

The Impact of Celebrity Endorsement on Customers' Purchase Intention

^[1]Rabiatal Adawiyah Ahamad, ^[2] Adaviah Mas'od, ^[3]Zuraidah Sulaiman
^[1] Thoo Ai Chin, ^[2] Norhayati Zakuan, ^[3] Siti Rahmah Awang^[1] rabiataladawiyahamad@gmail.com, ^[2] adaviah@utm.my, ^[3] zuraidahs@utm.my

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Abstract:

This study investigates the impact of celebrity endorsement on customers' purchase intention. Celebrity endorsement is a phenomenon that has been widely used by businesses to targeting their potential customers. Employing a quantitative research design, 125 sets of completed questionnaire have been collected and then analysed by Statistical Package for the Social Science (SPSS). Celebrity endorsement is made up by four pillars which are credibility, attractiveness, product/celebrity match-up and meaning transferred. The findings indicated that a celebrity who has attributes such as credibility, attractiveness and meaning transferred will positively influenced customers' purchase intention. Based on multiple regression analysis results, meaning transferred is the best predictor among all variables. This research indicate that customers are allured on celebrity endorsed in advertisement and ultimately leads them to recall the endorsed brand much easier because of the appearance of celebrity on those advertisements.

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I. INTRODUCTION

Consumers are exposed to thousands of messages and images in magazines, newspapers, on billboards, websites, radio and television every day. Advertisers use multiple approaches to tell the world of their existence, about the amazing and different features of the product they produced. Since there are consistent media saturation that most individual's involved day by day, advertisers eventually become numb to the standard promoting strategies. The challenge to marketer is to discover a tactic that will hook the consumer's attention. The objective is to implement celebrity endorsement that can create brand recall, brand stands out, and facilitates instant awareness. To achieve these, the marketer need to choose the right celebrity, because celebrity can increase the Unique Selling Proposition (USP) of a brand. According to Fathi and Kheiri [1], celebrity endorsement as an important factor in capturing customer attention, building customer loyalty and delivering the desired results to the companies.

Celebrity endorsement is a way to get brand awareness and let customer notice a new brand and product in the market. There is a huge impact of celebrity endorsements among consumers through TV commercials. Hence, celebrities not only been successful in gathering huge public attention but also in increasing sales volume. Most of the companies prefer celebrities from different fields to endorse their brand accordingly. Marketers spend a huge amount of money to have an effective spokesperson and they make a

contract with celebrity to promote their products or brands. In fact, market research findings shows that 8 out of 10 TV advertisement scoring the most elevated reviews are those with celebrities' appearances. Marketing studies have been conducted to explore how celebrity endorsement impacts consumer purchase intentions [2]. Knowing the influence that celebrities exert over consumers, companies are increasingly investing in their use in advertising, to persuade consumers [3]. With the broad popularisation of the internet, social networks, social media and reality television, it has been proposed that there has been an extension of the concept of celebrity so that through these new media, ordinary people can also achieve such status. As a result, the number of aspiring celebrities and influencers has grown [4].

II. PROBLEM STATEMENT

Despite of the potential benefits from celebrity endorsements, this approach may increase a marketer's risk and should be treated with full consideration. A brand should be carefully hire celebrity endorser to ensure trustworthiness and delivery of the information as promised. As the celebrities crisscross from a mere commercial presence to public welfare message endorsement, celebrity endorsement cannot guarantee of product or brand success and achievement. The celebrity endorsement strategy must be integrated with the other elements of the marketing mix such a branding, packaging, product design, pricing and also the

target market. The message execution that will be delivered by the celebrity must be logic and clear as well.

People asking whether celebrity endorsement will be beneficial for an organization in the long term perspective. There are vague answers on, is that true celebrity endorser will increase the purchase intention of the prospects customers? The question is that which factors influence the customers to make a purchase decision regarding a good or a service offered by the organization. Celebrity endorser is delivering the messages through different media by the word of mouth.

