

Consumer Attitudes toward Celebrity Advertising

~Analysis through Balance theory~

Eitaro Miura Shiori Watanabe Haruka Arimoto

Celebrity Advertising



Common type of advertising in Japan



Demerit of Celebrity Advertising

Advertising

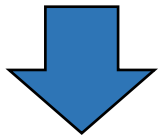


Celebrity

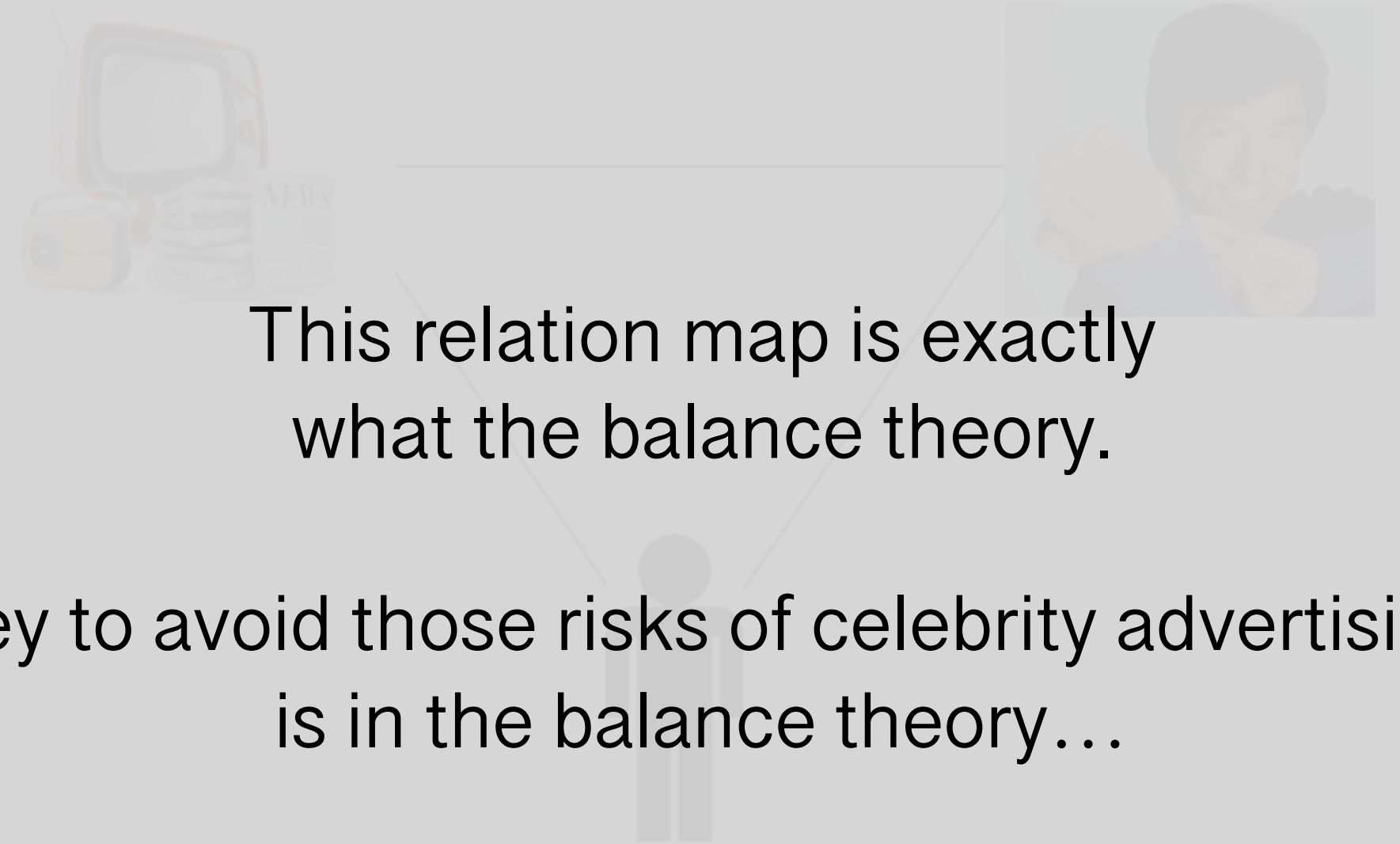


Consumer

Celebrity's image would be associated with the Advertiser & Product



Celebrity scandal can affect negatively



This relation map is exactly
what the balance theory.

Key to avoid those risks of celebrity advertising
is in the balance theory...

What is the Balance Theory?

Introduction

Really like

Neutral

Singer

Discussion



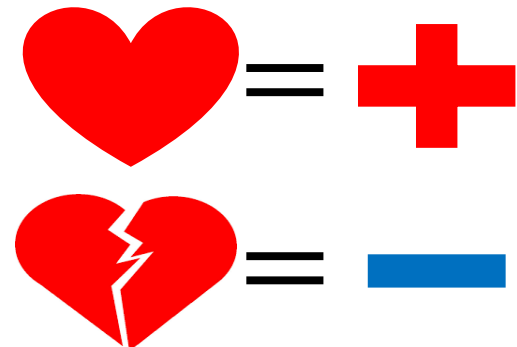
Haru



Eitaro



Shiori



Why don't they like each other?



Haru



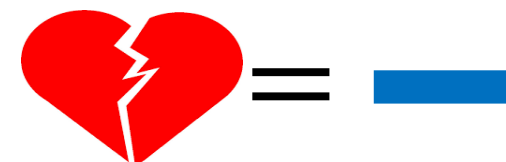
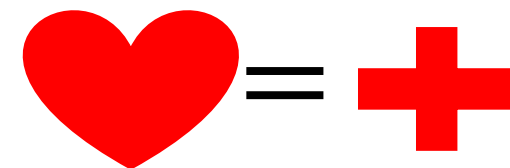
Eitaro



Eitaro doesn't like her...
I may not get along
with her either.



