The impact of well-known seconder on consumer attitudes toward brand

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\textbf{Abstract}

The main purpose of this research is to investigate the effect of the use of reputable brand seconder on brand-oriented consumer attitudes. In this research, the effects of features of well-known seconder such as physical and apparent attractiveness, specialty, fit and trustworthiness on consumer attitudes towards brand are investigated. The present research is applied in terms of purpose and in terms of collecting descriptive-survey data and kind of correlation. All consumers in Tehran are the statistical population of this study. The sample size is 384 people. For this purpose, an accessible sampling method has been used. The data collection tool is a questionnaire. Structural equation modeling is used to analyze the data. The results of the research indicate that the dimensions and characteristics of the well-known seconder have a positive and significant effect on the attitude of consumers towards the brand, but the positive and significant effect of the proportionality between the celebrities on the consumer attitude toward the brand is not confirmed.

\textbf{Keywords:} Famous seconder, physical attractiveness, expertise, proportionality, reliability, consumer attitude towards the brand

\textbf{Introduction}

In today's competitive markets, an essential requirement for companies is to maintain customers, because customer retention is far less costly than attracting new customers. Therefore, due to increased costs of introducing a new product and attracting customers and intensifying competition, Many companies use
the company's previous trading names for new goods to reduce the risk of new product offerings, which in the term is called generalization of brand names. The brand promotion strategy is considered to be the appropriate approach to prevent the failure of new products, which is now used by 80% of organizations (Orsov, Ozanin, Browne and Sattar, 1992). It should be noted that this strategy will succeed when the market succeeds in increasing the purchase of a new product that has used the company's previous brand name, and this will be achieved if the consumers' attitude towards the new product is favorable (Amirshahi and Shirazi, 2010). The competitive position of current markets is to gain an appropriate position in the minds of the consumer, so that the consumer is loyal to the company, is of great importance. One of the factors that affects customers in reaching such a position is the brand value of the company (Acre, 1991). The specific value of a trademark is the ultimate utility or added value that the product generates through its brand name. One of the main reasons for the significance of this concept is its strategic effect in gaining competitive advantage in the market. Trademark generalization can affect the value of the brand name and even the name of the company. Considering the importance of brand name generalization and brand equity in the success of companies, they should be able to make good marketing efforts. McCracken (1989) believes that the use of celebrities has a greater impact on customer buying behavior. The meaning of a celebrity, that is, a person who is superior in his field or activity and who is known as a spokesman for advertising and used to promote the product/service, henceforth he is a well-known supporter (Banite et al., 2011). We do a lot of activities in the field of sports and social life in our everyday life at home or at work, but these activities do not have a terrific outcome and are not considered by any media or individual. But when a person does something that has certain results and is considered by a group of people, an emotion tells us that he is great, then we will use his reputation to succeed. If a person's success is very high, he becomes a famous person whose field of activity is in the field of art, sports, social life, science, or politics. In terms of this kind of psychological propaganda, two important points are: unity and replication. Unity means that we understand at a profound level that what a person is experiencing and feeling, but we do not necessarily replicate that personality. Replication is the next and final step. A viewer replicating with a person tends to be like that person or feels like it (Fayez et al., 1395). Because of the importance of brand reputation for all service and commercial firms in Selling goods and services that they offer and plays an important role in the use of celebrities in brand reputation, as well as not having enough scientific research on this subject in Iran, has tried to influence the use of well-known seconder on attitude Consumer brand awareness. In fact, the main issue is answering the question of whether the use of well-known seconder affects consumer attitudes towards the brand? The purpose of this study is to measure the impact of the use of well-known seconder and the dimensions of their features on consumer attitudes toward brand.

