

## Types of Endorsers and its Effect on Consumer Behavior of Convenience Goods (Case study: Student in Palembang, Indonesia)

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### ABSTRACT

**Research objective** – There are four main types of endorsers that can be used to deliver marketing communications, the types are: celebrities, ordinary people, expert, and corporate president. Each type has its own characteristics and selecting the right type endorser can influence consumer behavior on using product

**Design/Methodology/Approach** – There are three factors used to test the effect of endorsers, namely: attractiveness, trustworthiness and expertise. This study is conclusive research by collecting primary data from 100 participants. Each participant was involved is the user of product and knowing every ad starring by endorser that using in this research. We use SEM analysis as technique to examine the effect between types of endorsers and consumer behavior.

**Findings** – There is a different result on each type of endorser and its effect to their consumer behavior. On the attractiveness factor, only CEO type has affected (sign 0.008). While on trustworthiness factor, all factor has affected with expert type has the highest impact (0.016). And last, on the expertise factor, none of type of endorser that influence consumer behavior.

**Limitation** – This research focused on how the consumer responds the ad at convenience goods. In consumer goods, emotional response caused by endorser more possible. Further research needs to explore how the consumer responds to shopping goods.

**Originality/value** – This study compares four different types of endorsers, in which each endorser has its own characteristics, and is associated with consumer behavior.

**Keywords:** Endorsers, Type of Endorsers, Consumer behavior

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### BACKGROUND

Endorser plays an important role to conveying the company's message. The use of endorser is a part of the advertising activities, and advertising is a part of promotional mix strategy (Kotler & Lane, 2009). There are four types of endorsers that can be used in an advertisement. According Friedman et.al., (1976) types are: Celebrity, Common people (ordinary people), Expert and Company president (CEO). Each type has its own characteristics and its ability to influence consumer behavior. They appeared in an advertisement as a part to promote products. There are several types of product, each type has a different consumers decision process. If we associate between types of product and promotional mix strategy, advertising usually used to promote convenience product.

Indonesia is a one of the countries with the largest population, more than 230 million peoples living in 34 provinces (Worldometers, 2016). The number of population indicates the amount of consumer's demand, especially for convenience goods. As a daily product, they need wide exposure to increase consumer's awareness. TV penetration is very high in developed countries (WTDR, 2010). According to Indonesian Broadcasting Commission (2015), most of population in Indonesia watch television to get entertainment or information. If we associate between promotional mix and the fact before, advertising become the main tool for

communication strategy and endorser become a major element in conveying the company's message.

As a major element, there is main issue when using advertising endorsers, the question is "are they have ability to influence consumer behavior?". In other hand, advertising is cost generating, because of some type of endorsers get paid high, or at least company spend their budget to pay media. Company considering many aspects before choosing their endorsers. Several types of endorsers and its own characteristics to influence consumer behavior become their key indicator to decide. Financial factor makes them more concern about the effectivity of endorsers.

There are several ways to measure effectivity of endorsers, Ohanian (1990) propose "The source model". It contains "source of credibility, trustworthiness and attractiveness" that must they have, to influence consumer behavior. "The source" is derived from endorsers, different types of endorsers may lead different result. As mentioned earlier about types of endorsers, company can use one or the combination one and another to increase the effect. Celebrity is the most commonly used, because it is assumed to have a "source" higher than others. First, generally they are good looking, and with their attractiveness, it becomes easier to convince consumers. Second, they had already well known so there is no necessary to spend more money to get consumer's awareness. How about credibility and trustworthiness factors? it depends on each personal. In many case, attractive endorsers, sometimes has low level of credibility and trustworthiness. The impact is, they can't do anything to influence. In this condition, company should be considering choosing another talent or them spend for useless thing.

Sometimes in certain products, producers use unknown talent as their spokesperson. Company considering using common or ordinary people because of consumers have grown resistant to the type of slick, polished commercials that have long dominated the promotional landscape. Ordinary people starring in ads convey realistic, genuine feel (Steinberg, 2005). There is situation when consumer more emotional than rational, that is why they need realistic approach. Using common people in advertising makes consumer closer to product, because they found more similarity to endorser than celebrity ones. Common people are often used to convey marketing material in cosmetic products.