In expansion, within the case of different endorsements, both in terms of a single brand hiring numerous celebrities. Celebrity endorsing different brands can result to customers to get confused to support which brand. Hence, the recall of brand then gets declined, same goes to the popularity of the brand. Not many people can recall all brands that a celebrity recommends and the probabilities of losing brand recall are rising if the celebrity use multiple brands to be endorsed at one time.

On top of that, consumers are free to make their purchase based on their preferences. Their purchase intention can be influenced by many factors, not just based on celebrity that influence their decisions. Therefore, to confirm that celebrity will really give an impact, and since Malaysia is just getting famous with this celebrity's brand phenomenon, this study aims to know the elements of celebrity endorsements toward customers' purchase intention. The celebrity is not just solely as an endorser, but the founder and they work wholeheartedly for their business. Academically, there are several problems that can be listed out. The research on celebrity as an endorser are numerous but only a few study investigates the products that using the celebrity's name as a brand. Moreover, the availability of studies about the celebrity's brand is limited. Therefore, there are only a few supporting evidence to contribute into this study. In addition, the researches about Malaysian celebrity endorsement are also limited. The celebrity endorsement phenomenon is long time famous in western countries, yet in Malaysia, it is just at the beginning level. Some of the foreign studies on celebrity endorsement may not be suitable to be adopted into the Malaysia context. Therefore, this study is conducted to get more supporting evidence in order to strengthen the research on celebrity endorsement in Malaysia.

III. LITERATURE REVIEW

A. Advertising

There are more than ten common types of advertising, which are social media ads, newspapers, radio, magazines, direct mail, product placement, billboard and others. According to Shimp [5], numerous number to measure the effectiveness of advertising, but we still do not have any perfect indicator. Although, a few of researcher said advertisement can be measured through the traditional way which refer to customer attitude towards the advertisement and their purchase [6]. In the overview of advertisement, 'Celebrity Endorsement' now become a main tactic that most

companies use to advertise their brand and products. It becomes a trend that winning the heart of the potential customer and give the appearance of the corporate image to market the products by using celebrity. Nowadays, the company is tying famous celebrities in order to create awareness of products among customer and to increase the sales and market share. With this point of view, marketer sees that there is no limitation on the number of engagement with a potential customer to position it with the long term objective. Promoting thoughts, revolve around this approach and celebrity endorsement's decisions are the most important role in this process. In addition, celebrity endorsement being proposed as the best method to inspire the customer towards product and brands.

B. Celebrity Endorsement

Celebrity endorser may consist of a sports person, movie actress and television stars which extensively used to endorse a product's brand [7]. Freeman and Chen [8] stated that a celebrity may offer various type of personality and lifestyle that transfer the meaning of the products. It is important for marketers to choose the best spokesperson to communicate and convey the message to the potential customer. Celebrity endorsement is able to influence the customer's point of view and change the customer's attitude towards the company's product and service as in [6]. Celebrity endorsement has their own experts' opinion about high propagation of local, regional and international brands which company can certify their brand's claim through celebrity's word-of-mouth. Meanwhile, Muda, Musa, Mohamed, & Borhan, [9], discussed the rise of celebrity entrepreneurship or celebrity endorsement in Malaysia. We recognised the famous celebrity Dato' Siti Nurhaliza with her SimplySiti cosmetic product. Nowadays the business industry is crowded with other celebrities as well such as Noor Neelofa, Hanis Zalikha, Anzalna Nasir, Vivy Yusof, Rozita Che Wan, Nora Danish and many more.

C. Neelofa as Celebrity



Fig. 1: Noor Neelofa Binti Mohd Noor

Noor Neelofa Binti Mohd Noor (born 10 February 1989) better known by her stage name Neelofa or simply called Lofa by her family and friends, is a Malaysian actress,

television host, a commercial model, entrepreneur and brand ambassador. Started as a winner in Dewi Remaja. Neelofa excellently nabbed the *Woman of the Year* grand award at the **Grandeur & Elegante International Business Award (GIBAEIBA)** for Forbes 30 under 30 Asia people and Malaysian Celebrity. Neelofa was nominated for the Oxford Center of Excellence (Oxcell) as the Young Biz Icons in April 2012. According to Oxcell, the nominated of six stars was focused on educational achievement and professional growth in the arts. Hence, the program gives the opportunity to celebrity icons to share their opinions joining the world of business and the arts. Neelofa is the only Malaysian being nominated in the prestigious Influencer Awards 2019 which take place in Monaco on 5th and 6th October 2019. In July 2013, TV3 free-to-air station from Malaysia designated Neelofa as the ambassador of Anugerah Syawal 2013 with the purpose to promote programs on television and radio throughout the month of Syawal. Since 2014, Neelofa has established and managed NH Prima Sdn. Bhd as its CEO. Her hijab brand, "Naelofar Hijab", is marketed in over 37 countries including Europe, Australia, Brunei, United Kingdom, Indonesia. "Naelofar Hijab" achieved new levels in June 2017 when it worked with AirAsia to design hijab for AirAsia and AirAsia X woman pilots. Other ventures, on 8 December 2017, AirAsia appoints Neelofa as its new nonexecutive independent director. Tony Fernandes, Chief Executive Officer of the AirAsia Group, characterized Neelofa as "super intelligent, youthful and independent. Presented by Swarovski, Neelofa is the first-ever female Hijabi personality to appear on a L'Officiel cover in the Southeast Asia region. Thus, Neelofa can be seen as an icon of beautiful, successful, and strong women in Malaysia.

D. Purchase Intention

According to Mansour and Diab [6], to reach the target audience it is essential to use celebrity endorsement because with the attractiveness of endorser can enhance the product's brand. Hence, this can promote the brand image so the audience notices and get the intention to know about the products. The intention to buy a product can be affected by the cost, the product's characteristics and how the endorser will present the product [8]. Purchase intention can be considered as a kind of behavioural purpose, referring to the consumer's judgement about things that they will do afterwards. In brief, Kim and Ko [10] defined it as the probability of consumer's buying in future. Purchase intention is when a consumer wants to purchase a product according to their needs [11]. Similarly, people will repeat to purchase and become a loyal customer after they try to consume and love it when they think the product is worth to buy. Some product may be not familiar to the customer, that is why the endorser is required to endorse the product to find the similarities within the endorser and customer in certain aspect. Hence customer will have high intention to purchase the products.

E. Credibility

According to a study [9], customer's impression on the credibility of celebrity can attract favourable attitude towards

the product's brand and increase the desire to purchase the product. The statement can further be supported by Hunter and Hunter and Davidsson [12] saying the credibility of the celebrity can enhance customer confidence and improve customer's purchase intention. Keel and Natarajan [13], found in his studies that customers have more intention to buy clothes that endorsed by celebrities. Based on the past research, it is possible to describe celebrities as one of the credible sources of information whereby the total volume of beneficial attributes that can be generated and achieve the accepted message [14]. Source credibility theory says it relies on expertise and trustworthiness to accept the ad message. The recognition of customers improves with the expertness of the source and their ability to evaluate the product. Thus, this research developed below hypothesis:

H1: The credibility of celebrity endorser will positively impact on consumers' purchase intention of product.

F. Attractiveness

Mansour and Diab [6] stated the effectiveness of celebrity endorsement interrelated with celebrity attraction. The attractiveness may refer to the physical appearance or achievement in the celebrity's career. However, it might have some risk if the endorser overshadows the product due to his or her attractiveness [8]. As in [6], explained celebrity credibility consists of these five attributes which are expertise, trustworthiness, attractiveness, likeability and respect. The advertising effectiveness can be measured through attitude toward ads and purchase behaviour which lead to the intention of the customer. The result from the past study is found that celebrities' attractiveness and likeability have the highest impact on both customers' attitude and purchase behaviour. In addition, a study that studied the impact of celebrity endorsement which related to trustworthiness, expertise, attractiveness, respect and similarity (TEARS model) that give impact towards purchase intention [8]. Celebrity physical attractiveness can determine as the effectiveness of persuasion result that customer love to looks like the endorser and want to pinpoint themselves with that endorser. Thus, this research developed below hypothesis:

H2: The attractiveness of celebrity endorser will positively impact on consumers' purchase intention of product.

G. Product/Celebrity Match-up

Studies indicate that advertising and marketing executives take into multiple consideration when selecting an endorser for their advertising campaign. Among the most significant variables is to determine whether the endorser is best suited to the endorsed product or service and match the target audience with the endorser. The primary goal of this research is to determine how a match between the image of an endorser and the image of the brand can affect the purchase intentions of products among customer. An endorser may be an expert when matching the brand with the profession, such as a sportsman that endorsed sports product or company

service. People put trust in celebrity through the manner of their personal life and professionally in any aspect of their profession whether in the sports or artist [15]. According to Amos, Holmes, and Strutton, [16] product matching is designed to ensure the similarity between the characteristics of the endorser and the brand attributes in order to improve the effectiveness of advertising. Narrowing the focus to study the influence of celebrity expression in order to observe celebrity status. Furthermore, it is focused on a person's attitude towards the message and the effect of the congruence between the "match-up" of product and celebrity endorsement. Thus, this research developed below hypothesis:

H3: The product/celebrity match-up will positively impact on consumers' purchase intention of product.

H. Meaning Transferred

Erdogan [17] shows that the congruence between the celebrity endorser's characteristics and the product attributes is important in order to enable the right meaning transfer and enhancing the credibility of the source used to endorse the product. This indicates that product match-up can affect the meaning transfer by the endorser because the matches between the endorser and product that contained in the advertisement help meaning to be conveyed by creating information that concern to the celebrity and the brand. The 'social environment' of the target audience may affect the customer behaviour on how they interpret the meaning given on the advertised product's brand [18]. The study clarifies that a celebrity interprets a unique set of meanings which can be used to transfer information of the endorsed product. Every celebrity has a unique set of meanings such as their age, race, gender, personality appearance, wealth, or their lifestyle. Celebrities can communicate this product's brand more powerfully than unprofessional endorsers. Therefore, when a positive influences of the celebrity is endorsed in an advertising campaign, the image of the endorser generates the desired recognition, thus it can transfer positive meaning to the advertised product's brand. Thus, this research developed below hypothesis:

H4: Meaning transferred by celebrity endorser will positively impact on consumers' purchase intention of product.

IV. RESEARCH FRAMEWORK

The above-developed hypotheses and the conceptual framework is as illustrated below and it will become the foundation to find the relationship between independent variables and dependent variable stated in this study. There are four independent variables which are credibility, attractiveness, product match-up and meaning transfer. The dependent variable is customer's purchase intention.

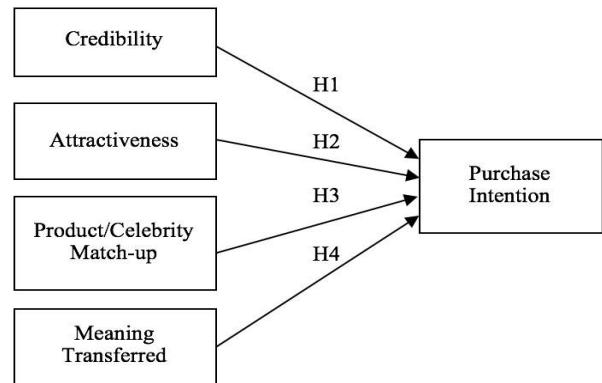


Fig. 2: Research Framework

V. RESEARCH METHODOLOGY

A. Population and Sample

A population is a set of individual or objects of interest. A sample is a subset of people from a larger population that research collects and analyse to make inferences. Researcher would like to have a group of people that can provide data in order to complete their questionnaire. In this research, the sample size of respondents was calculated using [19]. The calculation of minimum sample size is the five-to-one ratio based on variables that being used in this research. Referring to the calculation above, at least 125 respondents are needed to carry out this research. Fortunately, researcher manage to collect 134 respondents which exceed the minimum number of respondents. In this research, focused on nonprobability sampling techniques. This technique is used for the selection of the sample because it is easier and less cost needed compared to the probability sampling. In addition, we can take a small sample of respondents. Convenience sampling is used for this study as their convenient accessibility and adjacent to the researchers. Throughout the questionnaires distribution process become easy due to availability of voluntary with willingness to spend their time in answering the questionnaires. It is also due to the facts that respondents were selected because they happen to be in the right place at the right time [20].

B. Research Instrument

In this research, interpretation of respondents' profile with frequency and percentage has been used in section A. To achieve the objective, research inference such as correlation analysis and multiple regression has been used. This questionnaire is categorized into three sections which is A) demographic profile, B) factors that impact of celebrity endorsement which are credibility, attractiveness, product/celebrity match-up and meaning transferred, C) purchase intention of celebrity endorsement product with consist of total 25 questions. Part C contained four measurement items about the respondent's purchase intention in Instagram. Part B and C are measured by using 5-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree).

VI. DATA ANALYSES

A. Descriptive Analyses

Descriptive analysis is used to analyse the demographic features. Descriptive statistics is a technique that used to describe data and summarize a set of numerical data in this study [21]. Hair, [22] defined descriptive analysis as a set of scientific ways and process to determine and describe the characteristics of target populations.

B. Profile of Respondents

Table I refers to the respondent demographic profile in Part A related to demographic question which include their gender, age, year of study, monthly income and highest education. 70.1% of the respondents were female with range of age between 18 to 25 years old (90.3%). Majority of them holding bachelor background of education (64.9%) as fourth year student (44.8%). Most of the respondents' monthly income including allowance or scholarship, 73.1% gain below than RM 1,000.

Table I: Summary of Respondents' Demographic Profile

| Profile | Frequency | Percentage(%) |
|--|-----------|---------------|
| Gender | | |
| Female | 94 | 70.1 |
| Male | 40 | 29.9 |
| Total respondents | 134 | 100 |
| Age | | |
| 18 and below | - | - |
| 18-25 | 121 | 90.3 |
| 26-35 | 11 | 8.2 |
| 36-45 | 2 | 1.5 |
| 46-55 | - | - |
| Total respondents | 134 | 100 |
| Year of study | | |
| Year 1 | 22 | 16.4 |
| Year 2 | 19 | 14.2 |
| Year 3 | 33 | 24.6 |
| Year 4 | 60 | 44.8 |
| Total respondents | 134 | 100 |
| Current monthly income including allowance or scholarship | | |
| Below RM 1,000 | 98 | 73.1 |
| RM 1,001- RM 2,000 | 19 | 14.2 |
| RM 2,001- RM 3,000 | 9 | 6.7 |
| RM 3,001- RM 4,000 | 3 | 2.2 |
| RM 4,001- RM 5,000 | 3 | 2.2 |
| More than RM 5,001 | 2 | 1.5 |
| Total respondents | 134 | 100 |
| Highest education | | |
| SPM | 6 | 4.5 |
| STPM | 10 | 7.5 |
| Diploma | 26 | 19.4 |
| Bachelor | 87 | 64.9 |
| Others | 5 | 3.7 |
| Total respondents | 134 | 100 |

C. Normality Analysis

Normality test is used to determine the sample size distribution and it is important to study whether the sample collected origin within an appropriate range and its skewness. [22]. Data can be considered normal distributed if the p-value of each items is range between -2 to +2 for Skewness test and is between -7 to +7 for Kurtosis test [22]. Table II below shows the value of each items for Skewness and Kurtosis test. The p-value of each item for Skewness test were between 0.203 to -0.405. Meanwhile, for the Kurtosis, the p-value were between -0.049 to -0.417. Therefore, the data of this study is normally distributed because the p-value of each items is between the range of Skewness (-2 to +2) and Kurtosis (-7 to +7).

Table II: Normality test (Skewness and Kurtosis)

| Construct | Skewness | | Kurtosis | |
|----------------------------|-----------|------------|-----------|------------|
| | Statistic | Std. Error | Statistic | Std. Error |
| Credibility | -0.405 | 0.209 | -0.320 | 0.416 |
| Attractiveness | -0.268 | 0.209 | -0.311 | 0.416 |
| Product/Celebrity Match-up | -0.299 | 0.209 | -0.049 | 0.416 |
| Meaning Transferred | -0.299 | 0.209 | -0.417 | 0.416 |
| Purchase Intention | -0.203 | 0.209 | -0.304 | 0.416 |

D. Reliability Analysis

Cronbach Alpha is used to test the reliability level of dependent variable and independent variables. If the value is equal or above 0.6, it means the data is reliable [23]. Table III below shows the summary of Cronbach's Alpha of each factor. The Cronbach's Alpha of the purchase intention is the highest, which is 0.765, followed by meaning transferred (0.750). The Cronbach's Alpha for the credibility, attractiveness, product/celebrity match-up, transferred meaning and purchase intention are 0.708, 0.667, 0.665, 0.750 and 0.765 respectively. The Cronbach Alpha of all variables are exceeded 0.6, therefore, the data is reliable.

Table III: Cronbach's Alpha

| Variable | No. of item | Cronbach Alpha |
|----------------------------|-------------|----------------|
| Credibility | 5 | 0.708 |
| Attractiveness | 5 | 0.667 |
| Product/Celebrity Match-up | 5 | 0.665 |
| Meaning Transferred | 5 | 0.750 |
| Purchase Intention | 5 | 0.765 |

E. Multiple Regression Analysis

Multiple regression is used to measure the relationship between dependent and independent variable. All of independent variables (credibility, attractiveness, product/celebrity match-up and meaning transferred) and the dependent variable (purchase intention). From the Table IV below, the value of R square is 0.458, which means that 45.8% of the variance is explained by the independent

variable including credibility, attractiveness, product/celebrity match-up and meaning transferred. Meanwhile, the value of adjusted r square is 0.441, which means that 44.1% had been significantly explained by independent variable.

Table IV: Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|-------------------|----------|-------------------|----------------------------|
| 1 | .677 ^a | 0.458 | 0.441 | 0.33189 |
| a. Predictors: (Constant), MT, PCM, C, A | | | | |

Meanwhile, Table V below is used to develop multiple linear regression model. Multicollinearity is a phenomenon in which two or more predictor variables in a multiple regression model are highly correlated. The rule to identify whether there is multicollinearity is that VIFs value less than 10 and the tolerance value should more than 0.1. From the Table 4.6 below, the VIF value for all variables within range of 1.653 to 1.738 and the tolerance value is more than 0.1.

The significant value of all independent variables should less than significant level ($\alpha = 0.05$) to claim that it is significant to the dependent variable [24]. From the Table V below, it shows that the significant value of meaning transferred is 0.00, which is less than significant level and this means that these two variables are significant towards purchase intention. However, the significant value of product/celebrity match-up (0.737) is higher than the significant level (0.05), this means that one variable is not significant towards purchase intention.

Table V: Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|----------------------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | 0.702 | 0.361 | | 1.944 | 0.054 | | |
| Credibility | 0.195 | 0.08 | 0.203 | 2.438 | 0.016 | 0.605 | 1.653 |
| Attractiveness | 0.235 | 0.089 | 0.221 | 2.635 | 0.009 | 0.598 | 1.673 |
| Product/Celebrity Match-up | 0.03 | 0.088 | 0.029 | 0.337 | 0.737 | 0.575 | 1.738 |
| Meaning Transferred | 0.38 | 0.087 | 0.371 | 4.385 | 0 | 0.587 | 1.703 |

F. Summary of Research Objective and Hypotheses

The research objective and hypotheses result has been summarized in Table VI. Listed in the table, the p-value of all variables (0.16, 0.009 and 0.00 respectively) are less than significant level (0.05). Therefore, these research objectives and hypotheses have been accepted and it can be concluded that there is a relationship between the dependent variable and independent variables. However, only one independent that exceed significant level (0.05) which is 0.737, thus it is not supported.