2. A review on research literature

2.1 well-known seconder

A person who large part of his community know him and they use his recognition to communicate with the consumer through appearing in advertisements is known as a celebrity (Roy et al., 2013). According to Bung and Pinsky (2006), celebrities are known to have gained a great reputation in society and have been able to play a central role in contemporary culture (Kim et al., 2014). According to Asend (2010), seconder can be classified into three different groups:
1) Non-expert seconder (2) Experts and 3) Famous people (celebrities)

Non-expert seconder are people with fictitious or unknown characters who are used by the advertiser as spokespersons. Experts are people whose target community they consider to be specialist knowledge holders. Finally, the celebrities are well known to the public for their success in areas such as sports, entertainment, politics, radio and television, corporate, and so on. In many societies, these individuals are considered to be success patterns. The person can be more than one type of confirmation. In other words, the person can be a specialist and someone is famous (Ku, 2010). A famous person is an internal or foreign person who knows his community (Alice and Rhine, 2010). Given the definitions and descriptions provided by the well-known seconder, all professional athletes, singers, actors, fashion models, corporate executives, political figures, and even religious figures can the role of the celebrity is taken into account and they are influenced by consumers through personal attributes including attractiveness, expertise, convergence, reliability, and popularity.

- **Attractiveness**

The attractiveness is that it can stimulate more people's interest. attractiveness is not limited to body size, but includes all physical characteristics. For example, hair color, facial features, physical features and body physics are part of a person's attractiveness. In addition, the personality of the seconder, their popularity, their similarity to the recipients of the message, and their similarity to the perceived values of the recipients can influence the interpretation of attractiveness.

- **Expertise**

Expertise is the knowledge that a communication person must have in order to support the claims expressed in advertising (Ohanian, 1991). The specialty is the extent to which the person establishing the relationship is understood as an authoritative source. The expert refers to the amount of knowledge, experience, or skills that one has. Ohanian (1991) argues that it does not matter whether the seconder is really a specialist individual, but what the perception is to the target audience as to the seconder. Zipora and Mieberia (2014) also say that whatever the celebrity is more specialized, It is more convincing and it intends to buy more for a brand. Specialist sources also affect the perception of product quality (Gan, 2006). The specialty refers to the perceived consumer's perception of the transmitter's statements and knowledge of the person to be established. Product-related knowledge is the best measure for seconder specialist expertise (Isand, 2010).

- **Appropriateness**

Appropriateness as convergence refers to the degree of convergence between the confirmation image and the approved product or brand. The degree of convergence between the seconder and the brand depends on their degree of Appropriateness. If the seconder is consistent with the propaganda product, this Appropriateness will increase the level of belief (Suksi, 2014).
Reliability

Reliability (honesty) refers to the perception of individuals about the integrity of the piece of information. This is a multi-dimensional concept and tool for information recipients to evaluate the source or sender of information. Reliability is used in such a connection. This assessment It depends on the recipient's desire to attribute the degree of integrity and accuracy to the information (Isand, 2010). The credibility of the reputable testimonials about the product from the consumer's point of view refers to. Creating a level of honesty is an effective and useful way of ensuring consumer confidence in the product. Celebrity goodwill can have a positive impact on perceived value of customers and their purchasing choices (Sookie, 2014).

2.2 Consumer Approach toward Brand

When a generalized product enters the market, the consumer evaluates it based on the brand-oriented attitude, and if the customer does not have a cognitive brand name, the new product will be evaluated based on the category of goods that the new product, on the contrary, if the product is of a completely new class, the consumer's attitude develops based on the generalized brand name, and if the customer does not have a cognitive brand or brand name, then a third sensation is created that evaluates it. From the proportion between brand name and product class (Bush and Lucken, 1991). The brand's quality, brand trust and consumer sentiment also best influence the attitude of the individual to the brand, so when consumers' attitudes become more trusted than brand names (rhash, 2005 ), Regularly buy their products or redeem their commitment (Sutler & Woolner, 2010). In fact, the attitude toward the generalization of brand names leads to the formation of consumer behavior in the market in the form of the intention to buy, re-select and re-use the consumer (Baath and Redi, 2001).