For more complex product, consumers need an advice from people who really know about it. An expert helping people with their expertise. Consumers may have incomplete information about a product, and company need an expert to help their explanation. An expert plays role as source of information, convince the consumer and encourage consumer to make decision. Consumers need to feel comfortable, so as to reduce the guilty feeling if they are wrong to take a decision. Companies often choose an experienced and reputable expert as spokesperson. We can see an example at health products, high technology products, or educational products.

Last, company president endorsers maybe the rare ones. Only a few companies are using this type for their advertising material. It is depending on their company president, are they willing to show up to mass media or not? Some CEOs have received broad public awareness due to publications associated with its products, this could be a good reason to making them as endorser. Maybe the iconic examples of this type are Steve Jobs for Apple's products and Bill Gates for Microsoft's product. The top managers use themselves to promote the products and to show a company's commitment to consumer.

Advertising exposure can create retention in form of consumer behavior. Consumer acceptance towards the endorsers will create a positive attitude towards the product. In a consumer decision making process, there are several stages related consumer behavior. When their need is appearing, they are looking the product for to fulfill it. This stage will be involving customer experience. Positive feeling to the endorser can make them move to the next stage, they will be seeking more information about the product. Sometimes the memory about the endorsers will guide them to the product. Reinforcement from repeat advertising can create consumer desire to try the product. Satisfaction gained from the consumer who tried the product

can create repeat purchasing, recommends to others, and immune from competitor's offer. Depends on types of endorsers, there are big questions about how they can affect consumer behavior with all they have? This paper aims to provide the explanation about it.

## **LITERATURE REVIEW**

### *4 models of advertising effectiveness*

Marketing and advertising practitioners have confidence that the character of communication has a significant effect in persuading the message delivered (Ohanian, 1990). Companies use celebrities in order to sell their products to target markets or change consumer behavior (Byrne et al., 2003). Determining the right endorser is not an easy task (Erdogan, 1999), for that endorsement celebrity is a challenging topic in the marketing literature. Some researchers try approaches to make the right endorser selection model. Some of the most accepted models are: Source credibility model ((Hovland & Weiss, 1951), (Ohanian, 1990)), The source attractiveness model (McGuire, 1985), The Product Match-up Model ((Forkan, 1980); Kamins, (1989) (1990)), and The Meaning Transfer Model (McCracken, 1989).

### **Four types of endorsers**

#### *Celebrity endorser*

Celebrity endorser is a type of advertising star performed by the company. Celebrities are the ones who are first identified. Celebrities can be athletes, actors, comedians, and entertainers. Ways used to make products easier to use by the community, especially for new product introduction activities. Hovland, the provision of endorser credibility by the skills (expertise) and trust (belief) that consumers provide to them. Celebrities are known to the public to be an example for fans. Residents hope more easily persuade consumers to use the product. Celebrity endorsers are chosen for their ability to provide reference and persuade others. If the consumer and he is a fan of celebrities, then he will share his knowledge about the brand in roses for friends-and also the defender of the brand.

#### *Ordinary people*

Typical people (or typical consumers) are typists. These advertising stars come from the general public selected for packaging products. Now there is an increase in the use of advertising stars from non-celebrities because of the negative effects that often arise from the use of celebrity.

#### *Expert endorser*

Consumers need from experts to achieve the product. Expert endorser is an ad type star chosen for its expertise in a particular field. Positive reviews from experts can provide support for sales of a product. Experts provide a rationale to consumers about using the product.

#### *The CEO (or Company President)*

The president of the company is a fairly rare type of advertising, since it rarely appears publicly. CEO Use of the company can produce better if the CEO is also a public figure. The use of CEOs in an advertisement such as that done by Microsoft with Bill Gates and Apple by featuring Steve Jobs as the star of his product ad. In Indonesia there are also some products that use the CEO in advertising its products such as Alim Markus (CEO of Maspion Group), Irwan Hidayat (Boss Jido Sido Muncul), and Jaya Suprana (Boss Jago Jago). Advertising stars using CEOs demonstrate a genuine commitment from the company to serving consumers

## **METHODOLOGY**

This research took place in Palembang, Indonesia in period of time from April to June 2016. The samples of this research are student of Economic Faculty in Universitas Sriwijaya. To provide research data, we collect primary data using questionnaire. In this research, questionnaire that consisted 19 main questions for each type of endorsers. Participants involved

in this research is 100 persons. There are two sections in the questionnaire; section 1 contain glimpse profile of consumer, and section 2 indicating related questions with each types of endorsers and also consumer behavior. To measure responses of participant toward the questions, we use semantics differential scale consisted of range between 1 to 6.

