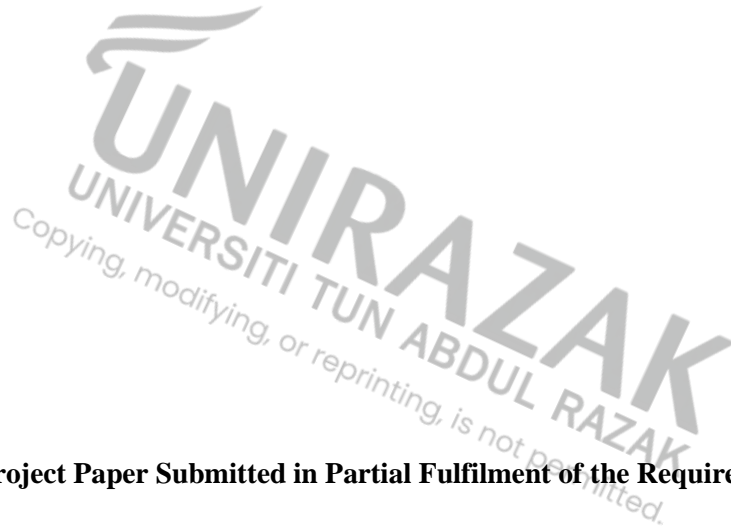


**Factor Affecting Celebrity Endorsement on Customer Purchase Intention
in Social Media among Online Shopper in Malaysia**

By

Mohd Nadzmy Che Nawi



**Project Paper Submitted in Partial Fulfilment of the Requirements
for the Degree of Master of Business Administration**

Universiti Tun Abdul Razak

October 2022

DECLARATION

I hereby declare that the case study is based on my original work except for quotations and citations that have been duly acknowledged. I also declare it has not been previously or concurrently submitted for any other degree at University Tun Abdul Razak (UNIRAZAK) or other institution.



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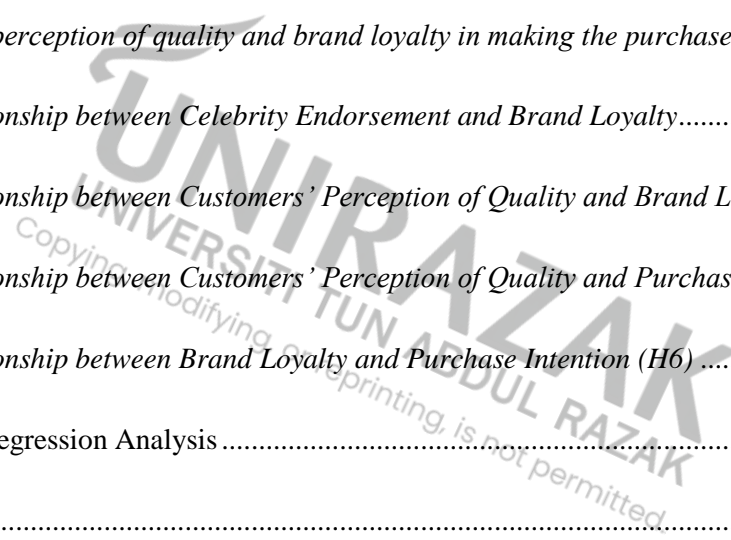
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With Love and Gratitude



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Abstract of the project paper submitted to the Senate of Universiti Tun Abdul Razak in partial fulfilment of the requirements for the Master of Business Administration

**Factor Affecting Celebrity Endorsement on Customer Purchase Intention in Social Media
Among Online Shopper in Malaysia.**

By

Mohd Nadzmy Bin Che Nawi

October 2022

In Malaysia, the number of internet shoppers has increased significantly, particularly since the global pandemic that began in 2020. Since the lockdown was implemented and stores could not remain open as normal, people are shifting from their traditional manner of purchasing to internet shopping. Celebrity endorsements in advertising have grown into multi-billion-dollar businesses. Every marketer tries to, or at least considers, endorsing a celebrity with their goods and services. This is one of the marketing tactics where a celebrity is promoted alongside the company's goods and brand in an advertisement with the goal of boosting sales and possibly changing the way the public perceives the company. Utilising the celebrity endorsement in an effort to convince customers and influence their purchasing decisions. In a climate where competition is fierce, businesses are competing to be the best in a position to boost sales. Here is where the businesses pick the famous people to be a part of their marketing plan. The celebrity that is featured in the commercial is essentially connected to the goods or services that the traders sell, such as the utilisation of athletes for sportswear and movie stars for fashion or apparel. Therefore, this study is interested to investigate the relationship between celebrity endorsement, brand loyalty and perception of customer quality on customer purchase decision. A total of 198 online shoppers was gathered for this study using online survey. The finding revealed that all seven hypotheses proposed in this study are significant. This study produced useful results that have direct implications for aspiring and active entrepreneurs, marketers, and e-commerce developers

regarding the influence of celebrity endorsement on consumer purchase intention. Furthermore, for entrepreneurs, this study shows how celebrity endorsement can influence purchase intention as well as the effect of negative publicity. Entrepreneurs may also be more aware of how the intentions were formed. This study allows them to learn why they made specific decisions about the elements of celebrity endorsement. Furthermore, marketers may raise awareness by using negative publicity to trigger celebrity endorsements toward purchase intent.

Keywords: celebrity endorsement, brand loyalty, purchase decision, brand quality



CHAPTER 1: INTRODUCTION

1.1 Background of the Study

The use of celebrity in any advertisement has become a multi-billion-dollar industries. All marketers are trying or even thinking about endorsing a celebrity with their products and brands. This is one of the marketing strategies where the celebrity is endorsed together with their products and brand in the advertisement which to aim on increasing their sales and also in objective that might influence the viewers perception about their brand. Using the celebrity endorsement with a hope that they could able to persuade the consumers and influence them in their buying behaviours. In the situation where the competitions are very intense the firms are striving to be the best that could able to increase their sales. This is where the firms are choosing the celebrities to be part of their marketing strategy. The celebrity that used in the advertisement is basically have linked to the products or service that the traders offer such as for the sports attire the sportsman are used and for the attires or style the traders are often uses the film celebrities.

The increase of the online shopper in Malaysia has grown rapidly especially during the pandemic that hit the country and worldwide since 2020. Peoples are changing from their conventional style of shopping towards online shopping after the implementation of the lockdown which sees the shops unable to be open like usual. Hence, the traders are shifting their business by using an online platform to reach out to their target markets. The COVID-19 pandemic has disrupted the consumer payment practice where it is gradually switching from offline to online purchases. According to Global Data's E-Commerce Analytics, Malaysia's e-commerce market is estimated to register 24.7% growth in 2020. This study is focusing on how the celebrity endorsement impact to the purchase intention among the online shopper.

1.2 Problem Statement

From the last 100 years the advertising trend has changing rapidly from different phase to another different phase. The classical phase of advertisement from using the simple graphics with pictures of the products or brands to the modern phase where the brands are connected with celebrities are used widely in every advertisement regardless thru the visual or audio advertisement. Using the celebrity to endorse the product or service offered is seems to be the best marketing strategy where it includes the connection between the lifestyle of the celebrity with the products that they are endorsing. In order to do that the marketers are using well known celebrity together with their personality. The marketers not only engage with celebrities with specific industries but also engage celebrities such as the comedians, film actors and actresses, musicians or sportsman to endorsed their products or brands. It is seen that the celebrity endorsement has become an important factor for the marketers to increase their sales and able to create such an attraction factors for the consumers to buy their products or at least being connected with their brands. Hence, this study is to study the impact of celebrity endorsement on purchase intention among online shopper. In the world nowadays the celebrity is always being seeing as a role model. Peoples keen to change their living lifestyle that is connected to their favourite celebrity. With this it creates a great impact that have an effect to the buying behaviour of the persons. Peoples are always finding a way of becoming similar or almost similar to what their favourites celebrities have in terms of the attires, styles and as well as their personal lifestyles. Many peoples like to follow how the celebrity looks like in terms of the celebrity lifestyle and this create a great impact to the buying behaviour among the consumer. In other words, the consumer might see and follow what the celebrity wears such as their attires. Using the celebrity as one of the marketing strategies seen to be very good marketing practice at the same time would increase the company productivity. We are always thinking that if our favourite celebrity is using them. Then we should use that to be like them (Litiver & Wardaya, 2022).

It is has become a challenge for some companies where they are having difficulties to understand and determine the meaning which relate the consumer with the celebrity that endorse their

product and service especially those that sell their products online. The questions become more challenging especially if the celebrity having a negative publicity thru their career.

1.3 Research Objective

There are seven objectives which are expected in this study:

1. To examine the relationship between celebrity endorsement with purchase intention among online shoppers in Malaysia
2. To examine the relationship between celebrity endorsement with the customer perception of quality
3. To examine the relationship between celebrity endorsement with brand loyalty
4. To examine the relationship between customer perception of quality with brand loyalty
5. To examine the relationship between customer perception of quality with purchase intention among online shoppers in Malaysia
6. To examine the relationship between brand loyalty with purchase intention among online shoppers in Malaysia?
7. To examine the relationship between whether negative publicity moderate the relationship between brand loyalty and purchase intention among online shoppers in Malaysia

1.4 Research questions

This study is to identify the relationship of celebrity endorsement on customer purchase intention among the online shopper in Malaysia. Therefore, listed below are the specific research questions:

1. Does celebrity endorsement have a relationship with purchase intention among online shoppers in Malaysia?
2. Does celebrity endorsement have a relationship with the customer perception of quality?
3. Does celebrity endorsement have a relationship with brand loyalty?

4. Does customer perception of quality have a relationship with brand loyalty?
5. Does customer perception of quality have a relationship with purchase intention among online shoppers in Malaysia?
6. Does brand loyalty has a relationship with purchase intention among online shoppers in Malaysia?
7. Does negative publicity moderate the relationship between brand loyalty and purchase intention among online shoppers in Malaysia?

1.5 Significance of the study

There are numbers of past study in these factors but very limited focus on the online business platform which focus to online shopper. These are the key elements in this study that would help the marketers to understand how these have impact on their online sales. With the objective stated above the significance of this study is expected to help the online business platform to understand in more details how big the impact of using the celebrity would help in influencing their consumer purchase intention and it is important for the business owner to understand whether their celebrity with negative publicity would impact their consumer purchase intention.

1.6 The organization of the study

This study is divided into five chapters, each of which includes the information similar like stated in chapter 1 above. For Chapter 2 it contains a review of the literature, which will include an introduction, a theoretical concept, empirical from previous research, the proposed conceptual framework related to this study, hypothesis development, and a chapter summary.

In Chapter 3, the researcher discusses the study design, the study population, and sampling procedures, as well as data collection methods, operationalization, and measurement, which will include

the use of all types of variables, including independent variables, moderating variables, and dependable variables, as well as descriptive and inferential data analysis techniques.

The researcher discusses respondent profiles, factor analysis, and instrument reliability testing in Chapter 4. Following that, the researcher tested hypothesis and concluded with a discussion of the findings.

The Chapter 5 will summarize the major findings from this study together with the presentation of the study implication and limitation throughout the research. Following that, the researcher made recommendations for future research.



CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The concept of online shopping is increasingly popular due to multiple reasons which consist of lack of times to spend on actual conventional shopping by physically appear in the shops, due to difficulty in getting to the traditional stores and due to recent pandemic, that hit the worlds with sees Movement Control Orders enforcement that requires the business to close their shops due to health concern reason. And the main reason why it is become popular now is due to peoples are avoiding a crowded area like normal conventional shop such as at the shopping mall. The information about the products is accessible and being passed with its review by the existing user. The recent pandemic of COVID-19 that hit the worlds for past two years really change the view of the online shopping and the use of E-commerce sectors. Peoples are shifting from conventional shopping which used to be in one centralized area such as shopping mall or to buy a grocery item in small shop to the online shopping platform which is much safer together with the lockdown which resulted these conventional shops were not allowed to operate as normal. Hence, the peoples are shifting towards online shopping and the seller are changing their way of operating their shops from having a big shop towards more on small store which just to keep the stocks. The concept of online shopping become popular since there are no borders in shopping means customer in certain country can make a purchase from other countries without needed to being there physically.

2.2 E-commerce

The concept of E-commerce is not something new in Malaysia but it has been there and been used only for certain type of business or transaction. The usage of is not something that we are seeing like today. There is limitation to who can access and what kind of site the user can logged in which is something different nowadays together with rapid growth of technology in the country. The business

has deployed the E-commerce via various platform such as deploying via electronic data Exchange which works from computer-to-computer exchange. The function is to standardize each of the electronic transaction document within organization or even inter-organization. The method using the proprietary private Value-Added Networks as the medium for the communication. However, last time the implementation of the Value-Added Networks requires certain amount of cost which mostly are very high to install and maintain which has put the E-commerce is not possible for small and medium business. In the lame term the E-commerce is basically defines as a buy-sale activities of products which conducted over the internet. It implies the transaction over the networks such as internet and public computer networks. The use of E-commerce involves the utilization of the Information and Communication Technology and Electronic Funds Transfer which involve the transaction between customer and seller. With the recent pandemic that hit the worlds for past 2 years has become one of the factors in the increase of the e-commerce in Malaysia. Many sellers started to ensure they have their goods sells online that able to reach out to their existing customer. There are various e-commerce platforms available nowadays from using the social media as platform to sell their products such as Facebook, Instagram and even via, WhatsApp. Besides that, there are also e-commerce platform such as Lazada, Shopee and Mudah.my. With various products offers thru the online shopping platform also become one of the factors that there is significant increase in the numbers of customer who involve in making a purchase via online shopping platform.

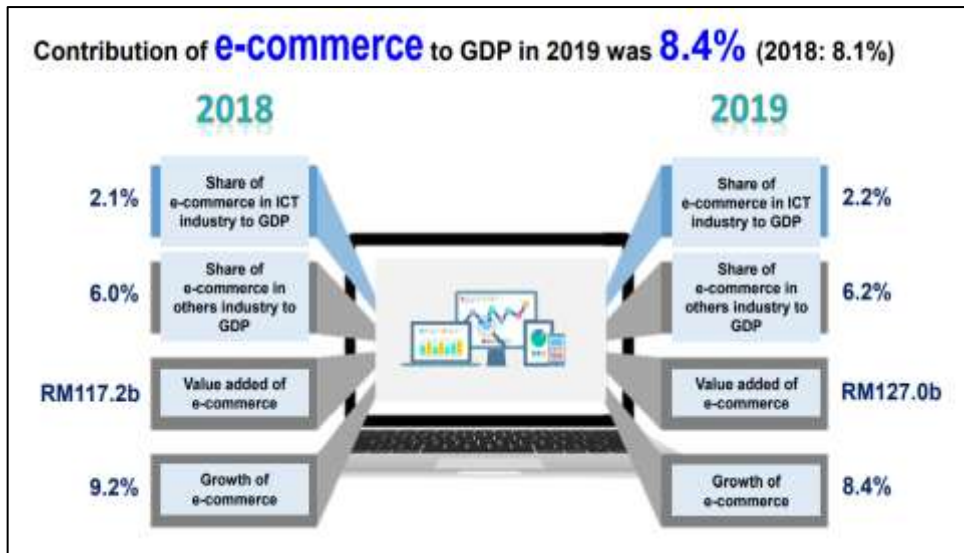


Figure 2.1: Contribution of E-commerce to GGP in 2019 in Malaysia

From the recent data published by the Statistic department of Malaysia it is shown that there is a significant contribution of E-commerce industries in Malaysia to GDP in 2019.

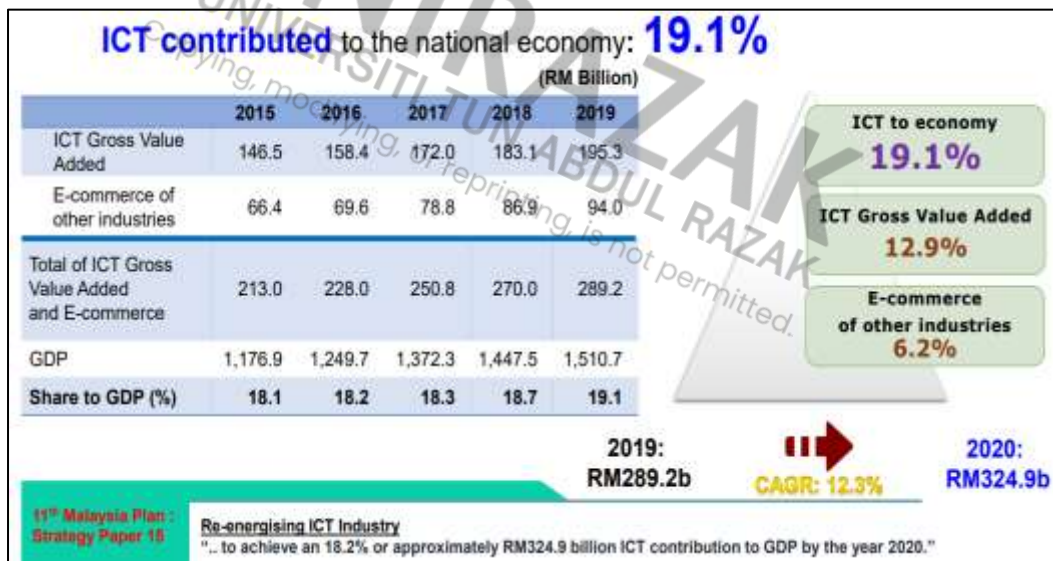


Figure 2.2: Contribution of ICT

From the figure 2 above it is shown that the E-commerce industries in Malaysia has shown a significant increase from the data collected from Year 2015 until Year 2019. It is estimated that 19.1% of GDP of ICP contributed to the national economy.

2.3 Social media, celebrity, and purchase intention

The internet makes it possible for anybody to stay current on celebrities. Consumers do follow celebrities on social media, despite paying less attention to traditional advertising, study shows (Friel, 2011). Not surprisingly, given the massive numbers of people that can be reached through social media channels, companies frequently employ celebrities for advertising purposes. As a result, social media may also be thought of as a sort of advertising and promotion (Haseeb, Abidin, Hye & Hartani, 2018). Since advertisement aimed at social media users are the wave of the future, companies can't afford to ignore them. Concurrently, social networking sites have replaced one-way communication as the primary means of celebrity-fan interaction (Clayton, 2013). Whether it's through publicists, brand managers, or the celebrity themselves, celebrities are making an effort to interact and connect with their fan bases. Celebrities have found a new media market (social media sites) through which to present their pictures, personal brands, and branded items, according to Berthon et al (2005). Advertisements on social media platforms will continue to be a mainstay of the digital age well into the next century. Nowadays, people and companies can advertise on Facebook through one of four different methods: Facebook advertisements, Facebook engagement ads, sponsored stories, and promoted posts.

In the digital age, social media marketing often uses celebrity endorsements to make a brand look better and make people want to buy a certain product. Endorsements can include things like a celebrity giving their expert opinion, being a product spokesman, or being linked to a product (McCracken, 1989; Seno & Lukas, 2007). Endorsements "can be explicit ("I recommend this product"), implicit ("I use this product"), imperative ("You must use this product"), or co-presentational" (Seno & Lukas, 2007). Advertisers can stand out from their competitors and get more attention with the help of celebrity endorsements (Kaikati, 1987). Consumers see celebrities as trustworthy (Atkin & Block, 1983), they improve a company's brand image (Walker, Langmeyer, & Langmeyer, 1992), and they have a positive link with customer intent to buy (Atkin & Block, 1983). (Yoon, Kim & Kim, 1998).

Consumers develop an interpersonal relationship with celebrities as they are regularly exposed to them through endorsements and social media posts. Many people look up to famous people as if they were heroes because they show them the way to a better life (Hung et al., 2001). Mass media allows young adults to feel like they are a part of the lives of their favourite celebrities by following them on various social media platforms and staying up to date on their latest exploits. People put in as much effort into their para-social relationships with their idols as they do into their regular social interactions (Boom & Lomoro, 2001). In conclusion, social media has changed how consumers engage with famous people.

2.4 Theoretical Foundation

2.4.1 The Effect of Celebrity to advertisement

Celebrity endorser is an individual who is known to the public which they can be actor, sports figure, entertainer or many more for his or her achievements in areas. According to Halim and Keni (2022) celebrity endorsement is one of the important strategies used to promote brand in market places. A celebrity endorser is an individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement (Mohammad Hosseini, Esmailpour, & Bahrainizad, 2022). From the literatures the celebrity raises no doubt as the attention attractors which is confirmed by many researchers in their studies. A celebrity creates such a phenomenon for those who aspire them and it deliver a message which is synonym to specific brand that they are promoting. From the other literature it is stated that celebrities also generate or expedite the message to the consumer or as brand recognition which creates brand believability, the effectiveness of the advertisement and also confer the brand distinct personalities.

The majority of television networks today use celebrities to promote items (Erdogan et al., 2001). Celebrity endorsement has grown in popularity because of its ability to grab people's attention and give business owners a better opportunity to communicate with consumers. Celebrities are often used in advertisements as a way to assist viewers remember the point of the message and the brand that

the celebrity is endorsing. It also enables the development of a brand's personality since when a celebrity is linked to a product, this association shapes consumers' perceptions of that product (Agrawal&Kamakura, 1995). If unfavourable information about either company is publicised in the media, it may negatively affect how consumers see both companies. Consumers are exposed to thousands of voices and images in today's competitive world through magazines, newspapers, billboards, internet, radio, and television. Advertisers make an effort to steal at least a small portion of a person's time in order to highlight the wonderful and distinctive qualities of the current offering. Because most people are constantly exposed to media, they gradually lose interest in conventional marketing strategies. Finding an attention-grabbing hook for the consumer, such as media message content, is the marketer's issue. Celebrities are excellent attention-getters.

Because on a personal level they can provide information and role models that stimulate changes in behaviour that can be either helpful or detrimental, mass media can have an impact on people both privately and publically. At the public level, the media may also increase decision-makers' sensitivity to issues, changing the context in which individuals make decisions. 1995; Black Jay and others Halim and Keni (2022) and suggested that the use of celebrity endorsement or celebrity brand ambassador in communicating the message about the features of a brand is most effective. Matching a celebrity and the brand or product to be endorsed increases the products effectiveness.”

2.4.2 Celebrity Endorsement and Purchase Intention

“A celebrity endorser is a person who is known by the public for things other than the product class he or she is endorsing” (Friedman & Friedman, 1979). Attaching celebrities to their brands is an extra step that multinational companies take in their ads to make the product more well-known and easier to recognise in order to get people to buy it. McCuthceon, Lange, and Houran, (2002) believed that people are drawn to and motivated to follow celebrities who they feel a strong connection to. According to the previous study conducted by Uribe, Buzeta, Manzur, and Celis (2022), their findings are that source of the credibility increase attention and positive feeling to the advertising message which ultimately leads to purchase intentions. The customers who are emotionally attached to the products

have greater preference to purchase the products. According to the study conducted by Saldanha (2022) assert that the intentions depend on the consumer processing all available information. But not all the information is processed at the same time. In other words, consumer is easily can be identified with celebrities that they admire most especially when they have the attraction to have the same products like what the celebrities have such as to wear like them, do what they do in order to maintain the certain level of relationship with them, the conscious choice of someone to buy a certain brand is described as purchase intention (Lili, Al Mamun, Hayat, Salamah, Yang, & Ali, 2022; Litiver & Wardaya, 2022). We have seen in many advertisements that there is always a celebrity endorsed the products. At the other motive it would help the consumer during their purchase where they would see this as kind of attractions especially when it is their favourable celebrity who endorsed such products.

