

Arařtırma Makalesi / Research Article

**The Impact of Using Celebrity Endorsement in Television (TV)
Commercials On Advertisement Recall: A Research Applied To Young
Students**

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Abstract

The main goal of our study is determining the impact of well-known people in recalling and reminding television advertisements.

Throughout this research, a survey of 487 respondents in Iran who watch TV channels which broadcasts from Turkey is analyzed in order to figuring the relationship between celebrity endorsement and advertisement recall.

Needed data had been obtained from the students of Urmia and Tabriz universities of Iran.

Samples of 550 surveys were distributed and out of these, 487 responses were approved and were analyzed. Before distributing the surveys, participants watch 128 pieces of TV advertisement, which had been published between the 2017 January and 2019 May years for three times.

After one month, we met the same participants to fill out the survey, which included 20 questions. 487 participants completed prepared surveys.

In related survey, we will mention about three parts. In the questions of first part, we evaluated participants' demographic features, watching TV and the frequency of watching TV. In the second part, we tested the degree of credibility, reliability and attractiveness and of celebrity endorsements. In the last part of our survey, we tested the participants' memory to find out the remembering television advertisements or not. In relation to advertising memory, we used two methods named Recall and Aided-recall.

Key Words: TV, Celebrity Endorsement, Advertisement, Star, Memory Tests.

JEL Classification: M30, M31, M37.

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Televizyon Reklamlarında Ünlü Kişilerin Kullanılmasının Reklamın Hatırlanması Üzerindeki Etkisi: Genç Öğrencilere Uygulanan Bir Araştırma

Öz

Çalışmamızın temel amacı, ünlü kişilerin televizyon reklamlarında rol almalarının reklamı hatırlama ve hatırlatmadaki etkisinin olup olmadığını belirlemektir.

Bu araştırmada Türkiye'den yayın yapan TV kanallarını izleyen İran'daki 487 izleyiciye uygulanan anketin değerlendirilerek ünlü kişilerin reklamda kullanılması ile reklamın hatırlanması arasındaki ilişki belirlenmeye çalışılmıştır.

İhtiyaç duyulan veriler, İran'ın Urmiye ve Tebriz Üniversitelerindeki öğrencilerden elde edilmiştir.

550 adet anket dağıtılmış ve bunlardan 487 adet anket uygun bulunmuş ve analiz edilmiştir. Anketler dağıtılmadan önce katılımcılar, 2017 Ocak - 2019 Mayıs yılları arasında üç kez yayınlanan 128 adet TV reklamlarını izletilmiştir.

Bir ay sonra, 20 adet sorudan oluşan anketi doldurmak için aynı katılımcılarla bir araya gelinmiş böylece dört yüz seksen yedi katılımcıyla hazırlanan anketler tamamlanmıştır.

Bu araştırmanın ilgili anketi üç bölümden oluşmaktadır. Birinci bölümün sorularında, katılımcıların demografik özelliklerini, televizyon izlem ve TV izleme sıklığını değerlendirdik. İkinci bölümde, ünlü kişilerin güvenilirlik derecesi ve çekiciliğini test ettik. Anketimizin son bölümünde ise akılda kalan ve hatırlanan televizyon reklamlarını bulmak için katılımcıların hafızasını test ettik. Reklam belleği ile ilgili olarak, yardımsız ve Yardımlı adlı iki yöntem kullandık.

Anahtar Kelimeler: TV, Ünlü Desteği, Reklam, Yıldız, Hafıza Testleri.

JEL Kodları: M30, M31, M37.

1. Introduction

Nowadays television is the most important advertisement media in the world therefore marketers try to find a way to absorb the spectator's minds and opinions for hanging on the advertisement and advertising has been recognized as a paid, non-personal and unknown source form of communication (Yılmaz, 2012: 2652)

This study targeted to test the memory of TV viewers based on ads in which celebrities participate. The importance degree of stars on TV commercials was tested by two memory method named Recall and aided-Recall memory methods. In this research, we expand the celebrity perceptions into credibility, attractiveness and the matching up of product and the selected celebrity. Which factor of celebrity has an important impact on people's memory is our main purpose.

➤ Credibility, attractiveness or matching up the product and selected star?

