

**THE EFFECT OF CELEBRITY ENDORSEMENT EFFECTIVENESS ON
CONSUMERS' ATTITUDE TOWARDS ADVERTISEMENT AND PURCHASE
INTENTION**



By

SITI NAZIHAH BINTI MOHD JAMILI

UUM
Universiti Utara Malaysia

Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
In Partial Fulfillment of the Requirement for the Masters of Science (Management)

PERMISSION TO USE

In presenting this dissertation/project paper in partial fulfilment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this dissertation/project paper in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor(s) or in their absence, by the Dean of Othman Yeop Abdullah Graduate School of Business where I did my dissertation/project paper. It is understood that any copying or publication or use of this dissertation/project paper parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my dissertation/project paper.

Request for permission to copy or to make other use of materials in this dissertation / project paper in whole or in part should be addressed to:

Dean of Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman



ABSTRACT

This study attempts to study the association between the consumers' attitude towards advertisement and the intention to purchase the product that being advertisement. The variable is the celebrity endorsement variables namely attractiveness, trustworthiness and expertise of the model in the print advertisement. These variables is later was after tested on its association with the independent variable which is the attitude towards advertisement. A questionnaire was developed from previous similar study. The questionnaire was later pilot tested. A total of 200 questionnaires were distributed to the public in the Territory of Putrajaya. 158 completed questionnaires were returned. Both the descriptive and inferential statistical analysis was conducted on the data collected. The study found that all variable in the study has an association between the variables. Finally, attitude towards advertisement has an effect of R^2 0.338 on the intention to purchase.

Keywords: *purchase intention, attitude towards advertisement, celebrity endorsement*



ABSTRAK

Kajian ini cuba melihat perkaitan di antara sikap pengguna terhadap pengiklanan dan niat untuk membeli produk yang di iklankan. Angkubah adalah endorsemen selebriti iaitu: (i) daya tarikan, kepercayaan dan kepakaran model dalam iklan cetak. Angkubah ini kemudian di uji perkaitannya dengan angkubah bebas iaitu sikap terhadap pengiklanan. Satu soal selidik dibentuk dari kajian terdahulu dalam tajuk yang sama. Soal selidik telah di kaji rentas. Sebanyak 200 soal selidik telah diedarkan kepada pihak awam di Wilayah Persekutuan Putrajaya. 158 soal selidik yang telah diisi telah dikembalikan. Kedua-dua analisis diskriptif dan inferensi dijalankan ke atas data yang telah di kumpul. Kajian ini mendapati kesemua angkubah dalam kajian ini mempunyai perkaitan anatar angkubah. Akhirnya, sikap terhadap pengiklanan mempunyai pengaruh sebanyak R^2 0.338 ke atas niat untuk membeli.

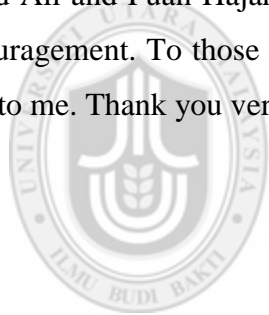
Katakunci: niat untuk membeli, sikap terhadap pengiklanan, endormen selebriti.



UUM
Universiti Utara Malaysia

ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious and The Most Merciful. Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this thesis. Special appreciation goes to my supervisor, Mrs Nor Pujawati binti Md. Said, for her supervision and constant support. Her invaluable help of constructive comments and suggestions throughout the experimental and thesis works have contributed to the success of this study. My deepest gratitude goes to my beloved husband, Mr. Ahmad Faizal bin Iberahim, thank you for all your time and support, also to my daughters Sofia Humaira binti Ahmad Faizal and Syakira Hana binti Ahmad Faizal thank you so much. To my siblings, Mr. Mohd Yassir bin Hj Mohd Jamili and Mr. Mohd Zaim bin Hj Mohd Jamili, thank you. Last but not least to my parents, Tuan Hj Mohd Jamili bin Hj Mohd Ali and Puan Hajah Rose Yatimah binti Abas for their endless love, prayers and encouragement. To those who indirectly contributed in this study, your kindness means a lot to me. Thank you very much.



UUM
Universiti Utara Malaysia

TABLE OF CONTENT

Title Page	i
Certification of Thesis Work	ii
Permission to Use	iii
Abstract	iv
Abstrak	v
Acknowledgement	vi
Table of Content	vii
List of Tables	x
List of Figures	xi
CHAPTER ONE: INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem Statement	2
1.3 Research Questions	2
1.4 Research Objectives	3
1.5 Significance of the Study	3
1.6 Scope and Limitations of the Study	4
1.7 Organization of the Thesis	5
CHAPTER TWO: LITERATURE REVIEW	
2.1 Introduction	6
2.2 Purchase Intention	6
2.3 Attitude towards Advertisement	7
2.4 Celebrity Endorsement Characteristics	8
2.4.1 Attractiveness	8
2.4.2 Trustworthiness	8
2.4.3 Expertise	9
2.5 Summary	9

CHAPTER THREE: METHODOLOGY

3.1	Introduction	11
3.2	Research Framework	11
3.3	Hypothesis Development	12
3.4	Research Design	13
3.5	Operational Definition	13
3.6	Measurement of Variables / Instrumentation	14
3.7	Pilot Test	15
3.8	Sampling	16
3.9	Data Collection Procedures	16
3.10	Techniques of Data Analysis	16
3.11	Summary	17

CHAPTER FOUR: RESULTS AND DISCUSSION

4.1	Introduction	18
4.2	Data Cleaning	18
4.3	Reliability Analysis	19
4.4	Background of Respondents	19
4.5	Descriptive Analysis	21
4.6	Inferential Analysis	24
4.6.1	Correlation Analysis of Physical Attractiveness and Purchase Intention	25
4.6.2	Correlation Analysis of Trustworthiness and Purchase Intention	26
4.6.3	Correlation Analysis of Expertise and Purchase Intention	27
4.6.4	Correlation Analysis of Physical Attractiveness and Consumers' Attitude towards Advertisement	27
4.6.5	Correlation Analysis of Trustworthiness and Consumers' Attitude Towards Advertisement	28
4.6.6	Correlation Analysis of Expertise and Consumers' Attitude Towards Advertisement	29
4.6.7	Regression Analysis of Attractiveness, Trustworthiness and	

Expertise on Purchase Intention.	29
4.6.8 Regression Analysis of Attractiveness, Trustworthiness and Expertise on Consumers' Attitude towards Advertisement	30
4.6.9 Regression Analysis of the Mediation Effect of Attitude Towards Advertisement on Purchase Intention.	30
4.7 Hypothesis Results	31
4.8 Summary	32
CHAPTER FIVE: CONCLUSION AND RECOMMENDATION	
5.1 Introduction	33
5.2 Conclusion	33
5.2.1 The Association and Effect of Celebrity Endorsement Characteristics and Consumers' Attitude and Purchase Intention.	34
5.2.2 The Association and Effect of Celebrity Endorsement Characteristic and Consumer's Attitude towards The Advertisement.	35
5.2.3 The Association and Mediator Effect of Consumer's Attitude Towards Advertisement to Celebrity Endorsement Characteristics on Purchase Intention	35
5.3 Recommendations	36
REFERENCES	37
APPENDIX 1	
APPENDIX 2	
APPENDIX 3	
APPENDIX 4	

