

## **BIBLIOGRAPHY**

GARCIA, GUENDALYN D. APRIL 2012. Perceived Credibility of Celebrity Endorsers of Over-the-counter (OTC) medicines and its Influence on Health Care Decision-making of Mothers. Benguet State University, La Trinidad, Benguet.

Adviser: Anna Liza B. Wakat, MDC

## **ABSTRACT**

The study was conducted to: determine the socio-demographic profile of the respondents; identify the most recalled celebrity endorsers of over-the-counter medicine advertisements; determine the respondents' perceptions on the credibility of celebrity endorsers of over-the-counter (OTC) medicines in terms of the following factors: trustworthiness, attractiveness and expertise; determine the influence of celebrity endorsers of over-the-counter (OTC) medicines on the respondents health care decision-making in terms of acceptability; identify and enumerate other information sources of the respondents on over-the-counter (OTC) medicines.

The seven celebrity endorsers of over-the-counter (OTC) medicines that the respondents recalled were John Lloyd Cruz, Manny Pacquiao, Vic Sotto, Robin Padilla, Lucy Torres, Aga Muhlach and Sharon Cuneta.

Respondents had positive and favorable perceptions on the credibility of the celebrity endorsers. Computed means for each factor: perceived trustworthiness, attractiveness and expertise were the indicators for the general credibility of the celebrity endorsers.



With regard to the influence of the celebrity of OTC medicines on the respondents' health care decision-making, majority perceived that there was no annoying or offensive about any of the information of OTC medicine advertisements.

Meanwhile, half of the respondents said that the message of the advertisements were credible.

Moreover, majority claimed that OTC advertisements were relevant and important to the respondents since it serves as their basis in purchasing medicines.

With the buying decision of the respondents, great majority said that they based on the medicines they already tried. Also, many of the respondents remembered the OTC medicines advertisements because they always watch it on TV. Furthermore, majority of the respondents rely on individual extension services.

The study recommends that advertisers should continue to endorse (OTC) medicines, since advertisements were people's basis in buying medicine and it adds knowledge in taking medicine; advertisers, advertising agencies and communicators may also consider health practitioners in endorsing over-the-counter (OTC) medicines, since majority of the respondents depended on individual extension services like personal doctors, pharmacists, known nurse, family members, friends and relatives; further study should also be conducted on the influence of the medicine endorsed based on brand, price, dosage form and other factors that affect the health care decision of consumers; another study should also be conducted on different products aside from medicines that affect the credibility of the endorsers and its influence on purchasing of consumers.



## INTRODUCTION

### Rationale

Television is one of the main sources of information aside from other means of communication. It connects the viewers to reality because of the interaction of images, motions and sounds features. It can also address a large number of audiences because of its wide reach.

Televisions turn on for a big part of our daily lives. It does not only provide knowledge but also entertainment.

Because of the advantages of television, many advertisers consider it as their primary medium. According to Nelson (1994), television not only added a visual dimension to commercials; it also added motion. When color came along later, television as an advertising medium was complete.

Advertising does not only mean sales promotion that some viewers commonly seen in thousands of commercials. Wells, *et. al.* (2006) defined advertising as a complex form of communication that operates with objectives and strategies leading to various types of impact to consumer thoughts, feelings and actions.

Advertisements regarding health play a vital role in every viewer's health care system. This can increase viewers' awareness on a certain drug and how it could alleviate disease. It will also serve as a basis in choosing the right medicine in a particular illness (Hamel, 2011). In the Philippines, advertisers mostly used celebrities or well-known figures in sports and entertainment as their salesperson.

Knowing the positive characteristics of the celebrity endorsers is important to determine his or her credibility that may affect our medicine preferences. Though there



are positive sides that could help the viewers, there are many factors that affect decision-making; it only depends on how individual responds and/or accepts the message of the advertisements.

In La Trinidad, Benguet, people are exposed to television advertisement about over-the-counter medicines. According to the Municipal Health Office (MHO), health-seeking behavior of La Trinidad residents is low. Also, a push is needed for a patient to actively seek for health consultations. Because of lack of interaction with the health provider, this would limit us with the source of information about medicines.

Thus, it is important to know the perceived credibility of celebrity endorsers of over-the-counter (OTC) medicines and its influence on health care decision-making of mothers in La Trinidad, Benguet.

### Statements of the Problem

The study aimed to know the perceived credibility of celebrity endorsers of over-the-counter (OTC) medicines and its influence on health care decisions of mothers in La Trinidad, Benguet.

Specifically, the study answered the following questions:

1. What is the socio-demographic profile of the respondents?
2. What are the most recalled celebrity endorsers of over-the-counter medicine advertisements?
3. What are the perceptions of the respondents on the credibility of celebrity endorsers of over-the-counter (OTC) medicines in terms of the following factors: trustworthiness, attractiveness and expertise?



4. How do celebrity endorsers of over-the-counter (OTC) medicines influence the respondents on their health care decision-making in terms of acceptability?

5. What are the other information sources of the respondents on over-the-counter medicines?

### Objectives of the Study

The study aimed to:

1. determine the socio-demographic profile of the respondents;
2. identify the most recalled celebrity endorsers of over-the-counter medicine advertisements;
3. determine the respondents' perceptions on the credibility of celebrity endorsers of over-the-counter (OTC) medicines in terms of the following factors : trustworthiness, attractiveness and expertise;
4. determine the influence of celebrity endorsers of over-the-counter (OTC) medicines on the respondents health care decision-making in terms of acceptability;
5. identify and enumerate other information sources of the respondents on over-the-counter (OTC) medicines.