In a related study, Yilmaz, Eser Telci, Bodur, and Iscioglu (2011) found that source credibility and likeability increase attention to and positive feelings about the advertising message, which leads to purchase intentions. It is preferable for customers to form an emotional attachment to products and purchase them whenever they are required. According to Biehal, Stephens, and Curio (1992), the consumer's intentions are determined by how well they process all of the information available to them. Not all information, however, is constantly processed. Similarly, people easily identify with celebrities because they aspire to be like them, wear what they wear, and do what they do, thereby maintaining a connection with them.

Choi and Rifon (2007) believed that people look up to celebrities as role models. This means that celebrities have a big effect on people's opinions, goals, and behaviour, even if the celebrity is physically or socially far from the average consumer. Wilson, Zeithaml, Bitner, and Gremler (2016) say that a consumer's perception of quality is a subjective evaluation of the brand, and Tsiotsou (2006) says that this is affected by both internal and external product attributes, which give the consumer a way to judge the product. In this way, a well-known, attractive, and trustworthy celebrity endorsing a brand is likely to have an effect on how consumers see the quality of the brand.

According to the Lili et al. (2022) and Saldanha (2022), the conscious choice of someone to buy the certain brand is described as purchase intention. In other understanding the purchase intention can be understand as a measure of the strength of consumer's intention under specific behaviour to make a decision to purchase any kind of product or service. In usual ways the purchase intents are categorized to the four types which consist of awareness, navigational, investigative and transaction intent. In this context we shall able to see with the celebrity endorsement in place would the consumer purchase intention be impacted prior making the purchase. The previous study has already indicated many findings that when the celebrity endorsed the products or services there will be certain level of attraction among the consumers which would impact their purchase intention (Mohammad Hosseini et al., 2022). Hence, the propose hypothesis for this study is constructed as follow:

H1: Celebrity endorsement influenced by the endorser's attractiveness, trustworthiness, and familiarity is likely to positively influence consumer's purchase intentions

2.4.3 Celebrity endorsement and Customer Perception of Quality

The quality of the products and services offered are the main points that also would attracts the consumer on their purchase intention. However, what would be the impact if there are celebrities who endorsed such products and services and how could that affect the consumer purchase intention is still a question. The celebrity who endorses the product or services could have provide kind of attraction to the consumer where the consumer would like to have and own similar things like what their celebrity has in this instance it brings the same concern that the products and services are in good quality (Kanwar & Huang, 2022). It creates such a phenomenon to own the same thing what their celebrity has. The consumer perception in the quality is consider as a subjective interpretation where it can be influenced by internal or external factors (Chotim, Hafidh, Octavian, & Febrianti, 2022; Kanwar & Huang, 2022). A recent study found that celebrity endorsers are more beneficial to companies than non-celebrity endorsers because they create additional market growth (Chung et al., 2013). In actuality, analysts assert that celebrity endorsements frequently result in positive outcomes, such as increased customer purchase intent (Erdogan, 1999) and sales (Chung et al., 2013). Despite these benefits, a significant disadvantage

of employing celebrity endorsers is that consumers may overlook crucial aspects of the brand because they are preoccupied with the celebrity (Rossiter & Percy, 1987). This demonstrates that celebrities can assist in concealing poor product quality. Positive source effects, such as favourable consumer evaluations of product quality, result from source traits such as the endorser's likeability and attractiveness (Ohanian, 1991). This exemplifies a carryover effect in which connotations attributed to a celebrity are transferred to things through an association process in which the celebrity suggests a higher value for the commodity itself (Bergkvist, 2017; Louie et al., 2001). Hence, the propose hypothesis in this study would be:

H2: Celebrity endorsement with reference to their attractiveness, trustworthiness, and familiarity is likely to positively influence the consumer's perception of quality of the endorsed brand

2.4.4 Celebrity Endorsement and Brand Loyalty

Brand loyalty is defined as the tendency to continue buying the same brand of goods or services rather than shifting to another competing brands. Normally the brand loyalty comes with experience where the consumers already made a purchase before either it's the same product or service or different product or service which come from the same brand. The brand loyalty normally exists when the customer already has certain level of confidence towards such brand (Dewar & Davaakhuu, 2022). To further tighten the confidence with the celebrity who endorsed such products and brand could easily influence the customer in their purchase intention (Dewar & Davaakhuu, 2022; Rokka, Mattsson, & Vuorivirta, 2022).

Studies have shown that celebrity endorsement helps sales. If one brand's ads feature a celebrity and another brand's ads don't, the brand that uses celebrities is likely to sell more than the other brand. This also leads to more repeat purchases because consumers feel a stronger connection to the brand that uses celebrities at different stages of their lives (Gupta et al., 2018) than they do with the other brand. This is because consumers recognise the celebrity and try to use the product like the celebrity does

because they want to live a life like the celebrity. Also, the brand that uses the celebrity will have a higher price because of the celebrity's involvement. This gives the impression that the product is of higher quality than a competing brand with a lower price (Khatri, 2006; Sharma & Kumar, 2013). When people buy the expensive brand that their favourite star uses, they think they are entering the luxury market. This shows that having a celebrity endorse a product directly leads to more repeat purchases and, in turn, more brand loyalty. Therefore, the propose hypothesize as follow:

H3: Celebrity endorsement with reference to their attractiveness, trustworthiness, and familiarity is likely to positively influence the consumer's brand loyalty

2.4.5 Brand Quality, Brand Loyalty and Purchase Intention

The brand quality is consider as perceived among the customer. It is not only at the physical appearance of the product itself since it is subjective according to the view of the customers. Perceived quality of a brand is likely to influence brand loyalty and purchase intentions on the part of the customer (Andik & Fitri Rachma, 2022; Supiyandi, Hastjarjo, & Slamet, 2022). Hence, to study the validity of that among the online shopper the proposed hypothesis as follow:

Brand loyalty can be seen as an association where a consumer is attached to specific products or brands. They are devoted to specific product or services and this is shown by the recurrence of purchase that they made regardless there is another brand or product with same function available at the time of purchase (Supiyandi et al., 2022; Wei, Huat, & Arumugam, 2022). Many big corporation and sellers are luring certain amount of dollars to create and maintain brand loyalty among their existing customers. The brand loyalty is also defined as part of dimension on brand equity, which also suggesting that it may influence consumer's intention to purchase. Customer with brand loyalty perception will have greater tendency to repeat the purchase. It is very important for the seller to improve their sales volume and retain their existing customers rather than looking for new customers (Wei et al., 2022). Brand loyalty is the quality of liking and having positive thoughts about a certain product. Brand loyalty is an emotional and cognitive attachment to a particular brand that manifests a

strong desire to continue with it for a very long period (Willis, 2021). Brand loyalty helps a company maintain profitability by reducing the number of times a product is sold (Zhou et al., 2021). In addition, loyal clients are very likely to continue purchasing and utilising their preferred goods and services in the future, regardless of external circumstances or marketing initiatives that might persuade them to switch (Hall et al., 2021). Customers who are loyal to a firm have a better opinion of it than unfaithful or potential competitors, which reduces their likelihood of switching (Wu et al., 2021). Product or service in reference to the likelihood that a customer will purchase it and how this influences the customer's behaviour (KursanMilakovic, 2021). It predicts what the buyer would most likely do next, and whether they actually purchase the product depends heavily on their beliefs, attitudes, and perceived pricing. A consumer is more likely to purchase a product if they believe it to be good, which implies they will purchase more of it and do so more frequently (Cantillo et al., 2021). Numerous studies have been conducted from various angles on how values are understood and how people make purchasing decisions. Most of these studies make the assumption that value perceptions have a significant impact on buying decisions. Hameed and Kanwal examined the direct connection between brand loyalty and purchase intention in a study about the cosmetics sector (2018). The findings of this study demonstrated a positive, significant relationship between brand loyalty and buying intentions in the cosmetics business as well as a positive, substantial effect of brand loyalty on purchasing intentions.

Perceived quality has been conceptualized as consumers' perception towards the overall quality of a product in comparison to another alternative available in the market (Widodo & Maylina, 2022). In other definition the perceive quality is the quality of the product or service that offered to the customer and it is according to the customer perception. However, the perceived quality is subjective and it does not coincide or related to the actual objective quality which is normally seen as tangible such as the materials, the process to manufacture the goods, warranty or after sales services.

The perceived quality is understood as how the customer feels about the product. However, this feeling develops on the basis of tangible aspects of the product including quality, reliability and performance (Sun, Huang, Fang, & Yan, 2022; Widodo & Maylina, 2022). There are many studies have

documented that perceived quality and purchase intentions are relatively correlated to each other. Sun et al. (2022) found that consumers only consider those brands that have a high-perceived quality and ignore other brands that have low perceived quality. Thus, high-perceived quality not only induces trial but positively influences purchase intentions

Branding for certain products and services are important as part of distinction among other competitors under the same marketplace. Brands is part of recognition that would help the consumer to make a choice which brands of product or service should be selected. From the marketing perspective good branding position will convey strong message to the consumer that would attracts sales. The brands can be seen thru the labelling of the products or services which not only covers on physical appearance but also thru the acceptance of consumer. According to Machi, Nemavhidi, Chuchu, Nyagadza, and de Villiers (2022), the brand equity has four dimensions which is identified as brand loyalty, brand awareness, perceived quality and brand association. These dimensions affect consumer purchase intentions (Machi et al., 2022; Tanzaretha & Rodhiah, 2022). Tanzaretha and Rodhiah (2022) suggest that brand loyalty refers “to a sustainable relationship between the brand and customers”. that brand loyalty stimulates purchase intentions (Mathew & Panicker, 2022). However, to maintain the relationship of loyalty and purchase intentions firms must maintain the quality an ensure their customers are satisfied (Lili et al., 2022; Mathew & Panicker, 2022). The consumer would always look into the brand that they are familiar with especially if they already have experience in using such brand. And it is important to understand how does celebrity endorsement would impact these situations among the consumer during making their purchase intention.

To relate with this study and to confirm the validity of the statement among the online shopper the hypothesis below is derived:

H4: Consumer’s perception of quality of a brand is likely to positively influence the consumer’s brand loyalty.

H5: Customer perception of quality of a brand is likely o positively influence the purchase intention

H6: Consumer’s loyalty to a brand is likely to positively influence the purchase intention.

2.4.6 The Moderating effect on negative publicity of Celebrity Endorser

Products and services that are endorsed by the celebrities can be expensive and cause high cost to the organizations or companies. It comes in various type of cost which not only through the monetary value that involved in terms of paying for their service but also it can be in terms of the image of the celebrity which would affect the customers in both negative or positive (Khan, Sabir, Majid, Javaid, Anwar ul Haq, & Mehmood, 2022; Meurling & Nordgren, 2022). This study will determine whether there will be an impact to the product or services if there is negative publicity carrying by the image of the celebrities that involve in the advertising the product or services. Hence, the propose hypothesis for this study as follows:

H7: Negative publicity of celebrity endorsers weakens the effects of celebrity endorsement on consumer's purchase intentions.