LIST OF TABLES

Table 3.1	Research Design Employed	13
Table 3.2	Operational Definitions of Variables	14
Table 3.3	Measurement of Variables	14
Table 3.4	Sources of Questionnaire Items	15
Table 3.5	Reliability Test Results	15
Table 3.6	Population of Territory of Putrajaya 2015	16
Table 3.7	Type of Analysis Employed	17
Table 4.1	Reliability Statistics	20
Table 4.2	Background of Respondents	21
Table 4.3	Descriptive Statistics of Attractiveness	22
Table 4.4	Descriptive Statistics of Trustworthiness	22
Table 4.5	Descriptive Statistics for Expertise	23
Table 4.6	Descriptive Statistics for Attitude towards the Advertisement	23
Table 4.7	Descriptive Statistics for Purchase Intention	24
Table 4.8	Correlation Analysis	25
Table 4.9	Descriptive and Correlation Analysis of Physical Attractiveness and Purchase Intention	26
Table 4.10	Descriptive and Correlation Analysis of Trustworthiness and Purchase Intention	27
Table 4.11	Descriptive and Correlation Analysis of Expertise and Purchase Intention	27
Table 4.12	Descriptive and Correlation Analysis of Physical Attractiveness and Consumers' Attitude towards Advertisement	28
Table 4.13	Descriptive and Correlation Analysis of Trustworthiness and Consumers' Attitude towards Advertisement	29
Table 4.14	Descriptive and Correlation Analysis of Expertise and Consumers' Attitude towards Advertisement	30
Table 4.15	Hypotheses Results	31

LIST OF FIGURES

Figure 3.1 Research Framework

11



CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Advertising has been used by businesses to reach to their target market with their message using various platforms. Therefore both the traditional and online media platform is used to disseminate the message to the consumer at large. An effective advertisement would assist in fulfilling the business goal. In general the purpose of an advertisement is to educate, remind and persuade consumers. Educating is especially in introducing a new product to the market so that the large market is aware of the product. Whereas for existing products, the approach is to remind the existence of the product or/and to persuade for customer to buy the product. The advertisement is often focusing on the product that could contribute another solution on a common problem. Businesses also frequently use advertisement to show the extra benefits of the particular products over competitors' products.

Advertisement has the capability to attract and influence people to try the advertised product and services.

1.2 PROBLEM STATEMENT

As mentioned earlier, advertisement is being used to educate, remind or persuade the consumers towards the formation of intention to purchase which later would lead to purchasing behavior. For new product, advertisement is crucial for product launching or announcement through proper media could enhance number of people to be aware of the product. promotes goods, services, ideas and events, help in increasing the sales of products, creates consumer awareness, The traditional media channels such as television, radio, newspaper and direct mail is still being favored by consumers for information trust and reliability (Danaher and Rossiter, 2011). In India, television still plays an important role as the medium to disseminate product and brand information (Sharma and Chawla, 2014). Study in Jordan also indicated that consumers are very much influenced by the advertisement and the celebrity model in the advertisement (Sallam and Wahid, 2012). In Malaysia, celebrities have been widely used in advertising. For example, Erra Fazira endorses for Lux, Sarimah with Rejoice, Chef Wan with Vesawit and Siti Nurhaliza with Pepsi. This is to portray the brand image through celebrity endorser, and associate the celebrity with a particular brand so as to increase the level of credibility and belief among the consumers. When consumers could associate a product with an endorser, they could easily recall the brand and consequently influence them to purchase the product (Friedman and Friedman, 1979; Kamins, 1989). As such consumers must be familiar with the endorser. However there are less study on attitude towards advertisement that would lead to purchase intention in Malaysia and thus this would be the focus of this study.

1.3 RESEARCH QUESTIONS

Based on the research problem discussed earlier, the research questions in this research are as follows:

- i) What is the relationship and effect of celebrity endorsement characteristics on purchase intention?
- ii) What is the relationship and effect of celebrity endorsement characteristics on attitude toward advertisement?
- iii) What is the relationship and effect of attitude toward advertisement to purchase intention?

1.4 RESEARCH OBJECTIVES

- i) To examine the association between attractiveness, trustworthiness and expertise with purchase intention.
- ii) To examine the association between attractiveness, trustworthiness and expertise with consumers' attitude towards advertisement.
- iii) To examine the association between attitude towards advertisement and purchase intention.
- iv) To examine the effect of attractiveness, trustworthiness and expertise on consumers' attitude towards advertisement.
- v) To examine the effect of attractiveness, trustworthiness and expertise on purchase intention.

- vi) To examine the moderation effect of consumers' attitude towards advertisement to purchase intention.

1.5 SIGNIFICANCE OF THE STUDY

The significant of the study could be divided into two main areas namely: (i) academically and (ii) managerial.

Academically, this study would contribute some understanding on the effect of consumer's attitude towards advertisement that uses celebrity to endorse for consumer everyday products. Many earlier studies focus on the shopping and luxury products and much less on consumer everyday products.

Managerially, this study would assist the marketers in understanding the attitude of consumers especially in disseminating the type of information that is appealing to the consumers.

1.6 SCOPE AND LIMITATIONS OF THE STUDY

There are a few scope and limitations that could be identified in carrying out this study which are: (i) time and (ii) distribution of questionnaire. The time to undertake the whole research process was rather limited especially during the field data collection period as the public was involved and there are refusals to cooperate among the respondents

during the data collection period. This study is confined to the everyday consumer products only.

1.7 ORGANIZATION OF THE THESIS

The whole report is presented in five chapters. The first chapter discusses the background of the study, problem statement, research question and objectives to be achieved in this study. The following chapter focuses on the literature review of the dependent and independent variables in the study, namely: purchase intention, attitude towards advertisement and celebrity endorsement characteristics (i.e. attractiveness, trustworthiness and expertise) as the independent variables.

Chapter Three focuses the discussion on the research method employed in conducting this study which is a quantitative research. The research framework was developed based on earlier research in the area. The operational definition, measurement of the item, sampling and data collection method is discussed in this chapter.

Chapter Four discusses on the data collected and the data cleaning procedure carried out and the final number of usable questionnaire for further analysis to be carried out. The data was analyzed using the descriptive and inferential statistics. Chapter Five is on the conclusions of the research objectives and further recommendations for future study.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter focuses on the review on the literature of each of the dependent, independent variables used in this study. The discussion starts off with the discussion of the literature on purchase intention as the dependent variable. This is followed by the independent variables.

