

THE INFLUENCE OF CELEBRITY ENDORSEMENT ON CONSUMERS' ATTITUDE AND PURCHASE INTENTION TOWARDS SKINCARE PRODUCTION IN MALAYSIA

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ABSTRACT: *The study's goal is to determine how celebrity endorsement affects Malaysian consumers' attitudes and intentions to buy skincare products. Since customers now largely rely on celebrity endorsement to influence purchasing decisions in almost every business, celebrity endorsement is not, in reality, a new phenomenon. Even though the market for skincare products has a vast potential to be exploited, corporations have yet to seize this niche via celebrity endorsement. Basically, there hasn't been much study done to recognize the significance of celebrity endorsement in this industry. This research combined descriptive and quantitative methods with a self-administrated survey as the primary data-gathering tool. A 5-point Likert scale was used to measure all of the things that were being looked at, and the questionnaire was written in English. Respondents were chosen using the convenience sample method, and 360 sets of valid questionnaires were collected for statistical analysis. SPSS version 20.0 was used to look at preliminary statistical analyses (Statistical Package for the Social Sciences). Using descriptive analysis, the background of the respondents' demographics was looked at. Exploratory factor analysis, item-total statistics, and reliability statistics were used to check the validity and reliability of all concept assessments. Pearson correlation and regression analysis were used to figure out how the variables in the study were related to each other and how they affected each other. The research showed that celebrity endorsements of skincare products in Malaysia had a positive effect on attitudes and plans to buy when attractiveness and dependability were taken into account. The research indicated that the most significant element influencing attitude and buy intention was the credibility of a celebrity endorsement. The study offered implications in order to provide potential improvements in celebrity endorsement of skincare goods in Malaysia. The study's last portion includes its limits and ideas for the future.*

Keywords: *Celebrity endorsement, Consumers' attitude, Skincare products*

1. INTRODUCTION

Because of the changes in lifestyle, businesses all over the globe are devoting money to celebrity endorsement of their products as a kind of marketing communication in the twenty-first century [1]. The underlying concept is that it may affect customers' memory and learning preferences, which makes marketing communication successful. Since the brand message may not have persuaded customers of the recommended product or service, marketers leverage celebrity endorsement to boost commercial performance [2]. Furthermore, celebrity endorsement may also improve how customers view a company. This is because superstars may elicit positive feelings from their fans by displaying their personality and beauty. Similarly, to this, the reputation of celebrities may aid in the development of a company's brand image [3]. since customers are more likely to associate a business with their favorite celebrities. Because of the aforementioned factors, celebrity endorsement has become one of the most effective strategies used by businesses to boost performance in the face of fierce competition. One of the main benefits is that businesses' sales may be increased since it is simple to influence customers' attitudes in the market in a good or favorable way [4]. A Harvard Business School study found that securing a well-known celebrity endorsement improved sales by the firm by \$10 million yearly and led to a 0.25 percent gain in stock returns [5]. Despite any alterations or enhancements to the smell or packaging of Chanel goods, Nicole Kidman, a former Chanel endorsement, raised sales by around 20%. Therefore, it is evident that celebrity endorsement has a significant impact on consumer behavior.

Even every business is being forcefully shifted to use celebrity endorsements. Michael Jordan, an American professional basketball player, promoted products for Western nations such as McDonald's, Quaker Oats, PepsiCo, and Sara Lee, which led to an increase in the stock prices of these companies [6]. Additionally, in an effort to boost sales, American celebrities Beyoncé Knowles and Justin

Timberlake inked endorsement deals with PepsiCo and McDonald's, respectively, totaling around \$50 million and \$6 million, respectively. While in Asia, Wang Leehom, a famous Chinese person from Taiwan, promoted a variety of food and beverage goods, including McDonald's, Coca-Cola, Lay's Chips, and Wahaha filtered drinking water, which had a significant impact on the market. Similarly, PepsiCo has used a number of Asian celebrities for various commercial commercials, including Jolin Tsai, Kelly Chan, Show Luo, Jay Chou, Aaron Kwok, and Louis Koo.

