THE EFFECT OF NASTY AND NON-NASTY MARRIED CELEBRITY ENDORSERS ON THE ATTITUDE, BRAND, AND PURCHASING INTENTION OF THE CONSUMER

Lina

Musi Institute of Economics Science
(natayalina@yahoo.com)

ABSTRACT

This research describes how Advertising Response Modelling (ARM) provides a framework to measure advertising performance by integrating several multiple measures used in copy research. Several studies found that the use of celebrity endorsers is a popular execution device, but it is not without risk. The author reports the study examining how the case of negative information about an endorser can affect three variables: attitude toward ads, attitude toward brand, and purchasing intention. The aims of this research were to measure the influence of negative traits of endorsers on consumers' attitude toward the product, the brand, and the purchasing intention. Experimental research design was employed in this study. The participants in this research were students who are studying at Master of Economics Science, Gadjah Mada University, Yogyakarta. There were 100 participants out of 113 samples used as participants. Those participants were exposed to a printed advertisement of drinking product "Extra O2" brand. Then, they were also exposed to the case of negative information of the endorsers who have and have no nasty married. After that, the participants were asked to fill in self-administered and structured questionnaire. By using ARM and One-way ANOVA analysis, the research shows that endorsers without divorce problem has influenced positively the audience more than that of endorser with nasty married. However, there are no significant differences between men and women in responding the advertising with nasty and non-nasty married endorsers.

Keywords: Advertising Response Modelling (ARM), endorsers with nasty and without nasty married Attitude toward ads, attitude toward brand, and purchasing intention.

INTRODUCTION

The research was inspired by several contradictions regarding the celebrity endorsers shown by previous studies. Some research results indicated that the use of the celebrity endorsers for the advertisement is more effective than those of non-celebrity endorsers. When four dimensions of consumers' value such as trustworthiness, believability, persuasiveness, and likeability were applied, the ad that uses celebrity endorsement become not so effective. Such less effective perception toward a product is also influenced by endorsers' negative traits.

The use of endorsers is prevalent in advertising and commonly was hired by the advertising company under two schemes: celebrity and non celebrity endorsements. The most interesting things from the two are that both of them expose specific product/company

image to the consumers. The effectiveness of the celebrity endorsers is still in questions but they are usually represented as the spoke person of high involvement and low involvement products. In one case, the celebrity endorsers seems to be more effective compared to the non celebrity but on the other products this phenomenon does not demonstrate any benefits. The use of Elma Theana, for example, has successfully promoted the Xonce product with its tag line "*Xoncenya mana*" but Marisa Haque and Ikang Fauzi in the product of Vicee can not capture the consumers' mind. Xonce product therefore is much more acceptable by the consumers than Vicee.

Charbonneau & Garland (2005) found in their research that some companies reach out or grasp target audience by hiring celebrity endorsers or sport endorsers with two main considerations either the negative credibility of the celebrity or the cost of the endorsers.

Kamins (1989), indicated that the celebrity endorsers influence positively if the consumers perceive that the celebrities' personality traits are reflected in the brand which means that consumers believe that celebrities actually transfer their personality traits to the brands' personality. Mathur, Mathur, & Rangan (1997) made a thorough investigation on the influence of the celebrities' health condition to the product sale boost. They found that when there was a negative information about Michael Jordan health condition on March 9, 1995 when he was scheduled to leave the basket team early, the selling rate of five commercial advertisements such as General Mills (Wheaties), McDonald's (Quarter Pounders and Value Meals), Nike (Air Jordan), Quaker Oats (Gatorade), and Sara Lee (Hanes Underwear) lead to a lowered sale. Not only those products did lose their consumers, their stock exchange prices suffer lower index as well. It means that a threat negative perception

of the celebrity may cause serious unexpected cost to the company.

Atkin & Block (1983) also recorded the superiority of celebrity endorsers over non-celebrity. In a study conducted by Mehta (1994), resulted that the effectiveness of an ads can be measured by means of integrating several measures called Advertising *Response Model (ARM)* in which she uses celebrity as *peripheral.* It showed that the celebrity as the source of periperalin of the advertisement produces significant effect on the ads, attitude, etc. Mehta indicated that when the celebrity was used as *peripheral,* there will be significant influence on the consumers' attitude, the brand, and the purchasing attention. According to her, such attitude will occur when the TV viewers are in *low-involvement* condition.

Kahle & Homer (1985) as quoted by Daneshvary & Schwer (2000), showed that the consumers tend to purchase the products that uses *celebrity enforcement* more than those of non celebrity endorsers. Most of the consumers who admire the celebrity endorsers are women. Different results were recorded by Menon and Rogers that the celebrity endorsement is not always effective, somehow it has potential risk on the company finance. This negative phenomenon depends upon the type of the products and the variables that related to the celebrity endorsers such as his/her credibility, trustworthy, knowledge, and his/her performance. When the celebrity personalities do not match with the products characteristics, the advertisement will become less effective. In fact, what have been postulated by Menon and Rogers does not have enough evidence on previous research or their objection on the information that the celebrity endorsers will give greater impact on consumers' intention than those of non celebrity. This assumption need to be proved for further study.