2.2 PURCHASE INTENTION

Purchase intention has been used to predict the sales for both new and existing product (Morwitz et al., 2007). Purchase intention is also being used as a proxy measure of purchase behavior. The study of purchase behavior would explain the reason why consumers shop and buy certain products. This knowledge would greatly assist marketers in developing strategies to influence consumers to buy. Products and services that are seen as relevant to consumers' needs and lifestyle will be accepted by consumers (Blackwell et al., 2001) and vice versa.

Purchase intention may develop when relevant and available product and/or brand information are being processed by the consumer (Bichal et al., 1992). Earlier studies have shown that the frequency of the advertisement being shown to consumers the high

likely the product would be consumed. The more advertised products and brands are easily recognized by consumers and would lead to formed intention and actual purchases (Woodside and Taylor, 1978).

2.3 ATTITUDE TOWARDS ADVERTISEMENT

Advertisement is a paid non-personal presentation using various medium in order to promote goods, services and ideas by an identified sponsor which is usually the company. Company use advertisement heavily in order to engage with the consumers through communication messages. Advertising has been used widely and extensively with the purpose to disseminate product and brand information through informing, educating, persuading and reminding consumers of products and services of the company (Kotler and Armstrong, 2016). According to the literature, advertising is very much influence by the local culture. Therefore advertisement should be in line with the values adhere by the community (Bhatt, Jayswal and Patel, 2013; Han and Shavitt, 1994). The society in Asia is generally known as a collectivism and high context culture according to Hofstede (1980). Thus certain values are being emphasized in these cultures. These values are such as family-oriented, taking care of the elders, spirituality, hospitality and back-to-nature (Bhatt, Jayswal and Patel, 2013).

Attitude towards advertisement is the attitude that developed in the mind of the consumer after being exposed to the particular advertisement. The attitude developed is a positive feeling or the reverse (MacKenzie and Lutz, 1989; Shimp, 1981). This attitude is usually reflected in the consumers' thought and feeling and the result is the reaction

resulted from the process. Attitude towards advertisement may be an influential indicator of the effectiveness of an advertisement (Mehta, 2000). An advertisement that uses a credible endorser may form a positive effect on consumers' attitude towards advertisement (Lafferty and Goldsmith, 1999; Goldbery and Hartwick, 1990). Asia's collectivistic culture is more suitable with advertisement with celebrity endorsement (Bhatt, Jayswal and Patel, 2013; Praet, 2001)

2.4 CELEBRITY ENDORSEMENT CHARACTERISTICS

The discussion on endorsement effectiveness is divided into three separate variables namely, attractiveness, trustworthiness and expertise.

2.4.1 Attractiveness

The first that people see on another person is the attractiveness. In general people are attracted to good looking person compared to the non-good looking person. The message conveyed by an attractive person could impact or even change a person opinion and how one would evaluate product (Joseph, 1982). Attractive people are seen as friendlier and better speakers (Chaiken, 1979).

2.4.2 Trustworthiness

Trustworthiness placed on the celebrity endorser is referring to the honesty, integrity and believability of the endorser from the perspectives of consumers (Erdogan et. al, 2001; Erdogan, 1999). Consumers strongly feel that celebrity needs to be trustworthy in order to them to accept the endorsement message for a product or service (Schniffman and

Kanuk, 2004). Trustworthiness is the most effective tool and useful way to make customer feel more confident and believe in the product (Hakimi *et al.*, 2011; Ohanian, 1990). Selecting the right celebrity with high degree of trustworthiness, honesty and affinity would further enhance the advertisement (Shimp, 2003). This celebrity would bring good faith and positive effects to customers' value perception and thus may influence the customer purchase choice (Erdem and Swait, 2004). Trustworthiness could be an effective tool for weak product-related arguments advertisement (Chan *et al.*, 2013; Priester and Petty, 2003).

2.4.3 Expertise

Expertise is referred to the perceived knowledge of the endorser in the advertisement (Erdogan, 1999). Knowledge about product was found to be the best measurement of the endorser's expertise level (Ohanian, 1990). In another study, the more attractive the endorser is, the higher is the level of perceived expertise of the endorser (Eisend and Langner, 2010). According to Bardia *et al.* (2011), the more knowledgeable the endorser is about the product, the more effective it is for the endorser to persuade the consumer to buy the product. This also leads to positive attitude toward the brand (Chan *et al.* 2013; Erdogan, 1999)

2.5 SUMMARY

This chapter discusses the review on the literature of key variables in this study. It discusses the importance of purchase intention in regards to marketing and the actual purchase of the product. Subsequently the discussion also focuses on the attitude

towards advertisement variables which are the attractiveness, trustworthiness and expertise.



CHAPTER THREE

METHODOLOGY

3.1 INTRODUCTION

This chapter will discuss the methodology adopted in this study. Among the discussion is on the research framework of this study, the hypotheses developed, the research design used, the operational definition of the variables used in this study, the measurement of data to be collected, sampling method employed, data collection method and data analysis technique employed in this study.

3.2 RESEARCH FRAMEWORK

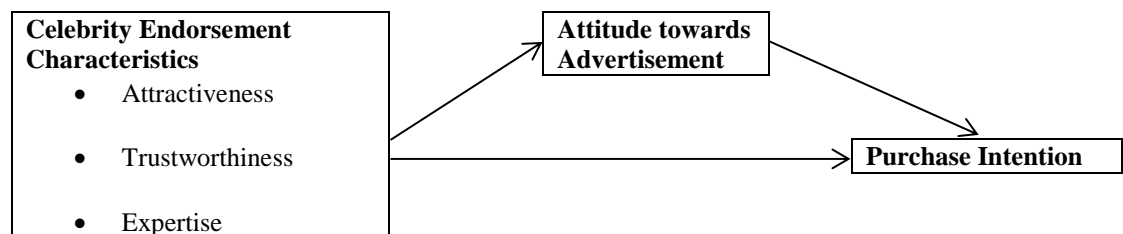


Figure 3.1

Research Framework

Based on earlier discussion of the literature review in Chapter Two, the research framework developed for this study is as in the above figure. The research framework is based on earlier studies conducted in similar area (see Sallam and Wahid, 2012; Lutz,

Mackenzie and Blech, 1983). The independent variable is the celebrity endorsement characteristics which is represented by (i) attractiveness, (ii) trustworthiness and (iii) expertise. The independent variable is the attitude towards advertisement and the dependent variable is the purchase intention.

3.3 HYPOTHESES DEVELOPMENT

The following hypotheses were developed based on the assumed relationship and effect on the related variables in the study.

