

# An Empirical Study of Celebrity Endorser and Public Service Advertising

SMS Journal of Entrepreneurship & Innovation  
5 (1) 1-14  
<https://doi.org/10.21844/smsjei.v5i1.15145>

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## Abstract

*The purpose of this research is to examine the mediating role of endorser's credibility on the relationship between endorser's attributes and attitude of respondents towards public service advertising effectiveness. The data was observed through a questionnaire in order to study the objectives. Total study 257 respondents were approached and only 200 questionnaires were found suitable. Convenient sampling technique was employed to collect the data in Varanasi city. Factor analysis was used to find the attributes of celebrity endorser which have influence on the credibility of celebrity endorser. Based on the data analysis, through exploratory factor analysis, Attractiveness, Trustworthiness, Similarity and Expertise were found as the main components of celebrity endorser's attributes. The statistical tool regression analysis was used to study the nature of relationships among the attributes of celebrity endorser, credibility and attitude in relation to public service advertising effectiveness. The mediating effect of celebrity endorser's credibility on the attitude of respondents towards public service advertising was checked by applying the linear regression. The research ends with the conclusion and managerial implications.*

**Keywords:** Trustworthiness, Attractiveness, Similarity. Celebrity endorser, Credibility, Attitude, Regression analysis.

## Introduction

Public service advertisement deals with social causes, which helps in giving a better life to society. Public service advertisements are helpful in generating awareness and educating the society about the issues related to society like the preservation of water and energy, natural resources, health, and literacy etc. It is said that the success of commercial products very much depends on advertising effectiveness. The commercial product's success achieved through advertising has opened the path for public service advertising use for non-commercial ventures like social causes (Evans, et.al. 2012). The public service advertising is associated with the good cause, sponsored by government and NGOs and

are always non-controversial.

PSA (public service advertising) is basically designed to raise awareness of the society for the social and other issues, which are can transform the lives of the society at large. Indian society is facing lots of social and other problems. Therefore, society and Government have felt the need to address these problems. At present Government of India is using public service advertisements as the tool for changing the mind of the people for social issues and social problems. Few of the campaigns promoted by the Government of India through public service advertising are waking the public for social issues like smoking, polio eradication, using seatbelts etc, through catchy, memorable slogans which are easy to remember.

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PSAs are generally broadcasted by different electronic and print media sources targeted on public and their interest. Majorly the Government and other associated groups like NGO are not charged by the media for the broadcasting of public service advertisements. The Lang and Goodwill (2013) advocated that “PSA are important instruments in awareness generation aimed to public and health cause, for which generally media extends the help and expertise to Government and others”. The success of PSA very much depends upon the right selection of media and proper designing of an advertisement campaign. According to Lang and Goodwill (2013), PSAs are aimed at critical issues related to life and death, therefore media is always at the forefront in offering their broadcasting services. Lang and Goodwill (2013) further advocated that the government and association, who intend to sponsor the PSA, have a human concern, and thinks about the critical human conditions for the help of needy people.

In modern marketing, celebrity endorsement has been accepted as a strategic tool (McCracken, 1989). With the strategic use of celebrity endorsement, the direction of PSA and its effectiveness on the attitude of the society has changed. Batra et al. (1996) explained that celebrity endorser demonstrates and informs an advertised issue to the society for the acceptability of the same by the change or influence of attitude. In easier words, it can be said that endorsers can develop the overall effectiveness of an advertisement (Spry et al., 2011). Celebrity endorser can draw the attention towards messages of the PSA's. They can also motivate the audience for evaluations of the message and finally can influence the attitude (Belch and Belch, 2013).

The studies conducted in western countries advocates that one out of four advertisements is endorsed by celebrity endorsers (Doss, 2011; Spry

et al., 2011). The use of celebrity endorser in television advertising is highest. The celebrity endorsement is very much used in East Asian countries, which includes Korea, Japan and India (Choi et al., 2005; Mc Caughan, 2007; Schaefer et al., 2010). The significant part of the sponsoring agencies funds i.e., around ten per cent, is spent on hiring celebrity endorsers (Ding et al., 2011). An estimate has been made by (Shimp, 2007) that around twenty per cent of the PSA takes the help of the celebrity endorser worldwide. Nowadays, advertising agencies worldwide are spending a huge amount on celebrities with the hope that celebrities will be more effective in addressing the issues of importance for society at large, as celebrity endorsers can influence the public by creating the effect in many areas of PSA. These areas are recognition of an issue, change or development of attitude, recall of an issue, mental processing for the social and health issue, intentions to change and changing overall behaviour. In the Indian context many social and health issues are consistently raised by celebrity endorser. There are many examples of using celebrity endorser in public Service Advertisements to bring awareness among the society for human wellbeing. Few of the examples for the same are 'Band Darwaja Campaign' being endorsed by celebrity endorser Amitabh Bachchan for 'Clean India Mission', and celebrity endorser Rahul Dravid to 'Stop Using Tobacco'.