Shiori





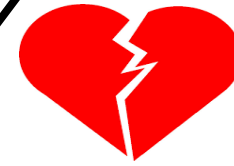
Haru



Eitaro



Shiori



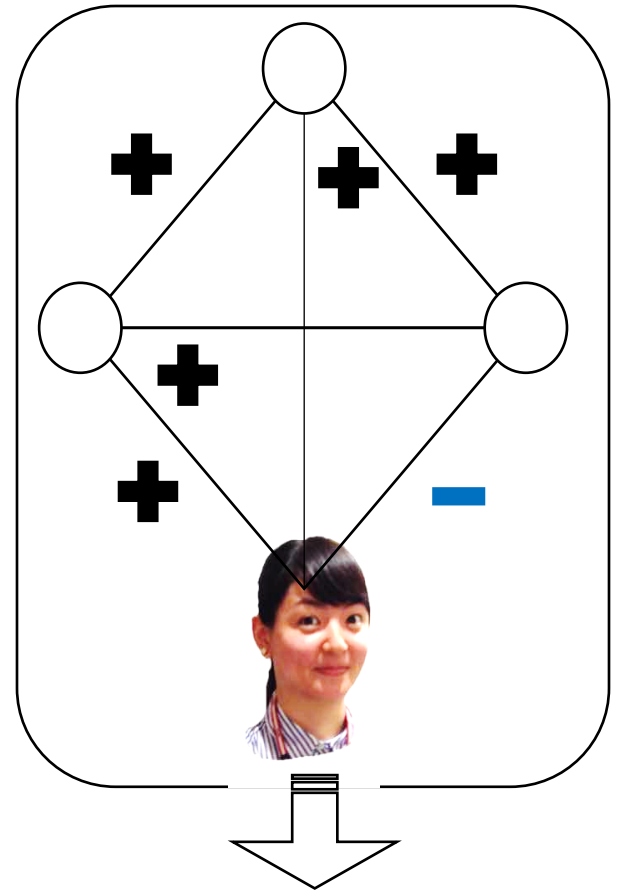
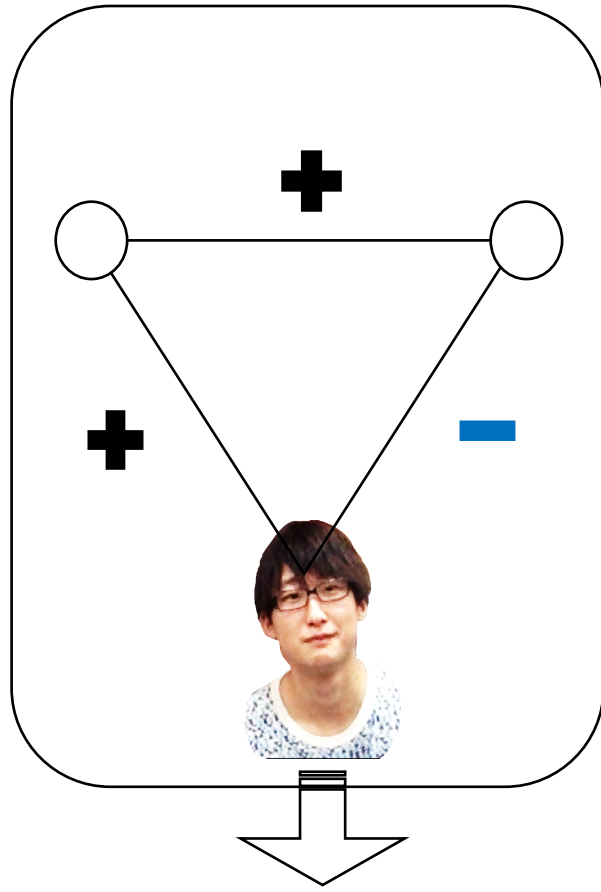
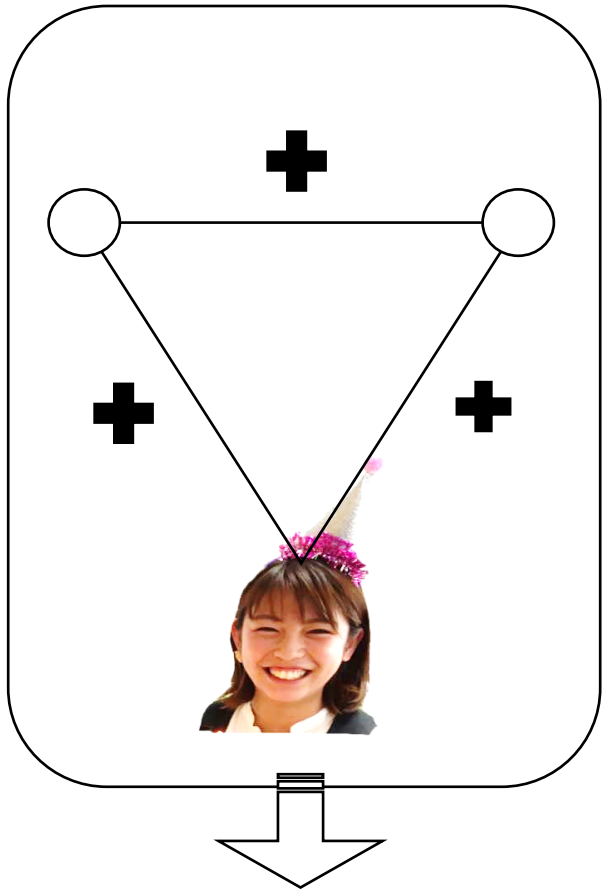
=



=



Haru doesn't like him...
I may not get along with
him either.