According to this topic, marketers use celebrity endorsements to sustain the advertisements attractiveness. The target is the process of persuasive communication, which aims to strengthen or changes the attitudes and behaviors of the consumers in desired direction and to create new attitudes and behaviors.

Advertising is any paid form of non-personal communication about organization, product, service or idea by an identified sponsor (Belch and Belch, 2009: 653).

One of the most important reasons for failure or prosperity of this advertisement is sum up in one word and it is effectiveness. So advertisers have problems with effectiveness, hence using new concepts in advertising are increasingly expanding.

The use of celebrities who have come to the attention of the public from various aspects in advertising is a very successful visual symbol that directly or indirectly affects consumer's behavioral beliefs (Armstrong and Kotler, 2004: 495).

That is why celebrities advertising products or services in fact have been a significant part of our life for years. Marketers use celebrities for promoting their product or services so brands can be augmented attractiveness, trust and reliability, which are important variables in the advertisement remaining process.

Consumers feel more sympathetic towards an advertisement, if their productions are promoted by a celebrity they acclaim. Even if they feel unsympathetic towards an Ad, it would be remained on consumer's memory either positively or negatively. It should be emphasized that, celebrities have always caught the imagination of public. In nowadays era of consumerism, their ability to influence our behavior can be seen all over the world.

According to last dated studies, a typical consumer is exposed to hundreds of commercial advertisements every day. According to an estimated study, we spent about a year and a half of our lives visiting advertising until our death moment.

Using celebrity endorsements increased about 70%'s and almost every brand has its own celebrity by the way. In this research, we are investigating whether stars are efficient in the Ad's memory or not.

Study Aim and Objectives

- To identify the impact of celebrity perception on advertisement recall.
- To analyze the relation of gender and marital status toward celebrity perception.
- To find out the relation between behaviors and attitudes towards TV advertisements and advertisement recall.
- To assess the independence or dependence relation between television watching from the frequency of watching television.
- To detect the independence or dependence relation between the frequency of watching television from the importance of celebrity.

2. Theoretical Review

2.1. Marketing Communication

The global economy has been characterized with rapid changes over the last decades, which have increased the integration of the world economy (Pasricha, 2007). Notable among these changes is the rapid technological development around the world, improved and increased telecommunication and the rise of emerging market economies (EMEs) (Bekaert and Harvey, 2003).

Globally, the development of global marketing technology has led to a change in the perspective of global economic power (Brierly, 1995). Most of the countries just like turkey have witnessed enormous economic growth especially in the last decades. In all over the world especially in marketing world, the competition between marketers are increases rapidly so in order to remain competitive and stand out they try to find out new ideas to promote and finally sell their products and Providing services (Hovland, 1953).

Marketing communications includes advertising, promotions, sales, branding and online promotion (Krizan, Merrier, Logan and Williams, 2008). In this part, the aims and the functions of advertising were explained. Advertising is a small but important part of marketing communications; the marketing communications mix is a set of tools that can be used to deliver a clear and consistent message to target audiences.

The Significance of Advertising for a Product

- To introduce a new product by creating interest for it among the prospective customers.
- To support personal selling programme. Advertising may be used to open customers' doors for salesmen.
- To reach people inaccessible to salesmen.
- To enter a new market or attract a new group of customers.
- To fight competition in the market and to increase the sales.
- To enhance the goodwill of the enterprise by promising better quality products and services (Tikveş, 2003).

2.2. Definition of Celebrities

McCracken (1989: 122, as cited in Lukas, A.B. and Seno, D., 2005) has defined celebrity endorser as "any individual who enjoys public cognition and who uses this cognition on behalf of a consumer by appearing wit in an advertisement". Moreover, celebrity is used as testimonial, endorsement, actor or spokesperson by the firm. According to Friedman and Friedman, a "celebrity endorser is an individual who is known by the public for his or her achievements in areas other than that of the product class endorsed". Compared to other endorser types, famous people always attach a greater degree of attention, recall and loyalty.

2.2.1. Importance Degree of Stars on TV Commercials

Instructively, Amadi (2007: 6) maintains that the celebrity endorsers are people who reside within the community, neighbourhood, state, country and attempts to elongate the life of the people through their specialized skills, activities such as the footballers, actors and actresses, musicians, masters of ceremonies (MCs), comedian etc. O'Mahony & Meenaghan (1997:20) points out that through their public manifestations celebrities hold certain meanings in the eyes of the receiving audience.