There are several factors of celebrity endorser which influences the attitude of people in Public Service Advertising but a scarcity of literature on this topic propagates a dire need to understand the weight and influence of the celebrity endorsement in making public service advertisements effective, also underlining the attributes of celebrity endorser which has an important role in making public service advertisements effective. Keeping in the mind, the analysis of the different scholars regarding the celebrity-endorsed public service

advertisements; it is observed that the celebrity endorsed advertisements have a far-reaching positive impact on the attitude of the people. It has also been noticed in the literature that, though the celebrities have the capacity to influence the people, the researchers in past have failed to draw a conclusion about the influencing attribute of celebrities to change the attitude of the public for PSA. It has also been observed that the Government and other organisations like NGO are spending hugely on PSA using the celebrity endorser, whereas the impact which needs to be created as expected by the Government and other agencies is not being created. Even after the regular efforts of the Government to create the awareness for polio eradication through a vaccine, awakening the public to minimize the causalities by the use of seat belts and waking the public against cancer by non-use of tobacco, the PSA is not creating the far-reaching effect. On the basis of the above observation, it can be said that there is a gap between expected results and actual results. Considering the gap, this study underlines the problem and aims to ascertain the attributes of celebrity endorser i.e. attractiveness, trustworthiness, similarity and expertness that finally leads to study the celebrity endorser's credibility and finally studies the effectiveness of celebrity endorser's credibility on the attitude of the respondents.

Therefore, the aim of the study is to explore the credibility endorser's attributes. Afterwards, it aims to check the relationship between celebrity endorser's attributes and attitude of the respondents. Subsequently, it aims to check the mediating effect of celebrity endorser's credibility on the attitude of respondents towards public service advertising.

### **Literature Review**

PSA is basically designed to raise awareness of the society for the social and other issues, which can transform the lives of the society at large. Indian

society is facing lots of social and other problems. In modern marketing, celebrity endorsement has been accepted as a strategic tool. With the strategic use of celebrity endorsement, the direction of PSA and its effectiveness on the attitude of the society has changed. There are many studies, conducted in past, targeted to study the factors of celebrity endorser which influences the celebrity endorser's credibility, and the attitude of people, but the required variables to be studied were not considered by the earlier researchers. Hence the literature review discussed below aims to explore the gap and the scope of the research.

### **Celebrity endorser's Trustworthiness**

Trustworthiness of a celebrity endorser is explained as truthfulness, reliability and believability (Erdogan et al. 1999). Ohanian (1990) defined trustworthiness as “the listener's degree of confidence and level of acceptance of the speaker and the message”. Audience perception about the celebrity endorser results in Trustworthiness. Marketers are always in search and use that celebrity endorser, who is reliable, sincere, credible and steady (Shimp, 1997). The expertise and trustworthiness always contribute to source effectiveness (Mowen and Minor, 2006). Prior study of Goldsmith et al., 2000 illustrates that the celebrity endorser's trustworthiness supports the advertising efficacy. Some studies explain the influence of trustworthiness on the thinking process (Miller and Baseheart, 1969). The celebrity endorser, who is trustworthy, can impact the evaluation consideration of the public (Liu et al., 2007). The trustworthiness aspect of the celebrity endorser was studied by Lafferty and Goldsmith, (2000) and Ohanian, (1990) on 5 items. The item ranges from honest to dishonest, reliable to unreliable, dependable to undependable, sincere to insincere and trustworthy to untrustworthy. After observing the findings of the studies, discussed above and assessing the gap, below mentioned hypothesis is being proposed for the

present study.

**H1.** A celebrity endorser's trustworthiness positively affects the attitudes of respondents towards public service advertisements.