Introduction

Really like

Neutral

Singer

Discussion

1

TV ads & advertiser + Celebrity



+

+



Consumer

Really like



2

Celebrity is fired

TV ads & advertiser - Celebrity



+

+



Consumer

Introduction

Really like

Neutral

Singer

Discussion

②

Celebrity is fired

TV ads & advertiser — Celebrity

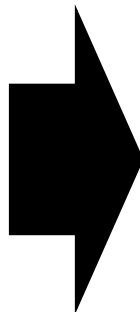


+

+



Consumer



③

TV ads & advertiser — Celebrity



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+



Consumer

shift to negative

Really like

+

Celebrity is fired

=

The attitude to TV advertiser turns negative

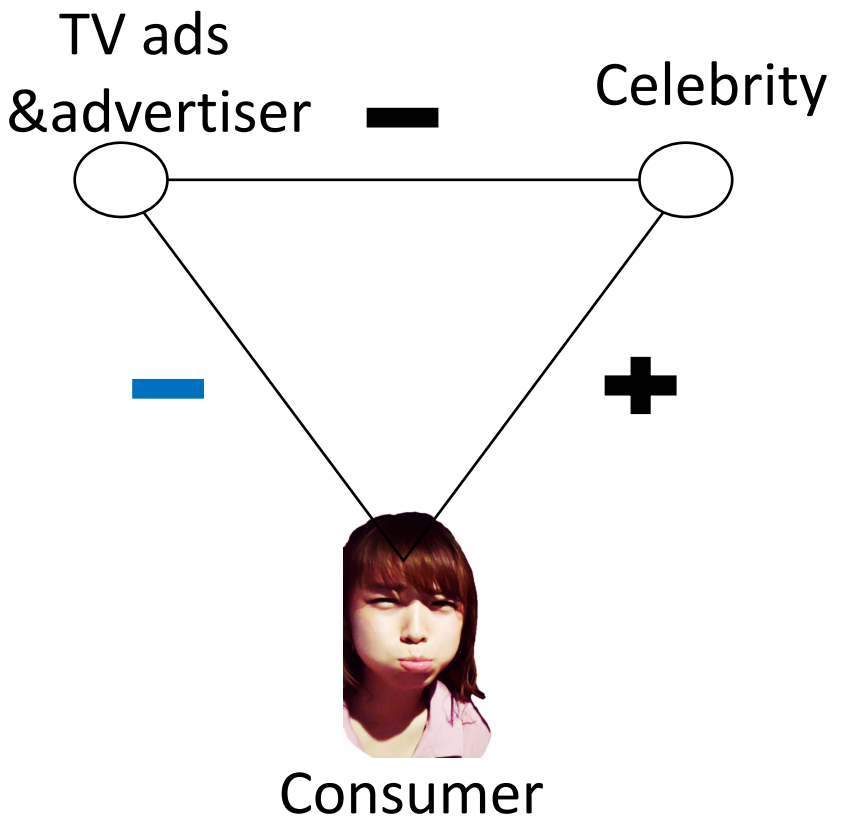
P-Value

$P < 0.01$

Mean Value

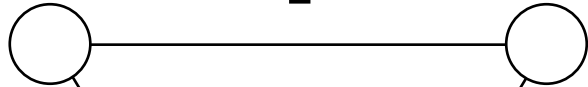
Before 5.200 → after 3.467

Statistically supported



①

TV ads
& advertiser + Celebrity



+

+



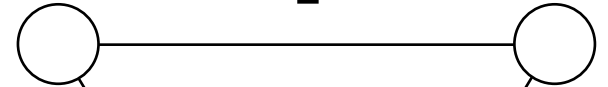
Neutral



Consumer

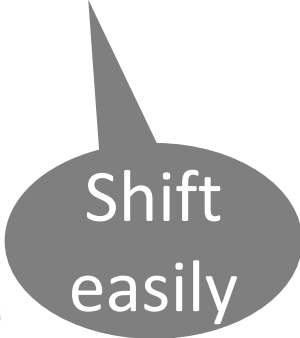
②

TV ads
& advertiser + Celebrity



+

-



Consumer

Introduction

Really like

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②

TV ads
& advertiser + Celebrity



+

-



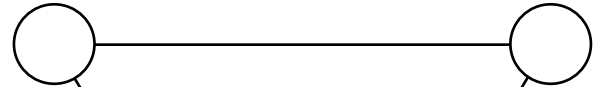
Consumer

Shift easily



③

TV ads
& advertiser - Celebrity



+

-



Consumer

Celebrity is fired

Neutral

+

Celebrity is fired

=

The attitude to TV advertiser won't change

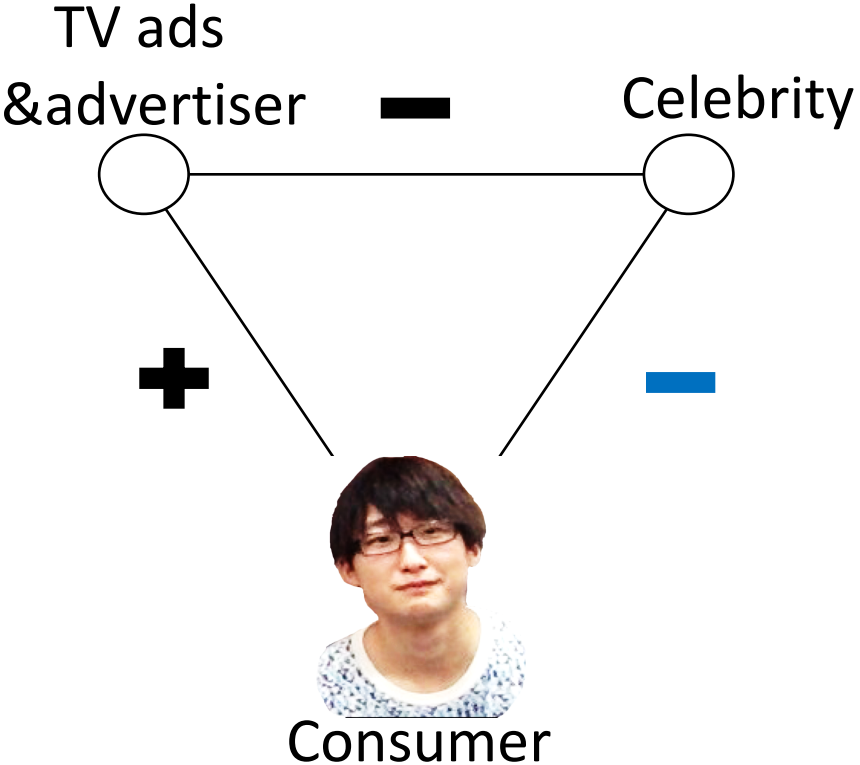
P-Value

$P=0.981 > 0.05$

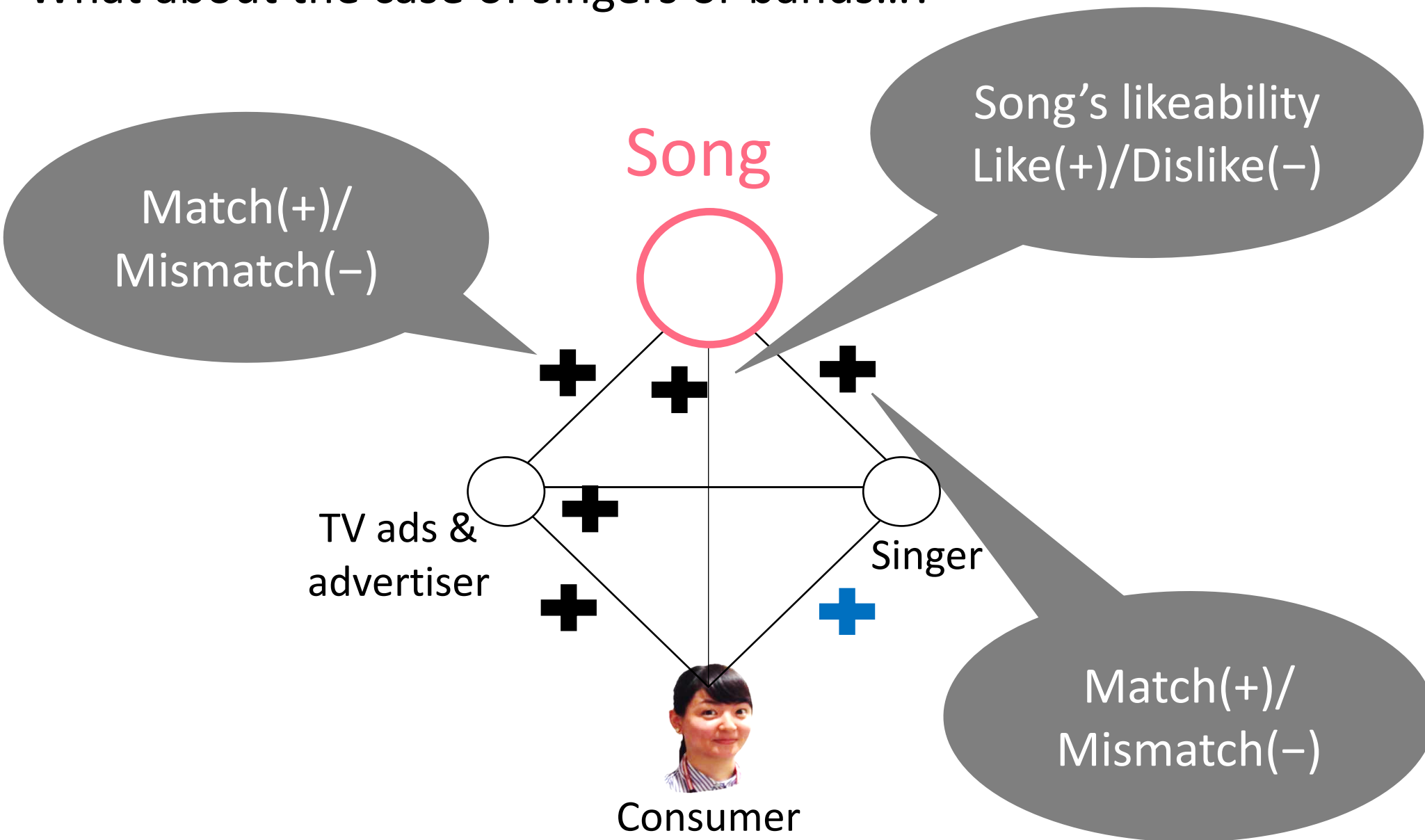
Mean Value

Before 3.673 \Rightarrow After 3.687

Statistically supported



What about the case of singers or bands...?