In general people are attracted to attractive or good looking people. Consumers' attitude towards advertisement is usually formed when they are shown to the advertisement with the product message endorsed by the model in the advertisement. This model is usually a celebrity. Consumers may develop positive or negative feeling from the advertisement (Mackenzie and Lutz, 1989; Shimp, 1981). An attractive and credible endorser may form a positive effect on consumers' attitude towards advertisement (Lafferty and Goldsmith, 1999; Goldbery and Hartwick, 1990). Besides the attractiveness pulling factor, the other two pulling factor, i.e. trustworthiness and expertise, is reported to have relationship to the formation of attitude towards advertisement among consumers. Thus it is hypothesized that:

H1: Attractiveness is associated to purchase intention.

H2: Trustworthiness is associated to purchase intention.

H3: Expertise is associated to purchase intention.

- H4: Attractiveness is associated to consumers' attitude towards advertisement.
- H5: Trustworthiness is associated to consumers' attitude towards advertisement.
- H6: Expertise is associated to consumers' attitude towards advertisement.
- H7: Attractiveness, trustworthiness and expertise has an effect on purchase intention.
- H8: Attractiveness, trustworthiness and expertise has an effect on consumers' attitude towards advertisement
- H9: Attitude towards advertisement has the mediation effect on purchase intention.

3.4 RESEARCH DESIGN

This study employs the quantitative research design through the deduction approach based on the development of research in the area. This study will gather selected public opinion on the purchase intention caused by attitude towards advertisement. The selected public is assumed as representative of the population.

Table 3.1
Research Design Employed

Item	Type
Design Approach	Quantitative
Design Method	Survey face-to-face

3.5 OPERATIONAL DEFINITION

An operational definition is the selected measurement to be used on the on the variables of the study. The following are the operational definitions for all the variables in the study.

Table 3.2
Operational Definitions of Variables

Variable	Operational Definition
Purchase Intention	The perception of one's readiness to perform a particular behaviour offline and online.
Attitude towards advertisement	The consumer favorably or unfavorably respond towards a particular advertisement that is shown to them at a point in time
Attractiveness	The trait of being regarded as pleasant to look at in terms of a particular group concept of attractiveness.
Trustworthiness	The property of being perceived as believable, dependable, as someone who can be trusted.
Expertise	The characteristic of having specific skills, knowledge, or abilities with respect to the endorsed brand.

3.6 MEASUREMENT OF VARIABLES/INSTRUMENTATION

Items in each of the variables in the questionnaire, except for the demographic data, are measured using the Likert scale. 7 point Likert scale is used with 1 point refers to strongly disagree and 7 point as the strongly agree. As shown in the table below,

Table 3.3
Measurement of Variables

Variable	Measurement	Items	Source
Purchase Intention	Likert 7 scale	3	Azjen 1991
Attitude towards advertisement	Likert 7 scale	5	Goldsmith <i>et. al.</i> , 2000
Attractiveness	Likert 7 scale	5	Kim, 2014
Trustworthiness	Likert 7 scale	5	Kim, 2014
Expertise	Likert 7 scale	4	Kim, 2014

3.7 PILOT TEST

The questionnaire used in this study is adopted from several sources as discussed in Chapter 2 and shown in the following table. The drafted questionnaire was then distributed to few people for two purposes; for (i) content validity and (ii) understandability of each of the questions of the independent variables. Once collected, the questionnaire is again adjusted to the comments received.

Table 3.4
Sources of Questionnaire Items

Variable	Source
Purchase Intention	Ajzen, 1991
Attitude towards advertisement	Goldsmith et. al., 2000
Attractiveness	Kim, 2014
Trustworthiness	Kim, 2014
Expertise	Kim, 2014

The revised questionnaire was later distributed to thirty respondents for the pilot test purposes. The questionnaire was distributed to respondents who have similar characteristics to the actual respondents. The questionnaire was later collected and the data was typed into the SPSS data file. The statistical reliability analysis is later conducted on the pilot test data collected.

Table 3.5
Reliability Test Results

Variable	Items	Cronbach's Alpha
Purchase Intention	3	0.958
Attitude towards Advertisement	5	0.953
Attractiveness	5	0.889
Trustworthiness	5	0.952
Expertise	5	0.959

The following is the reliability test results during the pilot test stage. Based on the results in the table above, the result indicates that all the items in the questionnaire has high credibility and is used in the actual data collection process.

3.8 SAMPLING

The population of this study is the people residing in the Federal Territory Putrajaya. According to the latest statistics there are 88,300 people residing in Putrajaya. 200 questionnaires were distributed to the public. 158 questionnaire was gathered back.

Table 3.6
Population of Territory of Putrajaya 2015

Total	Malay	Other Bumiputera	Chinese	Indians	Other	Non Malaysian
88,300	83,800	900	500	900	100	2,100

Source: Statistics Department Malaysia, 2015

<http://pmr.penerangan.gov.my/index.php/info-terkini/19463-unjuran-populasi-penduduk-2015.html>

3.9 DATA COLLECTION PROCEDURES

The primary data required for this study is the perception of respondents on the formation of their attitude towards advertisement that would lead to purchase intention.

3.10 TECHNIQUES OF DATA ANALYSIS

The data analysis technique employed in this study is both the descriptive and inferential analysis. The first section of the questionnaire consists of the respondents' background information. The frequency and percentages analysis is carried out on the data in this section. The second section is the response of the respondents on the variables in this study. The type of analysis carried out on the data in this section is both the descriptive and inferential analysis, namely the mean score, correlation and regression analysis.

Table 3.7
Type of Analysis Employed

Item	Type of Analysis
Description of respondents' background	Frequency & Percentages
Descriptive analysis of questionnaire items	Mean Score
H1, H2, H3 & H5	Correlation Analysis
H4 & H6	Regression Analysis

3.11 SUMMARY

This chapter discusses the research framework of this study first. It is later followed by the discussion on the development of the research hypotheses. Nine hypotheses was developed in this study. Subsequently the discussion focuses on the research design employed which is the quantitative approach. The operational definition is later being discussed and the measurement used in the questionnaire is also covered. The following discussion focuses on the pilot test of the questionnaire and the result of the pilot test. This is followed by the discussion on the population and the sample size of this study. Lastly the discussion on the techniques used in this study is covered.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This chapter focuses on the survey data collected from the field work. It is divided into three main sections namely, (i) data cleaning, (ii) descriptive analysis of the data and finally (iii) the inferential analysis carried out on the data. The data collected will be browse for filtering and cleaning purposes before the data is further analyzed using appropriate statistical analysis.

4.2 DATA CLEANING

The raw survey data collected was first checked whether the questionnaire was filled up completely or otherwise. Questionnaire that was not filled up completely was put aside. After the initial checking on each of the questionnaire manually, the process of data input was carried out using the latest available version of SPSS data file. As recommended by Pallant (2013), the data which has already in the data file is being checked again for errors and correcting the errors.

The frequency analysis was conducted to check the minimum and maximum value of each item in the questionnaire. This procedure is to ensure that the score recorded is within the Likert scale adopted in the study. This procedure is also to ensure that all the

data are valid and no missing cases occurred. The following procedure is to identify any out-of-range responses using the frequency analysis. Any out-of-range data is first checked with the original questionnaire to ensure that the data was not mistakenly punch into the data file.