There are three main dimensions were uses to measure the effect of endorsers toward consumer behavior. According to Ohanian (1990) the dimensions is : Attractiveness, Trustworthiness, and Expertise. Four dimensions were using to measure each types of endorsers. There are 4 types endorsers according to Friedman et. al. (1976), that using in this research. The types are: Celebrity, Common people, Expert and Company president. Each type of endorsers will measure with their advertisement. Advertising media was studied only focus on TV Commercial. All advertisement that studied is the convenience goods product. The advertisement used in this research is: Pantene “Raline Shah version” for Celebrity endorsers, Tje Fuk “Cosmetics” for Common people, Prochiz Gold “Farah Quinn version” for expert endorsers, and Jamu Borobudur “Rahmat Sarwono (CEO of Jamu Borobudur version)” for CEO endorsers.

**Figure 1: Advertisement and Endorsers**

Ads no.1	Ads no.2	Ads no.3	Ads no.4
			
Pantene “Raline Shah version” – <i>Celebrity endorsers</i>	Tje Fuk Cosmetics – <i>Common people endorsers</i>	Prochiz Gold “Chef Farah Quinn version” – <i>Expert endorsers</i>	Jamu Borobudur “Rahmat Sarwono version” – <i>CEO endorsers</i>

Notes: Every advertisement is TVC version, and it was still aired during the research held. Average duration of each ads is 30 seconds. Participant watched every advertisement before fill the questionnaire.

To ensure participant fill the question correctly and refresh their memory about the ads, we show then each advertisement which is used in this research. The advertisement shown one by one, and the participant fill the questions after each advertisement ends. In order that participants have sufficient information about the endorsers and products, we attach the information related to it in the questionnaires. We provide several minutes to let participant read and understand the additional information. Data obtained from the questionnaire then inputted into SPSS ver.22. We use SEM analysis as a technique to examine the effect between types of endorsers and consumer behavior.

**RESULT**

According to the number of parts of the analysis in this study, we divide it into two main part. The first part is a description of a glimpse of the profile and consumer behavior, and second section will show the result about the effect of each types of endorsers toward consumer behavior. In this research we found that most of consumer’s gender is female (75%) and the rest is male (25%). The most watched tv program is Talkshow (33%). Average time for watching tv is 1-2 hours (40%). Consumer behavior towards the ads is “Change the channel immediately when the ads appear” (87%), “If there are interesting ads, they will please to tell others” (75%) and “They won’t buy the product if only caused by see the ads” (72%). Details information can be seen in **Table 1**.

**Table 1: Consumer's Profiles**

Gender	f	%
Male	25	25,0
Female	75	75,0
<b>Most watched tv program</b>		
News	22	22,0
Talkshows	33	33,0
Local Tv series	20	20,0
Sport shows	10	10,0
Celebrity news	4	4,0
Others	11	11,0
<b>Average watched time</b>		
Less than 1 hour	17	17,0
1-2 hour	40	40,0
3-4 hour	35	35,0
5-6 hour	7	7,0
7-8 hour	1	1,0
<b>I change the channel immediately, when the ads appear</b>		
Yes, often	87	87,0
No, i will wait until the ads session end	13	13,0
<b>If there are interesting ads, i will pleased to tell others</b>		
Yes, i will tell the others	75	75,0
Never	25	25,0
<b>I will buy the product if the ad was interesting</b>		
Yes, i interested to try the product	28	28,0
No, i won't buy the product if only caused by see the ads	72	72,0

Notes: Number of participant is 100 students. Each of participat assumed watched the advertising when they watch the television.

According to research methodology, we do structural equation analysis using AMOS to answer research questions. Before do the main analysis, we check the reliability and validity of all of variable item. There are three dimension and every dimension measured by five item questions. The result of measurement reliability and validity, as seen in **table 2**. Cronbach's Alpha ( $\alpha$ ) in each type of endorsers and dimensions is more than 0.6. All of questions Reliable and valid. This mean none of question will be eliminated at next stages.