Some evidences have already indicated that there is a close relationship between

negative celebrity endorsers and the consumers perceptions as well as their attitude towards the ads (Till & Shimpson, 1998). They reported that the incident had happened to Pepsi Cola series with three tarnished celebrities-Mike Tyson (*conviction for rape),* Madonna (*alcoholic mother and* whose video work has outraged some for its sexual*)*, and Michael Jackson (*child molestation*). Till & Shimpson (1998) mention that those three scandals reveal negative information about celebrity that has been liabilities to the brands they endorse.

The fear of potential celebrity scandals is not always followed by a threat on the brand because on the Tom Cruise case, his divorce with his wife Nicole Kidman has no negative effect on the Forbes Celebrity ranks. He is still on the first rank of 100 Forbes Celebrity. The rank was made based on his *earnings, prominence on the web, his endorsements on magazine cover, TV, Radio, and Newspaper* (Forbes, 2002).

Based on the amounted empirical evidence it is clearly demonstrated the use of celebrity lead to more favourable product sales but in some cases the negative information about the celebrity brought negative effect to the endorsed brands. To make sure such indication, Till & Shimp (1998) then conducted the research. By applying *associative network model of memory (ANMM)* as the theoretical background, they determined four moderating variables: the size of association set for the brand, size of association set for the celebrity, the timing of the negative celebrity information, and the strength of the associative link between the brand and the celebrity. In their research they found that negative information about vague celebrity can decrease consumers' behaviour and such relationship was moderated by four demorating variable.

Furthermore, Till & Shimp (1995) showed that from several negative celebrity scandals such as; drug abuse, crimes, and drunk, only

nasty divorce took dominant negative value of Hollywood celebrity. Among the nasty divorces that highlighted by the consumers are; Mike Tyson-Robin Givens, Jennifer Anniston-Brad Pitt, and so on. All negative information tend to detoriorate the celebrity credibility on their enforcement products.

Regarding the nasty divorce issue, Bayard (1998) postulated a wise solution to overcome the divorce—each partner should think the best thing that they share. It is based on the fact that the divorce was commonly triggered by self-ego that holds by each partner. If each partner thinks the best thing that they share for a long future, there would be no divorce.

In Indonesian context, the researcher found on the www.detik.com and Cek and Ricek 2006 resume, that there has been an increasing trend of divorce among Indonesian celebrity within 2005-2006 in which the divorce figure in 2005 was 23 cases and increase into 36 cases in the year 2006.

Among those nasty divorce, there is one case that included into the most complicated and the longest trial (from August 205 – December 2006)—the divorce of Tamara Bleszinsky with her husband Tengku Rafli Pasya. Tamara registered her case on August 3, 2005 and the court finalised their wedding lock on February 1, 2006. The court decision was not well accepted by Tengku Rafli Pasya, and then he exercised his right for an appeal. Finally his case was declared final on December 2006. Although they officially satisfied with the court, they still have a serious problem with their children nursing. Tamara Bleszinsky has been a celebrity endorser for the product of Lux soap for more than ten years (www.detik.com).

The divorce of Titi Dwijayati and Andrew Hollis Daugherty, on the other hand, took only short time process because the case was registered on early November 2006, and on November 27, 2006 their case had been declared final. Both parties agreed to divorce

in a good manner without quarrelling the inheritances and custody rights. Although she had divorce scandal, Titi Dwijayati, recently has endorsed *Indomie Noodle* (www.detik.com). Based on those phenomena, the researcher is interested in conducting a further research on the effectiveness of an advertisement by using non-celebrity endorsers who involve in nasty and non-nasty divorce.

Referring to two previous researches that conducted by Mehta (1994) and Till & Shimp (1998), the researcher therefore would like to investigate the influence of problematic divorce of the celebrity that reflected from Tamara Bleszinsky case, and non-problematic divorce that represented by Titi Dwijayati case in related to products sale.

PROBLEM STATEMENT

1. Do non-nasty divorce celebrities have more positive effect on the consumer attitude than those of nasty divorce endorsers in term of their attitude on advertisement, on the brand, and purchasing motivation?

2. Are there any attitude differences on the advertisement, brands, and purchasing motivation between man and women in relation to nasty divorce endorsers?

3. Is there any differences in attitude, brand, and purchasing motivation between man and women in relation to non-nasty divorce endorsers?

OBJECTIVE OF THE RESEARCH

The objectives of the research are;

1. To analyze whether non-nasty divorce celebrity enforcers have more positive influence on the consumer attitude than nasty-divorce celebrity.

2. To analyze different attitude of the consumers on the advertisement, brand, and purchasing intention among man and women when they respond to the advertisement that used nasty-divorce endorsers.

3. To analyze different attitude on the advertisement, brand, and purchasing attention among man and women when they respond to the advertisement that used non-nasty divorce endorsers.

THE SIGNIFICANT OF THE STUDY

The research contributes the following items;

1. The research can provide empirical data regarding the effectiveness of advertisement which uses nasty and non-nasty divorce endorsers, by having so, the company will be able to select an effective endorsers.

2. The research will enlarge our knowledge on different attitude between man and women in the context of RAM application as a means of measuring the effectiveness of advertisement using nasty and non-nasty divorce endorser.