4.3 RELIABILITY ANALYSIS

The following readings for Cronbach's Alpha are conducted after the questionnaire was distributed to the sample respondents selected. When compared to the Cronbach's Alpha readings during the pilot test, the readings do not differ much. Overall, the Cronbach's Alpha readings indicated that the items in the construct do measure the variables in this study.

Table 4.1
Reliability Statistics

Variable	Items	Cronbach's Alpha
Purchase Intention	3	0.967
Attitude towards Advertisement	5	0.951
Attractiveness	5	0.937
Trustworthiness	5	0.942
Expertise	5	0.944

4.4 BACKGROUND OF RESPONDENTS

In this section, background data on the respondents is first being analyzed. More than 70 percent of the respondents that cooperated are female respondents. Nearly two third are married and followed by the respondents who are still single. In terms of age, 91.5

percent are 39 years old and below and small proportion are above 40 percent. About 45 percent of the respondents are educated up to the diploma level, followed by certificate and degrees qualification. About 90.3 percent are earning RM5000 and below on monthly basis. It can be generalized that the respondents represent the majority of the population with the characteristics in terms of their status, age, education and income level.

Table 4.2
Background of Respondents

Classification		Frequency	%	Total
Gender	Male	44	28.8	153
	Female	109	71.2	
Status	Single	55	35.9	153
	Married	97	63.4	
	Single parents	1	0.7	
Age	17 and below	5	3.3	153
	18-29	68	44.4	
	30-39	67	43.8	
	40-49	9	5.9	
	50-59	3	2.0	
	60 and above	1	0.7	
Education	Certificate	55	35.9	153
	Diploma	69	45.1	
	Degree	26	17.0	
	Masters	3	2.0	
Income	RM1000 and less	24	15.7	153
	RM1001-5000	114	74.6	
	RM5001-10000	15	9.8	
	RM10001-15000	0	0	
	RM15001 and more	0	0.7	

4.5 DESCRIPTIVE ANALYSIS

In this section, the mean score of each variable is presented. The discussion starts with the descriptive analysis for the independent variables i.e. (i) attractiveness, (ii) trustworthiness and, (iii) expertise.

Table 4.3
Descriptive Statistics of Attractiveness

	Min	Max	Mean	SD
I feel the attractiveness of the model in the advertisement is:				
(1) Unattractive — (7) Attractive	1	7	4.12	1.451
(1) Not Classy —(7) Classy	1	7	3.97	1.435
(1) Ugly — (7) Beautiful	1	7	3.88	1.493
(1) Plain — (7) Elegant	1	7	3.64	1.613
(1) Not Sexy — (7) Sexy	1	7	2.87	1.870

As shown on the above table, the highest mean score for all the items on the attractiveness variable is related to the perception of unattractive-attractive spectrum of the model shown in the advertisement. This is followed by the perception whether the model is not classy-classy spectrum.

Table 4.4
Descriptive Statistics of Trustworthiness

	Min	Max	Mean	SD
I feel the trustworthiness of the model in the advertisement is:				
(1) Undependable — (7) Dependable	1	7	3.80	1.447
(1) Dishonest — (7) Honest	1	7	3.84	1.393
(1) Unreliable — (7) Reliable	1	7	3.86	1.419
(1) Not sincere —(7) Sincere	1	7	3.80	1.448
(1) Untrustworthy — (7) Trustworthy	1	7	3.83	1.468

Respondents were asked to note their perception of trustworthiness by using the scale of: (i) undependable-dependable, (ii) dishonest-honest, (iii) unreliable-reliable, (iv) not sincere-sincere and (v) untrustworthy-trustworthy. In shown in the table below, there is little difference in the mean score for all the items of trustworthiness. However the unreliable-reliable scale has the highest mean score compared to other items of trustworthiness.

Table 4.5
Descriptive Statistics for Expertise

	Min	Max	Mean	SD
I feel the expertise of the model in the advertisement is:				
(1) Not an expert — (7) An expert	1	7	3.44	1.385
(1) Inexperienced — (7) Experienced	1	7	3.54	1.451
(1) Unknowledgeable — (7) Knowledgeable	1	7	3.54	1.460
(1) Unqualified — (7) Qualified	1	7	3.68	1.525
(1) Unskilled — (7) Skilled	1	7	3.53	1.491

Table 4.6
Descriptive Statistics for Attitude towards the Advertisement

	Min	Max	Mean	SD
I feel the advertisement is:				
(1) Bad — (7) Good	1	7	4.12	1.183
(1) Uninteresting — (7) Interesting	1	7	4.16	1.236
(1) Dislike — (7) Like	1	7	3.95	1.310
(1) Uncreative — (7) Creative	1	7	3.99	1.328
(1) Uninformative — (7) Informative	1	7	4.15	1.224

In measuring the perception of respondents on expertise, five statements were used. The scales used for the item statement are measured by: (i) not an expert - expert, (ii) unexperienced, (iii) unknowledgeable - knowledgeable, (iv) unqualified - qualified and

(v) unskilled - skilled. The highest mean score is from the item with the unqualified – qualified scale.

Next is the mean score for attitude towards the advertisement. The scales used in each item statement are: (i) bad – good, (ii) uninteresting – interesting, (iii) dislike – like, (iv) uncreative – creative and (v) uninformative – informative. The highest score is uninteresting – interesting scale that may indicate that the whether the advertisement is uninteresting or interesting do matter to the respondents.

Table 4.7
Descriptive Statistics for Purchase Intention

	Min	Max	Mean	SD
How likely are you to purchase this product?	1	7	3.97	1.419
How likely are you to try this product on if seen in a store?	1	7	4.06	1.452
How likely are you to actively seek out this product in a store?	1	7	3.99	1.467

The final descriptive statistics discussion is on the dependent variable which is the purchase intention. Respondents are asked to indicate their feelings towards the model attractiveness using Likert Scale of 1 as very unlikely and 7 as very likely. From the mean score, respondents are more incline to try the product if seen in a store after looking at the advertisement.

4.6 INFERENCE ANALYSIS

The analysis and discussion in this section is divided into two parts based namely (i) correlation and (ii) regression. The frame work will look into the relationship and effect of the celebrity endorsement effectiveness, namely: (i) attractiveness, (ii) trustworthiness and (iii) expertise to purchase intention and attitude towards advertisement variable. This is as shown below. To assess the relationship, the correlation analysis is carried out. The regression analysis was conducted in order to assess the effect of the celebrity endorsement characteristics on the attitude towards advertisement variable.