3. The hypothesis and conceptual model of research

This research studies the impact of the use of well-known seconder on brand recognition on consumer attitudes towards brands. By studying the theoretical and empirical background of the research subject and taking into account the results of the researches by Moda et al. (2014), Sooki (2014) Zhang and Oyang (2012), Ganscien (2015), Suranha (2008) and Goldsmith et al. (2000) ), The following hypotheses are developed for this research:

1. There is a positive and significant effect on the attitude of the consumer towards the brand due to the prominent physical and appealing appearances.
2. The well-known seconder expertise of the consumer attitude toward the brand has a positive and significant effect.
3. well-known seconder appropriateness of the consumer attitude toward the brand has a positive and significant effect.
4. The reliability of well-known seconder on consumer attitude toward the brand has a positive and significant effect.
By describing the fundamental variables of the subject of research and establishing a relationship between them based on theoretical and empirical background, the conceptual model and framework of this research has been developed. The conceptual model of this research is presented in Fig.1.

![Conceptual model of research](image)

**Figure 1: Conceptual model of research**

3. Methodology of research

The purpose of this study is applied research and in terms of collecting data, descriptive-survey and correlation type. The statistical population of the study consisted of all consumers of products in Tehran, for which the products were used by well-known seconder. Due to the large size of the statistical society and the inability of the researchers to formulate the framework of the statistical population in this research, the sampling method has been used. Due to the lack of the amount of variance and the percentage error of the statistical population, Morgan sampling was used to determine the sample size. According to Morgan's table, the sample size required for this study is 384 people. Because structural equation modeling has been used in this research, data collection should be between 5 and 10 samples for each question. Therefore, according to the thirty-two questionnaire, this sample number is enough. Sampling method is also available for non-random sampling. The tool for data collection is a questionnaire. The number of questionnaires was used to measure the variables of the study, which is based on the Likert scale of five options. In this study, for validating the validity of the data gathering tool, the content validity method has been used. To determine the initial reliability of the data collection tool, 30 questionnaires were distributed among the members of the statistical society after collecting the questionnaires using a SPSS software, its reliability is calculated by Cronbach's alpha method. The results show that the instrument for measuring this research is reliable. 400 questionnaires were distributed among the members of the statistical society. After collecting the questionnaires, 12 questionnaires were excluded from the analysis due to lack of data entry by the users, and 388 questionnaires were analyzed. At the end, after collecting all the questionnaires, its reliability was calculated by Cronbach's alpha.
coefficient for all variables of this study, all of which were greater than 0.7. Therefore, the questionnaire of this study has a good reliability. Also, for performing Factor Analysis on data and determining the structural validity, the Bartlett Sampling and Correctness Index is used because the acceptable KMO index is more than 0.5 and the significance level in the Bartlett test should be less than 5% and According to the results obtained using 20SPSS software, it was concluded that all variables have good structure validity and are suitable for performing factor analysis. Table 1 shows these results.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Sampling adequacy index (KMO)</th>
<th>Bartlett Test Sig</th>
<th>explained Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer attitudes toward brand</td>
<td>0.89</td>
<td>0000</td>
<td>4.47</td>
</tr>
<tr>
<td>attractiveness</td>
<td>0.81</td>
<td>0000</td>
<td>3.2</td>
</tr>
<tr>
<td>expertise</td>
<td>0.91</td>
<td>0000</td>
<td>4.38</td>
</tr>
<tr>
<td>appropriateness</td>
<td>0.79</td>
<td>0000</td>
<td>2.60</td>
</tr>
<tr>
<td>reliability</td>
<td>0.93</td>
<td>0000</td>
<td>5.16</td>
</tr>
</tbody>
</table>

The analysis of the data of this research is also structural modeling. Because of the lack of proper distribution of the data, therefore, structural analysis modeling using SMARTPLS software was used to analyze the data and test the conceptual model of research and hypotheses.