Second section will show the result of types of endorsers and the effect toward consumer behavior. As a mentioned earlier, we use 4 types of endorsers such as : celebrity, common people, expert, and corporate president (Friedman et al., 1976). Each types of endorsers will measure with three dimensions according to "The source model" that suggested by Ohanian (1990). We use signification value under 0.05 as a critical value. Details information can be seen in **Table 3**.

The results will start one by one starting from celebrity endorsers to CEO endorsers. First, celebrity endorsers maybe the interesting ones. In order to gain instant awareness, company usually using them because of their fame. We use Raline Shah as a represent of celebrity endorsers. She is one of famous celebrity in Indonesia. She is a 2008 Indonesian Beauty Contest Finalist, actress, models and tv presenter. Result from table 3 show us, there are only "Dimension of Trustworthiness" that affected to consumer behavior (sign. 0,028). The "Dimension of Attractiveness" and "Dimension of Expertise" was not significant to affect consumer behavior (sign. 0.668 for Attractiveness, and sign. 0.177 for Expertise). This result

means, the endorser can affect consumer behavior with their trustworthiness, but they are perceived not enough attractive or expert to influence consumer behavior.

**Table 2: Item reliability and validity for the three dimensions of 4 types endorsers, and consumer behavior**

Dimension	Item	Construct validity			
		Celebrity	Common people	Expert	CEO
Attractiveness	Attractive	.554	.627	.751	.521
	Classy	.594	.743	.768	.501
	Handsome/Beautiful	.730	.708	.706	.645
	Elegant	.626	.765	.617	.676
	Sexy	.425	.571	.593	.541
	<i>Cronbach's Alpha (α)</i>	.778	.859	.861	.794
Trustworthiness	Dependable	.426	.721	.648	.723
	Honest	.721	.699	.814	.834
	Reliable	.813	.847	.763	.858
	Sincere	.774	.774	.824	.837
	Trustworthy	.768	.711	.696	.820
	<i>Cronbach's Alpha (α)</i>	.871	.898	.898	.929
Expertise	Expert	.714	.771	.538	.796
	Experienced	.770	.850	.633	.806
	Knowledgeable	.696	.844	.668	.793
	Qualified	.707	.818	.602	.892
	Skilled	.692	.782	.581	.723
	<i>Cronbach's Alpha (α)</i>	.880	.928	.814	.923
Consumer behavior	Seeking more information about the product	.317	.434	.326	.490
	Buying product because i like the endorsers	.604	.607	.458	.380
	Anytime someone say about the product, i will suggest them to try	.572	.683	.648	.562
	I will remember the endorsers, every time i buy the product	.621	.589	.708	.659
	<i>Cronbach's Alpha (α)</i>	.723	.773	.730	.729

Notes : Three dimension including Attractiveness, Trustworthiness, and Expertise is according to Ohanian (1990). Consumer behavior contains 4 questions related to the effect from each types of endorsers. N = 100, sign. 0.05, r table = 0.1966, t table = 1.9845.

Common people's endorser may represent the average of whole consumer. they use this type to show how realistic when an ordinary people use a product. In more case, this types usually use in cosmetic products. We use Tje Fuk cosmetic's advertising to represent of common people. Tje Fuk is one of cosmetics producer from Indonesia. They consistent to use unknown tallent (common people) to promote their product and to deliver their value is "natural beauty". According to table 3, the result show "Dimension of Trustworthiness" is the only dimensions that can affect toward consumer behavior (sign. 0.029). Meanswhile, two other factors did not affect to consumer behavior (sign. 0.099 for Attractiveness, and sign. 0.650 for Expertise). This result means, Trustworthiness factor from common people's type can affect their consumer behavior, but not to attractiveness and expertise factors.

Expert will help company to give their professional's oppinion. Expert usually came from their main proffesion and how long they are doing about it. In this research we use Farah Quinn as represent from dimension of expert endorser. She is a profesional chef, and in span of 2003 - 2005 she has a carier as a chef in US. She is wellknown chef in Indonesia, and she have own tv program for cooking show. Result from table 3 show us only "Dimension of

Trustworthiness” can affect to consumer behavior (sign. 0.016), and the “Dimension of Attractiveness” and “Dimension of Expertise” was not have a significant effect to consumer behavior (Sign. 0.867 for Attractiveness, and sign. 0.878 for Expertise). That means the Dimension of Attractiveness and Expertise from expert did not enough to affect consumer behavior.

