

STUDY OF CONSUMER ATTITUDES TOWARD TELEVISION ADVERTISING USING CELEBRITY ENDORSER

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Abstract

This research analyzed how the attractiveness of a celebrity endorser is able to influence customers' brand choice behavior and how customers perceive celebrity-based television advertising. The study is based on an empirical research approach, which use a convenience sample of 150 students who lives in Yogyakarta. The respondents rate the attractiveness of celebrity-based on television advertising and the influence of celebrity -based television advertising on consumers' brand choice behavior. The sample of advertisement in this research is XL television advertising which is featuring Raffi Ahmad, a famous celebrity. The data evaluated by using several statistical techniques, including Descriptive analysis, and Analysis of Variance (One Sample t-Test) Based on the research findings and the analysis, it is proved that the celebrity-based television advertising has positively attracted the consumers. As a consequence, this response significantly influences the consumers' brand choice behavior. It can be concluded that the attractiveness of celebrity-based on television advertising is likely to have a positive relationship to consumers and celebrity-based television advertising is likely to have a positive influence toward consumers' brand choice behavior.

Keywords: *celebrity concept, power of celebrity endorsement, attitude towards the ad and brand, endorser selection criteria*

INTRODUCTION

Competition is becoming more intense. Having a good product alone is not enough to compete in markets of high standards (Kumar & Reinartz, 2006). Obviously, the changes in markets and consumer lifestyle are driving marketers to focus on more persuasive ways of promoting their products. In today's market driven, Creative advertising has become an important marketing strategy for many companies to promote their products to the target market. Among the different styles available, celebrity endorsement is becoming a popular choice in

the advertising industry (Alsmadi, 2006). Celebrities have been endorsing products since the late of nineteenth century (Erdogan, 1999). Over the years there have been a number of studies that have examined under what conditions endorsers, oftentimes celebrities, are appropriate for products (Till & Busler, 2000). Research and experience show that consumers are most comfortable, and highly ready to spend, when celebrities endorse things that relate to their desired image (Internet World, 2001). Celebrity endorsers are considered to be highly dynamic, with attractive and engag-

ing personal quality (Atkin & Block, 1983). There are several reasons why a famous endorser may be influential: they attract attention to the advertisement in the cluttered stream of messages, they are perceived as more entertaining, and seen as trustworthy because of apparent lack of self-interest (Atkin & Block, 1983). Celebrities can establish themselves as a strong brand by offering their target consumers a set of unique, relevant and motivating associations and reasons to buy.

Spokesperson credibility has been defined generally as having three dimensions, there are: expertise, trustworthiness, and attractiveness (DeSarbo & Harshman, 1985; Ohanian, 1990; Alsmadi, 2006). The addition of the dimension attractiveness was driven by research suggested that a physically attractive communicator is liked more and has a positive impact on opinion change and product evaluations (Joseph, 1982). Given that attractive people are imbued with a host of other positive traits, it is natural that advertisers would wish to associate their products with attractive individuals (Till & Busler, 2000). While according to Erdogan (1999), attractiveness does not mean simply physical attractiveness, but including any numbers of virtuous characteristics that consumers might perceive in a celebrity endorser: for example, intellectual skills, personality properties, lifestyles, or athletic prowess. From the description above, hence this research entitles "The Effect of Celebrity Endorser toward Consumers' Brand Choice Behavior. A case study on Yogyakarta Consumers".

Celebrity endorsement has become a very popular strategy to promote a product and build the awareness in target market's mind of the endorsed product. Meanwhile, on the other hand, the consumers have become a complex variable because of their variability across cultures and buying behavior (Alsmadi, 2006). It is difficult to identify

advertising approaches that can be effective. In Indonesia, the use of celebrity in promoting a product has become a trend. Many advertisements put attractive celebrities as their lure to the target market. Despite the frequent use of famous endorsers, there is little published evidence regarding its effectiveness. It is not clear how celebrity endorsers' attributes are able to influence customer's brand choice behavior and how the customers respond to such advertisements. For this reason, the study analyzes how the attractiveness of a celebrity endorser is able to influence customer's brand choice behavior and how customers perceive celebrity-based television advertising. These research problems in the study are formulated into the following questions: (1) To what extent is the relationship of attractiveness of celebrity-based television advertising to the consumers? And (2) To what extent is the effect of celebrity-based television advertising toward consumers' brand choice behavior? The objective of this study is to explore Jogjakarta consumer attitudes towards celebrity-based television advertising to understand how consumers respond to celebrity endorsement in television commercials.

