A STUDY ON THE IMPACT OF CELEBRITY ENDORSER'S ATTRACTIVENESS, TRUSTWORTHINESS AND EXPERTISE ON CUSTOMER'S ATTITUDE TOWARDS ADVERTISEMENTS

ABSTRACT

Asian countries advertisements are linked more towards status, celebrity, beauty, modernity and also with the concept of 'face' (Schutte and Ciarlante, 1998). In India too, 60% of the advertisement expenditure consists of celebrity endorsements (Saxena, 2008) because celebrity endorser's credibility is more effective in generating attitudes towards advertisement and brand (Erdogan, 1999). With fewer studies comparing in consumer's attitude towards advertisement, brand and featuring celebrity endorsement, this study aims to investigate the impact of celebrity endorser's attractiveness, trustworthiness and expertise on attitude towards the advertisement. Data has been collected from the citizens in Alappuzha district after showing them the video of "Kannan Devan Tea" advertisement in which Malayalam film actor Mohanlal is the endorser.

CHAPTER 1: INTRODUCTION

1.1 Relevance of the study

Asian countries advertisements are linked more towards status, celebrity, beauty, modernity and also with the concept of 'face' (Schutte and Ciarlante, 1998). In India too, 60% of the advertisement expenditure consists of celebrity endorsements (Saxena, 2008) because celebrity endorser's credibility is more effective in generating attitudes towards advertisement and brand (Erdogan, 1999). With fewer studies comparing in consumer's attitude towards advertisement, brand and featuring celebrity endorsement, this study aims to investigate the impact of celebrity endorser's attractiveness, trustworthiness and expertise on attitude towards the advertisement.

1.2 Background of the study

Endorsers of products or brands or services take in many forms including identifiable people, unidentifiable, corporations or organization, and inanimate figures. Some of the comparative study of advertising expenditures founded that service companies spend considerably less on advertising than do companies marketing goods. Many of the factors is important in making an advertisements likeable is the use of positive characters, i.e., those perceived to be credible, memorable, intriguing, amusing and bright.

By definition, celebrity endorser defined as, "any individual who enjoys public recognition and who uses this recognition when they appear in the advertisement, in front of the consumers" and who often have distinctive attributes such as attractiveness and trustworthiness. Celebrities in advertisements have been increasing rapidly; as in 1975, only 15% of television advertising featured celebrities, than in 1978, it went up to 20%, than in 2000, it was estimated that one out of four (25%) American commercials use celebrity endorsers and recently in 2006, it is stable at 25%. About 60% of advertisement expenditure in India consists of celebrity endorsements. However, it has been believed that celebrity contribute substantial positive impact on financial returns for the companies that use them.

Celebrity endorsement is considered as an effective promotional tool by marketers worldwide because it influences perceived product quality and uniqueness, advertising effectiveness, brand recognition, brand recall, purchase intentions and even purchase behavior compared to those without celebrities. Celebrity endorsements are not only prolific in bringing reliability and trust to the brands endorsed, but also in appealing to the target audience. It also aids in recognizing

new brand, launching, giving reinforcement, positioning and repositioning the brands. One of the empirical evidence suggests that celebrity endorsement generates greater recall for both the endorsed brand and the advertisement.

Above all, celebrity endorsements used to stand out of clutter, for better communicative effectiveness in conveying the message to the consumer, building awareness about the brand, consistently produce more favorable impact than the non-celebrity advertisements. In addition to this, Agrawal and Kamakura found that right celebrity can change perceptions of wrongly positioned product. Celebrities are known all over the world and can thus give the same status to a product that is being established in an international market. Petty et al (1983) established that celebrity endorsed advertisement is more effective when consumers opt for the promoted product without in-depth consideration.

However, celebrity endorsements are getting affected by vampire effect. Sometimes negative publicity about the celebrity affects the endorsing brand and could be a liability. Admittedly, multiple endorsements and celebrities can harm the endorsement negatively by stating that they never use the product (vegetarian endorsing a meat product) or overusing the controversial products (alcohol and tobacco).

1.3 Objectives of the study

To study the Impact of Celebrity Endorser's Attractiveness, Trustworthiness and Expertise on Customer's Attitude towards Advertisements.

1.4 Research Question

Do attractiveness, trustworthiness and expertise of celebrity endorser have an impact on attitude towards advertisements?