### Importance of the Study

Results of the study may serve as a reference and may help advertisers, ad agencies and communicators in their media planning by knowing the reactions and perceptions of the respondents regarding the credibility of celebrity endorsers of over-the-counter medicines; and its influence in their health care decision-making in terms of acceptability. Furthermore, Local Government Units may use the results in implementing programs regarding health care services.



This could also be used by other students as a basis for formulating the same range of study.

### Scope and Limitation

The study was conducted at Pico and Balili La Trinidad, Benguet on December 2011 to February 2012. The 40 respondents were chosen using purposive sampling method.

The study looked into the perceived credibility of celebrity endorsers of over-the-counter (OTC) medicines in terms of the following factors: trustworthiness, attractiveness and expertise; the most recalled celebrity endorsers of over-the-counter medicine advertisements; and its influence on health care decision-making in terms of acceptability and other information sources of the respondents on over-the-counter (OTC) medicines. It only focused on the celebrity endorsement through television. Also, it did not include other over-the-counter (OTC) products such as vitamins and dietary supplements.

With regards to health care decision-making of the respondents, the factors that affect their buying of medicine were limited to the influence of celebrity endorsers.

## REVIEW OF LITERATURE

### Television Advertising

When manufacturers, retailers, distributors and producers of goods and services are ready to market their products or create awareness about their goods and

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services, one popular advertising medium is television (Ejim, 2011). Through television, the advertiser can influence a great number of people at one time (Gomez *et. al.*, 1986).

Also, it is a strong sales medium because a larger measure of personal salesmanship can be possible with it than with other media. Through the use of product demonstration and the conviction properties of visual pictorialization, the television advertiser enjoys many of the great advantages of personal salesmanship (Miranda, 2000). It works like the movies: it tells stories, engages the emotions, creates fantasies and has great visual impact (Wells *et. al.*, 2006).

Miranda (2000) added that, in television the prospective customer is afforded the opportunity to see the advertised products as if he is viewing the actual ones. Thus, he gains a good insight about such products through sight, sound and motion.

### Recalled Endorsers

According to the study conducted by Mehta and Purvis (1995), recall is believed to be a more stringent measure of attention-getting power and memorability of an advertisement than claimed recall. Respondents were asked about 15 selected advertisements in the test magazine by using brand cue. As to the results, the total number of advertisements recalled was significantly influenced by 2 out of the 5 advertising attitudes: those related to the enjoyment of advertising and the informational value of advertising. Significantly, more respondents who claimed to like to look at advertising recalled more advertisements (25%) than those who do not like to look at advertisements (17%).

### Credibility of the Source of Information



The findings of Ohanian (1990) revealed that credible sources are more persuasive than are sources of low credibility. Marketing and advertising practitioners share the belief that a communicator's character has a significant effect on the persuasiveness of the message. Therefore, in her study, the hypothesized dimensions of celebrity endorsers' credibility are the three dimensions of expertise, trustworthiness and physical attractiveness.

*Expertise.* Basis of credibility of a person who is perceived to be knowledgeable in an area or topic due to his or her study, training, or experience in the subject matter (Business' Dictionary, 2011).

The perception a consumer has a salesperson's expertise reflects the recognition of relevant competencies associated with the goods or service transaction which is usually demonstrated by the salesperson through their acquired knowledge (Crosby *et. al.*, 1990).

*Trustworthiness.* The trust paradigm in communication is the listener's degree of confidence in and level of acceptance of, the speaker and the message. Trustworthiness of celebrity communicator is an important construct in persuasion and attitude-change (Ohanian, 1990). Also, it is the confidence that the consumer has in the celebrity regarding honesty and objectivity (Escalada, 2008).

*Attractiveness.* According to Morrow (1990) as cited by Price and Murray (2009), physical attractiveness has been the degree to which one's physical and facial image elicits favorable reactions from others.





Further, Patzer (2002) stated that it is the degree to which a person's face is pleasing to observe and is determined through a consensus of judges

From previous researches, it has been proved that an endorser that appears attractive has a greater chance of enhancing the memory of the brand that he/she endorses (Roll, 2011).

In the Philippines, celebrity endorsers are mostly movie actors and actresses (Escalada, 2008). Celebrity endorses continue to be a potent influence in consumer purchases, as a study conducted by Market Research consulting company, Synergy business consultancy revealed that 67% of the respondents bought a product or availed of a service due to a celebrity endorser. Topping the most credible celebrity endorsers in 2010 are Manny Pacquiao, Venus Raj and Vicky Belo (Manila Bulletin, 2010).

When it comes to over-the-counter (OTC) medicine advertisements endorsed by celebrities, Capuyan (2010) has shown that Sharon Cuneta as endorser for *Temptra* obtained the highest score for credibility (6.74 points), followed by Aga Mulach for *Solmux* (6.69 points), Maricel Soriano (6.63 points), John Lloyd Cruz for his *Biogesic* commercial (6.59 points), Lucy Torres- Gomez (6.48 points) for her *Ascof* endorsement, and Manny Pacquiao for *Alaxan* (5.72 points). Apparently all the selected celebrity endorsers were perceived as credible.

Still, survey results show that in addition to TV commercials, pharmacy clerk in procuring medicines impact on consumers than other kinds of advertising media. It noteworthy that, once the staff recommended a certain drug to consumers, 74% consumers will receive the views of staff, which indicates that staff in the drug consumption can play



a big role (Free Papers Copyright, 2010).