LITERATURE REVIEW AND HYPOTHESES FORMULATION

The Celebrity Concept

In a today's dynamic and highly competitive business environment customers are becoming more demanding (Alsmadi, 2006). Their expectations are continuously rising while marketers are continuing their efforts to meet them. Before the golden era of television, marketing was not too important. Then, when television is in its golden age, in marketers' creative advertising efforts, they turn to celebrity endorsement to influence consumer brand choice behavior. Researchers argue that advertisers should pay attention to how advertisement messages are presented to consumers (Smith,

1996). For example, the way of how information is labelled or packaged may significantly influence consumers' judgment and decisions about the products (Smith 1996; Karsahi 1995; Woodside & Singer 1994; Puto 1987).

A celebrity is a well-known personality who enjoys public recognition by a large share of a certain group of people (Schlecht, 2003). Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics cannot be observed, it can be said that within a corresponding social group celebrities generally differ from the social norm and enjoy a high degree of public awareness (Schlecht, 2003). Celebrities (e.g. models, actors, television stars, artists and sport athletes) are known to the public for their accomplishments in areas other than the product class endorsed (Friedman & Friedman, 1979). They usually enjoy high public recognition, and often have powerful influence upon endorsing products. The person who is involved in communicating the marketing message in either a direct or an indirect manner is known as the source (Belch & Belch, 1995). This process of social influence results in an individual adopting the attitude advocated by the communicator: compliance, identification and internalization (Kamins, 1989, p.35) and this is what gives a source their influence.

Freiden (1984) tested four types of endorsers (celebrity, CEO, expert, and typical consumer) and determined that in comparison with other types of endorsers, the celebrity endorser scored particularly well on dimensions such as trustworthiness, believability, persuasiveness, and likeability. They appear on television as spokespersons on behalf of the advertised brand, or ordinary users of such brand. In either way they often deliver a convincing message. Even in some cases, celebrities act as spokespeople in advertising to promote products and ser-

vices (Kambitsis et.al., 2002, Tom et.al., 1992). The reason for using celebrity endorser goes to their huge potential influence. Cited from Alsmadi (2006), many studies described the positive effects of celebrities on consumer buying behavior, such as the adoption of clothing styles, product choice, and health behaviors (for example, Brown and Basil, 1995; Hoffner & Cantor, 1991). Celebrity endorsers pass on their symbolic meanings and acquired associations to the products they endorse easier because they have an ability to communicate with mass. Several benefits of using celebrities are fostering trust and drawing attention, any or all of which can translate into higher brand sales (Chopra, 2005). Furthermore, audiences may also trust the advice provided by some famous persons, and in certain cases celebrities may even be perceived as competent to discuss the product. Ohanian's (1991) study on how the perceived image of a celebrity endorser affected consumer's intention to purchase found that only the perceived expertise of the celebrities was a significant factor explaining the respondents' intention to purchase.

Power of Celebrity Endorsement

Research has shown that effective celebrities must be assessed against five essential attributes, usually referred to as 'TEARS' model (Shimp, 2003): (1) Trustworthiness: honesty, integrity, and believability of an endorser. It reflects the extent to which audience members trust and believe what celebrities say regarding the advertised brand. (2). Expertise: knowledge, experience, and skills of an endorser regarding the advertised brand. For example, a sport athlete is considered to be an expert when he/she endorses sport related products. (3). Attractiveness: all characteristics that make an endorser attractive to audience members (e.g. physical look, personality properties, attractive lifestyle, etc.). (4). Respect: refers

to the quality of being admired or esteemed due to endorser's overall accomplishments. (5). Similarity: represents the extent to which an endorser matches target audience on characteristics related to the endorsement relationship (sex, age, lifestyle, etc.).

Cited from Biswas, Biswas and Das (2006), some of the benefits accrued from using celebrity endorsers lie in making the advertisement more effective in certain instances (Kamins et.al., 1989), enhancing message recall (Friedman & Friedman, 1979), and aiding in the recognition of brand names (Petty, Cacioppo & Schumann, 1983). Many people aspire to share values and lifestyles of celebrities as models of success (Alsmadi, 2006). Often, they seek to imitate, emulate, and even impersonate celebrities' behavior to enhance their self-esteem, through identification with certain desirable images. Such behavior includes imitating the way celebrities speak, dress, communicate, and most importantly, the brands they choose. This process says more about what people hope to become than it does about what they already are. Cited from Alsmadi (2006), this simply reflects the power of celebrity endorsement, which is behind the main reason for employing celebrities to promote almost all kinds of products (Frazer & Brown, 2002). This power is viewed in three aspects: attention, which breaks through the advertising clutters and makes the endorsed brand more noticeable to target audience; credibility, which conveys a sense of trust for endorsed brands; and persuasion, which sends a persuasive message to target audience to adopt the endorsed brand (Alsmadi, 2006). One specialist maintained that appealing to youth and other consumer audiences through celebrities could be a powerful marketing strategy (Cuneo, 2002).

