

JAM

Jurnal Aplikasi Manajemen
Journal of Applied Management
Volume 22 Issue 1
March 2024

22 | 1 | 2024

Received January '24
Revised February '24
Accepted March '24

**INDEXED IN**

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Access Journals
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OPEN ACCESS

e ISSN 2302-6332
p ISSN 1693-5241



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THE ECLIPSING PHENOMENON IN CELEBRITY ENDORSEMENT, EMOTIONAL RESPONSE, PURCHASE INTENTION BASED ON THE STIMULUS-ORGANISM-RESPONSE THEORY

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Abstract: An advertisement must pay attention to the concepts and strategies in advertising because the use of this endorser can be a double-edged knife for the brand. In the vampire effect phenomenon, celebrity endorsers can potentially overshadow the brand so that the audience focuses only on the celebrity, not the brand. Specifically, the phenomenon of a brand that the celebrity endorser overshadows is called high eclipsing an endorsement, and vice versa for the phenomenon of low eclipsing. This research was conducted to develop a framework that discusses the eclipsing phenomenon in celebrity endorsement in the context of stimulus-organism-response (SOR) theory. The participants in this study were undergraduate students in a department at a well-known university in Surabaya. The characteristics of the Participants are domiciled in Surabaya and are between 18-24 years old. Through this study, we can find out how consumers' emotional response is formed when faced with high- and low-eclipsing advertisement stimuli. In addition, this study will also discuss how the differences in purchase intentions are formed from these two different eclipsing endorsement stimuli. The research indicates a significant positive effect between exposure to advertising content featuring both high-eclipsing and low-eclipsing celebrity endorsements and emotional response. It implies that leveraging celebrities in advertisements, regardless of their eclipsing status, can evoke a heightened emotional response from the audience. The study suggests a noteworthy association between exposure to advertising content containing celebrity endorsements and increased purchase intention. Consumers are more likely to desire to purchase a product or service when it is endorsed by a celebrity, indicating the potential effectiveness of this marketing strategy.

Keywords: Celebrity Endorsement, Emotional Response, Purchase Intention, Stimulus-Organism-Response Theory

CITATION

Sumaji, Y. M. P., Kaihatu, T. S., Sutanto, V., Toreh, F. R., Immanuel, D. M., and Azizurrohman, M. 2024. The Eclipsing Phenomenon in Celebrity Endorsement, Emotional Response, Purchase Intention Based on the Stimulus-Organism-Response Theory. *Jurnal Aplikasi Manajemen*, Volume 22, Issue 1, Pages 46–61. Malang: Universitas Brawijaya. DOI: <http://dx.doi.org/10.21776/ub.jam.2024.022.01.04>.

INTRODUCTION

In the success of marketing, the role of advertising becomes crucial because the main purpose of advertising itself is to change and influence consumer attitudes and behavior toward a product (Haase et al., 2020; Giao and Vuong, 2020). Therefore, using celebrities as endorsers in an advertisement will be useful to attract consumers' attention and increase brand awareness so that the brand will be more easily recognized by many potential consumers (Nofal et al., 2020). This celebrity endorsement phenomenon has increased over the past decade, and this is due to the emergence of very tight competition between various brands, so they must take quick steps by using creative strategies in order to survive and try to win the market through marketing techniques. So that these various brands use celebrity endorsements as a means of promotion because they are considered to be able to get a lot of attention from potential consumers (Osei-Frimpong et al., 2019). In addition, several previous studies have also shown that celebrity endorsement is one of the most appropriate ways to assist the advertising process in achieving targets and finding new markets because celebrities themselves are people who are already known to the public, so it will be easier to introduce a brand to the public (Schimmelpfennig and Hunt, 2020). However, many brand managers are concerned about celebrity endorsements because, in some conditions, celebrities overshadow a brand's advertisement so that consumers will pay more attention to the celebrity than the advertised brand (Singh and Banerjee, 2019). The phenomenon of celebrities covering this ad is often referred to as the phenomenon of the vampire effect (Negi et al., 2018). It happens because there is no clear relationship between the brand and the celebrity, resulting in a vampire effect where the celebrity will take the entire presence of the brand so that the brand seems invisible (Singh and Banerjee, 2021). Cases of celebrities covering brands are also often referred to as celebrity eclipsing (Rowley et al., 2019). Celebrity eclipsing occurs when an imbalance of focal points makes celebrities the main characters in an advertisement with more time and space display than the advertised brand (Liu and Liu, 2020). Ilicic and Webster (2014) stated that celebrity eclipsing is divided into two types, namely high eclipsing and low eclipsing. High eclips-

ing occurs when an advertisement shows more celebrities in a video, while low eclipsing shows more products in a video. In previous research, the Eclipse case significantly impacts consumer attitudes towards brands. In the case of a low eclipse, consumers can form a relationship between the brand and celebrity and produce a positive attitude. On the contrary, a high eclipse will break the celebrity-brand relationship and result in a negative attitude towards a brand (Ilicic and Webster, 2014).

To explore the eclipsing phenomenon in celebrity endorsement, students are considered interesting research objects to be researched as we know that students are the highest internet users who are part online consumers (APJII, 2016; Reynaldo and Sokang, 2016). They are also a representation of the younger generation, who usually tend to be more active in the use of social media and online shopping applications. These platforms often present various video advertising content, including celebrity endorsement videos, in marketing a product from a particular brand. In this case, indirectly, students become a group that is often affected by the existence of celebrity endorsement videos. That's why the phenomenon of celebrity eclipsing is interesting to be studied using the student population. Although the eclipse phenomenon is often seen in advertisements these days, so far, there has not been much discussion about the effect of the eclipse on the brands it supports. Most studies only discuss the effectiveness of celebrities as someone who actively informs a product in an advertisement (Giertz et al., 2022). By adopting the theory of stimulus-organism-response (SOR), this research will test whether celebrity as a stimulus can influence consumers as organisms to make purchasing decisions. The reason is several studies say that the use of celebrities for advertising will have a positive impact on brand behavior (Alam and Noor, 2020), while in the case of celebrity eclipse, consumers will give negative behavior towards the brand (Ilicic and Webster, 2014).