Introduction

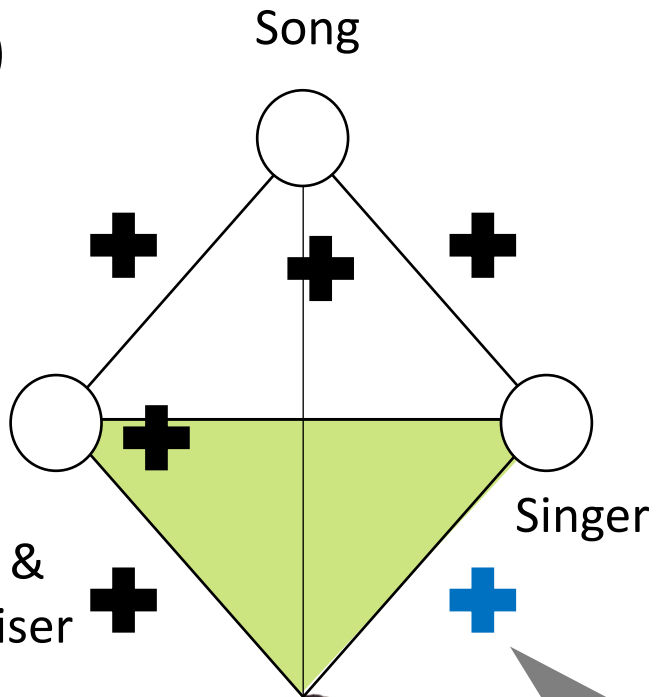
Really like

Neutral

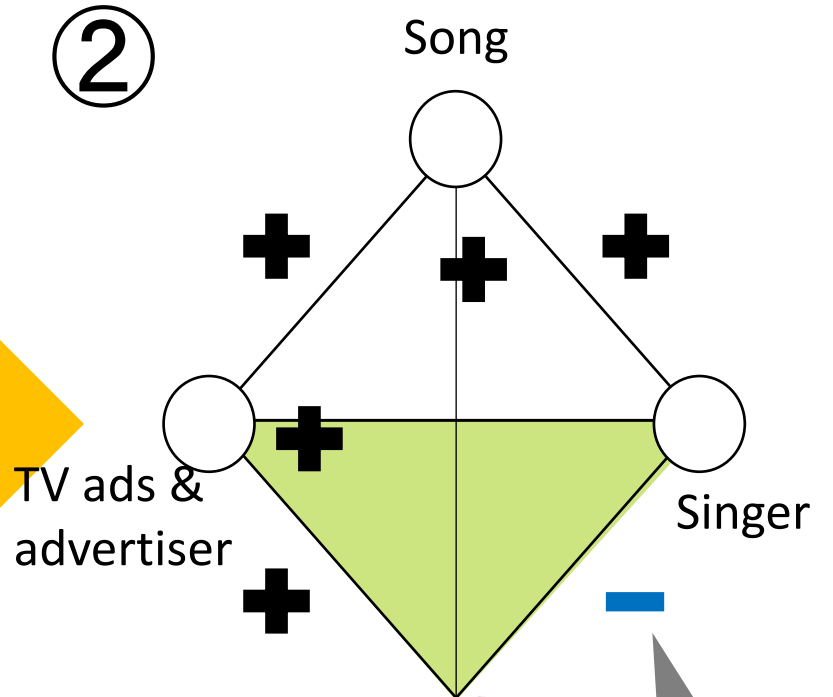
Singer

Discussion

①



②



Introduction

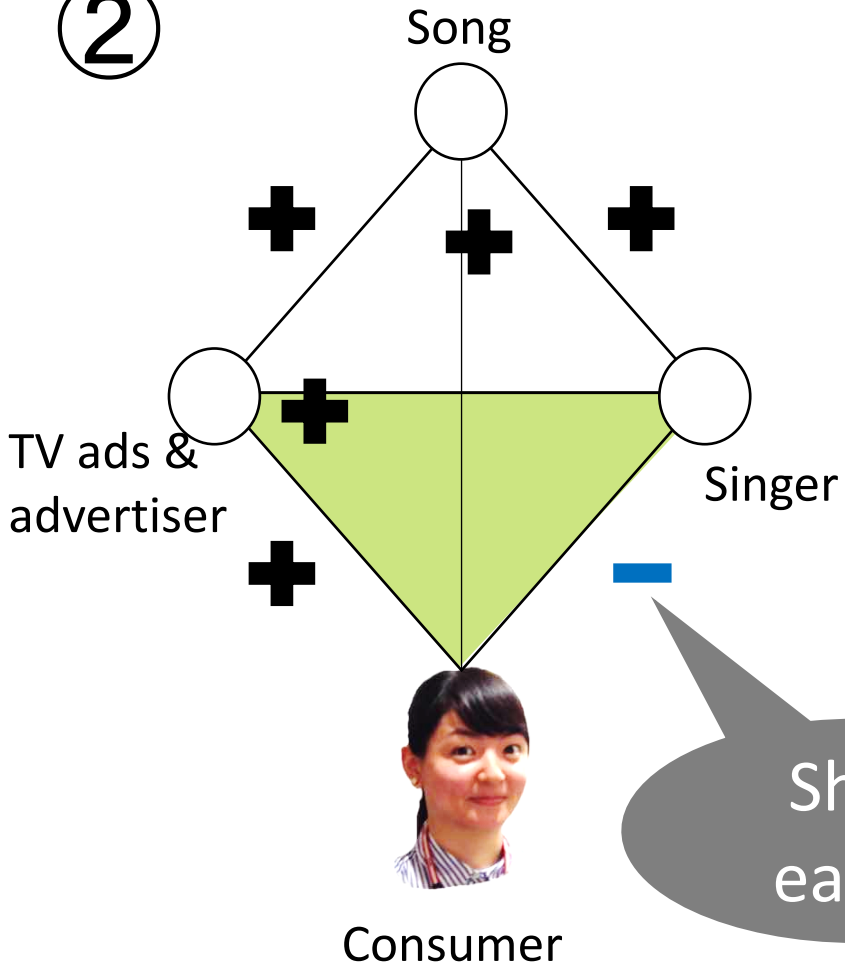
Really like

Neutral

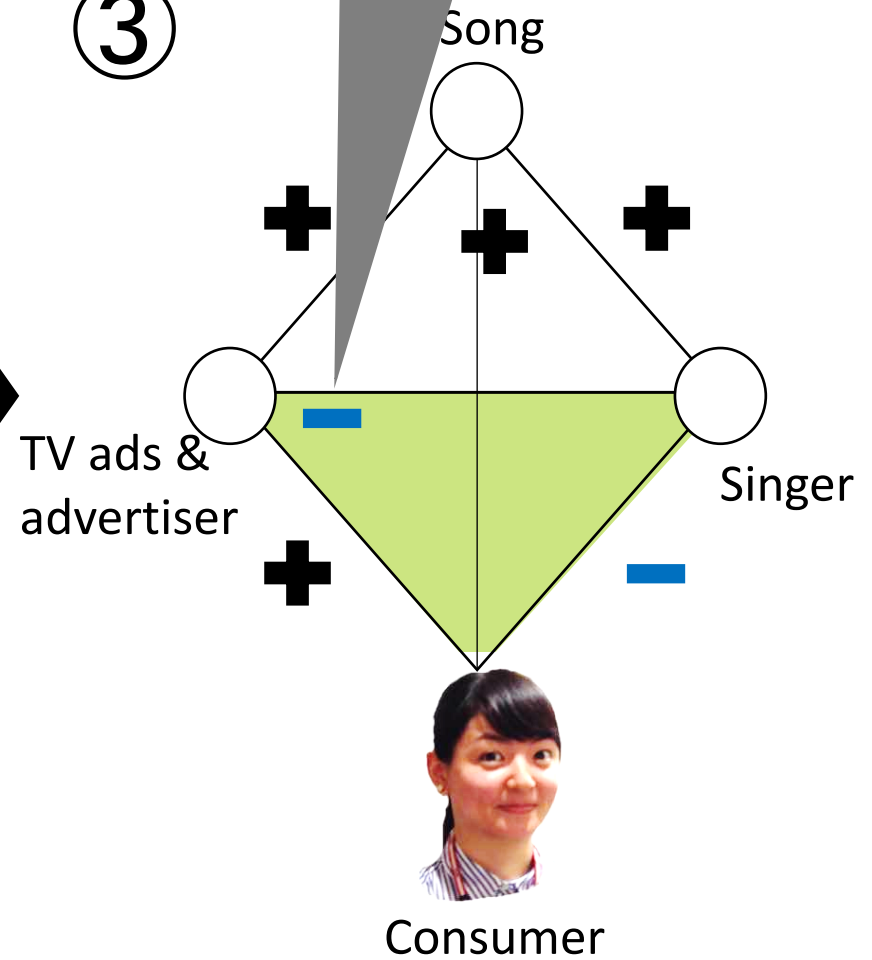
Singer

Discussion

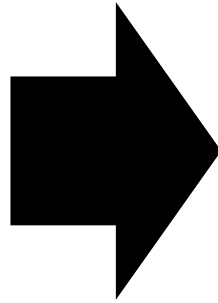
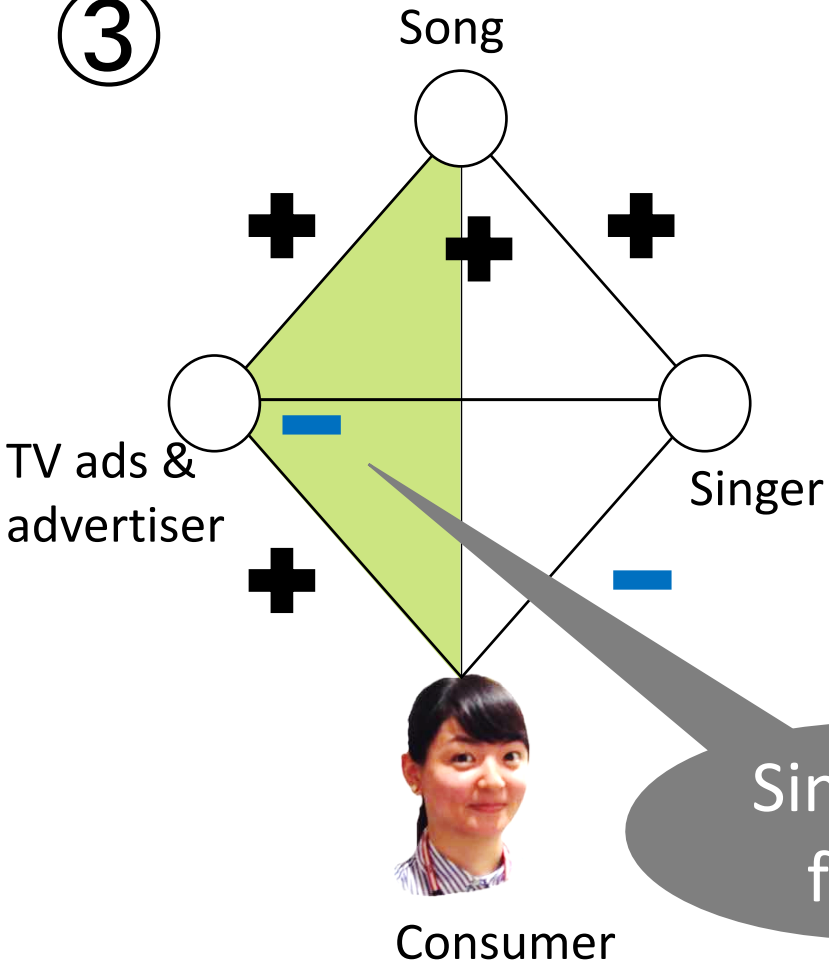
②



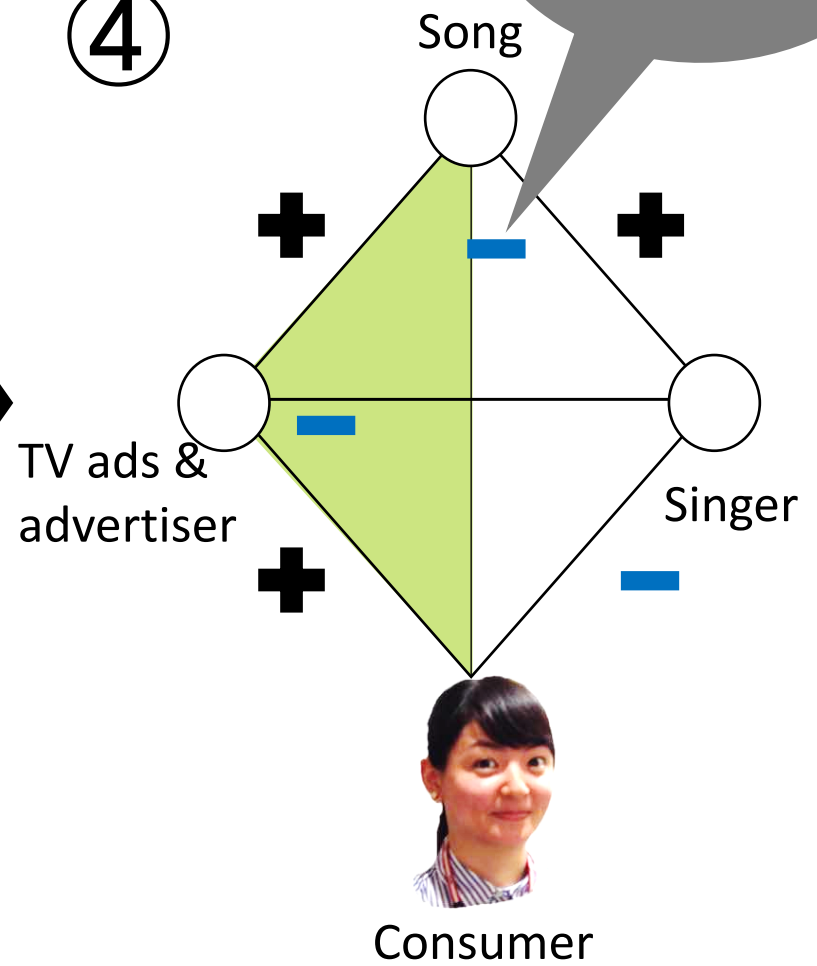
③



3



4



Introduction

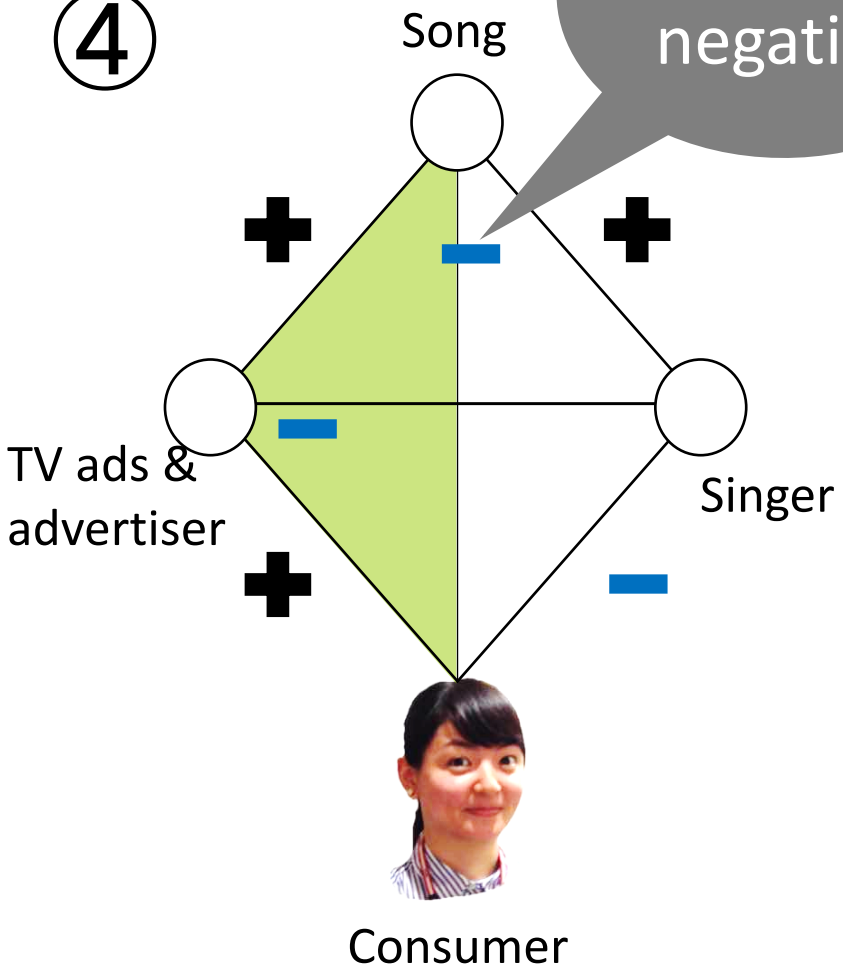
Really like

Neutral

Singer

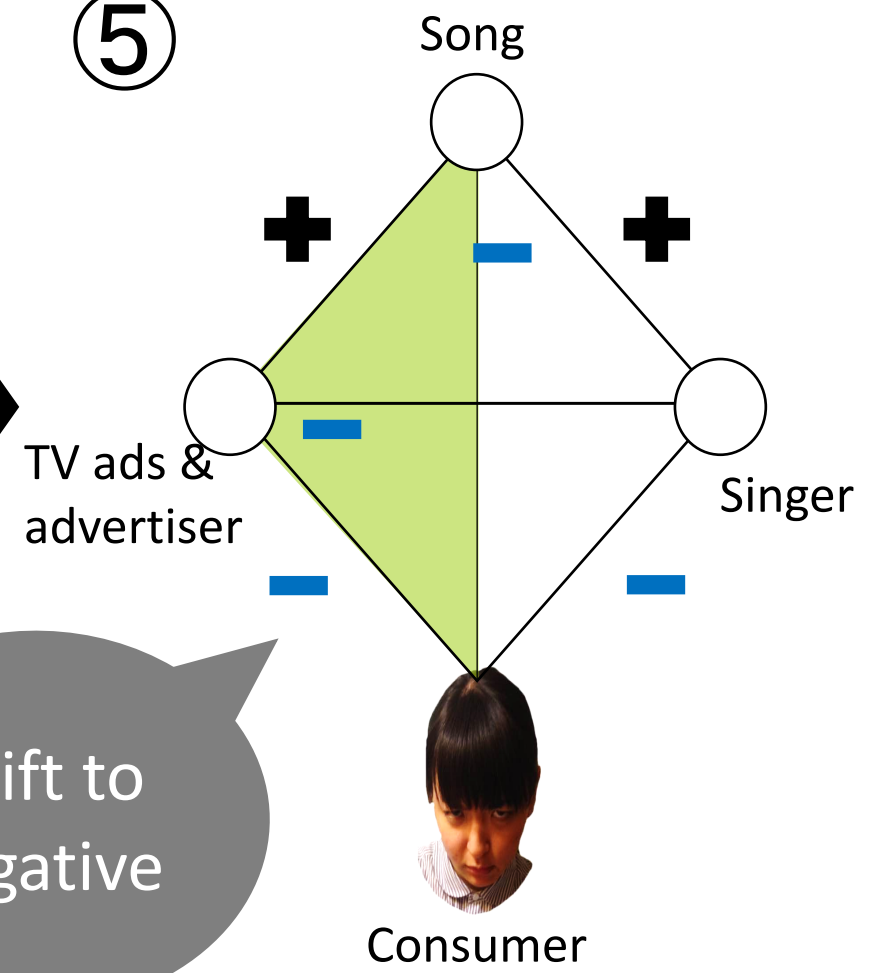
Discussion

④



Shift to negative

⑤



Shift to negative

Introduction

Really like

Neutral

Singer

Discussion

Neutral

+

Singer is fired

=

The attitude to TV advertiser turns negative

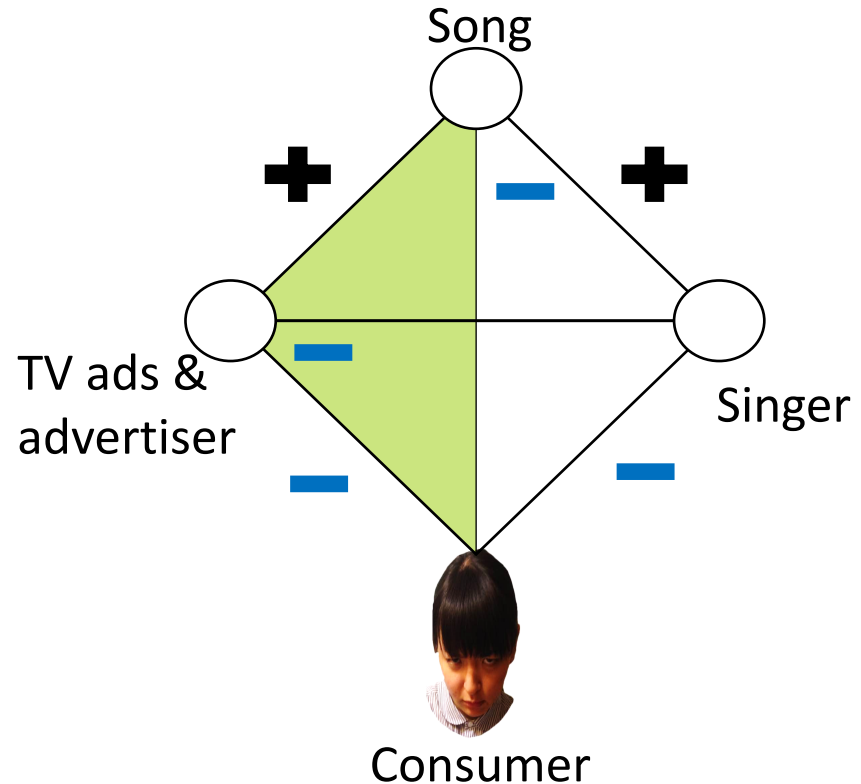
P Value

$P < 0.01$

Mean Value

Before 4.479 \Rightarrow After 3.143

Statistically supported



Discussion

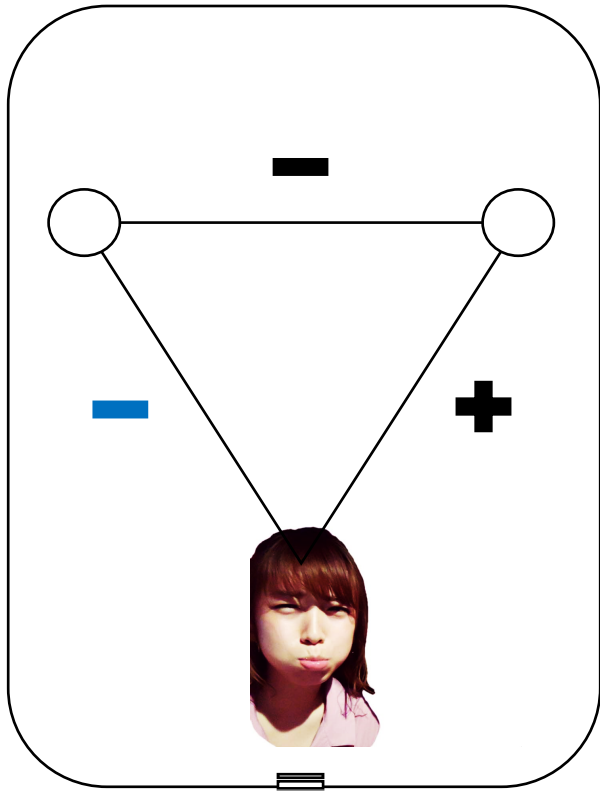
Introduction

Really like

Neutral

Singer

Discussion



In this case ...