Celebrity appears on media on behalf of advertised product, brings information for the audience, shares the experience, and

gives a powerful influence to the audience for the endorsed product. Compared to other endorser types, famous people achieve a higher degree of attention and recall. A study, as cited from Alsmadi (2006) maintained that consumers were likely to take more notice of celebrity advertisements and improve their level of product recall (Bowman, 2002). They increase awareness of a company's advertising, create positive feelings towards brands and are perceived by consumers as more entertaining (Solomon, 2002). Frazer and Brown (2002) examined how audience members identified themselves with celebrities, and how this affected their personal lives. They concluded that people selectively integrated the perceived values and behaviors they saw in celebrities they admired and adopted them into their own lives (Frazer & Brown, 2002). Pappas (1999), who examined the value of star power in an endorsement, indicated how a well-designed advertising helped celebrities convert their star power into brand equity.

One study examined the effectiveness of celebrity endorsement. Cited from Alsmadi (2006), the study concluded that, ultimately, the appeal and effectiveness of the celebrity within the advertising was still going to be determined by the quality of the creative idea behind the advertising message (Iddiols, 2002). The effectiveness of a celebrity endorser depends in part upon the meaning he or she brings to the endorsement process (McCracken, 1989). Demographic characteristics are relatively easy to establish but it is more subjective categories such as expertise, likeability and trustworthiness which are used more regularly to determine the effectiveness of a source. Therefore Ohanian (1991) and others have better explained the endorsement process. McCracken (1989) put the cultural foundation of endorsement theory into perspective when analyzing the social implication of internalizing the qualities of unattractive-

ness, untrustworthy, and unbelievable endorser.

In general, a message delivered by a high credibility source will be accepted more readily and is more likely to lead to greater attitude change (Kelman & Hovland, 1953; Johnson, Torcivia & Poprick, 1968; Miller & Baseheart, 1969; Warren, 1969). Ohanian (1991) analyzed celebrity endorsers on three measures, to examine which characteristics of the source would be the most effective in influencing purchase intention. The three areas that were used in the survey were physical attractiveness, trustworthiness, and expertise. These characteristics of the source were related to each celebrity to investigate their effectiveness in creating purchase intention. The results of the study found that trustworthiness and physical attraction had little effect on the purchase intention of the sample and it was the perceived expertise, which has the most significant impact on consumers. O'Mahony and Meenaghan (1997/98) supported Ohanian's (1991) findings. They concluded that the source characteristic with the greatest impact on the consumers' intention to purchase were those of credibility and expertise. But according to Hovland, Janis and Kelley (1953), one of the most important variables in assessing source credibility is trustworthiness. For a communicator to be effective, he or she must be perceived as being worthy of trust. According to them, this is partially due to the mental armor an audience member establishes when exposed to different types of communications. Trustworthiness also relates to the reputation of the communicator. Along with trustworthiness, Hovland, Janis and Kelley (1953) identified expertise as another key variable in measuring source credibility. In various research studies, high levels of expertise in a communicator have produced attitude change more often than communicators with perceived low expertise (Hovland, Janis & Kelley, 1953).

Though expertise and trustworthiness have consistently been in the concept of source credibility, another dimension has also been presented as a part of the construct. The appearance of a communicator may positively or negatively affect celebrity credibility with an audience. Attractiveness is a difficult quality to quantify, although Larson (1989) stated that researchers found that perceived height was a factor in source attractiveness: taller persuaders were rated as more believable and more trustworthy than shorter ones. Other issues in presentation style and appearance have also been found to be significant variables in determining the credibility of a source. Beyond the physical appearance and presentation style of a communicator, the perceived motive of the communicator is an important factor in determining his or her credibility. In casual conversation, however, in which the speaker is not perceived to have motives behind the communication, the speaker is more likely to be perceived as credible (Hovland, Janis & Kelley, 1953).

Attitude towards the Ad and Brand

Attitude towards the ad is defined in this study as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion (Lutz, 1985, p. 46). Attitude towards the ad is interpreted as a situation bound emotional reaction to the advertisement generated at the time of exposure to that particular advertisement and does not include consumer attitudes toward advertising in general or even consumers' attitudes toward the advertisement after repeated exposure to the advertisement (Lutz, 1985). Furthermore, this definition does not define the components of the advertisement stimulus upon which Attitude towards the ad is based. The content of the advertisement copy (information on brand attributes), the headline, the creative platform (appeals such

as humor, fear and others used to support delivery of message), and pictures or images appearing in advertisements may be assumed to collectively form attitude towards the advertisement (Baker & Lutz, 1988).