The respondents were selected from undergraduate students because they are usually an important target market for many products and services. They are active consumers, especially in consuming products often promoted by celebrities. Therefore, the study chose them because of their direct relevance to the research topic. Undergradu-

ate students are often more accessible for research than other groups of respondents. They are usually located in a campus environment that allows researchers to collect data more efficiently. The use of the Stimulus-Organism-Response Theory in this study may refer to the effect of stimulus (celebrity endorsement) on the emotional response (organism), which in turn affects purchase intention (response). Undergraduate students are often involved in purchasing decision-making involving emotional factors, so they are a suitable sample to test this theory.

The existing literature on celebrity endorsement has extensively discussed its effectiveness in influencing consumer attitudes and purchase intentions. However, a notable research gap lies in understanding the nuances of the "eclipsing phenomenon" within celebrity endorsement, particularly in the context of the Stimulus-Organism-Response (SOR) theory. The "vampire effect" concept highlights the potential overshadowing of the endorsed brand by the celebrity endorser, where the audience's focus shifts primarily towards the celebrity, diminishing the brand's visibility and impact. While this phenomenon has been acknowledged, there remains a lack of comprehensive frameworks or models that specifically address the dynamics of high eclipsing and low eclipsing scenarios within celebrity endorsement. This research aims to bridge this gap by developing a theoretical framework that systematically examines the factors contributing to high and low eclipsing phenomena in celebrity endorsement. By integrating insights from the SOR theory, the study seeks to elucidate the underlying mechanisms through which celebrity endorsers influence consumer perceptions and brand evaluations.

Additionally, the research intends to identify strategies brands can employ to mitigate the negative effects of high eclipsing and enhance the synergistic relationship between the celebrity endorser and the endorsed brand. Furthermore, while previous studies have predominantly focused on the positive outcomes of celebrity endorsement, such as brand awareness and purchase intention, there is a need to delve deeper into the potential drawbacks and limitations associated with this marketing strategy. Understanding the conditions under which the eclipsing phenomenon occurs can provide valuable insights for marketers in optimiz-

ing their endorsement strategies and maximizing the effectiveness of their advertising campaigns. By addressing this research gap, the study aims to contribute to a more nuanced understanding of celebrity endorsement dynamics and offer practical implications for marketers seeking to leverage celebrity endorsements effectively while minimizing the risks of brand overshadowing.

The research novelty lies in developing a comprehensive framework that specifically addresses the eclipsing phenomenon in celebrity endorsement within the context of the Stimulus-Organism-Response (SOR) theory. While previous studies have acknowledged the potential overshadowing effect of celebrity endorsers on brands, this research delves deeper into understanding the mechanisms behind this phenomenon. It proposes strategies to mitigate its negative impact. As a result, this study will analyze the effect of celebrity eclipsing on consumer behavior and provide a more comprehensive examination of the phenomenon, which has been the subject of scant attention in prior research. This study aims to expand the research framework in celebrity endorsement by examining the effect of celebrity eclipses on endorsed brands based on stimulus-organism-response (SOR) theory. In this study, we will discuss further the endorsement phenomenon in the context of high and low eclipses, as well as the relationship between the emotional responses formed by consumers when faced with the ups and downs of eclipse advertising stimuli. In addition, this study will also discuss the differences in purchase intentions resulting from two different eclipses in the endorsement stimulus.

LITERATURE REVIEW

Stimulus-Organism-Response Theory

The SOR framework is a theory of environmental psychology that explains that external environmental conditions contain a stimulus that can affect the state of an individual, which in turn causes a response of acceptance or rejection (Mehrabian and Russell, 1974). This framework consists of 3 parts: stimulus, organism, and response. Stimulus can be defined as something that can evoke or incite to act (Nagoya et al., 2021). In consumer decision-making, the stimulus can be regarded as an external factor related to the decision-making process. Yu et al. (2021) stated that when

behavior is described as part of the sensory system, the stimulus comes from outside the person and consists of marketing mix variables and other environmental inputs. In the classical SOR model, a stimulus can affect an individual's internal condition. In this model, the role of the stimulus is celebrity endorsement because it is considered capable of influencing consumer emotions to make purchasing decisions. Wang and Scheinbaum (2018) state that celebrity endorsers have the ability to influence consumers toward the products and services they support with their talent, attractiveness, trustworthiness, and success. Thus, celebrity endorsement will be a stimulus to determine an action from consumers in the form of a response of acceptance or rejection. In the stimulus-organism-response model, the organism refers to the internal processes and compositions that intervene between external stimuli and the final response to be elicited. Intervening internal processes and compositions consists of feeling and thought activities (Kim et al., 2020). Related to this definition, emotional state is an organism variable that intervenes in the consumer's condition to external stimuli. It implies that consumers' emotional state can mediate the influence of celebrity endorsements on consumer behavior.