2.5 Proposed Conceptual Framework

Once the hypothesis has been designed, the research approach could be determined next. In this study to have better understanding on the basic concept, the reading from previous researches and literatures provides an overview and idea on the questionnaire construction. This is important especially on the questions that relates the celebrity endorsement and the credibility of the sources would able to be designed according to the theories and conceptual framework.

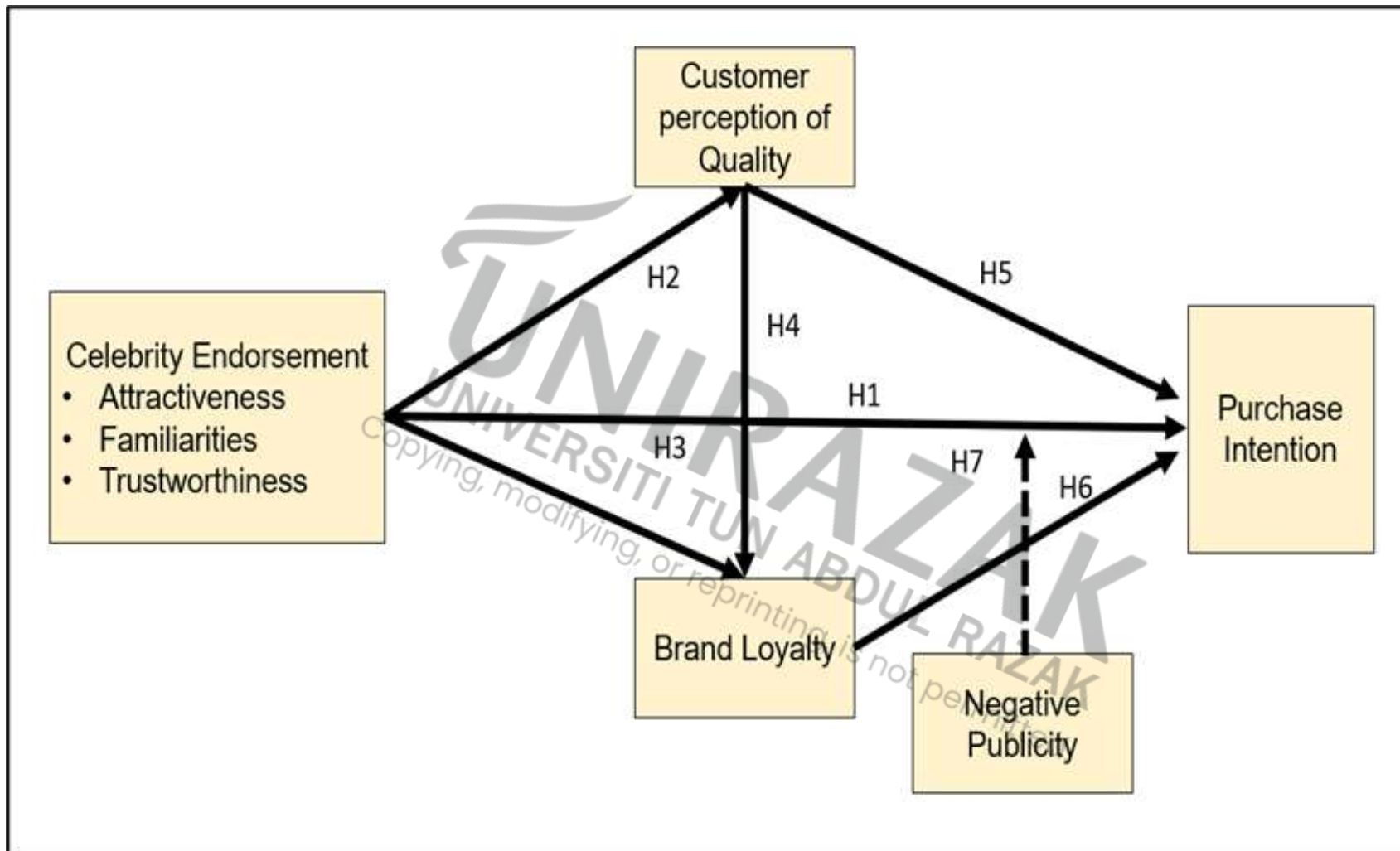


Figure 2.3: Research Framework

2.6 Summary

This chapter is conducted by reviewing the journals an article from previous empirical studies to provide direction on this research topic. The hypothesis for each of the subject in this research is explained and elaborates accordingly to match with the objective of the studies. The theoretical framework will be discussed in more details in order to develop the new conceptual framework which will be used to evaluate the relevant relationship between the relevant factors. The research methodology will be discussed in further details in Chapter 3.

Below is the summarise of the proposed hypotheses for this study.

Table 2.1: Summary of the proposed hypotheses

| | |
|----|---|
| H1 | Celebrity endorsement influenced by the endorser's attractiveness, trustworthiness, and familiarity is likely to positively influence consumer's purchase intentions |
| H2 | Celebrity endorsement with reference to their attractiveness, trustworthiness, and familiarity is likely to positively influence the consumer's perception of quality of the endorsed brand |
| H3 | Celebrity endorsement with reference to their attractiveness, trustworthiness, and familiarity is likely to positively influence the consumer's brand loyalty |
| H4 | Consumer's perception of quality of a brand is likely to positively influence the consumer's brand loyalty. |
| H5 | Customer perception of quality of a brand is likely to positively influence the purchase intention |
| H6 | Consumer's loyalty to a brand is likely to positively influence the purchase intention. |

| | |
|----|---|
| H7 | Negative publicity of celebrity endorsers weakens the effects of celebrity endorsement on consumer's purchase intentions. |
|----|---|


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CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

The contents of this chapter are focusing more on the output gained from previous studies and reviews from earlier research paper by other researchers which explained in Chapter 2. This chapter is designed to explain the purpose of the study and elaborates in more details about the objectives of the study. It will focus more on the research design, process of developing the questionnaire, the way of survey to be conducted, how the data are obtained and as well as the process of performing the pilot test.

3.2 Research Design

The research design serves as the framework for the study, and it is the instrument that brings the study together by bringing together all its necessary components (Kumar, Talib, & Ramayah, 2013) This includes the technique for collecting data, the method for analyzing the results, and the procedure for determining and verifying the existence of a relationship between the variables.

The quantitative method shall be used during the study of the variables since it can easily illustrate any correlation that may exist. This would help in data analysis. This method is commonly used due to information that is obtained can be directly displayed using a chart, graphs, tables and would be easily comprehensible by the researcher.

There are many different types of research designs, which would include descriptive, exploratory, cause - effect, cohort, cross-sectional, and exploratory approaches. The descriptive design shall be chosen for this study because it emits more relevant information that can be used to make effective recommendations in practice or to generate recommendations for future research.

3.3 The population Study and Procedure for Sampling

3.3.1 The Population Target

For the target population which is the subset of people whom researchers use to generalize their findings. The survey targeting the adults and middle age persons because most of them have knowledge or at least ever conducted a purchase thru online platform. The selection above would have knowledge on the celebrity endorsement towards any brand or service offered via online shopping platform. The random sampling technique shall be applied. The questionnaires will have inclusive and exclusive criteria. Hence, respondents who have never involved or made any purchase thru online shopping platform will be excluded.

3.3.2 Sampling Techniques

The non-probabilistic sampling method was used in this investigation. Convenience sampling is selected because it is the most appropriate technique for this study because of the study's time and budget constraints, as well as the study's large sample size. People who answered the survey questions were generally chosen because they have an experience on online shopping and also have knowledge about the celebrity.

3.3.3 Sampling Size

The sampling size is the total number of samples used in a study. A table was developed to calculate the target population sampling size, according to Krejcie and Morgan (1970). Based on the results stated in Table 3, distributing questionnaires to the young adults and middle age person will provide enough data for the research. The selection of the young adults and middle age person because

they are familiar or with the online shopping and as well as have knowledge about the celebrities. This would have in providing more valid data that will be used for this study.



Table 3.1: Krejcie and Morgan's Determining Sample Size Table

| N | S | N | S | N | S |
|-----|-----|-----|-----|-------|-----|
| 10 | 10 | 220 | 140 | 1200 | 291 |
| 15 | 14 | 230 | 144 | 1300 | 297 |
| 20 | 19 | 240 | 148 | 1400 | 302 |
| 25 | 24 | 250 | 152 | 1500 | 306 |
| 30 | 28 | 260 | 155 | 1600 | 310 |
| 35 | 32 | 270 | 159 | 1700 | 313 |
| 40 | 36 | 280 | 162 | 1800 | 317 |
| 45 | 40 | 290 | 165 | 1900 | 320 |
| 50 | 44 | 300 | 169 | 2000 | 322 |
| 55 | 48 | 320 | 175 | 2200 | 327 |
| 60 | 52 | 340 | 181 | 2400 | 331 |
| 65 | 56 | 360 | 186 | 2600 | 335 |
| 70 | 59 | 380 | 191 | 2800 | 338 |
| 75 | 63 | 400 | 196 | 3000 | 341 |
| 80 | 66 | 420 | 201 | 3500 | 346 |
| 85 | 70 | 440 | 205 | 4000 | 351 |
| 90 | 73 | 460 | 210 | 4500 | 354 |
| 95 | 76 | 480 | 214 | 5000 | 357 |
| 100 | 80 | 500 | 217 | 6000 | 361 |
| 110 | 86 | 550 | 226 | 7000 | 364 |
| 120 | 92 | 600 | 234 | 8000 | 367 |
| 130 | 97 | 650 | 242 | 9000 | 368 |
| 140 | 103 | 700 | 248 | 10000 | 370 |
| 150 | 108 | 750 | 254 | 15000 | 375 |
| 160 | 113 | 800 | 260 | 20000 | 377 |

| | | | | | |
|-----|-----|------|-----|---------|-----|
| 170 | 118 | 850 | 265 | 30000 | 379 |
| 180 | 123 | 900 | 269 | 40000 | 380 |
| 190 | 127 | 950 | 274 | 50000 | 381 |
| 200 | 132 | 1000 | 278 | 75000 | 382 |
| 210 | 136 | 1100 | 285 | 1000000 | 384 |

Note: N is population size; S is sample size.

3.4 Data Collection Method

3.4.1 Primary Data

Among all the methods of data collection the selection of survey questionnaire shall be selected. This is the primary data selection that will be used in this study. Respondents shall be categorized which aligned with the questions in the questionnaire. The respondents' inputs are taken into consideration such as the aspect of their behaviors, attitudes, their feelings, observations and as well as their opinion on the research background. From a social survey, researchers will be able to gather information about the subjective and objective characteristics of a population. The validity of the responses from the respondents, on the other hand, will be established.

3.5 Operationalization and Measurement

3.5.1 Independent Variables

There are three variables that have been identified associated with this research that associate with the purchase intention and one factor as moderating variable. The independent variables are labelled based on hypothesis statement are Celebrity endorsement with three determinants namely, attractiveness, familiarities, and trustworthiness, Customer perception quality and Brand Loyalty influence on the purchase intention among the online shopper. The most important in this research also

to investigate how these independent variables influence the dependent variables either in a positive or negative way.