### **Celebrity endorser's Similarity**

McGuire, (1969), explained that the similarity is the likeness. It is the preference of the public for the celebrity endorser in terms of capability, external look and traits. This is the warmth in view of their physical appearance and conduct of the celebrity endorser (Erdogan, 1999). Maddux and Rogers (1980) contended that similarity greatly affects the mentality of the audience than erstwhile antecedents. Freiden (1984) found that an important element of TV advertisement i.e., celebrity endorser's similarity, always produces a higher impact than other antecedent expertness. Walker and Dubitsky (1994) also reviewed that similarity of the celebrity endorser dependably encourages responsiveness for PSA, by producing great demeanour for the promoted substance of PSA. In a parallel type of research, Friedman and Friedman (1979) have demonstrated that similarity is the most imperative trait in PSA. Morimoto and La Ferle (2008) recommended that similarities between the beneficiary of a message i.e. public and the celebrity endorser intercedes the credibility of the source. The higher level of similarity prompts more valuable state of mind for social and health issue and therefore for better target achievement of public service advertisement. Amos et al., (2008) recommends that similarity has less effect on the viability of PSA than different measurements. Above discussion shows that still there is a state of dilemma among the researchers that up to what extent similarity of endorsers have affected the attitude towards public service advertisements. Therefore, to analyse the relationship between similarity of celebrity endorser and respondents attitudes towards public

service advertisements, below mentioned hypothesising is being proposed.

**H2.** A celebrity endorser's similarity positively affects respondents' attitudes towards public service advertisements.

### **Celebrity endorser's Expertness:**

Expertise is the apparent ability of an endorser to develop suitable assertion (Chou, 2015). It is the combination of information, experience and attitudes created by the endorser working in the territory (Thomas, & Johnson, 2017). Ohanian (1990) contended that the apparent aptitude of celebrity endorser to influence the attitude of the respondent towards public service advertisements is more important than any other attributes. Expert celebrities are more influential in changing the attitude of the public (Ohanian 1991, Johnson, & Thomas, 2018). The source expertise is a central persuasion cue helpful in changing the attitude for social and other issues (Homer & Kahle, 1990). From the above discussion and consideration of the opinion of the different scholar, a conclusion can be drawn that expertness has an impact on the attitude of the people. It is also evident from the above literature that there is an illusion on the findings that up to what extent the expertness is impacting the attitude of the people than other elements in public service advertising. Considering the illusion, below mentioned hypothesis is being proposed to analyse the relationship of celebrity endorser's expertness and attitude of respondents towards the public service advertisements.

**H3.** A celebrity endorser's expertness positively affects respondents' attitudes towards public service advertisements.

### Celebrity endorser's Attractiveness

Attractiveness refers to all the characteristics like a physical look, identity properties, alluring way of life, and so forth, that make an endorser appealing to the audience and population (Ohanian, 1990). Attractiveness is an imperative factor of credibility endorser which changes the attitude of the population. Many studies have initiated to assess the attractiveness of celebrity endorser on the attitude of the respondents (Chao et al., 2005; Till and Busler, 2000). Hong and Wu (2013) concluded that an essential element of PSA is attractiveness of the celebrity endorser. Further, Shimp (2010) concluded from his research that the message of PSA can be easily and effectively conveyed if the celebrity endorser has attractiveness. The attractiveness of the celebrity endorser has an impact on people's attitude towards public service advertising (Sallam and Wahid, 2012). Joseph (1982) analyzed the effect of celebrity endorser attractiveness on sentiment change on various issues of PSA like social and health through different proportions of adequacy. The investigation found that attractive celebrity endorsers have an effect than less alluring celebrity endorsers on the problems and subject they support. Hudha and Hidayat (2009) originated in their examination that the attractiveness of celebrity endorser of Television, PSA has a constructive association with individuals' state of mind towards public service ads.

Through the above discussion, researchers can draw a conclusion that the attractiveness of celebrity endorser somehow influences the attitude of the people. Therefore, a need was felt to analyse that how attractiveness of celebrity endorser does influence the attitude of people through public service advertisements. Based on the gap found in the existing studies, the below-mentioned hypothesis is being proposed to analyse the relationship of celebrity endorser's attractiveness

on the attitude of respondents towards the public service advertisements.

**H4.** A celebrity endorser's attractiveness positively affects respondent's attitudes towards public service advertisements.