The emotional state of consumers can be divided into 3, namely pleasure-displeasure, arousal-nonarousal, and domination-submission (Song et al., 2021). Thus, we will see whether celebrity endorsements have a positive or negative impact on consumers' emotional conditions. In the last part of the model, response is defined as the final result or action against consumer reactions in the form of attitudes or behavioral reactions (Li et al., 2021). Kumar and Ramana (2019) suggest that since the nineteenth century, celebrities have taken on a larger role in marketing communications and have become one of the leading forms of advertising. Celebrity endorsements are justified for their effectiveness because they can shape consumer attitudes toward a brand (Knoll and Matthes, 2016). Thus, in this model, it will be seen how the response generated due to stimulation caused by celebrities affects the emotional condition of consumers. So, in this study, we will explain how the stimulus-organism-response model is closely related to current marketing conditions. The reason is that using celebrities in marketing can create a positive

stimulus for consumers for a product, causing a purchase response. Therefore, by using the SOR model, it will be known how celebrities are able to influence a person's emotional condition, which then produces a response.

Celebrity Endorsement

A celebrity is an individual who has more skills in his field and has received recognition from some groups in certain societies (Schimmelpfennig and Hunt, 2020). Some people use celebrities as a reference source to seek information and decide (Bazhydai et al., 2020). Some people also use celebrities to enhance their identity because celebrities can convey a symbol of media presence by involving their lifestyle. So, a sense of intimacy increases people's perceptions of their suitability with celebrities (Raun, 2018). Meanwhile, in terms of endorsement, celebrity is a very influential factor in advertising products and services (Schimmelpfennig and Hunt, 2020). The benefits of using celebrity endorsers are that they can attract attention, increase brand awareness, and increase sales (Tian et al., 2021). It can be concluded that celebrity endorsement is a marketing strategy in which an individual (celebrity) who gets public recognition with a brand is displayed together in an advertisement (Khurram et al., 2018). Therefore, a lot of marketers use celebrity endorsements as a tool to increase their sales (Derdenger et al., 2018).

Celebrity endorsements are indeed considered to have a positive impact on the company because apart from being able to increase sales, celebrity endorsements are also able to increase the value of a company because they get splashed by the popularity of celebrities (Agnihotri and Bhat-tacharya, 2018). However, behind all the benefits caused by celebrity endorsements, celebrities also cause negative effects on a brand, often called the vampire effect (Singh and Banerjee, 2021). This vampire effect appears when the celebrity goes beyond the endorsed brand so that it seems the celebrity becomes the dominant figure of an advertisement. In contrast, the brand recedes into the background (Ilicic and Webster, 2014). In some studies, the vampire effect is often referred to as the eclipse effect because in the advertising process, the celebrity position is increased and the brand endorsed is reduced, and this means that consumer attitudes towards the brand will also weaken (Car-

rillat et al., 2019; Ilicic and Webster 2014). It happens because an advertisement displays more information about the celebrities than the endorsed brand, making it difficult for consumers to get information from the brand, especially if the celebrity-endorsed brand is new (Breves et al., 2019). In other words, when celebrities become the focus of advertising (high eclipsing), consumer attitudes toward brands are weakened. Still, on the contrary, if celebrities are only used to describe a brand (low eclipsing), consumer attitudes also increase toward a brand.

Several studies explain that celebrity compatibility with a brand has a positive effect on consumer attitudes toward brands that are endorsed in an advertisement (Ilicic and Webster, 2014; Till and Busler, 2000). When a celebrity is considered suitable for a brand, it will make it easier for consumers to form a relationship between the celebrity and the brand and facilitate cognitive processes (Qiu et al., 2021). Meanwhile, the incompatibility of celebrities with brands will make it difficult for the consumers to process information and require more analytical efforts (Charlton and Cornwell, 2019). So, it can be said that the higher the celebrity and brand mismatch, the more likely the consumer will have a negative opinion of the brand (Ilicic and Webster, 2014). Meanwhile, research (Ilicic and Webster, 2014) found that celebrity-consumer attachments give positive attitudes toward brands and advertisements supported by celebrities. It happens because consumers have a positive emotional relationship with celebrities, resulting in a positive attitude toward a brand endorsed by celebrities (Ilicic and Webster, 2014). So that in this study it will show whether, in a high or low eclipse situation, consumers who feel the compatibility/attachment between celebrities and brands form positive attitudes towards a brand. Even a high or low eclipse situation affects consumer attitudes toward a brand because not many studies explain this. Thus, this research will explain how high or low eclipse conditions affect consumer attitudes towards brands.

Emotional Response

Emotion is essential for humans to produce positive and negative responses (Bruce-Hull and Harvey, 2016). Historically, feelings and emotions are also said to be elements that can interfere with

the process of making a decision (Ghosh, 2021) because emotion is an affective condition that requires a longer process, not as simple as judging likes and dislikes (Yung et al., 2021). So, decision-making will depend on the emotional condition of an individual. Rowe and Fitness (2018) stated that people use feelings or emotions to determine their direction and preferences. For example, if someone feels good, he should like it, and vice versa. If someone feels bad, then he can't like it. It is also supported by Rocklage and Fazio (2020), who also stated the same reason that consumers will build representations and judge how they feel about something. In marketing, celebrities are considered capable of influencing the emotional condition of consumers, and this is because celebrities can build intimacy with consumers to create a strong emotional bond between the consumers and celebrities (Thomson, 2018).

On the other hand, in eclipse conditions, where celebrities overshadow the advertisements more than the brands they support, it will have a negative impact on consumer attitudes towards the endorsed brands (Ilicic and Webster, 2014). Even though celebrities have a positive impact on consumers' emotional states, advertisements should not focus more on celebrities. By highlighting celebrities, the relationship between celebrities and brands is reduced, weakening consumer attitudes towards the brand. The Eclipse case has a big impact on consumer attitudes towards brands. Consumers who have a lower attachment to celebrities (low eclipsing) will produce a more positive attitude towards a brand. In the case of a low eclipse, consumers can form a relationship between brand and celebrity and produce a positive attitude.