Advertisers and marketing researchers are of the opinion that "attitude toward the advertisement" (Aad), an affective construct representing consumers' general feelings of liking an advertisement, has a favorable influence on brand attitudes and purchase intention (PI) (e.g., Lutz, MacKenzie & Belch, 1983; MacKenzie, Lutz & Belch, 1986). Lutz (1985) reported that interest in Aad stems from more general efforts in marketing and psychology to understand the role of affective factors in persuasion and in understanding that Aad has practical implications for marketers interested in designing and pre-testing advertisements. Emotional reactions to advertisements could inspire emotional reactions to the advertised brand. Such reactions appear to be automatic requiring minimal processing (Zajonc & Markus, 1982), and consumers could unconsciously develop positive or negative feelings towards the advertisement and consequently towards that advertised brand (Gardner, 1985).

The experience of positive Aad to an advertisement may communicate expectations about the experience of using the advertised brand (Holbrook & Hirschman, 1982). Interest in Aad has increased because advertisers believe that a "likable" advertisement could create a favorable impression on consumers which in turn could give that advertised brand a competitive edge in the long-run (Gardner, 1985; Gresham & Shimp, 1985; Mitchell, 1986). Using a celebrity in advertising is therefore likely to positively affect consumers' brand attitudes and purchase intentions (Schlecht, 2003). Generally, when exposed to a single endorsement, consumers attribute the advo-

cacy to an external cause such as monetary incentive (Tripp, Jensen, Carlson 1994).

Research evidence revealed that the perceived image of celebrity endorsers had a positive impact on product buying behavior (for example, Goldsmith, Lafferty & Newell, 2000; Mathur, Mathur & Rangan, 1997, Ohanian, 1990) as cited from Alsmadi (2006). O'Mahony and Meenaghan confirmed that consumers expected congruity between the celebrity endorsers' perceived images and the type of product they endorse (1997/98, p.23). Theory and practice prove that the use of celebrity in advertising generates a lot of publicity and attention from the public (Ohanian, 1991) even though early research found that the effectiveness of using celebrity endorsers varies by product. They help increase awareness of advertised brands and create positive feelings towards them (Solomon, 2002). Cited from Alsmadi (2006), one study indicated that people of all ages emulated the appearance and behaviors of media celebrities they admired (Hoffner & Cantor, 1991). Eventually, this will positively affect customers' brand choice behavior (Alsmadi, 2006). Theoretically, at least, the universal role of celebrity-based television advertising is mainly to elicit consumers' attention and ultimately persuade them to buy endorsed products (Alsmadi 2006). Therefore, the study formulated hypothesis one as:

H1: Attractiveness of celebrity-based television advertising is likely to have a positive relationship to consumers.

Endorser Selection Criteria

The decision to select celebrity endorsers in television advertising is very important, at least partly, due cost consideration. Marketers and advertising makers use variety of selection criteria. Below is a list of the most important ones (Erdogan, Baker & Tagg, 2001; Miciak & Shanklin, 1994):

- (1). Celebrity/audience match-up: compati-

bility between an endorser and the target audience. It represents the extent to which the target market relates positively to the endorser. (2) Celebrity/brand match-up: compatibility between an endorser and the image desired for the endorsed brand. Several research studies stressed the importance of this type of match-up (for example, Till & Busler, 1998; Martin, 1996; Till & Shimp, 1998). (3) Cost consideration: the cost of acquiring a celebrity's services is an important issue in the advertising industry. Often, marketers have to pay top celebrities huge amounts of money for their endorsement services. For example, the famous golfer Tiger Woods was estimated to earn \$54 million annually from endorsements (Ferguson, 2000). To put this in perspective, a person with a relatively high annual income (say \$200,000) would have to work 270 years to earn as much as Tiger Woods' income in a single year from endorsements only. (4). Working ease/difficulty: represents how easy/ difficult is to deal with an endorser. Some celebrities are arrogant, tough, non-compliant or inaccessible. Many brand managers prefer to avoid the 'hassle' of dealing with them. (5). Saturation factor: refers to whether an endorser is overexposed to the media (multiple brand endorsement). If a celebrity endorses several brands, his/her perceived credibility will suffer. (6). The trouble factor: refers to the evaluation of the likelihood that a celebrity will get into troubles after an endorsement (e.g. Drugs, rape, child-molestation, etc.). Due to these unfortunate incidents, coupled with the high cost of endorsement, many brand managers and advertising makers consider celebrities as high-risk endorsers (Blakeley, 2001). Some avoid celebrity endorsement altogether, while others conduct thorough and careful scrutiny in selecting celebrities.