According to the literature, mixed and contradictory information is found concerning the selection of the "right" celebrity. Some papers indicate that celebrity endorsers should be selected on the basis of their credibility (Belch & Belch, 2009: 653), some papers indicate celebrities should be chosen on basis of their attractiveness (Cohen & Golden, 1972:55) and some papers indicate celebrities should be selected on basis of their match-up congruence with the product (Cooper, 1984: 30). It is impossible to state, without any analysis of the particular endorsement situation, which determinant is most effective.

2.2.2 Perception of Celebrity Endorsement

- Source Credibility Model
- Source Attractiveness Model
- Meaning Transfer Model
- Match-Up Model

2.3. The Psychology behind Celebrity Endorsements and Advertisement Recall

The best promotion tool in the modern age after the introduction of digital media is Celebrity endorsement. Twenty-five percent of the marketer use celebrity endorsement as their promotional tool. Advertising effectiveness, brand recall, brand recognition all get the effect by using the celebrity endorsement tool on the brand (Spry et al., 2011: 883).

My research presents that consumers show better recall of products that been supported by celebrities.

Endorsement is a channel of communication where celebrities act as spokesperson of the brand and by extending their popularity and personality; they certify the brand's claim and position, (Kotler, 2004: 495).

These celebrities do not have to be too fanatical. It is more important that there is a harmony between celebrity and production. With celebrities endorsing for their products, brands can increase attractiveness and reliance sense toward their brands (product or services). Consumers feel more compassion toward a brand if encouraged by a celebrity they admire or interest. This fact is inevitable that the impact of celebrity endorsement is not equal toward all of the people. Some people are impressed more and some are less. However, there is effectiveness. That is why most of the people spend their day and night on social media. Without any doubt, the impact of celebrities is evident not only on Television advertisement but also on our lives.

Generally, Celebrity endorsement has seen as a suitable growth and improvement option for brands to increase credibility, attractiveness and promote products.

2.3.1. Understanding Memory Types in Advertising

Advertisers and those who measure the impact of advertising are sensitive about memory. If advertising is to be successful, it has to stick in the consumer's memory—or so the saying goes (David Brand and Ingrid Nieuwenhuis, 2017).

The most important question is what exactly is that thing called memory, how long does it linger, and how do we measure it?

There are various types of memories, which come in play in advertising. Generally, memories divided into three parts. It consists of three stores (Sensory Memory (SM), also called iconic memory, Short-Term Memory (STM), and Long-Term Memory (LTM)), each tuned to a different time-scale.

Memory is a complex concept, with different types of memories serving different roles, and the nature and content of our memories changes over time. If consumers can't remember what they saw last night without a prompt, but something they saw years ago still has an effect on them, it's important that we, as researchers, gain a better understanding of the impact that time has on memory (Smith and Marci, 2016).

2.3.2. Memory Retrieval Process



➤ **Encoding**

- Storing a memory trace
- Perception leaves representation in memory

➤ **Storage**

- Retaining trace in memory
- Latent, available for use

➤ **Retrieval**

- Recovering encoded trace from storage
- Using available knowledge in cognition/action

3. Research Methods

Our sampling data was collected from Urmia and Tabriz universities of Iran. Society and statistical sample of research has been chosen from 42,000 students of 37 faculties. According to Yazıcıoğlu and Erdoğan (2004), to supposed the $\alpha= 0.05$, confidence level= 95% and universe size =50.000, at least we should choose 381 participants which we collected 487 (Yazıcıoğlu and Erdoğan, 2004: 50).

In this study we obtained 550 data through the verbal survey that only 487 of them were acceptable and analyzed by using SPSS.24 software program.

Before distributing the surveys, a CD included 128 TV advertisements was given to participants and ask them to watch those advertisements three times during a month. After one month, we collected those student's responses and ask them to fill-up the survey.

3.1. Method of Measuring Memory

In relation to the assessment of participants' advertising memory, Recall and Aided-recall memory methods were used. Consequently, the answers would be described descriptively.