Table VI: Result of research objective and hypotheses

| Hypotheses | Sig. | Result |
|---|------|-----------|
| H1: The credibility of celebrity endorser will positively impact on customers' purchase intention of product. | .016 | Supported |
| H2: The attractiveness of celebrity endorser will positively impact on customers' purchase intention of product. | .009 | Supported |
| H3: The product/celebrity match-up will positively impact on customers' purchase intention of product. | .737 | Rejected |
| H4: Meaning transferred by celebrity endorser will positively impact on customers' purchase intention of product. | .000 | Supported |

VII. CONCLUSION AND RECOMMENDATION

A. Discussion of H1: The credibility of celebrity endorser will positively impact on customers' purchase intention of product.

As depicted, the result of multiple regression shows that the hypothesis 1 is accepted, which means there is a positive relationship between credibility of celebrity endorser and customers' purchase intention. This suggests that credibility of celebrity would give an impact on customer's intention to purchase the endorsed brand. Based on Table VI, multiple regression result, credibility is supported variable. As shown in coefficient table, p-value for credibility is 0.016 and the significant level is less than 0.05. Therefore, credibility of celebrity endorser will give impact on customers' purchase intention.

Lafferty, Goldsmith, & Newell, [25] also supported that Celebrity's credibility play significant role to shape the positive attitudes and purchasing behaviors. It can be said that celebrity endorser's credibility has influence on customers purchase intention. There are number of previous research that also examined and proved significant relationship between credibility of celebrity endorser and customers' purchase intention [25]; [26]; [27]; [28]. Hence, H1 can be fully supported in order to carry out this research. In my opinion, celebrity expertise in using endorsed product helps in convince customers' purchase intention. For example, Datin Paduka Eina Azman, Instagram-famous promoted MAGGI Cukup Rasa, 'Never try, never know' aimed empowering women from all walks of life to overcome barriers. Well-known for her popular homemade cooking videos, Eina's fighting spirit will continuously inspire her followers of over 1.7 million Malaysians, encouraging them to try their hand at cooking simple

homemade dishes, which represents what the new campaign is all about.

B. Discussion of H2: The attractiveness of celebrity endorser will positively impact on customers' purchase intention of product.

The results from the findings show positive relationship between celebrity's attractiveness and customers' purchase intention. Hence, Hypothesis 2 is accepted. Based on multiple regression result, celebrity's attractiveness is with significant value of 0.009 ($p < 0.05$). Therefore, the hypothesis 2 is supported and there is a relationship between attractiveness celebrity endorser and customers' purchase intention.

According to Tingchi Liu and Brock [29], the study found that the attractiveness of the celebrity endorser is more likely to influence the customer's purchase intention. Celebrity endorsement influenced by the endorser's attractiveness, trustworthiness and familiarity is likely to positively influence customer's purchase intentions [30]. The attractiveness considering celebrity's classy, elegant and beautiful in apparels like we have Neelofa shared her trendy look in Instagram promoting new collection of Gucci with floral skirt, blazer and high- end luxury brand Gucci and the entire outfit costs around RM23,000.

C. Discussion of H3: The product/celebrity match-up will positively impact on customers' purchase intention of product.

As depicted, the result of multiple regression shows that the hypothesis 3 is rejected, which means there is not necessarily to have relationship between product/celebrity congruence and customer's purchase intention. Thus, no impact that celebrity endorsement creates on its customers in term of product fit match between the product/brand and the celebrity. Based on multiple regression result, product/celebrity match- up has been rejected and the p-value is 0.737 which is more than significant level $p < 0.05$. Therefore, no relationship between product/celebrity matchup and customers' purchase intention.

According to Adam and Hussain [5] product match-up hypothesis in their study has been rejected. This shows that there is no relationship between product match-up and purchase intention. As a result, respondents believe product/celebrity match-up has least influence on customers' purchase intention. The congruence of product and celebrity not that relevant because people are more attracted in looking catchy advertisement. For instance, Shopee e-commerce portal based in Singapore that hired Cristiano Ronaldo a footballer as its brand endorser. In the advertisement Ronaldo taking a break from scoring a goal to do the Shopee variant on the popular 'Baby Shark' song and dance sequence. It shows that even though there is no match-up between celebrity and product, the celebrity still able to create intention to buy product among their customers.