The genesis of match-up hypothesis lies in advertising research that examined the differential impact that different types of

endorsers, often celebrities, have on the endorsed brand (Till & Busler, 2000). Cited from Till and Busler (2000), in several significant match-up research studies, the focus has been on a match between a celebrity and a product based on physical attractiveness (Kahle & Homer, 1985; Kamins, 1990). Specifically, the match-up hypothesis predicts that attractive celebrities are more effective when endorsing used to enhance one's attractiveness (Till & Busler 2000). O'Mahony and Meenaghan (1997/98) found consumers response to endorsement messages was also linked to relatedness. O'Mahony and Meenaghan confirmed that consumers expected congruity between the celebrity endorsers' perceived images and the type of product they endorse (1997/98, p.23). For this reason, the study formulates the hypothesis two as:

H2: Celebrity-based television advertising is likely to have a positive influence toward consumers' brand choice behavior.

RESEARCH METHODOLOGY

Sampling Design

The subjects were given the full questionnaire to evaluate consumers' brand choice behavior. Survey method by using questionnaires is used to subject of the research to collect the data. This research focuses on university students, who are enrolled in undergraduate program in Yogyakarta. They are perceived as consumers who have experience on celebrity-based television advertising that influences their brand choice behavior and are able to operate television. This population is generally considered homogeneous in terms of age group and education level. The subjects used in this sample were aged between 18 – 22 years old. This was considered to be representative of a group of people within the population which are productive and have the ability to operate televisions. That is, respondent age and education were assumed

relatively fixed within this population. The attractiveness of celebrity-based television advertising is the focus of this study and it is used to measure how it influences the consumers' brand choice behavior. The sample in this research is gathered by simple random sampling in systematic way because the population is homogeneous. A convenience sample of 150 students (75 male students and 75 female students) contacted at the university campus and using drop-off approach (Aaker et. al., 2004). This study uses XL's special product advertising of television that is usually shown on the Indonesian television program. Raffi Ahmad, was chosen to be the celebrity endorser of XL, he is a famous and popular celebrity, became the celebrity endorser of its advertisements. Raffi Ahmad is a well known national celebrity and often used as celebrity endorser for different products usually shown in national television programs.

Research Instruments and Measurements

The questionnaire includes two main sections relevant to the dimensions of the study. The questionnaire was from Alsmadi (2006). The first section consists of a five statements, 5 point Likert scale, which is aimed to evaluate the attractiveness of the celebrity-based television advertising (Dimension 1). The following five statements are: a) Television advertising, which uses celebrities, attracts my attraction. b) Television advertising, which uses celebrities, is popular. c) Television advertising, which uses celebrities, is more attractive. d) Television advertising, which uses celebrities, is enjoyable. e) Attractive celebrities in television advertising make me pay more attention to the product more detail.

The second section is four statements, 5 point Likert scale, and it was designed to assess the influence of celebrity-based television advertising on consumers' brand choice behavior (Dimension 2). The

following four statements are: a) Celebrity based television advertising helps me make the buying decision. b) Celebrity based television advertising helps me remember the endorsed brand during shopping. c) Celebrity based television advertising increases acceptance of endorsed brands. d) Celebrity based television advertising increases my awareness of endorsed brands.

Based on the dimensions above, the questionnaires have been scenarios into four section as follows:

Section 1: XL's printed advertisement that shows Raffi Ahmad as the endorser. This study uses XL's special product advertising of television that is commonly shown on the Indonesian television program.

Section 2: A single question regarding the gender of a respondent.

Section 3: Five questions regarding the relationship between attractiveness of celebrity-based television advertising to consumers which are measured in five-point Likert scale.

Section 4: Four questions regarding the influence of celebrity-based television advertising toward consumers' brand choice behavior are presented within five-point Likert scale.

A five-point Likert scale was used for measurement:

1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree

Validity Test

According to Sekaran (2000), validity is related to the measurement tool used to measure the concept that will be measured which is not to measure other aspects. It refers to the ability of a scale to measure the intended concept. Factor analysis was used to analyze the validity of the data. Factor analysis is statistical approach that can be

used to analyze interrelationships among a large number of variables and to explain these variables in terms of their common underlying dimensions (factors). In this study, the loading factor of each attribute was rotated using Varimax rotation with SPSS Version 17 was used to test the validity.

The result of validity analysis of pilot test which is in this pilot test there were 50 questionnaires spread to the respondents in Faculty of Economics, Islamic University of Indonesia:

The attractiveness of celebrity-based television advertising to consumers

For the purposes of this research, this dimension was developed through reliability to 5 items. Based on the result of factor analysis, KMO test > 0.5 which is 0.770, and Barlett’s test with chi-squares = 213.958 (p=.00). This result accepts the values greater than 0.5 as acceptable. Furthermore, values between 0.5 and 0.7 are mediocre; values between 0.7 and 0.8 are good, values

between 0.8 and 0.9 are good, and values above 0.9 is superb. For these data the values is 0.770, which means it is good, so the factor analysis is acceptable and appropriate for these data.