In the skincare sector, Innisfree Green Tea is the brand of skin care products that sells the most well. Because of the celebrity endorsement of well-known actors Li Chen & Angelababy, the sales of Balancing skincare products have increased by 460 percent from 2014 to 2015. The sales of K-beauty skincare products in China reached RMB 8 billion in 2016 as a result of their rising popularity and wise choice of celebrity endorsers. Because of its celebrity endorsers, this skincare has gained popularity and created a stir in Malaysia and Singapore. To a greater extent, it even expanded outside online marketplaces and drew AEON, a renowned Malaysian store, which imported it and became the country's first shop to offer this product [7]. The Malaysian skin care products market has a lot of untapped potentials, according to researchers, and with the help of celebrity endorsements and Malaysian consumers' increasing attention to skincare, this market can flourish and serve the purpose of enhancing Malaysian consumers' well-being through the use of more skincare products. Therefore, it is essential to investigate how celebrity endorsement might affect Malaysian customers' attitudes and desire to buy skincare products.

Several studies have been conducted to investigate the value of celebrity endorsement in a variety of contexts, including how it influences a company's brand equity corporate loyalty, brand, advertising attitude, and the effectiveness of advertising and, most commonly, purchase intention [8]. The source credibility model is one of the most well-known and often-used methods for evaluating celebrity endorsements.

This model has qualities that made it appealing to endorsing parties, including a high level of understanding and reliability. This methodology has had significant use across a wide range of academic fields. Online companies, the tourism sector, telephones, sports products, items that are beneficial for the environment, and cosmetics are some of its components. Other components include: On the other hand, in Malaysia, this technique of celebrity endorsement hasn't really concentrated on cosmetics or skincare items [9].

According to earlier studies, the bulk of them focused on consumer items generally, and there aren't many studies specifically looking at skincare products in this context, particularly in Malaysia. In 2013, a study on the attitudes, knowledge, and use of cosmetic items among Belgian consumers [10]. That conducted research on Italian consumers' preferences and expectations for skincare products. In Germany, it evaluated consumers' intention to buy skincare products, while in Bangkok, the study carried out a similar study [11]. However, there haven't been many studies done on skincare products. Malaysia is next the impact of perceptual variations on customer purchase intention of skin care products in Malaysia has been studied by Rezai et al. [12]. On July 27, 2015, at 05:45 AM Eastern Daylight Time, Global Cosmetics Market 2015-2020 reported the worldwide market for cosmetics was \$460 billion in 2014 and is projected to reach \$675 billion by 2020, rising at a pace of 6.4 percent. Of the cosmetic items, skincare has the biggest market share, while oral cosmetics will have the fastest growth over the anticipated period.

In Malaysia, the number of pharmaceutical skincare brands is surging. Such items are sold by merchants with a focus on health and beauty, such as Watson's and Guardian's. Brands that specifically address skin issues are becoming more prevalent on the shelves of these retail establishments. In order to avoid skin issues, consumers have also shown greater acceptance of dermatological brands. The market for skincare products is expanding quickly, according to the Global Cosmetic Market 2015–2020. Focusing specifically on Malaysia, skincare company Cetaphil Skin Care (cetaphil.com.my) said that the country is a major market for skincare goods. Previous research did not find a connection between celebrity endorsement and consumers' attitudes and intentions to buy skincare products as evaluated by the source credibility model. The precise subject of the impact of celebrity endorsement that is explicitly studied at the customers' attitude and buy intention has generally seldom been undertaken often [13]. Understanding whether celebrity endorsement may affect Malaysian consumers' attitudes and purchase intentions on skincare goods is crucial since the market for skin care products is another significant one owing to the rapidly increasing demand.