Table 3.2: Operationalization of survey items (Independent variables)

| No. | Items | Source |
|-----|---|--|
| | <p>Celebrity Endorsement</p> <ol style="list-style-type: none"> 1. I think the celebrity on social media is trustworthy 2. I think the celebrity on social media is reliable 3. I think the celebrity on social media is honest. 4. I think the celebrity on social media is responsible. 5. I think the celebrity on social media is convincing. 6. I am familiar with the celebrity on social media 7. I have knowledge about the celebrity on social media 8. I always follow the celebrity on social media 9. I easily recognize the celebrity on social media 10. I know well about the celebrity on social media 11. I think the celebrity on social media has experience in using the product which is advertised 12. I think the celebrity on social media has knowledge about the product which is advertised. 13. I think the celebrity on social media has ability to demonstrate the product which is advertised 14. I think the celebrity on social media is expert in the field of using the product which is advertised | <p>Ohanian, 1990; Spry et al., 2011)</p> |

| | | |
|--|--|--------------------|
| | 15. I think the celebrity on social media is qualified to advertise the product | |
| | <p>Consumer Perception of Quality</p> <ol style="list-style-type: none"> 1. Brands endorsed by celebrities are of very high quality 2. Brands endorsed by celebrities are of very consistent quality 3. Brands endorsed by celebrities offer excellent features 4. Brands endorsed by celebrities are very reliable | Spry et al., 2011 |
| | <p>Brand Loyalty</p> <ol style="list-style-type: none"> 1. I feel loyal to brands endorsed by my favorite celebrity 2. It is likely that brands endorsed by my favorite celebrity will be my first choice 3. I will not buy another brand if a brand endorsed by my favourite celebrity is available | Yoo & Donthu, 2001 |

3.5.2 Moderating Variable

In this case, we also proposed that negative publicity as moderates the relationship between predictors and the purchase intention.

H0: Negative publicity of celebrity endorsers does not weaken the effects of celebrity endorsement on consumer's purchase intentions

H7: Negative publicity of celebrity endorsers weaken the effects of celebrity endorsement on consumer's purchase intentions

Table 3.3:Operationalization of survey items (Moderating variable)

| Items | Source |
|---|--------------------------------|
| <p>Negative Publicity</p> <ol style="list-style-type: none"> 1. Celebrities who fall into negative publicity are not credible 2. Celebrities who fall into negative publicity are not dependable 3. Celebrities who fall into negative publicity are not reliable | <p>Zhou & Whitla, 2013</p> |

3.5.3 Dependent Variable

The dependent variable in this study is identified as purchase intention among the online shopper. As explained in the framework shared earlier the dependent variable will identify how the other independent variables contributes to their outcome of the model which is the purchase intention. As concluded, the goal of this research project is to understand, predict, or explain the variability of this variable.

Table 3.4:Operationalization of survey items (Dependent variable)

| Items | Source |
|---|-------------------------------|
| <p>Purchase Intention</p> <ol style="list-style-type: none"> 1. Brands endorsed by celebrities draw my attention easily 2. Brands endorsed by celebrities easily come to mind whenever I have to make a purchase 3. If my favorite celebrity endorses a brand, I will buy it no matter what 4. I buy a brand because I like the celebrity endorsing it 5. I will consider buying a product endorsed by my favorite celebrity 6. I am happy to buy a brand endorsed by my favourite celebrity | <p>Liu & Brock (2011)</p> |

3.6 Data Analysis Techniques

3.6.1 Descriptive Analysis Techniques

The descriptive analysis techniques are one of the statistical methods which is used to search, identify and summarize all the data with the aim to identify any patterns or meaning associate with the data. It also provides an insight into an historical pattern of behavior or performance. In this study, the data will be used as a method for presenting the collection of data from a survey in a concise manner.

This survey contains several structured questions, including questions about the respondents' demographic profile.

3.6.2 Reliability Test

The SPSS statistical package will be used to calculate the alpha coefficient and to evaluate the overall accuracy of each measure. The thumb rules for the Alpha Coefficient Value of Cronbach will also be used as guidance by Zikmund, Carr, and Griffin (2013) for the reliability test, as shown in the table below.

Table 3.5: Cronbach's Alpha Coefficient Value

| | |
|--------------|-----------|
| < 0.6 | Poor |
| 0.6 to < 0.7 | Moderate |
| 0.7 to < 0.8 | Good |
| 0.8 to < 0.9 | Very Good |
| < 0.90 | Excellent |

3.6.3 The Inferential Analysis

Three independent variables and one dependent variable are included in the questionnaires used in this investigation. As a result, two techniques will be used to examine the relationship between independent variables (Celebrity endorser, Perception of Quality and Brand Loyalty) and the dependent variable (Purchase Intention). The Multiple Regression Analysis technique and the Pearson Correlation (adoption of E-wallet) shall be used during the analysis.

3.6.4 Pearson's Correlation Coefficient Analysis

Besides the other techniques stated above this research also will utilize the Pearson's Correlation Analysis that will determines the existence of a linear relationship between two metric variables. To determine whether there is a negative relationship, a positive relationship, or no relationship between independent variables and dependent variables, researchers will use this method to analyse the strength of relationships between variables.

Table 3.6: Rules of Thumb about Correlation

| | |
|--------------------------|---------------------------------|
| ± 0.91 to ± 1.00 | Very strong |
| ± 0.71 to ± 0.90 | Strong |
| ± 0.41 to ± 0.70 | Moderate |
| ± 0.21 to ± 0.40 | Small but definite relationship |
| 0.00 to ± 0.20 | Slight, almost negligible |

Source: Hair, J.F.Jr, Money, A.H., Samouel, P., & Page, M, (2007). *Research method for business*. Chichester, West Sussex: John Wiley & Sons, Inc.

Table 3 indicate that a positive correlation has a r value of 1 and indicates that there will be a positive relationship between two variables. This means that when the value of an independent variable is increased, the value of the dependent variable will be increased as well. A negative correlation, on the other hand, will have a r value of -1 and will indicate that there is a negative relationship between two variables. As a result, increasing the value of an independent variable causes the value of the dependent variable to decrease (Saunders et al., 2012). To aid the researchers in their analysis and understanding of the relationship between IV and DV, the Pearson Correlation Analysis will be used to assist them. The following diagram depicts the Rule of Thumb for the Size of the Correlation Coefficient.

3.6.5 Multiple Regression Analysis

This analysis is the only extended method that expands the simple regression analysis to predict on a metric dependent variable by using multiple independent variables. The equation of multiple regression as below:

Table 3.7: Multiple Regression

| | |
|------------|--|
| Y | Employee Retention |
| A | Constant Value, equal to the value of Y when the value of X1, X2, X3, X4=0 |
| b, c, d, e | Slope of Regression Line |
| X1 | The Value of Celebrity Endorsement |
| X2 | The Value of Customer Perception of Quality |
| X3 | The Value of Brand Loyalty |
| X4 | The Value of Negative Publicity |

3.7 Summary

To summarize, the following chapter has gone into a lot of detail about the approach use in this research. Design of research and methods for data collection, as well as the demographic target group, sampling method, and size of the sample are highlighted in the specific subject. The findings will be examined in chapter 4 for further discussion.

CHAPTER 4: DATA ANALYSIS

4.1 Introduction

The fourth chapter discusses the data analysis and hypothesis testing for this investigation. The survey data were analysed using the Statistical Package for Social Science (SPSS) version 22.0 software. As mentioned in Chapter 3, the target respondent's response rate was then followed by the pre-data input procedure and target respondent profiling demographic data. SPSS was also used to analyse the demographic characteristics of the target respondents. Finally, the researchers conducted a Pearson Coefficient Correlation analysis to assess the link between independent and dependent variables as well as multiple regression to identify the moderating effect.

4.2 Response Rate

As a consequence of link sharing across academics' social media profiles, 202 Google Forms surveys were gathered. However, four were omitted because the target respondents provided a simple response. The response rates for this investigation are summarised in Table 4.1.

Table 4.1: The Response Rate

| Description | Number of samples |
|---|-------------------|
| Total Overall Response Rate Collected | 202 |
| Effective Response Rate | 198 |
| Ineffective Response Rate (Straight Line Answer Response) | 4 |
| Total Response Rate to proceed data analysis | 198 |

4.3 Reliability Analysis

Table 4.2: Reliability Analysis

| Construct | Coding | Cronbach Alpha | N of Items |
|----------------------------|--------|----------------|------------|
| Celebrity Endorsement | CE | 0.976 | 15 |
| Consumer Perceived Quality | PQ | 0.966 | 5 |
| Brand Loyalty | BL | 0.703 | 5 |
| Negative Publicity | NP | 0.709 | 5 |
| Purchase Intention | PI | 0.950 | 5 |

Researchers carried out a reliability analysis in order to identify if the items in the constructs can be reliable for data analysis in the measurements of the statistical descriptions. Furthermore, a high validity and reliability result of the research will be provided by the reliability analysis. Based on the table above, for all constructs in this study, the range of Cronbach Alpha value is between 0.703 and 0.976. According to Olaniyi (2019), the acceptable range is between 0.70 and 0.90 or higher depending on the types of research as well.

4.4 Frequency Analysis

The demographic profile of 198 target respondents is summarised in frequency and percentages in Table 4.3. The demographic information consists of gender, age, and social media connection which the target respondents most commonly have.

Table 4.3: Summary for Demographic Profile

| Descriptions | Frequency | Percentage |
|--|-----------|------------|
| <u>Gender</u> | | |
| Male | 81 | 40.9 |
| Female | 117 | 59.1 |
| <u>Age</u> | | |
| 19 to 21 | 29 | 14.6 |
| 22 to 24 | 55 | 27.8 |
| 25 and above | 114 | 57.6 |
| <u>Connection for social media</u> | | |
| 0 to 3 times | 11 | 5.6 |
| 4 to 6 times | 51 | 25.8 |
| 7 to 9 times | 62 | 31.3 |
| More than 10 times | 74 | 37.4 |
| Have you ever buy product represented/ recommended by a celebrity on social media? | | |
| Yes | 198 | 100 |
| No | 0 | 0 |

According to Table 4.2, 117 (59.1 percent) of the 180 respondents are female, while the remainder 81 (40.9 percent) are male. Meanwhile, the bulk of responses are between the ages of 25 years old and above (114 respondents or 57.6 percent) followed by age 20-24 years old (27.8%)

and 19-21 years old (14.6%). Furthermore, many respondents (74 respondents) in this survey are admitted they surf social media more than 10 times. The finding also found that 198 respondents have ever buy product recommended by the celebrity on social media.

4.5 Pearson Correlation Analysis

The Pearson Correlation Coefficient measures the strength of the linear link between independent and dependent variables. As a result, the Pearson Correlation Coefficient is used in this study to investigate the strength of the relationship between celebrity endorsement, consumers perception on quality, brand loyalty, and purchase intention.

4.5.1 Research Objective 1: To explore the relationship between the celebrity endorsement and the consumer purchase intentions.

The first objective in this study is attempted to identify the relationship between the celebrity endorsement and consumer purchase intention. Hence, below is listed the hypotheses for both constructs. (H1)

H1: Celebrity endorsement influenced by the endorser's attractiveness, trustworthiness, and familiarity is likely to positively influence consumer's purchase intentions

Table 4.4: Correlation between Celebrity Endorsement and Purchase Intention

| | | CE | PI |
|--------|---------------------|-------------|---------|
| C E | Pearson Correlation | 1 | 0.749** |
| | Sig. (1-tailed) | | 0.000 |
| | N | 198 | 198 |
| P I | Pearson Correlation | 0.749 ** | 1 |
| | Sig. (1-tailed) | 0.000 | |
| | N | 198 | 198 |

** . Correlation is significant at the 0.01 level (1-tailed).

According to the table's results, the p-value is 0.000, which is less than 0.05, indicating that there is a significant association between celebrity endorsement and purchase intention. Furthermore, the correlation value of 0.749 suggested that celebrity endorsement and purchase intention had a strong favorable link. As a result of the considerable strong positive link between celebrity endorsement and purchase intention thus the H1 hypothesis is accepted.