The attractiveness of celebrity-based on television advertising (dimension 1) was factor-analyzed to extract a relevant factor for further examination. This extraction was important to test because the researcher realizes about the cultural difference of the respondents’ respond if it is compared with the respondents in the previous study. Using a Varimax rotation, one dominant factor, is with an Eigenvalue of 3.922 and accounting for 78.430 % of variance. The following table provides the factor loadings in dimension 1 which is attractiveness of celebrity-based on television advertising, and it also shows factors loadings of five items exceeding 0.5. Each factor has heavy loading deals with dimension 1, so that those factor loadings were appropriate to test the hypothesis.

Table 1: Factor loading for The attractiveness of celebrity-based on television advertising

Items	Loading Factors
Television advertising, which uses celebrities, attracts my attraction.	.908
Television advertising, which uses celebrities, is popular.	.918
Television advertising, which uses celebrities, is more attractive.	.903
Television advertising, which uses celebrities, is enjoyable.	.808
Attractive celebrities in television advertising make me pay more attention to the product more detail.	.887

The influence of celebrity-based on television advertising toward consumers’ brand choice behavior

Table 2:Factor loading for The influence of celebrity-based on television advertising toward consumers’ brand choice behavior

Items	Loading Factors
Celebrity based television advertising helps me make the buying decision.	.886
Celebrity based television advertising helps me remember the endorsed brand during shopping.	.891
Celebrity based television advertising increases acceptance of endorsed brands.	.927
Celebrity based television advertising increases my awareness of endorsed brands.	.925

For the purposes of this research, it was developed through reliability to 5 items. Based on the result of factor analysis, KMO test > 0.5 which is 0.674, and Barlett's test with chi-squares = 268.735 ($p=0.00$). This result accepts the values greater than 0.5 as acceptable. Furthermore, values between 0.5 and 0.7 are mediocre; values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are good, and values above 0.9 is superb. For these data the values is 0.674, which means it is mediocre, so the factor analysis is acceptable and appropriate for these data. The influence of celebrity-based on television advertising toward consumers' brand choice behavior (dimension 2) was factor-analyzed to extract a relevant factor for further examination. This extraction was important to test because the researcher realizes about the cultural difference of the respondents' respond if it is compared with the respondents in the previous study. Using a Varimax rotation, one dominant factor, is with an Eigenvalue of 3.292 and accounting for 82.306 % of variance. The following table provides the factor loadings in dimension 2 which is the influence of celebrity-based on television advertising toward consumers' brand choice behavior, and it also shows factors loadings of five items exceeding 0.5. Each factor has heavy loading deals with dimension 2, so that those factor loadings were appropriate to test the hypothesis.

Reliability Test

The reliability of a measure indicates the extent to which the measure was without bias or error free, and hence offers consistent measurement across time and across the

various items in the instrument (Sekaran, 2000). Thus, the reliability test indicates the consistency and accuracy in measurement. Reliability is a condition required to achieve validity for a special purpose questionnaire. The reliability of measuring instrument was evaluated by Cronbach Alpha analysis. A Cronbach Alpha technique analysis with SPSS Version 17 was used to test the reliability. The result of reliability analysis of pilot test which is in this pilot test there were 50 questionnaires spread to the respondents in Faculty of Economics, Islamic University of Indonesia:

The attractiveness of celebrity-based television advertising to consumers

The analysis of the reliability test for the scale is by using the Alpha Cronbach analysis with SPSS Version 17. The result of scale test of the attractiveness of celebrity-based television advertising (dimension 1) shows a Cronbach's Alpha of 0.930 at $\alpha = 0.6$. It means, the greater the coefficient of alpha ($\alpha > 0.6$), the more reliable the dimension.

The influence of celebrity-based television advertising toward consumers' brand choice behavior

The result scale test of the influence of celebrity-based television advertising toward consumers' brand choice behavior (dimension 2) is a Cronbach's Alpha of 0.922 at ($\alpha = 0.6$), so the dimension of customer satisfaction is reliable because it shows greater alpha than 0.6. The measurement of reliability test of both variables shows that both variables are reliable, and the results can be read in table 3.

Table 3: Reliability Test

Dimension	Cronbach's Alpha	N of Items	Status
Relationship between attractiveness of celebrity-based television advertising to consumer	0.930	5	Reliable
Influence of celebrity-based television advertising on consumers' brand choice behavior	0.922	4	Reliable

Note: N of Items: number of question

RESEARCH FINDINGS AND DISCUSSIONS

Research Findings

The Attractiveness of Celebrity-Based Television Advertising on Consumers

The research findings for the first dimension (Table 4) reveal the positive result that the respondents are interested in celebrity-based television advertising. As shown in the table 4, major respondents perceive dimension 1 as a whole result mean scores of 3.92, which is above test value [3] with standard deviation of 0.70077. It means the respondents believe that celebrity-based television advertising was generally attractive. Furthermore, this finding is supported with 74.9% of agreement score towards the attractiveness of celebrity-based television advertising as a whole. The respondents consider that celebrity-based television advertising attracts them by showing 80% of agreement score with mean score 4.00, and is popular for respondents by showing 78.5% of agreement score with mean score, also above test value [3], 4.00.