4. Research findings

In this research, structural equation modeling is used to analyze the data and test the research hypotheses. PLS software has been used to study the implementation of the conceptual model test and research hypotheses. Figure 2 shows the final model of the research in the estimation of path coefficients. All variables in the research are classified into two types of hidden and obvious variables. Obvious variables are directly measured by the researcher, while hidden or unrecognized variables are not measured directly, but based on relationships or correlations between measured variables. Hidden variables represents a set of theoretical constructs that are not directly visible and are constructed and observed through other variables.
The numbers inside the circle are the index of the coefficient of determination. The determination coefficient examines how many percent of the variance of a dependent variable is explained by independent variables. It is therefore natural that this value is equal to zero for an independent variable and for a dependent variable greater than zero. The higher the rate, the greater the coefficients of the effect of the independent variables on the dependent variable. Therefore, it can be said that the character of the well-known seconder, ie physical and apparent attractiveness, specialty, proportionality and reliability, in total, have been able to distinguish 0.642 of the variance of dependent variables of consumer attitudes toward brand. The remaining percent is related to the forecast error and can include other factors affecting this variable that are not considered in this study. Model fit index is one of the most important.
stages in the structural equation modeling analysis. These indicators are intended to answer the question of whether the model represented by the data confirms the conceptual model of the research. In order to examine the fit of the measurement model and the internal consistency of the measurement units, we should consider the coefficients such as the Cronbach's alpha coefficient, composite reliability, and the mean of the variance extracted. The relevant data are presented in Table 3. The values obtained for the fitting indices of the measurement and structural model indicate that the data collected support the conceptual model of research. As shown in Table 2, for all variables, the mean value of the extracted variance is greater than 0.5; the value of 0.5 is the lowest for this index, and its value for variables should not be less than that (Wattsells et al., 2009). The composite reliability index is also higher for all variables than 0.8, which indicates that the model structures are well-established. The index used to evaluate the overall model in the software is the GOF index. This indicator is calculated by taking the root of the mean of the subscription for all the structures and the average coefficient of determination for the intraocular structures. Based on the specified size of the coefficient and using the minimum method of 0.5 for the amount of subscription, the GOF criterion is, according to the sample, the minimum index should be greater than 0.16 and the value greater than 0.25 is acceptable and values greater than 0.36 represent fit Strong model (Wetsells et al., 2009). The calculated GOF for the research model is 0.62, which implies a very high fit of the model; that is, the collected data supports the conceptual model and the model is close to the reality.

**Table 2: Variables and quality indexes Fit the measurement, structural and overall model**

<table>
<thead>
<tr>
<th>Variable</th>
<th>The coefficient of determination</th>
<th>Average extracted variance (AVE)</th>
<th>Composite Reliability (CR)</th>
<th>General Pattern Fit Model (GOF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer attitude towards brand</td>
<td>0.64</td>
<td>0.55</td>
<td>0.91</td>
<td>0.62</td>
</tr>
<tr>
<td>attractiveness</td>
<td></td>
<td>0.52</td>
<td>0.87</td>
<td></td>
</tr>
<tr>
<td>expertise</td>
<td></td>
<td>0.62</td>
<td>0.92</td>
<td></td>
</tr>
<tr>
<td>appropriateness</td>
<td></td>
<td>0.64</td>
<td>0.88</td>
<td></td>
</tr>
<tr>
<td>reliability</td>
<td></td>
<td>0.73</td>
<td>0.95</td>
<td></td>
</tr>
</tbody>
</table>

Now, after extracting the confirmatory factor analysis data and examining the fitting indices and the quality of the model of measurement, structure and general model, one can test the main hypotheses of the research. The results of testing the research hypotheses based on the structural equation modeling with the PLS software are shown in Table 3.
Table 3: Summary of the results of testing hypotheses