4.5.2 Research Objective 2: To study and examines celebrity endorsement and its effects on the customer's perception of quality and brand loyalty in making the purchase intention.

4.5.2.1 Relationship between Celebrity Endorsement and Customers' Perception of Quality

The next objective in this study is attempted to identify the relationship between the celebrity endorsement and customers' perception of quality. Hence, below is listed the hypotheses for both constructs.

H2: Celebrity endorsement with reference to their attractiveness, trustworthiness, and familiarity is likely to positively influence the consumer's perception of quality of the endorsed brand

Table 4.5: Correlation between Celebrity Endorsement and Customers' Perception of Quality

| | | CE | PQ |
|----|---------------------|---------|---------|
| CE | Pearson Correlation | 1 | 0.894** |
| | Sig. (1-tailed) | | 0.000 |
| | N | 198 | 198 |
| PQ | Pearson Correlation | 0.894** | 1 |
| | Sig. (1-tailed) | 0.000 | |
| | N | 198 | 198 |

** Correlation is significant at the 0.01 level (1-tailed).

According to the table's results, the p-value is 0.000, which is less than 0.05, indicating that there is a significant association between celebrity endorsement and customers' perception of quality. Furthermore, the correlation value of 0.894 suggested that celebrity endorsement and customers' perception of quality had a strong favorable link. As a result of the considerable strong positive link between that celebrity endorsement and customers' perception of quality thus the H1 hypothesis is accepted.

4.5.3 Relationship between Celebrity Endorsement and Brand Loyalty

Next, this study is attempted to identify the relationship between the celebrity endorsement and customers' perception of quality. Hence, below is listed the hypotheses for both constructs.

H3: Celebrity endorsement with reference to their attractiveness, trustworthiness, and familiarity

is likely to positively influence the consumer's brand loyalty

Table 4.6: Correlation between Celebrity Endorsement and Brand Loyalty

| | | CE | BL |
|----|---------------------|---------|---------|
| CE | Pearson Correlation | 1 | 0.669** |
| | Sig. (1-tailed) | | 0.000 |
| | N | 198 | 198 |
| BL | Pearson Correlation | 0.669** | 1 |
| | Sig. (1-tailed) | 0.000 | |
| | N | 198 | 198 |

** . Correlation is significant at the 0.01 level (1-tailed).

According to the table's results, the p-value is 0.000, which is less than 0.05, indicating that there is a significant association between celebrity endorsement and brand loyalty. Furthermore, the correlation value of 0.669 suggested that celebrity endorsement and brand loyalty had a moderate favorable link. As a result of the considerable moderate positive link between that celebrity endorsement and brand loyalty thus the H1 hypothesis is accepted.

4.5.4 Relationship between Customers' Perception of Quality and Brand Loyalty

Moreover, this study is attempted to identify the relationship between the customers' perception of quality and brand loyalty. Hence, below is listed the hypotheses for both constructs.

H4: Consumer's perception of quality of a brand is likely to positively influence the consumer's brand loyalty.

Table 4.7: Correlation between Customers' Perception of Quality and Brand Loyalty

| | | PQ | BL |
|----|---------------------|---------|---------|
| PQ | Pearson Correlation | 1 | 0.655** |
| | Sig. (1-tailed) | | 0.000 |
| | N | 198 | 198 |
| BL | Pearson Correlation | 0.655** | 1 |
| | Sig. (1-tailed) | 0.000 | |
| | N | 198 | 198 |

** . Correlation is significant at the 0.01 level (1-tailed).

According to the table's results, the p-value is 0.000, which is less than 0.05, indicating that there is a significant association between customers' perception of quality and brand loyalty. Furthermore, the correlation value of 0.655 suggested that customers' perception of quality and brand loyalty had a moderate favorable link. As a result of the considerable moderate positive link between that customers' perception of quality and brand loyalty thus the H1 hypothesis is accepted.

4.5.5 Relationship between Customers' Perception of Quality and Purchase intention (H5)

Moreover, this study is attempted to identify the relationship between the customers' perception of quality and purchase intention. Hence, below is listed the hypotheses for both constructs.

H5: Consumer's perception of quality of a brand is likely to positively influence the consumer's purchase intention.

Table 4.8: Correlation between Customers' Perception of Quality and Purchase Intention

| | | PQ | BL |
|----|---------------------|----|---------|
| PQ | Pearson Correlation | 1 | 0.679** |

| | | | |
|----|---------------------|---------|-------|
| | Sig. (1-tailed) | | 0.000 |
| | N | 198 | 198 |
| PI | Pearson Correlation | 0.679** | 1 |
| | Sig. (1-tailed) | 0.000 | |
| | N | 198 | 198 |

** . Correlation is significant at the 0.01 level (1-tailed).

According to the table's results, the p-value is 0.000, which is less than 0.05, indicating that there is a significant association between customers' perception of quality and purchase intention. Furthermore, the correlation value of 0.679 suggested that customers' perception of quality and purchase intention had a moderate favorable link. As a result of the considerable moderate positive link between that customers' perception of quality and purchase intention thus the H1 hypothesis is accepted.

4.5.6 Relationship between Brand Loyalty and Purchase Intention (H6)

The next analysis is attempted to identify the relationship between the customers' perception of quality and brand loyalty. Hence, below is listed the hypotheses for both constructs.

H6: Consumer's loyalty to a brand is likely to positively influence the purchase intention.

Table 4.9: Correlation between Brand Loyalty and Purchase Intention

| | | BL | PI |
|----|---------------------|---------|---------|
| BL | Pearson Correlation | 1 | 0.654** |
| | Sig. (1-tailed) | | 0.000 |
| | N | 198 | 198 |
| PI | Pearson Correlation | 0.654** | 1 |

| | | | |
|--|-----------------|-------|-----|
| | Sig. (1-tailed) | 0.000 | |
| | N | 198 | 198 |

** . Correlation is significant at the 0.01 level (1-tailed).

According to the table's results, the p-value is 0.000, which is less than 0.05, indicating that there is a significant association between brand loyalty and purchase intention. Furthermore, the correlation value of 0.654 suggested that association between brand loyalty and purchase intention had a moderate favorable link. As a result of the considerable moderate positive link between that association between brand loyalty and purchase intention thus the H1 hypothesis is accepted.

4.6 Multiple Regression Analysis

The main purpose for carrying out multiple regression analysis to identify the moderating effect between celebrity endorsement and purchase intention. As a result, the Multiple regression analysis is used in this study to investigate the differentiate of size effect between celebrity endorsement and purchase intention with or without constructs of negative publicity which related to last objectives which is to identify any impacts on the purchase intention if there are negative publicity on the celebrity who endorse the products or service. Hence, below listed the hypotheses for this analysis: (H7)

H7: Negative publicity of celebrity endorsers weaken the effects of celebrity endorsement on consumer's purchase intention

Table 4.10:Model Summary

| Model | R | R Square | Significant |
|-------|-------|----------|-------------|
| 1 | 0.788 | 0.621 | 0.000 |
| 2 | 0.794 | 0.631 | 0.025 |

a. Predictors: (Constant), NP, CE

b. Predictors: (Constant), NP, CE, CE.NP

Table 4.10 showed the model summary in this study. However, there are two models in this study named Model 1 and Model 2. In Model 1, it consists three constructs namely negatively publicity, celebrity endorsement, and purchase intention while model 2 consist four constructs namely negatively publicity, celebrity endorsement, combination between negatively publicity and celebrity endorsement as well as purchase intention.

In model 1, the R square value is 0.621 which indicated that 62.1 percent of purchase intention can explained by negatively publicity and celebrity endorsement while the r square value in model 2 is 0.631 which indicated 63.1 percent of purchase intention can be explained by negatively publicity, celebrity endorsement, as well as combination between negatively publicity and celebrity endorsement.

Table 4.11: The Differentiate of R Square value for both model

| Model | R Square | Different |
|-------|----------|-----------|
| 1 | 0.621 | 0.010 |
| 2 | 0.631 | |

Table 4.11 indicated that the differentiate between r-square value between both model is 0.010 which indicated 1 percent. This explained that negative publicity only caused 1 percent moderating effect between the effect of celebrity endorsement and purchase intention. Based on rule of thumb from Cohen (1988), it reflected that small size effect for negative publicity between the effect of celebrity endorsement and purchase intention. This conclude that there is small effect size negative publicity between the effect of celebrity endorsement and purchase intention.

Table 4.12:ANNOVA

| Model | Significant |
|-------|--------------------|
| 1 | 0.000 ^b |
| 2 | 0.000 ^c |

- a. Dependent Variable: PI
- b. Predictors: (constant), NP, CE
- c. Predictors: (constant), NP, CE, CE.NP

Table 12 showed the ANNOVA table for both models. The significant value for both models is 0.000 which less than 0.05, this it indicated that at least one variable is significant for both models in this study.

Table 4.13:Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | p-value | Significant |
|------------|-----------------------------|-----------|---------------------------|--------|---------|-------------|
| | Beta | Std Error | | | | |
| 1 | 0.266 | 0.203 | | 1.315 | | |
| (Constant) | 0.681 | 0.045 | 0.690 | 15.208 | 0.000 | Yes |
| CE | 0.268 | 0.049 | 0.251 | 5.529 | 0.000 | Yes |
| NP | | | | | | |

| | | | | | | |
|------------|-------|-------|--------|--------|-------|-----|
| 2 | - | 0.451 | | -1.434 | | |
| (Constant) | 0.647 | 0.139 | 0.991 | 7.048 | 0.000 | Yes |
| | 0.979 | 0.128 | 0.502 | 4.188 | 0.000 | Yes |
| CE | 0.537 | 0.038 | -0.447 | -2.261 | 0.025 | Yes |
| NP | - | | | | | |
| CE.NP | 0.086 | | | | | |

a. Dependent Variable: PI

Table 4.13 showed that the coefficient table for both models in this study. In model 1, the formula of regression is listed as:

$$\text{Purchase Intention} = 0.266 + 0.681(\text{Celebrity Endorsement}) + 0.268 (\text{Negative Publicity})$$

The formula explained that when increasing 1 percent of celebrity endorsement which result increase of 68.1 percent of purchase intention with remain of negative publicity. Moreover, when increasing 1 percent of negative publicity which result increase of 26.8 percent of purchase intention with remain of celebrity endorsement.

In Model 2, the formula of regression is listed as below:

$$\text{Purchase Intention} = -0.647 + 0.979(\text{Celebrity Endorsement}) + 0.537 (\text{Negative Publicity}) - 0.086(\text{Celebrity Endorsement and negative publicity})$$

The formula explained that when increasing 1 percent of celebrity endorsement which result increase of 97.9 percent of purchase intention with remain of negative publicity and the combination of celebrity endorsement and negative publicity. Moreover, when increasing 1 percent of negative publicity which result increase of 53.7 percent of purchase intention with remain of

celebrity endorsement and the combination of celebrity endorsement and negative publicity. Last but not least, when increasing 1 percent of the combination of celebrity endorsement and negative publicity which result decrease of 8.6 percent of purchase intention with remain factors of celebrity endorsement and negative publicity.

Based on above, the result of the considerable small size effect and significantly for negative publicity between that association between celebrity endorsement and purchase intention thus the H1 hypothesis is accepted.