In Italy, recent reforms have guaranteed lower prices and wider access to medications by authorizing hypermarkets and supermarkets to dispense over-the-counter (OTC) drugs. However, the ability of such retailers to deliver value to consumers seems to be mainly determined by the extent to which they are perceived as credible health care providers and by the image they transmit to their customers (Guido *et. al.*,2011).

### Influence on Decision-making

Advertising becomes controversial when questions arise about how it influences people and whether that is a good thing. Some say they hate it and it makes us do things we don't really want to do. Others see to it as a fashion guide or as entertainment with good jokes, great music and fascinating images (Wells *et. al.*, 1992).

According to Gomez *et. al.* (1986), advertising is an aid to manufacturers, wholesalers and retailers in the process of marketing commodities to a greater number of consumers. It touches and influences the lives of practically every man, woman and child.

Belch and Belch (1993) stated that the consumers' decision process is generally viewed as consisting of steps or stages through which the buyer passes in purchasing a product or service. Decision-making process also involves a number of internal psychological processes. These personal processes such as motivation, perception, attitude formation, integration, and learning are important to advertising and promotional planners as they influence the general decision-making process of the costumer.

In the research conducted by Jain (2008) among housewives in India, almost 80% of the participants felt that celebrity endorsement does not affect their purchase decision. A few further stated that it depends at time on what the product being advertised. Most of



the respondents claimed that just because there is a celebrity endorsing a particular product, they (respondents) will not buy it. The product has to be good and useful to the consumer and then only will they go and purchase the product being advertised.

When it comes to health care decision, mothers are the primary health care decision makers for their families (Blackburn, 2009) and they are more likely to be the care givers when a family gets ill (United States Department of Labor).

In addition, results show that personal factors are shaped by social environment especially family and doctors. However, urban and rural residents were found active communicators as shown by how they seek, screen, compare, store and analyze own opinions with others. As they processed health information, perceived barriers such as the cost and effectiveness were found influential in affecting health care decisions (Brillante and Mallari, 2010).

Moreover, perceived effectiveness, familiarity with the name or brand and safety of the medicine influenced decisions when buying an OTC medicine. Almost all respondents reported that knowledge of effectiveness of OTC medicines was based on previous use. If there was no scientific evidence from drug trials to support effectiveness of a product, but it would not cause harm, two-thirds would still try the product. Over 70% 'agreed/strongly agreed' that people should be able to decide for themselves what OTC medicine they want, irrespective of scientific evidence (Hanna and Hughes, 2011).

According to Babu (2008), there are eleven factors that affect the selection of OTC drugs among the people of Bangladesh. The factors are (i) Company's promotional activity, (ii) Past experience with the drugs, (iii) Company and brand image, (iv) Safe to use, (v) Level of education, (vi) Preference of brand name over the generic name, (vii) Distrust



over the physicians, (viii) Prior assumption of physician's prescription, (ix) Information on the label and package, (x) Side effect of the selected drug and (xi) Awareness about the medicines.

### Other Sources of Information

Belch and Belch (1993) pointed that the initial search effort often consists of an attempt to scan information stored in the memory to recall past experiences and/or knowledge regarding various purchase alternatives. For many routine and repetitive purchases, previously acquired information that is stored in the memory may be sufficient for comparing alternatives and making a choice.

On the other hand, in external search, consumers are required to go outside the confines of their mind to acquire information. External sources of information include: personal source such as friends, relatives or co-workers; commercial or marketer controlled sources such as information from advertising, salespersons, or point-of-purchase displays and materials; public sources, including articles in mass media publications such as magazines or newspapers or reports on television programs; and personal experience such as actually handling, examining or testing the product (Belch and Belch, 1993).

Consumer surveys show that friends and acquaintances are the most common source of consumer knowledge (Maynes, 1976).

Further, OTC drug consumer information has four sources: personal sources, such as family, friends, neighbors and acquaintances. Commercial sources, such as advertising, salesmen, distributors, packaging, displays. Public sources, such as the mass media, consumer assessment of the organization. Source of experience, such as the use of the product (Free Papers Copyright, 2010).



## Operational Definition of Terms

a. Perception- the impressions of the respondents on the credibility of celebrity endorsers of over-the counter (OTC) medicines.

b. Source credibility- used to imply communicators' positive characteristics that affect the receiver's acceptance of a message (Ohanian, 1990).

c. Over-the-counter (OTC) medicines- these are medicines that may be sold directly to a consumer without a prescription from a healthcare professional.

d. Acceptability- Does message contain anything offensive or distasteful? Does the message contain anything false? Does it contain annoying elements? (Librero *et. al.*, 1997)

## METHODOLOGY

### Locale and Time of the Study

The study was conducted in Pico and Balili, La Trinidad, Benguet (as shown in Figure 1). The municipality of La Trinidad is the capital town of Benguet Province. It is the most relatively developed settlement in the Province of Benguet because of its proximity to the City of Baguio (Physical Profile of Municipality of La Trinidad).



Pico and Balili are considered urban areas and the largest share of its land use are for residential. Pico has a lot area of 329.36 hectares while Balili has 119.02 hectares. The two barangays are also the most populated barangays among the top four. Pico has a population of 16,577 while Balili has 16,734 (NSO, 2007).