On the contrary, in the case of a high eclipse, it will break the celebrity-brand relationship and result in a negative attitude towards a brand (Ilicic and Webster, 2014). So, it can be concluded that consumer attitudes will be positive towards a brand in low eclipse conditions. In contrast, in high eclipse conditions, consumer attitudes will turn negative towards a brand. However, this study will explain further about the emotions generated during an eclipse in the advertising process and whether the emotions generated by this eclipse phenomenon have a positive impact or vice versa.

H1: When exposed to high-eclipsing celebrity endorsement content, the consumer experiences

greater emotion than low-eclipsing celebrity endorsement.

Purchase Intention

Brand attitude is a consumer's overall evaluation of a brand that forms an attitude to stick with the brand (Mitchell and Olson, 2018). At the same time, the intention to buy a brand is defined as a person's conscious plan to buy a brand (McClure and Seock, 2020). So, brand attitude is one of the factors that can cause the magnitude of purchase intention because it can increase consumer motivation (Hwang et al., 2021). It is also supported by several studies that state that brand attitudes are the basis for the occurrence of purchase intention (Hwang et al., 2021). It can be said that purchase intention results from the consumer's attitude towards the brand, both positively and negatively. In addition, purchasing decisions are also influenced by brand personality, which is explained as a form of consumer characteristics associated with the brand (Youn and Doodoo, 2021). In advertising, brand personality is formed because there is a match between the endorsed brand and the celebrity who supports it to influence consumers. So, the preferred brand personality is believed to be able to highlight the brand and also increase its use. Thus, it can be said that a positive brand personality will increase trust, loyalty, and purchase intention (Villagra et al., 2021). It is also supported by Zhuang et al. (2021), who stated that the match of attributes of brands with celebrities has been shown to have a positive impact on consumers' purchase intentions. However, in the case of celebrity eclipsing, the brand's position is submerged in an advertisement, and the celebrity is high-

lighted, which causes the relationship between celebrity and brand to decrease so that the consumer's brand attitude also weakens. So, what can be done to improve consumer brand attitudes is to focus on celebrities who can create high-support situations for a brand. This study will explain further how consumers' purchase intentions are towards high and low eclipsing.

H2: The emotion evoked from the low-eclipsing endorsement will have a greater influence on the purchase intention as compared with emotion from the high-eclipsing endorsement.

METHOD

The participants in this study were undergraduate students in a department at a well-known university in Surabaya. The characteristics are as follows: Participants are domiciled in Surabaya and are between 18-24 years old. Using a homogeneous sample, it is hoped that background variability and preferences among participants can be minimized. In this study, the research was carried out using an experimental research approach through a pretest-posttest experimental design, and each respondent subject received a different treatment (between-subject). The factorial design is 1x 2 (endorser: celebrity; vampire effect: high eclipsing and low eclipsing endorsement). The phenomenon of high and low eclipsing endorsements is presented in the form of visualization of advertising and commercial videos with differences in highlighting, according to Ilicic and Webster (2014). In the low involvement stimulus, brand and product names will be the main focus in commercial videos, and celebrity endorsers will only be displayed as complementary.

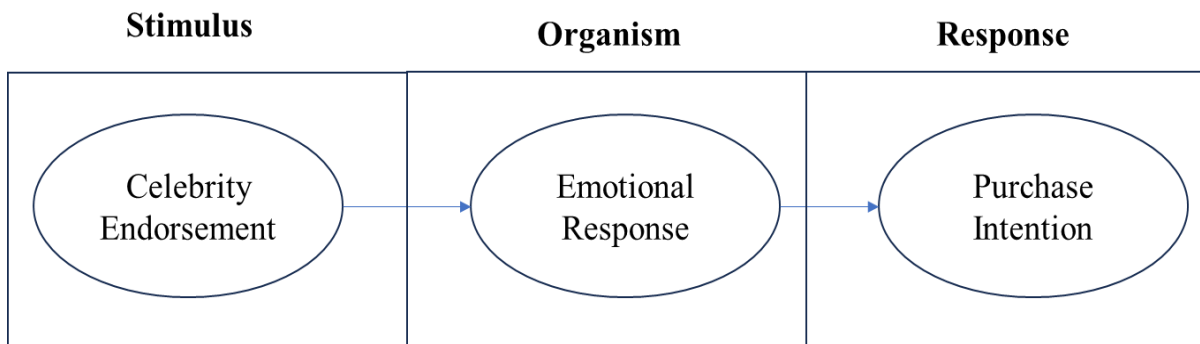


Figure 1. Conceptual Framework

Meanwhile, in the high involvement stimulus, celebrity endorsers will be prominent in the videos and dominate the brand (overshadow). In addition, in this study, researchers use foreigners as celebrity endorsers, fictitious brands in terms of promoted products, and products that are important to the public's needs and classified as high-involvement products. These three things were done to minimize the nuisance effect of the stimulus used in the experiment. This study uses three stages: First, preliminary to determine what product to use and which celebrity endorser is suitable for this product. This first stage is carried out with two sub-stages, namely a focus-group -discussion (FGD) to determine what products they currently need and are included in the high involvement product category, then followed by distributing pre-questionnaires to 30 students to determine what specifications, who they seek from this product and which celebrity they feel is suitable to be an endorser for this product. Second, the researcher conducted the manipulation check to find out whether the developed stimulus and the question items were understandable and had the expected effect, which 100 participants followed. Third, the researcher conducted the main experiment by distributing two stimuli to 1000 participants.

The experiment used the following procedure: Participants received an advertisement featuring a product and its specifications that became the object of the advertisement, then were asked to respond to questions indicating their purchase intention for the product. Then, participants were asked to see a commercial video that, this time, included a celebrity endorser in the ad content. Suppose he is assigned to a low-eclipsing endorsement. In that case, he will receive two advertising stimuli in the form of an advertising video and a commercial video prepared for the low-eclipsing phenomenon and the high-eclipsing endorsement stimulus. In the last stage, they are asked to respond to the emotions or attitudes they have toward the advertisements or brands they have seen and their purchase intentions. This study measures consumer attitudes toward brands using items that Till and Shimp (1998) developed using nine semantic differential scales.