2. LITERATURE REVIEW

The practice of using famous individuals to promote a certain product, service, or brand is known as "celebrity endorsement," and it is one of the marketing strategies [1]. A celebrity is a person who enjoys receiving a significant amount of attention from the general population. The author continued by explaining that a celebrity is a well-known individual whose accomplishments are unrelated to the item that they are endorsing in the sense that they are promoting. A famous person could be, among other things, an athlete, a performer, or an actress. Celebrities come in many shapes and sizes. A celebrity endorsement is a term used to describe

when a famous person publicly supports the products or services of a certain firm. A well-known individual who appears in advertisements alongside a product in order to sell more of that product is known as a celebrity endorsement [3]. A celebrity endorser is "a well-known person who utilizes their popularity to promote a product or appear with it in an advertising," according to the definition provided by the Urban Dictionary [14]. In light of the findings of this research, we can say that a "celebrity endorsement" refers to a well-known someone who makes use of their reputation to sell skincare goods.

Celebrity endorsement is significant in the marketplace because it has the power to influence how buyers see the value and distinctiveness of a product or service [15]. This is mostly due to the celebrity endorsers' success in building the brand's reputation for dependability and trust. Additionally, celebrity endorsements may increase the impact of advertising. Because of the distinctiveness that a celebrity endorsement creates, a commercial may communicate more effectively while using fewer messages. Additionally, celebrity endorsement is a convincing promotional strategy for marketing purposes since, in comparison to not employing celebrity endorsement, it may influence customers' brand awareness, brand recall, buy intentions, and purchasing behavior [16]. This is due to the fact that celebrity endorsement helps to affect the consumer's memory and learning style, both of which are essential for the effectiveness of marketing communication. As a result, marketers use celebrity endorsement to influence customers' brand identification, brand recall, buy intent, and purchase behavior for endorsed goods and services.

Ohanian developed the source credibility model to evaluate the efficacy of celebrity endorsers, particularly in the advertising process. The most appropriate model to use in order to comprehend the impact of celebrity endorsement in print ads is the source credibility model [17]. This is because the information from a reliable source, like a celebrity, may have an impact on customers' ideas, views, attitudes, and behavior. This process, which Abdullah and Bushan [13] refer to as internalization, occurs when the source is accepted by the receivers and is impacted by their own attitudes and value systems.

Furthermore, according to Ohanian [17], celebrity endorsers often serve as a middleman to express a communicator's favorable traits, which may have an impact on how well a message is received by the intended audience. The rationale is that the majority of customers see celebrity endorsement as the main information source. In other words, when it comes to making a purchasing choice, many buyers will significantly depend on celebrity endorsement. The credibility that a celebrity endorsement has might thus be a key factor for the advertising. Veen and Song [18] also agreed that the main factor in obtaining endorsement efficacy is the endorser's credibility.

The three elements that make up the source credibility model are trustworthiness, competence, and attraction. As said, this paradigm is essential to a message's persuasiveness, particularly in print advertising. In order to accomplish promotional efficacy, this model is dependent on the perception of an endorser's degree of beauty, knowledge, and reliability [17]. This shows that the likelihood of attaining marketing effectiveness and producing the desired return on investment for the firms increases with the perception of celebrity endorsers' beauty, skill, and trustworthiness.

One factor in the legitimacy of a source is attractiveness. "Attractiveness is an informational notion that contains effects that are indirect, pervasive, and certain; provides a clear pattern of genuine distinctions; and best culture in its impacts," writes Shaista et al.[19]. The three physical qualities of resemblance, familiarity, and likeability are found in source attractiveness [15]. When the source and recipient of communication have similar requirements, objectives, interests, and lifestyles, it is referred to as similarity [17]. Likeability is defined as the source's love owing to his or her physical appearance, behavior, or other good attributes, while familiarity is defined as the source's exposure to information. "Beauty," "elegance," or "style" are some of the characteristics of source appeal that might boost the advertising message.

One further aspect that contributes to the trustworthiness of a source is its level of expertise. According to Syed and Raja (2014), the expertise of an endorser consists of the individual's knowledge, experience, and abilities about the brand that is being marketed. Additionally, a celebrity who endorses a product is regarded as an expert in their field if they are able to market the product within their specialty (Shaista, Aroobah & Maria 2016). A good illustration of this is the authority that is accorded to sportsmen when it comes to the recommendation of goods associated with sports. According to Ohanian [17] one definition of expertise is the capacity of a source to be "qualified," "professional," or "expert." According to Sertoglu, et al., [8] expertise denotes the likelihood that the endorser is viewed as having the necessary knowledge, experience, or abilities to sell the product. It is the most influential element for endorsement success because consumers regard expertise as a source of valid assertions. This means that when a celebrity endorser feels greater knowledge in the field being advertised, he or she has a greater capacity to make legitimate claims about the endorsed products or services. Therefore, it is able to alter consumers' perceptions of the recommended items or services. Additionally, celebrity endorsers with a higher perception of their own competence are more compelling and produce greater brand buy intent [20]. Jain and Roy [21] noted that expert celebrities are more likely to recall product knowledge than non-expert celebrities. The final component of the source credibility model is reliability. Lester and McDonald [22] defined trustworthiness as a source's honesty, integrity, and credibility. According to them, credibility may also be defined as the extent to which the audience recognizes the validity of the message. They noted that by sharing the professional and personal lives of celebrity endorsers to the public through mass media, the target audience's trust may be increased. Further, the writers emphasized that if the endorser is driven only by personal benefit and has nothing to gain by recommending the brand or product, the endorser's credibility would be diminished. In addition, the terms "honesty," "addiction," and "sincerity" might be used to define trustworthiness [23]

Trustworthiness is another essential component in the success of celebrity endorsements since it is the amount of trust customers have in a communication's goal to give the truest statements [17]. This leads to advertisers or marketers being more concerned with the importance of trustworthiness, and endorsers who are renowned for their honesty, believability, and reliability are always the first priority when selecting celebrity endorsers [18]. Similarly, when consumers encounter doubtful messaging sources,

they will see the celebrity endorser as untrustworthy regardless of their other attributes. Lester & McDonald [22] noted that the credibility of a celebrity endorser is affected by their ethnicity, as people like to trust those who are similar to them. Sallam & Algammash [24] claim that since the 1960s, the attitude has played a crucial role in marketing research. It is an individual's own assessment of a thing. The phrase "relatively wide and lasting appraisal of an object, topic, person, or action" is another definition for attitude. According to them attitude is described as "a taught tendency of humans." they expanded on attitude by defining it as "a particular personal appraisal, emotional sensation linked, and action predisposition toward certain things or ideas." Sallam & Algammash [24] cite two main factors as the foundation of this ongoing interest. First off, since attitude is often a consistent and long-lasting inclination for customers to act in a certain manner, it may be a good indicator of how customers will behave toward a product or service. Second, there are a variety of theoretical models related to attitude construct that can be found in the literature of social psychology, thus attitude research in marketing may be improved. According to Jain & Roy [21] earlier studies have focused on attitudes toward certain variables, including attitudes toward advertisers, advertisements, and brands. The current research, however, only focuses on attitudes regarding brands and advertisements.

Consumers' positive or negative responses to a particular commercial are described as attitudes toward advertising in the context of the advertising business. According to Rezai et al. [12] the emotional shift that occurs after seeing an advertisement explains how attitudes regarding advertisements change. An important determinant of advertising efficacy is one's attitude toward advertisements. The cause is that consumers' perceptions of advertisements are mirrored in their cognitive abilities, which ultimately affects how they feel about advertisements. they found attitudes regarding advertisements might exhibit emotional responses and judgments. After seeing the advertising, some people may experience satisfaction, and other people may judge an advertisement's legitimacy. Sallam and Algammash [24] claim that after seeing an advertisement, customers' responses, such as their encouragement of others to buy the brand and their behavior toward the advertisement, help to gauge the impact of the commercial.

