

Celebrity Endorser and Consumer Buying Intention in Kelantan

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Abstract

This study was carried out in order to investigate the factors associated to celebrity endorser that influence consumers buying intention in Kelantan. The study measures three attributes as an independent variable consisting of trustworthiness, attractiveness and expertise. The objectives of this study is to determine the relationships between all these independent variables and consumers buying intention based on past literature reviews. For this purpose of the study, sets of questionnaire were distributed through online surveys. Consumers in Kelantan was selected to be the population for this study. This research used a non-probability and convenience sampling technique. Hypothesis were tested using regression analysis by using SPSS version 22. Based on the result from hypothesis ran by SPSS 22, only one independent variable was found to be significant which is attractiveness and the other two were found to be not significant. The possible reason why there is only one independent variable that is significant and accepted due to lack of literature review about the small scope and public expectation. The researcher should carry out more literature review as there may be other significant influenced through celebrity endorser in consumer buying intentions.

Keywords: Attractiveness, Celebrity Endorser, Expertise, Trustworthiness

Introduction

Nowadays, there are many marketing communication techniques that be used by company and brands in order to promote their products. In advertisements, many company designed their ads in order to make the ads looks interesting, ads could be in radio, social media, television and others where the publics can see the advertisements. Besides that, company also hire celebrity to become endorser of the products. Many companies such as Nike, Adidas, have used this technique and many others brand. Celebrity support is a powerful showcasing procedure in light of the fact that its affects brand awareness, attention, attitude, recall, and loyalty (Jin and Phua, 2014). Utilizing media of any sort without seeing celebrity endorsers is unprecedented. They are practically inescapable in print and digital platforms (Miller and

Laczinak, 2011). Celebrities appear in 15% of U.S. ads and 45% of Taiwanese ads. In 2013, 19 celebrities were used as endorsers in Super Bowl ads; that number rose to 38 in 2016. In 2006, \$2 billion was spent on U.S. big name promoting (White and Wilbur, 2009), and Nike burned through \$2.4 billion on celebrity supports in 2011. It is said that the current society is energetic with celebrity (Schickel 1985). This has resulted to the use of celebrities by more brands to separate their picture and create an upper hand (Illicic and Webster 2015). Right off the bat, it is significant for organizations to pick the reasonable celebrity endorser to have an idealized commercial crusade the personality of the celebrity must match the picture of the product to draw the utmost attention to the ad.

The celebrity must therefore be sufficiently recognizable to attract attention, but it does not view the product itself. The primary attraction should be the object, not the celebrity. Celebrity support is a powerful showcasing procedure in light of the fact that it affects brand awareness, attention, attitude, recall, and loyalty (Jin and Phua, 2014). Utilizing media of any sort without seeing celebrity endorsers is unprecedented, they are practically inescapable in print and digital platforms (Miller and Laczinak, 2011; The New York Times, 2008).

The celebrity should be recognizable enough without overshadow the product that they carried (Choi and Rifon, 2007). Past research discoveries found that celebrity endorser can negatively affect buying intention, the product and even the celebrity, particularly through shadow effect or multiple products endorsement. Another example model that will work here is the Nigerian Television Authority's news report of 30 December, 2009 of the loss of over \$12 billion by the financial specialists of company whose notification Tiger Woods had endorsed, due to scandals including him also, the risk of damaging brand image is especially high for new brands or brands that have a strong association with the celebrity endorser (Till and Shimp, 1998). Since past research has exhibited that using a celebrity endorser with an appealing public image can reduce purchasers' self-esteem and have negative impact towards consumer buying intention. Unexpectedly, having a celebrity endorser with an unattractive public image could possibly extend customers' self-esteem and give positive on consumer buying intention (Sääksjärvi, Hellén, and Balabanis, 2016). Other than that, celebrity endorsers with field knowledge are more persuasive about the quality of the item (Aaker, 1997). In like way, the appearance of a celebrity may not guarantee convincing advancement, especially if there is no relationship or consistency between a celebrity and the endorsed brand. Other than that, when the celebrity is an expert in the sector, the greater the celebrity's expertise the greater the efficiency (Amos, Holmes, and Strutton, 2008).