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first stage is carried out with two sub-stages, namely a focus-group -discussion (FGD) to determine what products they currently need and are included in the high involvement product category, then followed by distributing pre-questionnaires to 30 students to determine what specifications, who they seek from this product and which celebrity they feel is suitable to be an endorser for this product. Second, the researcher conducted the manipulation check to find out whether the developed stimulus and the question items were understandable and had the expected effect, which 100 participants followed. Third, the researcher conducted the main experiment by distributing two stimuli to 1000 participants.

RESULTS

Manipulation Check Result

Prior to the data collection needed in this experimental design study, a manipulation check was first carried out to test whether the media or content used in this study could provide a different stimulus as referred to in this study, namely high-eclipsing (HE) and low-eclipsing. (LE) celebrity endorsement. The manipulation check is carried out by testing the effect of the stimulus in the form of two different advertising content on the emotions generated by the audience, both positive and negative.

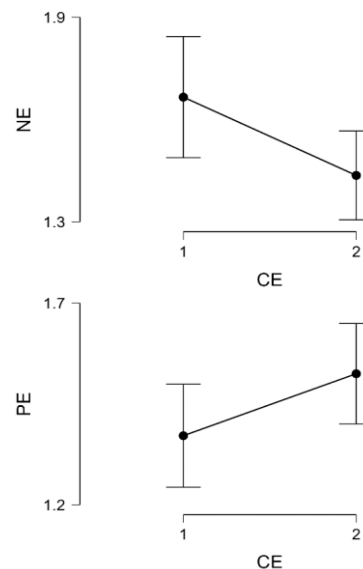


Figure 2. Interaction Plot of High-Low Eclipsing Content of Positive-Negative Emotion

There are differences in the perception of people who see high and low-eclipsing celebrity endorsement related to positive or negative emotions. So, it means that differences influence the context of positive and negative emotions in perceptions of high or low-eclipsing celebrity endorsement exposure. The manipulation check results are significant enough that this experimental design study can be carried out.

Celebrity Endorsement and Non-Celebrity Endorsement

Table 1 below shows the results of the independent sample t-test, which is a parametric test used to determine whether there is a difference in the mean between two independent groups or two unpaired groups with the intention that both groups of data were given different stimuli in terms of advertising content (i.e., celebrity and non-celebrity endorsements).

Table 1. Independent Samples T-Test

	t	df	p	Cohen's d
EM	3.706	199	< .001 ^a	0.552
PI	4.217	199	< .001	0.629

Note. Student's t-test.

The t-statistic value for the parametric test of emotional response (EM) based on the stimuli is $3.706 > 1.96$ with a p-value of less than $0.001 < 0.05$ (95% confidence level), so it can be interpreted that the data variance of emotional response (EM) between groups of respondents with celebrity and non-celebrity endorsement stimuli are heterogeneous or different (there is a significant difference). Similar results were also obtained in the parametric purchase intention (PI) test between respondents with celebrity and non-celebrity endorsement stimuli. The t-statistic value in this parametric is $4.217 > 1.96$ with a p-value of less than $0.001 < 0.05$ (95% confidence level), so there is a significant difference between groups of respondents with celebrity and non-celebrity endorsement stimuli in terms of purchase intention (PI).

In addition to the analysis of differences between the experimental control group, this study also attempted to examine the effect size, which indicates a standardized difference between the sco-

res of the control group and the different stimuli. The greater the Cohen's d value, the greater the difference between the experimental control group. Table 1 shows that the Cohen's d value on the emotional response (EM) of the two groups of stimuli is $0.552 > 0.500$, while the Cohen's d value on purchase intention (PI) of the two groups of stimuli is $0.629 > 0.500$. Therefore, these figures imply that the influence of the stimuli given to the two groups of respondents gave different emotional responses (EM) and purchase intention (PI) with the magnitude of the effect at the medium-large level.

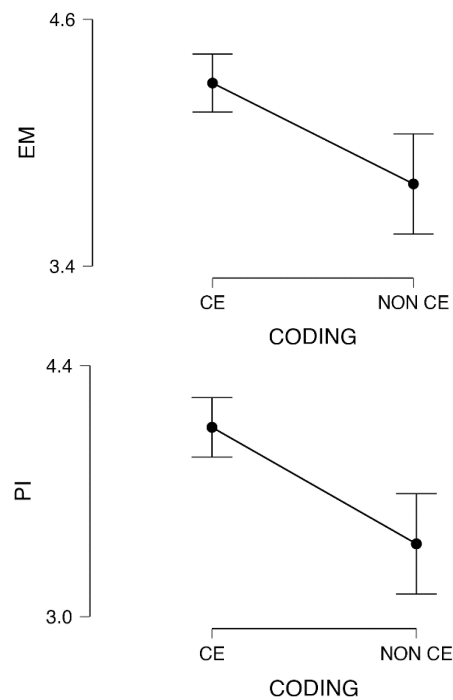


Figure 2. Respective Interaction Plot of CE and Non-CE on EM and PI

An interaction plot tests whether the interaction is in the hypothesized direction. As shown in Figure 2, there is a tendency for advertising content containing elements of celebrity endorsements to trigger a higher emotional response (EM) than advertising content containing non-celebrity endorsements. Similar results also appear in the interaction between the ads' content and purchase intention (PI). There is a tendency for the audience to have higher purchase intention (PI) when exposed to advertising content containing elements of celebrity endorsements compared to advertising content containing non-celebrity endorsements.