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Path coefficient</th>
<th>T statistics</th>
<th>Test result</th>
</tr>
</thead>
<tbody>
<tr>
<td>well-known seconder</td>
<td>Consumer Attitude toward Brand</td>
<td>0.73</td>
<td>29.74</td>
</tr>
<tr>
<td>attractiveness</td>
<td>Consumer Attitude toward Brand</td>
<td>0.59</td>
<td>16.24</td>
</tr>
<tr>
<td>expertise</td>
<td>Consumer Attitude toward Brand</td>
<td>0.12</td>
<td>2.08</td>
</tr>
<tr>
<td>appropriateness</td>
<td>Consumer Attitude toward Brand</td>
<td>0.008</td>
<td>0.13</td>
</tr>
<tr>
<td>reliability</td>
<td>Consumer Attitude toward Brand</td>
<td>0.21</td>
<td>3.45</td>
</tr>
</tbody>
</table>

To test or reject the research hypotheses, you should look at the t statistic. Judgment based on t statistic is that if the value of this statistic is less than 1.96, the hypothesis is rejected at the 95% confidence level, but if the value of this statistic is greater than 1.96, the research hypothesis is accepted at 95% confidence level if the value of the t statistic is greater than 2.58, the research hypothesis is accepted at 99% confidence level. As Table 4 shows, according to t statistics, hypotheses 1 and 4 of research are at 99% confidence level and hypothesis 2 of research is confirmed at 95% confidence level and hypotheses 3 of research are not in any of Levels 99 and 95% are not added. In other words, the hypothesis of the effect of the person's familiarity with the company brand and attitude towards the brand is not valid and not confirmed.
5. Conclusion

As previously mentioned, the main purpose of the research is to investigate the effect of the use of well-known seconder in brand reputed on brand-oriented consumer attitudes. The purpose of well-known seconder are for all celebrities, such as actors, athletes and singers who know a large part of their community. In this research, the four dimensions of the attributes of well-known seconder, physical attraction and appearance, specialty, appropriateness and reliability of independent variables are considered in order to examine their impact on the attitude of consumers towards the brand as a dependent variable. The results obtained for this study, according to the results obtained for this research, according to the results of the test of research hypotheses, indicate the basic points that marketers and managers of service companies can use for the purpose of achieving sales and profit provide good quality. According to the findings of the main hypothesis of this research, ie, the effect of well-known seconder on consumer attitudes toward the brand, which was accepted at 99% confidence level, it can be said that in general, respondents use the famous people to have a positive effect on consumer attitudes. And this positive attitude can encourage consumers to buy more. The result of this hypothesis is consistent with the findings of Moda et al. (2014), Sookie (2014), Ugassigie (2015), and Ellis et al. (2011). Therefore, corporate executives and marketers are advised to use celebrity advertising strategies because they create profitable and long-term results for the company. The findings of this research show that the attractiveness of well-known seconder of the consumer attitude towards the brand has a positive and significant effect. The findings of this study coincide with the research of Chan et al. (2013), Ko (2010), Gan (2006). Therefore, managers and marketers of service companies are advised to use celebrities who have a lot of physical and physical appeal. Another achievement of this research is that the well-known seconder expertise has a positive and significant impact on consumer attitudes towards the brand, that is, the impact of the celebrity expertise on the consumer's attitude towards the brand is accepted. The findings of this study are consistent with the findings of Zee et al. (2013), Isand et al. (2010) and Gan (2006). A well-known seconder makes positive attitudes toward the brand. The well-known seconder expertise not only enhances consumers' buying intent, but also improves the quality of the product. Another hypothesis of this research is that the well-known brand appropriateness does not have a positive and significant effect on consumer attitudes towards the brand. The result of this research is contradictory with the results of Kim et al. (2014), Bijayi et al. (2012) and Surran (2008). The last research hypothesis was the effect of trustworthiness of celebrities and consumer attitude toward brand. The achievement of this research shows that celebrity trustworthiness has a positive and significant effect on consumer attitudes towards the brand. The results of this study are consistent with the results of the research by Zhang et al. (2012), Sorana (2008) and Gan (2006). Reliability can increase brand reputation, create a positive attitude towards the brand and encourage people to buy.

References