Studies conducted by previous researchers have demonstrated that celebrity endorsers materially improve financial returns for the companies (Erdogan, Baker and Tagg, 2001). These findings show how celebrity endorsers have helped companies to promote the product and provide return on investment. Therefore, the variable of trustworthiness, attractiveness and expertise will be the determinants that should be investigated in consumer buying intention.

Literature Review

Studies have demonstrated that celebrity endorsers can have a more beneficial outcome on purchasers' purchasing goal than non-celebrity (Byrne, Whitehead, and Breen, 2003). However, Ahmed, Farooq and Iqbal (2014) clarified that commercials that are embraced by

popular celebrity are viewed as more appealing than the promotions that are non-supported. Concentrate reasoned that there is a noteworthy effect of celebrity endorsement on consumer purchasing conduct. Therefore, the findings not state how effective the ads are by using celebrity as endorser. The article composed by Khan, Sabri and Nasir (2016) considered the role of celebrity endorsement and consumer buying intention with mediating job of brand performance in FMCG division of Pakistan. This article clarified that the role of celebrity endorsement affect consumer buying intention in Pakistan, every country has different cultures and perception, the articles cannot measure does everyone have the same perception towards consumer buying intention due to celebrity endorsement. It referenced that celebrity endorsement emphatically affects the shopper purchasing Intention. Kulkarni (2014) clarified that validity of celebrity endorser in notice settles on the consumer purchasing choice much progressively simpler. Moreover, study uncovers that celebrity endorsement affects consumer way of life as it builds the self-esteem of customers. Having a celebrity endorser with an ugly public image could conceivably build purchasers' confidence and positively affect purchasing expectations (Sääksjärvi, Hellén, and Balabanis, 2016). Results presumed that celebrity endorsed advertisements lead to brand recognition and customer can easily recall that brand for longer time. This statement could be wrong if the celebrity endorsed many brands and products as the consumer cannot focus or confuse with the celebrity him or herself. Respondents of the exploration accept that they have clear understanding that celebrities do not utilize the products that they themselves endorsed. Results expresses that a large portion of customers accept that products supported by famous people have regularly great or low quality.

Trustworthiness

Trustworthiness refers to the "honesty, integrity and acceptability of an endorser" (Erdogan, 2001). Customer has commonly a thought that famous people are trustworthy source of communicating information (Goldsmith et al., 2000). It is general rule an individual you trust upon is a source to effectively persuade you to put stock in unseen thing, that individual is more credible than some other in network. What is more, if such individual is additionally a specialist in the field for which the individual is upholding is progressively influential. It is support to "the degree to which the beneficiary considers to be as having relevant knowledge, skills, or experience and the source to give fair-minded, objective information" (Belch and Belch, 2004). In comparable measures, a celebrity in message of commercial become extremely convincing in the event that it is passed judgment on that who is the speaker, who is stating, what amount is that individual credible. Celebrity in a notice with mastery is increasingly trustworthy or authentic (Hung, Chan and Tse, 2011). Erdogan (1999) argued that celebrity endorser's believability is anything but a valuable source however an important source having psychological and positive effect on consumer buying intention. It is trustworthiness upon celebrity that additionally decreases the impacts of bits of gossip or awful. A fascinating factor for expanding trust on big name is affirmed by Desphande and Stayman (1994) ethnic status since dimension of certainty on individuals like them is essentially high than that of endorser from some other ethnic gathering. It implies that the celebrity has a place with similar region; having same way of life with targeted group is viewed as increasingly valid. Ohanian (1990) to evaluate the effect of these endorsers by measuring their credibility, a tool has been created. This study disclosed that the perceived brand experience of celebrities was linked to the American respondents ' buy intention. Although the findings stated that, the attractiveness and trustworthiness dimensions did not influence

the intention to buy. Pornpitakpan (2004) showed that all these three dimensions (expertise, attractiveness and trustworthiness) are positively related with purchase intention for Singaporean consumers.

Studies have shown that strong emotional bonds between a consumer and a celebrity enhance the perceived trustworthiness of the celebrity (Thomson, 2006). Thomson (2006) found that strong EA to a celebrity positively affected feelings of trust. Other studies have found that liked celebrities were also trusted (Friedman & Friedman, 1979). Ohanian (1990) reported that perceived likability had strong positive correlations to perceived trustworthiness of an endorser. Therefore, the current study proposed the following:

H1: There is significant between celebrity trustworthiness and consumer buying Intention in Kelantan.