3. The research can share the information for further research in the same field.

THEORETICAL FRAMEWORK

Advertisement

Advertising is as important as the brands and the service which are designed specifically to attract the attention of particular consumers or clients. Wrong type of medium used for advertisement can influence the success or the failure of the products. An example of advertising media is *billboard,* an outdoor advertising found in high traffic areas such as major highways, expressways or principal arterials, it commands high-density consumer exposure (mostly to vehicular traffic) and can be more effective than radio, television and magazine. The choice of *audience or* recipient should also be selected carefully whether the target is an individual or house hold. In

addition to those aspects, the hefty advertising budget variable should not be neglected.

Kotler & Keller (2006) define advertising as any paid forms of non personal presentation, promotion, channel communication of ideas, goods, or services by an identified sponsor. Advertisement and promotion can create image of the product through communication process. The advertising activity is therefore intended to create a communication effect in which the company implant a mental image of the product in the mind of the consumers.

The influence of *Endorser* in delivering the ads

Choosing an appropriate celebrity for promoting a product is very important because the celebrity's characters must be relevant to the product endorsed; relevant celebrity can create significant effect to the company and brand awareness. This is what is known as hallo effect (Sciffman & Kanuk, 1994). It may also play an effective way to promote the products. Cohen (1980) defines that *endorser* is a person who is trusted in communicating the marketing message to promote the product, he/she has the right to influence the target consumer.

According to Friedman, Termini, & Washington (1977), there are four types of endorsers that commonly used in advertisement: celebrity, particular consumer, professionals, and company presidents. From the research that conducted on the effectiveness of those four endorsers, they found that the Sangria wine does not significantly influence the product sale, consumer attitude, but the use of celebrity had increased the consumers' intention to buy or to test the product. It can be infer that the use of celebrity as the endorser is very effective for the product promotion rather than others.

'Celebrity endorsements are expensive for firm' ((Agrawal & Kamakura, 1995: 56) and therefore must be careful consideration taken in the selection process. There are many differing views on what characteristics make a celebrity endorser a good source, for example their reputation and potential negative image, etc. When celebrity's negative image is tarnished by scandal, the product attitude will also have negative association and the viewers will be in psychological stress (Till & Shimp, 1998). Till (1996) further mentioned that negative publication of a celebrity will influence very much on the products or the brands that she/he endorsed, it becomes worse if it is shown repeatedly and in a long publication in the society. Till & Shimp (1995), cited some example of negative image of the celebrity that also create negative association with the product or brands; drug abuse, crimes, and alcohol, nasty divorce, etc.

From the discussion above, it is found that there is a conflicting perception that prompts the question of celebrity effectiveness. In one hand, some researchers found that the use of celebrity is more effective than the use of non-celebrity. The use of celebrity endorser, on the other hand, is also proved ineffective.

Advertising Response Modelling (ARM)

Advertising response modelling (ARM) is a modelling technique in evaluating the advertising effectiveness by applying multiple measures. In its application, an ads must first be broken down into the clutter and gain attention. If the advertising captures the attention, processing occurs along one or both routs: central and peripheral. During *central process*, the focus is on the product and/or brand-related information in which the consumers focus their attention on the product and message variable while ads/commercial–related issues are more dominant during *peripheral processing* (Mehta, 1994). Under *high involvement*, consumers responds process information via a central route by elaborating on the brand-related information. Peripheral processing occurs under *low involvement* condition because the consumers rely on the available peripheral cues such as plot of the ads, image, music, and spokepersons.

HYPOTHESIS

The central and peripheral processing occur as follows: an effective ads/commercial-related issues leads directly to the interest of the comsumers and they will process the information through *central* and *peripheral route*. The model can be seen on the Figure 1below.

Endorser Effectiveness by applying the ARM

There have been many identification process used by several researchers in explaining the the effectiveness of endorsers in a particular advertisement (Friedman, Termini and Washington, 1977). This theory has the reason that the people tend to addopt others' attitute or others' behaviour. Sciffman & Kanuk (1994) explained that the advertisement will influence the attention, persuation, attrac-tiveness, taste, attitude, and intention toward the ads as well as on the purchase intention.

Mehta (1994) found that the ads that used celebrity endorcers was more effective in capturing the consumers' attention than that of non celebrity. Till & Shimp (1998), on the other hand, revealed that there was a negative image of celebrity endorsers that followed an ads shown to the public. Both positive and negative results of celebrity endorser bring some effects to the prooducts or the brands. Negative information of a celebrity endorser can reduces the attitute of the consumers on the advertised products. Based on such findings, the researcher develops the hypothesis as follows;

Hypothesis 1a: advertisement that used cele-brity endorsers who have no nasty divorce, will has more positive influence on the consumer attitude on the product than the ad used nasty divorce celebrity endorsers.

Hypothesis 1b: Advertisements that used celebrity endorsers, who have no nasty divorce, will has more positive influence on the consumer attitude on the brand than the ad used nasty divorce celebrity endorsers.