CHAPTER 2: LITERATURE REVIEW

2.1 Theory

In advertising literature, it has been widely investigated the influence of cultural values in different areas of advertising (Galangher, 1990; Pollay and Roth, 1992; Cheng, 1994; Deng et *al,* 1994; and Fam and Merrilees, 1996) and advertising messages should be congruent with the values of the local culture (Hong et *al,* 1987; and Han and Shavitt, 1994). Asian countries are influenced by value of frugality, which tend to emphasize Asian to saving and an insistence on hard work (Sopiee, 1995). According to Hall (1976) and Hofstede (1980), Asia is a collectivism/high context culture society. As a result of high context culture, celebrity endorsement can be used effectively in advertisements to convey message to consumer without explicitly stating them (Choi et *al*, 2005) and it has also been suggested that celebrity endorsements in advertisements seems to be more congruent with the collectivistic cultures (Praet,2001) than individualistic cultures (Hofstede, 1984; Han and Shavitt, 1994; and Kim, 1998).

In Asia, advertisement of the product is linked with concept of "face", orientation towards status, celebrity, beauty, modernity which leads the roots of noticeable consumption (Schutteand Ciarlante, 1998). Advertising in Asian countries reflect westernization pattern and appeals to greater extent from US ads as guidance and content adopted firom global advertisers (Machin and Thornborrow, 2003), and cosmopolitan culture. Further, people in Asia are likely to look to western or US products as signs of modernity (James and Hill, 1991), resulting into the assertion that Asian people may more readily accept the US values.

Though there are some degree of differences in Asian countries (Hall, 1976), where India is relatively more individualist compared with Hong Kong, Indonesia and Thailand (Hofstede, 1980), which emphasis on values like peaceful co-existence, spirituality, deference to elders, strong family ties, joyousness, hospitality and recourse to nature (Zaidi, 2000). Therefore, cultures as well as values and attitudes are affected greatly by advertising even when it does not affect the buying habits (Schudson, 1984; Srivastava and Nandan, 2010). So, it must bebelieved that prudence should be exercised when designing advertising campaigns in different countries; as the strategy of using celebrity endorsement is associated with culture specific advertising patterns (Choi et al, 2005).

Previous research findings generally support the effectiveness of celebrity endorsement and

any researchers has used identification process of social influence which suggest that a person is more likely to adopt an attitude or behavior of another person or a group if he/she identifies with the person. To explain the effectiveness of celebrity endorsers, some researchers theorized that celebrities would be more effective in endorsing products that "demonstrate the presence or lack of good taste". Another process, i.e., internalization process suggests that "when an individual accepts influence because the induced behavior is congruent with his value system" and further added that credible source's information can have an impact on beliefs, opinions, attitudes, and behavior through this process. Thus, an endorsement of a product by a credible source may influence attitude towards advertisement, brand and ultimate purchase behavior.

Basil (1996) suggested that close examination into comparing viewers' rating celebrities on their attitude change would be helpful to understand the sequencing of attitude change. With fewer studies comparing in consumer's attitude towards advertisement and brand featuring celebrity endorsement, this study aims to investigate the impact of celebrity endorser's credibility (trustworthiness, attractiveness and expertise) on attitude towards the advertisement and brand by conducting an experiment.

2.2 Research Model

The dependent variable and the independent variables considered for this study is as mentioned below.
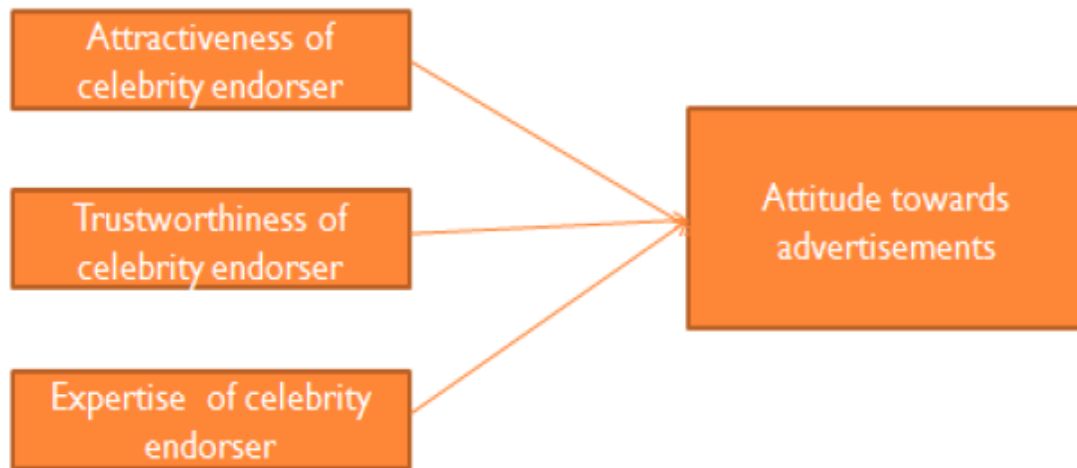
Independent variables:

☐ Attractiveness of Celebrity Endorser

☐ Trustworthiness of Celebrity Endorser

☐ Expertise of Celebrity Endorser

Dependent Variable:

☐ Attitude towards Advertisements

The conceptual framework showing the structure of relationship between the dependent variable and independent variable is shown in figure 1 below.

Figure 1: Research Model

2.3 Hypotheses

1. RELATIONSHIP OF ATTRACTIVENESS OF CELEBRITY ENDORSER AND ATTITUDE TOWARDS ADVERTISEMENTS

H$_0$: Attitude towards Advertisements does not depend on Attractiveness of Celebrity Endorser.

H$_1$: Attractiveness of Celebrity Endorser will positively impact the attitude towards the Advertisements.

2. RELATIONSHIP OF TRUSTWORTHINESS OF CELEBRITY ENDORSER AND ATTITUDE TOWARDS ADVERTISEMENTS

H$_0$: Attitude towards Advertisements does not depend on Trustworthiness of Celebrity Endorser.

H$_1$: Trustworthiness of Celebrity Endorser will positively impact the attitude towards the Advertisements.

3. RELATIONSHIP OF EXPERTISE OF CELEBRITY ENDORSER AND ATTITUDE TOWARDS ADVERTISEMENTS

H$_0$: Attitude towards Advertisements does not depend on Expertise of Celebrity Endorser.

H$_1$: Expertise of Celebrity Endorser will positively impact the attitude towards the Advertisements.

4. INFLUENCE OF GENDER ON ATTITUDE TOWARDS ADVERTISEMENTS

H$_0$: The Attitude towards Advertisements does not depend on gender.

H$_1$: The Attitude towards Advertisements is dependent on gender.

5. INFLUENCE OF AGE ON ATTITUDE TOWARDS ADVERTISEMENTS

H_0: The Attitude towards Advertisements does not depend on the age of the consumer.

H_1: The Attitude towards Advertisements is dependent on the age of the consumer.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Design

SAMPLING DESIGN

Convenience sampling is used.

Sample size: 150

Population: Residents in Alappuzha District

TOOLS FOR DATA COLLECTION

Standard Questionnaire from Marketing Scales (5 Point Likert Scale).

TOOLS FOR ANALYSIS

□ The tools for investigating the relationship:

□ Regression (Sign of ß coefficient)

□ Compare Means

□ The tools for measuring the strength of relationship:

□ R_2 value

□ ETA

□ The tools for testing the hypothesis:

□ ANOVA, Z test

□ R_2 test

3.2 Definition of Variables

□ **Attractiveness of Celebrity Endorser**

{Attractiveness was defined in terms of facial and physical attractiveness (Baker and Churchill, 1977; Caballero and Soloman, 1984; and Patzer, 1983); and later was operationalised in terms of model attractiveness (Baker and Churchill, 1977; and Kahle and Homer, 1985), sexiness (Steadman, 1969) or sexuality and liability (Maddux and Rogers, 1980)}

□ **Trustworthiness of Celebrity Endorser**

{The use of the word "trustworthiness" in the literature of celebrity endorsement refers to honesty, integrity and believability of an endorser (Erdogan, 1999).}

□ **Expertise of Celebrity Endorser**

{By definition, Hovland et *al* (1953) states expertise as the "extent to which a communicator is perceived to be a source of valid assertions and refers to the knowledge, experience or skills

possessed by an endorser". In addition to this, expertise of a celebrity endorser should relate to the product he/she endorses (Till and Busier, 1998).}

☐ **Attitude towards Advertisements**

{In the context of advertising industry, Bauer and Greyser (1968) viewed on attitude towards advertising as a "predisposition to respond in a favorable or unfavourable manner to a particular advertising stimulus during a particular exposure situation" (MacKenzie and Lutz, 1989).}

3.3 Reliability and validity of scale

Cronbach's alpha is a measure of internal consistency. It shows how closely related a set of items are, as a group. It is considered to be a measure of scale reliability. Reliability coefficient of .70 or higher is considered "acceptable" in most social science research situations.