Attractiveness

Credibility refer to the certainty that the celebrity passes on to people in general; expertise is connected to the information and experience that the endorser has on a specific subject; and engaging quality is related with physical appearance, magnificence and thoughtful nature (Ohanian, 1991). At the point when shoppers accept that the endorser reflect their romanticized self-idea and self-image, the assessment of the ad is positive and expands item buy expectations (Choi and Rifon, 2012). Kamins (1990) proposes that endorsers are increasingly powerful when there is a "fit" between the endorser and the embraced item. The majority of the experimental work on the coordinate theory has concentrated on the physical attractiveness of the endorser. For the most part, coordinate research has concentrated on the proper match between an endorser and a product dependent on endorser physical appeal (Kahle and Homer, 1985; Kamins, 1990). Expect an appealing endorser to have a beneficial impact on the approach of the brand and the purchasing intentions; however, the matching hypothesis predicts that the appealing endorser will be more efficient for a product used to improve its attractiveness (Kahle and Homer, 1985; Kamins, 1990; Patzer, 1983). In particular, the match-up hypothesis predicts that attractive endorsers are progressively effective when elevating items used to improve one is engaging quality. In spite of the fact that Kahle and Homer (1985) found that utilization of an attractive celebrity increase attitude toward the endorsed brand, their trial of the match-up hypothesis was deficient as they didn't likewise show that an appealing celebrity is less compelling when endorsed a product not used to improve one's engaging quality. Erdogan (1999) consumers tend to have favorable stereotypes about individuals that are physically appealing. Research has shown that if communicators are physically appealing rather than unattractive, they are more likely to alter views. Other study demonstrates that appealing endorsers are better than unattractive endorsers to generate purchasing intention. McGuire (1985) argues that the message's efficacy is extremely dependent on the endorser's resemblance, familiarity and liking. It is suggested that an endorser's physical appeal affects the efficacy of persuasive communication. This is achieved by means of a method called identification that occurs when a customer accepts the data provided by the appealing endorsement merely because the customer wishes to identify with the endorsement (Cohen & Golden, 1972). Kamins (1990) set up a full trial of the match-up hypothesis – appealing/ugly celebrity crossed with product used to upgrade/not used to improve one is engaging quality. Ohanian (1991) found that of endorser source attributes physical appeal, reliability, and aptitude, skill was most intently connected with plan to buy the embraced item. Erdogan (1999) argues that attractiveness

involves not only physical attractiveness, but also concepts such as intellectual abilities, character characteristics, lifestyle, athletic performance and endorsement abilities. Celebrities with excellent sporting performance can be appealing because customers respect their accomplishment deeply and are therefore drawn to them. Hovland et al. (1953) claims that message effects rest on the expertise and trustworthiness of an endorser. This model argues that endorsers considered to have expertise and be trustworthy are credible and persuasive. From Ohanian (1990), claims that message effects rely on the attractiveness, expertise, and trustworthiness of an endorser, arguing that more attractive and more credible endorsers are more persuasive.

Endorser likability, similar to EA, correlates to attraction. Known and liked endorsers are attractive, and people tend to like a physically attractive endorser (McGuire, 1985). Studies by Kamins (1990) and Ohanian (1990) have found that likability has strong positive correlations to attractiveness. Therefore, the current study proposed the following:

H2: There is significant between celebrity attractiveness and customer buying intention in Kelantan.