Table 4.8
Correlation Analysis

		Purchase Intention	Attitude towards Advertisement	Physical Attractiveness	Trustworthiness	Expertise
Purchase Intention	Pearson Correlation	1	.581**	.359**	.545**	.388**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	153	153	153	153	153
Attitude towards Advertisement	Pearson Correlation	.581**	1	.638**	.701**	.693**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	153	153	153	153	153
Physical Attractiveness	Pearson Correlation	.359**	.638	1	.634**	.709**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	153	153	153	153	153
Trustworthiness	Pearson Correlation	.545**	.701**	.634**	1	.684**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	153	153	153	153	153
Expertise	Pearson Correlation	.388**	.639**	1	.684**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	153	153	153	153	153

		Purchase Intention	Attitude towards Advertisement	Physical Attractiveness	Trustworthiness	Expertise
Purchase Intention	Pearson Correlation	1	.581**	.359**	.545**	.388**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	153	153	153	153	153
Attitude towards Advertisement	Pearson Correlation	.581**	1	.638**	.701**	.693**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	153	153	153	153	153
Physical Attractiveness	Pearson Correlation	.359**	.638	1	.634**	.709**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	153	153	153	153	153
Trustworthiness	Pearson Correlation	.545**	.701**	.634**	1	.684**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	153	153	153	153	153
Expertise	Pearson Correlation	.388**	.639**	1	.684**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	153	153	153	153	153

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

As shown in table above, the relationship of: (i) attractiveness to attitude towards advertisement is moderate ($p = 0.000$, $r = 0.638$), (ii) trustworthiness to attitude towards advertisement is strong ($p = 0.000$, $r = 0.701$) and (iii) expertise to attitude towards advertisement is moderate ($p = 0.000$, $r = 0.693$). All relationship is moderate to strong with trustworthiness is regarded important to the consumers followed by expertise and lastly the attractiveness. In investigating the association between the variables, the correlations analysis was conducted on the data related. The relationship of attitude towards advertisement to purchase intention is: (i) positively associated and (ii) with moderate strength with Pearson Correlation reading of 0.581 and significant at the .01 (2 tailed).

4.6.1 Correlation Analysis of Physical Attractiveness and Purchase Intention

As shown in the table below, the mean for purchase intention is $M = 4.450$ ($SD = 1.353$) and the mean for physical attractiveness is $M = 4.628$ ($SD = 1.209$). While the correlation analysis indicate that there is a significant positive correlation between physical attractiveness and purchase intention ($r = .359$, $n = 153$, $p < 0.01$).

Table 4.9

Descriptive and Correlation Analysis of Physical Attractiveness and Purchase Intention

	Mean	SD		Purchase Intention	Physical Attractiveness
Purchase Intention	4.450	1.353	Pearson Correlation	1	.359**
			Sig. (2-tailed)		.000
			N		153
Physical Attractiveness	4.628	1.209	Pearson Correlation	.359**	1
			Sig. (2-tailed)	.000	
			N	153	

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

4.6.2 Correlation Analysis of Trustworthiness and Purchase Intention

As shown in the table below, the mean for purchase intention is 4.450 ($SD = 1.353$) and the mean for trustworthiness is 4.211 ($SD = 1.369$). While the correlation analysis indicate that there is a significant positive correlation between trustworthiness and purchase intention ($r = .545$, $n = 153$, $p < 0.01$).

Table 4.10

Descriptive and Correlation Analysis of Trustworthiness and Purchase Intention

	Mean	SD	Purchase	Trustworthiness
--	------	----	----------	-----------------

			Intention		
Purchase Intention	4.450	1.353	Pearson Correlation	1	.545**
			Sig. (2-tailed)		.000
			N		153
Trustworthiness	4.211	1.369	Pearson Correlation	.359**	1
			Sig. (2-tailed)	.000	
			N	153	

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

4.6.3 Correlation Analysis of Expertise and Purchase Intention

As shown in the table below, the mean for purchase intention is 4.450 (SD = 1.353) and the mean for expertise is 4.339 (SD = 1.391). While the correlation analysis indicate that there is a significant positive correlation between expertise and purchase intention ($r = .388$, $n = 153$, $p < 0.01$).

Table 4.11
Descriptive and Correlation Analysis of Expertise and Purchase Intention

	Mean	SD		Purchase Intention	Expertise
Purchase Intention	4.450	1.353	Pearson Correlation	1	.388**
			Sig. (2-tailed)		.000
			N		153
Expertise	4.339	1.391	Pearson Correlation	.388**	1
			Sig. (2-tailed)	.000	
			N	153	

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

4.6.4 Correlation Analysis of Physical Attractiveness and Consumers' Attitude towards Advertisement

As shown in the table below, the mean for consumers' attitude towards advertisement is 4.417 (SD = 1.274) and the mean for physical attractiveness is 4.628 (SD = 1.209). While the correlation analysis indicate that there is a significant positive correlation between consumers' attitude towards advertisement and physical attractiveness ($r = .638$, $n = 153$, $p < 0.01$).

Table 4.12

Descriptive and Correlation Analysis of Physical Attractiveness and Consumers' Attitude towards Advertisement

	Mean	SD		Consumers' Attitude towards Advertisement	Physical Attractiveness
Consumers' Attitude towards Advertisement	4.417	1.274	Pearson Correlation Sig. (2-tailed) N	1 .638** 153	.638** .000 153
Physical Attractiveness	4.628	1.209	Pearson Correlation Sig. (2-tailed) N	.638** .000 153	1

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

4.6.5 Correlation Analysis of Trustworthiness and Consumers' Attitude towards Advertisement

As shown in the table below, the mean for consumers' attitude towards advertisement is 4.417 (SD = 1.274) and the mean for trustworthiness is 4.211 (SD = 1.369). While the

correlation analysis indicate that there is a significant positive correlation between consumers' attitude towards advertisement and trustworthiness ($r = .701$, $n = 153$, $p < 0.01$).

Table 4.13

Descriptive and Correlation Analysis of Trustworthiness and Consumers' Attitude towards Advertisement

	Mean	SD		Consumers' Attitude towards Advertisement	Trustworthiness
Consumers' Attitude towards Advertisement	4.417	1.274	Pearson Correlation Sig. (2-tailed) N	1	.701** .000 153
Trustworthiness	4.211	1.369	Pearson Correlation Sig. (2-tailed) N	.701** .000 153	1

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

4.6.6 Correlation Analysis of Expertise and Consumers' Attitude towards Advertisement

As shown in the table below, the mean for consumers' attitude towards advertisement is 4.417 (SD = 1.274) and the mean for expertise is 4.339 (SD = 1.391). While the correlation analysis indicate that there is a significant positive correlation between consumers' attitude towards advertisement and expertise ($r = .6931$, $n = 153$, $p < 0.01$).