Table 2. ANOVA Table of Purchase Intention

Cases	Sum of Squares	df	Mean Square	F	p
EMOTION	5.836e-4	1	5.836e-4	5.407e-4	0.981
CODING	17.934	1	17.934	16.614	< .001
CODING * EMOTION	0.101	1	0.101	0.093	0.760
Residuals	211.570	196	1.079		

Note. Type III Sum of Squares

The sig. value in the ANOVA in Table 2 is a series of tests to ensure the regression model is good and feasible. From the results of the ANOVA output in Table 2, it was found that the effect of emotional response (EM), both celebrity and non-celebrity endorsement content, on purchase intention (PI) is not significant, where the resulting p-value is $0.981 > 0.05$. However, as mentioned above, there is a significant effect of stimuli given to different respondents (i.e., celebrity and non-celebrity endorsement) on purchase intention (PI), which is indicated by a p-value of less than $0.001 < 0.05$. On the other hand, looking at a wider lens between the influence of the given stimuli on the purchase intention (PI), mediated by emotional response (EM), the p-value generated from this ANOVA test shows that it is not significant, which is $0.760 > 0.05$.

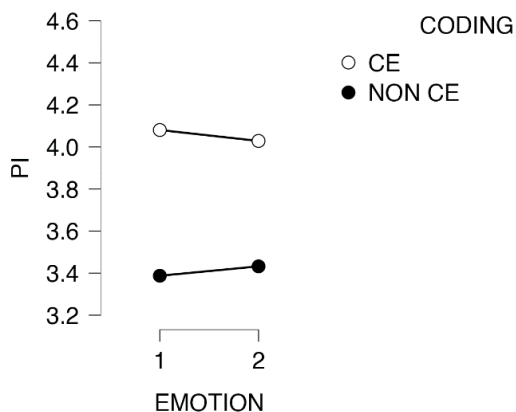


Figure 3. Interaction Plot of EM and PI in Different Stimuli

Figure 3 showed that there is a tendency that when the emotion response (EM) is high, audiences who get exposure to information from non-ce-

lebrity endorsers (Non-CE) tend to have lower purchase intentions (PI) than respondents who are exposed to celebrity endorsements (CE) although not significant based on p-value. Similar results were also obtained in conditions of low emotional response (EM), where exposure to celebrity endorsements (CE) triggered higher purchase intention than non-celebrity endorsements (Non-CE).

High-Eclipsing Endorsement and Non-Celebrity Endorsement

In addition to a comparative analysis between celebrity endorsement (CE) and non-celebrity endorsement (Non-CE) exposure, this study would like to examine it more deeply by trying to see from the lens of the comparison between non-celebrity endorsement (Non-CE) and high-eclipsing endorsement (HE).

Table 3. Independent Samples T-Test

	t	df	p	Cohen's d
EM	2.755	139	0.007	0.464
PI	3.228	139	0.002	0.544

Note. Student's t-test.

Table 3 showed that the t-statistic value for the parametric test of emotional response (EM) based on the stimuli is $2.755 > 1.96$ with a p-value of $0.007 < 0.05$ (95% confidence level), so it can be interpreted that the data variance of emotional response (EM) between groups of respondents with high-eclipsing (HE) and non-celebrity (Non-CE) endorsement stimuli are heterogeneous or different. Similar results were also obtained in the parametric test of purchase intention (PI) between groups of respondents with high-eclipsing (HE)

and non-celebrity (Non-CE) endorsement stimuli. The t-statistic value in this parametric is $3.228 > 1.96$ with a p-value of $0.002 < 0.05$. Therefore, purchase intention (PI) triggered between groups of respondents with high-eclipsing (HE) and non-celebrity (Non-CE) endorsement stimuli are significantly different. Moreover, the Cohen's d value on the emotional response (EM) of the two groups of stimuli is $0.464 > 0.500$, while the Cohen's d value on purchase intention (PI) of the two groups of stimuli is $0.544 > 0.500$. Therefore, these figures imply that the influence of the stimuli given to the two groups of respondents gave different emotional responses (EM) and purchase intention (PI) with the magnitude of the effect at the medium and medium-large levels.

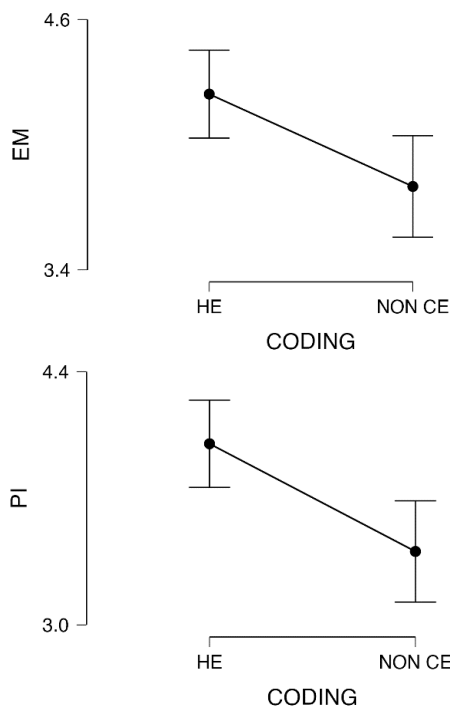


Figure 4. Respective Interaction Plot of HE and Non-CE on EM and PI

As shown in Figure 4, there is a tendency for advertising content containing elements of high-eclipsing (HE) celebrity endorsements to trigger a higher emotional response (EM) than advertising content containing non-celebrity endorsements (Non-CE). Similar results also appear in the interaction between the ads' content and purchase intention (PI). There is a tendency for the audience

to have higher purchase intention (PI) when exposed to advertising content containing elements of high-eclipsing (HE) celebrity endorsements compared to advertising content containing non-celebrity endorsements (Non-CE).