The Cronbach's alpha obtained for the items used to measure the independent variable, Attractiveness of Celebrity Endorser is 0.938, which is greater than 0.9, which shows excellent internal consistency.

Table 1: Reliability Statistics: Attractiveness of celebrity endorser

Reliability Statistics

Cronbach's Alpha	N of Items
.938	5

The Cronbach's alpha obtained for the items used to measure the independent variable, Trustworthiness of Celebrity Endorser is 0.921, which is greater than 0.9, which shows excellent internal consistency.

Table 2: Reliability Statistics: Trustworthiness of celebrity endorser

Reliability Statistics

Cronbach's Alpha	N of Items
.921	5

The Cronbach's alpha obtained for the items used to measure the independent variable, Expertise of Celebrity Endorser is 0.921, which is greater than 0.9, which shows excellent internal consistency.

Table 3: Reliability Statistics: Expertise of celebrity endorser

Reliability Statistics

Cronbach's Alpha	N of Items
.921	5

The Cronbach's alpha obtained for the items used to measure the dependent variable, Attitude towards Advertisement is 0.882, which is greater than 0.8, which shows good internal consistency.

Table 4: Reliability Statistics: Attitude towards Advertisements

Reliability Statistics

Cronbach's Alpha	N of Items
.882	4

The Cronbach's alpha obtained for the items used to measure all of the three independent variables, Attractiveness of Celebrity Endorser, Trustworthiness of Celebrity Endorser, Expertise of Celebrity Endorser and the dependent variable, Attitude towards Advertisement is 0.971, which is greater than 0.9, which shows excellent internal consistency.

Table 5: Reliability Statistics: Total

Reliability Statistics

Cronbach's Alpha	N of Items
.971	19

CHAPTER 4: DATA ANALYSIS AND RESULTS

4.1 Sample Profiling

Convenience sampling is used.

Sample size: 150

Population: Residents in Alappuzha District

Males : 75

Females: 75

Table 6: Sample profiling: Gender

gender of the respondant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	75	50.0	50.0	50.0
	female	75	50.0	50.0	100.0
	Total	150	100.0	100.0	

Table 7: Sample profiling: Age

age of the respondant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 to 24	41	27.3	27.3	27.3
	25 to 34	43	28.7	28.7	56.0
	35 to 44	34	22.7	22.7	78.7
	45 to 54	21	14.0	14.0	92.7
	55 to 64	11	7.3	7.3	100.0
	Total	150	100.0	100.0	

4.2 Descriptive Statistics

Table 8: Descriptive Statistics

Table 8: Descriptive Statistics

Statistics

		age of the respondant	gender of the respondant	Attractiveness of Celebrity Endorser	Trustworthines s of Celebrity Endorser	Expertise of Celebrity Endorser	Attitude towards Advertisements
N	Valid	150	150	150	150	150	150
	Missing	0	0	0	0	0	0
Mean		2.45	1.50	14.66	14.75	16.11	11.95
Median		2.00	1.50	15.00	15.00	17.00	12.00
Mode		2	1ª	20	18	20	9
Std. Deviation		1.235	.502	5.154	5.007	5.324	3.647
Percentiles	25	1.00	1.00	10.00	11.00	11.00	9.00
	50	2.00	1.50	15.00	15.00	17.00	12.00
	75	3.00	2.00	19.00	19.00	20.00	15.00

a. Multiple modes exist. The smallest value is shown

4.3 Result

REGRESSION ANALYSIS

The Regression analysis is for investigating the relationship between the independent and dependent variables. The sign of the ß co-efficient gives the relationship. If the ß co-efficient is positive, then there exists a positive relationship between the independent and dependent variable. I.e. if the independent variable increases, dependent variable will also increase and vice versa. If the ß co-efficient is negative, then there exists a negative relationship between the independent and dependent variable. I.e. if the independent variable increases, dependent variable decrease and vice versa. The strength of the relationship between independent and dependent variables can also be found out from the regression analysis. The R^2 value obtained from the regression analysis can explain the strength of relationship between independent and dependent variables. The hypothesis can be tested by looking at the significance value (p value) for every ß coefficients.