Table 4.14*Descriptive and Correlation Analysis of Expertise and Consumers' Attitude towards Advertisement*

	Mean	SD		Consumers' Attitude towards Advertisement	Expertise
Consumers' Attitude towards Advertisement	4.417	1.274	Pearson Correlation Sig. (2-tailed) N	1 .693** 153	.693** .000 153
Expertise	4.339	1.391	Pearson Correlation Sig. (2-tailed) N	.693** .000 153	1

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

4.6.7 Regression Analysis of Attractiveness, Trustworthiness and Expertise on Purchase Intention.

The multiple regressions analysis was used to test if the celebrity endorsement (physical attractiveness, trustworthiness and expertise) could significantly predicted purchase intention of consumers as shown in Appendix 2. The results of the regression indicated that the predictors explained 29.8% of the variance ($R^2 = .298$, $F(21.062) = 5.692$, $p < .01$). It was also found that trustworthiness significantly predicted purchase intention ($\beta = .522$, $p < .01$). Please refer to Appendix for the regression analysis output.

4.6.8 Regression Analysis of Attractiveness, Trustworthiness and Expertise on Consumers' Attitude towards Advertisement

As shown in Appendix 3, the regression analysis conducted show that the total effect of attractiveness, trustworthiness and expertise is statistically significant, $p < 0.000$, $R^2 = 0.592$, Adj. $R^2 = 0.583$). Based on the interpretation of beta weights and structure coefficient, trustworthiness ($\beta = 0.375$, $r^2 = 0.000$) was the best predictor of attitude towards advertisement. The next best independent variable is the expertise variable ($\beta = 0.307$, $r^2 = 0.000$) and lastly followed by the attractiveness variable ($\beta = 0.182$, $r^2 = 0.020$).

4.6.9 Regression Analysis of the Mediation Effect of Attitude towards Advertisement on Purchase Intention.

As shown in Appendix 4, the result of the regression analysis of the mediation effect of attitude towards advertisement is shown. Attitude towards the advertisement is statistically significant with an effect of 33.8 percent ($p < 0.000$, $R^2 = 0.338$, Adj. $R^2 = 0.333$). Based on the interpretation of beta weights and structure coefficient, attitude towards advertisement has $\beta = 0.470$ and $r^2 = 0.000$. Thus consumers' attitude towards advertisement significantly mediate the relationship between physical attractiveness, trustworthiness and expertise to purchase intention of consumers.

4.7 HYPOTHESES RESULTS

In the following table summarized the results for the hypothesis formulated for this study.

Table 4.15
Hypotheses Results

Hypotheses	Results
H1: Attractiveness is associated to purchase intention.	Accepted
H2: Trustworthiness is associated to purchase intention.	Accepted
H3: Expertise is associated to purchase intention.	Accepted
H4: Attractiveness is associated to consumers' attitude towards advertisement.	Accepted
H5: Trustworthiness is associated to consumers' attitude towards advertisement.	Accepted
H6: Expertise is associated to consumers' attitude towards advertisement.	Accepted
H7: Attractiveness, trustworthiness and expertise has an effect on purchase intention	Accepted
H8: Attractiveness, trustworthiness and expertise has an effect on consumers' attitude towards advertisement	Accepted
H9: Attitude towards advertisement has the mediation effect on purchase intention.	Accepted

4.8 SUMMARY

This chapter covers the findings from the statistical analysis conducted on the data collected from the field work. First the data was analyzed using the descriptive analysis and followed by the correlation and regression analysis. Subsequently both correlation and regression analyses was conducted on the relationship between independent, dependent and mediator variables.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

This focus of discussion in this chapter is to conclude this study based on the research objective of this research as stated earlier in Chapter One namely: (i) To examine the association between attractiveness, trustworthiness and expertise with purchase intention; (ii) to examine the association between attractiveness, trustworthiness and expertise with consumers' attitude towards advertisement; (iii) to examine the association between attitude towards advertisement and purchase intention; (iv) to examine the effect of attractiveness, trustworthiness and expertise on consumers' attitude towards advertisement; (v) to examine the effect of attractiveness, trustworthiness and expertise on purchase intention; (iv) to examine the moderation effect of consumers' attitude towards advertisement to purchase intention. Subsequently the chapter ends with recommendation from both the research process and the managerial implication.

5.2 CONCLUSION

The outcomes of this research are consistent with the pragmatic consequences of prior studies. (Goldsmith et al., 2000). It shows that the most credible celebrity have the greater influence on the consumer's attitude towards the advertisement. As can be

interpreted from the results, celebrity endorsement has reasonable impact on customers as per their attitude and purchase intention. Celebrity endorsement has come out as not only an influential factor but rather a causal factor in the results of this paper. Physical attractiveness, credibility and congruence of celebrity with reference to the endorsed advertisement all have impact on the customer's perception about the advertised product.

This conclusion is divided into three main parts: (i) the association and relationship between celebrity endorsement characteristics to purchase intention; (ii) association and effect of celebrity endorsement characteristics on consumers' attitude towards advertisement; (iii) the mediation effect of consumers' attitude on advertisement on celebrity endorsement characteristics to purchase intention.

5.2.1 The Association and Effect of Celebrity Endorsement Characteristics and Purchase intention

The association between physical attractiveness, trustworthiness and expertise to purchase intention is positively associated and significant. The effect of physical attractiveness, trustworthiness and expertise on purchase intention is 29.8% with trustworthiness as the main predictor to purchase intention.

5.2.2 The Association and Effect of Celebrity Endorsement Characteristics and Consumers' Attitude toward the Advertisement.

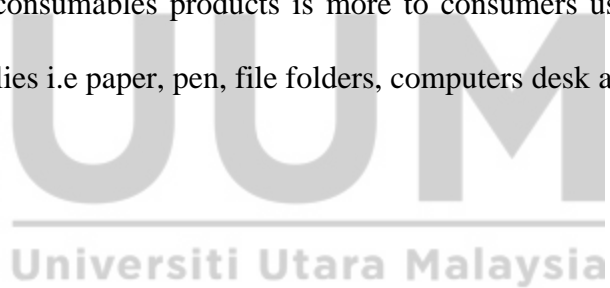
As presented in the earlier chapter on the findings, the correlation analysis for attractiveness, trustworthiness and expertise is all positively correlated with moderate to high strength of association. Therefore it could be concluded here that attractiveness, trustworthiness and expertise does play an important role in developing the attitude towards advertisement among consumers. Among the three variables, trustworthiness is regarding important to consumers followed by expertise. The variables have the influence of 59.2% in predicting the intention to purchase among consumers. This findings is line with previous study on advertisement and celebrity endorsement characteristics.

5.3.3 The Association and Mediator Effect of Consumers' Attitude toward Advertisement to Celebrity Endorsement Characteristics on Purchase Intention.

The regression analysis conducted to investigate the mediating effect of consumers; attitude towards advertisement on purchase intention shows that consumers' attitude towards advertisement is significant. Consumers' attitude towards the advertisement is statistically significant with an effect of 33.8 percent ($p < 0.000$, $R^2 = 0.338$, Adj. $R^2 = 0.333$). Based on the interpretation of beta weights and structure coefficient, attitude towards advertisement has $\beta = 0.470$ and $r^2 = 0.000$. Thus consumers' attitude toward advertisement significantly mediates the relationship between physical attractiveness, trustworthiness and expertise to purchase intention of consumers.