**Table 3: Types of endorsers and the effect toward consumers behavior**

Type of endorsers			Estimate	S.E.	C.R.	P
<b>Celebrity</b>						
Con_Behavior	<---	Attractiveness	,032	,074	,428	,668
Con_Behavior	<---	Trustworthiness	,148	,067	2,196	,028
Con_Behavior	<---	Expertise	,118	,088	1,351	,177
<b>Common people</b>						
Con_Behavior	<---	Attractiveness	,165	,100	1,650	,099
Con_Behavior	<---	Trustworthiness	,375	,171	2,188	,029
Con_Behavior	<---	Expertise	-,062	,136	-,454	,650
<b>Expert</b>						
Con_Behavior	<---	Attractiveness	-,012	,071	-,167	,867
Con_Behavior	<---	Trustworthiness	,194	,080	2,411	,016
Con_Behavior	<---	Expertise	,024	,154	,153	,878
<b>CEO</b>						
Con_Behavior	<---	Attractiveness	,262	,099	2,644	,008
Con_Behavior	<---	Trustworthiness	,228	,103	2,205	,027
Con_Behavior	<---	Expertise	,029	,101	,289	,772

Notes: We use 4 kind of advertisement that represent of every types of endorsers. Before they fill the questionnaire, we shown every ad to refresh their memory about it. After that they must read some following information related to the endorsers and the advertisement, before they write the answer. Range of scale is 1-6 semantic differential scales

The rare ones are CEO endorsers in advertising. In this research we use company advertisement from Jamu Borobudur and starring by the CEO; Rahmat Sarwono. Jamu Borobudur offering herbal medicine and food suplement. For additional information, their other regular advertising use unfamiliar tallent as an endorser. According to table 3, CEO endorser has two dimensions can affect to consumer behavior, that dimension is “Attractiveness” and “Trustworthiness” (sign. 0.008 for Attractiveness and sign. 0.027 for Trustworthiness). The Expertise dimension is the only one was not have significant effect to consumer behavior (sign. 0.772). That means CEO has his own Attractiveness and Trustworthy to influence consumer behavior, but only his expertise not affect to consumer behavior.

## DISCUSSION

Ohanian (1990) made summary of the originaly concept of the source of credibility. The concept originaly introduce by Hovland et.al., (1951), and has been extensively studied in several diciplines. The extensive study occur in communication (Applebaum, 1950; Byrne et al., 2003), psychology (Chaiken, 1979), marketing and advertising (Baker & Churchill, Gilbert A., 1977; Kahle & Homer, 1985; Mowen & Brown, 1981). Communication will talk about how the endorser conveying company’s messages, psychologi about how the consumer behavior response toward the ads, marketing discusses about the product, and advertising will talked specific about endorsers, media or the messages. This study uses an interdisciplinary approach that is expected to explain the research findings.

The finding on this research is each of endorsers can affect consumers behavior with their own way. From three dimension that suggested to measure each types of endorsers, there are similar and different result to affect consumer behavior. The similarity and different result gained from this research, will be discussed and relate it into previous literatur.

There are many similarities generated from this research. First "None of types of endorsers has affected consumer behavior with expertise dimension". Whereas average consumer perceives the endorser has more experience about the product, especially the expert. Company choose "the expert endorsers" because of their expertise, but the result show there are no significant effect from it toward consumer behavior (sign. 0.878). Maybe for another types of endorser there is no big deal about it, but we must concern if it happens to the expert ones. Big questions appear, "Why the expert can't affect the consumer behavior with their expertise?". Normally with their expertise, they can make consumer to seeking more information about the advertisement and product, liking the endorsers, suggest other to try the product, and always remember the endorsers every time they buy the product. In case of convenience goods, at least they can help consumer do "impulse buying".

Second; related to previously, similar case happens to celebrity type. They can't affect consumer behavior with their attractiveness (sign. 0.668). According to table 3, the attractiveness dimension from celebrity endorsers has not significant affect to consumer behavior, whereas company hire them because of their attractiveness. This is can be disadvantages for company, while the celebrity gets more exposure from media, but they failed to get expected behavior. The impact is, celebrity endorser more popular, but consumer doesn't remember the product, this situation called "vampire effect" (Kuvita & Karliček, 2014).