Each barangay is provided with a health center. Aside from the available medicines in the health center, there are many accessible drugstores in La Trinidad. There are 17 drugstores located at Pico; six at Balili; three at Betag and three at Poblacion for a total of 29 drug stores (Legal Office of the Municipality of La Trinidad).

The two barangays were chosen because it was observed that television is considered as one of their sources of information and entertainment and they have greater access to over-the-counter (OTC) medicines.

The study was conducted on December 2011 to February 2012.

### Respondents of the Study

The 40 mother-respondents of the study were divided to two barangays of La Trinidad; therefore, there were 20 each from the two barangays.

They were chosen using purposive sampling method. The criteria in choosing the respondents were: they should be television viewers and have watched celebrity endorsed



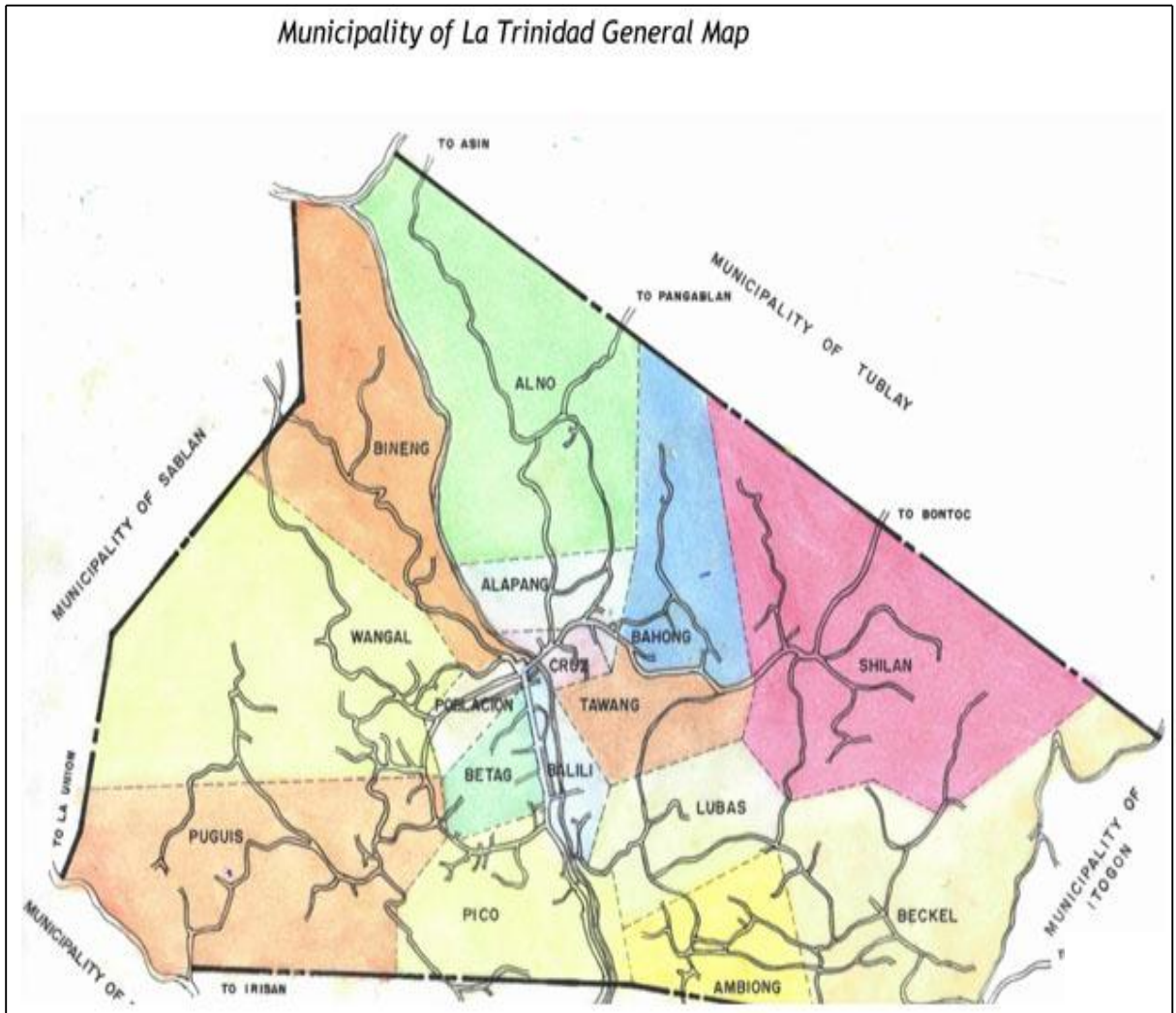


Figure 1. Map of La Trinidad showing the location of the study advertisements on over-the-counter (OTC) medicines.

### Data Collection

The researcher used interview schedule for the implementation of the study. The questions were translated into highland Iloco in order to facilitate understanding between the researcher and the respondents.

Perceived credibility in this study is composed of three underlying dimensions by Ohanian (1990): perceived expertise, trustworthiness and attractiveness.



### Data Gathered

The data gathered were the socio-demographic profiles of the respondents, their perceptions on the credibility of the celebrity endorsers of over-the-counter (OTC) medicines in terms of the following factors: trustworthiness, attractiveness and expertise; the most recalled celebrity endorsers of over-the-counter medicine advertisements; influence of advertisements to their decision-making in terms of acceptability and other information sources of the respondents on over-the-counter (OTC) medicines.

### Data Analysis

The data and information were tabulated, compiled and analyzed using percentages, frequency counts, means and ranks. Descriptive analysis was applied on this study.