5.3 RECOMMENDATIONS

The purpose of this study is to investigate the association and relationship of selected predictors that would explain the purchase intention mediated by the attitude towards advertisement. The results showed that all hypothesis are supported the proposed. Thus there are some of the recommendation: (i) to use other variables specific to the format and message of the advertisement and (ii) a comparison between consumables, shopping products and specialty products. Shopping and specialty product is the product that consumers willing to spend more money and time to purchase the best quality, such as many clothing products, personal services, electronic products, and household furnishings. Whereas the consumables products is more to consumers use recurrently. For example is office supplies i.e paper, pen, file folders, computers desk and printer.



REFERENCES

- Bardia, Y.H., Abed, A. and Majid, N.Z. (2011). Investigate the impact of celebrity endorsement on brand image. *European Journal of Scientific Research*, 58(1), 116-132
- Bhatt, N., JaR. M. and Patel, J. D. (2013). Impact of celebrity endorser's source credibility on attitude towards advertisements and brands. *South Asian Journal of Management*, 20 (4) (Oct – Dec), 74-95
- Chaiken, S. (1979). Communicator attractiveness and persuasion, *Journal of personality and Social Psychology*, 37, 1387-1397.
- Chan, K., Ng, Y.L. and Luk, E.K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents, *Young Consumers*, 14(2), 167-179
- Coakes, S. J. (2013). *Analysis without anguish with SPSS V20*. John Wiley & Sons Inc
- Danaher, P. J. and Rossiter, J. R. (2011). Comparing perceptions of marketing communication channels. *European Journal of Marketing*, 45, 6-24
- Eisend, M. and Langner, T. (2010). Immediate and delayed advertising effects of celebrity endorsers' attractiveness and expertise. *International Journal of Advertising*, 29(4), 527-546
- Erdem, T. and Swait, J. (2004), Brand credibility, brand consideration, and choice. *Journal of Consumer Research*, 31(1), 191-198.
- Erdogan, B. Z. (1999). Celebrity endorsement: a literature review. *Journal of Marketing Management*, 15(3), 291-314
- Friedman, H. and Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*, 19(5), 63-71
- Goldberg, M. E. and Hartwick, J. (1990). The Effects of Advertiser Reputation and Extremity of Advertising Claim on Advertising Effectiveness. *Journal of Consumer Research*, 17, 172-179.
- Goldsmith, R. E., Lafferty, B.A. and Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisement and brands. *Journal of Advertising*, 29(3), 43-54

- Hakimi, B.Y., Abedniya, A. and Zaeim, M.N. (2011). Investigate the impact of celebrity endorsement on brand images. *European Journal of Scientific Research*, 58(1), 116-132.
- Han, S. P. and Shavitt, S. (1994). Persuasion and culture: Advertising appeals in individualistic and collectivistic societies. *Journal of Experimental Social Psychology*, 30 (4), 326-350
- Hofstede, G. (1980). Culture's consequences: *International differences in work-related values*. Beverly Hills, CA: Sage
- Kahle, L. and Homer, P. (1985). Attractiveness of the celebrity endorser: a social adaptation perspective. *Journal of Consumer Research*, 11(4), 954-961.
- Kamins, M. A. and Gupta, K. (1994). Congruence between spokespersons and product type: a match-up hypothesis perspective. *Journal of Psychology and Marketing*, 11(6), 569-586
- Kim, S. S., Lee, J. and Prideaux, B. (2014). Effect of celebrity endorsement on tourists' perception of corporate image, corporate credibility and corporate loyalty. *International Journal of Hospitality Management*, 37, 131-145.
- Kotler, P. (1997). *Marketing management: Analysis, planning, implementation and control*. Prentice Hall: Englewood Cliff, NJ.
- Kotler, P. and Armstrong, G., (2016). *Principles of Marketing* (16 ed.). Pearson Education Limited: Essex, England.
- Lafferty, B. and Goldsmith, R. E. (1999). Corporate Credibility's Role in Consumers' Attitude and Purchase Intentions When a High Versus a Low Credibility Endorser is used in the Ad. *Journal of Business Research*, 44, 109-116.
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundation of the endorsement process. *Journal of Consumer Research*, 16(3), 310-321
- Ohanian, R. (1991). The impact of celebrity spokesperson's perceived image on consumer intention to purchase. *Journal of Advertising Research*, 31(1), 46-52.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39-52.
- Qurat, U. A. Z. and Mahira, R. (2012). Impact of celebrity advertisement on customers' brand perception and purchase intention. *Asian Journal of Business and Management Sciences*, 1(11), 53-67.

- Pallant, J. (2013). *SPSS survival manual: A step by step guide to data analysis using IBM Spss 5th Ed.* McGraw Hill: New York
- Petroshius, S. M. and Crocker, K. E. (1989). An empirical analysis of spoke person characteristics on advertisement and product evaluations. *Journal of the Academy of Marketing Science*, 17, 217-225.
- Praet, C. L. C. (2001). Japanese advertising, the world's number one celebrity showcase? A cross-cultural comparison of the frequency of celebrity appearances in TV advertising, in Roberts M. and King, R. L. (Eds.), *Proceedings of the 2001 Special Asia-Pacific Conference of the American Academy of Advertising*, Kisarazu, Japan, 6-13
- Priester, J.R. and Petty, R.E. (2003). The influence of spokesperson trustworthiness on message elaboration, attitude strength, and advertising effectiveness. *Journal of Consumer Psychology*, 13(4), 408-421.
- Sallam, M. A. A. and Wahis, N. A. (2012). Endorser credibility effects on Yemeni male consumer's attitudes towards advertising, brand attitude and purchase intention: The mediating role of attitude towards brand. *International Business Research*, 5(4), 55-66
- Sharma, T. and Chawla, G. (2014). Consumer perception and opinion towards advertising: An empirical study on consumer behavior in South Delhi. *International Journal of Marketing and Business Communication*, 3(2) <http://www.publishingindia.com>
- Shimp, T. (2003). *Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communication*, 6th ed., The Dryden Press, Fort Worth, TX.
- Tantisenepong, N., Gorton, M. and White, J. (2012). Evaluating responses to celebrity endorsements using projective techniques. *Qualitative Market Research: An International Journal*, 15(1), 57-69.
- Thwaites, D., Lowe, B., Monkhouse, L. L. and Barnes, B. R. (2012). The impact of negative publicity on celebrity ad endorsements. *Psychology and Marketing*, 29(9), 663-673.
- Till, B.D., Busler, M. (2000). The match-up hypothesis: attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising*, 29(3), 1-13.
- Zahid, M., Abdul, R., Jainthy, N. and Samsinar, M.S. (2002). Perceptions of advertising and celebrity endorsement in Malaysia. *Asia Pacific Management Review*, 7(4), 535-554.