

**The Impact of Consumer Perception Based
Advertisement and Celebrity Advertisement on Brand
Acceptance: A Case Study of the Peshawar Market**
Kausar Hayat*, Muhammad Ghayyur** & Arshid Zia Siddique***

Abstract

Celebrity endorsement has been established as one of the most admired tools of advertising in modern instance. It has turned out to be a trend and is seeming to be as a winning method for product, marketing and brand building. It is effortless to choose a celebrity but it is tough to create a strong association between the product and the endorser. While the magnitude impact of celebrity endorsement remains very powerful, this paper is an effort to analyze the impact of consumer perception based advertisement and celebrity endorsements on brand acceptance. A quantitative method is used for this research paper to examine the perceptions of the consumer, attributes and its following impact on purchase intention brand acceptance. The data is collected through a questionnaire and later analyzed using the data analysis software program SPSS. The findings have been presented with the help of various tables and figures and of course with the help of statistical tools. Both the proposed hypothesis has been proved on the basis of statistical results in the Peshawar market. It was proven in this research paper that consumers find celebrity endorsed advertising is very much eye-catching and influential as compared to non-celebrity endorsements. Moreover, the tested attributes show positive relationship with purchase intention. In other terms, celebrity endorsed advertising attributes do impact the purchase intention of consumers. Finally, the results of the study prove that consumer perception based advertisement & celebrity endorsed advertising positively impact the purchase intention of the consumers.

Keywords: Consumer Perception, Celebrity Advertisement, Brand Acceptance

* Kausar Hayat, Lecturer, Qurtuba University of Science & IT, Peshawar Campus.

** Muhammad Ghayyur, Lecturer, National Institute of Management Sciences

*** Arshid Zia Siddique, Head, Department of Management Sciences, Gandhara University

Introduction

Background of the topic

Advertising is the most important way to attract the customer and this concept has gone through from classical to modern view. Now a days the marketers are creative minded and they developed strategies to attract the customers (Belch and Belch 2001). These strategies are developed only for the purpose to attract the customers and create a positive image. (Belch and Belch 2001). In recent time most of the companies use celebrities to advertise their products and services for the purpose to make a great reputation and goodwill in market instead of their competitors.

Celebrity

Celebrities are the people who enjoy public recognition by a large share of certain group of people, having different attributes like attractiveness, beauty, extraordinary life style or special skills are just specific common characteristics cannot be observed, simply celebrities are those who enjoy high degree of public awareness. As McCracken (1989) stated that celebrities tend to create greater effect on the consumer buying behavior. McCracken (1989) further stated that celebrity plays a vital role in modern marketing. India is a country where celebrities are VIP and possess great status. People have always idolized celluloid stars (Katyal, 2007).

Celebrity versus Non-Celebrity Endorsements or advertisement

According to Seno & Lukas (2007), Celebrities are very much helpful than other type of endorsers such as the company manager, distinctive consumer and the qualified expert etc. Companies hold great control over created spokesperson since they build up these characters. They can build characters which are unfailing with their brands and target audience, and ensure that these characters are fully endorsing only one particular product (Tom, et al. 1992). On the opposing, companies clutch imperfect control over the celebrity endorsers, since they have created their public character themselves over the years. Previous research on celebrity endorsement reveals that celebrity endorsers produced more constructive attitude towards advertising and superior purchase intentions than a non-celebrity endorser (Atkin and Block 1983; Petty et al. 1983; Ohanian 1991). On the contrary, Mehta (1994) argue that there were no statistically major difference in attitudes towards advertising, brand and purchase intention on endorsed brand among celebrity and non-celebrity endorsements. But, differences were found in cognitive responses generated by respondents.

Consumer Buying Behavior

In today's vibrant and competitive environment, customers are continuously exposed to various diverse brands through different marketing strategies. Consumer behavior is an important and complex area for marketers as different people have different needs. As stated by Lancaster et al. (2005) that satisfaction of consumer needs is the final goal for a business; thus the marketer's job is to perfectly identify the customer needs and for that reason develop product that satisfies their wants. Therefore, it is very important for marketers to have a proper understanding of consumer buying behavior.

Perner (2009) defined consumer behavior as the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." According to Perner (2009) knowledge of consumer buying behavior helps marketers in developing their marketing strategies by understanding the psychology of the consumers. Zeithami 1985 Furthermore, it is not only important to identify and assure the customers need, but it is also critical to know that as to why customer needs that? It gives marketers a better understanding of consumer behavior which ultimately helps them in satisfying customer needs efficiently and increasing customer loyalty towards their products and services. The research study examined the impact of consumer perception based advertisement and celebrity advertisement on brand acceptance in Peshawar market.

Literature Review

McCracken (1989) defined celebrity endorser as any character who enjoys open acknowledgment and who uses this recognition on behalf of a consumer goods by appearing with it in an advertisement (p.310). Kamins (1989), defined celebrity endorser as an individual who is recognized by the public for his or her achievement in area other than that of the product endorsed. While Stafford et al., 2003 gave a clear definition by defining celebrity endorser as, a well-known person who uses public gratitude to counsel or co-present with a product in an advertisement. Researchers into the value of celebrity-centered advertising have appeared in equally. Educational and trade publications (USA Today, 1998, McCracken, 1989; Misra, 1986; DeSarbo and Harshman, 1985). Celebrities are time and again hired by advertisers to lend their personality to a product or brand (Kaikati, 1987).

Assael (1984) contends that celebrity usually represents the reference groups of consumers who they admire and to which they wish to belong, therefore celebrity advertisement may have a strong impact

upon consumer buying behavior. Atkins and Block (1983) emphasized and forced that celebrity advertising surely have a great impact because celebrities are an advancing force with both good-looking and likable traits. Petty, Cacioppo, and Schumann (1983) originate that under high attachment circumstances urging but not celebrities influenced feelings or attitude, while under low attachment Environment, celebrities but not arguments influenced attitudes. This proposes that celebrity Influence may be linked to the scenery of the product rather than the being. Celebrity support has been recognized as one of the most well-liked tackle of advertising in current time. It has turn out to be a trend and supposed as a winning method for product promotion a Brand reputation (Mukherjee, 2009)

Impact on consumer buying behavior

This research paper begins with the examination of on hand literature available on celebrity endorsements, which provides the way into the research topic and clarifies many important aspects related to the subject. A quantitative method is used for this research project to inspect the perceptions of the consumer, attributes and its subsequent impact on purchase meaning. The data is collected through a questionnaire and later analyzed using the data analysis software program SPSS. It was confirmed in this research that consumers find celebrity endorsements more striking and powerful as compared to non-celebrity endorsements. In addition, the tested attributes show positive connection with purchase meaning. In other conditions, celebrity attributes do impact the purchase intention of consumers. Finally, the results of the study prove that celebrity endorsements surely impact the purchase meaning of the consumers. (Kumar, 2010). Celebrities are a valid source that influence consumer buying behavior. Furthermore it is founded that consumer buying behavior are strongly influenced because some of the consumers have strong preferences with the celebrities, they purchase only the product that supply to the market through their desired celebrities. Somehow it is founded that a celebrity has great impact not only on brand acceptance and consumer buying behavior but it can also affect the revenue and profit margin of the desired firm. Advertiser disburses millions of dollars to celebrities, on tenterhooks that the stars will fetch their magic to the products and services they sanction and make them more likable and successful. (Celebrities in advertising Abhilasha mehta)

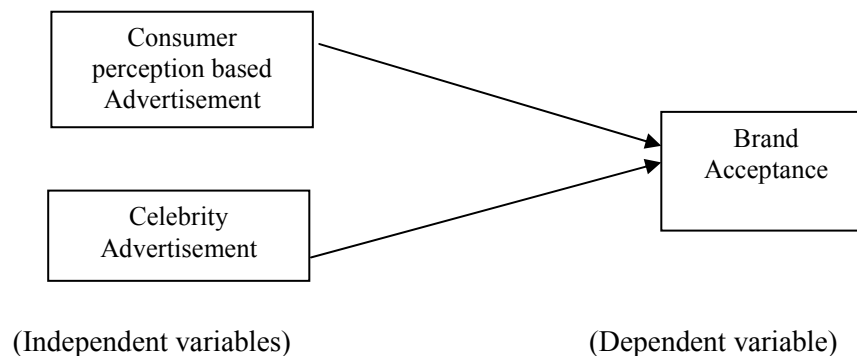
Brand acceptance

A vital aim of advertising is the urging of customers, i.e., the active attempt to change or modify consumers' attitude towards brands (Solomon 2002). In this respect, the credibility of an advertisement plays

a significant responsibility in persuasiveness of the target audience of the attractiveness of the company's brand. This viewpoint is shared by Kambitsis et al. (2002, p. 160), who found the athletes 'Personality as being a vital reason in influencing "specific target groups, to which such personalities are easily familiar and much well-liked."

Number of celebrity endorsements proved very winning, whereas others completely failed, Resulting in the 'termination' of the respective celebrity communicator (Walker et al.1992). According to Melissa St. James, a doctoral fellow and marketing instructor at The George Washington University, "Studies show that using celebrities can boost customer's awareness of the ad, capture their attention and make ads more superb." Wenqian Gan (2006) explores the Chinese consumer's behaviors toward celebrity and non celebrity commercials. The consequences shows that Chinese consumers favor Celebrity commercial & respondents collectively like celebrity who have more outstanding career skill, even though there are other different reasons on hand such as fine appearance, good nature, and good career spirit.

Theoretical framework



Hypothesis

H1: Consumer perception based advertisement positively influences brand acceptance in Peshawar market

H2: Celebrity advertisement positively influence brand acceptance in Peshawar.

Methodology of Research

Introduction

The research methodology is explaining the variables data collection, time frame, tools, measurement and test that are performed for the examination for the proposed phenomena research topic.

Population

The population of the research is the Peshawar telecom sector and the research findings must initially generalized to its boundaries.

Sample size and Sampling Technique

Simple random sampling technique used for the assessment of the proposed phenomena in the telecom sector. To take responses from the target samples towards the stated research topic in the field of marketing. Users of the different telecom sector are taken as a sample size to examine the proposed research phenomenon.

Purposive Random Sampling

As the research is a self study procedure so there is no barrier of time limitation, but the time strategy would be maximum four months.

Research Tool

Questionnaire

The questionnaire is a formal page which comprises of different set of questions and is conducted to study the relationship between the desired independent and dependent variables. The questionnaire has been developed from studying different previous research papers, that is well enough for meeting the desired objectives.

Empirical Results

Table-1: Descriptive Findings

| Variable | Minimum | Maximum | Mean | Std. Deviation |
|---|---------|---------|--------|----------------|
| Consumer perception based advertisement | 2.33 | 4.83 | 3.5940 | .42989 |
| Celebrity advertisement | 2.17 | 4.33 | 3.1478 | .48058 |
| Brand acceptance | 2.00 | 5.00 | 3.9455 | .61107 |

The table 1 indicates that the descriptive findings for consumer perception based advertisement found with minimum value 2.33 it indicate that there are customer that they are not in support of consumer perception based advertisement and the maximum value recorded 4.83 indicates that maximum people are in favor of consumer perception based advertisement. The average value of the consumer perception

based advertisement recorded 3.59 indicates that most of the people are agree with the celebrity perception based advertisement.

This table also indicates that the descriptive result for celebrity advertisement minimum value that is 2.17 it indicates that there are customer that are not agreed with celebrity advertisement but comparatively less then under consumer perception based advertisement, and the maximum value recorded 4.33 indicates that maximum people are in favor of celebrity based advertisement. The average value of the celebrity advertisement recorded 3.14 clearly indicates that maximum people are very much agreeing with the celebrity advertisement but it is comparatively below from consumer perception based advertisement. The table 1 indicates that the descriptive findings for brand acceptance found with the minimum value 2.00 it indicates that there are customer that they are not in support or favor of brand acceptance and the maximum value recorded 5.00 indicates that most of the people are in favor of brand acceptance. Average value of the brand acceptance recorded 3.9455 indicate that most of the people are strongly in favor of brand acceptance.

Table 2: Correlations Matrix

| | | Consumer perception based advertisement | Celebrity advertisement | Brand acceptance |
|--|------------------------|--|----------------------------|---------------------|
| Consumer perception based advertisement | Pearson Correlation | 1 | .289* | .434** |
| | Sig. (2-tailed) | | .013 | .000 |
| | N | 73 | 73 | 73 |
| Celebrity advertisement | Pearson Correlation | .289* | 1 | .325** |
| | Sig. (2-tailed) | .013 | | .005 |
| | N | 73 | 73 | 73 |
| Brand acceptance | Pearson Correlation | .434** | .325** | 1 |
| | Sig. (2-tailed) | .000 | .005 | |
| | N | 73 | 73 | 73 |

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation matrix shows that consumer perception based advertisement is positively correlated with celebrity advertisement at value .289 and level of significance value .013 that shows the significant correlation between consumer perception based advertisement and celebrity advertisement. And also shows that consumer perception based advertisement is positively correlated with brand acceptance at value .434 that is comparatively high from the celebrity advertisement and level of significance value .000 that shows the significant correlation between the consumer perception based advertisement and brand

acceptance that is comparatively very acceptable from the celebrity advertisement.

The correlation matrix shows that celebrity advertisement just below correlated with brand acceptance at value .325 and level of significance .005 that shows the significant correlation between celebrity advertisement and brand acceptance. That shows very strong relation between celebrity advertisement and brand acceptance. On the basis of given statistical results the proposed hypothesis H1 consumer perception based advertisement positively influence brand acceptance in Peshawar market, and has been accepted, and H2 celebrity advertisement positively influence brand acceptance in Peshawar market is also accepted.

Table 3: ANOVA

| Model | R | R Square | Adjusted R Square | Change Statistics | | | |
|---|-------------------|----------|-------------------|-------------------|-----|-----|---------------|
| | | | | F Change | df1 | df2 | Sig. F Change |
| 1 | .481 ^a | .231 | .209 | 10.529 | 2 | 70 | .000 |
| a. Predictors: (Constant), Celebrity advertisement, | | | | | | | |
| b. Celebrity perception based advertisement | | | | | | | |

The variation in the dependent variable (Brand acceptance) with the independent variable (consumer perception based advertisement & celebrity advertisement) has been recorded 23 percent with significant value 100 percent and the value of F-test has been proved acceptable due to the rule of thumb 4. Therefore the overall model is proved to be acceptable on the basis of given primary data in the proposed areas.

Table 4: Regression Findings

| Variables | Coefficients | | T-test | Significance level |
|---|--------------|----------------|--------|--------------------|
| | Beta | Standard Error | | |
| (Constant) | 1.182 | .606 | 1.951 | .055 |
| Consumer Perception Based Advertisement | .527 | .156 | 3.386 | .001 |
| Celebrity advertisement | .276 | .139 | 1.985 | .051 |
| a. Dependent Variable: Brand acceptance | | | | |

Constant is said to be intercept and the remaining two coefficients (consumer perception based advertisement and celebrity advertisement) are to be interpreted as slope of linear regression. The given table explains the impact of independent variable consumer perception based advertisement and celebrity advertisement. It is found that first independent variable consumer perception based advertisement producing unit impact of value 0.527 with significant t-test. Therefore it

is proved that one unit of consumer perception based advertisement positively producing 0.527 unit impact on brand acceptance in the Peshawar market. The other variable celebrity advertisement is found that one unit of celebrity advertisement producing 0.276 unit impact on brand acceptance with unacceptable t-test as the value of t-test is lower than rule of thumb value 2.00 while the t-test is found with lower significant value. On the basis of given statistical proposed hypothesis H1 consumer perception based advertisement positively influence brand acceptance in Peshawar market has been accepted, and H2 celebrity advertisement positively influence brand acceptance in Peshawar is also accepted.

Discussion of Study

The practices of celebrity endorsements have proliferated over time. Now in these days it has become a persuasive factor of advertisement industry. Advertising is the most important way to pursue the customer and this concept has gone through from classical view to modern view. It has a great impact on any kind of business. If the advertising activity is done properly so through this the organization can achieve their goals very easily.

The role of celebrity advertisement is influential on the customer stimulation decision. Customer purchase decisions are strongly influenced by celebrity use advertisement. Marketers follow the approach of celebrity advertisement to promote the sales of business products and raise market shares. Celebrity advertisements promote productive strength in the vibrant markets. Therefore it is important for all organization to understand the use celebrity in there advertisements. Therefore the impact of celebrity advertisement is significant as given in the empirical results shown. All the empirical results were taken in valid and acceptable methodologies and it is proved that celebrity advertisement contributes significantly for the maintaining and developing promoting sales of the product and markets share of the organization. The role of consumer perception based advertisement is positively influential so for the marketers and advertising agencies it is important that make the advertising according to the customer perception. It is positively correlated with celebrity advertisement and brand acceptance. The empirical results proved that consumer perception based advertisement contributed significantly. According to the empirical results it is proved that the consumer perception based advertisement and celebrity advertisement has positive relation with a significant contribution to the brand acceptance.

Therefore, the research empirical results proved that celebrity advertisement is positively influential with consumer perception based

advertisement and brand acceptance. It indicates the application status of consumer perception based advertisement and celebrity advertisement has positively influential upon brand acceptance. Therefore the research findings justified the finding of literature review.

The research finding proved compatible with (Christina Schlecht, 2003), (Debiprasad Mukherjee, 2009), (Amit Kumar, 2010), (Belch and Belch, 2001), (Assael, 1984), (Atkins and Block 1983), (Wenqian Gan, 2006), (Kambitsis et al, 2002)
The research findings proved incompatible with (Walker et. al.1992), (Mohan K. Menon).

Conclusion of Study

The research study concluded that there is a significant relationship among all the variables used in the research. The direction of the relationship is found positive between the independent variable consumer perceptions based advertisement and celebrity advertisement with the dependent variable brand acceptance. Which clearly means by increasing the consumer perception based advertisement and celebrity advertisement; it is surely going to get your brand accepted effectively.

Limitation

Every research has certain limitations therefore it is necessary to acknowledge them before moving on to generalizations of findings. The following are the few constraints faced by the author while conducting this study.

- It was not possible to collect the opinion of the celebrities who are endorsing brands.
- It was not possible for the researcher to meet more creative directors of the agencies.
- Most of the survey was carried out in and around Peshawar city only.
- Time allotted to carry out the study was short but adequate.
- The researcher used purposive sampling only,
- The sample size is relatively small to represent the larger population of India Hence the results of this study are not sufficient enough to make concrete recommendations.
- Majority of respondents were young under the age of 18-30. The old age people/respondents were not examined.
- Moreover, large number respondents belonged to or represented urban part of the population. Hence the rural sector, the major part of Pakistan population was left unobserved. Therefore the results may show difference if the study is conducted on a larger

scale. Therefore the results from this research may not be used to sample Pakistan as a whole country.

- The author feels that limited time and resources may have affected the methodology of the research.

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