## RESULTS AND DISCUSSION

### General Characteristics of the Respondents

Table 1 presents the general characteristics of the respondents in terms of age, tribal affiliation, religious affiliation, educational attainment, family size and occupation.

Many (45%) of the respondents belonged to the age range of 20-29. Each of the 25% belonged to 30-39 and 15% fell under age bracket of 50-60. Majority (60%) were Kankanaeys while 25% were Ilocano and the rest were Ibaloi, Ifugao and Tagalog.

For the respondents' religious affiliation, half (50%) were Roman Catholic; 22% were Anglican; 20% were Pentecostal and 17.5% were either Iglesia ni Cristo, Baptist or Jehova's Witnesses.

Majority of the respondents (85%) were unemployed (housewives). The rest were either employed (government employees and manager) or self-employed (store owner).

In terms of family size, majority of the respondents (52.5%) of the respondents had a family size of 5-7 members. For educational attainment, majority (57.5%) of the respondents reached college; 17.5 % were high school; 15% finished elementary and 10% took vocational courses.

The result shows that majority of them were literate to understand information about over-the-counter (OTC) medicine advertisements on television.

### Most Recalled Endorsers

Table 2 shows the seven celebrity endorsers of over-the-counter (OTC) medicine advertisements that the respondents recalled (pictures shown in Plate 1). Great majority (95%) recalled John Lloyd Cruz as endorser of *Biogesic*. He is a TV and movie actor, TV



Table 1. General characteristics of the respondents

CHARACTERISTICS	FREQUENCY (n=40)	PERCENTAGE (%)
Age		
20-29	18	45
30-39	8	20
40-49	6	15
50-60	8	20
<b>TOTAL</b>	<b>40</b>	<b>100</b>
Tribal Affiliation		
Kankanaey	24	60
Ilocano	10	25
Ibaloi	3	7.5
Tagalog	2	5
Ifugao	1	2.5
<b>TOTAL</b>	<b>40</b>	<b>100</b>
Religious Affiliation		
Roman Catholic	20	50
Anglican	9	22.5
Pentecostal	4	10
Others	7	17.5
<b>TOTAL</b>	<b>40</b>	<b>100</b>
Occupation		
Unemployed	34	85
Employed	3	7.5
Self-employed	3	7.5
<b>TOTAL</b>	<b>40</b>	<b>100</b>
Family Size		
2-4	14	35
5-7	21	52.5
8-11	5	12.5
<b>TOTAL</b>	<b>40</b>	<b>100</b>
Educational Attainment		
Elementary Level	6	15
High School Level	7	17.5
College Level	23	57.5
Vocational	4	10
<b>TOTAL</b>	<b>40</b>	<b>100</b>



Table 2. Most recalled celebrity endorsers of OTC medicine advertisements

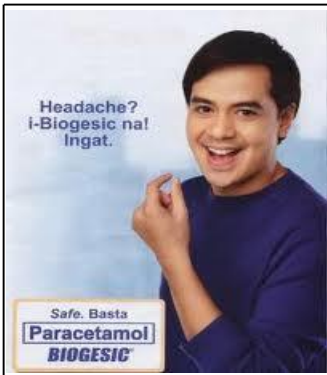
CELEBRITY	FREQUENCY (N=40)	PERCENTAGE (%)
John Lloyd Cruz	38	95.0
Manny Pacquiao	33	82.5
Vic Sotto	21	52.5
Robin Padilla	17	42.5
Lucy Torres	5	12.5
Aga Mullach	3	7.5
Sharon Cuneta	3	7.5

\*Multiple responses

model and occasionally host. He continues to be an endorser of *Biogesic* and *Biogesic* for kids, specifically for pain reliever and fever reducer. Also, he is presently endorsing *Greenwich Pizza*, *Bear Brand Milk*, *Lucky Me*, *Magic Flakes* and others. Moreover, he was awarded as one of the most powerful celebrity in the Philippines and consistently awarded as most admired TV personality of ANAK TV seal.

This was followed by Manny Pacquiao as endorser of *Alaxan* (82.5%), a pain reliever, particularly for muscle pain. He is a professional world boxing champion, actor, music recorder and politician. He was elected to the House of Representatives in the 15<sup>th</sup> congress of the Philippines, representing the province of Sarangani. He continues to be an endorser of *San Miguel Beer (SMB)*, *Vitwater*, *Talk N'Text*, *HP touchpad and cellphone* and others. Next was Vic Sotto, endorser of *Solmux*, a cough expectorant (52.5%). He is an actor, TV host, comedian and film producer working for GMA Network and stars on





1. John Lloyd Cruz



2. Vic Sotto



2. Manny Pacquiao



4. Robin Padilla



5. Lucy Torres-Gomez



7. Sharon Cuneta



6. Aga Muhlach

Plate 1. Pictures of the most recalled celebrity endorsers of OTC medicines

noon time variety show *Eat Bulaga!* He won three consecutive titles for Philippine Box Office King and best actor in Comedy Series. At present, he is a known endorser of *Solmux and Tide*.

Fourth was Robin Padilla who endorsed *Tuseran*, a cough expectorant. He is a film director, screen writer, producer, martial artist and actor. He is active in television series program and known for his *Liveraid, Revicon and Talk N' Text* advertisements.