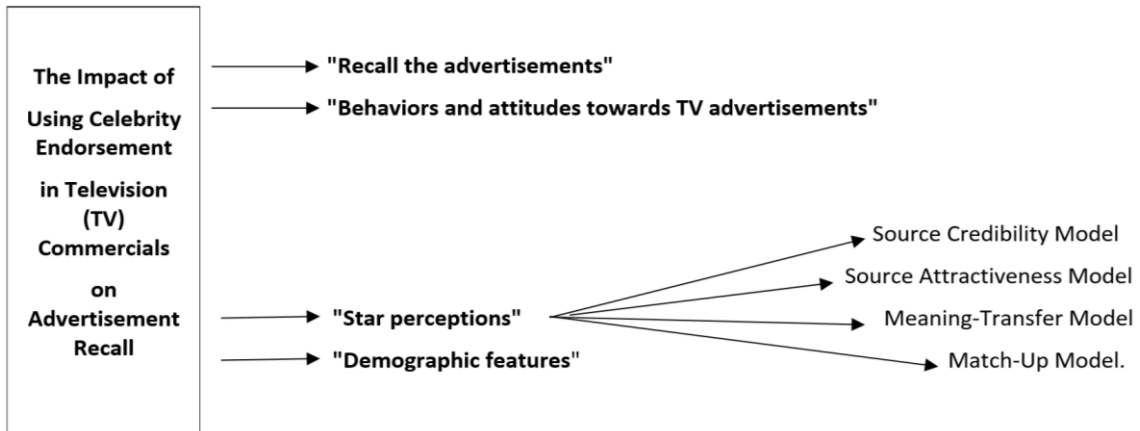
Survey contains demographic features, Star perceptions, behaviors and attitudes towards TV advertisements and reminding the advertisements.

Star perceptions contain four subtitles. First is Source Credibility Model. Second is Source Attractiveness Model. The third and the fourth are Meaning Transfer Model and Match-Up Model.

As mentioned before in our survey a few questions about, demographic features, star perceptions, behaviors and attitudes towards TV advertisements and reminding the advertisements were asked to participants.

3.2. Research Model

Figure 1. "The impact of using celebrity endorsement in television (TV) commercials on advertisement recall"



3.3. Summary of Findings

In this research, two methods had been used in memory measurement. These tests are Recall and Aided- Recall test.

In the first stage of the Survey, a Recall test had been given to the participants. This method tests the participant's memory without any hint and data on their content information are collected. According to the results of the Recall- test, 128 pieces of product or service's names were remembered. These 128 ads include ads with and without celebrities. The most remembered ten product or service ads have been ranked by their percentages below.

By order, in the first remembered question, Coca Cola with 24,4 %, Fiat 15,4 %, Finans Bank 10,3%, Garanti Bank 9,2 % are the most remembered advertisements by percentage order. In the second remembered question, Coca Cola with 19,9 %, Fiat 15,6 %, Finans Bank 11,3%, Garanti Bank 9,0 % are the most remembered advertisements.

in the third remembered question, Coca Cola with 17,5 %, Fiat 13,1 %, Finans Bank 8,4%, Garanti Bank 8,2 % are the most remembered advertisements.

in the fourth remembered question, Coca Cola with 8,8 %, Fiat 9,0 %, Finans Bank 9,2%, Garanti Bank 6,4 % are the most remembered advertisements.

Totally, in Recall test Coca Cola with 70, 6, Fiat with 53, 1 and Garanti Bank with 39, 2 listed by percentage order.

As seen above, in four Recall tests, Coca cola is in the first order, after that Fiat and Garanti Bank are the most remembered product or services.

In the second part of Recall- test we asked participants to explain the features of selecting these ads which helped them remember the ads.

These features are Message, Slogan, Celebrity, Music, Duration and the Location of ads.

By order, in the first, second, third and fourth remembered question, which is Coca Cola, participants, remember this ad by its Star with 31, 4 and its Music with 30, 4 percentages.

The person who takes part in Coca Cola advertisement is Tarkan Tevetoğlu who is one of the famous singers of Turkey. Therefore, by using Recall test we understand that playing the celebrity is very impressive which helps people to recall ads easily.