Another data shows that celebrity-based television advertising is more attractive for respondents, this is proven by 77.7%

of agreement score with mean score 4.05. Celebrity-based television advertising is enjoyable for respondents by showing 73.1% of agreement score with mean score 3.88, and it encourages the respondents to pay more attention to the details of endorsed product by showing 65.4% of agreement score with mean score 3.69. All statements in this dimension have shown mean scores above the test value [3] which obviously prove that the respondents have positive relationship towards the attractiveness of celebrity-based television advertising.

One Sample t-Test exposes that this dimension is statistically significant by providing ($\alpha = 0.000$) at ($\alpha \leq 0.05$) with t-value ($t = 15.119$). This indicated that the relationship mean score of respondents, who agreed with this dimension as a whole, was significantly different from that for those who disagreed as the mean scores are above the test value [3] and the significant level shows ($\alpha = 0.000$). It is obvious that those findings support the first hypothesis.

H1: Attractiveness of celebrity-based television advertising is likely to have a positive relationship to consumers.

Table 4: Attractiveness of Celebrity-Based Television Advertising

Dimension 1	Mean Score	Std. Deviation	T value	Sig. (α)	Dis-agree (%)	Neutral (%)	Agree (%)
Television advertising, which uses celebrities, attracts my attraction.	4.00	0.9359			11.5	8.5	80.0
Television advertising, which uses celebrities, is popular	4.00	0.7923			4.6	16.9	78.5
Television advertising, which uses celebrities, is more attractive	4.05	0.9260			8.5	13.8	77.7
Television advertising, which uses celebrities, is enjoyable	3.88	0.7536			3.8	23.1	73.1
Attractive celebrities in television advertising make me pay more attention to product details	3.69	0.7558			6.9	27.7	65.4
As a whole	3.92	0.70077	15.119	0.000	7.1	18.0	74.9

Influence of Celebrity-Based Television Advertising toward Consumers' Brand Choice Behavior

The second dimension (table 5) shows similar positive result towards the influence of celebrity-based television advertising on consumers' brand choice behavior. As a whole, this dimension's mean score is above test value [3] which is 3.55, with standard deviation of 0.84678, and 61.1% of agreement score. Those findings indicate that, according to the respondents, celebrity-based television advertising influences consumers' brand choice behavior.

Celebrity-based television advertising helps consumers in many ways. First, celebrity-based television advertising helps consumers to make the buying decision. This result is proven by respondents agreement of 59.2% with mean score 3.51. Second, celeb-

rity-based television advertising helps the consumers to remember the endorsed brand during shopping which is proven by respondent agreement of 72.3% with mean score 3.76. Third, 56.2% of respondents' agreement confirms that celebrity-based television advertising increases their acceptance of endorsed brand with mean score 3.46. Last, a statement of celebrity-based television advertising increases their awareness of endorsed brand is approved by showing mean score 3.46 and 56.9% of agreement score. The t-value ($t = 6.5475$) and the significant level ($\alpha = 0.000$) at ($\alpha \leq 0.05$) prove that this dimension, clearly, supports the second hypothesis;

H2: Celebrity-based television advertising is likely to have a positive influence toward consumers' brand choice behavior.

Table 5: Influence of Celebrity-Based Television Advertising toward Consumers' Brand Choice Behavior

Dimension 2	Mean Score	Std. Deviation	T value	Sig. (a)	Disagree (%)	Neutral (%)	Agree (%)
Celebrity-based television advertising helps me make the buying decision.	3.51	1.04351			24.6	16.2	59.2
Celebrity-based television advertising helps me remember the endorsed brand during shopping.	3.76	0.94449			15.4	12.3	72.3
Celebrity-based television advertising increases acceptance of endorsed brands.	3.46	0.94981			20.8	23.0	56.2
Celebrity-based television advertising increases my awareness of endorsed brand.	3.46	0.93306			20.8	22.3	56.9
As a whole	3.55	0.84678	7.457	0.000	20.4	18.5	61.1

Discussion

Based on the research findings of the survey and the analysis, it can be derived the result regarding the relationship between attractiveness of celebrity-based on television advertising to consumers. It can be seen from the findings in the current study that Jogjakarta consumers have a positive relationship towards television advertising which is featuring celebrity. This research finding supports the hypothesis in the current study (**H1**) that states the attractiveness of celebrity-based on television advertising is likely to have a positive relationship to consumers. These findings are in line with the finding from Alsmadi (2006).