Expertise

Celebrity brand harmoniousness or match-up and the social establishments of endorsement known as significance move (Friedman and Friedman, 1979; Kahle and Homer, 1985; Kamins, 1990; Till and Busler 1998; McCracken, 1986). The match-up hypothesis proposes that congruency between celebrity image and endorsed product image leads to more positive ad effects than incongruence. In other words, celebrity endorsement is more effective when the attributes of an endorser are congruent with the attributes of an endorsed product (Misra & Beatty, 1990). However, the concentrate found that expertise could be more powerful than attractiveness for celebrity endorsers, referring to Michael Jordan as an increasingly effectiveness endorser dependent on his physicality for Nike and Gatorade than as a representative for WorldCom correspondences where he has no skill. Their investigation found that "fit" or "belongingness" were significant factors to comprehend match-up impacts (Till and Busler 2000). In addition, Seno and Lukas (2007) proposed that a celebrity endorser works as a co-brand for the supported brand, creating value for both the brand embraced and the celebrity endorsed. Hovland and Weis (1951) assessed sources dependent on expertise and trustworthiness and found a sleeper impact. Expertise refers to the "information, experience and skills controlled by an endorser," though trustworthiness is the "honesty, respectability and credibility of an endorser" (Erdogen 1999). Research has also shown that celebrity assistance can affect the obvious quality and uniqueness of the product (Dean, 1999). Credibility motioned by a brand is viewed as significant and is accepted to add to building brand value by indirectly adding consumer value of the brand (Erdem and Swait, 1998). Keller (1993) referred to brand value as consumer based brand value and characterized it as "the differential impact of brand information on customer reaction to the advertising of the brand". Despite the fact that both Aaker Keller (1990) received a consumer point of view and focused largely on memory-based brand associations there are minor contrasts in their conceptualization of brand value. Match-up effect studies have largely addressed two types of match-up factors: physical attractiveness and expertise of a celebrity endorser. Studies focused on attractiveness have examined the match-up effects of a physically attractive celebrity and a product used to enhance physical attractiveness or beauty. For example, Kahle and Homer (1985) identified that a physically attractive celebrity endorser was more effective

in enhancing product attitude and purchase intent than a physically unattractive celebrity endorser when promoting a shaving razor. Kamins (1990) found that an attractive celebrity was more effective in enhancing endorser credibility and ad attitude when promoting a luxury car. In order to manipulate congruence, attractiveness match-up effect studies have compared products designed to enhance attractiveness with products that are less relevant to attractiveness: luxury car vs. home computer (Kamins, 1990), cologne vs. pen (Till & Busler, 2000), and perfume vs. personal digital assistant (Choi & Rifon, 2012). Match-up effect studies focused on expertise have investigated the effects of congruency between a sports celebrity's expertise (i.e., experience and knowledge) in sport (i.e., games and exercise) and a sport-related product. In brief, because athletes have high expertise in sport, they have credibility and can effectively endorse for sport-related goods (Koernig & Boyd, 2009).

Specifically, athletes are more effective endorsers of products and brands related to athletics or sport because they are perceived to have much experience in those fields and with those types of products. Because athletes often use sport-related products when doing sport-related activities, they are more likely to know about the features and benefits of the sport products they use and, thus, might be considered experts on those types of products by consumers. Till and Busler (1998) showed that a celebrity athlete endorser was more effective in enhancing attitude toward and purchase intent for an energy bar than a celebrity actor endorser. Koernig and Boyd (2009) found that when a sports celebrity endorsed a sport-related product rather than a fashion-clothing brand, consumers had more favorable attitudes toward the endorser and the brand.

Expertise refers to the perceived ability of an endorser to make valid assertions (Hovland et al., 1953) and consists of professional expertise and product expertise (Ohanian, 1991; Siemens et al., 2008). In the context of celebrity endorsement, expertise is an endorser's perceived experience with and knowledge about an endorsed product that support the claims an endorser makes about an advertised product. Such experience and knowledge are based on professional expertise of an endorser. For example, a professional athlete or medical doctor is likely to be perceived as having experience with and knowledge about a sport-related product or medical product, respectively, because the products are closely associated with their professions. Thus, product expertise and professional expertise are distinct concepts that potentially overlap, depending on whether the endorsed product is integral to the endorser's profession. For example, LeBron James might be perceived as having high expertise in a basketball-related product because he is also perceived as having high expertise in the sport of basketball. Therefore, the current study proposed the following:

H3: There is significant between celebrity attractiveness and customer buying intention in Kelantan.

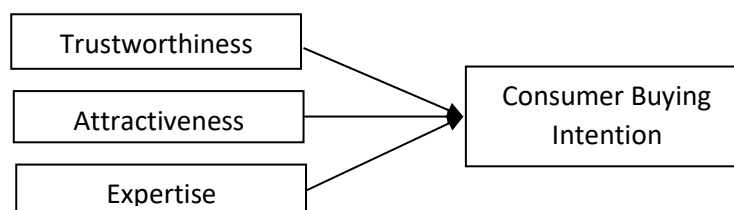


Figure 1: Theoretical Framework *Ohanian, R. (1991)*

Methodology

This study used descriptive research design. In essence, the study was to make specific predictions on the relationships between endorser credibility and consumer buying intention. This study used quantitative approach to test the questionnaires in order to get reliable results. Convenience sampling was used and subjects were chosen among consumers in Kelantan. The data was collected by using questionnaires. After the major data collection, 106 completed questionnaires were returned and the raw data was manually keyed in through SPSS version 22.0 and analyzed.