D. Discussion of H4: Meaning transferred by celebrity endorser will positively impact on customers' purchase intention of product.

From the result of multiple regression, shows that the "meaning transferred" hypothesis 4 has been accepted because the significant value is 0.00. This suggests that celebrity's meaning transferred give impact to customers' purchase intention. The multiple regression result shows that meaning transferred is the best predictor among all variable. Therefore, there is positive relationship between meaning transferred and purchase intention.

According to Adam, and Hussain, [5] meaning transferred hypothesis has been accepted, this prove that there is positive relationship between meaning transfer and purchase intention. Celebrity will give huge influence because every time customers encounter any advertisement by their favourite celebrity, they immediately interpret and transmit meaning to the product. Simple terminology we can conclude that endorser carry their personal meaning to the endorsed product. Every celebrity has their own specialized in transferring meaning and lifestyle towards product. Celebrity endorsement helps marketer understand on how meaning transferred by the celebrity give impact on customers' purchase intention. First phase is when customers linked meaning of the endorsed product with helps from celebrities.

In the final phase, customers eventually attain these brand meanings and have intention to purchase the product.

E.Limitation of Research

There are several limitations that have been identified by researcher throughout the process of conducting the research. First and foremost, this research undergone a limit number of respondent where only 125 people are targeted to answer the questionnaire. This number is too small as compared to existing total of undergraduate student (13,387) in UTM Skudai. The study was also excluded the staff and other students of other university who are not offering 1st degree and therefore could not be generalized to cover the entire university population in Malaysia. In addition, the study was done only in University Teknologi Malaysia and could not be generalized to cover all universities in Malaysia. Last but not least, this research only focuses on few numbers of celebrity endorser. Mostly, related to Neelofa as the celebrity endorsement and she being nominated in the prestigious Influencer Awards 2019 in Monaco. Celebrity endorsement advertising overwhelms most in TV channels.

F.Recommendation for Future Research

There are some limitations that been highlighted in this study finding. Therefore, this section will give some recommendations for future research in order to improve and advance to next level. To get better findings in research, it should consider the right number of respondents. More respondents will represent the overall thoughts of customer. In this research, a small number of respondent eventually

cannot generalize what most of people think about the impact of celebrity endorsement on customers' purchase intention. Hence, in order to increase the reliability and accuracy of the data, future researcher can enlarge the sample size of respondents through different data collected method. Furthermore, researcher need to explore the effect of celebrity endorsement to different demographic variable such as generation X or millennials. To cope with the issues of time limitation, researcher should distribute the questionnaire earlier and consistent in range of two to three month to get massive response.

Nowadays, businesses and marketers in particular must use celebrity endorsers to promote their brand through celebrity advertising. Future research must vary the profile of the celebrity endorser and aspiring new comers in industry. It is vital for researcher to investigate different kinds of celebrity endorsers, endorsed brands and categories of products and services as well. Added new variable of celebrity multiplicity and celebrity activation. Analysis of multiple celebrities to endorse product could have two outcomes in relation to the transfer meaning. First outcome, wider the range of meaning and second outcome is reinforced meaning of product.

G.Implication

As for the implication or recommendation for business, based on data coefficient results shows that the highest beta goes to meaning transferred, therefore marketer should emphasis more especially related to the knowledge on this relationship. It is important for marketers to the best impact of celebrity endorsement on customers' purchase intention.

Align to increase meaning transfer, researcher suggest to use celebrity multiplicity. As marketers need to practice and employing multiple celebrities who complement each other in terms of meaning that they transfer to a brand. For instance, Oppo brand use multiple celebrities like Neelofa, Nora Danish, Aida Jebat and Fattah Amin in promotion their latest model of smartphones. This might help them to establish a position and get better way with customer.

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