The rest were Lucy Torres-Gomez with *Ascof Lagundi Syrup* for children (cough expectorant). She is a known as wife of actor Richard Gomez. Also, she is a TV host, celebrity designer and a politician. She was elected as Representative of the 4<sup>th</sup> District of Leyte in 2010. One of her popular commercial was the *Champion Detergent*. Then, Aga Muhlach with *Solmux*. He is a known award winning actor, producer, and product endorser. He is also a long time commercial endorser for the Jollibee fast food chain. Lastly, Sharon Cuneta with *Tempra Paracetamol for children* (fever reducer). Sharon is a popular and multi-awarded singer, actress and TV host. She is also popular in the field of advertising, where she is one of the highest paid and most effective Filipino celebrity endorser. Moreover, she has a long list of endorsement from fast food chain to bank, from make-up line to electronics and from ice cream to tele-communication Company.

#### Perceived Credibility of Celebrity Endorsers of OTC Medicine Advertisements

Shown in Table 3 are the perceived credibility of the celebrity endorsers of over-the-counter (OTC) medicine advertisements in terms of trustworthiness, attractiveness and expertise.

*John Lloyd Cruz*. Among the 38 respondents who recalled *John Lloyd Cruz* as



Table 3. Perceived credibility of celebrity endorsers of OTC medicine advertisements

FACTORS (N=40)							
ENDORSERS	Trustworthiness		Attractiveness		Expertise		General Credibility (mean)
	#	%	#	%	#	%	
John Lloyd Cruz (n=38)	30	78.9	33	86.8	36		2.61
						94.7	
Manny Pacquiao (n=33)	27	81.2	24	72.7	29		2.42
						87.9	
Vic Sotto (n=21)	16	76.2	17	81	18		2.43
						85.7	
Robin Padilla (n=16)	10	62.5	14	87.5	15		2.44
						93.8	
Lucy Torres n= (5)	3	60	3	60	3	60	1.8
Aga Mullach n=(3)	3	100	3	100	3	100	3
Sharon Cuneta n=(3)	3	100	3	100	3		3
						100	

\*Multiple responses



endorser of *Biogesic*, 30 or 78.9% perceived that he was trustworthy. Majority claimed that it was because in the experience of the respondents on the medicine he endorsed was effective. Also, they claimed that he was a well-known celebrity, had a good image in TV Industry and respondents felt that he himself tried the medicine he endorsed. While the 21.1% claimed that they did not believe in him, he was just after his endorsement fee and claimed that the medicine he endorsed was not effective.

Moreover, 33 or 86.8% of the respondents claimed that he was attractive because he was good looking and good in acting while the remaining 5 respondents or 13.2% perceived that he was not appealing and that they did not know him personally.

In terms of expertise, great majority (94.7%) claimed that he was a qualified endorser, knowledgeable, good actor and had a good image, and respondents felt that he himself tried the medicine he endorsed. Meanwhile, two respondents perceived that he was not expert since he was not a medical practitioner and that they did not know him personally.

*Manny Pacquiao*. Out of the 33 respondents, 27 or 81.8% perceived that he was trustworthy while only 6 or 18.2% said that he was not trustworthy. Among the 27, majority of them reasoned out that the medicine he endorsed was effective. Most of them said that it was in line with his boxing career and he was knowledgeable. While some perceived that the medicine he endorsed was not effective and they did not believe in him.

Also, 72.7% perceived that he was attractive as endorser of *Alaxan* because he was a well known celebrity and a boxer and the product he endorsed was appropriate in him. While the two respondents specified that he had a pleasing personality. On the other hand, 27.3% reasoned that he was not good looking, not good in acting and annoying with the



way he talked.

During the interview, many (87.8%) perceived that he was an expert in endorsing *Alaxan* since it was in line with his boxing career, he himself tried the product and he was knowledgeable. Meanwhile, few claimed that he was not using the medicine he endorsed because he might have preferred expensive medicine and had health consultants. Also, they claimed that he was not a medical practitioner and cannot act well.

*Vic Sotto*. The 16 (76.2%) respondents who claimed that he was trustworthy reasoned out that the medicine he endorsed was effective and he already established a good image in TV industry. While the 23.8% said that they did not believe in him and as a comedian, he did not look sincere with the information he is sharing or introducing.

Majority (81%) of the respondents perceived that they were attracted to *Vic Sotto* because he had a good name and as endorser of *Solmux*; he was a well known actor and good looking. While among the four respondents, three claimed that they were not his fanatics and only one said that he was too old to endorse the medicine.

Further, 85.7% or 21 perceived him to be expert because he endorsed the medicine; he already established a name in TV industry; tried the medicine he endorsed and he was confident and knowledgeable. On the other hand, others perceived that he was not expert because he was not a medical practitioner and he was a comedian.

*Robin Padilla*. Out of the 16 respondents, 10 or 72.3% who perceived that he was trustworthy because of the effective past experience of the respondents on the medicine he endorsed; he was also knowledgeable and a known celebrity. While some (37.5%) perceived that he may be just after his endorsement fee and only one perceived that his commercial was exaggerated.





Of the 16 respondents, only two of them perceived that he was not attractive as endorser since he was not using the medicine he was endorsing while the rest claimed that he is pleasing, a good actor and famous.

Also, only one said that he was not an expert because he was not believed to be using the medicine he endorsed while almost all of them perceived that he was an expert since he was knowledgeable and the medicine he endorsed was effective.

*Lucy Torres.* Among the 5 respondents who recalled her as endorser of *Ascof-Lagundi* Syrup for children, three perceived that she was trustworthy because of being a mother and upon effective experience of the respondents on the medicine she endorsed. While each of the two respondents claimed that she may be after her endorsement fee and she herself never tried the medicine she endorsed.