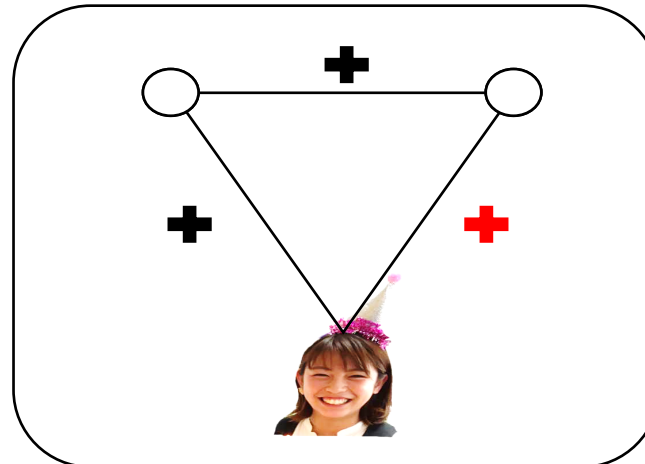
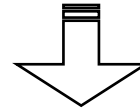
the attitude toward TV advertiser

would be **negative**.

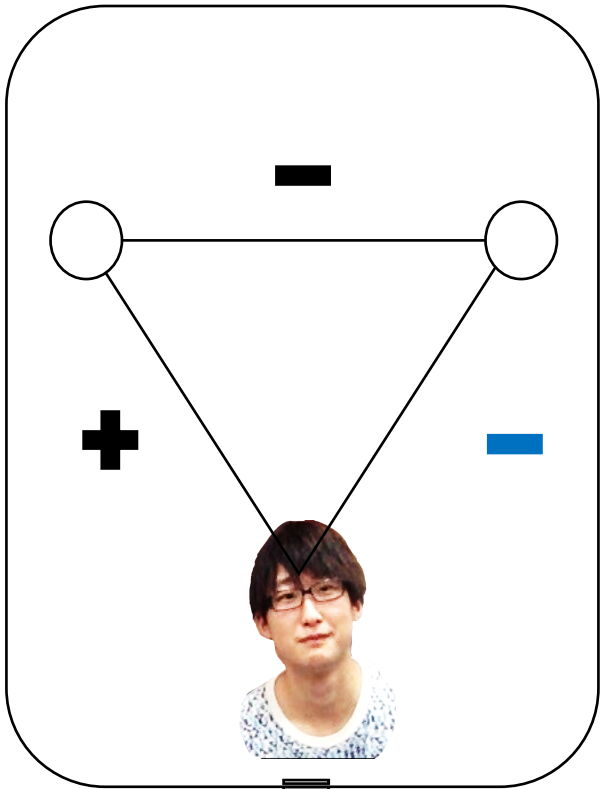
Conversely,

should continue using celebrity.

(who is well-known by many people)



**Old Celebrity
(has stable fans)**



In this case...
the attitude toward TV advertiser
would be steady.

So instead,
they should fire the celebrity quickly.

New Celebrity

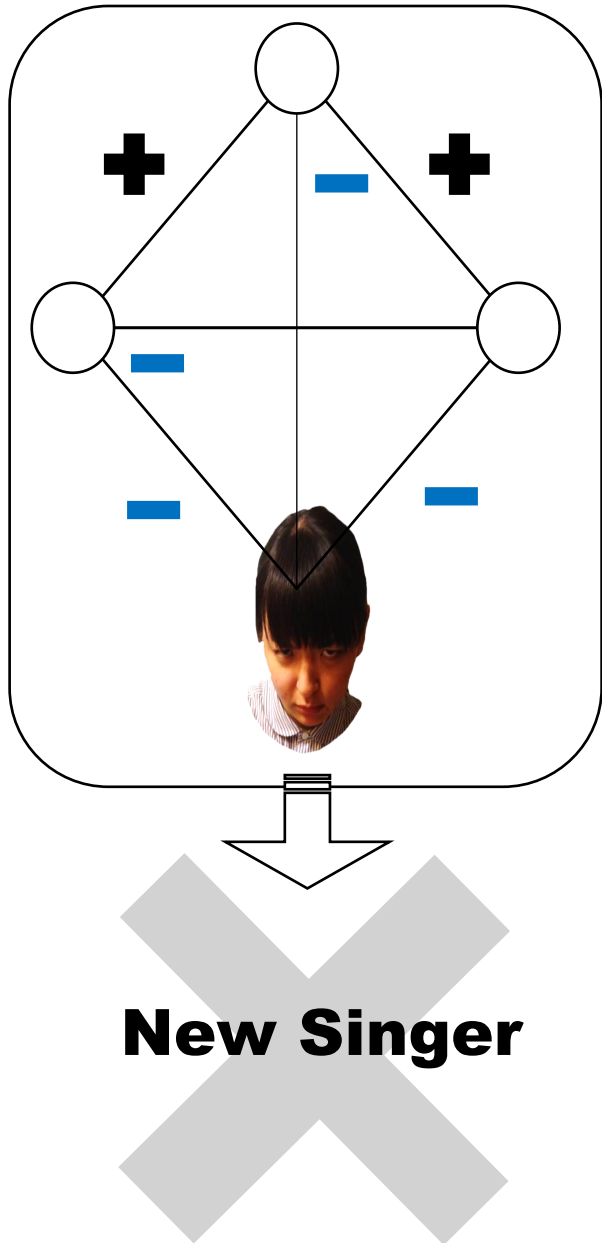
Introduction

Really like

Neutral

Singer

Discussion



New Singer

In this case...

the attitude toward TV advertiser
would be **negative**.

In other words,

if company continue using that singer,
the attitude might be **remain negative**.

So, they should fire the singer quickly.



The celebrity

who well-known by many consumers.
(continue using when a scandal caused)

The celebrity

who became famous recently



The song

which is strongly suggestive of singer

What kind of fans does the celebrity or singer have?

Introduction

Really like

Neutral

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Thank you for listening