Hypothesis 1c: Advertisements that used celebrity endorsers, who have no nasty divorce, will has more positive influence on the consumer attitude on the purchasing intention than the ad used nasty divorce celebrity endorsers.
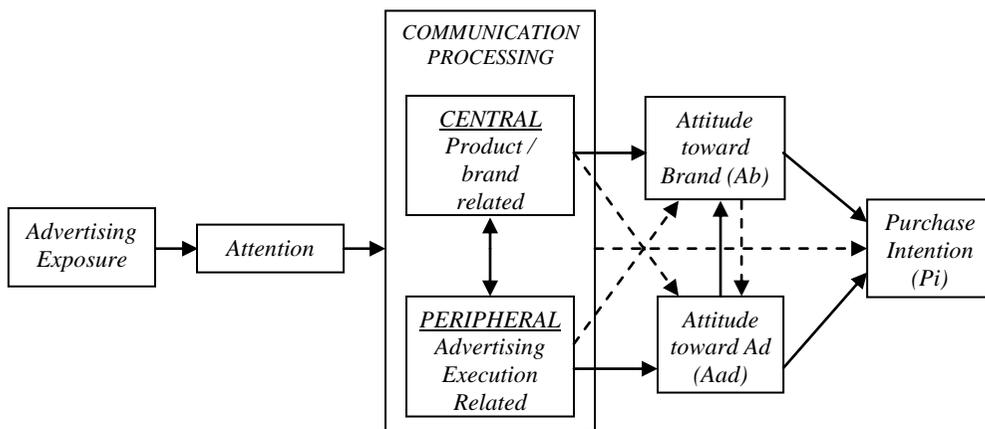
Source: Mehta (1994)

Figure 1. Advertising Response Modelling (ARM): Research Model

Audience behaviour as the ad target

Marketing practitioners should pay attention to *audience* that become the target of the ads as the *audience* have different behaviour when they watch/see the ads. Gentlemen audience tend to be more selective on the information; they are only interested in the information that closely related to them; in majority they are having single agentic personalities. Women audience, on the other hand, prefer to accept those information that are not only related to themselves (Meyer & Levy, 1988, as quoted by Widyatmojo,1997).

When the ability of men and women in capturing the advertisement is compared, it is found that men have poor capabilities in capturing non verbal message. Darley & Smith (1995) mentioned that men prefer to employ rational or logical reason and tend to accept objective advertisement message while women tend to be evaluative and subjective. As the results, the research is therefore also intended to test whether there is a significant difference between the women and man attitude in responding an advertisement. Based on the statement above, the second and third hypotheses then were proposed.

Hypothesis 2a: there will be significant differences on **the attitude** of men and women **toward advertisement** that used nasty married endorsers.

Hypothesis 2b: there will be significant differences on **the attitude** of men and women toward **the product** brand that advertised by nasty married endorsers.

Hypothesis 2c: there will be significant differences in term of the **intention** toward a product that advertised by nasty married endorsers.

Hypothesis 3a: there will be significant differences in term of **attitude between man and women when they respond** the advertisement used non-nasty married endorsers.

Hypothesis 3b: there will be significant difference in term of the **attitude between men and women toward the product** when they respond the advertisement used non-nasty married endorsers.

Hypothesis 3c: there will be significant differences in term **of purchasing intention** between man and women when they respond to the advertisement used non nasty married endorsers.

RESEARCH METHOD

Research Design

The research method used in this research is *Design Statistical Experiment-Completely Randomised Design* by grouping the participants into two groups which undergo one treatment with advertisement and article on nasty and non-nasty married. Having shown a particular advertisement that used nasty married, the endorsers will not get the chance to see the advertisement used non-nasty married endorsers because it creates a sequence bias effect. ((Aaker, Kumar, & Day, 2004).

Experiment Validity

According to Sekaran (2003), there are two types of validity inexperiment: internal and external validity. *Internal validity* can be reached by controlling the *exogeneous variables,* through the use of *randomisation. External validity*, on the other hand, can be maintained by applying b*etween subject.* It is due to the fact that both *treatment levels only used one treatment.*The first experiment group only received 1 treatment---nasty married endorcer, and at the second experiment group

received treatment 2 of non nasty married endorcers.

Subject Procedures

The procedure of randam sample is also applied to participant selection for the survey (Cooper & Schindler, 2003). The subject is grouped based on research design inwich every subject is only exposed to one of two case articles regarding the divorce. In this research the reearcher used 100 Master students of Economics Science comprising of active student and alumni. Such number of participants are enough for a field research (Hair, Anderson, Tatham, & Black, 2006).

Advertisement sample

The advertisement sample used in this research was unfamous drinking brand of X-tra O2 which promoted by nasty married celebrity and non-nasty celeblrity endorcers There were several reasons to make use of such brand;

1. The sample was the advertisement of low risk products that make the consumers in low involvement condition in making decision for purchasing the products.

2. The product can be consumed by men and women so that the attitute differences among them can be analysed.

3. The use of unfamous brand is intended to avoid the influence of previous experience and bias respond toward a certain brand (Droge, 1989)

4. *The Endorser* used in the research was nasty married women celebrity because the women are much more acceptable by the public than *men endorcers* (Kamins, 1989).

5. The product was still new but it was booming in 2006 because of the new paradigm in the society regarding human body stamina.