Low-Eclipsing Endorsement and Non-Celebrity Endorsement

In addition to a comparative analysis between celebrity endorsement (CE) and non-celebrity endorsement (Non-CE) exposure, also non-celebrity endorsement (Non-CE) and high-eclipsing endorsement (HE), this study would like to examine it more deeply by trying to see from the lens of the comparison between non-celebrity endorsement and low-eclipsing endorsement.

Table 4. Independent Samples T-Test

	t	df	p	Cohen's d
EM	3.515	126	< .001 ^a	0.623
PI	3.902	126	< .001 ^a	0.691

Note. Student's t-test.

Table 4 showed that the t-statistic value for the parametric test of emotional response (EM) based on the stimuli is $3.515 > 1.96$ with a p-value of less than $0.001 < 0.05$ (95% confidence level), so it can be interpreted that the data variance of emotional response (EM) between groups of respondents with low-eclipsing (LE) and non-celebrity (Non-CE) endorsement stimuli are heterogeneous or different. Meanwhile, the t-statistic value in the parametric test of purchase intention (PI) is $3.902 > 1.96$ with a p-value of less than $0.001 < 0.05$, therefore purchase intention (PI) triggered between groups of respondents with low-eclipsing (LE) and non-celebrity (Non-CE) endorsement stimuli are different significantly. Moreover, the Cohen's d value on the emotional response (EM) of the two groups of stimuli is $0.623 > 0.500$, while the Cohen's d value on purchase intention (PI) of the two groups of stimuli is $0.691 > 0.500$. Therefore, these figures imply that the influence of the stimuli given to the two groups of respondents gave different emotional responses (EM) and purchase intention (PI) with the magnitude of the effect at the medium-large level.

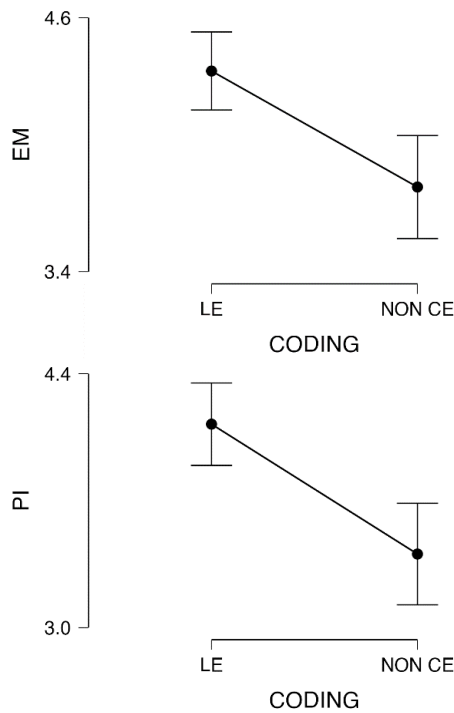


Figure 5. Respective Interaction Plot of LE and Non-CE on EM and PI

As shown in Figure 5, there is a tendency that advertising content containing elements of low-eclipsing (LE) celebrity endorsements will trigger a higher emotional response (EM) than advertising content containing non-celebrity endorsements (Non-CE). Similar results also appear in the interaction between the ads' content and purchase intention (PI). There is a tendency for the audience to have higher purchase intention (PI) when exposed to advertising content containing elements of low-eclipsing (LE) celebrity endorsements compared to advertising content containing non-celebrity endorsements (Non-CE).

DISCUSSION

Given the findings from previous research comparing high-eclipsing (HE) and low-eclipsing (LE) celebrity endorsements with non-celebrity endorsements (Non-CE), it is hypothesized that High-eclipsing (HE) celebrity endorsements will evoke a stronger emotional response and higher purchase intention compared to both low-eclipsing (LE) celebrity endorsements and non-celebrity endorsements (Non-CE). The results of the analysis that has been carried out have shown that there

is a significant effect between exposure to advertising content (i.e., celebrity and non-celebrity endorsements) on emotional response (EM) and purchase intention (PI). People will tend to have a higher emotional response (EM) and purchase intention (PI) when exposed to advertising content containing celebrity endorsements (CE). However, there is no significant effect between the emotional response (EM) generated from those two stimuli and purchase intention (PI), including the effect of the given stimuli to respondents on purchase intention (PI) when mediated by the emotional response (EM). In addition, comparing the stimulus of high-eclipsing endorsement (HE) and non-celebrity endorsement (Non-CE), there is also a significant effect between exposure to advertising content (i.e., high-eclipsing celebrity endorsement and non-celebrity endorsements) on emotional response (EM) and purchase intention (PI). People will tend to have a higher emotional response (EM) and purchase intention (PI) when exposed to advertising content containing high-eclipsing (HE) celebrity endorsements compared with non-celebrity endorsement (Non-CE). Similar results were also obtained when comparing the exposure of low-eclipsing endorsement (LE) and non-celebrity endorsement (Non-CE) that there is a significant effect between exposure to advertising content (i.e., low-eclipsing celebrity endorsement and non-celebrity endorsements) on emotional response (EM) and purchase intention (PI). People will tend to have a higher emotional response (EM) and purchase intention (PI) when exposed to advertising content containing low-eclipsing (LE) celebrity endorsements compared with non-celebrity endorsement (Non-CE). The research findings presented in this study shed light on the nuanced effects of different types of celebrity endorsements, specifically high-eclipsing (HE) and low-eclipsing (LE), compared to non-celebrity endorsements (Non-CE), on emotional response (EM) and purchase intention (PI) among audiences. The study utilized a manipulation check to ensure the effectiveness of the stimuli in eliciting varying emotional responses before proceeding with the experimental design. The results indicate significant differences in emotional responses and purchase intentions between groups exposed to celebrity and non-celebrity endorsements. Specifically, high and low-eclipsing celebrity endorsements elicited