Attitude towards Brand

After being exposed to advertising, customers' attitudes about a brand are defined as their positive or negative responses). According to Rezai et al. [12] a consumer's opinion toward a brand can be either favorable or negative. The writers went on to emphasize that this attitude is a personal recognition and emotional component of a company's advertising brand. they also said that brand attitude is a "relatively lasting, unidimensional summary appraisal of the brand that presumably energizes behavior." Additionally, they defined attitude toward a brand as one's a positive or negative personal appraisal, emotional reaction, and behavior propensity following the watching of an advertisement. As a result, this study defines attitude toward a brand as a general assessment of customers' perceptions of a brand of skincare product. The foundation of brand image, a key component of brand knowledge, and a type of brand association are all regarded to be attitudes about brands [8]. The authors go on to discuss how this attitude may be affected by views about product-related properties like

certain product features or non-product-related product attributes like packaging, pricing, and user or usage images. Shaista et al. [19] assert that brand attitudes play a significant role in determining purchase intentions since they can foster favorable perceptions of a specific brand.

Purchase Intention

The possibility that a consumer would visit a company that provides services or make a purchase from that company is an example of what is meant by the term "purchase intention." This decision is influenced by the client's perceptions of the benefits and value offered by the company [3]. Shaista et al.[19]. defines purchase intention as the chance that a consumer would behave in a specific manner in the future if they buy an item that is promoted. This possibility is based on the customer's likelihood of purchasing the advertised item. According to Gupta et al. [3] a person's purchase intention is the action they do after making a deliberate choice to acquire a certain brand of product. This action involves making an attempt to buy the brand in question. According to Rezai et al. [12] purchase intention may be used to determine the likelihood that a consumer would purchase a certain product. You may also make educated guesses about what customers will decide to purchase based on this information.

3. RESEARCH METHODOLOGY

In order to ascertain the impact of celebrity endorsement on consumers' attitudes and purchase intentions in the context of skincare products in Malaysia, this study used a cross-sectional design as its data-collecting technique. This approach was chosen since the study was only done once and only provided a picture of a certain period of time. The communication strategy used in this study was self-administered. Google Forms was used to deliver online surveys that respondents may complete without an interviewer using social media. This approach was chosen because it offered advantages including cheap cost per completion, more sample accessibility, quicker data collecting, and respondents' freedom to react when it was convenient for them [25]. Self-administered surveys needed little to no employees to collect data, therefore they were less expensive than other approaches. Additionally, this approach makes it simple for the researcher to reach the target sample, which cuts down on the time needed for data collection. The questionnaire was created with a clear and basic framework to make it easier for responders to complete it. Regarding confidentiality, all responses from the respondents were kept private and solely utilized for academic purposes.

Through online social media platforms like Facebook, Instagram, and WhatsApp, the researcher immediately delivered the questionnaire to the responders. The respondents might so answer whenever it was most independent of one another and the number of factors involved may be narrowed down. The chi-square value in this table is around 5459.321, and there are 210 degrees of

freedom. The significance level is 0.0001, which indicates that the test is extremely significant. We are able to conclude that the variables are interdependent and may be segmented into a smaller number of factors or components if we disagree with the null hypothesis, which states that the variables are independent of one another. convenient for them. Additionally, starting at the beginning of October 2018, the researcher spent around two weeks gathering her data via online social media. The purpose of the current study and general guidance was made explicit in the online survey in order to guide the respondents while they were responding to the questions. All of the respondents were made aware that taking part in the survey was completely optional. The responders were also told that all the information they had submitted would be kept private and would only be utilized for academic purposes.

In this investigation, the statistical analysis of the descriptive analysis, reliability test, coefficient analysis, and regression analysis were all carried out using SPSS version 20.0. The particulars of these statistical investigations will be the topic of discussion in the next chapter. An examination of the respondent profiles was carried out as part of a descriptive study. In order to determine how well the measurements of each variable fit together, a reliability test was carried out. After using coefficient analysis to look at the relationship between the suggested variables in this study, regression analysis was done to determine how important the independent factors and dependent variables were. This was done after coefficient analysis was used to look at the relationship between the suggested variables.

