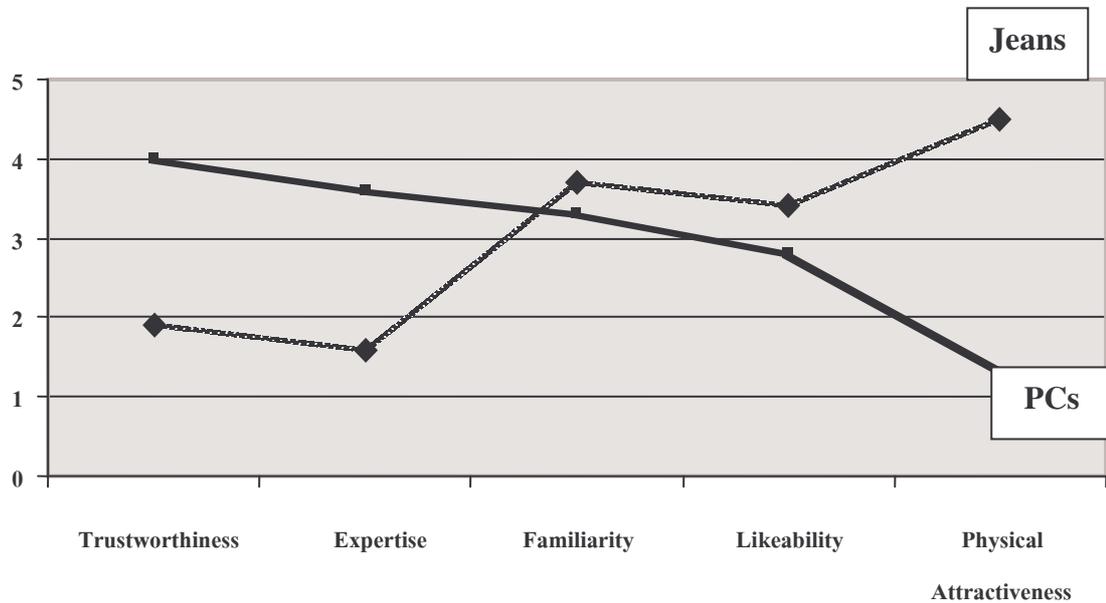
Figure 2.1
The Subscription on Decision Process



As one of the powerful techniques in advertising and marketing communication, Schiffman and Kanuk (2007) noted that the criteria for celebrity usage should be about their fame, talent, credibility, and charisma, all of which are called ‘**celebrity credibility.**’ By celebrity credibility, it means the audience’s perception of both the celebrity’s expertise (how much the celebrity knows about the product area) and trustworthiness (how honest the celebrity is about what he or she says about the product).

For the measurement of product endorser, there are five characteristics to be concerned: trustworthiness, expertise, familiarity, likeability, and physical attractiveness, as shown in Figure 2.2.

Figure 2.2
The Importance of Product Endorsers' Characteristics
According to Product Types



This figure reflects that different characteristics of endorsers fit to different products. To promote jeans, the endorser should be physically attractive while trustworthiness and expertise must mainly be considered for hiring a computer endorser.

2.1.3 Involvement theory

Involvement theory has a number of strategic applications for the marketers. Generally, consumers process information extensively when the purchase is considered with high personal relevance. On the other hand, they engage in limited information processing when the purchase is of low personal relevance. Therefore, for high-involvement purchases, marketers should use arguments stressing the strong, solid, high-quality attributes of their products. For low-involvement purchases, marketers should use persuasion focusing on the method of presentation through the use of a celebrity spokesperson.

Marketers can take steps to increase consumer involvement with their advertisements. For example, advertisers can use celebrity endorsers, sensory appeals,

and unusual stimuli, to generate more attention in their messages. Since highly involved consumers are more likely to engage in long-term relationships with products and brands, marketers should simultaneously increase consumer involvement levels and create bonds with their customers. The non-celebrities, as an expert, can be used to serve this purpose (Schiffman, & Kanuk, 2007).

There have been various methods to measure the involvement of products in consumers' perspectives. According to Judith Lynne Zaichowsky (cited by Schiffman & Kanuk 2007), the involvement scale in Figure 2.3 is developed for the measurement of product attributes.