Third, every type of endorsers has affected consumer behavior with their trustworthiness. Results show the value of significant as follows: celebrity (sign. 0.028), Common people (sign. 0.029), Expert (sign. 0.016) and CEO (sign. 0.027). According to previous literature about the source of credibility, Hovland (1951) propose that trustworthiness is an essential part to create credibility. They divide the trustworthy factors became two level, "high credibility" and "low credibility". If consumer perceive the endorser has a high credibility, they will believe the messages. At least they can lead consumer to seeking more information about the advertisement and product, liking the endorsers, suggest other to try the product, and always remember the endorsers every time they buy the product.

Besides the similarity, different result shown in this research. CEO endorser has significant affect toward consumer behavior with their Attractiveness (sign. 0.008). Attractiveness literature was originally developed from celebrity endorsers, its refers to physical attraction. The result shown dimension of attractiveness from celebrity endorsers has not significant affect to consumer behavior. If the CEO endorsers can do, then the question arises about "from which it originates?". It may come from the compatibility between the endorsers and the product. "The Match-up hypothesis" suggest that endorsers more effective when there is a "fit" between the endorsers and the endorsed product(Kamins, 1990; Till & Busler, 2000).

## **CONCLUSION**

Different result lead us to explore about the attractiveness dimension. If the only attractiveness affecting to behavior is from CEO, and not from the others (especialy celebrity endorsers), and the question is arised. Kamins (Kamins, 1990) suggest that the "fit" between endorsers and endorsed product, so we can examine about that. Discussion can be continued with: in that way they fit? and what specific item makes them fit? Celebrity may be the attractive one, but to change consumer behavior it's not enough.

## **FURTHER RESEARCH**

Further research could continue in several area. In fact, of "none of dimension of expertise from all types of endorsers affect to consumer behavior", should be examined in more detail, especialy for expert endorsers. Further research must be focused to comparing 3 or more expert endorsers to confirm this finding. There is also opportunity to explore the question about



“attractiveness dimension of celebrity endorser has not affected to consumer behavior”. It is maybe having similarity with previous, the celebrity attractiveness must be more affect to consumer behavior than other. Further research suggests that “whether physical aspect becomes an important part in the celebrity attractiveness?”. From the trustworthiness dimension we can found that every type of endorsers has affect to consumer behavior, with expertise has highest signification. According to the original literature about the Source of credibility, there are opportunity to compare about “whether trustworthiness affected the level of credibility?”.