Operational Definition and Variable measurement

What the researcher means as *Advertising response modelling (ARM)* is a measurement model on how someone demonstrates respond toward advertisement by integrating various several measures. If the advertising captures attention, processing occurs along one or both routes: *central and peripheral* process (Mehta, 1994). In the ARM model, there are several variables occur during central and peripheral processing such as attitude toward advertise-ment (Aad), attitude toward brand (Ab), and purchasing intention (Pi).

Attitude toward Advertising

Assael (2001) defines that attitude toward the ads is the consumer`s predisposition to respond favourably or unfavourably to a particular ad. The attitude (Aad) can be measured through 3 out of 4 questions that developed by Putrevu & Lord (1994). The consumer's predisposition was indicated by *numerically differential scale* in which the answers are classified into ($-3, -2, -1, 0, 1, 2,$ and 3).

Attitude toward Brand

Assael (1992) believes that brand attitude is a reflection of a consumer's overall preference for a brand either positive/negative, good or bad, like or dislike, qualified or unqualified and is the result of a sequential process involving cognition, connation, and action. This sequence of events are commonly referred to as the 'hierarchy of effects' model of consumer decision making and is an important basis for defining the factors that influence consumer behaviour. The attitude toward the brand *(Ab)* is also measured by using *numerically differential scale* (*Putrevu* and Lord: 1994). The scales are ($-3, -2, -1, 0, 1, 2,$ and 3).

Purchase Intention

Factor affecting purchase attention is a cognitive intention or the intention of consumers to buy a particular product or brand (Peter & Olson, 2002). The purchase intention is the desire to purchase a product after watching the advertisement through peripheral process. The purchase intention is measured by using the scale that developed by Putrevu & Lord (1994). The feedback or the responds are given in the scale of -3, -2, -1, 0, 1, 2, and 3.

Hypothesis Testing

One-way analysis of variance (ANOVA) analysis is used to test those hypothesises and the aim is to find out group mean differences. According to Ghozali (2005) in order to arrive at *one-way* ANOVA, there should be *homogeneity of variance* test. This test is the test conducted to the reveal that the dependent variable has the same variance with every aspect of independent variable. The application of SPSS for this test is called *Levene's Test of Homogeneity of Variance.*

Experiment Testing

There were two treatment levels given to the participants: unpopuler endorcer and second the nasty married endorcer and non-nasty married endorcers.

The researcher gave colourful printed ads having the same colour and content, they are different only on the case nasty married and non nasty married endorcer. At the first experiment group, the article is about nasty married endorcers while on the second experiment group the researcher gave non-nasty married endorcer.

The data were gathered through questionnaires. The questionnairs were used as the measurement of customer attitude upon the ads that promoted by nasty and non nasty endorser.

Manipulation Check

The research was preceeded by a try-out experiment in which the researcher test the validy of the article (news on Cindy's divorce) wheather it is understanable or not understandable, clear or unclear, and spoil or unspoiled endorcers' reputation. Such *manipulation check* was conducted to the graduate students of Magister Sains UGM Yogyakarta. They are chosen purposely as the researcher is one of the graduate students and it makes easy to find out the participants. Manipulation check was conducted under standard procedures below;

1. First of all, the researcher prepares the participants that collected from three graduate courses; 14 students from Business Research Method course, 12 students from Seminar on Finance Management course, and 21 students from Management and Business Behavior course.

2. Then the researcher conducted manipulation check to the first and second group. The treatment is only different on the content of the articles (the divorce of Cindy Clarisss, a pen name).

3. A pen was given to each participant for filling out the questionnaire, then a printed advertisement of X-tra O2 was handed, each of participants was asked to observe the ad.

4. After that, the article on the nasty divorce of the celebrity endorcer who promoted the product was distributed. Article on nasty divorce endorcer was given to the first group and article on non-nasty endorcer was distributed to the second group. Each participants was asked to read and comprehend the article.

5. As soon as they finish reading the article, part 1 of the questionnaire was delivered.

6. After completing the first questionnaire, the researcher distributed the second questionnaire for eleciting their attitude.

The researcher asked them to fill all the answer of the questionnaire of the *manipulation check.*

7. Finally, all questionnaires were collected and as the reward for their time and energy, the researcher gave them cookies.

Manipulation Check Results

From 47 partcipants who received questionnaires, only 45 questionnaires were eligible for further analysis because some of the first and the second questionnaires have extreme value and do not have normal distribution.

The data of the participants shown that 26.7% of them are less than 25 year old, 22.2% within the average age of 25 – 29 years; 42.2% between 30 – 35 years old, and the rest (8.9%) are with the age more than 35 years. Based on the sex catagories, 40% of them are male and 60% are female. Referring to the marital status, 44.4% of the participants are married, and 55.6% of the participants are still bachelor.

Data Validity Testing

Confirmation factor analysis was done for testing the validity of the indicator construction. One of the method for measuring such confirmation is *Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA)*, the score of a valid construction should be more than zero (Ghozali, 2005). Here is the KMO factor analysis.

Table 1. Analysis of Validity – Confirmatory Factor KMO and Barlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.772
Barlett's test of Sphericity	Approx. Chi-Square	347.293
	df	45
	Sig.	.000

Source: Primary data

The SPSS *output* above indicates that the adequacy is 0.772 which means that the factor analysis can be continued. With the *Barlett's test* and *chi-squares* score of 347.293 with the significant index of 0.000, the factor analysis can be executed. Table 2 below shows the result of rotation factor under varimax method.

Table 2. Analysis Validities – Confirmatory Factor Analysis *Rotated Component Matrix*[a]

Constructs	Component		
	1	2	3
MC2 Aad1		.920	
MC2 Aad2		.921	
MC2 Aad3		.789	
MC2 Ab1	.873		
MC2 Ab2	.890		
MC2 Ab3	.847		
MC2 Ab4	.864		
MC2 Pi1			.910
MC2 Pi2			.784
MC2 Pi3			.877

Source: Primary data

It is found that the indicator of attitude on advertisement (Aad), attitude on the brand (Ab), and purchasing intention (Pi) were grouped and have high loading factor. From the rotation results, it can be seen that the validity score is more than 0.40. which means that all constructs are valid.

Data Reliability Testing

A questionnaire can be reliable if the answer of the participants are consisten or stable from time to time. The reliability scale is indicated by the value of *Cronbach Alpha* (α) that closer to 1. The reliability of the questionaire in this research can be seen in table 3 below;

Almost all items in the questionnaire have *Cronbach Alpha* more than 0.70 which means that all constructs on nasty married endorcers *(treatment 1)* are reliable and consistent. The reliability of the consitency and reliability of the construct were more than 70%.

Tabel 3. Reliability Analysis – *Cronbach Alpha*

Questionnaire	Item	Troubled Endorser		Non-Troubled Endorser	
		Corrected Item to total correlation	*Cronbach Alpha*	*Corrected Item to total correlation*	*Cronbach Alpha*
		.625	.809	.764	.794
	Mklm	.562		.467	
	Mrsk	.757		.632	
Attitude toward ads (Aad)	Aad 1	.775	.874	.755	.901
	Aad 2	.837		.796	
	Aad 3	.684		.535	
Attitude toward brand (Ab)	Ab 1	.740	.917	.767	.873
	Ab 2	.828		.667	
	Ab 3	.832		.702	
	Ab4	.840		.767	
Purchasing intention (Pi)	Pi 1	.582	.728	.692	.856
	Pi 2	.356		.815	
	Pi3	.704		.706	

Source: Data Analysis

Homogenity Testing of the Group

The homogenity of both data were tested by using *Chi-square*. The testing was conducted on the aspect of participant charateristics, their age, sex, and marital status. The results are shown on the Table 4.

Tabel 4. Homogenity Testing of Ads *Treatment*

	Chi-square Test	*Asymp. Sig.*	*Remarks*
Age	.022	.881	Homogen
Sex	1.800	.180	Homogen
Marital Status	.556	.456	Homogen

Source: Primary Data

From the Chi-square test, it is found that they are in homogenity because there were no *confounding variable* that can influence the cause and effect relationship between independent and dependent variables.

Homogeneity of Variance

The *variance homogentiy* was also important before conducting ANOVA analyis. The results are exhibited on Table 5.

From table 5, it can be seen that the value of *levene test* for perception on the divorce article was significant at the level of 1.011 which is more than 0.05 (> 0.05). It can be infered that the variance are homogen or the same.

Table 5. Results of Homogeneity Testing

	Levene Statistics	df 1	df 2	Sig.
Perception on nasty and non-nasty divorce	1.011	1	43	.320
Cannot be understood	.341	1	43	.563
Spoiled the credibility or not spoiled	.110	1	43	.742

Source: Primary data

One-Way ANOVA Testing Participant on Divorce Article

Tabel 6 below exhibit means and standar deviation of oneway ANOVA test of both group on divorce perception.

From the Table 6 above, it can be inferred that there is significant difference between group one and group two in the field of perception on divorce article. *Analysis of Variance* indicated by Alpha score α=0.000 is lower than the table score (α<0.05). The results indicated that both group have different opinion on the issue of nasty married. It means that the research can be proceeded to the next steps.

DATA ANALYSIS AND DISCUSSION

Participants' Characteristics

From the data, it can be seen that all questionnaires (113) are accepted from the participants. At the data gathering process the researcher was assisted by 2 enumerators. There are 100 questions given during the test: 25 pair of men and 25 pair of women. Among 13 mortality questions, there are 2 questions indicated extreme answers, 10 questions are totally not accepted because of incomplete answer, and 1 question without answer.

From the real research, it is found that 30% of the participants are below 25 years old (< 25 years), 44% have the age between 25 – 29 years, 21% between 30 – 35 years, and the rest 5% were more than 35 years old. Based on sex catagories, 50% of the participants were women and 50% were women. It is also indicated from the participants data that 44% of them are married while 45% were still bachelor.

Homogenity of Group Characteristics

The homogenity sex, age, marital status of both treatment groups were tested by using *Chi-square.* The results indicated that they were in homogenity because there were no *confounding variable* that can influence the cause and effect reletaionship between independent and dependent variables.

Table 7. Homogeneity Testing of *Treatment Group*

	Chi-square Tests	Asymp. Sig.	Remarks
Age	1.960	.162	Homogen
Sex	.000	1.000	Homogen
Marital status	1.440	.230	Homogen

Source: Primary data

Hypothesis Testing

Homogeneity of Variance

In testing the hypothesis, the researcher first should do analysis of variance in order to reveal the condition of the variance. They should have the same variance at each category either at independent or dependent variables. The results are exhibited on Table 8 below.

From Table 8 above, it can be seen that the value of *levene test* is bigger than than t-table (probability > 0.05). It can be inferred that the variance are homogen or the same. By having so, F test can be proceeded.

Table 6. Average (Mean), Standard Deviation (SD) One-Way ANOVA Test on Perception

Perception on Divorce Article	Advertisement with nasty married endorser		Advertisement with non Nasty married endorser		Sig.
	Mean	Standard Deviation	Mean	Standard Deviation	
Problem or no problem	1.79	.721	4.43	.870	.000
Can not be understood	2.17	1.204	4.10	1.179	.000
Spoiled the credibility	1.92	.881	4.43	.870	.000

Source: Primary Data

Table 8. Variance Homogeneity Testing

	Levene Statistic	df 1	df 2	Sig.
Attitude toward ad (Aad)	1.374	1	98	.244
Attitude toward brand (Ab)	.456	1	98	.501
Purchase intention (Pi)	3.859	1	98	.052

Source: Primary data

One-Way ANOVA Testing of Hypothesis 1a, 1b, and 1c

From the data analysis, the researcher can find out that there is significant difference between group 1 that used nasty-divorce endorcers and group 2 which used non nasty married endorsers as indicated from the attitude variable (Means nasty married endorser = 1.7742, Means non nasty maried endorser = 2.1004). Besides, the α value of *Analysis of Variance* testing is 0.000 (α < 0.05). Such statistical evidence proved that **hypothesis 1a** which mentioned that advertisement that used celebrity endorsers who have non nasty divorce, will has more positive influence on the consumer attitude on the product than the ad used nasty divorce celebrity endorsers is accepted.

The same indication also appears on the average score or means and standard deviation of *oneway ANOVA* test of both group regarding the attitute toward the brand (Ab).It revelas that there is significnt difference between nasty and non nasty married endorsers (Means nasty married endorser = 2.3344, Means non nasty married endorser = 2.6746, Alpha value indicated by *Analysis of Variance* is 0.000 (α < 0.05). This result shows that **hypothesis 1b** is also accepted. Hypothesis 1b suggested that the advertisement using celebrity endorsers who have no nasty divorce will have more positive influence on the consumer's attitude towards the brand than the ad used nasty divorce celebrity endorsers.

The last analysis indicated that there is significant difference between group one and group two in term of purchase intention (Pi). It is seen from the mean score of endorser who has nasty married is 1.8732, means score of non nasty married endorcers = 2.0798, with α score of *Analysis of Variance* 0.000 (α < 0.05). It means that hypothesis 1c: advertisement that used celebrity endorsers who have no nasty divorce, will has more positive influence on the consumer attitude on the purchase intention than the ad used nasty divorce celebrity endorsers is accepted.

As the whole the research has indicated that the use of non nasty married *endorser dummy* is more effective in creating good attitute on the product, better attitude toward brand, and increasing purchase intention of the consumers. The resuts were the same as what Mehta (1994), Till & Shimp (1998) found.

One-Way ANOVA Testing of Hyphotesis 2a, 2b, dan 2c

From one-way ANOVA testing, it is found that there is no significant difference between man and women in term of attitude toward ads as seen from means Men = 1.7948, means Women = 1.7652) with the alpha of 0.766 (α > 0.05). This result indicates that hypothesis 2a which mentions that there will be significant differences on the attitude of men and women toward advertisement that used nasty married endorsers is rejected.

There is no significant difference on the attitude of men and women toward the brand that advertised by nasty married endorsers as seen from its means and alpha: Means Men = 2.2972, Means Women = 2.3716, α= 0.447 (α >

0.05). Therefore, hypothesis 2b is not accepted.

Hypothesis 2c which mentions that there will be significant differences in term of the **intention** toward a product that advertised by nasty married endorsers is rejected because means of purchase intention men is 1.8732 while the intention of women is 1.8732 with the alpha=1.000 (α>0.05).

Based on the testing of the hypothesis 2a up to 2c above, the result of the testing can be summarised as given in Table 9.

One-Way ANOVA Testing of Hypothesis 3a, 3b, and 3c

From one-way ANOVA testing it was found that there is no significant difference on the attitude toward ads betwen men and women as signified by its means (Means Man= 2.0920, Mean Women = 2.1088) and the alpha score of 0.849 (α>0.05). Hypothesis 3a which mentions that there will be significant differences in term of attitude between men and women when they respond the advertisement used non-nasty married endorsers is rejected.

The same figure is also indicated for the attitute toward brand that there no significant difference between man and women because its means comparison is 2.7140 and 2.6352. Besides, the alpha score resulted from *Analysis of Variance* testing is 0.432 (α>0.05). Therefore, hyphotesis 3b: there will be significant difference in term of the attitude between men and women toward the product when they respond the advertisement used non-nasty married endorsers—is rejected.

Hypothesis 3c which mentions that there will be significant differences in term of purchasing intention between man and women when they respond to the advertisement used non nasty married endorsers is also rejected as indicated by means score and alpha: means men=2.0164, means Women=2.1432), and α=0.153 (α>0.05). Table 10 below summirised the findings for the hypothesis 3a until 3c.

DISCUSSION

Testing hypotheses by using ANOVA has revealed that three of them are accepted (hypothesis 1a, 1b, and 1c.) while two of them are rejected (hypothesis 2 and 3). Detail explanation of this proves are given below.

Negative information of a celebrity endorser can influence the consumers' attitude

Table 9. One-Way ANOVA Testing on the Attitude of Men and Women with Nasty-Married Endorsers

Variable	N	Means (Men)	Means (Women)	Sig.
Attitude toward ad (Aad)	50	1.7948	1.7652	0.766
Attitude toward brand (Ab)	50	2.2972	2.3716	0.447
Purchase intention (Pi)	50	1.8732	1.8732	1.000

Source: Primary data

Table 10. One way ANOVA of Attitude Men and Women with Non Nasty Married Endorsers

Variable	N	Means (Men)	Means (Women)	Sig.
Attitute toward ad (Aad)	50	2.0920	2.1088	0.849
Atitude toward brand (Ab)	50	2.7140	2.6352	0.432
Purchase intention (Pi)	50	2.0164	2.1432	0.153

Source: Primary data

in responding an advertisement including the attitude *toward ads*, *attitude toward brand,* and *purchase intention*. This results are the same with the findings of Mehta (1994) and with its modification done by Till & Shimp (1998) which mention that the advertisement used non nasty married endorser have more influence on the consumers rather than that of nasty married endorsers in term of attitude toward ads and positive image on the brands which in turn create an intention to purchase the product.

There is no significant difference in term of attitude between men and women in responding the ads used nasty and non nasty married endorsers. In other words, it can be said that man and women have the responds toward ads that used nasty and non-nasty married endorsers. This finding is contradicted with the results given by Meyer & Levy (1988) as quoted by Widyatmojo (1997) that the men and women audience have different behavioural character in responding to the ads. They concluded that the men tend to be selective to the information, precisely only the information related to themselves or they have *single agentic* character. The women audience, on the other hand, prefer to have *multiple agentic* because they tend to receive all types of information but the men capability to capture non-verbal message is lower than the women have. From the testing of hypothesis 2 and 3, the results that had been disseminated by Darley & Smith (1995) seem to be in controversy. They said that the man tend to be logical or rational and prefer objective advertisement, while the women tend to be evaluative and subjective. This research, therefore, reveals that there is no strong evident indicating that man and women have different attitude regarding the ads that promoted by nasty or non nasty married endorsers. These findings perhaps are caused by the participants' educational background (graduate students).

CONCLUSION, LIMITATIONS, AND RECOMMENDATIONS

Conclusion

Negative information of an advertisement model (endorser) has influenced the consumers in responding the ads itself in term of *attitude toward ads, attitude toward brand,* and *purchase intention*. This statement has been proved by Mehta (1994) and then modified by Till & Shimp (1998) who mention that the use of non nasty married *endorser dummy* tends to give more influence on the consumers rather than the nasty married one. In this research, however, the researcher finds that there are no significant differences between men and women either using endorser dummy or non endorsers dummy.

Limitations

The researcher awares that there are weaknesses of this research because the use of self-made advertisment. Perhaps, the quality of the ads or the message of the ads was not as perfect as the one that is available in the market. The researcher finds difficulty to create the best pose of the model for *treatment level*. As the result, the participants were difficult to interpret the message of the ads.

The weakness may also come from limited ability of the researcher to generally interpret several factors. First, the research was focused only on one brand within *consumer goods.* Second, the choice of the participants who are already homogen. Finally, the weaknes can be from the instruments used to analyse the atitude toward ads, brand, and purchase intention for two treatment levels. With the numerically differential scale measument of $-3, -2, -1, 0, 1, 2, 3$, the respondent seem difficult to give their response.

Recommendations

For Future Research

For future research, it is much better if the researcher uses a more qualified ads because the printed advertisement is strongly depend on the image of the endorsers. The choice of the products should also take into account because it should be match with the desired stimuli and suitable with other conditions.

Before conducting the research, this research should be replicated to non-students participants to make sure that the results can be generalised. To help the participants in answering the questionnaires, the scale measurement should not be numerical differential but in *Likert* scale instead.

For Management Field

The use of endorsers especially the celebriy for promoting a product is costly but its effectiveness in affecting the consumers attitude is quite significant. This case indicates that majority of the people are still hold the "*celebrity minded*" which can be interpreted that the many people are still trying to adopt the behaviour of *public figure* or famous person in the society. Therefore, the manager of a company should think about the use of celebrity as endorsers but there should be a match between the product and the negative information of the respective celebrity, especially the nasty married of the celebrity that commonly occur recently.

Based on the results of this research, non-nasty married celebrity tend to infleunce the consumerr's atitude more than that of nasty-married celebrirty does and there is no significant differences between the attitute of the men and the women upon both categories of endorcers.

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