In the second part of the Survey, an Aided- Recall test was given to the participants. This method tests the participant's memory within a hint and data on their content information are collected.

One hundred twenty-eight pieces of collected advertisements had been given to participants and asked them to watch these ads three times within a month. After this we ask them to fill-up, the brands represented the selected celebrity. The celebrities' chosen in this survey was selected by the degree of celebrity's fame in Turkey.

According to the results, Tarkan Tevetoğlu ranked first with 83%, Kıvanç Tatlıtuğ with 75.4%, Leo Messi, Mohamed Salah with 59.8% and Zahide Yetiş with 47.6%.

In the famous person recall process, tracing a correct way was seen between Recall and Aided-Recall tests. Totally, in Recall test Tarkan Tevetoğlu with 83% is in the first rank by percentage order.

3.4. Study Hypothesis

Star perception contains Source Credibility Model, Source Attractiveness Model, Meaning Transfer Model and Match-Up Model.

➤ In this paper, we have five hypotheses. We describe them below:

- 1- According to T-test, investigating a meaningful relation between the consumer's gender, marital status features and perceptions of stars in television advertisements,
- 2- According to Pearson-Correlation test, investigating a meaningful relation between the perceptions of stars and reminding the advertisements,
- 3- According to Pearson-Correlation test, investigating a meaningful relation between the behaviors and attitudes towards TV advertisements and reminding the advertisements,
- 4- According to Chi - Square test, investigating a dependent or independent relation between the habit of watching television and the frequency of watching television,
- 5- According to Chi- Square test, investigating a dependent or independent relation between the frequency of watching television and the importance of famous people,

3.5. Consequence of Chi-Square, T-Test, Pearson-Correlation

According to chi-square, T-test and Pearson-correlation test the entire above hypothesis had been analyzed and been descriptively explained.

Table 1. *T-test of the consumer's gender and perceptions of stars in television advertisements*

(Hypothesis 1, T- Test)			
"The consumer's gender and perceptions of stars in television advertisements"			
T value	Significance(Sig)	(degree of freedom)df	N
- 0,245	0,807>0,05	485	487
<i>There is no relation.</i>			
"The consumer's marital status and perceptions of stars in television advertisements"			
T value	Significance (Sig)	(degree of freedom) df	N
- 0,391	0,696>0,05	485	487
<i>There is no relation.</i>			

According to T- test, there is not a meaningful relation between the consumer's gender, marital status features and perceptions of stars in television advertisements.

Table 2. *Pearson-Correlation Test of Behaviors and attitudes towards TV advertisements with reminding the advertisements*

(Hypothesis 2, Pearson- Correlation Test)	
"Behaviors and attitudes towards TV advertisements with reminding the advertisements"	
Pearson- Correlation value	Significance (Sig)
0,477	0,000<0,05
<i>There is a significant relation.</i>	
(Hypothesis 3, Pearson- Correlation Test)	
"Perceptions of stars in television advertisements with reminding the advertisements"	
Pearson- Correlation value	Significance (Sig)
0,516	0,000<0,05
<i>There is a significant relation.</i>	

Regarding to Pearson- Correlation test there is a significant relation between behaviors and attitudes towards TV advertisements and perceptions of stars in television advertisements with reminding the advertisements.

Table 3. *Chi-Square Tests of the habit of watching television with the frequency of watching television and the frequency of watching television with the importance of famous people*

(Hypothesis 4, Chi-Square Test)			
The habit of watching television with the frequency of watching television			
Pearson-chi square value	Significance (Sig)	(degree of free) df	N
24,305	0,007 < 0,05	10	487
<i>It is dependent.</i>			
(Hypothesis 5, Chi-Square Test)			
The frequency of watching television with the importance of famous people			
Pearson-chi square value	Significance (Sig)	(degree of free) df	N
11,961	0,035 < 0,05	5	487
<i>It is dependent.</i>			

By the way according to Chi-square test the habit of watching television with the frequency of watching television (hypothesis 4) and the frequency of watching television with the importance of famous people (hypothesis 5) are not independent from each other.

As a result, to improve the reminding of advertising, we can use the power of celebrities to help the companies for making the better and efficient advertising consequences.