Figure 2.3

The Measuring Involvement on a Semantic Differential Scale

To Me, (Insert Product or Product Category) is:

	1	2	3	4	5	6	7	8	9	10	
1. Important	-----										Unimportant
2. Interesting	-----										Boring
3. Relevant	-----										Irrelevant
4. Exciting	-----										Unexciting
5. Meaningful	-----										Meaningless
6. Appealing	-----										Unappealing
7. Fascinating	-----										Ordinary
8. Priceless	-----										Worthless
9. Involving	-----										Uninvolving
10. Necessary	-----										Unnecessary

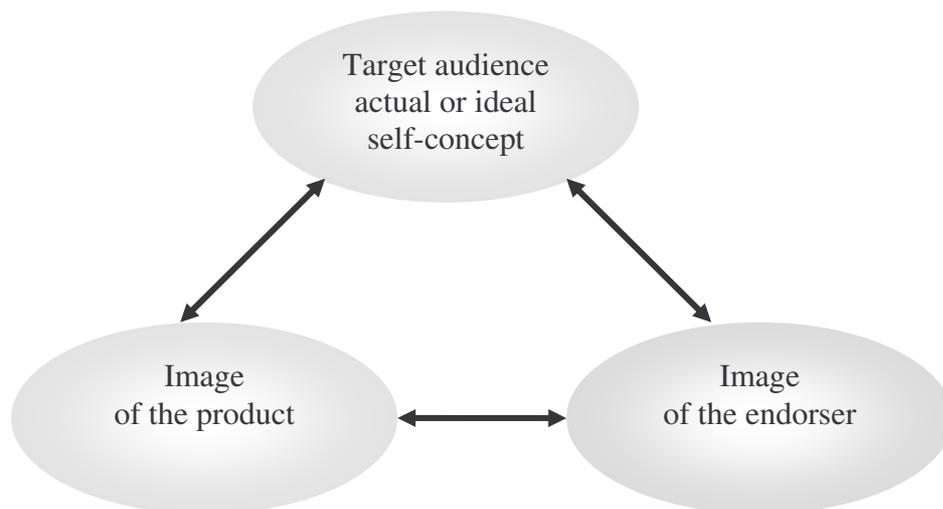
(Zaichowsky cited by Schiffman & Kanuk, 2007)

2.1.4 The concept of match-up hypothesis

Hoyer and MacInnis (2001) raised "Match-up hypothesis" that the endorsers as a source must be appropriate for the product or service. A relevant attractive source probably enhances attitudes, either by making the advertisement informative and likable or by affecting consumers' beliefs that the product must be

good. That is, the effectiveness of using an endorser to support a product can generally be improved by matching the image of the endorser with the personality of the product and the actual or desired self-concept of the target market.

Figure 2.4
Matching Endorser with Product and Target Audience



The example of matching endorser with product and target audience can be seen in a Nike advertisement. Skier Picabo Street endorsed Nike in an attempt to enhance its image and sales among young girls. Her image of reckless enthusiasm and a disregard for the status quo fits with both Nike's image and the desired image of many young women (Hawkins, Best, & Kenneth, 2001).

2.2 RELEVANT RESEARCH

The content-analysis study *The Study of the Use of Celebrities in Television Commercial Advertisements* showed that the type of celebrities that are used in television commercials are movie stars, music artists, models, and athletes. In television commercials, celebrities play two roles: themselves and other roles such as a housewife, a Miss Universe, and a servant (จันทรี ทรงประยูร, 2537).

The study *Comparison of Consumer Attitudes toward Celebrity VS Non-celebrity in TVC.*, found that both celebrities and non-celebrities are liked by respondents. What respondents consider the most significant is characteristics and personality of the presenter matched with product personality (กมลชนก ไตลิตานนท์, 2541).

The experimental study *Effects of number of celebrity endorsers and their congruence with products in advertising on consumer's belief, attitude, and purchase intention* showed the result of the different levels of product congruence with celebrity endorsers. This study was conducted with 120 participants who were political science students of Thammasat University and found that different levels of product congruence significantly affect consumer's belief, advertising attitude, brand attitude, and purchasing intention (พุทธรักษา พิทยพงศ์พันธ์, 2548).

Among various research studies regarding celebrity endorsement, it seems limited for the endorsement of non-celebrities. To fill the gap, this research study consequently will focus on both sorts of endorsers. That is, the study aims to compare the influence of celebrity and non-celebrity endorsements on consumers' purchasing intentions.

To measure the influence of both endorsers, the concept of celebrity and non-celebrity, the concept of the subscription of decision process, and the concept of match-up hypothesis will be applied in the study.

Consumers' purchasing intentions seem to be the final destination of advertising campaigns. To understand the reasons behind their purchases or non-purchases, endorsers' characteristics and product attributes should thus be described. Schiffman and Kanuk's measurement of product endorsers and Involvement theory could be used to explain all of these criteria appropriately.