stronger emotional responses and higher purchase intentions than non-celebrity endorsements, with varying degrees of effect sizes observed. The findings suggest that the presence of celebrities in advertising content tends to elevate emotional engagement and subsequently influence purchase decisions. Moreover, the study delves deeper into the effects of different levels of celebrity prominence, highlighting that high-eclipsing endorsements generate stronger emotional responses and higher purchase intentions compared to low-eclipsing endorsements. Furthermore, the study's interaction plots illustrate a clear tendency for audiences exposed to celebrity endorsements, regardless of prominence level, to exhibit higher purchase intentions compared to those exposed to non-celebrity endorsements. However, the analysis also reveals nuances in the effects of emotional response on purchase intention, indicating that while emotional engagement positively correlates with purchase intention, the relationship may not always be statistically significant. Experiment comparing high-eclipsing (HE) and low-eclipsing (LE) celebrity endorsements with non-celebrity endorsements (Non-CE) in advertising content. They found that participants exposed to high-eclipsing (HE) celebrity endorsements demonstrated significantly higher emotional responses and purchase intentions compared to those exposed to low-eclipsing (LE) celebrity endorsements and non-celebrity endorsements (Non-CE). This study's results supported the hypothesis that high-eclipsing (HE) celebrity endorsements have a more substantial influence on consumer behavior compared to low-eclipsing (LE) celebrity endorsements and non-celebrity endorsements (Non-CE). These findings align with the theoretical framework of celebrity endorsement effectiveness, suggesting that the level of celebrity prominence plays a crucial role in shaping consumer attitudes and intentions. Overall, these findings underscore the importance of celebrity endorsements in advertising effectiveness, with implications for marketers seeking to leverage celebrity influence to enhance consumer engagement and drive purchase behavior. Moreover, the study's exploration of high and low-eclipsing endorsements provides valuable insights into the differential impact of varying levels of celebrity prominence on consumer responses, offering marketers additional considerations in crafting effective en-

dorsement strategies.

IMPLICATIONS

Celebrity Endorsements and Emotional Response: The research indicates a significant positive effect between exposure to advertising content featuring both high-eclipsing (HE) and low-eclipsing (LE) celebrity endorsements and emotional response (EM). It implies that leveraging celebrities in advertisements, regardless of their eclipsing status, can evoke a heightened emotional response from the audience. **Purchase Intention and Celebrity Endorsements:** The study suggests a noteworthy association between exposure to advertising content containing celebrity endorsements (CE) and increased purchase intention (PI). Consumers are more likely to desire to purchase a product or service when it is endorsed by a celebrity, indicating the potential effectiveness of this marketing strategy. **Eclipsing Effect on Celebrity Endorsements:** The research introduces the concept of eclipsing, highlighting that high-eclipsing (HE) celebrity endorsements have a more pronounced impact on emotional response (EM) and purchase intention (PI) compared to low-eclipsing (LE) celebrity endorsements. This finding implies that a celebrity's perceived status or influence can play a crucial role in shaping consumer responses to advertising content. **Non-Celebrity Endorsements:** While celebrity endorsements show a significant effect on emotional response (EM) and purchase intention (PI), the study also suggests that non-celebrity endorsements (Non-CE) can still influence consumer behavior, although to a lesser extent. It highlights the importance of considering alternative endorsement strategies in advertising campaigns. **Mediation of Emotional Response:** The research indicates that emotional response (EM) mediates the relationship between exposure to advertising content and purchase intention (PI). However, it is noteworthy that there is no significant difference in the mediation effect between celebrity endorsements (both high-eclipsing and low-eclipsing) and non-celebrity endorsements. It implies that emotional response is a key factor influencing purchase intention, irrespective of the type of endorsement. **Practical Implications for Advertisers:** Advertisers should strategically choose celebrities for the endorsements, considering their status and influence (eclipsing effect). High-eclipsing celebrities may

yield a more substantial impact on emotional response and purchase intention. Additionally, while celebrity endorsements are effective, non-celebrity endorsements should not be overlooked, as they still contribute to shaping consumer behavior.

RECOMMENDATIONS

Recommendations of the Future Research Opportunities The research opens avenues for further exploration into the nuances of celebrity endorsements, including the specific characteristics that contribute to the eclipsing effect. Future studies could delve deeper into the mechanisms behind the mediation of emotional response and its varying impact on different product categories or demographic groups.

CONCLUSIONS

Effect of Celebrity Endorsement vs. Non-Celebrity Endorsement: The study demonstrates a significant difference in emotional response and purchase intention between respondents exposed to celebrity endorsements and those exposed to non-celebrity endorsements. Both emotional response and purchase intention were notably higher among participants exposed to celebrity endorsements. Comparison between High-Eclipsing Celebrity Endorsement and Non-Celebrity Endorsement: The analysis reveals a significant disparity in emotional response and purchase intention between respondents exposed to high-eclipsing celebrity and non-celebrity endorsements. Emotional response and purchase intention were notably higher among participants exposed to high-eclipsing celebrity endorsements. Comparison between Low-Eclipsing Celebrity Endorsement and Non-Celebrity Endorsement: Similarly, a significant difference was observed in emotional response and purchase intention between respondents exposed to low-eclipsing celebrity endorsements and those exposed to non-celebrity endorsements. Emotional response and purchase intention were notably higher among participants exposed to low-eclipsing celebrity endorsements. Interaction Effects: The interaction plots illustrate a consistent tendency for high- or low-eclipsing celebrity endorsements to elicit higher emotional responses and purchase intentions compared to non-celebrity endorsements. While not always statistically significant, these trends suggest a robust influence of celebrity

endorsements on consumer perceptions and behaviors.

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