### Celebrity Endorser's Credibility

Expertise is the degree to which a communicator is accepted to be a wellspring of legitimate proclamation. Trustworthiness is the level of trust in the conversationalist, helpful in expressing the declarations which the public considers by and large reasonable (Triandis, 1971). Based on the assessment, the Holland et al. (1966), findings can be highlighted that trustworthiness, and expertise is helpful in developing the credibility of a celebrity endorser. According to Cooper, (1984) celebrities and credibility of an endorser persuade the message in any kind of public service advertisement, which in result delivers a positive effect on the respondent's attitude.

Precedent research recommends that the perceived credibility, attractiveness, or both, are viable in generating the effectiveness of celebrity endorser. Frieden (1984) found that due to the profoundly dependable, authentic, convincing, and amiable quality of celebrity endorser, they are credible and influencing. A highly credible celebrity endorser is always more powerful than less credible celebrity endorser (McGinnies and Ward, 1973, and 1980). Other research recommends that celebrity endorser always fluctuates in viability from cases to cases, its viability relies upon the "fit" factor, which exists between the celebrity endorser and the publicized issue (Till and Shimp, 1998). Friedman et al. (1976) stated that constant use of a credible endorser enhances the message credibility. When the recipient has no or less knowledge about the issue being advertised than celebrity endorser are

always effective (Jain and Posavac, 2001). McGuire (1985) concluded that the adequacy of a message additionally relies upon the celebrity endorser's attractiveness and credibility. Celebrity endorser's credibility is motivated by the nature, agreeability and closeness of the recipient or audience. The trustworthiness and expertness of endorsers also have an important role in enhancing the credibility of the celebrity endorser in public service advertisements (McGuire, 1985).

The above discussion shows that celebrity endorser's credibility depends on a variety of attributes which are attractiveness, expertness, similarly and trustworthiness, which increases the effectiveness of public service advertisements. In the light of the gap in the aforementioned literature, below mentioned hypothesis is being proposed to check the mediating role of celebrity endorser's credibility on the attitude of respondents towards public service advertisements.

**H5.** A celebrity endorser's credibility has a mediating effect on respondent's attitude towards public service advertisement.

### Research Methodology

The study begins with a review of the available literature, finding the gap and linking the proposition to frame the hypothesis. After the exploration of the variable, questions were identified in order to frame the statement to study the considered variables. Further, a close-ended questionnaire was developed for measurement on 7-point Likert scale with the help of professionals. The response was asked to give the responses on strongly agree to strongly disagree. Where strongly agree was coded 7, agree was coded 6, somewhat agree was coded 5, neither agree nor disagree was coded 4, somewhat disagree was coded 3, disagree was coded 2, whereas strongly disagree was coded 1 on seven points Likert scale. The questionnaire

was distributed to 30 respondents in Varanasi city. To collect the data, the convenience sampling method was used. Receiving the responses from the respondents, required changes in the questionnaire was made and reliability was checked. Further, the researchers have approached 257 respondents. In turn, 219 responses were received. Only 200 responses were found suitable for the study.

The factor analysis was applied to explore the factors. Afterwards with the help of multiple regression analysis, researchers have checked the relationship of celebrity endorser's attributes, and attitude of respondents towards public service advertisements. At last the mediating effect of celebrity endorser's credibility on the attitude of respondents towards public service advertising was checked by applying liner regression

### Construct Development

The factors considered for this study were studied by different researchers in different combinations in precedent years (Khong et.al.2013 and Ohanian 1990). Keeping these factors in mind, the researcher has undertaken four constructs of celebrity endorser's attributes in his study, which influences the attitude of respondents towards PSA. Total, twenty statements (which cover all the variables of the study) were developed to structure the questionnaire. The celebrity endorser's credibility is taken as the mediating variable which affects the attitude of the respondents.

### Sample profile

The respondents of 18 years and above watching public service advertisements on television have been considered as the respondent in this study. Total 257 respondents were approached. Out of the approached respondent, researchers received 219 responses. After data cleansing, 200 responses

were found suitable for the study. For the sample sufficiency KMO value was tested. The KMO value was found 0.848 and  $p < .05$ , which suggests that sample undertaken for the study is adequate and sufficient.

### Data Analysis:

### Reliability Analysis:

Researchers had measured the internal consistency of the questionnaire using Cronbach Alpha ( $\alpha$ )

(Cronbach, 1951). The reliability testing method through Cronbach's alpha is the most extensively employed technique of reliability measurement by the researchers (Nunnally 1978). The Cronbach's alpha coefficient was found 0.930, which indicates the high level of reliability. The reliability statistics i.e., internal consistency for each construct was found above the acceptable level i.e.,  $> 0.7$  (Nunnally, 1978). On the basis of the results of reliability statistics (Table 1), the conclusion has been drawn that the value of all construct is showing a good level of internal consistency.