Result and Discussion**Respondents' Demographic Profiles**

Frequency analysis is used to analyse the measurement in section A, the demographic profile. The demographic profile such as gender, age, income, level of education, occupation, the knowledge about celebrity, celebrity that they adore and the frequency of shopping.

Results shows that 28 participants (26.4%) were male participants and 78 (73.6%) were female respondents. Female participants have a higher frequency than male participants do. There are also five categories in this era of participants from the table above. Most participants drop between the age of 20-29, which is 61 respondents (57.5%), and three respondents (2.8 percent) from 19 years below, 12 respondents between age 30-39 years (11.3 percent), 28 respondents between age 40-49 years (26.4 percent) and lastly, 2 respondents between ages 50-59 years (1.9 percent). Besides, it shows that the frequency analysis income level of respondents. The highest income level is less than RM1000, which are 55 respondents or 51.9% of respondents. The second highest is RM4001- above which is 22 respondents or 20.8%. The third highest RM1001 until RM2000, which is 15 respondents or 14.2%, it followed by 11 respondents or 10.4% of respondents from the income RM2001 until RM3000. The balance is coming from the income level at RM3001 until RM4000, which is 3 respondents or 2.8%. Next, the frequency analysis for education level of respondents. A degree level become the highest, which is 70 respondents or 66%. It followed by diploma, which is 20 respondents or 18.9%. Then followed by Master, which is 12 respondents or 11.3%. Then the balance comes from the SPM 4 respondents or 3.8%. From The table also we can conclude most of the respondents likes to shop which is the highest with 98 respondents (92.5 percent) and followed by eight respondents (7.5 percent) who does not like to shopping. In addition, most respondents have their celebrity that they adore which is 82 respondents (77.4 percent) and followed by 24 respondents (22.6 percent) who did not have interested celebrity. Therefore, most people like to shopping once a week which is 39 respondents of 36.8%, followed by 35 respondents of 33% who likes to shopping 2 to 4 times a week, 5 respondents of 4.7% likes to shopping 5 to 8 times a week, 8 respondents like to shopping 9 times and above in a week, lastly, followed by others from 19 respondents of 17.9%.

Normality

Table 1.1

Normality Result

	Customer Intention	Buying Trustworthiness	Attractiveness	Expertise
Skewness	-.214	-1.143	-.437	-1.269

Normality was assessed by using skewness value. Based on Table 1.1, skewness value ranges from -3 to 3. Therefore, all the variables can be said (Customer buying intention, Trustworthiness, Attractiveness and Expertise) are usually distributed.

Reliability Analysis

The reliability test is representations of the instrument's internal coherence of the Alpha model by Cronbach. Cronbach's Alpha is a constant quality coefficient that shows how well items in a set are strongly interrelated. Reliabilities under 0.6 are commonly viewed as poor, those in the range 0.7 are to be acknowledged and those over 0.8 to be great. It likewise used to test whether every one of the inquiries posed in questionnaire are dependable or relevant as per the factors. For this investigation, there are four free factor and one ward variable.

Table 1.2 shows the results. The unwavering quality test result for aim to buy which comprise of five questions is 0.804 or 80.4%. As per Alpha Coefficient Range, 0.804 is demonstrated as very good. The researcher presumes to be along these lines that the inquiries with respect to customer buying intention are worthy to run this examination. For trustworthiness, the reliability test lead consisting of four item is 0.815 or 81.5%. 0.815 is stated as excellent, according to the Alpha Coefficient Range. The investigator therefore concludes that the trustworthiness issues are acceptable for conducting this study. For the next variable, the reliability test lead consisting of four item is 0.909 or 90.0%. 0.909 is stated as excellent, according to the Alpha Coefficient Range. The investigator therefore concludes that attractiveness issues are appropriate to conduct this study. For expertise variable, the reliability test result for Expertise that consist of four item is 0.804 or 80.4%. According to Alpha Coefficient Range, 0.804 is indicated as very good. Thus, the researcher concludes that the questions regarding expertise are acceptable to do this research.