4. Conclusion and Discussion

From the discussion above, several key conclusions can be made. The first and most important thing that celebrities offer when they appear in an ad is to attract people's desire in a remarkable way. The results of the research showed that the use of celebrity endorsement in advertising has a significant and important impact on advertising recall. By the way, television advertisements and products or services played by famous people remained in people's memory for a long time. At first, the choice of the famous person used in advertising has a great impact on the remembering of the ads. Selecting celebrities, the target audience trusts, celebrity and the harmony between the products will make the ad more memorable. Consequently, if the appropriate person had selected, the advertising achieves its intended purpose and has the desired effect on the consumer's memory. Therefore, the ad will remain in the minds of consumers. In addition to these, the effect of credibility and attractiveness of celebrity in this context is also numerous. In a word, Celebrity endorsement if used effectively makes the brand obvious and noticeable and above all spirit up brand recall.

It is concluded that Celebrity endorsement emphatically creates an impact on the advertisement recall of audiences. As mentioned above, in Recall- test Tarkan Tevetoglu who is the famous singer in Turkey is the first memorable celebrity in our case as well as in Aided Recall- test Again Tarkan Tevetoglu with more percentage in comparison to Recall- test is in the first order. So in both of these methods (Recall test and Aided Recall- test) which had been done, the celebrity endorsement remains more than the non- celebrity endorsement in people's minds.

According to Star perceptions frequency and percentage tables, we can classify them as such.

In star perception the first impressive parameters are match-up model then source credibility model, after that source attractiveness model and meaning-transfer model. They have been explained below.

The harmony between product and celebrity is the most important parameter among Star perceptions and its effect is clearly evident.

Regarding to participants responses, in terms of product promotion use of celebrities credibility ratio and reliability of them are bold and effectiveness on Ad. Recall. Thus the impact of celebrity credibility is clearly visible.

The participants fully agreed with the increase of attractiveness of famous people in advertisements. Later on the audiences agreed with the increase of interest of product which celebrities take part. The celebrity advertisement is definitely watched by more people than non-celebrity ads. In this context, there is a state of indecision by participants that celebrity advertisements are never bored. Because of these statements, we can say that attractiveness of celebrity endorsement effects on Ad. Recall. People agree with the famous person's experts and experiences, while they do not agree with their high professional skills.

The importance of ads had been influenced by ads impressed the Ad. Recall. In addition, the most popular ads are ads played by celebrities. It is determined that celebrities advertising message is more effective.

Despite the economic advantage of using relatively unknown characters like famous people in battlefield of advertising, in today's turbulent media environment, the selection of celebrities who take part in the role of competing brands has become a global practice (Sridevi, 2012: 209).

This study focused on the celebrity endorsement on Ad. Recall. Up to now many researches were studied the impact of celebrity endorsement on purchasing. The research's sample belongs to the Iranian people following the TV channel broadcasting from Turkey. In this respect little or no research has been studied the effect of celebrity endorsement on Ad. Recall. Therefore, we do not have substantial studies about this topic. This research will aid marketers and advertisers to select celebrities regarding to their product and target market.

According to Fan (2008) celebrity endorsement advertising may lead consumers to interpret the association of a successful and well know personality to a product to imply that the product is high quality. This is explained by the source credibility and source attractiveness models discussed in the theoretical review chapter.

According to the article "The Effects OF Celebrity Endorsement in Advertisements", *International Journal of Academic Research in Economics and Management Sciences* by Mwendwa, M. and friends, by association of celebrity endorsement, it can very quickly establish the credibility and can get immediate identification, thus using stars can improve sales.

According to Chan, Luck and Leung Ng, they gave the positive reception of celebrity endorsement advertising indicated by the survey results as discussed at article; one would expect that a particular piece of advertisement featuring a celebrity would capture the attention of 70% of the Chinese population as indicated by the survey.

From the analysis of more than 500 China based celebrities, Wang (2012) found out that 94% of the celebrities had a geographical difference in popularity. Hence, celebrities enjoy varying levels of familiarity and popularity in different regions of the Chinese market.

According to this article, Celebrities are good at generating attention, recall and positive attitudes towards advertising if they are supporting a good idea and there is an explicit brand relationship between them. Celebrity appearance, knowledge, liking, and credibility of the celebrity are also highly correlated with advertising believability.

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