**Table 1: (Reliability Statistics)**

Chronbach's Alpha	No of Items
0.930	20

### Factor Loading:

The relationship among the identified factors i.e. Source Attractiveness, Source Trustworthiness, and Source Expertise, Similarity has been found strongly significant (**Table 2**). The analysis shows that variance of all four factors are highly indicative and have explanatory power. In the varimax rotation, the total amount of variance is

redistributed over the four extracted factors. In this analysis, it was found that the Source attractiveness of PSA has more weight in comparison to other factors. In construct measurement, the factor loading value of all twenty items is more than 0.6, that indicates whichever items were taken in the study are reliable and appropriate for the further analysis.

**Table 2 :( Factor loading of the variables)**

Construct	Items	Factor Loading
Source Attractiveness	The person is dependable	.844
	The person is comparable to my age	.843
	This person is reliable	.838
	This person has affinity to my opinion	.788
	This person is appealing	.757
	This person is resembled to me	.746
	This person is honest	.686
	This person is similar to my nature	.604
Source Trustworthiness	This person is sincere	.935
	This person is trustworthy	.920
	This person is expert	.795
	This person belongs to my community	.608

Construct	Items	Factor Loading
Source Expertise	This person is knowledgeable	.793
	This person is classy	.791
	This person is attractive	.738
	This person is experienced	.714
Similarity	This person is killed	.813
	This person is qualified	.734
	This person is stylish	.707
	This is good looking	.619

**Descriptive Statistics:**

The **Table 3** clearly shows that mean score of Fac\_1 i.e. Source Attractiveness is highest as well as standard deviation is minimum that means the influence of Fac\_1 is highest in all available four

factors for study. Fac\_3 i.e. Source Expertise is second important factor in this study. Fac\_4 and Fac\_2 i.e. Similarity and Source Trustworthiness also have contributory role in developing endorsers attitude towards public service advertising.

**Table 3: (Descriptive Statistics)Descriptive Statistics**

	N	\Minimum	Maximum	Mean	Std. Deviation
Fac_1	200	1.88	7.00	4.9131	1.25284
Fact_2	200	1.00	7.00	4.4588	1.71854
Fact_3	200	1.25	7.00	4.7113	1.39636
Fact_4	200	1.00	7.00	4.6100	1.40968
Valid N (listwise)	200				

**Regression Model:**

The value of 'R' (coefficient of correlation) is 0.287 (**Table 4**), which shows the good level of prediction for the endorser's credibility. R square segment demonstrates the R2 value (additionally called as the coefficient of assurance). It is the

proportion of variance in the dependent variable that can be described by the considered independent variables. The estimation of  $R^2 = 0.082$ , that means that the considered independent variable explains 8.2% of the variability of the dependent variable i.e., endorsers credibility.

**Table 4: Model Summery**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.287 <sup>a</sup>	.082	.064	12.81262

a. Predictors: (Constant), Fact\_4, Fact\_2, Fact\_1, Fact\_3

**Statistical Significance of the Model:**

The F-proportion in the ANOVA table, checks the fitness (good fit) of the overall regression model. The underneath specified **Table 5**, represents that the independent variable

predicts statistical significance of the dependent variables, which is indicative (**F (4,195) = 14.380, p < 0.05**). Therefore, we can conclude that the regression model is a good fit for the data as the low R-square value for a good model, does not indicates the bad fit. It is further to mention that in the field of



psychology, where attitude and human behaviour is to be predicted, it is expected that the R-squared value will be low. In the forecast of state of mind or human conduct normally R-

squared values are lower than half as people are basically harder to anticipate.

**Table 5: ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	9442.652	4	2360.663	14.380	.002 <sup>b</sup>
Residual	32011.829	195	164.463		
Total	41454.481	199			

a. Dependent Variable: Credibility

b. Predictors: (Constant), Fact\_4, Fact\_2, Fact\_1, Fact\_3

**Estimated Model:**

The general equation of coefficients predicts Endorsers credibility from Source Attractiveness, Trustworthiness, Source Expertise, and Similarity. **Endorsers credibility =**

$$1.972 + (-2.020 * \text{Attractiveness}) + (-0.805 * \text{Trustworthiness}) + (-2.056 * \text{Source Expertise}) + (-2.2642 * \text{Similarity}).$$

This un-standardized coefficient showing how much dependent variable varies with a change in independent variable.

**Table 6: Coefficient**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	1.972	3.963		.702	.000
	Fac_1 (Source attractiveness)	-.2.020	.737	-.191	-2.740	.007
	Fact_2 (Trustworthiness)	-.805	.545	-.104	-1.478	.141
	Fact_3 (Source expertise)	-2.056	.658	-.217	-3.125	.002
	Fact_4 (Similarity)	-2.2642	.641	-.281	-4.124	.000

a. Dependent Variable: Credibility

**Results:**

**Statistical Significance of Independent Variables in relation to Endorser and its Credibility:**

If we test the independent variables separately, it shows the statistical significance relationship of each independent variable. If  $p < 0.05$ , it can be said that the coefficients are statistically significant. At the same time, if  $p > 0.05$ , it can be said that the coefficient is statistically insignificant. The t value and p value are denoted in 't' column and 'Sig' column of **Table 6**.

To test the hypothesis, step wise multiple regression technique was applied. The table 6 shows that the four-independent variable i.e., Source Attractiveness, Trustworthiness, Source expertise and Similarity are significantly defining the dependent variable i.e., Credibility ( $R^2=.082$ , *adjusted R<sup>2</sup>=.064*,  $F=14.380$ ,  $P<0.05$ ,  $df=4$ ).

The strongest determinant of the endorsers credibility in Public Service Advertisements are Source Attractiveness ( $Beta= -.191$ ,  $P<0.007$ ), Source Expertise ( $Beta= -.217$ ,  $P<0.002$ ), and Similarity ( $Beta= -.281$ ,  $P<0.000$ ) and

Trustworthiness ( $Beta = -.104, P < 0.141$ ). Therefore, the result shows that hypothesis **H2**, **H3**, **H4** is accepted and at the same time **H1** is rejected. Thus, the results are showing that three independent variables i.e. Attractiveness, Source Expertise and Similarity are significantly influencing the endorser's credibility in relation to public service advertising. At the same one independent variable i.e., Trustworthiness does not leave any impact on it. On the bases of above discussion, we can draw the conclusion that celebrity endorser's attributes have significant impact on endorser's credibility towards public service advertisement.

#### Statistical Significance of Independent Variable Credibility and Dependent Variable Attitude:

The hypothesis for the study of the variables was developed was: A celebrity endorser's credibility has a mediating effect on respondent's attitude towards public service advertisement. The statistical method linear regression was adopted to test the Hypothesis **H5**. The result show that independent variable endorser's credibility is significantly defining the association with the dependent variable Attitude i.e. ( $R^2 = .025$ , *adjusted*  $R^2 = .020$ ,  $F = 15.100$ ,  $P < 0.05$ ,  $df = 1$ ). Therefore, the conclusion can be made that endorser's credibility is positively associated with attitude of respondents in relation to Public Service Advertising. Analysis ( $Beta = .159, P < 0.025$ ), show that endorser's credibility is significantly related to the attitude of the respondents. Thus, we can say that credibility has mediating effect between endorser's attributes and attitude for public service advertising.

#### Managerial Implications

The results of the research offer many essential bits of knowledge and insights to marketers for the effective utilization of celebrity endorsers in PSA,

particularly with regards to social and wellbeing related issues with the reason for creating mindfulness and changing the mentality of the respondents and recipients (audience). For the credibility of celebrity endorser and to guarantee the viability of a PSA, advertisers are encouraged to give careful consideration to the similarity, attractiveness and expertise.

There is a need to understand the insignificance of trustworthiness factor, which builds the celebrity endorser's credibility, as in analysis it is found that the respondents did not consider the trustworthiness of the celebrity endorser as an important factor. On the basis of analysis, it is imperative to state that the trustworthiness is not at all the influencing factor in developing the attitude of the respondents towards PSA, if ad developer does not consider the trustworthiness of the celebrity endorser, then the celebrity endorser used in PSA is not going to affect the attitude of the respondents in relation to Public Service Advertising. Excluding the trustworthiness of the celebrity, endorser will reduce the hiring expenses of the celebrity endorser to be used for Public service advertising.

Whereas other factors like Similarity, Attractiveness and Expertise are the influencing factor in building the credibility of the celebrity endorser. The attractiveness, expertise and similarity of a celebrity endorser are unequivocally influencing the attitude of the respondents that ultimately leads to change the attitude of the general population. Therefore, the major managerial implication of this study is for the advertising agencies and sponsoring institution. The hiring agencies should look into the issue of the similarity, i.e., the character of the celebrity endorser similar to the character of the public. The similar character of the celebrity endorser is demanded, as the respondents are more influenced if they find that the character of the celebrity

endorser is similar to them. The reason is that the respondents find their conditions similar to the conditions of the celebrity endorser. Using a very high character that is dissimilar to the respondents will not be influential, which will ultimately be a waste of the financial resource. The attractiveness is also a significant factor in building the attitude of the respondents towards public service advertising. It has also shown a positive association with the attitude of the respondents. Through the results of the research, it can be concluded, that the attractiveness factor of the celebrity endorser should be considered before hiring the celebrity endorser for PSA. Attractive endorser always helps in making the public service advertisement campaign satisfying and pleasing. Who so ever the celebrity endorser is, but they should be attractive, and then the aim of the PSA to affect the attitude of the respondents positively towards the public service advertising can be fulfilled. Another important variable i.e., expertise also has a significant relationship with celebrity endorsers and credibility. The analysis shows that the attribute of the celebrity endorser i.e., expertise is influencing the respondents to attribute towards public service advertising. Therefore, there is a need to focus on the expertise of the celebrity endorser and is also required to use that celebrity endorser, which has the expertise in the advertised area. If the advertisement is focused to create awareness about the health issue than considering a doctor who has the expertise in that field will be more useful as the celebrity endorser. This implication supports the findings and the suggestions of many research studies conducted in past.

Therefore, the effectiveness of PSA can be improved by distinguishing themselves (beneficiary, audience and public) similar to the celebrity endorser and furthermore if the beneficiary finds the similarity with the endorser. Celebrity endorsers' credibility and adequacy can

be enhanced by public involvement or by reinforcing the association of beneficiary with the celebrity endorser. It is easy to work on those who are emotionally attached to issues with PSA.

The similarity, expertise and attractiveness of the celebrity are helpful in building the credibility of the celebrity endorser that finally will lead to a change in the attitude of the respondents in relation to public service advertising. It is also revealed that the attractiveness of celebrity endorser can enhance the attitude of respondents towards PSA. Similarity will emotionally connect the respondents with celebrity endorser and expertise will build confidence among the respondents. On the basis of the relationship found between the attributes of celebrity endorser and the attitude of the respondents towards public service advertising, it is relevant to mention that the marketer should properly consider the attributes of celebrity endorser so as to use the credibility of the celebrity endorser in developing and changing the attitude of the respondents.

### **7. Conclusion:**

With reference to the above examinations and the results, the conclusion can be drawn that some particular qualities of endorsers have a positive impact on PSA competence. Though there are constrained comprehension, that of how particular credits of endorsers add to the effectiveness of PSA. It has also been found in research, that the effectiveness of celebrity endorser is connected with the similarity being considered by the beneficiary of PSA. The present examination demonstrates that the celebrity endorser's credibility very much depends upon the Expertise, Similarity and Attractiveness. All these measurements have contributed emphatically to the attitude development and change of beneficiary for PSA. Result proposes a constructive outcome of celebrity endorser on the competence of PSA. This examination gives novel results, showing that the attractiveness, expertise and similarity measurements are the key factors of celebrity endorser, that have the most grounded impact on the attitude development and change of the beneficiary. Trustworthiness had the weakest impact on the attitude of the respondents towards PSA.

### **8. Limitations:**

The serious limitation of this research is to complete the work in a limited time frame. In this research work only, few variables have been considered for a study that may not be

sufficient to describe the credibility of endorsers in relation to public service advertising effectiveness. Financial constraint is another shortcoming of the work. The most imperious limitation of this exploration is the generalization of the findings.

### 9.Scope for future research:

Future research should focus on exploring the other factors which have not been taken up in the study into consideration. Future research should collect data from different sample in a different location. Future studies can also consider other factors which can have a significant role affecting the attitude of the celebrity endorser's credibility in public service advertising.

*Note: The authors are grateful to the anonymous referees of the journal for their suggestions to improve the overall quality of the paper. Usual disclaimers are applicable.*

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