4.7 Summary

This chapter presented the details of the data analysis in this study. The data analysis included frequency analysis for the respondents' background, overall mean analysis, and Pearson Coefficient Correlation analysis to measure the relationship between independent variables and dependent variable as well as the multiple regression to identify the moderating effect of negative publicity. The results of Pearson Correlation Analysis, celebrity endorsement is positively related to customers' perception of quality, brand loyalty, and purchase intention respectively while there is a positive relationship between customers' perception of quality and brand loyalty while brand loyalty is positive related to purchase intention. In Multiple Regression Analysis, the result indicated 1 percent of effect size when combination of negative publicity and celebrity endorsement include the model of celebrity endorsement, negative publicity and purchase intention. Besides, there is negatively and significant affect for combination of negative publicity and celebrity towards purchase intention. In summation, all hypotheses in this study are supported based on the data analysis result.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Introduction

This study's findings, debates, and conclusions are presented in Chapter 5. Researchers begin with a research recap, followed by a description of the findings. The following sections give a discussion of the study's findings. Furthermore, the limits of this study are described in the next part, followed by the study's implications, which are separated into two areas, namely the theoretical and practical contributions and suggestions for this study.

5.2 Summary of statistical analysis

Although researchers identified 385 data collecting replies, only 202 responses were obtained using online surveys created by researchers using Google Forms. However, because the answer pattern was a straight-line response, four responses were refined. As a consequence, 198 replies are available for use as samples in this study. The data obtained were analysed using the Statistical Package for Social Science (SPSS) version 22.0 software, and the analysis was formed based on a research framework in which celebrity endorsement, customers' perception of quality, and brand loyalty are independent variables while purchase intention and negative publicity are dependent variable and moderating variables respectively in this study.

According to the Pearson Correlation Analysis results, celebrity endorsement is positively related to customers' perception of quality, brand loyalty, and purchase intention, in that order, while there is a positive relationship between customers' perception of quality and brand loyalty, and brand loyalty is positively related to purchase intention. When the model of celebrity endorsement,

unfavourable publicity, and buy intention was included in the Multiple Regression Analysis, the result showed a 1% impact size when the combination of negative publicity and celebrity endorsement was included. Furthermore, the combination of unfavourable publicity and fame has a negative and substantial effect on purchase intention. In conclusion, the data analysis results confirm all hypotheses in this study. Table 5.1 shows the summary of the tested hypotheses for this study. Overall, all the proposed hypotheses are supported.

Table 5.1: Summary of tested hypotheses

| | Hypotheses | Result |
|-----------|---|-----------|
| H1 | Celebrity endorsement influenced by the endorser's attractiveness, trustworthiness, and familiarity is likely to positively influence consumer's purchase intentions | Supported |
| H2 | Celebrity endorsement with reference to their attractiveness, trustworthiness, and familiarity is likely to positively influence the consumer's perception of quality of the endorsed brand | Supported |
| H3 | Celebrity endorsement with reference to their attractiveness, trustworthiness, and familiarity is likely to positively influence the consumer's brand loyalty | Supported |
| H4 | Consumer's perception of quality of a brand is likely to positively influence the consumer's brand loyalty. | Supported |
| H5 | Customer perception of quality of a brand is likely to positively influence the purchase intention | Supported |
| H6 | Consumer's loyalty to a brand is likely to positively influence the purchase intention. | Supported |
| H7 | Negative publicity of celebrity endorsers weakens the effects of celebrity endorsement on consumer's purchase intentions. | Supported |

5.3 Discussion of findings

The study intends to identify the the factor related to consumer purchase intention in this study. Therefore, researchers will carry out a specific discussion according to the research objectives and hypothesis that proposed in this study.

5.3.1 Research objective 1

The first objective in this study is to examine the relationship between celebrity endorsement and purchase intention. Therefore, researchers proposed the hypothesis which clearly stated that celebrity endorsement influenced by the endorser's attractiveness, trustworthiness, and familiarity is likely to positively influence consumer's purchase intentions.

Based on the finding, attitude was significant moderate positive correlation towards entrepreneurial intention ($r=0.749$, $p<0.05$, $n=198$), therefore H_1 is accepted. It is supported by a study by Lili et. al. (2022) and Saldanha (2022) found out the relationship between celebrity endorsement and purchase intention was positive and statistically significant. As explained by Lili et. al. (2022) and Saldanha (2022), the celebrity that supports the product or service may have provided a form of attraction to the customer in which the consumer would like to have and possess comparable items to what their celebrity has. In this case, it brings the same worry that the products and services be of high quality. It creates such a sensation to own the same item as their celebrity.

Therefore, researchers justifies that the celebrity endorsement have significant moderate positive relationship with purchase intention as the celebrity that promotes the product or service may have provided a form of attraction to the customer where the consumer would like to have and own similar items to what their celebrity has in this situation it provides the same worry that

the products and services are of high quality. It generates such a sensation to own the same stuff as their fame.

5.3.2 Research objective 2

The second objective in this study is celebrity endorsement and its effects on the customer's perception of quality and brand loyalty in making the purchase intention. Therefore, several discussions will be discussed in the next sections.

5.3.3 Relationship between Celebrity endorsement and Customer Perception of Quality

The data findings in this study showed that celebrity endorsement was significant strong positive relationship with entrepreneurial intention ($r=0.894$, $p<0.05$, $n=198$), therefore H_1 is accepted. This result is supported by Chotim et, al., (2022) and Kanwar and Huang (2022) stated that numerous studies have been confirmed that entrepreneurial intentions have significant with subjective norms. As explained by Chotim et, al., (2022) and Kanwar and Huang (2022), The celebrity that supports the product or service may have provided a form of attraction to the customer in which the consumer would like to have and possess comparable items to what their celebrity has. In this case, it brings the same worry that the products and services be of high quality. It creates such a sensation to own the same item as their celebrity. Consumer perception of quality is seen as a subjective interpretation that may be impacted by both internal and external variables.

Thus, researchers justifies that the subjective norms have significant and moderate positive relationship towards entrepreneurial intention due to the target respondents in this study appended the celebrity that promotes the product or service may have provided a form of attraction to the customer where the consumer would like to have and own similar items to what their celebrity has in this situation it provides the same worry that the products and services are of high quality. It

generates such a sensation to own the same stuff as their fame. Consumer perception of quality is seen as a subjective judgement that can be impacted by internal or external variables.

5.3.4 Relationship between Celebrity Endorsement and Brand Loyalty

Based on the finding, celebrity endorsement was significant moderate positive correlation towards brand loyalty ($r=0.669$, $p<0.05$, $n=198$), therefore H_1 is accepted. It is supported by a line of researches from past research have revealed a significantly and positively relationship between a celebrity endorsement and purchase intention (Dewar & Davaakhuu, 2022; Rokka, Mattsson, & Vuorivirta, 2022). This supported by the study from Dewar and Davaakhuu (2022) and Rokka et. al., (2022), brand loyalty is typically present when a customer has a high level of trust in a certain brand hence to increase trust in the celebrity who promoted such items and brands, the customer's buying intention might be readily influenced.

Therefore, researchers justify that the target respondents appended celebrity endorsement as the predictor of purchase intention due to brand loyalty often arises when a customer has a high level of trust in a certain brand which reinforce the customer's trust in the celebrity who praised such items and brands, they might easily influence their buy intention.

5.3.5 Relationship between Brand Quality and Brand Loyalty

Based on the finding, brand quality is significant moderate positive relationship towards brand loyalty ($r=0.655$, $p<0.05$, $n=198$), therefore H_1 is accepted. It is supported by finding from Andik and Fitri Rachma (2022) and Supiyandi et. al., (2022) indicated that brand quality had a significant relationship with brand loyalty due to the perceived quality of a brand is taken into account and it is not just concerned with the physical look of the product, which is subjective in the eyes of the buyers. As result, the perceived quality of a brand is likely to impact client brand

loyalty and purchase intentions.

In the nutshell, researchers justifies that the brand quality have significant moderate positive relationship towards brand loyalty as target respondents in this study accounted the perceived quality of a brand which not only at the physical look of the product itself since it is subjective in the eyes of the buyers.

5.3.6 Relationship between Brand Loyalty and Purchase Intention

Based on the finding, brand loyalty is significant moderate positive relationship towards purchase intention ($r=0.654$, $p<0.05$, $n=198$), therefore H_1 is accepted. It is supported by finding from Wei et. al. (2022) and Supiyandi et. al. (2022) indicated that brand quality had a significant relationship with brand loyalty due to brand loyalty is sometimes characterised as a dimension of brand equity, implying that it may impact customer purchasing intentions. Indeed, customers who perceive brand loyalty are more likely to repeat purchases. It is critical for the seller to increase their sales volume and maintain their current clients rather than seeking new consumers.

In the nutshell, researchers justifies that the brand loyalty have significant moderate positive relationship towards purchase intention as target respondents in this study accounted brand loyalty characterised as a dimension of brand equity, implying that it may impact their purchase intent and more likely to purchase again.

5.3.7 Research objective 3

The first objective in this study is to identify any impacts on the purchase intention if there are negative publicity on the celebrity who endorse the products or service. Therefore, researchers proposed the hypothesis which clearly stated that negative publicity capable negatively moderated

the endorser's attractiveness, trustworthiness, and familiarity to consumer's purchase intentions.

Based on the finding, negative publicity was negatively and significant moderate for celebrity endorsement towards purchase intention ($r=-0.086$, $p<0.05$, $n=198$) as well as increasing of 1 percent of R square value, therefore H_1 is accepted. It is supported by a study from Khan et. al., (2022) and Meurling and Nordgren (2022) found out the relationship between celebrity endorsement and purchase intention was positive and statistically significant. As explained by Khan et. al., (2022) and Meurling and Nordgren (2022), products and services advocated by celebrities may be pricey and costly to organisations or businesses. It comes at a variety of prices, not only in terms of the monetary value involved in paying for their services, but also in terms of the celebrity's image, which may affect customers in both positive and bad ways.

Therefore, researchers justifies that the negative publicity capable negatively moderate celebrity endorsement with purchase intention as the Celebrity-endorsed products and services can be costly to organisations or businesses. It comes at numerous prices, not only in terms of the monetary value involved in paying for their services, but also in terms of the celebrity's image, which may affect customers in both good and bad ways.

5.4 Limitation of study

The researchers discovered some limitations in this study after interpreting the results. To begin, this study simply looked at celebrity endorsement, brand loyalty, and brand quality as characteristics connected to purchase intention as well as the moderating effect of negative publicity. As a result, other factors connected to entrepreneurial inclination may exist in addition to those investigated in this study.

Furthermore, researchers did not consider demographic variables such as age, gender, status, and courses completed as relevant elements in this study. This is because different demographic profiles of pupils may have varied perspectives on entrepreneurial goals. Lastly, researchers justifies that the online survey method has a limitation in this study.

Moreover, data obtained by online surveys can be highly skewed, and the results may not be replicable or accurate. Furthermore, survey study readers should be aware of and careful of potential biases in this type of research, and utilise ways to reduce prejudice, so that researchers may make appropriate conclusions about the information given.

5.5 Implication of study

Although there were various restrictions while researchers were doing this study, there are some benefits that this study can bring. The major goal of this study is to determine if the characteristics would be associated to purchase intention by align factors of celebrity endorsement, brand loyalty, brand quality, and negative publicity.

5.5.1 Practical Contributions

This study produced helpful results that have direct consequences for aspiring and active entrepreneurs, marketers, and e-commerce developers regarding the celebrity endorsement on purchase intention among consumers. Furthermore, for entrepreneurs, this study demonstrates the elements of celebrity endorsement capable influence purchase intention as well as the effect of negative publicity. Entrepreneurs may also have a better knowledge of how the intentions were created. This study provides them with the opportunity to learn why they took specific decisions about the elements of celebrity endorsement. Furthermore, marketers may give better aware by the negative publicity triggers celebrity endorsement towards purchase intention.