Table 1.2

Reliability Test

Variable	Cronbach's Alpha
Customer Buying Intention	0.804
Trustworthiness	0.815
Attractiveness	0.909
Expertise	0.804

Multicollinearity

Multicollinearity occurs when there are correlations among variables. According to Tabachnick and Fidell (1996), this happens if a correlation between two or more variables is 0.9 or greater and in order to overcome this problem, one of the variables is removed from further analysis.

Table 1.3
Correlation Coefficient

	Customer Intention	Buying	Trustworthin ess	Attractivene ss	Expertis e
Customer Intention	1				
Trustworthiness	0.3493**		1		
Attractiveness	0.692**		0.350**	1	
Expertise	0.132**		0.525**	0.143**	1

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

Based on table 1.3 above, the output of the result shown the correlation between customer buying intention and attractiveness is 0.692, which it has moderate. The trustworthiness has the result 0.349, which is small but has definite relationship correlation. Meanwhile the correlation variable expertise is not significant. Thus, the variable is having non-correlation with consumer buying intention.

Multiple Regression Analysis

The multiple regression analysis was depicted as shown in table 1.4.

Table 1.4
Correlation Coefficient

	R Square	t-values	p-values	Result
Trustworthiness	0.493	1.599	0.113	Rejected
Attractiveness		8.607	0.000	Accepted
Expertise		-0.415	0.679	Rejected

Dependent Variable: Customer Buying Intention

The model's linear regression test shows that the model's R-square is 0.493. This means 49.3 percent of the variance in the dependent variable described by the model, which is the intention of the consumer to buy. It is impossible to explain the remaining 50.7 percent. It means that other factors can be used to determine the facts.

Hypothesis testing were used to test whether the stated hypothesis can be accepted or rejected. According to Malhotra (1981), the regression analysis is powerful and flexible procedure to analyze the association between dependent and independent variables that are trustworthiness, attractiveness and expertise.

Conclusion

The study was conducted to investigate the factors of celebrity endorser influencing customers buying decision. In the data, based on Standardized Coefficient of the Research Model. The significance for trustworthiness are 0.113, which is not significance as the value is more than 0.05 (Significance Value). Ohanian (1991) indicated that dimensions of trustworthiness did not affect the purchase intention. The most influence and significance factors are attractiveness which is the P-value are 0.000 and less than 0.05. Lastly, expertise p-value are 0.679, which is more than 0.05 this is because Ohanian (1990) developed an

instrument in order to assess the impact of these endorsers through the measurement of their credibility. This study revealed that celebrities' perceived expertise on the product was related to the purchase intention for American respondents. As a conclusion, we can conclude that attractiveness are the most significance factors of influence on celebrity endorser towards customers buying intention in Kelantan.

For this research, results show that attractiveness is significant as variables. Therefore, for future researcher can choose other factors that can be used in order to conduct this type of research. The findings conclude that most customers intend to buy the products as the celebrity attractiveness attract the customers to buy the products. Besides, there are others factor can be used in order to identify the factors influence celebrity endorser towards consumer buying intention. To increase the attractiveness of the celebrity, they can enhance it by having a good educational background, good reputation without any scandals and participate in charity events.

Thus, the industry can set up a policy when choosing celebrity as their endorser; this is because to ensure the industry can achieve its objective by choosing the suitable celebrity for the advertisement. The industry could set up qualification such as the celebrities' background, reputation and others to avoid any bad implications towards the industry due to celebrity him or herself. Besides that, future researcher can conduct this type of research in big context as this study only cover in Kelantan.

Lastly, there is some recommendation to handle the problem that seem to this research. The researcher must increase the amount of the questionnaire distribution of the respondents. It can help the researcher to improve the reliability of the result that is significant in primary data studies.

The findings of this study could contribute to the existing body of knowledge whereby the difference in scope of study has been tested in this research. Thus, the results suggest that the theoretical model or framework developed may be used not only to consolidate past research but also to plan for future research. The results provide an insight into how the whole conceptual framework would support online advertising. Other than that, this study could contribute to marketers in order to ensure that the advertising and the brand are favourable enough with selected endorser to initiate the purchase intention.

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