Also, three perceived that she was attractive and expert as endorser of medicine for children since she was also a mother and knowledgeable. While the two claimed that she might not probably using the medicine she endorsed and did not have a good image.

*Aga Muhlach.* All of the three respondents who recalled *Aga Muhlach* as endorser of *Solmux* perceived that he was trustworthy since he endorsed a credible or trusted medicine. In addition, he was attractive because he was good looking and knowledgeable. Moreover, he was believed to be expert because he was knowledgeable and he tried the medicine himself.

*Sharon Cuneta.* All of the three respondents who recalled *Sharon Cuneta* as endorser of *Tempra Paracetamol* for children perceived that she was trustworthy because of the effective experience of the respondents on the medicine and she was a mother and had a good name in TV industry. She was perceived to be attractive because she was a



mother and good actress. Again, they perceived her as expert as a mother who probably have used the medicine to her children.

General credibility of the celebrity endorsers underlies in the mean of all three attributes namely: trustworthiness, attractiveness and expertise. Sharon Cuneta and Aga Muhlach obtained the highest score of credibility (3 points), followed by John Lloyd Cruz (2.61 points), Robin Padilla (2.44 points), Vic Sotto (2.43 points), Manny Pacquiao (2.42 points) and Lucy Torres with 1.8 points.

Result shows that the trustworthiness of the over-the-counter (OTC) medicine advertisements did not depend on the celebrity endorsers alone but with the effect of the medicine they endorsed. Also, few of the respondents directly perceived that the celebrity endorser was sincere and honest.

Moreover, the finding shows that attractiveness had something to do with the credibility of the celebrity endorsers. The medicine they endorsed and the advertisement as a whole become attractive because the endorsers were pleasing or good looking and good in acting.

When it comes to expertise, it shows that celebrity endorsers were perceived to be experts as endorser of over-the-counter (OTC) medicine. Also, perceived expertise of the respondents was based on the celebrity endorsers' experienced on the medicine they endorsed and their skills.

### Influences on Health Care Decision-making of the Respondents

*Acceptance of the information.* The perceptions of the respondents on the acceptance and credibility of the OTC medicine advertisements information are presented



Table 4. Acceptability of OTC medicine advertisements information

CRITERIA	FREQUENCY (N=40)	PERCENTAGE (%)
Message has annoying/offensive elements	8	20
Message has no annoying/offensive elements	32	80
<b>TOTAL</b>	<b>40</b>	<b>100</b>
Message is credible	20	50
Message is not credible	20	50
<b>TOTAL</b>	<b>40</b>	<b>100</b>

\*Multiple responses

in Table 4. It shows that 80% of the respondents perceived that there was no annoying or offensive information about any of the over-the counter (OTC) medicine advertisements. While the 20% claimed that the advertisements presents exaggerated in some of the information and actions of the endorsers. Also, many brands were effective and cheaper than those advertised medicines. Also, they claimed that celebrity endorsers probably did not use the medicine they endorsed and OTC medicine` advertisements were bad propaganda because it was just for business.

It also shows that half (50%) of the respondents perceived that the message of the advertisements was credible. They claimed that it was based on the experience of the respondents on the medicine endorsed and proven to be effective by heath practitioners. One store owner claimed that the medicines endorsed were leading because it is in demand. Others claimed that it is for trial if it is effective and one said that she was not taking medicine.

On the other hand, 50% perceived that the message of the advertisements was not credible because they only purchased medicines based on its effects, past



experiences and Table 5. Influence of celebrity endorsers on purchasing OTC medicines

CRITERIA	FREQUENCY (N=40)	PERCENTAGE (%)
Message is relevant to buying decision	26	65
Message is not relevant to buying decision	14	35
<b>TOTAL</b>	<b>40</b>	<b>100</b>
Remembered ads because of the celebrity	26	65
Remembered ads not because of the celebrity	14	35
<b>TOTAL</b>	<b>40</b>	<b>100</b>
Buy medicine because of the celebrity endorser	4	10
Buy medicine not because of the celebrity endorser	36	90
<b>TOTAL</b>	<b>40</b>	<b>100</b>

\*Multiple responses

based on the needed medicine.

Influence of celebrity endorsers on purchasing OTC medicines. Table 5 shows the influence of celebrity endorsers on purchasing OTC medicines as perceived by the respondents. Majority (65%) of the respondents claimed that the information or message gained from the OTC medicine advertisements were relevant and important on their buying of medicines because it adds to their knowledge and it serves as their basis in choosing medicine. Others claimed that the information was true and it was for their safety in using medicines. On the other hand, 35% claimed that they based their buying of medicine on the prescription of doctors and on the past experienced on the use of the medicine.

Moreover, out of the 65% or 26 of the respondents said that they remembered the OTC medicine advertisements of the celebrity endorser because they always watched it on



TV and celebrity endorsers were famous while from the 35%, said that it was not based on the celebrity but on the medicine they need.

Further, out of the 40 respondents, 36 of them claimed that commercial endorsers may not be the bases for consumers to purchase medicine.

This corroborates with the study of Jain (2000) among housewives in India, where almost 80% of them felt that celebrity endorsement does not affect their purchase decision. Most of the respondents claimed that even if there is a celebrity endorsing a particular product, they (respondents) will not buy it. The product has to be effective and useful to the consumer and then only will they go and purchase the product being advertised.