If the significance value for the ß co-efficient is less than 0.05, then H_1 can be accepted and H_0 can be rejected and hence the obtained relationship can be projected to the population. But, if the

significance value for the ß co-efficient is greater than 0.05, then H_0 can be accepted and H_1 can be rejected and hence the obtained relationship cannot be projected to the population.

Table 9: Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.290	.543		4.214	.000
	Attractiveness of Celebrity Endorser	.119	.072	.168	1.652	.101
	Trustworthiness of Celebrity Endorser	.237	.064	.325	3.711	.000
	Expertise of Celebrity Endorser	.274	.059	.400	4.625	.000

a. Dependent Variable: Attitude towards Advertisements

Table 10: Anova

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1397.949	3	465.983	116.571	.000[a]
	Residual	583.624	146	3.997		
	Total	1981.573	149			

a. Predictors: (Constant), Expertise of Celebrity Endorser, Trustworthiness of Celebrity Endorser, Attractiveness of Celebrity Endorser

b. Dependent Variable: Attitude towards Advertisements

Table 11: Model Summary

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840ᵃ	.705	.699	1.999

a. Predictors: (Constant), Expertise of Celebrity Endorser,

Trustworthiness of Celebrity Endorser, Attractiveness of Celebrity

Endorser

b. Dependent Variable: Attitude towards Advertisements

From the table, the sign of all the regression coefficients are positive. Thus it shows a positive relationship between the independent and dependent variables. R square value obtained is 0.705 which means that 70.5% variability of attitude towards advertisements can be explained by the variability in the independent variables which include attractiveness of celebrity endorser, trustworthiness of celebrity endorser and expertise of celebrity endorser.

The regression equation can be written as:-

Attitude towards Advertisements= 2.290 + 0.119 (Attractiveness of Celebrity Endorser) + 0.237 (Trustworthiness of Celebrity Endorser) + 0.274 (Expertise of Celebrity Endorser)

The constant value 2.290 is the value of Attitude towards Advertisements in the absence of Attractiveness of Celebrity Endorser, Trustworthiness of Celebrity Endorser and Expertise of Celebrity Endorser. The regression coefficient is the value of Attitude towards Advertisements when the value of one independent variable increases by 1 in the absence of other independent variables. The significance value obtained for the constant is 0.000<0.05, therefore the constant value can be projected to the population

RELATIONSHIP OF ATTRACTIVENESS OF CELEBRITY ENDORSER AND

ATTITUDE TOWARDS ADVERTISEMENTS

The regression coefficient for Attractiveness of Celebrity Endorser is 0.179. It shows a positive relationship between Attractiveness of Celebrity Endorser and Attitude towards Advertisements, i.e. as the Attractiveness of Celebrity Endorser increases, Attitude towards Advertisements will

increase. But, the p value for Attractiveness of Celebrity Endorser is 0.101>0.05, so H_1 is rejected and H_0 is accepted, i.e. the positive relationship between Attractiveness of Celebrity Endorser and Attitude towards Advertisements obtained from this sample cannot be projected to the population.

RELATIONSHIP OF TRUSTWORTHINESS OF CELEBRITY ENDORSER AND ATTITUDE TOWARDS ADVERTISEMENTS

The regression coefficient for Trustworthiness of Celebrity Endorser is 0.237. It shows a positive relationship between Trustworthiness of Celebrity Endorser and Attitude towards Advertisements, i.e. as the Trustworthiness of Celebrity Endorser increases, Attitude towards Advertisements will increase. The p value for Trustworthiness of Celebrity Endorser is 0.000>0.05, so H_1 is accepted and H_0 is rejected, i.e. the positive relationship between Trustworthiness of Celebrity Endorser and Attitude towards Advertisements obtained from this sample can be projected to the population.