4. DATA ANALYSIS

The outcomes of Bartlett's Test of Sphericity are shown in Table 1, as seen there. This is a statistical test that is used to determine if the correlation matrix of a collection of variables is substantially different from an identity matrix. The test looks at the degree of difference between the two matrices. In other words, it determines whether or not the variables are connected to one another and whether or not they can be reduced to a smaller number of elements or components. The estimated value of the chi-square statistic as well as the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is included in the table. The KMO measure of sampling adequacy has a range from 0 to 1, and it demonstrates the degree to which the variables share the same variance. When the result is very near to 1, the variables in question are significantly connected to one another and may be used in factor analysis. This table has a KMO rating of 0.933, which is excellent and demonstrates that the data may be used for factor analysis.

The estimated value of the chi-square statistic, the number of degrees of freedom (df), and the significance level are all indicators of the relevance of the test as a whole (Sig). A value of significance (p.05) indicates that the variables are not

Table 1: Barlett’s Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.933
Approx. Chi-Square		5459.321
Bartlett's Test of Sphericity	df	210
	Sig.	0

The item analyses and information on the reliability of the scales are included in Table 2 for each component of the study. The table provides not only the mean and standard deviation for each item but also the Cronbach's alpha for the complete scale as well as each item that was removed from consideration. Cronbach's alpha coefficient is a measure of internal consistency that indicates the degree to which different items on a scale are connected to one another and measure the same notion. The range of possible mean scores on the attractiveness construct is from 3.53 to 4.06, and the standard deviation might fall anywhere from 0.907 to 1.094. The complete scale has a Cronbach's alpha of 0.863, which shows that there is a high degree of internal consistency within the scale.

The standard deviation for the Expertise construct ranges from 0.988 to 1.115, while the mean scores for the Expertise construct range from 3.44 to 3.79. The fact that Cronbach's alpha for the whole scale is 0.864 also indicates that it has a high degree of internal consistency. The standard deviation ranges from 0.828 to 0.905, while the mean score ranges

from 3.49 to 3.91, indicating that trustworthiness may be measured using a range of values. The overall Cronbach's alpha score for the scale is 0.829, which shows that there is a satisfactory level of internal consistency. When it comes to the concept of Attitude Towards Advertising, the mean scores range anywhere from 3.78 to 3.79, with the standard deviation falling anywhere from 0.862 to 0.940. The complete scale's Cronbach's alpha is 0.901, which shows that there is a high degree of internal consistency in the measurement.

The internal consistency of the Attitude towards Brand construct is quite high, as shown by the high Cronbach's alpha value for the complete scale, which is 0.877. The purchase intention construct has mean scores that range from 3.23 to 3.80, with a standard deviation that falls anywhere between 0.97 and 1.08. The entire scale's Cronbach's alpha is 0.900, which suggests that there is a high degree of internal consistency in the measurement. However, Cronbach's alpha values for each item are not reported because their use is pointless for scales that have fewer than three components.

Table 2: Items Analyses and Scale Reliability

Attractiveness	Mean	Std. Deviation	Cronbach’s Alpha
Attractiveness			0.863
AT 1	3.69	0.916	
AT 2	4.06	0.907	
AT 3	3.53	1.094	
AT 4	3.84	1.094	
Expertise			0.864
EX1	3.79	0.988	
EX2	3.7	1.018	
EX3	3.44	1.115	
EX4	3.68	0.999	
Trustworthiness			0.829
TR 1	3.79	0.857	
TR 2	3.86	0.828	
TR 3	3.49	0.905	
TR 4	3.91	0.828	
Attitude towards Advertisement			0.901
AA 1	3.78	0.862	
AA 2	3.79	0.878	
AA 3	3.78	0.94	
Attitude towards Brand			0.877

AB 1	3.68	0.865
AB 2	3.74	0.906
AB 3	3.77	0.865
Purchase Intention		0.9
PI 1	3.23	1.008
PI 2	3.6	0.999
PI 3	3.8	0.977

Table 3 shows the correlation coefficients between the variables included in the study. The variables are Attractiveness (AT), Expertise (EX), Trustworthiness (TR), Attitude towards Advertisement (AA), Attitude towards Brand (AB), and Purchase Intention (PI). The correlation coefficient is a statistical measure that represents the strength and direction of the relationship between two variables. The values range from -1 to +1, where -1 represents a perfect negative correlation, 0 represents no correlation, and +1 represents a perfect positive correlation. In this table, the correlations between the variables are presented in a matrix format. The correlation coefficients that are significant at the

0.01 level (2-tailed) are denoted by **. For example, the correlation coefficient between Attractiveness (AT) and Expertise (EX) is .523**, which means that there is a positive and significant correlation between these two variables. Similarly, there is a positive and significant correlation between Attitude toward Advertisement (AA) and Attitude toward Brand (AB) ($r = .807^{**}$), indicating that individuals who have a positive attitude toward the advertisement are also likely to have a positive attitude towards the brand.

Table 3: Correlations between Variables

Variables	AT	EX	TR	AA	AB	PI
Attractiveness (AT)	-					
Expertise (EX)	.523**	-				
Trustworthiness (TR)	.506**	.577**	-			
Attitude towards Advertisement (AA)	.527**	.565**	.635*	-		
Attitude towards Brand (AB)	.499**	.455**	.574**	.807**	-	
Purchase Intention (PI)	.492**	.451**	.567**	.782**	.735**	-

** . Correlation is significant at the 0.01 level (2-tailed).

Regression analysis is a tool used to test the hypotheses based on the significance, signs, and magnitude of estimated coefficients in order to assess the influences between independent variables and dependent variables P-value is a determinant of identifying the significance of each hypothesized path in the regression model as it used to test null hypotheses. A p-value that is lower than 0.05 is indicated the rejection of null hypotheses. Moreover, the value of beta coefficients reflected the nature and magnitude of the influence on the dependent variable and it can be either positive or negative for the sign of beta coefficients. Tables 4, 5, and 6 presented the result of hypotheses testing for the eight developed hypotheses from the researcher in the current study. The result of the developed hypotheses was reviewed according to the conducted regression analysis.

Hypotheses 1 to 3 were tested to examine the roles of Celebrity Endorsement in predicting Attitudes toward Advertisement. The influence of Celebrity Endorsement (i.e., Attractiveness, Expertise, and Trustworthiness) on Attitude toward Advertisement was concluded in Table 4. According to the result in Table 4, Attractiveness and

Trustworthiness are significantly influencing the Attitude toward Advertisement, therefore, two of these proposed hypotheses were supported. Whereas, expertise, it shows that there is no influence in Attitude towards Advertisement. In the result, attractiveness ($\beta = 0.250$, $p < 0.000$) was found as a significant factor of Attitude toward Advertisement. This indicated Attractiveness was positively correlated and predictive of Attitude towards Advertisement, thus, hypothesis 1 was supported. While Expertise ($\beta = 0.099$, $p < 0.064$) was proved as an insignificant factor of Attitude towards Advertisement. Despite the result has shown that Expertise was positively correlated with Attitude toward Advertisement, it was not predictive of Attitude toward Advertisement. Therefore, hypothesis 2 was rejected. Additionally, Trustworthiness was found to be the best factor as it reported the greatest influence ($\beta = 0.390$, $p < 0.000$) on Attitude toward Advertisement among the other two factors with the highest standardized beta value, therefore, hypothesis 3 was also supported.

