

**EVALUATION THE USE OF CELEBRITIES ENDORSING IN TELEVISION ADVERTISING ON CONSUMER ATTITUDES TOWARD ADVERTISING**

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**ABSTRACT**

Nowadays the using of reference groups in marketing and advertising, formed the part of organizations cost in order to promote the sale of products. However, one kind of comprehensive advertising in modern marketing is the famous people approval. Besides increasing competition to attract the consumer's attraction and introduction of new products, advertisers have to use famous and well-known people to attract other attention. The main purpose of this study is to examine the influence of the using celebrity endorsement in TV advertising on consumer's attitude towards advertising. In this study, the effect of the celebrity endorsement features such as; reliability, expertise, physical attractiveness and product-brand congruency on consumers attitudes towards advertising is studied. This paper is an operational research in term of the aim and in term of the type of collecting data is a descriptive- survey research. This population consists of all consumers of different products. The sample was estimated 384 people that in this paper available sampling method are used. The results show that the use of famous and well-known peoples has significant and positive impact on people's attitude towards advertising. Also the influence of the celebrity endorsement features such as Attractive appearance, reliability and expertise on consumer's attitude towards advertising was approved but, the influence of congruency between individual and the advertised product on consumer attitudes toward the ad was not approved.

Keywords: *Advertising, Endorsing celebrity, Television advertising, Consumer attitudes.*