RELATIONSHIP OF EXPERTISE OF CELEBRITY ENDORSER AND ATTITUDE TOWARDS ADVERTISEMENTS

The regression coefficient for Expertise of Celebrity Endorser is 0.237. It shows a positive relationship between Expertise of Celebrity Endorser and Attitude towards Advertisements, i.e. as the Expertise of Celebrity Endorser increases, Attitude towards Advertisements will increase. The p value for Expertise of Celebrity Endorser is 0.000>0.05, so H_1 is accepted and H_0 is rejected, i.e. the positive relationship between Expertise of Celebrity Endorser and Attitude towards Advertisements obtained from this sample can be projected to the population.

INFLUENCE OF GENDER ON ATTITUDE TOWARDS ADVERTISEMENTS

The demographic variable, gender was analyzed for its influence on Attitude towards Advertisements.

These are the results obtained:

Table 12: Compare means: Gender

Report

Attitude towards Advertisements

gender of the respondant	Mean	N	Std. Deviation
male	12.47	75	3.588
female	11.43	75	3.655
Total	11.95	150	3.647

From the above table, we can see that male's Attitude towards Advertisements is greater than female's Attitude towards Advertisements. But there is only slight difference between them. The mean obtained for the Attitude towards Advertisements for males is 12.47 whereas for female is 11.43.

Table 13: Eta: Gender

Measures of Association

	Eta	Eta Squared
Attitude towards Advertisements * gender of the respondant	.143	.020

The strength of the relationship between gender and Attitude towards Advertisements is given by Eta value. The Eta value ranges between 0 and 1. Here it is 0.143 which is closer to 0, which means that the relationship between these variables is weak.

The significance of the variation observed by the sample is tested by z test, since the sample size is greater than 30. The significance value or the p value obtained from independent sample T test is 0.081>0.05. So H_0 is accepted and H_1 is rejected. That is, Attitude towards Advertisement does not depend on gender. Thus the result observed is true only for the sample and cannot be projected to the population.

Table 14: T test: Gender
Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Attitude towards Advertisements	Equal variances assumed	.008	.928	1.759	148	.081	1.040	.591	-.129	2.209
	Equal variances not assumed			1.759	147.950	.081	1.040	.591	-.129	2.209

INFLUENCE OF AGE GROUPS ON ATTITUDE TOWARDS ADVERTISEMENTS

The demographic variable, age was analyzed for its influence on Attitude towards Advertisement. From the below table, we can see that the consumers in the age group 15 to 24 have the lowest mean value for Attitude towards Advertisements and the age group 55 to 64 have higher mean value for Attitude towards Advertisements. But, there are only slight differences in the mean values obtained for different groups

These are the results obtained:

Table 15: Compare means: Age

Report

Attitude towards Advertisements

age of the respondant	Mean	N	Std. Deviation
15 to 24	11.00	41	3.987
25 to 34	12.67	43	3.386
35 to 44	11.74	34	3.333
45 to 54	12.19	21	3.600
55 to 64	12.82	11	4.094
Total	11.95	150	3.647

Table 16: Eta: Age

Measures of Association

	Eta	Eta Squared
Attitude towards Advertisements * age of the respondant	.189	.036

The strength of the relationship between the different age groups and Attitude towards Advertisement is given by Eta value. The Eta value ranges between 0 and 1. Here it is 0.189 which is closer to 0, which means that the relationship between these variables is weak. Since there are 5 age groups, we use ANOVA table to find the significance value.

Table 17: Anova: Age

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Attitude towards Advertisements * age of the respondant	Between Groups	(Combined)	70.639	4	17.660	1.340	.258
	Within Groups		1910.934	145	13.179		
	Total		1981.573	149			

The significance value or the p value obtained is 0.258>0.05. So H_0 is accepted and H_1 is rejected. That is, Attitude towards Advertisement does not depend on the age of the consumer. Thus the result observed is true only for the sample and cannot be projected to the population.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Findings of the study

1. RELATIONSHIP OF ATTRACTIVENESS OF CELEBRITY ENDORSER AND ATTITUDE TOWARDS ADVERTISEMENTS

Attitude towards Advertisements does not depend on Attractiveness of Celebrity Endorser.

2. RELATIONSHIP OF TRUSTWORTHINESS OF CELEBRITY ENDORSER AND ATTITUDE TOWARDS ADVERTISEMENTS

Trustworthiness of Celebrity Endorser will positively impact the attitude towards the Advertisements.

3. RELATIONSHIP OF EXPERTISE OF CELEBRITY ENDORSER AND ATTITUDE TOWARDS ADVERTISEMENTS

Expertise of Celebrity Endorser will positively impact the attitude towards the Advertisements.

4. INFLUENCE OF GENDER ON ATTITUDE TOWARDS ADVERTISEMENTS

The Attitude towards Advertisements does not depend on gender.

5. INFLUENCE OF AGE ON ATTITUDE TOWARDS ADVERTISEMENTS

The Attitude towards Advertisements does not depend on the age of the consumer.

5.2 Limitations and Future Research

The limitations of this research were primarily related to the generalizability of the findings and the cross-sectional nature of the research design. Only male celebrity was used in the present study; the use of female celebrities might have revealed different results. The preexperimental design was used without random selection of participants, thus presence of selection bias was limiting the experimental validity. Another limitation was that celebrity used in the study was movie star. Efforts should be made to use celebrities from sports and other area. Due to the limitations, two recommendations are suggested for further research for the purpose of enhancing the study. First, consumers' attitude towards advertising is a psychological judgment which changes over time. Therefore, cross-sectional study may not be able to portray the observed changes in patterns and the causality in dependent measures (Easterby-Smith et *al,* 2003). So, longitudinal study will be adopted. And second, it is also recommended that future researchers broaden the research setting by incorporating customer's attitude toward brand and

purchase intention and study the effects of source credibility, brand attitude and attitude towards the advertisement on purchase intention. In addition to this, more mixed design can be used in order to understand the effect of product involvement and familiarity of source.

5.3 Conclusion

The objective of the study was to see what impact would attractiveness, trustworthiness and expertise of celebrity endorser have on attitude towards the advertisement. It was found that results were consistent with the hypothesized relationship in the case of trustworthiness and expertise. The study found that attitude towards advertisement was explained by trustworthiness and expertise respectively, and attractiveness did not play any significant role in explaining attitude towards advertisements. It would be logical to say that more the source is perceived to be trustworthy, more likely be the positive attitude towards advertisements. Therefore, efforts should be directed from searching attractive endorser to more trusted name. As higher trustworthiness refers to believability and integrity, consumers' viewed better fit between celebrity attributes and product attributes. Admittedly, as per expectation, audience pay more attention, if they view the celebrity is expertise and acquired skills in certain field.

In terms of managerial implications, the findings do provide some insights and feedback for administrators of media industry in drafting various advertising strategies on how to increase the favourable consumers' attitude towards advertisements. As part of the efforts to create favourable consumers' attitude, suggested area are: first, ensuring that the celebrity as a source of advertisement is trustworthy and enjoy the expertise and these two dimensions must be well perceived by viewers. Second, keep the advertisement message informative so as consumers can be persuaded in order to find the best fit in pairing a celebrity and brand specifically its product attributes. In summary, advertisers can use the celebrity source credibility to develop strong and positive attitude towards the advertisement. This study provides insights about effective use of source credibility may alter attitude towards the ad focusing more on trustworthiness and expertise than attractiveness. However, interpretations of the findings of this study should be made in light of the limitations of the study. The findings provide an understanding of consumer behavior and thus gave practitioners some ideas in understanding how to use the endorser credibility factor by focusing more on trustworthiness and expertise than attractiveness of

endorser to enhance the consumers' attitude toward advertising that leads to effect on consumer's attitude towards brand which form consumer's Purchase Intention.

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Appendix

QUESTIONNAIRE

GENERAL INFORMATION:-

AGE: 15-24☐   25-34 ☐   35-44☐   44-54☐   55-64☐

GENDER: MALE ☐ FEMALE ☐

(Keeping the Kannan devan tea advertisement in mind, please tick your option)

	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
1. Actor Mohanlal is attractive					
2. Actor Mohanlal is classy					
3. Actor Mohanlal is good looking					
4. Actor Mohanlal is stylish					
5. Actor Mohanlal is appealing					
6. Actor Mohanlal is dependable					
7. Actor Mohanlal is honest					
8. Actor Mohanlal is reliable					
9. Actor Mohanlal is sincere					
10. Actor Mohanlal is trustworthy					