Table 4: Hypotheses Testing: The Influence of Celebrity Endorsement on Attitude Towards Advertisement

Paths	Hypotheses Direction	Standardized Coefficients (β)	P value	Supported
H1: AT → AA	+	.250	.000	Yes
H2: EX → AA	+	.099	.064	No
H3: TR → AA	+	.390	.000	Yes

Trustworthiness ($\beta= 0.401, p < 0.000$) was found to be the best factor in influencing Attitude toward Brands as compared to Attractiveness ($\beta= 0.207, p < 0.000$) and Expertise ($\beta= 0.225, p < 0.000$) as it obtained the highest standardized beta value. This showed that the greatest

influence on Attitude towards Brands will be performed by the Trustworthiness of a celebrity endorser, but Attractiveness and Expertise had lesser influence as compared to Trustworthiness. Therefore, hypotheses 4, 5, and 6 were supported.

Table 5: Hypotheses Testing: The Influence of Celebrity Endorsement on Attitude Toward Brand

Paths	Hypotheses Direction	Standardized Coefficients (β)	P value	Supported
H4: AT → AB	+	.207	.000	Yes
H5: EX → AB	+	.225	.000	Yes
H6: TR → AB	+	.401	.000	Yes

The result presented that Attitude towards Advertisement and Attitude towards Brand significantly influence the Purchase Intention which resulted in the acceptance of the two proposed hypotheses. Among the two factors, Attitude towards the Brand posed the better performance ($\beta= 0.542, p < 0.000$) in influencing Purchase Intention as compared to

Attitude towards Advertisement ($\beta= 0.298, p < 0.0001$) as the standardized beta value is higher. In other words, Purchase Intention will rely more on Attitude toward the Brand and lesser on Attitude toward Advertisement in the current study. Thus, hypotheses 7 and 8 were supported in the study.

Table 6: Hypotheses Testing: The Influence of Attitude on Purchase Intention

Paths	Hypotheses Direction	Standardized Coefficients (β)	P value	Supported
H7: AA → PI	+	.298	.000	Yes
H8: AB → PI	+	.542	.000	Yes

5. CONCLUSION

The passage talks about the results of a regression analysis that was done to test hypotheses about how a celebrity endorsement affects how people feel about advertising, how they feel about a brand, and whether or not they plan to buy something. The study looked at how t attractiveness, expertise, and trustworthiness of celebrity endorsers affected these variables. Tables 4,5 and 6 show what the results of the regression analysis were. According to Table 5, attractiveness and trustworthiness were found to have a big effect on how people felt about advertising, but expertise did not. So, the first and third hypotheses were right, but the second one was wrong. Also, Table 8 showed that attractiveness, expertise, and trustworthiness had a positive effect on how people felt about a brand. This meant that Hypotheses 4, 5, and 6 were true. It was found that trustworthiness had the biggest effect on how people felt about a brand, while attractiveness and expertise had less of an effect. Table 6 showed how attitudes toward advertising and brands affected people's plans to buy, which led to the acceptance of hypotheses 7 and 8. It was found that how people feel about a brand has a bigger effect on their decision to buy than how they feel about advertising. The following policy implications can be drawn from the results of the regression analysis:

Companies can use celebrities who are both attractive and trustworthy to promote their products or services in a smart way. This can make people feel good about the ad and the brand, which can make them more likely to buy the product. The expertise of the celebrity endorser might not have a big effect on how people feel about the ad or brand, so companies shouldn't only rely on this in their advertising campaigns. Companies should focus on building a positive image of the celebrity endorser in terms of trustworthiness, expertise, and attractiveness to make people feel good about the brand. Companies should focus on building a positive

attitude toward the brand because it has a bigger effect on whether or not someone will buy than how they feel about ads. Companies should think carefully about using celebrity endorsers and make sure they are in line with the brand's values and image to make a bigger impact on how people feel about ads and brands. Overall, these policy implications can help companies create effective advertising campaigns that can change how consumers feel about their products or services and whether or not they plan to buy them.

6. REFERENCE:

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