#### Other Sources of OTC Medicine Information

Table 6 presents the respondents' other sources of information about over-the-counter (OTC) medicine. When it comes to mass media, majority (65%) of the respondents read posters found in drugstores and in their respective barangay health centers; 57.5% listened to radio advertisements; 50% were informed through brochures or fliers which they also acquired from drugstores and health centers; others read newspapers and magazine advertisements. Also, the seven respondents who acquired information from pamphlets were graduates of nursing. Exhibits ranked as the lowest with 7.5%, where the respondents mostly seen in health centers and opening drugstores.

In the case of individual extension services, all of the respondents acquired information from health practitioners like personal doctors, pharmacists, and acquaintances who were nurses; 90% acquired information from their family members, relatives and friends who already tested and tried the medicine. Only 14 of the respondents asked from their co-Table 6. Other sources of OTC medicines information



SOURCES	FREQUENCY (N=40)	PERCENTAGE (%)	RANK
<b>Mass Media</b>			
Posters	26	65	4
Radio	23	57.5	5
Brochures/fliers	20	50	6
Newspaper	19	47.5	7.5
Magazine	19	47.5	7.5
Pamphlets	7	17.5	10
Exhibits	3	7.5	12
<b>Individual extension services:</b>			
health practitioner	40	100	1
family members	36	90	2.5
relatives and friends	36	90	2.5
co-workers	14	35	9
<b>Group extension services:</b>			
training/ seminar	6	15	11

\*Multiple responses

workers since majority of the respondents were housewives.

There were six respondents who acquired information through group extension services. Most of them were graduates of nursing who underwent drug intake training/ seminars while others attended seminars in their barangay health centers.



When it comes to other sources of over-the-counter medicine advertisements, most of the respondents relied on individual extension services: health practitioners, family members, relatives and friends because according to them when health is concern they rely on the credible people who are close to them.

The result corroborates the results of Brillante and Mallari (2010) who said that when it comes to health care decision, personal factors are shaped by social environment especially family and doctors.



## SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

### Summary

The study was conducted in two selected barangays of LaTrinidad, Benguet to determine the socio demographic profile of the viewer of Pico and Balili; identify the top three most recalled celebrity endorsers of over-the-counter (OTC) medicine advertisements; determine the respondents perceptions on the credibility of celebrity endorsers of OTC medicines in terms of trustworthiness, attractiveness and expertise; determine the influence of celebrity endorsers of OTC medicines on the respondents health care decision-making in terms of acceptability and identify and enumerate other information sources of the respondents on over-the counter (OTC) medicines.

Interview schedule was used to gather the data. There are 40 respondents, 20 from each barangay of Pico and Balili. The respondents were chosen purposively. Majority of them were Kankanaeys and half of them was Roman Catholic. Many of them had a family size of 5-7 members and majority of them were housewives and reached college.

Among the 40 respondents, there were seven celebrity endorsers of over-the-counter (OTC) medicines that they recalled. The top three were John Lloyd, Manny Pacquiao and Vic sotto. The rest were Robin Padilla, Lucy Torres, Aga Mullach and Sharon Cuneta.

With regard to the respondents' perceptions on the credibility of the celebrity endorsers, majority of them answered positive. In terms of trustworthiness, celebrity endorsers become trustworthy because of the effective experience of the respondents on the medicine they endorsed. Also, celebrity endorsers are attractive because they are good looking and good in acting. In the aspect of expertise, the respondents based it on the





celebrity endorsers' experienced, skills and as endorser of the medicine they endorsed.

About the influences of the over-the-counter (OTC) medicine advertisements on the respondents health care decision making, 80% perceived that there was no annoying or offensive about any of the OTC medicine advertisement while others perceived that the advertisement were exaggerated in some of the information and actions of the endorsers.

Out of the 40 respondents, half of them said that the message of the advertisements was not credible because most of them depend on the past experienced of the medicine. Majority claimed that OTC advertisements were relevant and important because it was their basis in buying medicine, it adds to their knowledge about new medicines in the market and safe intake of medicine.

Also, many respondents remember over-the-counter (OTC) medicine advertisements because they always watch it on TV. Over all, a great majority of them said that they based their buying decision on the medicine they already tried not on the celebrity endorser.

When it comes to other sources of over-the-counter (OTC) medicine advertisements, most of the respondents rely on health practitioners, family members and friends because according to them when health is concern they rely on the credible people who are close to them.

## Conclusions

Based on the findings of the study, the following conclusions were derived:

1. Credibility of celebrity endorsers depend on many factors aside from their attractiveness.

2. The information on the OTC advertisements is influential to healthcare



decision-making of consumers.

3. Although, over-the-counter (OTC) medicines are available, consumers still rely on medical practitioners for advice.

### Recommendations

Based on the findings and conclusions, the following were recommended:

1. Advertisers should continue to endorse over-the-counter (OTC) medicines, since advertisements were people's basis in buying medicine and it adds knowledge in taking medicine.

2. Advertisers, advertising agencies and communicators may also consider health practitioners in endorsing over-the-counter (OTC) medicines, since majority of the respondents depended on individual extension services like personal doctors, pharmacists, known nurse, family members, friends and relatives.

3. Further study should also be conducted on the influence of the medicine endorsed based on brand, price, dosage form and other factors that affect the health care decision of consumers.

4. Another study should also be conducted on different products aside from medicines that affect the credibility of the endorsers and its influence on purchasing of consumers.



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