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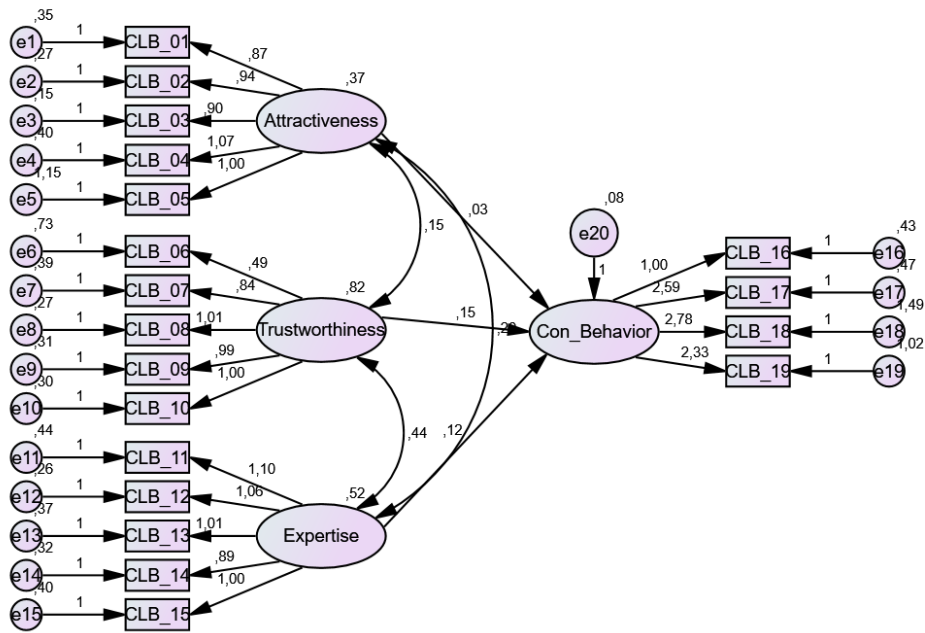
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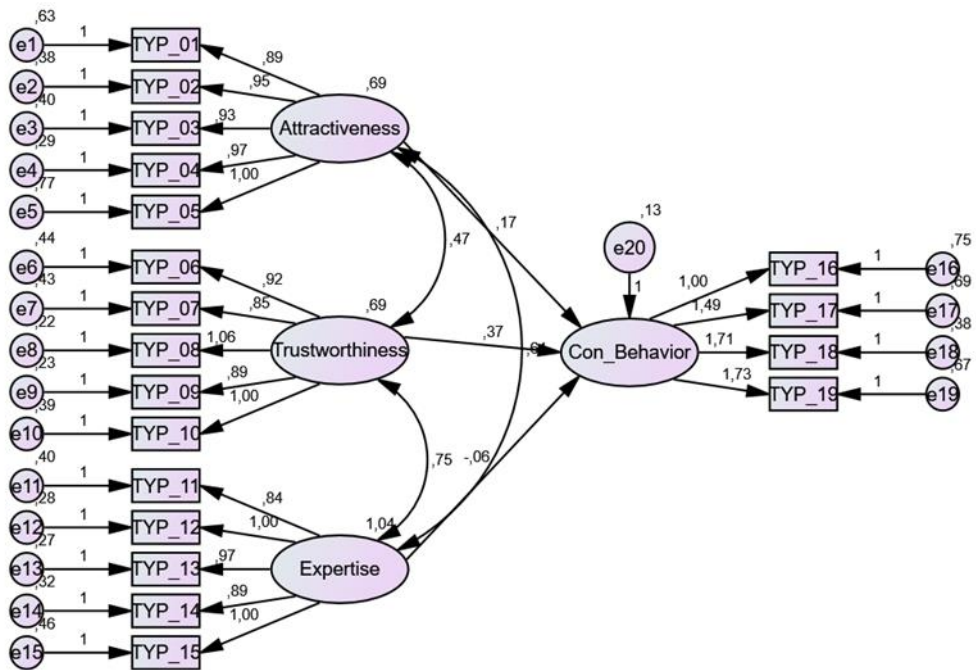
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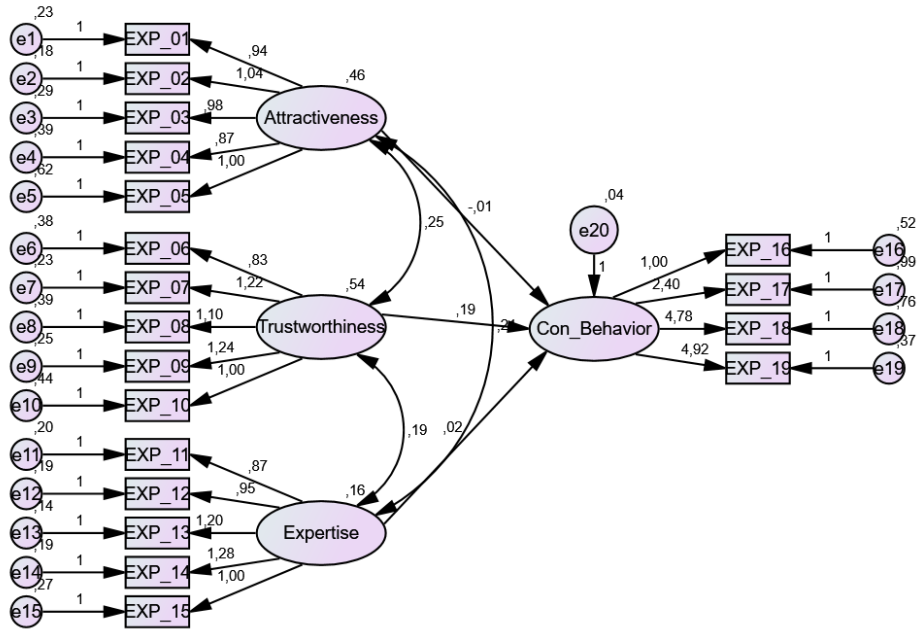
Celebrity endorser and The Effect to Consumer Behavior



Common people endorser and The Effect to Consumer Behavior



Expert endorser and The Effect to Consumer Behavior



CEO endorser and The Effect to Consumer Behavior