While the result regarding the influence of celebrity-based television advertising toward consumers' brand choice behaviour also has a positive result, but these finding do not confirm the findings of the previous study by Alsmadi (2006) about the influence of celebrity-based television advertising on brand choice that shows the level of disagreement is significantly different from agreement level which has negative influence. However, these research findings in this current study supports the hypothesis (**H2**) that states celebrity-based television advertising is likely to have a positive influ-

ence toward consumers' brand choice behaviour.

From those findings, it can be seen that the consumers perceive this kind of advertising is more popular than any other kind of advertising for similar products but do not use a celebrity. Major respondents, which represent Jogjakarta consumers, are impressed by an XL's advertisement before they knew the exact message of this advertisement. This advertisement can attract their attention because it uses Raffi Ahmad, a male celebrity, as its endorser. Raffi Ahmad is recognized as an attractive endorser for this advertisement because he can manage to bring the audience to enjoy the commercial break time. He is able to build a stopping power so that people or consumers are likely spending their spare time to watch the details of this advertisement and then they will finally accept the message that Raffi Ahmad brings. Of course, those perceptions cause some positive impacts on consumers' brand choice behaviour.

Raffi Ahmad is an attractive person and a famous celebrity. Consumers adore him and this admiration creates some effects on their brand choice behaviour. First, consumers feel like being helped when they make the buying decision or they want to

purchase the product because the celebrity does ring the bell and so celebrity-based television advertising reminds them of the advertised brand during shopping. And since XL used a celebrity in its advertisement, it is easier for the consumers to accept this brand within the advertisement. The use of celebrity in an advertisement surely increases consumers' awareness towards endorsed brand.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This research aims to find the relationship between attractiveness of celebrity-based television advertising on consumers and the influence of celebrity-based on television advertising toward consumers' brand choice behavior. Based on data analysis that has been done, the study concludes that:

1. There is a positive relationship between attractiveness of celebrity-based television advertising on consumers. It was confirmed by the analysis in attractiveness of celebrity-based television advertising on consumers. As shown in the table 4, the significant result can be seen by the relationship between attractiveness of celebrity-based television advertising to consumers. It is obvious that those findings support the first hypothesis (H1), which states that "attractiveness of celebrity-based television advertising is likely to have a positive relationship to consumers. These findings are supported by previous finding from Frazer and Brown (2002).
2. There is a similar positive result towards the influence of celebrity-based television advertising on consumers' brand choice behavior (as shown in table 5). These findings prove that this dimension, clearly, supports the second hypothesis (H2) that states "celebrity-based television advertising is likely to

have a positive influence toward consumers' brand choice behaviour". These findings are supported by previous study from Erdogan (1999).

Recommendations

The use of celebrity in advertising the product gives a big contribution in marketing world. It is already known for times that a celebrity can be employed as a communication tool when celebrity is endorsing a brand. The celebrity credibility such as trustworthiness, expertise, attractiveness, respect, and similarity has emerged to deliver the content of an advertisement. As shown in the previous findings and conclusions, a celebrity is very helpful for the consumers as a brand reminder because it can be accepted easily. Another fact about an attractive celebrity is that it works like a newest Jaguar or Mercedes Benz strolling fast on the crowded street and everyone just cannot take their eyes off that car. An attractive celebrity absolutely makes consumers stunned.

XL advertisement, in this study, gives a good advertisement to promote its new product. XL decided to publish the advertisement in around 2009, that was not about which provider can give the better offering (e.g. there were Axis, 3, Simpati which offered their newest product aside of XL) but that was about the use of appropriate celebrity in an appropriate time and place. One good reason behind XL advertisement is about a good timing presenting Raffi Ahmad when he became so popular in entertainment business these times. Therefore, major consumers are stunned during the television advertisement. However, this admiration of celebrity can be a boomerang for XL itself. Here are some possible counter attacks from the advertisement that need to be responded:

1. Consumers just concern to the endorser in this advertising when they watch the

advertisement. Their eyes do not blink and even their mind does not seem to absorb the intended information. All they do is just admiring the celebrity without even understanding the message of the advertisement.

2. Furthermore, consumers do not really care about the message because they did not get the main information since they first watched the advertisement. This is not good for the product's life cycle. It can be very popular at one time but then no one remember it on the next day.
3. This advertisement seems to the researcher, only wants to exploit the famous and popular side of a celebrity without making a good script or scenario to play. Of course this is a serious mistake as they already have a good endorser. In short, Raffi Ahmad is attractive but not XL's advertisement. People will start to talk about Raffi Ahmad but not XL.

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