With the goal of raising consumers' purchase intention, the findings of this study can help e-commerce developers aware to select right celebrity for endorse for shaping brand loyalty and brand quality to improve purchase intention among consumers. Furthermore, this study has implications for scholars by offering extensive information on undergraduate students' entrepreneurial intentions. Furthermore, scholars might contribute to the literature on the celebrity endorsement on purchase intention as well as the negative moderate of negative publicity. Other scholars may refer to the proposed theoretical framework in this study in their future research.

5.6 Recommendation For Future Study

Based on the outcomes of this investigation, researchers identify various potential to expand the current study. To begin, this study was centred on general online consumers in Malaysia. Hence, target respondents in this study indicated mostly on members of Generation Y. As a result, future researchers can perform a cross-sectional study to distinguish students' opinions of entrepreneurial desire across three age groups (Generation X, Generation Y and Generation Z). This can give significant proof for purchase intention based on celebrity endorsement.

Finally, researchers proposed that future research may construct a comparable study based on particular product categories or e-commerce channel, because the intended respondents in this study provided a response that did not include specific product categories or e-commerce channel. As a result, researchers propose that particular product categories such as health and beauty products, fashion products, and others be included in a future study because each student may have different opinions of purchase intention based on product purchased.

5.7 Overall Conclusion

The employment of celebrities in advertisements has grown into a multibillion-dollar industry. Every marketer is attempting or considering sponsoring a celebrity with their products and businesses. This is one of the marketing methods in which a celebrity is supported alongside their products and brand in an advertising with the goal of raising sales as well as influencing the viewers' impression of their brand. Using celebrity endorsement with the goal of persuading and influencing people in their purchasing decisions. In an environment when competition is fierce, businesses strive to be the best in order to grow their sales. In other words, the customer may notice and follow what celebrities wear, such as their clothing. Using a celebrity as a marketing strategy is viewed as a very smart marketing approach that would boost company efficiency which constantly wondering if our favourite star is utilising them. Then we should utilise it to emulate them. In result, it has become a difficulty for certain firms to grasp and discover the meaning that connects the consumer with the celebrity that endorses their product and service, particularly those that sell their items online. The questions grow more difficult, especially if the star has received unfavourable media during their career. This study identifies that purchase intention capable determinants by brand loyalty as well as celebrity endorsement. Moreover, negative publicity capable negative moderate the celebrity endorsement on purchase intention. This provides significant insights for marketers, e-commerce developers, and entrepreneur regarding the importance of celebrity endorsement and negative publicity.

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APPENDIX: QUESTIONNAIRE

Section A: DEMOGRAPHIC PROFILE

The following questions refer to the demographic background of the respondents, please TICK the appropriate information to represent your answer

Gender / Jantina

- Male /Lelaki
- Female / Perempuan

Age / Umur

- 19-21 years old / tahun
- 22-24 years old / tahun
- 25 years old and above / 25 tahun keatas

How often do you connect to social media per day? / Berapa kerap anda melayari media sosial setiap hari?

- 0-3 times / kali
- 4-6 times / kali
- 7-9 times / kali
- More than 10 times / Lebih dari 10 kali

Have you ever bought product represented/ recommended by a celebrity on social media? / Adakah anda pernah membeli produk yang diwakili/ disyorkan oleh selebriti di media sosial?

- Yes / Ya
- No / Tidak

SECTION B: IMPACT OF CELEBRITY ENDORSEMENT IN SOCIAL MEDIA

This section is seeking your opinion on the impact of celebrity endorsement in social media that influence consumer purchase intention. Please indicate the degree to which you agree or disagree with the statements using 5 Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree and (5) strongly agree] response framework. Please tick one number per line to indicate the extent to which you agree or disagree with the following statement.

| Impact of Celebrity Endorsement in social media | Strongly Disagree ←————→ Strongly Agree | | | | |
|--|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| A) TRUSTWORTHINESS | | | | | |
| I think the celebrity on social media is trustworthy. / Saya rasa selebriti di media sosial boleh dipercayai. | | | | | |
| I think the celebrity on social media is reliable. / Saya rasa selebriti di media sosial boleh digunakan. | | | | | |
| I think the celebrity on social media is honest. / Saya rasa selebriti di media sosial itu jujur. | | | | | |
| I think the celebrity on social media is responsible. / Saya rasa selebriti di media sosial bertanggungjawab | | | | | |
| I think the celebrity on social media is convincing. / Saya rasa selebriti di media sosial itu meyakinkan. | | | | | |
| B) EXPERTISE | | | | | |
| I think the celebrity on social media has experience in using the product which is advertised. / Saya rasa selebriti di media sosial itu mempunyai pengalaman dalam menggunakan produk yang diiklankan. | | | | | |
| I think the celebrity on social media has knowledge about the product which is advertised. / Saya rasa | | | | | |

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| selebriti di media sosial itu mempunyai pengetahuan mengenai produk yang diiklankan. | | | | | |
| I think the celebrity on social media has ability to demonstrate the product which is advertised. / Saya rasa selebriti di media sosial mempunyai kemampuan untuk menunjukkan produk yang diiklankan. | | | | | |
| I think the celebrity on social media is expert in the field of using the product which is advertised. / Saya rasa selebriti di media sosial itu pakar dalam bidang penggunaan produk yang diiklankan. | | | | | |
| I think the celebrity on social media is qualified to advertise the product. / Saya rasa selebriti di media sosial layak untuk mengiklankan produk tersebut. | | | | | |
| <i>C) FAMILIARITY</i> | | | | | |
| I am familiar with the celebrity on social media. / Saya kenal dengan selebriti di media sosial. | | | | | |
| I have knowledge about the celebrity on social media. / Saya mempunyai pengetahuan mengenai selebriti di media sosial. | | | | | |
| I always follow the celebrity on social media. / Saya selalu mengikuti selebriti di media sosial. | | | | | |
| I easily recognize the celebrity on social media. / Saya mudah mengenali selebriti di media sosial. | | | | | |
| I know well about the celebrity on social media. / Saya tahu mengenai selebriti di media sosial. | | | | | |

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| <i>D) QUALITY</i> | | | | | |
| Brands endorsed by celebrities are of very high quality. / Jenama yang disokong oleh selebriti berkualiti tinggi. | | | | | |
| Brands endorsed by celebrities are of very consistent quality. / Jenama yang disokong oleh selebriti berkualiti sangat konsisten. | | | | | |
| Brands endorsed by celebrities offer excellent features. / Jenama yang disokong oleh selebriti menawarkan ciri-ciri yang sangat baik. | | | | | |
| Brands endorsed by celebrities are very reliable. / Jenama yang disokong oleh selebriti sangat dipercayai. | | | | | |
| <i>E) BRAND LOYALTY</i> | | | | | |
| I have high confidence in brand endorsed by celebrity is worth to buy/ Saya mempunyai tahap keyakinan yang tinggi terhadap barang yang disokong oleh selebriti | | | | | |
| I rather buy a brand which is endorsed by celebrity rather than brand without celebrity endorsement / Saya lebih cenderung membeli jenama yang disokong oleh selebriti berbanding jenama yang tidak disokong oleh selebriti | | | | | |
| I would be highly influenced to buy brand that is endorsed by celebrity that I am familiar/ Saya | | | | | |

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|---|--|--|--|--|--|
| dipengaruhi dengan banyaknya oleh jenama yang disokong oleh selebriti yang saya kenal | | | | | |
| I am more attracts to buy from a well-known brand instead of new brand even it is endorsed by celebrity/ Saya akan lebih tertarik untuk membeli jenama yang lebih terkemuka berbanding jenama baru walaupun di sokong oleh selebriti | | | | | |
| I will always buy a brand that I am familiar even it is endorsed by celebrity with negative publicity/ Saya akan sentiasa membeli jenama yang saya biasa walaupun jenama tersebut di sokong oleh selebriti yang mempunyai imej negatif. | | | | | |
| <i>F) NEGATIVE PUBLICITY</i> | | | | | |
| Celebrities who fall into negative publicity are not credible. / Selebriti yang mendapat publisiti negatif tidak berwibawa. | | | | | |
| Celebrities who fall into negative publicity are not dependable. / Selebriti yang mendapat publisiti negatif tidak boleh diharap. | | | | | |
| Celebrities who fall into negative publicity are not reliable. / Selebriti yang mendapat publisiti negatif tidak boleh dipercayai. | | | | | |

SECTION C: CONSUMER PURCHASE INTENTION

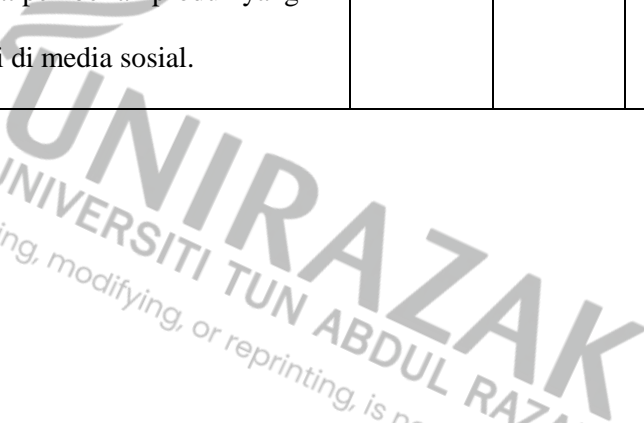
This section is seeking your opinion on the consumer purchase intention. Please tick one number per line to indicate the extent to which you agree or disagree with the following statement.

Bahagian ini meminta pendapat anda mengenai niat membeli pengguna. Sila tandakan satu nombor bagi setiap baris untuk menunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan pernyataan berikut.

Please indicate the degree to which you agree or disagree with the statements using 5 Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree and (5) strongly agree] response framework. Please tick one number per line to indicate the extent to which you agree or disagree with the following statement.

| Consumer Purchase Intention | Strongly Disagree | 2 | 3 | 4 | Strongly Agree |
|---|-------------------|---|---|---|----------------|
| I am willing to buy the product advertised on social media. / Saya bersedia membeli produk yang diiklankan di media sosial. | 1 | 2 | 3 | 4 | 5 |
| I intend to recommend the product advertised by celebrity on social media to other people. / Saya berhasrat untuk mengesyorkan produk yang diiklankan oleh selebriti di media sosial kepada orang lain. | 1 | 2 | 3 | 4 | 5 |

| | | | | | |
|--|--|--|--|--|--|
| <p>I am likely to purchase the product advertised by celebrity on social media. / Saya mungkin akan membeli produk yang diiklankan oleh selebriti di media sosial.</p> | | | | | |
| <p>I will buy the product advertised by celebrity on social media in the future. / Saya akan membeli produk yang diiklankan oleh selebriti di media sosial pada masa akan datang.</p> | | | | | |
| <p>I am interested in making a purchase of the product advertised by celebrity on social media. / Saya berminat untuk membuat pembelian produk yang diiklankan oleh selebriti di media sosial.</p> | | | | | |



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APPROVAL PAGE

**TITLE OF PROJECT PAPER: FACTOR AFFECTING CELEBRITY ENDORSEMENT
ON CUSTOMER PURCHASE INTENTION IN SOCIAL
MEDIA AMONG ONLINE SHOPPER IN MALAYSIA**

NAME OF AUTHOR : MOHD NADZMY BIN CHE NAWI

The undersigned certify that the above candidate has fulfilled the condition of the project paper prepared in partial fulfilment for the degree of Master of Business Administration.

SUPERVISOR:

Signature : _____

Name :

Date :



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Graduate School of Business

Date: