



**AN ASSESSMENT OF THE EFFECTIVENESS OF CELEBRITY
ENDORSEMENT FOR PRINT ADVERTISEMENTS**

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ABSTRACT

Marketers have recognized a great ability of celebrity endorsers in getting attention, influencing brand preference and stimulating purchase. Extensive use of celebrity endorsers reflects significant amount of money and time spent and have forced marketers to make sure the endorsers chosen are worth every cent they spent. This study is about the matches between the product concerned (beauty, high-, low involvement product) and a numbers of celebrities were analyzed which are Siti Nurhaliza and Mawi. And also this research is about the advertisements with the best and worse product-celebrities matches, respectively, are compared with advertisements with a picture of celebrities and advertisement without a celebrity. This result was found for the advertisement with the endorsements of celebrities who were found to match best with the products at hand. Therefore, suggest that the considerable amounts invested in celebrities endorsement could better be allocated to other advertisement ends.

1.1 BACKGROUNDS AND SCOPE OF STUDY

The use of a celebrity endorser as the source for a communications message has increased dramatically in the past few years. Celebrities have been used to promote everything from washing liquid, cosmetics to digital video camera. Endorsers have been used in broadcast media (both television and radio), in print media and in outdoor billboard advertising, and their effectiveness in each has been tested.

The general belief among advertisers is that advertising with celebrity endorsement contribute to brand name recognition or recall and assist in the development of credible, distinct brand personalities (Erdogan & Kitchen 1998). Research also has shown that the use of celebrities in advertisements can have a positive influence on the credibility, message recall, memory and likeability of the advertisements and finally on purchase intentions (Menon, 2001; Pornpitakpan, 2003; Pringle and Binet, 2005; Roy, 2006).

To compare a product with celebrity endorsement and non-celebrity endorsement to determine their relative effectiveness. For example, cosmetic brands using celebrity endorsement are L'Oréal and Olay while Giner and Simple use non-celebrity endorsement. Past research suggest that the advertisements with celebrity spoke persons have greater effectiveness measured by higher scores on advertising believability and purchase intention than those with non-celebrities (Atkin & Block, 1983). However the effect does not seem to be universal. For example Sony uses non-celebrity endorsement in promoting its digital video cameras, whereas its leading competitor for the same product, Canon, uses Mawi as the endorser for the brand. But the result show that Sony still gets the highest choice from the consumer since the Sony