

# IMPACT OF CELEBRITY ENDORSEMENT ON CONSUMERS: A LITERATURE SKINCARE PRODUCTS IN MALAYSIA

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**Abstract:** This article focused on skincare products and reviewed literature highlighting celebrity endorsement's impact on consumer behavior. Particular attention was paid to the cosmetic industry. Numerous research articles have examined the relationship between celebrity endorsement and consumer purchase intentions, as well as the variables that mediate and moderate the effects of this relationship. According to the findings of the study, the endorsement of a celebrity by a company may have a significant effect on consumer behavior, particularly in terms of increasing brand awareness and enhancing brand perception. Nevertheless, the efficacy of celebrity endorsement may vary based on a variety of variables. These variables include the perceived compatibility between the celebrity and the product, the extent to which customers engage with the product, and the brand image attributes that are most valued by consumers. Given the close connection between beauty culture and celebrity culture, it is conceivable that celebrity endorsements of skincare products will have a significant impact. Companies must give careful consideration to a number of essential factors, including whether the product and the celebrity endorsement are a good match, as well as the brand's overall messaging and positioning.

**Keywords:** Celebrity endorsement, Skin care products, Malaysia

## INTRODUCTION

Celebrity endorsement has become a more popular marketing tactic in Malaysia's skincare sector in recent years. Consumer behavior in this industry has been investigated in relation to the effects of celebrity endorsement, and the results point to the potential importance of this tactic. In Malaysia's skincare market, one benefit of celebrity endorsement is that it can foster more brand loyalty among customers. A celebrity endorsement may result in a greater emotional bond between customers and the brand, according to a study by Lee and Shin [1]. The brand loyalty and recurring business that might come from this emotional connection are increased. In Malaysia's skincare market, a celebrity endorsement can also increase brand reputation, which is good for customers. According to Han and Shavitt's research [2], celebrity endorsements may boost a brand's perceived legitimacy. This is due to the fact that consumers frequently regard celebrities as authorities in their fields, and they may therefore believe their advice. However, there are also drawbacks for customers in Malaysia's skincare market from celebrity endorsements. It can cause false expectations, which is one of the bad effects. Consumers who are exposed to skincare products that are supported by celebrities may have inflated expectations regarding the product's efficacy, according to research by Hung and Li [3]. This may result in disappointment and unhappiness with the goods, which may cause consumers to lose faith in the company's reputation.

The lack of diversity in representation that might arise from celebrity endorsement on Malaysian skincare customers is another drawback. One or a small number of celebrities being used as brand ambassadors might result in a lack of variety in representation, which may not be appealing to all customers. In conclusion, customer perceptions of celebrity endorsement in Malaysia's skincare market can be both favorable and unfavorable. It has the potential to boost brand credibility and loyalty, but it can also create inflated expectations and a lack of variety in representation. The use of celebrity endorsement by marketers should be carefully considered, and they should make sure that it is consistent with their brand's values and appeals to their target market [4]. The skincare industry has utilized celebrity endorsement as a marketing tactic in a variety of sectors. In this tactic, famous people are used to market a good or service to their following. Numerous studies have been conducted on the

impacts of celebrity endorsement on consumers, and the results point to the possibility of both positive and bad outcomes. Consumers may become more aware of and remember a brand as a result of celebrity endorsements. Celebrities in advertising can increase brand identification and foster a favorable perception of the brand. This is so because consumers may identify a brand with a celebrity's positive traits since they are frequently used as role models or aspirational individuals [5].

The ability to improve consumers' buying intentions is another benefit of celebrity endorsement. Celebrity endorsements can affect buyers' opinions towards a product, which can enhance purchase intention, according to research by Atkin and Block [6]. This is due to the possibility that consumers may believe a celebrity endorsement elevates the product's quality or makes it more appealing. However, there are also drawbacks for consumers of celebrity endorsement. One of the negative effects is that it could cause people to doubt and distrust the brand. If consumers think the celebrity endorsement is dishonest or only in it for the money, they can start to doubt the brand. This may result in consumers losing faith in the brand and being less loyal to it [4]. The fact that celebrity endorsements may subject consumers to excessive exposure and tiredness is another drawback. According to research by Kamins [7], using too many celebrities or the same celebrity too frequently can reduce the impact of celebrity endorsements over time. As a result, the strategy's effectiveness may decline, as well as consumer desirability for the brand. In conclusion, celebrity endorsement has a complicated impact on customers that can have both positive and bad outcomes. Celebrity endorsement can boost brand recognition, memory, and buy intent, but it can also breed mistrust and overexposure. Marketing professionals should therefore carefully examine using celebrity endorsements and make sure that it is consistent with their brand's values and appealing to their target demographic.

## LITERATURE REVIEW

To further understand how celebrity endorsement influences consumers' purchasing decisions in Pakistan, Saleem et al. [8] undertook a study. According to the analysis of 400 respondents' responses, celebrity endorsement had a big impact on consumers' purchase decisions. The study's findings indicate that employing celebrity endorsements in

advertising will undoubtedly increase the sales of the products being promoted. The study by Abdalla et al. [9] set out to determine the impact of celebrity endorsement on Sudanese consumers' purchase decisions. The survey's findings, which involved 384 respondents, demonstrate that celebrity endorsement has a big influence on Sudanese consumers' purchase decisions. The research also found that the degree of customer engagement with the product and the celebrity endorser's legitimacy both moderate the association between celebrity endorsement and consumer purchasing behavior. The purpose of the study was to examine the impact of celebrity endorsement on consumers' willingness to purchase in Jordan. The study's analysis of the responses from 360 respondents revealed that the presence of celebrity endorsement had a significant and positive impact on customers' purchase intentions. The study also found that a person's opinion of the business and their attitude towards the advertisement mediate the relationship between celebrity endorsement and the urge to purchase. The results of the study suggest that businesses may benefit from celebrity endorsements by improving consumer perceptions of their brand and increasing their propensity to make purchases [10].

Ali *et al.* [11] did research to learn more about how celebrity endorsement impacts young people's decision-making in Pakistan. They used a quantitative methodology and 346 participants to collect data for their study. The findings indicate that the presence of a celebrity endorsement increases consumers' propensity to purchase. It has also been demonstrated that this effect is stronger for clients who are more invested in the promoted goods. Asad and Akram [12] set out to research the effects of celebrity endorsement on purchasing behavior with an emphasis on the function that brand image plays as a moderating factor. Using a pre-made questionnaire, they collected data from 300 people. The findings demonstrated that celebrity endorsements significantly and favorably affect consumer behavior and that brand reputation modifies the relationship between these two factors. According to the study's findings, celebrity endorsement is an effective marketing tactic that has the power to influence consumer behavior and brand impression.

In order to examine the effects of celebrity endorsement on brands' trustworthiness and the purchasing intentions of Pakistani female customers, Mahmood et al. [13] conducted a study. They employed regression analysis to examine the data they gathered from 400 different female volunteers. The findings demonstrate that the reputation of a business and a customer's choice to buy are significantly and favorably impacted by a famous person's endorsement. The study also discovered that the credibility of the company plays a role in mediating the relationship between a celebrity's endorsement and the chance of making a purchase. The overall findings of the study suggest that celebrity endorsement is a successful marketing strategy that may influence consumers' perceptions of a company's legitimacy and choice to buy its items. Naeem et al.'s [14] examination of how celebrity endorsement affects consumer purchase intent paid particular attention to the mediating effects of brand awareness and brand image. 400 participants' responses to a survey questionnaire were used to collect the study's data, which was carried out using a quantitative research approach. The results of the study demonstrated that customer readiness to purchase a product was

significantly and favorably influenced by celebrity endorsement and that this link was highly mediated by brand awareness and brand image.

With a focus on the roles that brand image and perceived value play as mediators in this relationship, Uddin et al.'s [15] inquiry into the effect that celebrity endorsement has on a customer's propensity to make a purchase. The study used a quantitative research methodology, and 400 participants were given a survey questionnaire to complete in order to collect data. The study's findings demonstrated that celebrity endorsement considerably and favorably influenced customer purchase intention and that this relationship was significantly mediated by perceived value and brand image. The study also discovered that perceived value and brand image significantly influenced this connection. In their study on the impact of celebrity endorsement on consumer purchase intention, Shafiq *et al.* [16] concentrated on the mediating role of brand image and the moderating role of product participation. This was done as part of their investigation into how celebrity endorsements affect consumers' intentions to buy. A questionnaire was utilized to gather data from the 355 study participants as part of the investigation's quantitative research strategy. The study's conclusions demonstrated that celebrity endorsement considerably influenced customer purchase intention and that brand image significantly moderated this relationship. The study also showed that brand image considerably mediated this link. The study also indicated that the relationship between celebrity endorsement and company image was significantly harmed by product engagement.

In their recently released study, Kaushik and Rahman [17] offered an extensive literature assessment of celebrity endorsement studies. The current state of the field and prospective future opportunities are both highlighted by the authors. According to a study that examined 179 scientific journal publications from the years 2000 to 2017, there were much more studies on celebrity endorsements throughout that time period. This discovery emphasizes how significant this phenomenon is to the marketing industry. The study gave special attention to several important research areas concerning celebrity endorsements, including how celebrity endorsements affect consumers' perceptions of a brand, their purchasing intentions, and their behavior. The authors also noted a number of gaps in the literature, including the need for more investigation into how celebrity endorsements affect particular niche markets and the impact of different celebrity types (such as athletes and social media influencers) on consumer behavior. The study offers a wealth of information for scholars and practitioners in the field of marketing, and it proposes that future research should focus on analyzing the potential moderating factors that alter the effectiveness of celebrity endorsements. These variables include the level of consumer engagement with the product and the degree of compatibility between the endorser and the brand. The article concludes with a list of potential directions for further study, including the necessity of more research on how celebrity endorsements affect online consumer behavior and the importance of looking at the potential drawbacks of celebrity endorsements, such as the potential for negative publicity and celebrity scandals. Both of these issues are raised in the context of the requirement for greater research on the impact of celebrity endorsements on online shopper behavior.

In order to do a structural analysis of the impact that celebrity endorsement has on the shopping behaviors of consumers, Sharma and Shukla [18] reviewed 87 papers that were published between the years 2001 and 2016. In the body of research that has been published on the topic of celebrity endorsement, the important constructs, linkages, and methodological problems have been identified and summarized. The researchers came to the conclusion that consumer views regarding the endorsed product, buy intentions, and actual purchase behavior is all favorably impacted by the presence of a celebrity endorsement. Additionally, they emphasized the potential role that brand equity and customer attitudes play in mediating the connection between celebrity endorsement and purchasing decisions. According to the findings of the poll, athletes have the highest influence on customer purchasing behavior when compared to other types of celebrity endorsers such as actresses and models. Other types of celebrity endorsers include sportsmen. The investigation also revealed a number of methodological flaws in the published research, such as the use of samples that were not typical of the population and the absence of standardized measures. The authors called for additional research to address these problems and investigate how the influence of celebrities affects different product categories and client demographics. In general, the research provides a comprehensive analysis of the existing body of knowledge regarding the impact that celebrity endorsement has on the purchasing decisions made by customers.

A thorough assessment of the literature was undertaken by Javed Akhtar and Ali [19] with the goal of determining how celebrity endorsements affect consumers' propensity to buy already-available goods. The researchers concluded after looking over 60 articles from various sources that favourable celebrity endorsement influences the likelihood that customers will buy already-available products. The results show that celebrity endorsement influences consumers' attitudes and opinions about the products they are exposed to, which in turn enhances the likelihood that they will make a purchase. The results of the review indicate that the impact of utilising a famous person to sell a product varies based on the kind of product being promoted, the celebrity used, and how comparable the celebrity and the product are. The use of celebrity endorsement is most effective, the researchers' data indicate, for low-risk goods that are given out for charitable causes. The image, credibility, and industry expertise of the celebrity in relation to the product being recommended are just a few of the elements that go into the success of a celebrity endorsement. The study emphasises how crucial it is to consider the cultural context of the good or service being promoted when examining the effects of celebrity endorsement. The writers came to the conclusion that because different cultures place different values, beliefs, and attitudes towards celebrities, the effectiveness of celebrity endorsement varies across countries. Overall, the research points to the potential effectiveness of using celebrity endorsements as a marketing tactic for goods already on the market. However, advertisers must carefully consider the nature of the product being promoted as well as the cultural context in which it will occur.

Structural equation modelling (SEM) was used by Yldrm & Zturk [20] to examine how celebrities' influence affects consumers' purchase decisions. In order to determine whether there is a relationship between celebrity endorsement, brand image, brand trust, and the desire to

make a purchase, a total of 345 people in Turkey were surveyed. The responses were then subjected to SEM analysis. The study's conclusions demonstrated how having a celebrity endorse a product significantly improves the brand's reputation and the amount of consumer trust in it. This in turn has a favourable impact on consumers' propensity to make purchases. The results also showed that the consumer's impression of the brand and their level of trust in the company mediate the relationship between the endorsement of a celebrity and the desire to make a purchase. The study also discovered that how customers feel about celebrities significantly affects how they view celebrity endorsements, which in turn affects how they view the brand and how much confidence they have in the business. The study's findings support the notion that hiring well-known people as brand ambassadors can help businesses attract customers by improving consumer perceptions of the company and raising the possibility that they would make a purchase. Companies should exercise prudence when choosing celebrity endorsers, keeping in mind the attitudes and preferences of the target market.

Yang and Lee [21] look at how consumers' propensity to buy golf clothing is impacted by the influence of celebrities. A pre-designed questionnaire and quantitative research methods were used to interview 302 golfers in South Korea as part of the project. The study model and its underlying hypotheses were evaluated using a structural equation modeling approach. The results showed that the presence of a celebrity promoting a golf apparel brand had a favorable impact on the customers' tendency to buy this line. The analysis also revealed that customers' opinions of the product's worth operate as a mediator in the relationship between celebrity endorsement and the intention to purchase a product. This suggests that consumers' perceptions of value have a role in both the direct and indirect ways that celebrity endorsement influences their purchase intentions. The study also discovered that the relationship between celebrity endorsement and perceived value is influenced by consumers' attitudes toward celebrity endorsement. One of the study's more intriguing findings was this. This demonstrates how consumers' perceptions of celebrity endorsement play a big part in determining how valuable they believe a product to be. This specifically implies consumers' perceptions of celebrities who endorse products. The results of this study suggest that using celebrity endorsements is an efficient marketing tactic for boosting consumers' intentions to buy golf apparel. Marketers must, however, consider how consumers feel about celebrity endorsements and how much they value the product itself in order to maximize the success of this technique.

## **CELEBRITY ENDORSEMENT**

scientific, technological, medical, and social scientific publications can be found in Scopus, a sizable database. A multidisciplinary database is Scopus. Its content is derived from more than 24,000 publications that have undergone an editorial peer review, including journal articles, conference proceedings, and books [22]. Scopus is a great tool for finding studies on the impact that celebrity endorsements have in a range of industries, including the skincare market. A database called The Web of Science indexes and catalogs citations that appear in a wide range of academic journals. It includes around 20,000 magazines, books, and conference proceedings from several academic fields, **Table**

**Table 1: Types of databases, coverage, and number of records**

| Database       | Type of Database  | Coverage  | Number of Records     |
|----------------|-------------------|---|-----------------------|
| Scopus         | Multidisciplinary | Scientific, technical, medical, and social sciences | Over 80 million       |
| Web of Science | Citation          | Science, social sciences, arts, and humanities      | Over 20,000           |
| Google Scholar | Search engine     | Scholarly literature                                | Unknown (broad range) |
| PsycINFO       | Psychology        | Psychology and related fields                       | Over 4 million        |

including the humanities, social sciences, scientific sciences, and arts [23]. Using the Web of Science, it is feasible to find studies on the impact of celebrity endorsements in a range of contexts. These contexts can be seen in areas like marketing, advertising, and consumer behavior.

Users of Google Scholar can read academic material for free, including books, articles, theses, and conference papers. Additionally, Google Scholar has a bibliographic database. Because of its extensive coverage of sources including academic publishers, university archives, and professional associations, it has the potential to be a useful tool for finding pertinent research on celebrity endorsements. It is important

### SKINCARE CONSUMERS

Access to the biomedical literature is available through the free search engine PubMed. This covers consumer behavior with respect to skincare products as well as research on skin care. It includes book chapters, conference papers, and more than 32 million citations from more than 6,000 distinct biomedical periodicals. [25] Research articles and book chapters related to science, technology, and medicine can be found in ScienceDirect, an online database. It includes about 39,000 different books in addition to over 16 million articles drawn from more than 2,500 different publications [22]. When looking for studies on skincare products, their components, and the effects those components have on the skin, ScienceDirect is a great database to utilize. A database called Embase holds data about biology and medications.

to understand that not all of the sources available through Google Scholar have undergone peer review or are of high caliber. As a result, it is crucial to thoroughly analyze the sources before using them. A database called PsycINFO houses articles on psychology as well as articles on related subjects like marketing and consumer psychology. Among the more than 4 million items in its database are journal articles, book chapters, and dissertations [24]. PsycINFO is a great resource for finding research on the psychological effects that celebrity endorsements have on customers' purchasing behavior.

More than 8,500 journals from more than 95 nations are included. In addition to other forms of content, it has about 32 million records, including books, journal articles, and conference proceedings (Elsevier, 2021). Embase is a useful database that may be used to find studies on skincare products, their ingredients, and the effects those ingredients have on the skin. A group of databases known as the Cochrane Library contains systematic reviews and other evidence-based medical material. In 1993, the Cochrane Library was founded. Included in this is the Cochrane Database of Systematic Studies, which contains more than 10,000 systematic studies on a range of medical subjects, including skin care, and the purchasing habits of those who use skincare products [26].

**Table 2: Databases, description, and coverage**

| Database Name    | Description   | Coverage  |
|------------------|---|---|
| PubMed           | Biomedical literature search engine   | 32+ million citations from 6,000+ journals, conference proceedings, and books |
| ScienceDirect    | Scientific, technical, and medical research articles and book chapters                          | 16+ million articles from 2,500+ journals and 39,000+ books                   |
| Embase           | Biomedical and pharmacological database   | 32+ million records from 8,500+ journals, conference proceedings, and books   |
| Cochrane Library | Collection of databases containing systematic reviews and evidence-based healthcare information | 10,000+ systematic reviews on healthcare topics                               |

### CONCLUSION

One of the marketing industry's most contentious concerns is how celebrity endorsements affect consumer behavior. The attitudes and behaviors of customers towards a product are greatly influenced by celebrity endorsements, according to research on a range of skincare products. According to a review of pertinent studies, celebrity endorsement can improve brand awareness, brand image, perceived value, and purchase intention. The investigation also found that factors like credibility and product participation may further restrict or lessen the impact of celebrity endorsement. According to the findings of a recent systematic literature review by Kaushik and Rahman [17], the success of various celebrity endorsements depends on the type of celebrity, the product, and the target market. This is true even though celebrity endorsement is a well-liked marketing strategy. According

to Sharma and Shukla's study [18], the influence of celebrity endorsement on consumers' purchasing decisions is significant and is mediated by traits like dependability, attractiveness, and knowledge. According to a study by Javed et al. [19], celebrity endorsement has the power to positively influence consumers' purchase intentions for already-existing commodities. Customer attitudes and purchase intentions are highly influenced by celebrity endorsement of the product, according to research on a number of skincare items. According to the survey's findings, consumers are more inclined to purchase a skincare product if it is endorsed by a celebrity, particularly if the celebrity is regarded as dependable, beautiful, and knowledgeable about skincare. A customer's brand awareness, brand perception, and perceived value of the product are among the factors that partially mediate the

impact of a celebrity endorsement on the customer's desire to purchase. According to the study's findings, customers' propensity to buy may be less affected by celebrity endorsement if the product is involved and the endorsement is credible.

It is reasonable to conclude that celebrity endorsement is an effective marketing strategy with the potential to change consumer attitudes and behaviors in favor of a product based on the findings of the literature study and the assessment of a few skincare items. These results were arrived at after looking into specific skincare products. However, a few factors that can impact how successful an endorsement is include the type of celebrity, the product, and the buyer. To maximize the influence that celebrity endorsement has on customer behavior, marketers must be extremely attentive when selecting the correct celebrity endorsers and should take into account a number of qualities, including dependability, beauty, and knowledge. In order to reduce the effect that celebrity endorsement has on purchase intent, marketers should also concentrate on increasing brand awareness as well as brand image and perceived value. They must also consider the number of products involved and the endorser's trustworthiness to make sure that the influence of celebrity endorsement is not only beneficial but also long-lasting. In summary, a well-known celebrity endorsing a product is an effective marketing tactic that has the potential to significantly affect consumers' perceptions of and behavior towards the in-question product. According to the findings of a study done on a variety of skincare products, the impact of celebrity endorsement can be mediated or moderated by a variety of different factors, so marketers must carefully take into account each of these factors in order to maximize the impact of celebrity endorsement. The effects of celebrity endorsement across a variety of product categories and cultural situations need to be further investigated.

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